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TRADE SHOW REPORT

Lazr Footwear Show Returns to Cooper for Third Run

By Alison A. Nieder *Executive Editor*

A mix of established footwear brands and relative newcomers joined the third edition of the **Lazr** trade show during its Nov. 4–5 run on the top floor of the **Cooper Design Space** in Los Angeles.

In addition to returning exhibitors **Sam Edelman**, **Seychelles**, **BC Footwear** and **Steve Madden**, the show featured several new exhibitors looking to expand their West Coast presence.

Vernon, Calif.–based brand **Kim & Zosi** expanded beyond its initial accessories offerings earlier this year to include footwear. The collection, which bowed at **ENK Vegas** in August, has already been picked up by **Nordstrom** and **Revolve**. Sales representative Patrick Benazera was pleasantly surprised to meet with buyers from **Urban Outfitters** at the show.

“The product is fun, bright colorful,” Benazera said. “Girls are connecting with the Kim & Zosi lifestyle—with what [designers Kim Ben Shimon and Zozi Asher] represent. The collection includes washed canvas sneakers in low- and high-top styles, embellished with bright trim, embroidery, distressed prints and studs. There are a few luxe styles as well, including a gold-flecked Italian leather high top with gold studs spelling “K & Z” on the back.

Made in Vietnam, the shoes have elevated footbeds and terry linings. Benazera said a hot seller is a camouflage and gold-studded high-top. “It’s selling like crazy,” he said. “You can call it military chic.”

The newest additions to the collection are the sandals with beading, bright cording and studs.

This was also the first time at Lazr for Mary Rose, whose company, **M.J. Rose Associates** in Greenwich, Conn., represents **All Black** shoes in the Americas. The brand has been in the U.S. since 2006 and is designed and produced in Taiwan. All Black is carried in Southern California at **Vamp Shoes & Accessories** in Hollywood, **Lush**



Kim & Zosi

Shoes in Studio City and on **Melrose**, the **4th Basement Shoe Boutique** in Rancho Palos Verdes, **Camille DePredini** in South Pasadena, **Details** in Hermosa Beach, and **Habit** footwear in the Brentwood neighborhood of Los Angeles. Nationally, the collection is carried at **Anthropologie**, **Urban Outfitters**, **Amazon.com** and 300 boutiques, Rose said.

All Black also sells well in Northern California boutiques. Rose said he was at Lazr looking to expand his customer base in Southern California.

“I go to Vegas and do a lot of business, and there are so many shows in New York,” he said. “I have very good business in San Francisco. The Southern California people don’t venture out. Traffic here is not as good as it should be.”

The concept behind the All Black collection is classic men’s styles updated for women.

“They take the good parts of men’s footwear and make it feminine,” Rose said.



Dimmi



All Black

The brand just launched a men’s collection as well, which is already in 30 boutiques across the country, Rose said, adding—“but nowhere in LA yet.”

Portland, Ore.–based fitness brand **Skora** was at the show with its line of men’s and women’s running shoes.

“It started as performance running, and it morphed into a fitness lifestyle brand,” said sales representative David Wellman. “We don’t look like any other athletic shoe out there.”

Skora shoes are ultra lightweight—most are

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about 8 ounces—and feature bright colors and asymmetrical lacing. Nordstrom carries the men’s styles, and **Zappos** has picked up the line for spring, Wellman said.

Another new brand showing was **Dimmi**, the newest collection by the 110-year-old **Consolidated Shoe Co.** in Lynchberg, Va. Dimmi means “tell me” in Italian, and 100 percent of the sales of the shoes are donated to charity.

The family-owned company was looking for an opportunity to support philanthropic organizations. “The family said, ‘What can we do to give back?’” said sales representative Mike Berkis. “They said,

‘We’ve been fortunate; why not give 100 percent?’”

Proceeds of the sale of Dimmi shoes are currently being given to ALS charities, and the company plans to expand its support to other causes. The shoes are made in China, but the company is looking to launch two U.S.-made styles soon, Berkis said.

Lazr organizer John Ruffo was pleased with the quality of retailers shopping the show. In addition to Urban Outfitters, buyers from **LF Stores** and **Tilt-ed Sole** attended. “And they left paper,” Ruffo said. “Those are the kind of bellwether boutiques shopping the show.” ●



Skora