

CALIFORNIA Apparel News

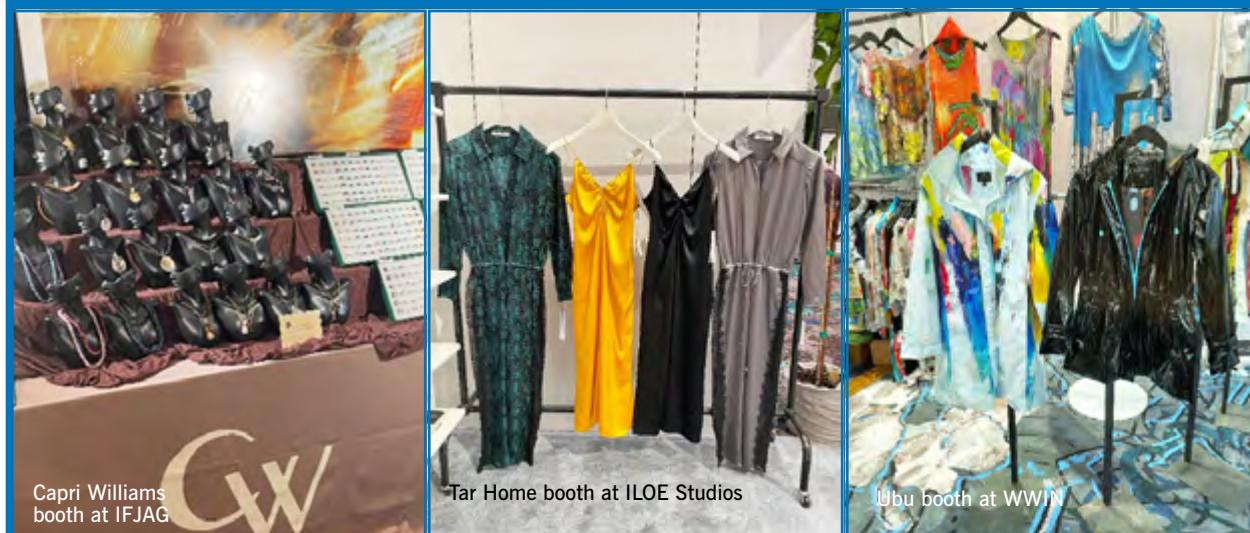
THE VOICE OF THE INDUSTRY FOR 77 YEARS

\$3.99 VOLUME 78, NUMBER 5 FEBRUARY 25, 2022 DOUBLE ISSUE



FULL HOUSE

Las Vegas Fashion Week returned Feb. 12–17 with a full deck of shows to suit everyone's needs with new locations, amenities and offerings. According to domestic and global exhibitors and attendees alike, it was a pretty good deal. For full coverage of the shows, see pages 3–5.



TRADE-SHOW REPORT

Las Vegas Shows See Excited Buyers Grateful to Shop the Show Floor

By Dorothy Crouch and Tyler Shultz

Beginning Feb. 12 and ending Feb. 17, the apparel industry descended upon Las Vegas for its semiannual trade shows, which relayed trends for the coming year. At **Agenda**, **IFJAG**, **ILOE Studios**, **Las Vegas Apparel**, **MAGIC**, **OFFPRICE**, **Project**, **Sourcing at MAGIC** and **WWIN**, attendees shopped for every category and were interested in immediates through Fall goods.

In addition to the shopping focus, attendees were also treated to a number of educational sessions geared toward finding retail success in 2022 and methods of selecting the appropriate supply-chain partners, as well as learning how to begin a sustainable journey. Coverage may be found on pages 3–5.

TRADE-SHOW REPORT

FMNC Opens 2022 With Strong Show and Plenty of Optimism

By Tyler Shultz Assistant Editor

The first **Fashion Market Northern California** of 2022 was held at the **Embassy Suites** in South San Francisco and brought the latest in women's contemporary apparel and accessories for Spring and Summer. The first of five planned events for the year, the show, held Jan. 30–Feb. 1, brought optimism to everyone involved.

Nancy Provda, outgoing president of FMNC, said the show was a good indicator of things to come for the rest of the year. Provda said it was a fantastic show and will only get better as the year goes on.

"I thought the show went really well. We had three and a half floors full of exhibitors and so many buyers—I think the most we've had since we started up again after the lockdowns," Provda said. "I think for 2022 we're off to a great

→ **FMNC** page 2

INSIDE

Where fashion gets down to businessSM



Milano Unica 34th edition ... p. 2

Soorty new sustainable collection ... p. 6

Las Vegas Apparel Returns With Successful Second Show

Taking place Feb. 12–14 at the **Expo at World Market Center Las Vegas, International Market Centers'** second edition of **Las Vegas Apparel** reported a successful show with quadruple the attendance over its August debut.

Representing Los Angeles brand **LLove**, Show Manager Addy Kim reported traffic from buyers based in Atlanta, Dallas, Iowa, Minnesota and Mexico. Colors that were ticking during the show were hot pink, green and royal blue.

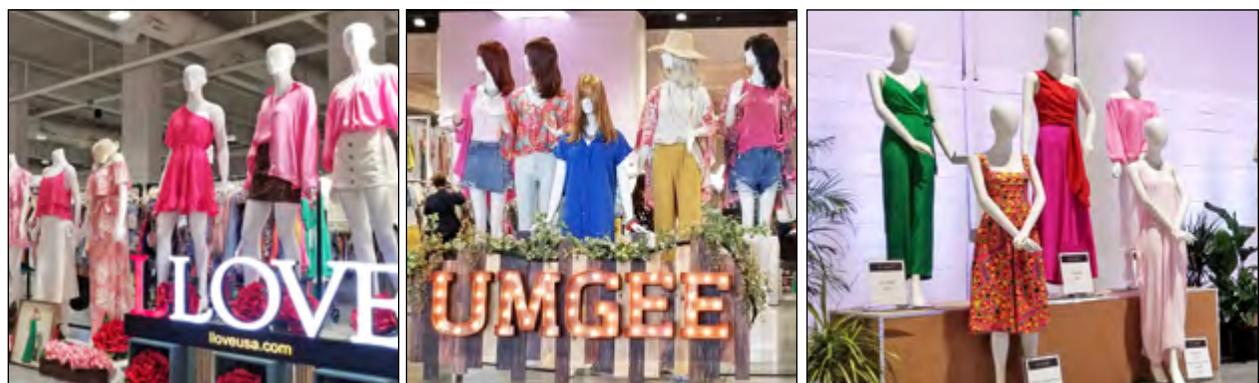
"Mostly sets are going, off-the-shoulder tops and dresses are going well, jumpsuits are doing well," Kim said of her items, which are priced at \$9.98–\$22.88 wholesale. "A lot of tie-around-the-waist shirts. Some people are looking for cutouts in the back as well."

In from Royal Oak, Mich., just outside of Detroit, Marianne Petrus of **Saffron**, a single-door boutique, was shopping for pieces to fit her bohemian shop.

"We've got a lot of different price ranges in the shop, from \$40 to \$300 retail. We're really print heavy and colorful. We're very retro," Petrus said. "We pretty much buy everything here for the rest of the year. I am doing the rest of my Spring/Summer and then I will buy into Fall."

At his **La Forme**' booth, Los Angeles' Ric Guido proclaimed that baggy jeans are back as buyers looked to his line for styles that reflected a return to 1970s and 1990s denim silhouettes.

"All of these are high rise, cut wide but very big. They fit



The curated Las Vegas Apparel show reported a huge bump in traffic and attendees from across the country reflecting the trends that are hot for Spring/Summer and Fall.

like the baggy," Guido said. "We do a mother jean that is really wide-leg big."

Buyer Jessica Epp of Raleigh, N.C., shopped for her **Epp & Co.** e-commerce operation, which she will expand into a mobile boutique this spring. Epp searched for Immediates and Spring/Summer with bright florals and flowy ruffles catching her eye.

"Most of my customers are like me—moms in their 30s and 40s," Epp said. "They want to look cute and trendy but don't want to break the bank."

Representing the Los Angeles-based **Umgee** brand, Jayden Park explained that his customer is typically a Southern woman who is searching for a bit more modesty but wants to have fun.

"Spring season is coming up, so they are looking for a brighter, colorful, springy vibe," Park said. "We cater to a lot of Southerners who have a bit more of a conservative side, so even though it's spring we do want some conservative looks with longer sleeves. They might want a tank with a kimono but coverage with sleeves."—Dorothy Crouch

MAGIC Grows From August 2021, Increases Men's Options

At the **Las Vegas Convention Center**, **MAGIC** returned Feb. 14–16 to showcase the latest in trends and young-contemporary apparel, footwear and accessories for men, women and children. This edition brought more attendees than the August 2021 show, with 35 percent being new buyers. The event also saw a rise in both men's brands shown and the number of buyers purchasing menswear.

Ashley Murphy, manager of the **eclectic boutique** in San Diego, said she does not go to the show looking for particular styles or trends but loves the concept of shopping and browsing new vendors to fill the boutique.

"We have our people that we love, and we always make sure to stop by their booths, but we love just shopping around the event and finding new and different vendors that we don't have. That's always our favorite way to do things," Murphy said.

Denim brand **Dear John** was at MAGIC showing off new styles and silhouettes for the upcoming Fall/Winter seasons. It was co-located with sibling brand **Another Love**, which offers a trendier type of product. According to sales director Ben Kotler, growth was occurring before the pandemic, and there is more business last year than any other previous year in the company's history.

"Our business has been trending up ever since the beginning of the pandemic. In 2021 we were up over 40 percent



Denim brand Dear John premiered styles for the upcoming Fall/Winter seasons. The brand has been growing ever since the pandemic began and saw its most business ever in 2021.

compared to our best year as a company," Kotler said.

Taylor Aycock, vice president of sales for **The Remedy Group**, one of the independent partners of Dear John, said buyer attitudes were different at this show. People had their best December or best January and carried that positive attitude to the show.

Although the previous few years have called for the death of the skinny jean, Dear John continues to do well with skinny

silhouettes, according to Aycock.

"For us, skinny jeans are always going to be around. I don't think they're going anywhere because our age group is 25 and up, but the core customers are probably 35 to 55," Aycock said. "So skinny jeans for us aren't going anywhere and are still a huge fit for us. We also do slim straights and straights, which are trending right now, and flares and bootcuts are popular for Fall."—Tyler Shultz

Buyers Seek Value and Quality at OFFPRICE Las Vegas

During its Feb. 13–16 show, **OFFPRICE Las Vegas** welcomed attendees to the **Venetian Expo** to find deals on quality goods. According to Laurel Hansen, senior marketing manager at OFFPRICE parent company **Tarsus Group**, the show is encouraging progressive steps.

"We have found with all this digital advancement we are reaching more and more of the buyers," Hansen said. "The one- and two-store boutique buyers, they are all on social."

Traveling in from Lyndhurst, N.J.'s **Parkway Essentials LLC**, Teryn and Sidona Driver sought brands that would fulfill their needs for quality goods across apparel categories.

"We want to make sure customers are always going to come back. The quality of established brands is something we're keen to take in," Sidona said. "Being able to have everything sourced in one location. We know people who have been to the show in prior years and found great success."

Selling men's, women's and children's clothing, Ziv Mizrahi explained that success at the show was found by accommodating buyers and having the scarce goods they need amid uncertainty in the supply chain.

"I was surprised that men's **Versace**-style shirts are selling like crazy," said Mizrahi, who sold to **dd's Discounts** and **Gabriel Brothers, Inc.** "Everybody is looking for stuff to have right now because they don't know what will happen. Looking for palazzo pants, woven pants. There is a shortage in the market for woven pants. Whoever has these things will have a great show."



OFFPRICE filled the gap in the supply chain for everyone from one- or two-door buyers to the majors seeking quality across categories. Designer brands proved particularly popular.

Stormin' Norman Chief Financial Officer and Senior Manager Leanne Anderson visited the show from Long Beach, Wash., and was placing orders for the 18-year-old business that caters to tourists with its four doors.

"This is a big deal, and it's an opportunity to shop the different vendors to bring in new and fresh stuff," Anderson noted. "I am very happy to be back. It's nice to do business this way."

At the booth for **Sasco** and **La Strada**, New York-based Senior Vice President of Men's Peter Macaluso reported buyers placing orders for Immediates and Fall.

"Business seems to have been better the past week and a half. After the holidays it got slow," Macaluso said. "They're in a much better frame of mind. There seems to be a lot of South American, Mexican stores and Puerto Rico."

Managing wholesale inventory supply for **Marque Luxury**, Chase Vance had been writing orders all day with buyers from Los Angeles, New York, Florida, Dallas and Atlanta.

"The **Louis Vuitton** monogrammed print is always tried and true," Vance explained. "That makes up about 80 percent of all business that we do—the standard Louis Vuitton brown monogram."—D.C.