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## Trade Show Report

### Schedule, Economy Impact Los Angeles' Holiday/Resort Market

By Andrew Asch, Erin Barajas, Rhea Cortado and Robert McAllister

The Holiday/Resort market has traditionally been one of the smallest markets on the calendar, but buyer traffic was particularly low during the most recent Holiday/Resort event according to many sales representatives who reported turnout from primarily local retailers.

Buyers who did turn out for the Aug. 10-14 Los Angeles Fashion Market had plenty of merchandise to choose from among the showrooms of the California Market Center, The New Mart, the Cooper Design Space and the Gerry Building, as well as temporary trade shows Designers and Agents and Brighter Cos.

While some vendors reported good business during the market, many agreed that traffic was impacted by uncertainty in the U.S. economy and by an increasingly crowded trade-show calendar.

Holiday/Resort has always fallen between two New York events: Intermezzo Collections in early August and Fashion

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### Paul Frank Reorganizes Brands, Settles Lawsuit With Co-Founder

By Erin Barajas  
MANUFACTURING EDITOR

Costa Mesa, Calif.-based Paul Frank Industries is seeing a future as cheerful as its iconic Julius the monkey.

Last week the company, which had been battling founder and designer Paul Frank Simich in court since he was fired in 2005, announced it had amicably settled the dispute over Simich's interest in the company. Details of the settlement remain private. "We're very happy that chapter of the business is behind us, and we look forward to building this brand into what we know it can be," said Ryan Hauser, who, along with John Oswald, now shares ownership of Paul Frank Industries.

Part of that brand-building involves some cutting of the fat, and that includes Julius & Friends, Paul Frank Industries' attempt to woo a juniors customer. The year-old brand—which featured Paul Frank's younger, more novelty-

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## eco-generation

A new generation of California designers is emerging on the forefront of fashion. Their innovative designs are not only fashion-forward, but they are also propelling the eco-movement and socially conscious design. Look for eco-fashions and companies that are giving back to the world at large at the upcoming MAGIC Marketplace, Project Global Trade Show, United Trade Show, Pooltradeshows, S(eco)nd and E.C.O. Trade Show in Las Vegas Aug. 26-30. For more on eco-fashion, see pages 28-29.

