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## TRADE SHOW REPORT

# Footwear Show Lazr Bows at The New Mart

By Alison A. Nieder *Executive Editor*

The **Lazr** footwear show kicked off in its new home on the third floor of **The New Mart** in Los Angeles for its April 23–25 run with a small group of higher-end shoe brands and an eye on the next edition of the show in August.

The show drew buyers from **Nasty Gal**, **ModCloth**, **Sportie LA** and **Lush**, said show organizer John Ruffo. “We’re getting quality buyers; it’s just very selective,” he said, adding that many buyers were taking the time to visit every booth.

Many exhibitors said they were looking to meet California shoe stores and fashion boutiques at Lazr.

“We’re based here, so it’s easy for us,” said Carl Kuhlman, whose Torrance, Calif.–based **Kuhlman USA** represents **Swedish Hasbeens**, U.K. label **Laidback London**, and Spanish brands **Pura Lopez** and **Lola Cruz**.

“It’s late in the season, but we’re hoping to pick up some business, including some Immediate business for Hasbeens,” Kuhlman said.

The Laidback London collection includes sandals made in Kenya from locally sourced materials in order to employ as many people in the region as possible, Kuhlman said. The line also includes boots made in a small family-owned factory in Bangladesh. Like the sandals, the boots are made from locally sourced materials to boost regional employment, Kuhlman said.

This was the first time at Lazr for Nick Keenan, account executive with New York–based **PLV Studio**, which produces **Pour La Victoire** and **Kelsi Dagger Brooklyn** footwear, which is currently being rebranded as **KDB**.

“I’m looking for the right venue for my brands in the LA Market, Keenan said, adding that he was looking for small independent specialty clothing and lifestyle stores.

Both lines are sold in California although **Pour La Victoire**, which was founded in 2007, has a stronger presence in the region than **Kelsi Dagger**, which was founded in 2011.

KCD’s ethos is “effortless fashion” that a woman can wear all day “and still run and catch



Kelsi Dagger Brooklyn footwear, which is currently being rebranded as KDB, is designed to be “effortless fashion” that a woman can wear all day.



U.K. label Laidback London launched boots produced in a small family-owned factory in Bangladesh and made from locally sourced materials.



Longtime footwear manufacturer White Mountain introduced a new high-end line of Italian-made footwear called Summit.



KDB is a sister line to Pour La Victoire, which was founded in 2007 and has a strong presence in California.

that train,” Keenan said. The collection is primarily manufactured in China although a few wood-sole styles are manufactured in Brazil, where the company sources some of its materials. Retail prices range from \$100 to \$225.

Longtime footwear manufacturer **White Mountain** was at the show with a brand-new high-end line called **Summit**. The Italian-made collection ranges in retail price from \$179 for a bootie to \$279 for a tall boot.

Among the returning exhibitors was **Consolidated Shoe Co.**, which brought several of its brands, including **Poetic License**, **Nicole**,

**OTBT** and **Dimmi**, the company’s collection with a philanthropic mission. All of the sales of Dimmi shoes are donated to charity. Currently, Dimmi sales are raising money for ALS charities. The collection has been picked up by **Zappos**, **Nordstrom**, **Amazon.com** and Modcloth, said Brand Director Mike Berkis.

Ruffo was pleased with Lazr’s new location and said he is anticipating greater turnout for the next show, when it will run concurrently with **Los Angeles Fashion Market**.

“We’re going to stick with it and grow the brand,” he said. ●