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Third Time's A Charm: SPLENDID HANDBAGS, DV8 & KIM & ZOZI Footwear launch @LAZR!

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by Tanita S. Gray, Editor In Chief

John Ruffo has some guts. His | **LAZR** | Tradeshow took a chance and delivered on its mission – to take on Los Angeles footwear commerce “off-market” and present some new and exciting brands to the LA area. Junior line, | **DV8 by DOLCE VITA** | re-launched at the LAZR show with a more affordable offering – very different and in a new direction compared to last season's Solestruck X DV8 lookbook. The last collection featured girls in funky chunky platforms and heels living up the nightlife. This season there is a new designer and a new look altogether. Due to the inability to sell the shoes at the \$100 plus retail price forced the brand to revisit its esthetics. The new and improved DV8 was full of graphic prints, textiles, cute flats and platform heels that were much, much lower. The new brand direction launched at LAZR will retail next season starting at \$40!

| **SKORA RUNNING** | of Oregon, took a sprint into the casual/comfort category with a simple 10x10 booth of little signage but packed a ton of informative detail for its “run real” athletic brand. Hesitant that their presence at the show would not resonate with the LA market, sales rep David Wellman was pleasantly surprised at the outcome. The running shoes went over well with retailers and was featured in our first ever “Shoe Soiree” that was taped live at the event. No doubt the brand fits right into the urban-chic, LA lifestyle.

| **NAMASTE SHOWROOM** | owner, Brad Jaco did not have to travel far. He brought his entire showroom, furniture and all to the 11th floor of the Cooper Design Building to showcase his brands including, | **Original Chippewa** | vintage boots accompanied by | **TRASK** | (Genesco) – implementing the show's Made in US brands.

| **COATT** | jewelry aided in the FOUNDRY segment with its delicate Morse code necklaces as well as | **ANGEL COURT** |, | **HEX** | laptop bags, | **KIM & ZOZI** | – who found themselves on the show floor debuting their textile driven footwear line, adding another category to its Bohemian-bling bracelets. MARKET consumer area is still finding its place included something for everyone including the launch of | **SPLENDID HANDBAGS** |, who is also a resident of the venue, toted their Spring 2014 totes to the penthouse floor.

This show was product focused and proved that some of the top retailers will in fact come to Los Angeles to see lines that were not ready for Market Week or past shows. **Ambiance of San Francisco**, **Topwin** distributors and the favorite of the show, **Urban Outfitters** were happy to walk the show and see what was new. This was the time that retailers were ready to “write paper.”

So, what did | Urban Outfitters | buyer, Bear Smith have

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to say about Los Angeles based, LAZR tradeshow's Off-Market trend?

"Def right time. We were shopping for April/May receipts and brands were showing these deliveries."

Marty Rose of | ALL BLACK | mentioned that the hipster retailer picked up more styles during their visit. So what does this all mean? It means that LAZR is carving out a place in the tradeshow circuit by offering retailers a destination in LA where fashion is consistent and commerce is conducted on a daily basis and not just seasonal. We now have to look tradeshow from the perspective that we are all consumers.

The fashion world is already moving in this way – LAZR will be the first to stake the claim in, Los Angeles. John Ruffo and his team also received a letter from Los Angeles **Mayor, Eric Garcetti** welcoming the event and thanking the

"LAZR Tradeshow for moving fashion and the industry forward."

Next show cycle dates are slated for January 29-30 just before the Vegas rush. Next show cycle dates are slated for January 29-30 just before the Vegas rush.