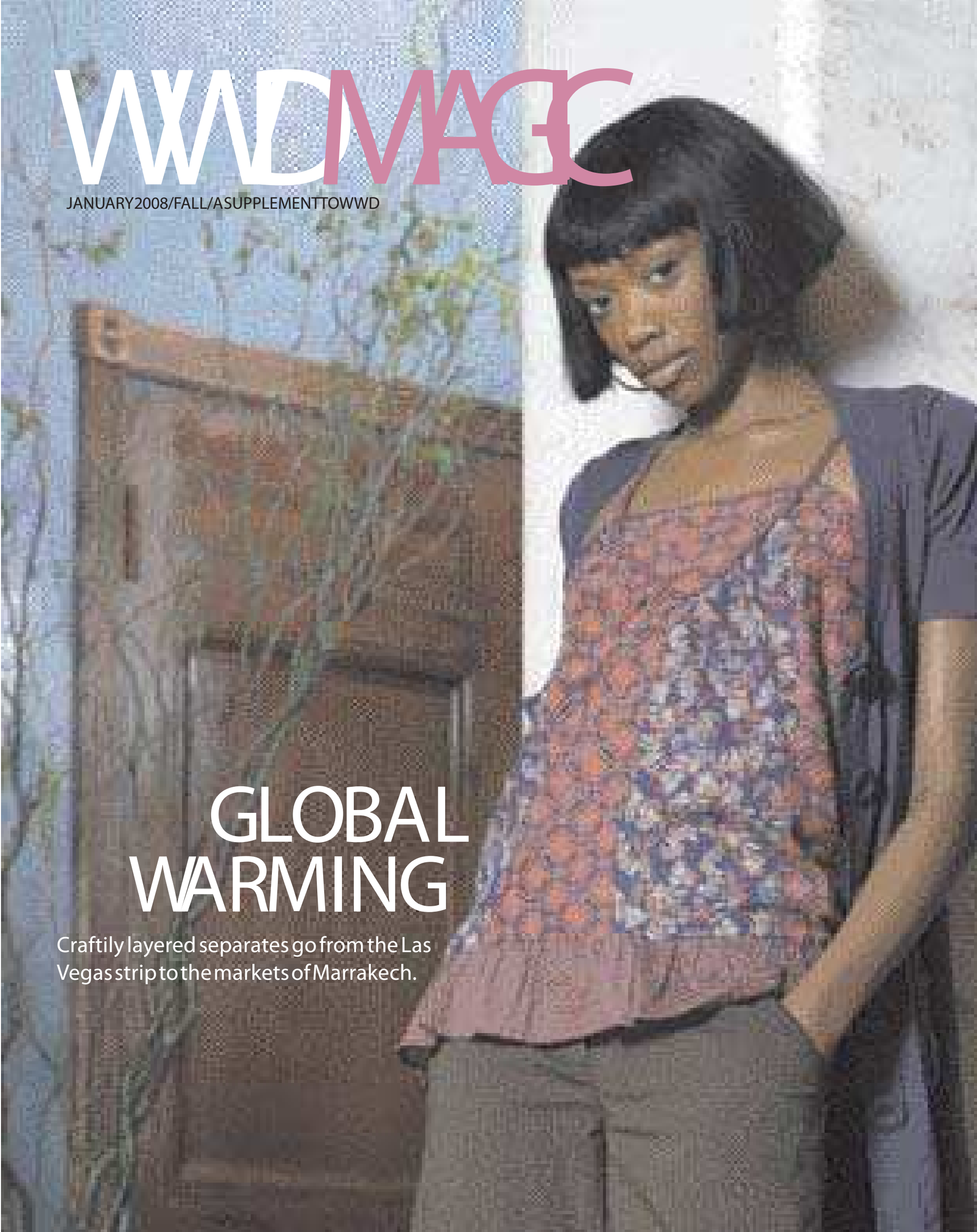


# WWD **MAG**

JANUARY 2008/FALL/A SUPPLEMENT TO WWD

## GLOBAL WARMING

Craftily layered separates go from the Las Vegas strip to the markets of Marrakech.





**6** scene: The latest taste of Las Vegas.

**8** show business: New faces and added features mark the February edition of the MAGIC Marketplace.

**10** contemporary/young contemporary: Companies look toward year-round fabrics and pared-down looks to combat economic uncertainty.

**14** accessories: Fall looks are fun, relaxed and getting greener.

**16** juniors: Vendors are aiming high and low to capitalize on the two bustling ends of the junior market.

**18** women's sportswear & dresses: Organics heat up while the dress still has legs.

**22** casual lifestyle: Styles hearken back to decades past.

**24** outerwear: After several seasons of color, the outerwear market updates to a more traditional color palette.

**26** kids: Children will find lots of happy hues in their closets next fall, with just a touch of detailing.

**28** intimates: Lingerie Americas joins the MAGIC family.

**29** swimwear: With economic factors weighing heavily, swim vendors stick with tried-and-true methods.

**30** calendar: The order of events at the MAGIC marketplace.

**ON THE COVER:** Kensie Girl's cotton and nylon cardigan and cotton camisole and trousers.

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## TOUT SWEET

Caesars Palace Las Vegas, a celebration of ancient Greece and Rome, has integrated the tastes of another European classic — Paris' Left Bank — with Payard Patisserie & Bistro. The opening in November marked the 10th anniversary of world-renowned pastry chef François Payard's original New York patisserie. Payard, however, says Las Vegas is "completely different."

Though the two locations share the same design team (the New York-based Rockwell Group), Payard said his New York spot is more conservative and less spacious. Payard Las Vegas is organized into three sections: a specialty goods station for on-the-go patrons (where "people can buy [gifts] quickly, like a cosmetic shop," said Payard); a coffee-counter bar for quick sit-down service, and a more traditional restaurant, serving breakfast and lunch daily, and in lieu of dinner, offering an unconventional dessert tasting menu. Payard's dessert menu is grouped into four categories — Le Fromage; the Orchard; Coffee, Caramel and Nuts, and Tout Chocolat — and patrons can select any three desserts (\$45) for sampling. Look for fruit dishes to change seasonally, with some of Payard's favorites including the Apple Tatin, with aged cheddar, frisée salad and toasted walnuts, and the Palet d'Or Hazelnut Succes, with marquise chocolate and a crispy wafer.

Payard Patisserie & Bistro at Caesars Palace, 3570 Las Vegas Boulevard South; 702-731-7292. Open daily, for brunch, 6:30-11:30 a.m.; for lunch, 12-4 p.m., and for dessert, 6-11 p.m.

— Rachel Rees



# on tap

The latest taste of Las Vegas.

## THE 'QUIET' KOI

Anonymity at Los Angeles hot spot Koi is nearly impossible: paparazzi have a permanent spot on the sidewalk in their efforts to get shots of the celebrities who frequent the restaurant. But with its new Las Vegas outpost at the Planet Hollywood Resort & Casino, diners may be able to escape Los Angeles shutterbugs and enjoy their Japanese-inspired dishes in relative — it is Vegas, after all — peace.

Asian design elements take over the space and the restaurant is dotted with gilded Buddhas, temple bells and hand-carved Indonesian doors. Black ceilings and dark tables create a sleek interior while candles exude a dim flicker and the Fountain Room allows a tourist-free view of the Bellagio water show and the Strip through floor-to-ceiling windows. The lounge accommodates nearly 100 people and is separated from the restaurant by a bar where the DJ booth is nestled between narrow tiles of Indonesian onyx and marble.

Favorites include a baked lobster roll (\$22) and grilled Chilean sea bass (\$29), toro sashimi (\$42) and a full sushi menu.

Koi Las Vegas at Planet Hollywood Resort & Casino, 3667 Las Vegas Boulevard South; 702-454-4555. Open Sunday-Thursday, 5:30-11 p.m.; Friday and Saturday, 5:30 p.m.-midnight.

— Diana Ryu

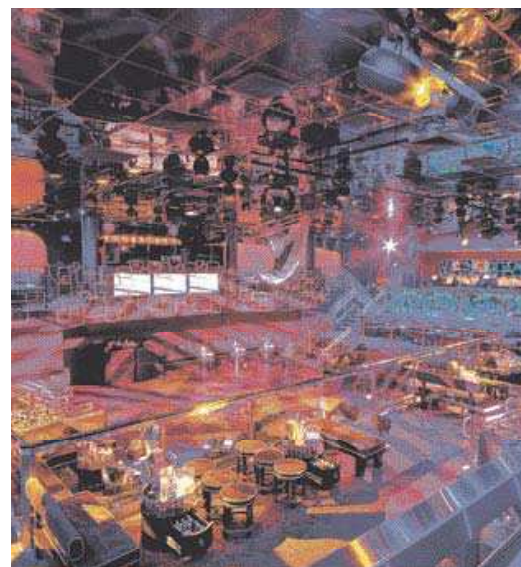


PHOTO BY NEIL KULL

## BANKERS' HOURS

Las Vegas nightlife players are cashing in at The Bank, Bellagio's new nightclub. At just two months old, one of the Strip's hottest New Year's Eve destinations is attracting a glamorous crowd with a yet another level of exclusivity. The Light Group, the same management team behind Jet and Caramel Lounge, has even embedded luxury into The Bank's structure with bottles of Cristal lining the walls from floor to ceiling and a Champagne bottle light fixture. In an effort to set itself apart from Sin City clubs that cater to the masses, The Bank cultivates a more intimate — by Las Vegas standards — and elegant setting in an 8,000-square-foot space comprising a foyer and main room.

While sipping on cocktails served by gold-clad waitresses, guests can float between dancing on the illuminated glass floor and lounging in the luxe VIP booths.

The Bank Nightclub at Bellagio, 3600 Las Vegas Boulevard South; 702-693-8300. Open Thursday-Sunday, 10 p.m.-4 a.m. Admission is \$50. Bottle service also available starting at \$475.

— Ladan Cher



# meet and greet

New faces and added features mark the February edition of the MAGIC Marketplace. **By Kristen Jandoli**

**WITH A DOZEN-PLUS TRADE SHOWS TAKING PLACE IN VEGAS** come Feb. 12, organizers are working overtime to make their event stand out from the crowd.

February's MAGIC Marketplace marks the launch of White, an area that will bridge the gap between the contemporary and women's sportswear categories, as well as the debut of its partnership with the Lingerie Americas show.

"There are a lot of changes in the offing that will speak even further to making the show more retailer-friendly," said Christopher Griffin, show director of WWD MAGIC and MAGIC Kids, who signed on with MAGIC parent company Advanstar in December. "There are a lot of new people here, myself included, who represent what the future of WWD MAGIC will look like."

Griffin said the new White area came out of requests from exhibitors and retailers alike. "They both wanted to see an area that called out elevated price point lines that they felt didn't have a home specific to them at WWD MAGIC," said Griffin. "The question was being asked, if I am at a \$125 wholesale price point, where do I fit in?"

White will showcase approximately 60 brands in 6,000 square feet, housed in a minimalist, gallery-like space with white walls and carpeting. Brands include Eileen Fisher, Single and Voodoo, a contemporary dress line (for more on White, see p. 20). The exhibit is located between the contemporary and women's sportswear areas in the North Hall of the LVCC.

WWD MAGIC will be reaching out to buyers with other initiatives, including stepped-up efforts by its retail relations team and a succession of parties broken down by category.

"It's my mandate that our retail relations team is outwalking the floor as much as possible, connecting buyers to sellers," Griffin said. And for MAGIC rookies, there will be a New Buyer Seminar held on Feb. 12 from 9 to 11 a.m. in room N259, led by Mercedes Gonzales, founder of Global Purchasing Concerns, a retail consulting and buying firm. "The seminar is geared toward the small one-door buyer who hasn't been to MAGIC and maybe doesn't have a sense of where to begin," he said.

On the entertainment side, Griffin announced that instead of the traditional MAGIC opening night megabash, there would be a flurry of more intimate parties.

"The Central Hall will do its own thing, the women's show will do its own thing.... I think that way, the parties will speak better to their own constituencies," said Griffin, who said dates, times and themes of the parties were still "hush-hush."

MAGIC execs are also looking to keep momentum that was drummed up by last season's reorganization of the streetwear area into distinct neighborhoods located on the upper and lower levels of the LVCC's South Hall. Subcategories include street culture, urban, contemporary streetwear

Christopher Griffin expects strong turnout this February.



and progressive urban, board sports and subculture. "It's the only show that has the entire breadth of the category, from surf and skate to hip-hop to progressive," said Michelle Sampson, marketing manager for the MAGIC Marketplace. She added that the category has seen a rising demand for women's and dual-gender lines, such as Luxirie by LRG and Stussy as well as Pony and K-Swiss, "two lines that are dusting off and reinventing themselves," said Sampson. Pony's official relaunch will take place at February's show.

Streetwear buyers should also take note of Pool's move from the Gold Lot outside the LVCC to the complex's Central Hall. Despite its newfound proximity to WWD MAGIC, however, show director Stephanie Seeley says the goal is to maintain a fiercely independent identity.

"As soon as you set foot in the Pool environment, you'll know you are in a different place," said Seeley. "We have always been an unconventional trade show and we will very much maintain that feeling."

The show, running from Feb. 12 to 14, will be focused on graphics-driven lines, which will be merchandised separately from collections with more traditional details, which represents another change for Pool. "We want the show to be merchandised the way a retailer might merchandise her store, so that things flow together well," said Seeley.

The Project show meanwhile, which runs Feb. 13 to 15, is counting on a strong lineup of advanced and premium contemporary brands to reel in buyers. Founder Sam Ben-Avraham anticipates a continuing rise in the number of women's wear buyers, drawn by such labels as Corey Lynn Calter, Rachel Pally, Trina Turk, Twelfth Street by Cynthia Vincent and Tocca. "Our largest attendee increases have been from women's stores," he said. International buyers are another growing presence, said Ben-Avraham, hailing from Holt Renfrew in Toronto, Harvey Nichols and Harrods in London and Barneys' Japan division.

Overall, Griffin hopes for a strong turnout for the February MAGIC Marketplace and its associated shows despite being hard on the heels

of a difficult holiday season.

"As a former MAGIC exhibitor myself, I can say that when retail times got tough it was even more important for me to be out at the shows," said Griffin, who used to head up a San Fernando, Calif.-based junior brand called Chica. "The worst thing you can do during tough times is retreat into a foxhole. When you do that, you cut yourself off from opportunity."



The MAGIC Marketplace will host three fashion shows.

# changing course

Contemporary companies look toward year-round fabrics and pared-down looks to combat economic uncertainty. **By Elizabeth Thurman**

## CHARGED WITH THE CHALLENGE OF COPING WITH A

fragile economy, erratic weather patterns and reluctant buyers, contemporary is getting practical.

For fall, fabrics trend toward year-round, silhouettes turn simple and dresses lose some of their luster in the minds of cost-cutting manufacturers. Despite the economic implications, this modesty breathes new life into the contemporary and young contemporary markets after seasons of Sixties' overload, unremitting baby-doll frocks and intimidating, for some, skinny pants. Fall's looks, while pared down, are sophisticated, colorful and seasonless — the ideal blueprint, manufacturers hope, for weathering the economic maelstrom.

Contemporary and young contemporary exhibitors arrive with airy fabrics ideal for layering; straight, fitted bodies punched up with pintucks, pleats and shirring; short novelty jackets, and plenty of immediates to address the most cautious buyers.

Fall apparel fell flat at retail last year, due to an almost total absence of true fall weather in many regions, and manufacturers are adjusting accordingly. This season, cold-weather fabrics take a backseat to lightweight knits, silk, chiffon and organza, and heavier coats and jackets are offered sparingly for later deliveries, if at all.

Orion London, a nine-year-old London company, exhibits for the second time with a new crop of lighter fabrics, in addition to its traditional mix of wool and rayon. Sheer chiffon, light silk and soft satin are used on the line's printed tunics, dresses and cardigans, priced \$60 to \$72 at wholesale.

For fall, 213 Industry, a young contemporary line of tops and dresses, offers chiffon, voile and lace. "We're definitely focusing on seasonless fabrics that you can wear six months a year," said company president Michelle Kim. "Chiffon is the number-one fabric and it can be layered with silk crepe or printed tunics."

The Los Angeles brand also incorporates a cotton and wool fabric into its lineup, but will reserve heavier items such as herringbone jackets and coats for October deliveries, according to Kim, in order to address the unpredictable weather patterns in the South and on the West Coast.

"Some of us just transition because we're tired of wearing spring," said Charlotte Tarantola, owner and designer of her namesake line of sweaters and basic and embellished T-shirts. "But I'm not out there making big wool coats, so it affects me less."

Working back to its signature printed sweaters, the line offers silk charmeuse camisoles for fall, great for seasonless layers and achieving a variety of looks. In fact, most of the fall fabrics can be worn year-round, including silk, cotton and a light cashmere blend. The 12-year-old line out of Culver City, Calif., sells from \$19 to \$39 at wholesale.

XCVI Wearables, a line of cut-to-order, garment-dyed separates, introduces new knit fabrics this fall, all with light weights and transitional appeal. Supima cotton and Modal mix well on tops and cargo pants, while



213 Industry's polyester dress. Left: New Breed Girl's cotton T-shirt.

a soft bamboo reflects the company's environmentally minded sensibility. Key styles this season run the gamut, from a shirred panel skirt to new feminine novelty tops to belted or buttoned sweaters.

XCVI, which wholesales from \$29, is also busy cultivating its mass of divisions — three were launched within a year — including Maze, a high-end bottoms line; T-shirt group M Line, and Wearables, an updated misses' version of key XCVI styles.

Keeping with contemporary's less-is-more approach to fabric, bodies themselves creep up and in this fall. Manufacturers are raising hemlines on skirts, shorts and dresses, and are bringing in waistlines, said Roseanne Morrison, fashion director at the Doneger Group, a New York trend forecasting and buying firm.

"Short is an overall theme this season... with dresses and miniskirts. Even shorts can be worn through winter with a covered leg," said Morrison.

Ten-year-old Hype, a young contemporary brand in Los Angeles, is among the exhibitors doing waist duty this fall.

"We're doing mostly fitted [styles] with waist interest," said sales director Nikki Young. "No baby dolls. It had a big run, but people don't want it anymore. They don't want to look pregnant."

Young said Hype will offer tops with cinched waists that work well with high-waisted pants, silk jersey date-night dresses in bold prints and little sweaters to complement dressy looks. The line is priced at wholesale from \$62 to \$94.

Tunics and dresses by 213 Industry shorten for fall in order to reduce costs, said

(Continued on page 12)





Charles David's leather crinkled boot and suede boot

(Continued from page 10)

Kim, and styles fit decidedly closer to the body. "We are cutting down on dresses," she said, adding that the remaining styles emphasize the waist and are much shorter. Fall's jacket sits just above the hip and pairs well with denim.

Kim also noted that warm weather has heightened the importance of immediates, crediting the company's quick turnaround and monthly deliveries for addressing buyers' demands. 213 Industry's dresses wholesale from \$55 to \$85, tops sell for \$35 to \$60 and jackets and coats go for \$80 to \$150.

While tunics are still selling well for some, other brands—such as Fili and Grane—are leaving them behind completely, along with baby-doll dresses.

"The tunic dress is long gone," said Katie Brown, designer and developer for the Sydney-based brand. "This time we are bringing more body-hugging styles."

Key items, priced \$16 to \$60 at wholesale, include color-blocked jersey dresses, tailored high-waisted trousers and skirts in a range of coats.

Past seasons' references to the Sixties get shelved this fall in favor of what designers call a more ladylike and sophisticated period, the Twenties.

"We're seeing a lot of Twenties-inspired styles and shapes, such as the cocoon," said Doneger's Morrison, reporting that capes and capelets also will be important this season.

More graceful and wearable than the bubble shape, the cocoon emerges as a desirable silhouette because of its urban appeal and sleekness. Knee-length skirts and dresses, as well as some tops, take on the challenge of modernizing the vintage style.

Kensie pulls it off with a short black dress in drap polyester, rayon and spandex, and offsets the dramatic cocoon detailing with a simple collar and

short sleeves. The same style also is available in a later delivery and comes in rich purple and fuchsia. The Vancouver-based line wholesales from \$14.

Putting its own spin on the Twenties, WWD MAGIC newcomer Lizzie Parker offers a cocoon-shaped skirt in French terry that tapers at the knee and opens up in front like a sarong. The eco-friendly Seattle-based line wholesales from \$18 to \$128, and also focuses on capes for fall.

The trend toward less fabric and more elegant

## TRENDCAST

- ▮ Lightweight fabrics are essential because of their layering options and a growing demand for buy-now, wear-now items.
- ▮ Dresses slow down in favor of tops, jackets and sweaters, particularly those with a Twenties sensibility.
- ▮ Baby doll be gone: The enveloping silhouette is out, and fitted, cinched-in bodies offer a much more flattering alternative.
- ▮ Details such as tucking, pleats, ruffles and shirring lend a pop to otherwise pared-down looks.
- ▮ The shorter, the better. Thanks to tights and boots, high-up hems on skirts and dresses look fresh and modern.

silhouettes doesn't indicate a lack of visual excitement, vendors said. In fact, detailing in construction is fall's most impressive punch, be it with ruffles, tucking, gathering or pleats. Similarly, carefully placed volume, buttons and tons of color choices drive offerings a safe distance away from ordinary.

Pinkblue Hollywood, a New York-based line, concentrates on upscale dresses and jackets reminiscent of style icons like Audrey Hepburn and Marilyn Monroe. A group of lower-priced styles in sexier fits, bolder colors and less costly fabrics is offered by Luxe, a division of Pinkblue launching at the show. Both lines up their glamour quotient this fall with details galore, including fur at jacket pockets, chiffon ruffles and several belted waists that show off the figure.

"Women know what they want to look like," said company president JP Alomat. "And they don't want to look like a balloon."

Pinkblue's sleeveless velvet dress with an ultralow back and crystal studding at the collar is expected to sell well, said Alomat, as is a silk dress with a velvet waist and crystal-studded belt. Wholesale prices for the 70-piece collection run from \$150 to \$400, while Luxe's lineup—some 200 offerings done in Modal, pima cotton and jersey—ranges from \$40 to \$60.

Orion London also is paying close attention to details for fall, using construction techniques to emphasize the waist. "We are incorporating different techniques such as ruffles, pintucks and pleats into the collection," said Laura Weiss, national sales manager for parent company Steve Martino and Assoc. "We believe our customers will continue to come to us for [our signature] silhouettes, but our fall 2008 collection will offer more waist-defining bodies using belts, smocking and pleat details."

Charlotte Tarantola's fall pieces are highly detailed, including sweaters that borrow from the cut-and-sew traits of wovens, short and swingy jackets with tons of pleats, ruching and shirring and a party dress that boasts sequins and nailheads. Cardigans and tunic-length sweaters come in a slew of colors—magenta, espresso, purple and chartreuse, among them. Floral prints for fall, according to Tarantola, prove tricky because they should be winter-related, but animal prints continue to offer strong sell-through.



MK2's wool coat and dress with Echo Design's lamb's wool, angora and nylon neck warmer and gloves and Loeffler Randall boots.



# finishing touches

Accessories are fun, relaxed and getting greener.  
By Kavita Daswani

## COMPARED WITH THE MORE MASCULINE ACCESSORIES LINES

of seasons past, this year's offerings will be light, feminine and will feature plenty of juicy, vibrant colors.

Designers of bags, jewelry, scarves and footwear say the season offers opportunities for fun palettes, floral prints and a generally more relaxed sensibility. Bag makers show slouchy shapes in buttery soft fabrics and interesting linings, while footwear is filled with beach-inspired sandals encrusted with stones and gladiator straps. And throughout, designers are doing their bit for environmental protection. In jewelry lines, hoop earrings are still strong, as are layered necklaces, while filigree work makes a comeback.

"We're doing filigree with semiprecious stones. It's definitely much more of a delicate line," said Mina Hurtado, director of operations at Los Angeles-based Kaymen B., which wholesales from \$8 to \$60. "We introduced the filigree for last winter and it's done very well for us, so we'll continue with that."

At Alex and Ani, a jewelry maker based in Cranston, R.I., public relations manager Megan Benson echoed that view. "We've been getting a lot of calls for more filigree and more vermeil," she said. The company will show its patented "endless hoops" design of lightweight seamless hoop earrings, and the one-size-fits-all bangles in darker gold and silver finishes in sets of seven or 12. Pieces wholesale from \$25 to \$48 for semiprecious stones, and \$43 to \$118 for precious.

While traditional silver and gold will be in plentiful supply, designers are offering new takes on color, in stones as well as in metals.

"We're doing a brighter finish than antique gold on some of the colorways," said Cynthia DeWald, director of sales and marketing for Sorrelli in Kutztown, Pa. New versions of gold will include toasted almond and creamy brown, and, DeWald said, "greens are also hot."

"We're showing lots of soft pastels and greens that match the colors of the ready-to-wear collections. We always use a mix of crystal, colored glass and semiprecious stones, and, while the designs are modern and contemporary, there is still going to be an antique character to it," she said. Wholesale prices are \$11 to \$300, although the average is around \$25 to \$80.

Hurtado said Kaymen B. will offer lots of "yellow brights," while New

## TRENDCAST

- Filigree work makes a comeback in jewelry.
- Loops are more popular than chandelier earrings, while slender bracelets and bangles are new again.
- Colors range from grass green to deep burgundy hues for the transition into fall. Neutrals like caramel and gray are punched up with red and electric or cobalt blue.
- In bags, shapes are slouchier and more relaxed; hardware is minimal.
- Prints abound, whether on the surface of the bag or as a lining, and can be abstract, floral or animal.
- Designers are increasingly eco-conscious, streamlining their leather-production process and opting for natural materials.



Fluff's cotton canvas and vinyl bag set.

A wool conductor's hat, leather driving gloves and an acrylic and metal muffler from Capelli New York with Coffee Shop's wool and acrylic coat.



York-based jewelry designer Alexia Crawford is showing contemporary pastels.

"A fundamental neutral palette underpins this season's colors, from sunny yellows, natural pinks, soft purples, sea blues and kelpy greens," Crawford said. With wholesale prices from \$6 to \$60, the line focuses on Crawford's signature iridescent mother-of-pearl pieces, as well as her use of plastics in retro styles and metals that have been battered, textured, enameled or painted, as well as mosaic surfaces.

Turquoise also will be making a comeback, said Nicole Burgan, marketing director of By Boe Ltd. in New York.

"We'll be showing sculptural rings and earrings in sterling silver and 14-karat gold, and the look is more delicate this year," she said. "Resin has a vintage feel, and we'll be using a lot of turquoise and sea blue." The collection runs \$8 to \$36 at wholesale.

In bags, structure is giving way to slouch as lines ease up. "There are a lot of soft, drapy silhouettes, which tend to do better," said Ivy Sciotto, merchandiser at New York-based Perlina, whose line wholesales from \$85. The soft shapes look especially appealing in the brand's repertoire of soft lamb leather in neutral shades of black, brown and gray, punched up by red and cobalt blue.

At Los Angeles-based Junior Drake, design director Alyssa Johnson said the season is "really about structure and softness. We are known for our soft bags, but we're adding a few more architectural elements, maybe by adding a frame or using darker hardware in gunmetal finishes. But the shapes are not as linear and are more free-form."



Retailing from \$170 to \$650, the line also includes some new quilted lamb, goat and calf leathers, many in shades such as dark red and hunter green.

"There are lots of loose, fluid silhouettes," said Lainie Schreiber, designer at Latico Leathers in Denville, N.J. "But it all depends on the leather. Patent-like leather might have a more structured silhouette, but we're also trending much softer." The \$25 to \$145 wholesale soft napa bags will be in strong colors like purple wine, banana yellow and apple green. "We have bright, cheery colors, and it all has contrast stitching to make it fun, casual and easy."

Christine Brown, owner of San Diego-based Jazzd, agreed that the season was about softness and color. "Shapes are smaller and more ladylike," she said. "The trend is toward brights — greens, yellows, corals, white, teals. There are lots of mix-and-match colors in a very urban, edgy patchwork design." Prices are \$20 to \$35 at wholesale.

Seasonal Whispers' 24-karat gold-plated stainless steel bangles with assorted Swarovski stones.



That more relaxed attitude extends to prints, as well. At Jazzd, those might be in polkadots in a multitude of sizes, while at Perlina, designers have come up with their own prints for linings, including bright animal patterns. At Moonsus in Renton, Wash., marketing manager Mindee Lee said flower patterns in jacquard fabrics would soften the line of women's career bags, briefcases and laptop bags.

"We're showing more lightweight and smaller pieces," said Lee. "We'll be doing new flower prints and using colors like camel, yellow, mocha and oak wood to make everything softer." The collection costs \$100 to \$200 at wholesale.

Many companies are keeping their style quotients while doing their part for the environment.

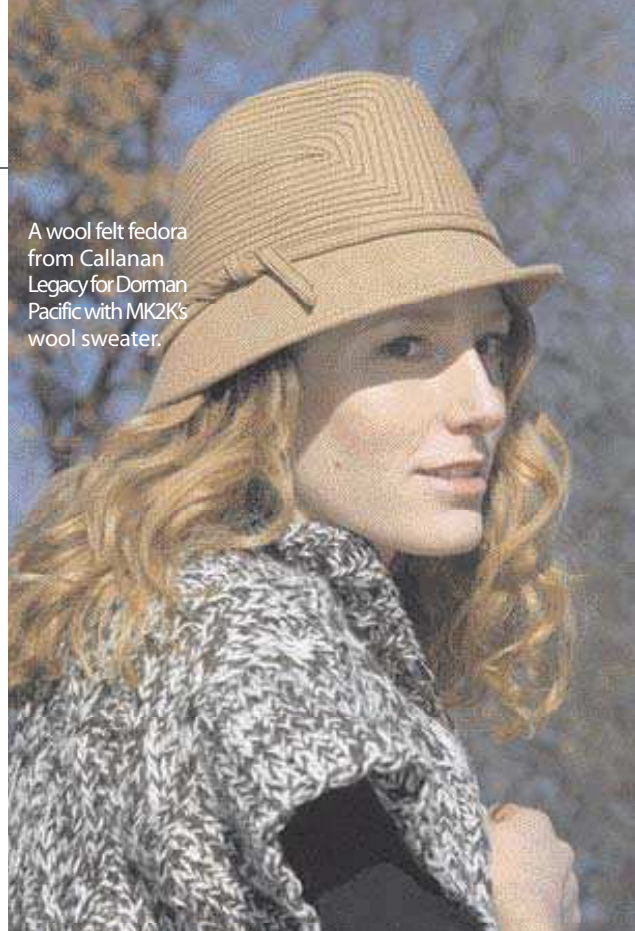
At Kaymen B., all the metals are lead-free and there are lots of natural wood-based products. Wood is a recurrent theme at Alex and Ani, too.

"The metals we use for our expandable bracelets are made from recycled scrap metal," said Benson. "It's a big thing for us, and has to do with people getting back into a more natural way of doing things."

Johnson of Junior Drake said she was focusing on eco-friendly processing.

"We have used leathers that are chrome-free in the tanning process," she said. "It's something we want to work on more and more."

Schreiber at Latico Leathers agreed, adding that the hardware on its bags is brass, and that cotton lining is more eco-conscious than polyester blends.



A wool felt fedora from Callanan Legacy for Dorman Pacific with MK2K's wool sweater.

## IF THE SHOE FITS...

**NOW THAT FOOTWEAR HAS EMERGED AS A FULL-FLEDGED**

category at WWD MAGIC, vendors are preparing to show their wares to retailers they might not have met otherwise.

"The economy isn't great right now, so if retailers can come to a show to see everything all at once, and if we can put out great products for them, then it's a win-win situation," said Sandy Hsu, founder and designer of the women's shoe division of Casual Barn in Irvine, Calif.

Colleen Baker, marketing executive at Onesole, a West Palm Beach, Fla., firm that makes interchangeable shoes, said the emphasis on footwear at the trade show is valuable, as it could allow them to connect with larger retailers.

Onesole is known for versatility; customers buy a sole and then choose various tops to go with it. Next season features beaded tops in summer brights like yellow, blue and green, wholesaling from \$45 to \$60.

Reflecting the trend toward all things eco-friendly, footwear vendors like San Gabriel, Calif.-based Bamboo 54 are doing their part to use renewable resources. The brand's offerings include shoes made from bamboo and grass.

"It's about taking these renewable materials and pushing the envelope as far as the style goes," said Michael Horn, director of sales.



Casual Barn's suede moccasins.

New looks include "comfortable and stylish" wedges, in variations like plaid prints or hand-painted florals, which he said reflect the collection's "rain forest theme." The shoes wholesale between \$6 and \$20.

Los Angeles-based firm Charles David, known for sophisticated shoes averaging \$100 at wholesale, anticipates increased exposure at the show, according to Karen Lascaris, head of design. Fall's offerings run from sexy platforms, some with patchwork designs, to jewel-studded high-heeled sandals.

"The wedge never went out for our customer, although we are focusing on some new constructions," said Lascaris. Sandals are also a year-round market, and this time we'll be showing those with thicker straps and more caged styles."

Flats are also still important, as are rich purples and greens, many embellished with studs, grommets or opaque crystals.

Casual Barn's Hsu said she would introduce her line of driving moccasins. Colors include

bright rose, yellow, lime and red. She also hopes buyers will be drawn to her sandals, which use Swarovski crystals and are inspired by what she calls the "beach wedding" trend.

Also new will be ballerina styles that take a cue from footwear on the streets of Paris. This group uses European patent leather, metallics and suedes. Casual Barn shoes wholesale from \$30 to \$70.

— K.D.



# going both ways

Vendors aim high and low. **By Nola Sarkisian-Miller**

## JUNIORS BRANDS ARE RUNNING WITH THE BULLS

when it comes to fall, sometimes leaving much of the middle ground in the dust.

Vendors are reporting brisk sales as they head into the season.

This sales momentum coincides with a 10 percent increase from last year in juniors firms showing at WWD MAGIC, in categories ranging from apparel to accessories to the growing section of footwear. Paul Frank, Dakine Girls, Fifth Sun and Vintage Blue are among the new brands in the junior area.

Hot categories are dresses, T-shirts, outerwear and accessories, and key trends include form-fitting dresses, vintage-inspired T-shirts, puffer vests and skinny jeans. A common theme is that many makers are targeting either higher-end or downmarket customers.

"The lines are going through an evolution," said Barbara Fields, who owns a namesake juniors buying and consulting firm in downtown Los Angeles. "There are two levels of junior customers: those in the mass chains and those in specialty stores. So, brands want to chase the business in both directions to reach new customers."

It's a strategy that's relatively easy to pull off, said makers. Infrastructures are already in place; firms use better fabrics and tweak designs for upmarket retailers or substitute less expensive textiles for the mainstream crowd.

"For us, it's a no-brainer," said Billy Blu Campisciano, vice president of creative development for Clearwater, Fla.-based David & Goliath, which makes knits, tops, pajamas and accessories. "We just take a portion of the line and make it more sophisticated."

David & Goliath is adding a contemporary line called Goliath. It will feature drapier fabrics, longer T-shirts in tunic styles and knit bottoms using some of the company's cheekier graphics. Wholesale prices range from \$22 to \$30, about 80 percent higher than David & Goliath.

T-shirts, plans to launch a capsule contemporary edge. The T-shirts and undergarments, at \$20, the line targets stores like Food owner Natalie Grof.

It itself in Nordstrom's Brass Plum line called Jack by BB Dakota. tious 100 pieces out of the starting ckets, outerwear, dresses, hoodies red fabrics, such as oversize piqué, lysatin, polygeorgette and flannel. melton coats, felt-belt dresses, sses and miniskirts, wholesaling o \$30.

rose 30 percent in 2007 2006 at Los Angeles-based 26 ational, known for its Ashley of embellished outerwear. The ipany will offer puffer vests d twill trenches at the show. It aintained sales momentum luring the year despite raising its wholesale prices by 5 to 8 percent due to rising manufacturing costs and



Below: Junk Food's cotton and polyester T-shirt. Right: Coffee Shop's wool and polyester coat with Jeanne Simmons gloves, Pantherella long socks and Capelli boots.

## TRENDCAST

- ▮ Retro looks and whimsical prints.
- ▮ Denim continues as a growth category.
- ▮ Knit dresses and outerwear offerings increase in popularity.

the weak dollar. "We know our customer is value-conscious," said Gary Garner, national sales manager. "So we try to put more emphasis on quality and on accessories like detailed hardware and fur trims."

Nostalgia and whimsy continue to curry favor among teens, as in the signature apple print as well as cupcake, heart and digital motifs at New York-based Sour Apple, another launch at the show. With 20 items, it strives for a cheery aesthetic with bright, lace-trimmed T-shirts, camis, pullover hoodies and yoga pants in cotton, rayon and French terry, wholesale ing from \$10 to \$19.

Vintage Blue, which hearkens back to the Forties with the license for the All-American Girls Professional Baseball League, will also bow. The line includes distressed T-shirts, hoodies, skirts and dresses, like its signature floor-length polo dresses, wholesaling from \$16 to \$45.

A rock 'n' roll vibe flavors denim styles at New York-based Bongo with patent leather touches, coated fabrics and foil prints. Kimberly Lee Minor, vice president of brand management, says sales are good, with much of the growth in denim.

Meanwhile, novel denim silhouettes—dresses, one-piece jumpers and blazers—are fashion alternatives at Dollhouse. Skinny jeans, high-waisted looks and trouser styles are key trends.

And, if denim fashions don't drum up excitement, maybe a little celebrity access will. Paris Hilton will be on hand to support her new namesake line, which will be touting high-waisted denim pants and shorts, linen sailor pants and tunics, and possibly host an after party.



A polyester coat from Hot Kiss.



# natural style

Organics heat up while the dress still has legs. **By Beth Wilson**

## MORE WOMEN'S SPORTSWEAR AND DRESS LINES ARE GOING GREEN THIS FALL.

Recognizing that buyers are looking not only for the latest trends, but for casual clothing with a conscience as well, more companies plan to introduce or increase the presence of organic fabrics into their collections.

Martin Klein, executive vice president for sales at New York-based Kaktus Sportswear, said his line hopes to introduce an entire collection of organic cotton blend casual tops, jackets, pants and possibly skirts and dresses at WWD MAGIC. "The demand [for organics] seems to be getting stronger every season," he said, "and we can do it at a price." Kaktus activewear sets typically wholesale for \$18 to \$33, with novelty tops at \$10.75.

Jennifer Ashley, president of Hippie Ink by Jennifer Ashley, also plans to increase the organic component of her Los Angeles-based business, noting she recently sold more than 1,000 units of organic cotton blend thermal "Love the Earth" T-shirts to Nordstrom. "I really think the direction will be all organic in the future," she said.

At WWD MAGIC, Hippie Ink plans to show baby-doll T-shirts, wholesaling for \$30, and tie-dyed, crystal-embellished hoodies and matching cotton or fleece lounge pants, wholesaling for \$55. Most of her collection includes T-shirts and casual separates made from a blend of organic cotton and vintage cotton, with T-shirts accounting for 70 percent of her sales. "People can dress up with just a T-shirt," Ashley said, adding that she's seen women wearing them under tuxedo jackets to dressy affairs or simply layered with jeans.

Such versatility has made T-shirts and casual separates a growing segment in the women's sportswear market with yoga and spa-inspired attire some of the trendiest.

Nomadic Traders, for example, plans to introduce a shadow batik design in subtle earth tones on soft rayon knit T-shirts and yoga-style pants in its fall collection. Wholesale prices are \$26 to \$37. Another easy-to-wear travel collection by the Berkeley, Calif.-based line features pull-on skirts, pants, wide-leg cropped pants and a two-way zip jacket in a polyester, rayon and nylon blend for \$19.50 to \$32 at wholesale.

"People lead such busy lives that they want to be comfortable but look good," said Gilda Whitehead, merchandise manager at Nomadic Traders.

"There's more acceptance of casual dressing."

Vivid colors also play a key role for fall, often mixed with neutrals.

Bright oranges and citron greens appear on Nomadic Traders' quilted nylon jackets and vests, priced at \$44 to \$64, and also influence the line's lightweight novelty boiled-wool jackets with asymmetrical cuts and embroidery. Deep berries, aquamarines, plums and spice are intermingled with varying shades of charcoal throughout the collection.

"I think with the  
(Continued on page 20)



Putumayo's wool jacket and cotton and spandex denim jeans with a rayon blouse from White Wash.



Tribal's cotton sweater and rayon and spandex leggings with Loeffler Randall boots.



Biacchi's polyester and rayon tweed dress with Yarborough bangles.



(Continued from page 18)

economy not being as strong, people like having nice bright colors to put on," Whitehead said.

Putumayo incorporates a similar palette into its fall line with vivid hues in its jackets. One features brightly colored antique Indian sari fabrics, while its Aztec jacket shows rich browns, teals and purples.

"We're looking at more textures and fabrics from all over the world," said owner Kathryn Peters. "I travel to Costa Rica to India to Shanghai and take the best the culture has to offer."

Meanwhile, dresses still pack a punch for some vendors, who said demand has not waned.

"They're still important," Peters said, "but I don't think basic dresses will be strong." Because the dress market has been flooded with options, it's a more difficult category in which styles need to stand out to be relevant.

This season, "it's more about the detail," she said, adding that Putumayo plans to show wrap dresses with fabrics from Shanghai and other styles that look like one-of-a-kind pieces. Dresses wholesale at \$68 to \$128; jackets, at \$68 to \$88, and sweaters will wholesale at \$44 to \$75, representing its three best-selling categories.

Charlie Guggenheimer, director of women's sales at Honolulu-based Tori Richard, also believes the current dress trend has legs.

In turn, the line plans to show six different dress silhouettes, including a baby-doll sundress, an Empire cap-sleeve style and a layered jersey kimono.

Guggenheimer also believes basic styles won't do the trick.

"We feel very strongly that novelty embellishment, both on separates and dresses, is the key," he said, referring to its use of a bird motif and a jungle palm print. "Dresses tend to run a cycle and that cycle can be three to five years." He said he thinks the dress trend is only in its second year. For Tori Richard, wholesale prices range from \$22 to \$50 for tops, \$42 to \$100 for dresses and \$60 to \$80 for pants.

A glimpse of glimmer also remains a trend with lasting power from past seasons.

Tori Richard weaves silver Lurex into its tropical-print holiday collection that includes an Empire-waist dress, a camisole, a tunic and a pleated skirt in silk crinkle chiffon, some of which can be paired together or with basic black knit separates.

"It's dressed up with a holiday feel," Guggenheimer said. "You could wear it to go to dinner during the holidays in the Caribbean, Florida or Hawaii."

Hippie Ink also incorporates metallic elements using metallic stitching and silver foil in several of its T-shirt designs. "Metallic is going to be huge in more of that futuristic look," Ashley said. "There's a wave toward futuristic type of clothing."

## TRENDCAST

- ▮ Eco-friendly fabrics are in demand.
- ▮ Relaxed yoga and spa-inspired looks continue to gain momentum.
- ▮ Rich, bold colors brighten a lackluster economy.
- ▮ In dresses, it's all about the details.
- ▮ A hint of metallic is still hot.

Tasha Polizzo's acrylic faux fur vest and cotton turtleneck sweater.

Tori Richard's silk chiffon and Lurex dress with Zazou's wool scarf and Carolina Amato's leather driving gloves.

## The White Stuff

### THE NEW HIGH-END WHITE

segment of WWD MAGIC is on the fence, straddling the area between the contemporary and women's sportswear categories.

With its white walls, white carpet and minimalistic vibe, the 6,000-square-foot space is expected to highlight some 50 domestic and international lines, almost 75 percent of which are new to the show and carry items priced at or above \$125 wholesale.

Show director Christopher Griffin said he spotted companies that were on the fringe between the two categories, noting that some contemporary resources were looking to attract customers age 35 and older and some women's sportswear lines were looking for more fashion-forward fabrics and silhouettes that weren't as boxy or flowing.

"There's a lot of growth in this area especially on the contemporary side," he said. "We wanted to generate some real energy and excitement by bringing the spotlight to this segment."

Additionally, Griffin wanted to attract some higher-end resources. "We also really went after people who might be at a higher price point," he said.

In turn, White showcases vendors such as Paris-based Iconoclast; London-based Single; Exclusively Misook, a New York-based line with bridge and designer separates, and Olivia Preckel, a Miami-based outerwear resource specializing in furs and shearling. Additionally, buyers also may encounter familiar lines offering tweaked product, such as Eileen Fisher, Griffin said.

— B.W.





# golden oldies

Fall casual lifestyle looks hearken back to decades past. **By Rusty Williamson**

## CASUAL LIFESTYLE DESIGNERS ARE

going back to the future for fall with inspiration from the groovy Sixties, sleek Seventies and urban street trends from the Eighties to now.

The cultural kaleidoscope includes hoodies; maxi skirts; tunic tops; leggings; easy sportswear separates; denim trouser pants; longer, fuller dresses, and a portfolio of floral, abstract and geometric prints.

Outerwear is all about layering lightweight fashion items sparked with exotic trims. Many designers are ramping up the use of eco-friendly textiles such as hemp, bamboo and soy, along with organic cotton and silk.

Little details definitely mean a lot. Citing a move to show collections that are closer to need, many vendors are showing more seasonless styles and are adding more layering pieces such as long-sleeve knit

tops and lightweight hoodies.

For fall, they're adding exotic, folk, ethnic and vintage-inspired embellishments such as crystals, wooden beads, frilly and sexy lace and delicate ribbon to give styles a novelty edge. The fall palette is a kaleidoscope of harvest and earth tones such as maize, vanilla, pumpkin, red, moss, gray and chestnut, along with classics such as copper, gold, silver and black.

Designers are going retro active as they transition into fall with inspiration from the past and present.

"There's a strong Sixties and Seventies vibe in our dress collection in both length and styling. We're showing cotton and georgette maxi dresses and tunic blouses in abstract, geometric and ethnic prints. Our demographic targets are misses' and plus-size consumers. They want to be stylish and trendy, but don't want garments that are too tight or revealing," said Andy Mahtani, owner of New York-based India Bali Imports, in business 21 years. Wholesale prices are \$12 for a printed cotton top to \$29 for a long cotton dress.

Shiny acetate fabrics, loose and easily draped styles, tunics and leggings are a few of the flashback trends at A Touch of Class Clothing in Irwindale, Calif., said Nina Tolentino, president, designer and co-founder of the 23-year-old business, where wholesale prices run from \$18 for a basic tank top to \$69 for a three-piece casual sportswear or dress ensemble.

Fun, stylish and sometimes Old Hollywood drama are the buzz words at Los Angeles-based Mademoiselle Designs, which makes coordinating spa- and beachwear ensembles that transcend the seasons such as one- and two-piece swimsuits, oversize robes, headbands and turbans for women as well as matching styles for dogs, said Nina Moshiri, owner of the five-year-old business.

"Seasonless and lightweight layering pieces cut from earth-friendly sustainable textiles are the staples of our collection and can be styled by women to achieve a range of looks," said Ronald Kukuchi, executive account manager at Los Angeles-based Lotus Springs, which launched in August 2007. The line includes sportswear and outerwear; wholesale prices are \$42 for a soy jersey top to \$500 for a silk cashmere sweater, though most items are in the \$70 to \$100 range.

Shimmering crystals, brightly colored wooden beads, exotic lace and ribbon, fake fur trims, elegant black and silver jet are favorite embellishments for early fall.

"Embroidery, ethnic beading, vintage-style patches and delicate trims of organza

and lace help convey the soft feminine mood for the transition from late summer into fall," said Mahtani at India Bali Imports.

"Our cotton sheeting and cotton voile dresses and long tops are detailed with lace and other softly feminine trims such as organza," said Gobind Nankani, vice president at 28-year-old Fashion Fuse, a New York-based company with wholesale prices of \$14 for a cotton top to \$22 for a long cotton dress.

"Embellishment such as beads, lace and embroidery are details that give late summer and early fall styles a casual and fun feel, including tunic and tank tops, dresses and pants," said Haresh Patel, owner at five-year-old HP Trading Co. in Los Angeles, where wholesale prices are \$6 for a cotton top to \$10 for cotton pants.

Fall's color code includes rich harvest, earth and jewel-tone brights along with metallics and classics such as red, white and black. Prints include animal, abstract, geometric, ethnic and small florals.

"Exotic and lush colors that take inspiration from nature and global cultures have never been more important for fall, including Turkish coffee brown, pumpkin orange, moss green and a range of blue tones," said Tom Williamson, vice president of sales at Aventura Clothing out of Sparks, Nev.

Wholesale prices for fall are \$12.50 for an organic cotton camisole to \$125 for a suede jacket. Three-year-old Aventura will show more than 100 styles for fall, many of which are seasonless and less weather-dependent to give women's wardrobes more versatility and longer lives. Aventura continues to increase its use of sustainable fabrics with nearly 75 percent of its fall line cut from eco-friendly textiles such as bamboo, hemp, soy and cotton, among others.

"Our customers tell us emphatically that they want color and we're giving it to them, including what we call new year-round brights such as purple, teal, ivory, black and gold, among others. And our proprietary prints include a total of more than 30 abstracts, florals and an expanded range of animal prints," said Tolentino at A Touch of Class Clothing.

Katina Marie in Los Angeles offers over 30 early fall styles including small floral, ethnic and abstract-print cotton T-shirts and matching stretch cotton denim jean jackets that wholesale from \$19.50 for cotton printed T-shirts to \$36 for stretch cotton denim jean jackets. "Our styling and subtle seam detailing emphasize a generous and full fit for women," said Howard Suh, marketing director at Katina Marie, in business seven years.



A cotton terry drawstring top and shorts from Want Clothing.

## TRENDCAST

- Flashback fashions like maxi dresses, tunic tops, leggings and Seventies-style loose and easy sportswear.
- Crystals, wooden beads, exotic coins and colorful lace and ribbons are important novelty trims.
- Rich harvest, earth and jewel-tone colors along with metallics.



Aventura Clothing's polyester jacket (without removable sleeves), organic cotton henley, organic cotton and spandex trousers and soy cotton and Lycra tank top with Converse sneakers.



# say gray

## GRAY IS THE NEW BLACK, FURS CONTINUE TO FASCINATE AND

details like animal print linings will enliven even the most classic beige coat. Fall outerwear remains luxurious—\$1,000 wholesale coats aren't unusual. For those with shallower pockets, fake furs rendered in current and cutting-edge styles offer good value. But whether fur or fabric, silhouettes are streamlined, closures are nearly invisible, everything is belted, and coat racks everywhere will be awash in a sea of gray.

"Gray is hot and coming on really strong for next season," said Donna Salyers, president of Covington, Ky.-based Donna Salyers' Fabulous-Furs. "And we're doing it in all shades."

The company's repertoire of fake furs, where almost everything wholesales for under \$100, will include fake gray fox with fur trims, a black-and-gray cat print coat and charcoal sweaters.

"Gray is quite new," said Edna Negari, vice president of fur coat maker Shahchi, based in Los Angeles. "We'll be doing some light gray shades in addition to our classics of beige, brown and black." Wholesale starts at \$500.

Linda Richards, founder of her namesake New York firm, said gray looks especially fresh when combined with black, white and an infusion of red.

"That's the story we will be seeing retailers tell," she said. "In this climate, people don't want to take a chance with color. They don't want to spend a thousand dollars on a purple coat." The line starts at \$335 at wholesale.

San Francisco-based Mia Bella will showcase three lines at WWD MAGIC, one of which was created by company owner and designer Oksana Grinchenko. All three will have significant lashings of gray throughout.

"Everybody has a black coat or something in a lighter shade, so gray will be popular," said Grinchenko, who will be showing her own Mia Bella line as well as European brand Luini and Tengdide from China. The collections offer everything from upscale furs like mink or fox, to fur-trimmed fabric coats to cashmere and wool blends. Prices at wholesale run \$100 to \$3,000.

In keeping with the newer and more streamlined silhouettes in coats, belts are making a major comeback.

"Everything is belted," said Linda Richards. "That whole baby-doll look is done, so we're doing belts on everything—funnel-necked coats, single-breasted, double-breasted, even coats with an asymmetrical close."

Allan Zuckerman, vice president of Chosen Furs in Thousand Oaks, Calif., said that belts work great for a less formal feel.

"There will be belts depending on the length of the coat and where we're trending. When you put a belt on a coat, it makes for a more casual look," he said of the line, which wholesales for anywhere between \$350 and \$5,000.

George Musi, vice president of Musi Furs in Quebec, agreed that the new close-fitting silhouette—often with large bell sleeves—looks modern with a belt. His fur coats—chinchilla, Russian and Canadian sable and Swakara—wholesale at around \$1,500 and up. "And because they are cut just below the knee, they have a Seventies and Eighties retro feeling," he said.

To counter some of the sophisticated seriousness of furs, many vendors are lining theirs with silk fabrics prints. The coats are also reversible.

"Silk linings and reversible furs are a huge trend," said Richards. "One of our categories includes a silk coat with a sheared mink or rabbit lining, that can be worn either way—with the fur inside or out."

Salyers is spotlighting a raincoat, available in silver or bronze satin, with an animal print lining. "We've done very well with raincoats this past year, and the animal prints are important."

After several seasons of color, the outerwear market updates a more traditional color palette. **By Kavita Daswani**

Large, blingy buttons of seasons past will also look passé. This season's coats are much cleaner-looking, with the focus on cut and fabric.

"We'll be showing coats with hidden closures and snaps," said Karl Matar, vice president of Gimpex Ltd. in Ontario, which produces the Hide Society label. "Shearling is still our largest collection, but there are also offerings in fox and high-end technical fabrics." Average wholesale prices are \$900 to \$1,000.

Richards said she would show "interesting closures," including some passementerie on luxury coats, as well as toggles made of leather and horn instead of plastic.

Zuckerman of Chosen Furs is going with shades like apricot, red and blue in sheared minks and rugged, supple Santa Fe leathers, and is also showcasing some unique closures.

"There will be some jeweled embellishments," he said. "We will have some sheared mink coats that have ruffles on them and a small jewel clasp on top that will fasten the garment shut and allow the collar to be worn high or low."



An acrylic faux fur coat from Donna Salyers' Fabulous-Furs. Left: Greenlander's polyester jacket.



## TRENDCAST

- ▮ In addition to classics such as black, wintry white and neutrals like camel and caramel, vendors are offering up myriad shades of gray.
- ▮ Animal prints will still be important.
- ▮ Silhouettes are closer to the body, and coats are trending shorter, usually ending at the knee or midcalf.
- ▮ Belts are big for next year, helping to streamline the silhouette.
- ▮ It's all about luxury in furs.

# clean and colorful

Kids will find lots of happy hues in their closets next fall, with just a touch of detailing. **By Joanna Ramey**

## CHILDREN'S FASHIONS FOR NEXT FALL ARE NOT AS

embellished as in recent seasons, although there are still well-placed embroidery or studs, as well as other details, like argyle updated with hearts or ruffled cuffs.

"I'm still doing a lot of baby-doll styles, but they are more focused on the sleeve now. They are going to be longer, more puffy," said Cindy Kieng, vice president of design with Cutie Patootie Clothing in Los Angeles.

"We still add cute stitching and embroidery on the back pocket of our denim, but it's a cleaner look than a few years ago when we'd put rhinestones and studs all over," Kieng said. She also has designed colored denim in jewel tones with a hint of gold or silver thread, which Cutie Patootie wholesales from \$12.50 to \$13.50.

Lilly Berelowitz, chief executive officer of Fashion Snoops, a New York forecasting service, said the "ripe" fall palette of jewel tones is expected to include occasional splashes of bold turquoise, yellow and bright pink. Berelowitz also sees colored denim in demand, with skinny silhouettes sharing the stage with wider leg styles. However, "skinny will continue, especially with these long tunic tops," Berelowitz said.

At Oldsmar, Fla.-based Kangaroo Kids Clothing, leggings are paired with a wrap corduroy skirt with cargo back pockets. Tops have accents like patchwork patterns, unfinished seams, flared bell sleeves and simple embroidery around the necklines. Wholesale prices run from \$14 to \$18.

With color, Kangaroo Kids is taking the jewel tones down a notch by emphasizing tan, taupe, plum, gray, bone and black — a vintage palette inspired by what company designers have seen among retailers and vendors in London and Paris, according to company president Tony Di Domenico. The color scheme also helps in mixing and matching separates, he added, noting a trend toward retailers ordering kids' separates instead of sets. However, buyers "still like a lot of coordination," Di Domenico said.

Also lending itself to mixing and matching is a recast preppy look — a trend spotted in Europe among manufacturers, said Jamie Ross, a creative director at the Doneger Group. "It's incredible. From the misses' market all the way down to kids'. It's very tongue-in-cheek preppy."

Pleated skirts, jodhpurs, wide rugby stripes on shirts and dresses, piping and banding on blazers, riding jackets with elbow pads and crests that are of animals and characters, are some elements in the upcoming nouveau preppy look, Ross said, and "a lot of camel and brown with pinks and roses, lace insets and ruffles."

## TRENDCAST

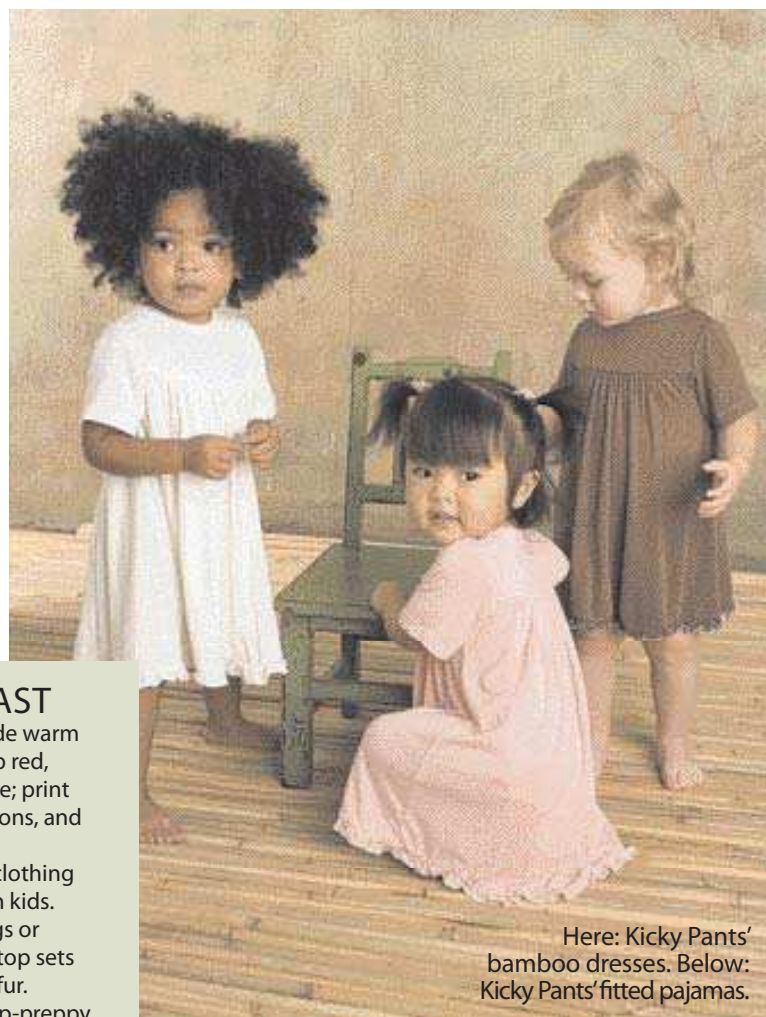
Color palettes include warm jewel tones, like deep red, purple, plum and jade; print and stripe combinations, and anything green.

Licensed character clothing remains popular with kids.

Layered knit leggings or knit skirt, jacket and top sets trimmed in lace and fur.

Look for nouveau hip-preppy styles, such as riding jackets with colorful piping and whimsical crests of animals and characters.

Delicate embroidered accents on pants, necklines, cuffs. Patches on elbows.



Here: Kicky Pants' bamboo dresses. Below: Kicky Pants' fitted pajamas.



Ross said eco-friendly clothing for kids will continue to grow in popularity, as will all shades of the color green, which are popping up in next fall-winter kids' clothing color palettes. "Green signifies the whole eco-friendly movement."

Purity is behind the creation of Los Angeles-based Kicky Pants, a new line of baby-to-toddler dresses, pants, shirts, pajamas and underwear made from bamboo textiles in pale jewel tones of pink, blue, light brown, spring grass and cream. Bamboo is a sustainable crop requiring no fertilizers. "The fabric drapes almost like silk, but it's similar to cotton," said designer Erin Cloke, who's co-owner with her husband, Nick.

The bamboo textiles also allows Cloke to design form-fitting pajamas (\$12 wholesale), which means they don't have to be coated with fire retardant under federal sleepwear safety rules protecting against billowy pajamas from catching ablaze.

One trend that doesn't seem to slow down is character licensing for apparel, particularly sleepwear. The characters don't always have to come from Hollywood, either.

Canadian sleepwear company Jelli Fish Kids is marketing its Max and Ruby licensed kids' sleepwear in the U.S., based on the popular Canadian children's TV show that's also seen on American cable programming. "Kids

from 2 to 5 love to watch Max and Ruby," said Henry Piasczyk, U.S. brand manager for Jelli Fish.

For fall, Jelli Fish is also launching its first U.S. kids' licensed sleepwear line, Frankie and Johnny. For girls, the line is a collaboration with an established women's sleepwear maker in Hopkins, Minn., by the same name. Jelli Fish's Frankie and Johnny two-piece coat pajama sets wholesale for \$12 to \$15 in cow and moon, butterfly, rock 'n' roll and peace and love prints.



# joining forces

Vendors bring their best, as Lingerie Americas joins the MAGIC universe. **By Karyn Monget**

## INNERWEAR VENDORS HOPE TO PICK UP MORE

specialty stores at the first edition of Lingerie Americas at WWDMAGIC.

Patrice Argain, chief executive officer of Lingerie Americas Inc., said the partnership was a natural evolution for her firm, which staged its first show in Las Vegas on its own in August.

"After our successful August launch, we were confident the show could become much more," said Argain.

Regarding trends, Linda Aubuchon, vice president of sales at Chatsworth, Calif.-based Felina Lingerie, said key ideas include a novel panty program by Jezebel spotlighting microfiber with lace, printed dot mesh trimmed with contrasting stitching and coordinating camis. Colorful sleepwear will be introduced in the Jezebel line, while the Felina brand is expanding sleepwear with European laces and embroideries and loungewear of Modal.

Natori Co. will show four collections: Josie Natori, Natori, Josie and Cruz. "The Josie Natori collection

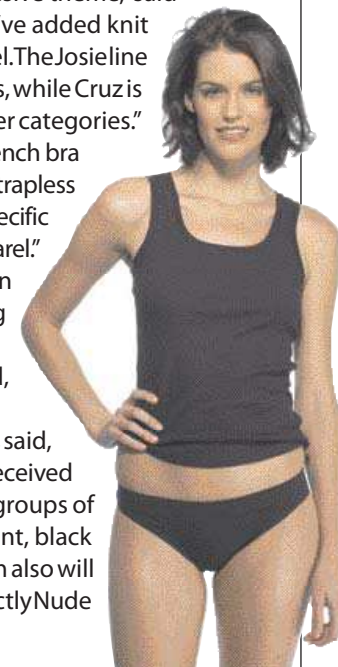
incorporates signature prints in foundations, sleepwear, daywear and loungewear to make a luxe collection with one cohesive theme," said Michael Herman, senior vice president of sales. "We've added knit separates to dressy and lounge pieces in the Natori label. The Josie line is a lifestyle statement with more contemporary looks, while Cruz is similar to Natori by integrating foundations with other categories."

Krista Tonra, general manager of the U.S. unit of French bra specialist Simone Pérèle, said, "I think we'll do well with strapless bras and convertible styles that can be worn under specific clothing, and smooth nude looks to wear under sheer apparel."

Victoria Roberts, owner of the Zovo boutique in Seattle and vice president of sales and merchandising for the Zovo brand, said major trends for the company are loungewear for Baby Boomers and bold, graphic prints.

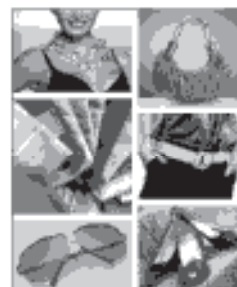
Chris Kight, specialty sales executive at Hanro USA, said, "We'll launch some loungewear groups that were well received when previewed in January." Key items include two groups of MicroModal and Lycra spandex in solid gray, eggplant, black and milk chocolate brown. An opaque panty program also will be introduced: Perfectly Nude Cotton Velvet and Perfectly Nude Micro Velvet. Colors are white, black and nude.

Below: Hanro's cotton and spandex tank and underwear. Left: Spreegirl's nylon and spandex bustier and cotton and spandex boyshorts.



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# back to basics

Swim vendors stay with the tried and true. **By Rachel Brown**

## JUST WHEN YOU THOUGHT IT WAS SAFE TO

go back in the water — it is. Swimwear vendors, a bit glum as the bumpy economy and uneven weather rattle their businesses, plan to give retailers what works, with familiar silhouettes, metallics, nautical looks and solids all part of the play-it-safe arsenal of trends.

Nautical styles are perennial hits, and they're high on the list. Maria Santilena, sales manager at Skinny Dip Swimwear, a division of lingerie firm Leg Avenue, based in City of Industry, Calif., said the company offers 18 styles in a flirty daywear swim line and 13 styles in an elegant nightwear group. A red-and-white-striped Skinny Dip bikini has a rope detail around the neck and also in the low-rise bottoms. An anchor charm spices up the tubetop. The set wholesales for \$31.80.

Jessica Simpson swimwear puts a spin on nautical by pairing a jeans-like bottom with a navy-and-white-striped top, and it's booking well, said Ellyce Zolt, a partner in Ronnie & Ellyce Sales Showroom, which represents Jessica Simpson, True Religion, Bare Assets, Martini Sol and Endless Sun, among other swim brands. Simpson pieces wholesale from \$17 to \$26.

A burgeoning trend over the last few seasons, metallics — mainly gold

True Religion's nylon and spandex bikini



## TRENDCAST

- Classic nautical designs are rebounding with their signature navy, red and blue colorations.
- A solid suit is a sure sale.
- Metallics shine on, with gold and silver looks staying strong.
- Cutout one-pieces are gaining traction if they aren't too crazy.

and silver — aren't going away anytime soon. For instance, the strong response to gold and silver styles introduced last year inspired the Havaianas flip-flop brand to increase its metallic selection.

A pair of flip-flops with Swarovski crystals in the straps retails for up to \$130 — Havaianas generally retail for around \$15.

Swim vendors have recently been testing atypical silhouettes such as bandeaux and monokinis. The shapes are great for magazines, but retailers are often concerned whether fit-conscious shoppers will venture outside their comfort zones.

Santilena noted, "The monokinis are doing well, but in general, they're hard because they don't fit everybody," so Skinny Dip has tried to make them workable by enhancing their adjustability.

With the market for monokinis and bandeaux still tenuous, vendors are mainly rolling out swimwear's equivalent of the big guns: triangle tops and halters. In bottoms, low-rise silhouettes are strong. In tricky market conditions, vendors say buyers are returning to basics, especially solids.



Bare Assets' nylon and spandex bikini

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# MAGIC marketplace

Las Vegas Convention Center & Las Vegas Hilton, Feb. 12-15, 2008

ALL INFORMATION WAS ACCURATE AT PRESS TIME. PLEASE CHECK THE OFFICIAL MAGIC EVENT GUIDE FOR UPDATED TIMES AND LISTINGS.

#### REGISTRATION HOURS

Feb. 12-14: 7:30 a.m.-6 p.m.  
Feb. 15: 7:30 a.m.-12 p.m.

#### SHOW HOURS

Feb. 12-14: 8 a.m.-6 p.m.  
Feb. 15: 8 a.m.-4 p.m.

THE MAGIC MARKETPLACE CONSISTS OF:  
WWD MAGIC (women's apparel and accessories)  
LVCC North Hall and the Las Vegas Hilton

MAGIC (men's apparel and accessories)  
LVCC Central and South Halls

The Vision and StyleFile fashion shows will display men's and women's fall trends.



MAGIC Kids (children's apparel and accessories)  
LVCC North Hall

Sourcing at MAGIC (global contract manufacturing and sourcing agents)  
LVCC South Hall, Level 1

#### SHOW OFFICES

I North Hall, Mezzanine, Room N251  
I South Hall, Concourse, Room MS219  
I Las Vegas Hilton, Conference Room 1

#### FOOD SERVICES

Special Lunch Program  
I \$5 lunches will be available to exhibitors and retailers at designated locations throughout the exhibit halls. Menus may vary by location.

#### TRANSPORTATION

MAGIC Express Intra-Venue Shuttle Service  
Complimentary service between the LVCC and Las Vegas Hilton Exhibit Halls.  
I Feb. 12-14: 8 a.m.-6 p.m.  
I Feb. 15: 8 a.m.-4 p.m.

#### Golf Cart Service

Complimentary golf cart service connecting the South Hall and Central Hall.  
I Feb. 12-14: 8 a.m.-6 p.m.  
I Feb. 15: 8 a.m.-4 p.m.

#### Gold Lot Shuttle Service

Transportation between the Central Hall and the Gold Parking Lot.  
I Feb. 12-14: 7 a.m.-7 p.m.  
I Feb. 15: 7 a.m.-5 p.m.

#### Hotel Shuttle Service

Continuous shuttle service between select MAGIC hotels and the LVCC.  
I Feb. 12-14: 7:30 a.m.-6:30 p.m.\*  
I Feb. 15: 7:30 a.m.-4:30 p.m.\*  
\*Service ceases 11 a.m.-2:30 p.m. daily.

#### Project Show Shuttle

Complimentary service between MAGIC and Project at the Sands Convention Center. Shuttles pick up from MAGIC Shuttle Stops



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#1 and #3 every 20 minutes.  
 I Feb. 12-14: 9 a.m.-7 p.m.  
 I Feb. 15: 9 a.m.-3 p.m.

**Airport Shuttle Service**  
 Hourly service from the LVCC to McCarran Airport.  
 Shuttles are located in front of the LVCC.  
 I Feb. 15: 9 a.m.-5 p.m.

#### SHOW AMENITIES

##### Buyers' Suite

Grab a bite to eat, check e-mail and get insider tips from the Retail Relations team in this "buyers-only" lounge.

I Grand Lobby, Room MN109

##### President's Club Lounge (members only)

VIP attendees can relax or conduct meetings in the luxurious lounge setting and enjoy complimentary amenities such as a gourmet buffet and business services.

I North Hall, Mezzanine, Room N250

##### International Buyer Registration

This special center provides international guests an opportunity to register for the show. Translation services are available.

I North Hall, Mezzanine Level, Room N258

##### Media Center

Members of the media can register for the show, file stories, gather exhibitor information and dine in

their own private lounge.  
 I North Hall, Mezzanine Level, Room N255

#### FASHION SHOWS

##### Vision

(men's and women's fall 2008 contemporary collections)

Feb. 12-14: Noon and 3 p.m.

I Grand Lobby

##### StyleFile

(men's and women's fall 2008 collections)

Feb. 12-14: 10:30 a.m. and 1:30 p.m.

I Grand Lobby

##### MAGIC Kids

(fall 2008 children's collections)

Feb. 12-14: 4:30 p.m.

I Grand Lobby

#### SEMINARS & WORKSHOPS

##### TUESDAY, FEB. 12

9 a.m.: Welcome New Stores... Show Floor ABCs  
 Presented by MAGIC and Global Purchasing Companies.

Hosted by Mercedes Gonzalez, director, Global Purchasing Companies.



There will be a new buyer seminar on Feb. 12 at 9 a.m. in room N259.

I Buyers' Suite, North Hall, Level 1, Room N109  
 (RSVP required. Please call 818-227-4126.)

11:30 a.m.: "Independence" Pantone View Colour Planner — Spring-Summer 2009  
 Presented by Pantone.

Hosted by Tod Schulman, vice president, fashion and home, Pantone.

I South Hall, Level 1, Room S116

Noon: A Casual Movement for Spring-Summer 2009  
 Presented by Color Portfolio.

Hosted by Carol Meek, owner, Color Portfolio.

I North Hall, Mezzanine, Room N261

Continued on page 32



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# MAGIC marketplace

Continued from page 31

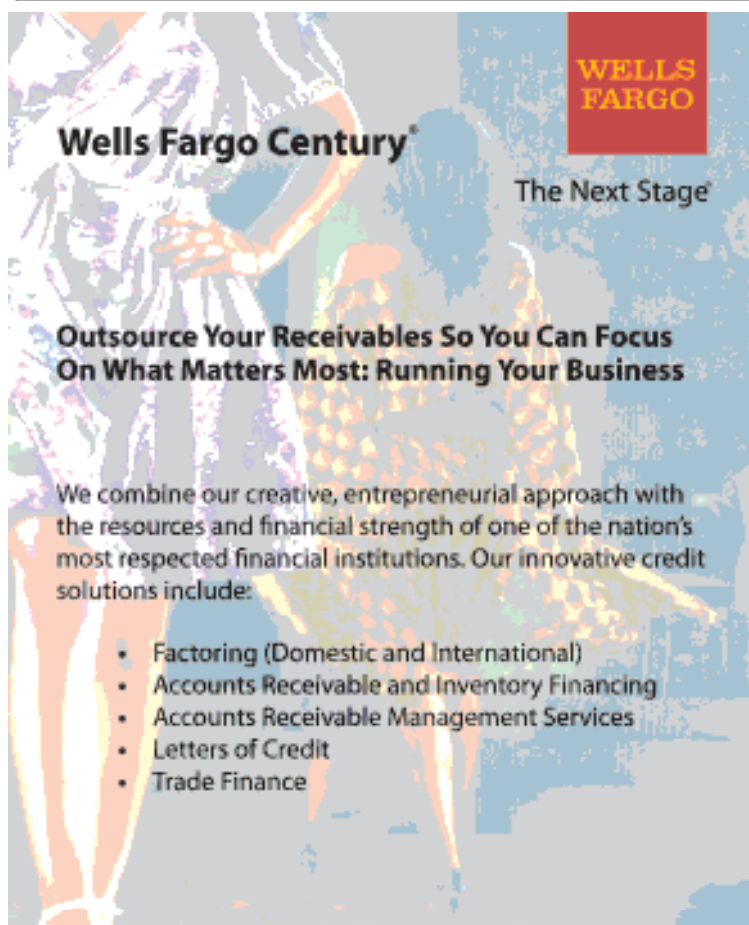
12:30 p.m.: Can You Be Innovative and Still Meet Product Compliance?  
Presented by SGS Consumer Testing Services.

Speakers: Lisa LeBlanc, director of product integrity, The J.Jill Group; Karen Kylo, deputy vice president, global softlines, SGS Consumer Testing Services.  
Moderator: Katherine Stein, international business development manager, SGS Consumer Testing Services.  
I South Hall, Level 1, Room S116

4 p.m.: Retail 101: How to Open and Run a Successful Retail Store, Part 1  
Presented by Global Purchasing Companies.  
Hosted by Mercedes Gonzalez, director, Global Purchasing Companies.  
I North Hall, Mezzanine, Room N261

4 p.m.: Sourcing Premium Denim in Los Angeles  
Presented by Fashion Business Inc.  
Speakers: Michael Rosen, chief executive officer, Michael Stars; Antonio Rodriguez, president, Blue River Denim Inc.  
Moderator: Frances Harder, director, Fashion Business Inc.  
I South Hall, Level 1, Room S116

1 p.m.: What's Next for Fall 2008 & Forward — Women's Trend Forecast  
Presented by The Doneger Group.  
Hosted by David Wolfe, creative director, The Doneger Group.  
I North Hall, Mezzanine, Room N235

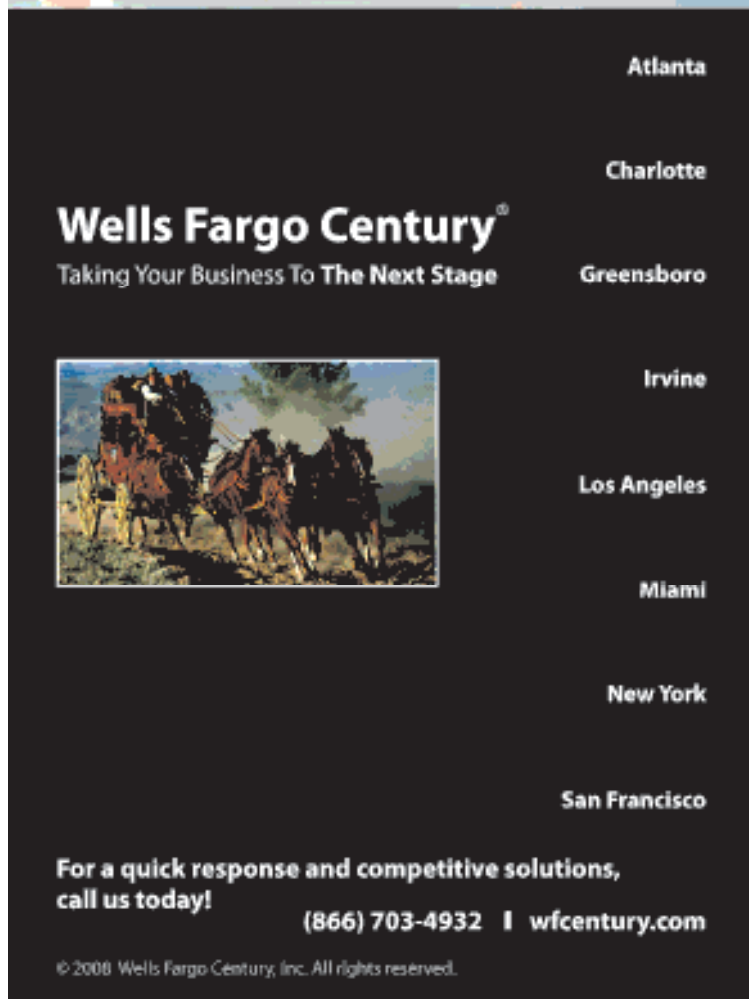


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Lingerie Americas is joining the MAGIC universe.

1:30 p.m.: New Perception to Revolutionary Freedom  
Presented by Mudpie Ltd.  
Hosted by Fiona Jenvey.  
I North Hall, Mezzanine, Room N259

2 p.m.: Fashion 101: How to Start a Fashion Line in Today's Market  
Presented by Global Purchasing Companies.  
Hosted by Mercedes Gonzalez, director, Global Purchasing Companies.  
I North Hall, Mezzanine, Room N261

2:30 p.m.: Looking Forward: Key Colors & Trends for Spring-Summer 2009  
Presented by Color Portfolio.  
Hosted by Carol Meek, owner and president, Color Portfolio.  
I South Hall, Level 1, Room S114

4 p.m.: TOBE Next Spring 2009 — Themes, Key Items, Color  
Presented by TOBE Report.  
Hosted by Carolyn Egan, concept director, TOBE Report.  
I North Hall, Mezzanine, Room N259

WEDNESDAY, FEB. 13  
9 a.m.: Viewpoint: Men's Fall 2008 European Designer Collections  
Presented by The Doneger Group.  
Hosted by David Wolfe, creative director, The Doneger Group.  
I North Hall, Mezzanine, Room N235

9 a.m.: Vietnam, Cambodia, India and Beyond  
Presented by Sandler, Travis & Rosenberg P.A.  
Speakers: Jerry Cook, vice president, international trade, Hanes Brands; Janet Ydavov, vice president, production and sourcing, Chico's.  
Moderator: Tom Travis, managing partner, Sandler, Travis & Rosenberg.  
I South Hall, Level 1, Room S116

10 a.m.: How Much Should I Buy?  
Presented by OTB Retail Systems.  
Hosted by Mort Haaz.  
I North Hall, Mezzanine, Room N261

10 a.m.: WGSN Global Trends  
Presented by WGSN.  
Hosted by Sally Lohan, director of content, WGSN.  
I North Hall, Mezzanine, Room N254

10 a.m.: Fashion Trend Directions for Summer 2009  
Presented by Promostyl.  
Hosted by Nathalie Fausty, trend consultant, Promostyl West Coast.  
I South Hall, Level 1, Room S114



The new White section showcases companies straddling the line between contemporary and women's sportswear.

10:30 a.m.: Organic Assurance: Organic Fiber Certification Options  
Presented by Organic Exchange & Organic Trade Association.

Panelists: Anne Gillespie, co-founder, Continuum Textiles; Lori Wyman, education and information services administrator, Organic Trade Association.  
I South Hall, Level 1, Room S116

11 a.m.: Brand Building  
Presented by Fashion Business Inc.  
Speakers: Frances Harder founder and president, Fashion Business Inc.; Debra Stevenson, partner, The Skyline Studios; Farah Bhatti, counsel, McDermott Will & Emery LLP.  
I South Hall, Level 2, Room S226

11:30 a.m.: Spring-Summer 2009: Trend Vision from the U.K.  
Presented by Mudpie Ltd.  
Hosted by Fiona Jenvey, chief executive officer, Mudpie Ltd.  
I South Hall, Level 1, Room S114

Noon: WGSN Youth/Street/Sport Global Trends  
Presented by WGSN.  
Hosted by Sally Lohan, director of content, WGSN.  
I North Hall, Mezzanine, Room N254

12:30 p.m.: The Future of Apparel Sourcing: Are You Ready for New Trade Barriers?  
Presented by USA-ITA.  
Panelists: Scott Queensberry, special textile negotiator, Office of the U.S. Trade Representative; Courtney O'Keefe, group vice president, sourcing, Philips-Van Heusen; June Sassler, director of international services, Saks Fifth Avenue.  
Moderator: Julie Hughes, senior vice president of International Trade, USA-ITA.  
I South Hall, Level 1, Room S116

1 p.m.: Global Youth Culture Streetwear & Contemporary Fashion: Defining Trends, Subcultures & Influences from Music, Sports, Technology, & Globalization  
Presented by Label Networks.

Hosted by Kathleen Gasperini, editor and co-founder, Label Networks.  
I South Hall, Floor 2, S226

1:30 p.m.: Cotton Inc.'s Color & Trend Forecast Presentation for Spring-Summer 2009  
Presented by Cotton Inc.  
Hosted by Jenna Caccavo, product trend analyst, Cotton Inc.  
I South Hall, Level 1, Room S114

2 p.m.: Maximizing Brands for Future Capital Transactions  
Presented by Latham & Watkins LLP.  
Hosted by Perry J. Viscounty, partner, Latham & Watkins; Keith Yonkers, managing director, Trenwirth Group LLC; Bruce Benson, associate general counsel, intellectual property, Harrah's Entertainment Inc.; Massimo Giannulli, president and chief executive officer, Modern Amusement.  
I North Hall, Mezzanine, Room N259

2 p.m.: First Sale Customs Valuation: Legally Lowering the Landed Cost of Goods to the U.S. & Europe.  
Presented by Sandler, Travis & Rosenberg P.A.  
Hosted by Tom Travis, managing partner, Sandler, Travis & Rosenberg.  
I South Hall, Level 1, Room S116

2:30 p.m.: Retail 101: How to Open and Run a Successful Retail Store, Part 2  
Presented by Global Purchasing Companies.  
Hosted by Mercedes Gonzalez, director, Global Purchasing Companies.  
I North Hall, Mezzanine, Room N261

3 p.m.: Take Your Imagination Around the World: Creating a Bridge Linking Fashion, New Media and New Growth Opportunities  
Presented by U.S. Department of Commerce.  
Hosted by Leticia Arias and Maura Kawai, international trade specialists with the U.S. Commercial Service.  
I South Hall, Level 2, Room S226

Continued on page 34

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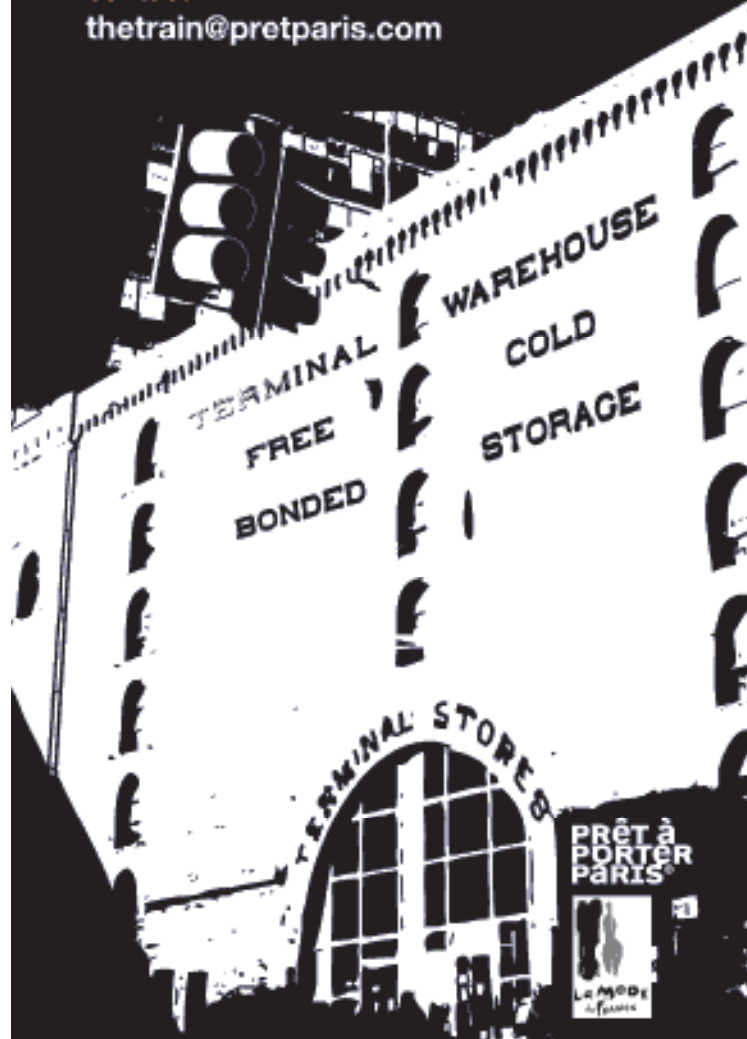
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# MAGIC marketplace

Continued from page 33

3 p.m.: Priceless? Do You know What's In Your Product & Supply Chain — The Real Cost of Quality Presented by Bureau Veritas.

Panelists: Jim Walters, senior vice president, worldwide quality assurance, Mattel Corp.;

William Silveira, vice president, account management, Bureau Veritas.

Moderator: Rick Horwitch, vice president, business development and marketing, Bureau Veritas.

I South Hall, Level 1, Room S116

4 p.m.: The Evolving Consumer: Do They Really Care Enough?

Presented by Organic Exchange & The Organic Trade Association.

I North Hall, Mezzanine, Room N259

4:30 p.m.: The Truth About Teens and Brands Presented by MTV Networks.

Hosted by Becky Radha Subramanyam, vice president, research and planning, MTV Networks Kids and Family Group.

I North Hall, Mezzanine, Room N261

THURSDAY, FEB. 14

9 a.m.: Keynote Sourcing Profile: Sourcing Multilevel Apparel Product

Hosted by Danny Yeung, vice president, corporate quality assurance, St. John.

I South Hall, Level 1, Room S116

9 a.m.: Feathers, Fur & Patent Leather

Presented by Committee for Colour & Trends.

Hosted by Ellen Campuzano.

I North Hall, Mezzanine, Room N259

10 a.m.: How Much Should I Buy?

Encore presentation by OTB Retail Systems.

Hosted by Mort Haaz.

I North Hall, Mezzanine, Room N261

10:30 a.m.: Choices in Sustainability

Presented by Promostyl. Hosted by Nathalie Fausty, trend consultant, Promostyl West Coast.

I South Hall, Level 1, Room S114

11 a.m.: Global Youth Culture Streetwear

& Contemporary Fashion: Defining Trends,

Presented by Cotton Inc.

Panelists: Ronald Schrell, president, Thies Textile Machinery Inc.; Craig White, marketing apparel, Huntsman International; Tony Jones, Innova International; Lou Protonentis, director, product initiatives, Cotton Inc.

I South Hall, Level 1, Room S116

1:30 p.m.: How to Retain and Motivate Your

Sales Team

Presented by Fashion Business Inc.

Hosted by Robert Silverstone.

I North Hall, Mezzanine, Room N259

1:30 p.m.: Sales Manager Strategic Goal Setting and Salesman Territory Planning With the 'New Customer'

Presented by RepSpark Systems.

Hosted by Meghann Butcher and Luis Ortiz.

I North Hall, Mezzanine, Room N261

2 p.m.: Can Fashion Be Produced in the U.S.?

Presented by Fashion Business Inc.

Speakers: Michael Rosen, chief executive officer,

Michael Stars; Alicia Estrada, chief financial officer and designer, Stop Staring; Randa Allen, designer, Notice; Carlo Gholami, principal and designer, Couture, The Clothing Co.; Gene Zuckerman, sales manager, J.H. Clothing. Moderator: Frances Harder, director, Fashion Business Inc.

I South Hall, Level 1, Room S114

2:30 p.m.: Turning Trade Policy Into Sourcing Profits Presented by Sandler, Travis & Rosenberg P.A.

Hosted by Tom Travis, managing partner, Sandler, Travis & Rosenberg.

I South Hall, Level 1, Room S116

3:30 p.m.: Starting an Apparel Business — From Design Concept to Apparel Manufacturing Presented by Fashion Business Inc.

Hosted by Frances Harder, founder and president, Fashion Business Inc.

I North Hall, Mezzanine, Room N259



Subcultures & Influences From Music, Sports, Technology & Globalization Presented by Label Networks.

Hosted by Kathleen Gasperini, editor and co-founder, Label Networks.

I South Hall, Floor 2, S226

11 a.m.: Top Five Problems You Should Avoid When Importing

Presented by USA-ITA.

Panelists: Jodie Mendoza, senior vice president, corporate logistics and vendor compliance, Jones New York; Mary Jo Muio, president, National Customs Brokers & Freight Forwards Association of America; Brenda Jacobs, counsel, Sidley Austin LLP. Moderator: Julie Hughes, senior vice president of international trade, USA-ITA.

I South Hall, Level 1, Room S116

12:30 p.m.: Sustainable Manufacturing — Decreasing the Environmental Impact of Cotton Textile Processing

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