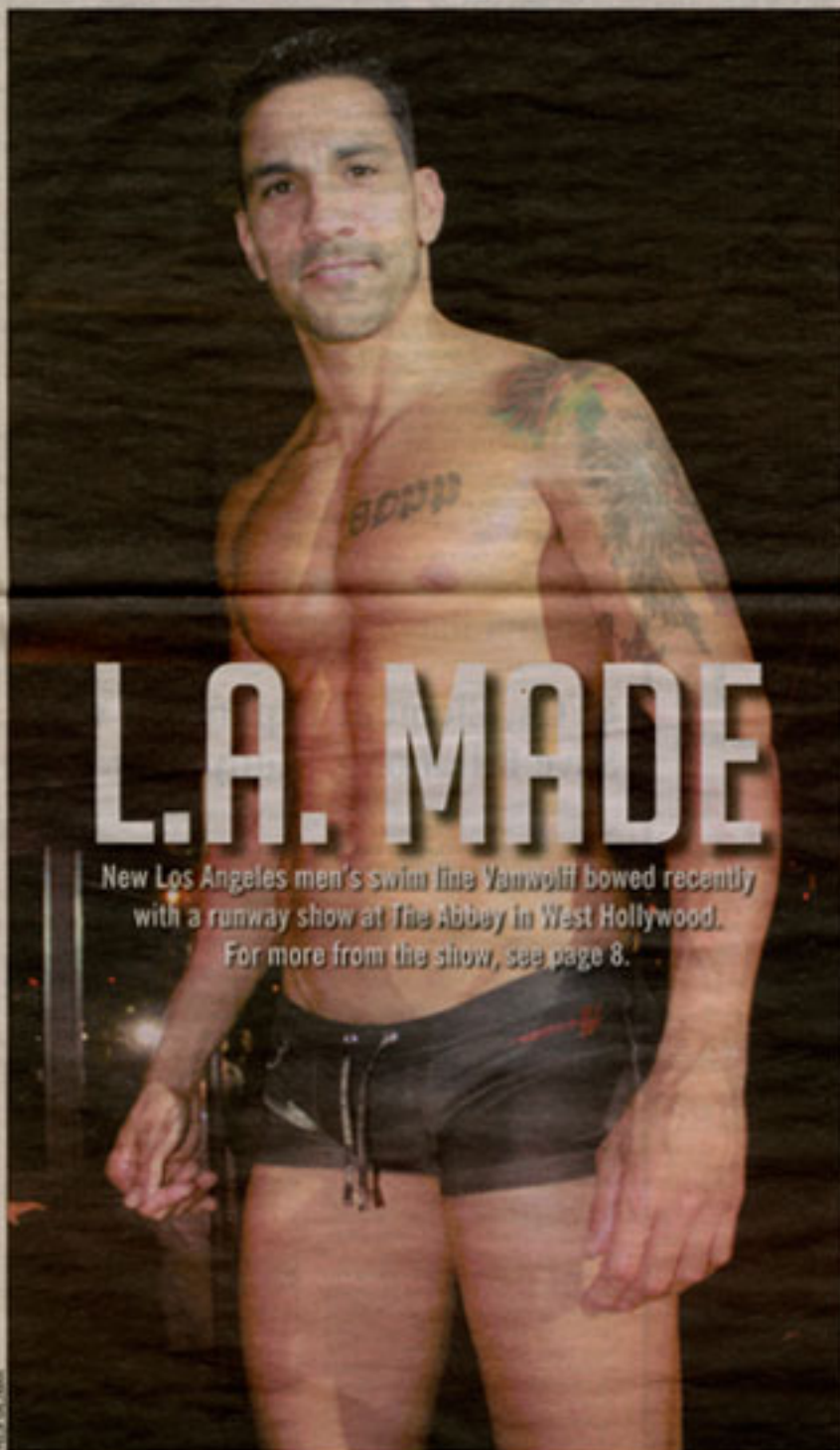


# CALIFORNIA Apparel News

THE VOICE OF THE INDUSTRY FOR 60 YEARS

\$1.00 VOLUME 48 NUMBER 17 AUGUST 26-SEPTEMBER 6, 2012



## L.A. MADE

New Los Angeles men's swim line VanWolf bowed recently with a runway show at The Abbey in West Hollywood. For more from the show, see page 8.

### TRADE SHOW REPORT

## L.A. Fashion Week Plans Ramp-Up With High Expectations, Criticism

By Andrew Roth Retail Editor

With little fanfare, Los Angeles Fashion Week will return in October to showcase Los Angeles designers and also define the city's place in global fashion.

Some veterans of Los Angeles Fashion Weeks past will return to produce runway shows, while other organizers will enter the fray for a fashion week that always has strived to forge a unique identity for local fashion. Critics have called on the event's producers to prove themselves in a forest that many say is unfairly compared with other fashion weeks around the country and across the world.

L.A. Fashion Week has been the domain of a handful of in-  
 ➤ L.A. Fashion Week page 4

### TRADE SHOW REPORT

## Fashion Market Northern California Attracts Buyers Only Days After Las Vegas Shows

By Deborah Helgeson Senior Editor

SAN MATEO, Calif.—Heidi Howard, notebook in tow, was on a mission.

Wandering up and down the wide aisles of Fashion Market Northern California, she was hunting for only "Made in USA" merchandise for her recently opened store in the quiet downtown of San Carlos, Calif.

"I usually don't shop this show, but I am here to look for American-made goods," said the owner of Earthy Treasures, located in Foster City, Calif., for 36 years until a new shopping-center owner prompted Howard to move her boutique.

With the move to a new city, Howard decided her business  
 ➤ FMNC page 3

### INSIDE

Where fashion gets down to business



Port negotiations break down ... p. 2

Billabong takes stock ... p. 2

New Resources ... p. 6

Designer Profile ... p. 7

[www.apparelnews.net](http://www.apparelnews.net)







FELIX PALOMAR

## Vanwolff Bows in West Hollywood

Los Angeles-based swimwear and underwear collection Vanwolff showcased its debut swim collection on the runway on Aug. 24 at The Abbey in West Hollywood, Calif. The show featured two swim groups, "Prey," which features aquatic-animal prints, and "Essential," a basic line in bright colors. Each suit features "woven-in cording," a drawstring cord woven with cheeky messages. One reads, "I Promise to Behave This Summer," and another says, "Looking for Trouble."

Created by Canadian designer Andrew Maxin and Mark Waier, Vanwolff is produced in downtown Los Angeles. The fully lined, polyester/nylon suits are available in boxer and brief styles. For more information, visit [www.vanwolff.com](http://www.vanwolff.com).—Alexa A. Nieder



68  
1944-2012

Eighty-eight years of news,  
Fashion and Information

**EXECUTIVE EDITOR**  
ALISON A. NIEDER

**SENIOR EDITOR**  
K. JAYNE LEWIS

**SENIOR EDITOR**  
DEBORAH BELGUM

**METAL EDITOR**  
ANDREW ASHA

**EDITORIAL MANAGER**  
JOHN BIRN

**CONTRIBUTING WRITERS**  
SHEA CORTADO  
SARAH WOLFGAN

**CONTRIBUTING PHOTOGRAPHERS**  
BEN COPE, SOLARIN CORRELL,  
JOHN CORRELL, THE HIGUAL,  
TULSA SALZMAN

**WEBEDITORS**  
TOM CAPREN  
GREG WILKER

**WEB PRODUCTION**  
IAN BRUNELTY  
LUNA GONZALEZ  
NICHOLE YKOLA

**SOCIAL MEDIA COORDINATOR**  
JENN KOLM

**EXECUTIVE MARKETING DIRECTOR**  
LOUISE CHARNOCK

**DIRECTOR OF SALES  
AND MARKETING**  
TERRY MARTINEZ

**ACCOUNT EXECUTIVES**  
SHARLEA PLATT  
AMY VALENCIA

**ACCOUNT MANAGER**  
LYNNE AARON  
MIRICAN BELCALZI

**SALES & MARKETING COORDINATOR**  
SARAH HENNINGER

**SALES ASSISTANT**  
AULY NOEL

**CLASSIFIED SENIOR ACCOUNT EXECUTIVE**  
JENN KOLM

**CLASSIFIED**  
ACCOUNT EXECUTIVES  
ETHAN R. KATZMAN  
JEFFERY YOUNGER

**CLASSIFIED ACCOUNTING**  
MARLOU DELA CRUZ

**SERVICE DIRECTOR**  
MICHAEL EXECUTIVE  
JOHN COFFO

**PRODUCTION MANAGER**  
KENDALL IN

**ART DIRECTOR**  
DICK WILTZER

**PRODUCTION ARTIST**  
JOHN FREEMAN FOM

**PHOTO EDITOR**  
JOHN SROGACK  
ERIK WILKER  
JIM PATRICK

**CREDIT MANAGER**  
BETH GOODMAN

**PUBLISHED**  
GENERAL MANAGER  
MOLLY THOMAS

**WEB PUBLISHING CORP.**  
09-0009  
TAM PILLMAN  
CARL WERNICKE

**PUBLISHED/OWNERS**  
MARTIN WERNICKE  
1902-2000

**PUBLISHED BY**  
WEB PUBLISHING CORP.  
OFFICE: NEWS GROUP  
Publishers of  
California Apparel News  
Wholesale  
A

**EXECUTIVE OFFICE**  
California Market Center  
110 E. North St., Suite A377  
San Angeles, CA 90019-1377  
TEL: 627-3751  
Fax: 310-627-3707  
Classified Advertising Fax  
310-627-1515

[www.apparelnews.net](http://www.apparelnews.net)  
[advertising@apparelnews.net](mailto:advertising@apparelnews.net)  
Printed in the U.S.A.

**BPA**  
Registered

## COMING UP



### September 7

Cover: Fashion  
What's Checking  
I-tal Spot Check  
Retail Focus  
Fashion Resource  
**News Distribution**  
Las Vegas Showcase & Resort Gift Show  
9/11-14  
Designers & Agents NY 9/15-20  
Accessories The Show FAME, Miami  
Merchandise 9/19-21  
Cohort NY 9/19-21

### September 14

Cover: Trade Trends  
Freight & Logistics  
NY Fashion Week Coverage  
**News Distribution**  
Gold Show, New York 9/13-20  
NY Apparel & Fashion Show 9/15-21

### September 21

Cover: MAGIC Super Trends  
New Resources  
Spot Check  
Logistics  
Technology  
Lingerie Advertiser

### September 28

Cover: Fashion  
J. Fashion  
Webwatch  
Industry Focus: Retail/Boutiques  
**News Distribution**  
LA Makers Market 10/1-3  
Phoenix Fashion Week 10/3-8  
Designers & Agents 10/15-17  
LA Market Week 10/15-18  
LA GR & Home Market 10/1-9

**Apparel News**

Contact Terry Martinez today for details on incentive space pricing, specifications and reservations:  
(310) 627-3720, Ext. 213 or E-mail: [terry@apparelnews.net](mailto:terry@apparelnews.net)

**Print + Online +  
Archives = Total Access**

Get Yours Today and Save 75%!

Visit [www.apparelnews.net/subscribe/total](http://www.apparelnews.net/subscribe/total)  
Or call (866) 207-1448