

CALIFORNIA Apparel News

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Maggie Barry



Continuous



Mansour Scott



XR Collection

Helmut Lang and Theory Moving to LA's Brentwood

By Andrew Asch *Retail Editor*

High-profile contemporary brands **Helmut Lang** and **Theory** will open stores in Los Angeles' exclusive Brentwood enclave in Spring 2014.

The two companies will open in a new development called **Brentwood Place** at 13038 San Vicente Blvd., near the corner of San Vicente Boulevard and 26th St. Construction will start this week on the new building, said Daniel Blatteis, co-chairman of **Blatteis & Schnur Inc.**, the developer of Brentwood Place. It is the first new project to be built in Brentwood in recent memory. Blatteis & Schnur constructed the district's last new commercial building, **Brentwood Town Center**, which debuted in 1992.

The 9,500-square-foot Brentwood Place will be located adjacent to Brentwood Town Center and across an alley from **Brentwood Country Mart**, one of the most-popular

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LA FASHION WEEK

LA SPOTLIGHT

Los Angeles brands were center stage during the recent run of LA Fashion Week, which ran Oct. 3-23 at events spread out across the city. For highlights from the shows, see pages 6 and 7.



Dena Burton



Harlyn (worn by Portia Doubleday)



Tumbler & Topsy



Nuvula

TRADE SHOW REPORT

Fashion Market Northern California Going Gangbusters

By Deborah Belgum *Senior Editor*

SAN MATEO, Calif.—The ever-growing **Fashion Market Northern California** just got bigger.

The five-times-a-year show broke all records with 252 exhibitors showing at the Oct. 20-22 event, held at the **San Mateo Event Center**. One year ago, there were 222 exhibitors. Organizers said buyer traffic was running equal to last year but did not give specific numbers.

The show's executive director, Suzanne De Groot, was upbeat about buyer traffic for the three-day Spring '14 fashion market that caters to specialty boutiques located primarily in Northern California, Oregon and Washington.

"The show has been doing very well," she said. "We are definitely a little bit up from last year."

Buyer traffic was robust the first day, a Sunday, but many

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LOS ANGELES FASHION WEEK



Mi Ola Amour Luxury Swimwear Mariela Jet Age Ms. Scandal Ermalinda Manos Coquette Kramer & Stoudt Joseph Singh



Quynh Paris Stone Fox Horse of Arabia Maison Castel Julia Clancey (pictured with Margo Stilley) CA11 by Courtney Allegra Priska Zalez

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