

CALIFORNIA Apparel News

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\$2.95 (\$3.50 OUTSIDE CALIFORNIA) VOLUME 64, NUMBER 7, FEBRUARY 8-14, 2009

Tarrant Heads Downtown

Denim maker plans first corporate showrooms

By Andrew Asch
RETAIL EDITOR

For the first time in its 27-year history, private-label and denim giant **Tarrant Apparel Group** will debut corporate showroom space for contemporary brands. It will open an 8,000-square-foot showroom space in Los Angeles' bustling Fashion District, possibly as early as March, said Julian Medina, sales manager for the new showrooms.

The new showrooms will be constructed at the **Corner Center** building, located at 200 E. Ninth St. at the corner
Tarrant page 8

Hollywood Fashion Biz Ponders Return to Work After WGA Strike

By Andrew Asch
RETAIL EDITOR

It's been a winter of discontent for costume designers, boutiques and other fashion businesses that provide wardrobes for television shows. The 3-month-old **Writers Guild of America** strike put many of their livelihoods on hold and cost Los Angeles County \$1.4 billion in lost business, said Jack Kyser, chief economist for the **Los Angeles County Economic Development Corp.** But
Strike page 31

Sports Apparel Sales Show Women Are in a League of Their Own

By Robert McAllister
TECHNOLOGY EDITOR

The licensed-apparel business is no longer a man's world when it comes to team-sports gear.

Women are among the fastest-growing segment of the customer base, and it showed during the recent **Super Bowl**, where women made up 20 percent of all sales of jerseys, T-shirts, bags and other items. According to the **National Football League**, about \$125 million in merchandise will change hands before all the post-game purchases
Sports Apparel page 12



MODERN BOHÈME

Boho casual is updated for Fall with modern fabrics and a 1970s free-spirited attitude. Get the look in Las Vegas at the upcoming **MAGIC International, Project Global Trade Show, Pooltradeshow** and **United trade show** Feb. 12-15. For more on Fall fashion, see pages 24 and 25.

BLANC NOIR's winter-white polyester faux suede and faux-fur vest (\$40). FOR LOVE AND LIBERTY's faux chignon "Madame Butterfly" wrap tunic (\$30). OCEHY LYNN CARTER's polyester/wool chabane knit-berly tuxedo "Bozza" cardigan for pricing. GOORIN's "Cyber" black cotton/spandex classic party-dress feature \$150. LEATHER ISLAND by BILL LAVIN's leather belt with vintage fringe and Penny Lane buckle (\$40).

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New Resources

Lisa Michelle: Fine Construction, Attention to Detail

Before Lisa Felsenthal studied fashion design at the **Otis College of Art and Design**, she studied sculpture, painting and photography. As a former student of detail-oriented disciplines, Felsenthal is a stickler for fine construction in her line, **Lisa Michelle**.

For Fall 2008, Felsenthal balances the richness of novelty fabrics with simple silhouettes. A belted dress coat stands out in a metallic silk/acetate jacquard with a circular pattern. Black-and-white houndstooth gives graphic interest to a collarless cropped jacket. Other pieces are piled with details. For example, a black cotton dress has a trumpet skirt, pleats converging on the V-neck, polka-dot ribbons adorning the pockets and a belt. But in a subtle black cotton fabric, the overall look is clean. Every piece in the line is finished neatly with lining, charmeuse piping or blind stitches.

"I try to use that artistic flair in the details

while focusing on silhouettes that are still flattering on the body and something that I would feel comfortable and happy about wearing. Something that wouldn't overpower the wearer, but the subtle details kind of make it [special]," Felsenthal said.

Felsenthal earned her stripes interning at artistic-driven brands such as **Michelle Mason** and **Jeremy Scott** while attending Otis. Before launching Lisa Michelle's debut Spring 2008 collection, she worked as an assistant designer at **Rozae Nichols** for the **A Common Thread** line and then at **Monique Lhuillier**. For her line, Lisa Michelle, she considers her overall experience. "I feel like this is something in the middle, something beautiful you can wear during the day," Felsenthal said.

Wholesale price points average \$90 for a top, \$150 for dresses and \$350 to \$375 for jackets. For more information, call the **Society Showroom**, located in suite 516 of the **Cooper Design Space**, at (213) 489-0911.—*Rhea Cortado*



CHRIS TOPPER/PAWLET