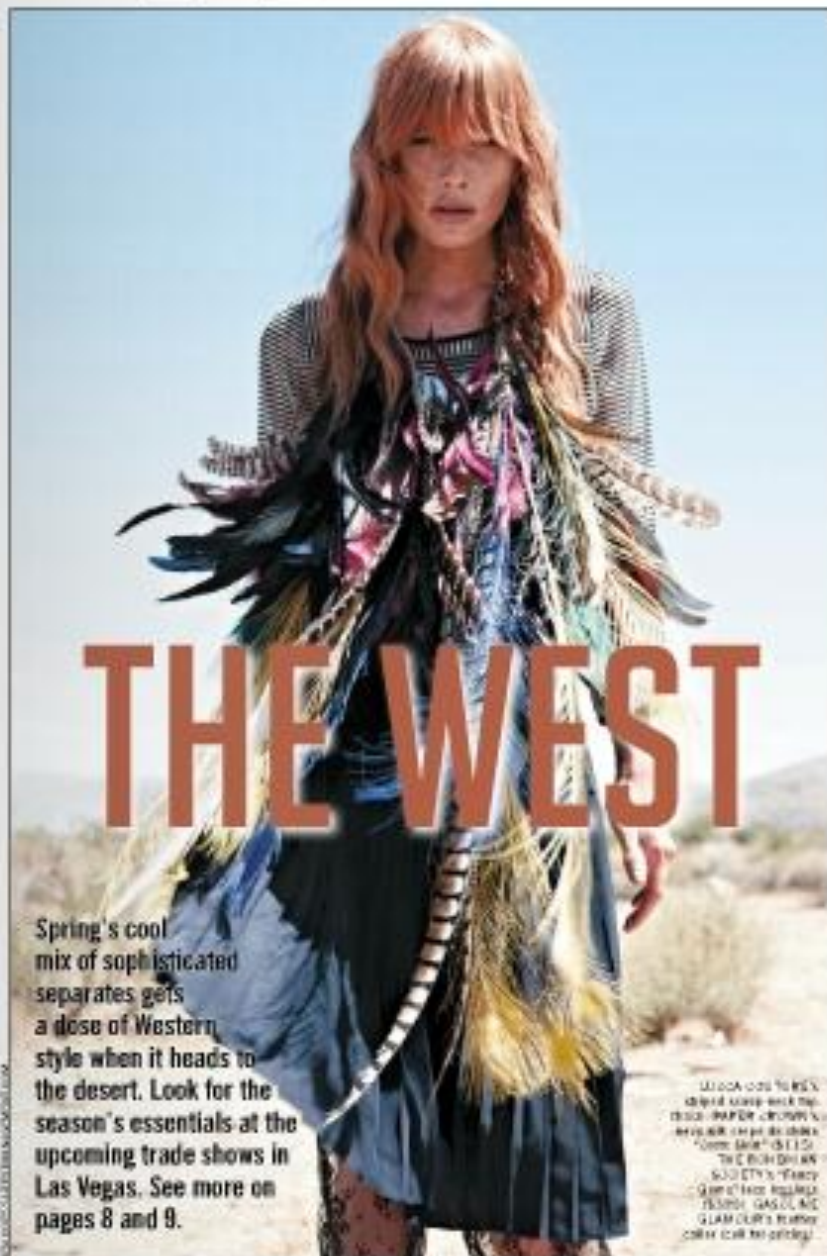




CALIFORNIA Apparel News

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THE WEST

Spring's cool mix of sophisticated separates gets a dose of Western style when it heads to the desert. Look for the season's essentials at the upcoming trade shows in Las Vegas. See more on pages 8 and 9.

LOOK OUT FOR
 2011'S NEWEST
 TRENDS: PAPER CROWNS,
 BERRY BARK, CHERRY BLOSSOMS,
 "GEM" BARK, & L.L.O.
 THE CROWN OF AN
 SOCIETY'S "Fancy
 Queen" lace top, top
 (L.S.M.), GASOLINE
 GUM DRESS, & other
 color look to selling.

TRADE SHOW REPORT

Light Traffic, Key Retailers at L.A. Market

By *Debra Cook, Deborah Edgier, Julie Crawford*
 and *Alan K. Water*

There were orders placed, but traffic was light throughout the Los Angeles Fashion District during the Aug. 9-11 run of Los Angeles Fashion Market.

Los Angeles' August market is typically small. It serves a small delivery window—for the Holiday/Recess seasons—and it's tightly wedged between other markets, including the nearby Las Vegas trade shows.

For some exhibitors, the market provided a chance to
 — L.A. Market page 10

TRADE SHOW REPORT

Business Booming at Outdoor Retailer Summer Market

By *Julie Crawford* and *Josephine Baker*

SALT LAKE CITY—Despite the tough economy, business was booming at the Outdoor Retailer trade show, held Aug. 4-7 at the Salt Lake City Salt Palace.

"It was great, clear to everybody that everyone was kind of shocked to see how many more people there were even though we had an extra 50,000-square-foot pavilion outside," said Kerry Harwoodman, director of the show.

— Outdoor Retailer page 6

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Where fashion gets down to business



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FASHION



FUTURE HERITAGE's army colors "Eagle Tank" (\$21) and "Decade" jean (\$79). GASCONE SLAMBO's silver ballet sneakers (sell for \$299 mark).
 BEST: KYLEE L'ORNE's Plogman turquoise hoodie and hat (\$2,300). NORMA JEANE's beanie beanieless (see p. 104)



CHARMIDEY's "Goli" thigh bag (\$48) and "NVR" vest and skirt (\$22). FROM OBT's "NVR" lightweight denim skirt (\$40). VENTURE's "Rebecca" tan hula bag (\$33). CHERRY BLOSSOM's "The Blackest of Red Fall" (\$22)



Left: ABE JAY's "Cock" hat with antlers (\$150).
 Right: T FOR ALL MANKIND's jean (seen in "Sweet Girl" (\$104).
 BLOOM's waltzers "Bee" tank (\$19.99). CHAMBERS' "NVR" dry-washed denim (see p. 103). GASCONE SLAMBO's floral accessory (sell for pricing)

FASHION



EVER's "Wave" striped blazer (\$132). SHARL LIT's "Pink Lee" maxi dress (\$79). GASCONE SLAMBO's feather vesting (sell for pricing)



Left: PULVER's latex dress hoodie (\$27) and high-waist skirt (sell for pricing).
 Right: BIE's white corset tank (\$12). JOE MORTON's "Message" SLAMBO's beaded skirt (sell for pricing). NORMA JEANE's hat



MIM's mesh top (\$65). CHAMBERS' "NVR" dry-washed jeans (\$43). GASCONE SLAMBO's hair collar (sell for pricing)



AVANTAGE's lace "Pink" tank (\$43). LILICA CLOUTIER's mustard mules (\$40). THE BURNHAM SOCIETY's "NVR" "Rabbit" extended storage fox vest (\$300). AVANTAGE's aspened mules (\$52 to \$54). KELLY CYRUS's turquoise band wrap (\$125) and bracelet (see p. 103). GASCONE SLAMBO's beanie platform (sell for pricing).



WELDON's hardware (\$47). BLOOM's (\$200). EVER's (\$22)