

WGSN FIRST LOOK: SELECT, LA

By Sally Lohan and Andrea Bell, WGSN, 22 March 2011

WGSN takes a look at the CMC's fast-expanding trade show, Select, in Los Angeles.



Select LA spring/summer 2012

* WGSN FACT FILE

- **Dates:** March 14-16, 2011
- **Venue:** The Fashion Theatre Lobby, CMC, LA
- **Market:** Billed as 'a juried selection of upmarket contemporary brands'
- **Exhibitors:** 49, including Twinkle by Wenlan, Whitley Kros, Ai for Ai, Sam Edelman, Azaara, Boutique 9, Gorjana, Linea Pelle, Magaschoni Apparel, Sophie Monet Jewelry and VOOM by Joy Han
- **Key features:** Small, boutique show that's very manageable
- **Future direction:** The show continues to target upmarket contemporary brands for June
- **Next show dates:** June 13-15 2011

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Show overview

The Select show launched last season and is fast-becoming a welcome addition to the womenswear roster at LA Market Week. The juried show features upmarket contemporary brands handpicked for directional buyers such as Fred Segal and Kitson. The show takes place five times a year and runs over three days on the ground floor of the California Market Center in the Fashion Theatre Lobby.

49 brands were on show this season, twice as many as last season's 24. Exhibitors told WGSN that after a slow start, they were soon booking orders.

"It's been steady this morning. Yesterday was a little slow but things are really picking up now," jewellery designer Sophie Monet told WGSN on the second day of the show.

Carol Ai, designer of up-and-coming label Ai for Ai added: "It's been okay. We're hoping for more action this afternoon in terms of amounts of people. The people who have come in have placed orders, so that's really good."

Exhibitors included Twinkle by Wenlan, Whitley Kros, Ai for Ai, Sam Edelman, Azaara, Boutique 9, Gorjana, Linea Pelle, Magaschoni Apparel, Sophie Monet Jewelry, VOOM by Joy Han and more.

Audrey Okulick, CMC Spokesperson said: "We were pleased to see a strong retailer turnout." She added that the show plans to continue to target upmarket contemporary brands for June.

Brands to watch

Whitley Kros



Whitley Kros at Select LA spring/summer 2012



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Whitley Kros at Select LA spring/summer 2012



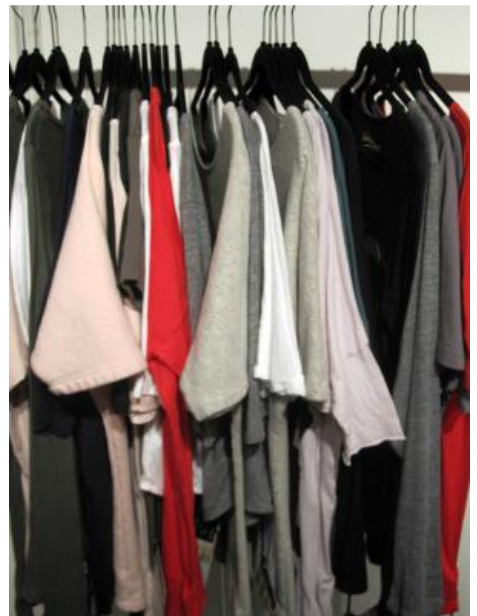
Whitley Kros at Select LA spring/summer 2012



Whitley Kros at Select LA spring/summer 2012



Whitley Kros at Select LA spring/summer 2012



- **The look:** Model shirts in neutral colours with screen-printed statements
- **Key inspirations:** Music, art, traveling, tribal and pop culture influences
- **Most popular items:** Grey model cotton tee emblazoned with 'Prince Charming is taken' in white font, red model tee with 'Black Swan' in black font, and blue model tee with tiger screen print
- **Price points:** \$30 - \$50 wholesale

Contact

www.whitleykros.com

Ai for Ai



Ai for Ai at Select LA spring/summer 2012



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Ai for Ai at Select LA spring/summer 2012

- **The look:** Dark and neutral colour palettes inspired by the phases of the moon
- **Key inspirations:** Astrology and the seasons
- **Most popular items:** Red mermaid skirt, white poplin shirt with black piping, “Annie” dress
- **Price points:** \$75-\$180 wholesale

Contact

www.aiforai.com

Blue Pearl



Blue Pearl at Select LA spring/summer 2012



Blue Pearl at Select LA spring/summer 2012



Blue Pearl at Select LA spring/summer 2012

- **The look:** 70s supper club-meets 80s loungewear
- **Key inspirations:** 70s music, Tom Jones and affordable luxury
- **Most popular items:** White button-up shirt with black leather piping, fitted wide-leg trouser, ponti jacket
- **Price points:** \$79-\$130 wholesale

Sophie Monet



Sophie Monet at Select LA spring/summer 2012



Sophie Monet at Select LA spring/summer 2012



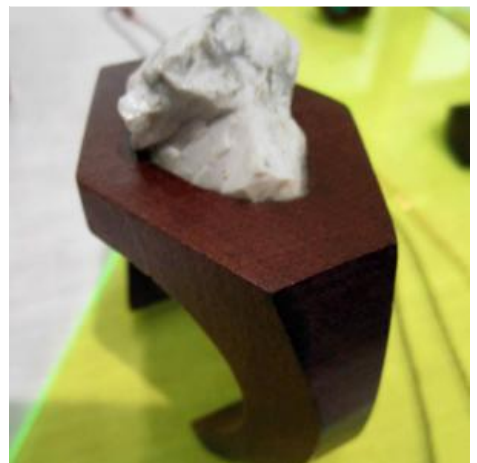
Sophie Monet at Select LA spring/summer 2012



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- **The look:** Detailed wooden and crystal accessories with architectural design
- **Key inspirations:** Wood, earth, growing up in Venice, California
- **Most popular items:** Handset crystal necklaces, gold leaf necklaces, and the 'double' rings
- **Price Points:** \$60-\$150 wholesale

Contact

www.sophiemonetjewelry.com

Rough Justice



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Rough Justice at Select LA spring/summer 2012

- **The look:** Modern, urban shoes with feminine shapes
- **Key inspirations:** Travelling in Italy, streetwear, wood and buckles
- **Most popular items:** Platform clog, velour suede high heel, patent leather pump and buckle heel
- **The retail response:** "It's been pretty busy all day. Buyers are already familiar with our brand so we have many appointments. I hope those turn into more orders," said designer Bodo Loerke
- **Price points:** \$150 – \$200 wholesale

Contact

www.roughjusticeclothing.com