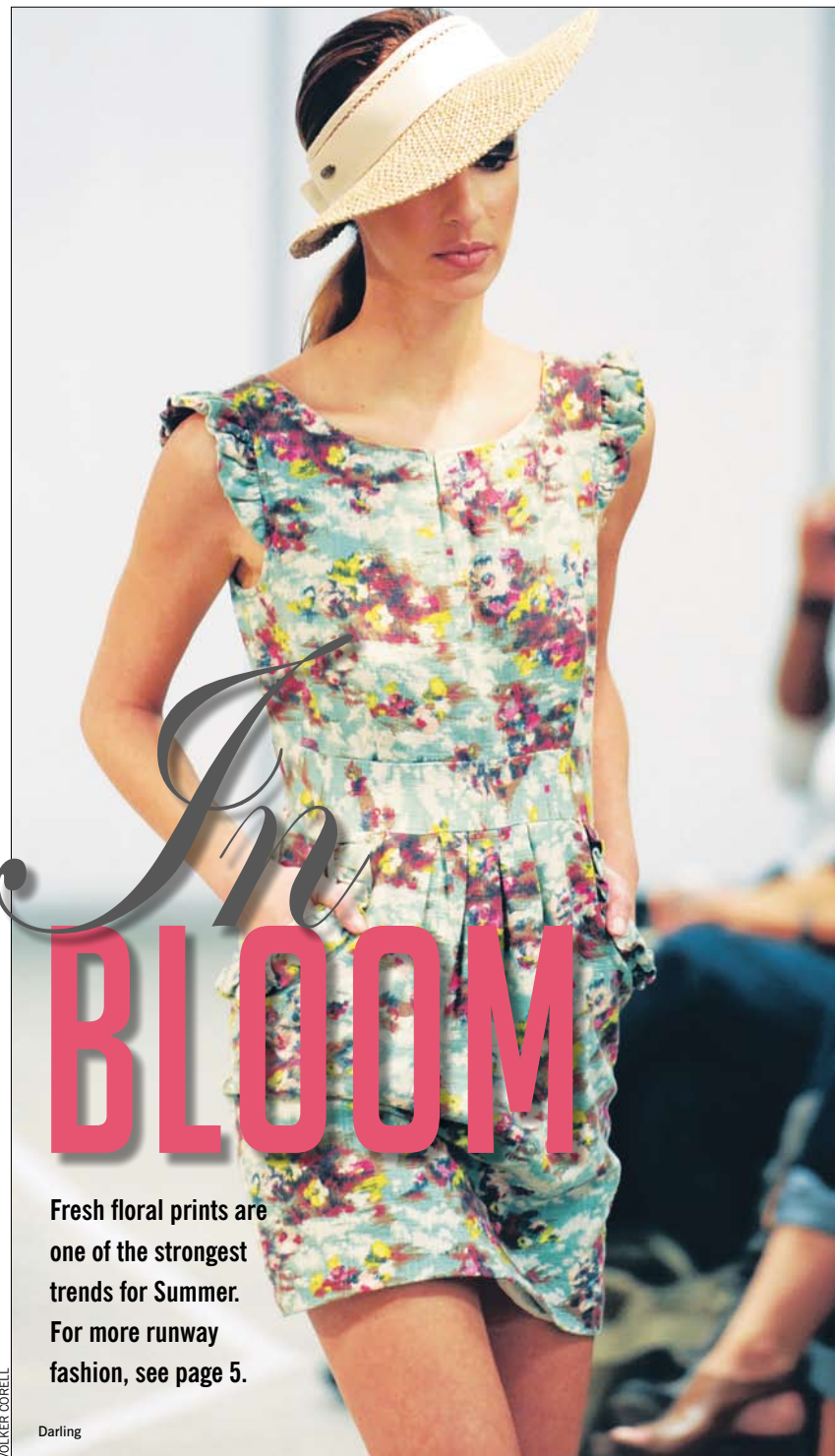


# CALIFORNIA Apparel News

THE VOICE OF THE INDUSTRY FOR 67 YEARS

\$3.50 VOLUME 67, NUMBER 4 JANUARY 21-27, 2011



Fresh floral prints are one of the strongest trends for Summer. For more runway fashion, see page 5.

Darling

## TRADE SHOW REPORT

## Immediates Gain Ground at L.A. Fashion Market

By Andrew Asch and Erin Barajas

The first Los Angeles Fashion Market of 2011 brought slow but solid business that gave showroom owners hope that this will be a good year for sales.

This early fashion market, which ran Jan. 17-20, always falls right before February's MAGIC Marketplace in Las Vegas. That means many store buyers hold back in January and travel to Nevada to see the latest collections. But there

➔ L.A. Fashion Market page 6

## Quarterly Financial Review and 2011 Outlook

## Mid-Tier Retailers and Brands Winners in 2011

By Deborah Belgum Senior Editor

The word on the retail street is that after a good holiday season, consumers in 2011 are back in the stores. They will continue to be frugal but pepper their purchases with a few frivolous items.

That means mid-tier stores such as Kohl's and JCPenney should be seeing healthy gains of about 3 percent to 4 percent in same-store sales. Luxury brands and upscale stores won't be as buoyant as in 2010, but they still will experience moderate growth.

➔ Economic Forecast page 3

## TRADE SHOW REPORT

## Texworld Draws a Crowd

By Alison A. Nieder Executive Editor

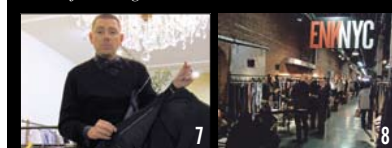
NEW YORK—Designers and piece-goods buyers braved a winter rainstorm to turn out on Jan. 18 for the start of Texworld USA's three-day run in New York in a new location at the Jacob K. Javits Convention Center.

The bright new space—a tent at the north side of the center—is a temporary move while the convention center remodels its other halls. The move meant attendees and exhibitors

➔ Texworld page 8

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## Second Sunday Wants to Be First in Men's Closets

Second Sunday's lifestyle approach to dressing men is to keep them up to speed on fashion yet not venture over the top.

Brady James Huff, who founded the Los Angeles-based line in 2010, created the collection to offer both functional design and quality craftsmanship at a reasonable price point. "That's our take on where we feel like fashion's going," said Huff, who was vice president of sales at the Monarchy Collection until he started his own concern last year. "We focused on fabrications, designs and trims to make [the brand] stand out. [And] our price points are really, really good as well, which I think is a big part of today's market."

Second Sunday includes a core fashion line and a secondary comfortable living line called Rehab by Second Sunday. The brand launched at Project Las Vegas last August and has already been picked up by fashion-forward online sites and boutiques such as RevolveClothing.com, Atrium in New York, Politix in Los Angeles and Ian in Seattle.

Wholesale prices are \$20 for graphic T-shirts, \$36 for wovens, \$68 to \$72 for jackets, \$98 to \$120 for leather jackets, and \$52 to \$68 for denim and non-denim bottoms. "We're really trying to be price-point efficient but not jeopardize quality or construction by all means," Huff explained. "It's not the cheapest line that's out there, but I feel like for what we're offering and giving the customer, it is super competitive."

Keeping a lid on prices is helped by having Samsung as a partner. The South Korean multinational conglomerate handles the back end of the business including accounts receivables, accounts payable, purchasing, and pick-and-pack warehousing.

With years of experience, Huff knows a thing or two about sales and pricing. Working in sales at Monarchy since the Los Angeles label started up in 2005, he helped build the company to where its annual revenues were just under \$40 million. "Being in the position I was in at Monarchy, I did a lot of the merchandising and focused on how the

brand would move forward. So I've taught myself to be a creative director, and it was a good learning position. So that's helped me do what I'm doing today," he explained.

Second Sunday is on point with fashion trends, offering clean, pared-down garments with an edge. The look is targeted to today's fashion-conscious



BEN COPE

guy with edgy T-shirts, stylish jackets, plaid shirts, denim jeans and sweat pants. But its emphasis on the subtle details is what differentiates it from other brands.

For example, a cardigan sweater isn't just a typical cardigan. It's a double-breasted cardigan made in a combination of sweater knits and woven fabrics. Style lines are more intricate and pronounced but not so forward that the garment isn't wearable. "We're really going strong with trims and having everything be different," Huff said. "[But] it's not too novelty to where the guy won't understand it."

If different woven styles are included in the line, each style is given its own identity and trims to give perceived value to the garment. Contrast stitching and buttons line the placket of a shirt, and pocket details give it an edge.

For other items, such as track jackets, silk charmeuse is used as lining to give it a dressier feel. Over the past few years, men have become accustomed to paying more money for over-embellished, embroidered and studded garments. So,

according to Huff, today's consumer will pay a few extra bucks to get more bells and whistles in an understated package.

Key categories include jackets, sweater knits, denim and non-denim bottoms, and T-shirts. Jackets will expand for Fall and Holiday with more layering options including lighter weights, lamb-skin and vegan leathers.

Denim comes in a general stove-pipe fit, which falls between a skinny and a straight leg, as well as fashion-forward, drop-crotch styles.

T-shirts feature bold graphics that are edgy but still have a touch of humor. An innovative style is made by layering two T-shirts made out of 2-ply, 60s singles. "What we're doing is a little different because how many times can you redo a graphic tee?" Huff asked.

The T-shirt is made from one shirt with a raw finish and another with a finished edge. Instead of printing on the shirt, a burnout of the actual image is made and then printed on the inside. When it comes together, it looks like an underneath print, but it has a burn-out feel. "It's a really new, different concept, and everybody loves it. So that's where I think we'll change the T-shirts," Huff said.

The Rehab collection represents the other half of the brand's easy-lifestyle approach. The line focuses on casualwear that is comfortable and relaxed while maintaining a high-quality aesthetic. It includes simple loungewear-style clothes designed for everyday—clean T-shirts, Henleys and sweat pants made in easy, comfortable fabrics such as fleece and looped terry fabrications.

"We call it Rehab because it's rehabilitation basically from everyday," he said. "The designs and the fabrics are used for comfort, and the price point will allow that guy to lounge around the house or go get a drink with his friends. It is actually dressy and fun, but you could also sleep in it if you wanted to," Huff explained.

Other styles include thermal long sleeves, T-shirt slubs, 2-ply 60s singles, and top sellers such as V-necks and crew necks.

For more information, contact Brady James Huff at (714) 728-1194 or e-mail ragtrade1@gmail.com.—N. Jayne Seward