

THE ALL NEW

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CALIFORNIA  
ApparelNews.net

*Prepared for: Worth Global Style Network*

# HOME

*Easy Navigation & New Menu Items*

*Download This Week's PDF Paper*

*Fashion "Flash" Presentation*

## Advertising Opportunities

- Skyscrapers: 120 x 600 or 160 x 600
- Branded Sponsor 88 x 31
- Rectangles: 300 x 250 or 250 x 400
- Square 125 x 125

*Top Headlines & Breaking News*

*Inside - Retail, Manufacturing, Trends, International & More*

*This Week's Events at a Glance*

# NEWS

Spotlight on Industry Headlines

Quote of the Week

In the News - Manufacturing, Retail, International, Tradeshows & More

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- Rectangles: 300 x 250 or 250 x 400
- Square 125 x 125

The screenshot shows the California Apparel News website interface. At the top, there's a navigation bar with links for HOME, NEWS, FASHION, FEATURES, PEOPLE & EVENTS, CALENDAR, INDUSTRY INDEX, and CLASSIFIEDS. Below this is a search bar and a date indicator for October 2-9, 2009. The main content area is divided into several sections: a left sidebar with a navigation menu, a central 'NEWS' section featuring a large article titled 'Dresses Big at Womenswear' with a photo of a woman in a colorful dress, a 'QUOTE OF THE WEEK' section with a quote from U2's Bono, and a 'Week in Review' section. The website also includes a 'SUBSCRIBE NOW' button and a 'log in' link.

The Industry's Top Coverage & Breaking News

Shortcut to Week in Review

# WEEK IN REVIEW

*This Week's West Coast, National & International News Review*

*This Week's Events at a Quick Glance*

The screenshot shows the California Apparel News website interface. At the top, the logo 'CALIFORNIA ApparelNews.net' is displayed with the tagline 'Where fashion gets down to business™'. Navigation links for HOME, NEWS, FASHION, FEATURES, PEOPLE & EVENTS, CALENDAR, INDUSTRY INDEX, and CLASSIFIEDS are visible. A search bar and a 'SUBSCRIBE NOW' button are also present. The main content area is titled 'NEWS / Week in Review' and features three news articles: 'West Coast Tag-It Acquisition', 'National WalMart Labor', and 'National ID Theft'. To the right, there is a 'Calendar' section with a list of events for the week of October 2-9, 2006. Below the calendar is an 'ANNOUNCEMENT OR AD' section and two 'WHAT ABOUT?' boxes. A sidebar on the left contains a navigation menu and an 'ApparelNewsletter' sign-up form.

## Advertising Opportunities

- Skyscrapers: 120 x 600 or 160 x 600
- Branded Sponsor 88 x 31
- Rectangles: 300 x 250 or 250 x 400
- Square 125 x 125
- Text Announcement Ad 296 x 108

# TRADE SHOWS

Complete Trade Show Coverage,  
West Coast, National & International

Additional Photography

## Advertising Opportunities

- Skyscrapers: 120 x 600 or 160 x 600
- Branded Sponsor 88 x 31
- Rectangles: 300 x 250 or 250 x 400
- Square 125 x 125

The screenshot shows the California Apparel News website interface. At the top, there's a navigation bar with links for HOME, NEWS, FASHION, FEATURES, PEOPLE & EVENTS, CALENDAR, INDUSTRY INDEX, and CLASSIFIEDS. The main content area is titled 'NEWS / Trade Shows' and features a large article about John Abthurst joining House of Hove as president of the Huntington Beach based menswear line. Below this are five smaller articles, each featuring a photo of Teri Hatcher from 'Desperate Housewives' and a 'more' link. The sidebar on the left contains a navigation menu, a 'THE VOICE OF THE INDUSTRY FOR 63 years' badge, an 'ApparelNewsletter' sign-up form, and an advertisement for 'Your Personal Movie Theater'. The right sidebar includes an 'Updates' section with two news items, a 'Calendar' section listing events for 09/18, 09/19, 09/21, and 09/22, and a 'create playlist' section with social media icons.

All the Latest Trade Show News  
& Information

This Week's Events at a Glance

# ARTICLE DETAIL 1

Easy Print Access

Full-Length Coverage  
& Detailed Reporting

Multi-Page Navigation

The screenshot shows the website layout for the article 'Fashion Execs in the Spotlight on Reality TV'. At the top, there's a navigation bar with 'HOME', 'NEWS', 'FASHION', 'FEATURES', 'PEOPLE & EVENTS', 'CALENDAR', 'INDUSTRY INDEX', and 'CLASSIFIEDS'. The article title is 'Fashion Execs in the Spotlight on Reality TV' by Allison A. Nieder, Retail Editor, dated December 21, 2005. The article text discusses reality-TV producers scouting for new stars and mentions executives like Trina Turk and Steven Shaul. There are two photographs: one of a woman in a plaid jacket and another of a woman in a red top and brown pants. The page includes a sidebar with a search bar, a 'PRINT THIS PAGE' button, and several 'Google Ad Here' placeholders. The footer shows 'PAGE 1 | 2 | 3'.

Enlarge Text Capability to Enhance  
Online Readability

Additional Fashion Photography

**Advertising Opportunities**

- Skyscrapers: 120 x 600 or 160 x 600
- Branded Sponsor 88 x 31
- Google Ads
- Square 125 x 125

# ARTICLE DETAIL 2

Easy Print Access

Full-Length Coverage  
& Detailed Reporting

Multi-Page Navigation

The screenshot shows the California Apparel News website interface. At the top, the logo 'CALIFORNIA ApparelNews.net' is displayed with the tagline 'Where fashion gets down to business™'. A navigation bar includes 'HOME', 'NEWS', 'FASHION', 'FEATURES', 'PEOPLE & EVENTS', 'CALENDAR', 'INDUSTRY INDEX', and 'CLASSIFIEDS'. A search bar and a 'SUBSCRIBE NOW' button are also present. The main content area features the article 'Fashion Execs in the Spotlight on Reality TV' by Allison Hines, dated December 21, 2008. The article text discusses reality television producers scouting for new stars and fashion executives. On the right side of the article, there are two vertical advertisements for Pantene Texturize! hair care products, each featuring a woman's face and the product packaging. The website footer includes a page number 'PAGE 1 | 2 | 3'.

Enlarge Text Capability to Enhance  
Online Readability

### Advertising Opportunities

- Skyscrapers: 120 x 600 or 160 x 600
- Branded Sponsor 88 x 31
- Google Ads
- Square 125 x 125

# FASHION

*This Week's Fashion Feature*

*Fashion's Top Stories & New Resources*

*Breaking Trends From the Runways & From the Tradeshow Floor*

The screenshot shows the California Apparel News website interface. At the top, there's a navigation bar with links for HOME, NEWS, FASHION, FEATURES, PEOPLE & EVENTS, CALENDAR, INDUSTRY INDEX, and CLASSIFIEDS. The main content area features a large article titled "ASR's Edge" with a photo of a model in a grey dress. To the right of this article is a "Trend Report" section with sub-headers: "The Skinny", "Leggings & Tights", "Corsets", and "It's a Cinch". Below the main article, there are sections for "TOP STORIES IN FASHION NEWS" and "NEW RESOURCES", each listing several items with brief descriptions and "more" links. A sidebar on the left contains a "Take Your life to a higher level" advertisement and an "Audio Motivation.com" button. At the bottom right, there's a "Discover the lost art of the letter" advertisement for YAHOO! Mail.

### Advertising Opportunities

- Skyscrapers: 120 x 600 or 160 x 600
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- Rectangles: 300 x 250 or 250 x 400
- Square 125 x 125



# RUNWAY & SLIDESHOW

*Browse Archived Runway Shows*

*Scroll Through Current Runway Events*

The screenshot shows the California Apparel News website interface. On the left is a navigation menu with categories like HOME, NEWS, FASHION, and PEOPLE & EVENTS. The main content area features a 'FASHION / Slideshows' section with a search bar and a list of recent fashion shows. Three shows are listed: 'New York Fashion Week, February 6th', 'New York Fashion Week, February 5th', and 'New York Fashion Week, February 4th'. Each entry includes a thumbnail image and a brief description. Below the list is a 'Your Personal Movie Theater' advertisement. On the right, a larger window displays a detailed view of a runway slideshow for 'New York Fashion Week, February 5th', featuring a model in a white jacket. The slideshow includes a 'play slideshow' button and a list of items with prices.

*Enlarge Thumbs to View Full Fashion Slideshow with Designer Details*

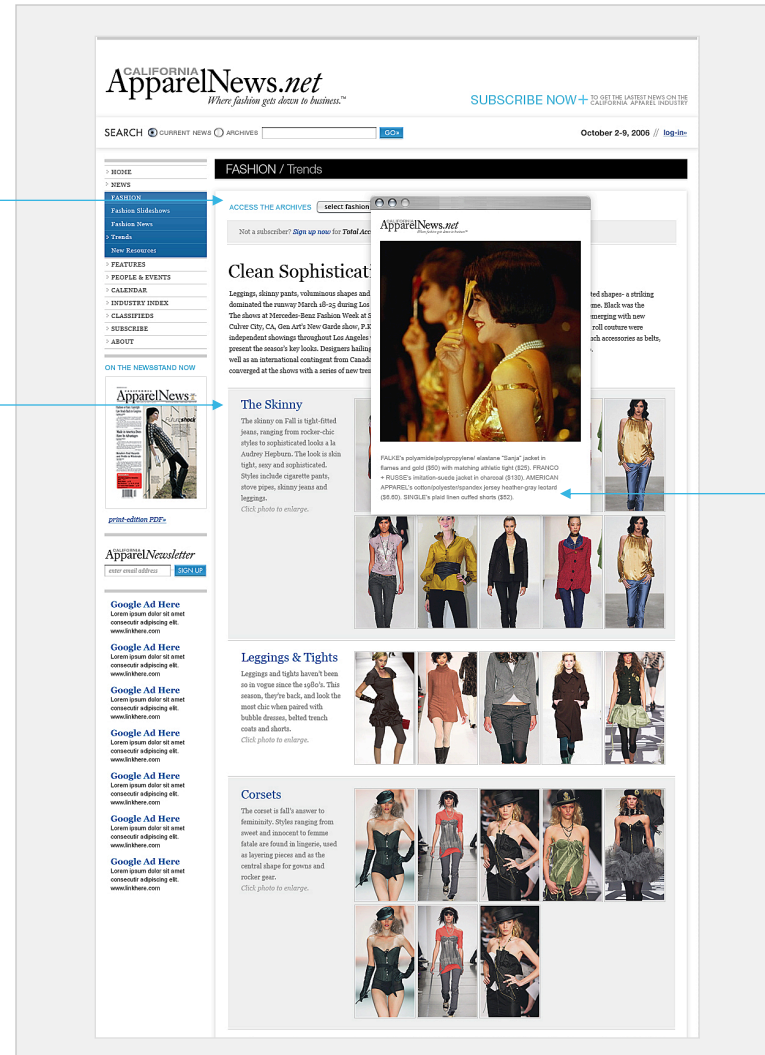
## Advertising Opportunities

- Skyscrapers: 120 x 600 or 160 x 600
- Branded Sponsor 88 x 31
- Rectangles: 300 x 250 or 250 x 400
- Square 125 x 125
- Text Announcement Ad 296 x 108

# TRENDS & FASHION EDITORIALS

Browse Archived Editorial Layouts & Trend Reports

Get the First Look at All the Season's Breaking Trends



Enlarge Thumbs to See Full Graphic Layouts & Photography with Designer Details

**Advertising Opportunities**

- Skyscrapers: 120 x 600 or 160 x 600
- Branded Sponsor 88 x 31
- Google Ads
- Square 125 x 125

# FEATURES

*This Week's Spotlight Feature*

*Special Reports, Industry Analysis*

*Includes: Tech, Surf, Denim, Real Estate & More*

*Profiles & Interviews*

## Advertising Opportunities

- Skyscrapers: 120 x 600 or 160 x 600
- Branded Sponsor 88 x 31
- Rectangles: 300 x 250 or 250 x 400
- Square 125 x 125

The screenshot shows the homepage of California Apparel News. At the top, the logo reads "CALIFORNIA ApparelNews.net" with the tagline "Where fashion gets down to business™". A navigation bar includes links for HOME, NEWS, FASHION, FEATURES, PEOPLE & EVENTS, CALENDAR, INDUSTRY INDEX, and CLASSIFIEDS. A search bar and a "GO" button are present, along with a "SUBSCRIBE NOW" link. The date "October 2-9, 2006" and a "log-in" link are also visible. A left sidebar contains a menu with categories like HOME, NEWS, FASHION, FEATURES, PEOPLE & EVENTS, CALENDAR, INDUSTRY INDEX, CLASSIFIEDS, and SUBSCRIBE. The main content area features a "FEATURES" section with a highlighted article titled "Designer Sebelia Collaborates With New T-Shirt Brand" by Andrew Asch, Retail Editor. Below this is a "SPECIAL REPORT" section with an article titled "Fiber & Fabric: A California Apparel News Special Section" also by Andrew Asch. To the right, there are sections for "Columns" (Finance) with an article "Style is the Details" and "Profiles and Q&As" featuring Catherine Malandrino. At the bottom, there are several "Google Ad Here" placeholders. The footer contains the text "The headlines, news, features and photo captions are for graphic placement only..."

# COLUMNS

Today's Perspectives on Eco Business, Freight Logistics, Textile & More

The screenshot shows the California Apparel News website interface. At the top, there's a navigation bar with links for HOME, NEWS, FASHION, FEATURES, PEOPLE & EVENTS, CALENDAR, INDUSTRY INDEX, and CLASSIFIEDS. Below this is a search bar and a date indicator (October 2-9, 2008). The main content area is titled 'FEATURES / Columns' and displays several article teasers. The first article is 'Style is the Details' by Andrew Ash, Retail Editor, dated December 21, 2009. Other teasers include 'Where does Fashion Fit in to Black Friday or Longer Title?', 'Cool Jeans, New School Marketing', and 'Where Does Fashion Fit in?'. On the right side, there's an 'Access the Archives' section with dropdown menus for 'WHAT'S CHECKING', 'SURF REPORT', 'TECHNOLOGY', and 'RETAIL SALES'. At the bottom right, there's an 'ANNOUNCEMENT OR AD' section with a placeholder for an advertisement.

Search the Archives for the Most Comprehensive Coverage of the California Industry

## Advertising Opportunities

- Skyscrapers: 120 x 600 or 160 x 600
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# SPECIAL REPORTS

Featured Special Report

Web Only - Industry Opinion

Articles on Technology, Finance, Eco, Fiber & Fabric & More

The screenshot shows the website layout with a navigation menu on the left, a main content area with a featured report, and a right sidebar with an archives section. The featured report is titled "Featured Special Report Title Here" by Dana Smolok. Below it is an "INDUSTRY OPINION" section with the headline "It's our stuff, she has it, and a lot more beside. We want our stuff back. We want her to stop selling it." There are also several "Special Report Title Here" entries by Robert McAllister. The right sidebar includes "Access the Archives" with dropdown menus for Technology, Finance, Real Estate, and Fiber & Fabric.

Search the Archives for the Most Comprehensive Coverage of the California Industry

- Advertising Opportunities**
- Skyscrapers: 120 x 600 or 160 x 600
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  - Square 125 x 125
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# PEOPLE & EVENTS

Easy Print Access

Full-Length Coverage, The People,  
The Parties, The Movers & Shakers

Multi-Page Navigation

CALIFORNIA  
ApparelNews.net  
Where fashion gets down to business™

\*SUBSCRIBE NOW TO GET THE LATEST NEWS ON THE CALIFORNIA APPAREL INDUSTRY

SEARCH  CURRENT NEWS  ARCHIVES  GO

October 2-9, 2008 // log-in

HOME  
NEWS  
FASHION  
FEATURES  
PEOPLE & EVENTS  
CALENDAR  
INDUSTRY INDEX  
CLASSIFIEDS  
SUBSCRIBE  
ABOUT

PEOPLE & EVENTS

PRINT THIS PAGE

TEXT SIZE: A | A | A

**Knock-Outs at The Exclusive**  
by Robert McAllister, Technology Editor  
October 21, 2008

WHO: The Exclusive  
WHAT: "Fashion Knock-Outs" Runway Show  
WHERE: Sands Expo and Convention Center  
WHEN: February 14

TV party, Jeopardy's Steven Shaul after filming a reality show

The scene: Boxing's greatest era of fighters—featuring Smokey Joe Frazier, Jim Norton and Ray "Boom Boom" Mancini—as well as some rising stars exchanged their gloves for the best in menswear and staged a fashion show for buyers at The Exclusive show. The event also raised money for the Retired Boxers Foundation.

Instead of parading down a runway, the boxes/models got behind a ring and sported a range of looks that went from suit-and-tie combinations to colorful JansWorld and Haupt shirts, Agave Denim&Hats jeans, Bod & Christensen and JCP's leather jackets, and Boss Boot shoes. Famed ring announcer Jimmy Lennon Jr., sporting a dark Jack Victor suit, gave a play-by-play of the show.

Other featured boxes included Oscar de la Renta protégé Daniel Fonce de Leto and About:Glam, jeans "Little Poison" (Pineda), Randy Shields, Aaron Williams and female champ Lucia Rijkers, who was featured in the Clint Eastwood film "Million Dollar Baby." Featured lines included Alberto, Arnold Bras, Badoe II, Bally, Barbour, Continental Leather, Cutter & Buck, Gong Norman, Hane Barnes, Joseph Abboud Socks, Lorman

Also on ApparelNews.net  
TRADE SHOW CALENDAR

ANNOUNCEMENT OR AD  
Space here for copy for in-house ad or announcement lorem ipsum dolor sit amet consectetur etoror.

elate wear

Advertisement: elate wear

WHAT ABOUT: LABELS? HANGTAGS? HARDWARE? BRAND PACKAGING?

PAGE 1 | 2 | 3

Enlarge Text Capability to Enhance  
Online Readability

All the Event & Party Pics

**Advertising Opportunities**

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# CALENDAR

Scroll Upcoming Events by Month, Week or Day

This Week's Featured Event

Calendar Expanded View

## Advertising Opportunities

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CALIFORNIA ApparelNews.net  
Where fashion gets down to business™

SEARCH

CALENDAR

FEATURED EVENT

Behind the scenes at Project Runway

Date: Tuesday, December 26th, 7 - 9 p.m.  
Location: Museum of Television & Radio, Beverly Hills  
Cost: \$45/FGI Members, \$55/non-members  
Info: [www.fgila.com](http://www.fgila.com) (323) 687-4131

S	M	T	W	T	F	S
					01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

DATE	EVENT NAME	LOCATION
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12/15/06	Event name goes here lorem	Smashbox Studios, Culver C
12/20/06	Event name goes here elit dolor	Cooper Building, Downtown
12/20/06	Event name goes here	Barker Hanger, SM Airport
12/21/06	Event name goes here esse diseste	Smashbox Studios, Culver C
12/24/06	Event name goes here nam	Cooper Building, Downtown
12/13/06	Event name goes here	Barker Hanger, SM Airport
12/15/06	Event name goes here lorem	Smashbox Studios, Culver C
12/20/06	Event name goes here	Cooper Building, Downtown
12/20/06	Event name goes here	Barker Hanger, SM Airport
12/21/06	Event name goes here elit dolor sit	Smashbox Studios, Culver C
12/24/06	Event name goes here no numi	Cooper Building, Downtown
12/24/06	Event name goes here no numi	Barker Hanger, SM Airport
12/24/06	Event name goes here	Smashbox Studios, Culver C
12/29/06	Event name goes here elit dolor sit	Cooper Building, Downtown

\*Events are listed in chronological order by month.

## CALENDAR

[return to calendar](#) DECEMBER 2006

Get behind the scenes with Project Runway

**Date:** Tuesday, December 26th, 7 - 9 p.m.

**Place:** Museum of Television & Radio, Beverly Hills

**Cost:** \$45/FGI members, \$55/non-members

**Information:** [www.fgila.com](http://www.fgila.com); (323) 687-4131

[add to outlook»](#) | [map»](#)

ANNOUNCEMENT OR AD  
Space here for copy for in-house ad or announcement lorem ipsum dolor sit amet consectetur moroz.

Event Details & Information  
Add to Your Outlook  
& Find it Fast on Google Maps

# INDUSTRY INDEX

Fashion's Best Web Resource Guide,  
Comprehensive Industry Links

**INDUSTRY INDEX / Accessories**

## Accessories

**AA Fashion Jewelry**  
A leading wholesale/retail seller of fashion accessories, costume jewelry, wholesale swarovski jewelry, Fashion Jewelry, custom-made jewelry is offering quality affordable prices. Fashion Jewelries and accessories - pendants, brooches, necklaces, rings, belts, tiaras, bracelets, Cell phone jewelry, and much much more!

**Accessory Wholesale Inc.**  
Wholesale fashion jewelry, earrings, pendants, chokers, sets, rhinestones, tiaras, pearl sets, hats and gloves.

**African Accents**  
(wholesale only) supplies jewelry, masks, bags and beads from 10 African countries.

**AfricanAmericanArt**  
African American Art, Black Gospel Music, Black Movies and much more at your African American Art superstore. Come browse our huge selection today.

**ANNOUNCEMENT OR AD**  
Space here for copy for in-house ad or announcement lorem ipsum dolor sit amet consectetur link here.

**elate**  
www.elate.com

Click to Find Links  
& Detailed Information

### Advertising Opportunities

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# CLASSIFIEDS

Extensive Categories, Easy to Find Listings - Now Free to All Viewers

## Advertising Opportunities

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- Google Ads
- Square 125 x 125

CALIFORNIA ApparelNews.net  
Where fashion gets down to business™

\*SUBSCRIBE NOW TO GET THE LATEST NEWS ON THE CALIFORNIA APPAREL INDUSTRY

SEARCH [CURRENT NEWS] [ARCHIVES] [GO]

October 2-9, 2006 // log-in

CLASSIFIEDS / Mar. 23 - 29, 2007

Classified advertising listings are updated by 6 a.m. every Friday morning. To place a classified ad, [contact us](#).

<p><b>Position available</b> (234)</p> <ul style="list-style-type: none"> <li>Accounting</li> <li>Administrative</li> <li>Advertising</li> <li>Business management</li> <li>Design (fashion)</li> <li>Fabric/textiles</li> <li>Graphic design</li> <li>Pattern maker</li> <li>Product/project management</li> <li>Production</li> <li>Sales &amp; marketing</li> <li>Technical</li> <li>Quality control</li> </ul>	<p><b>Position wanted</b> (234)</p> <ul style="list-style-type: none"> <li>Accounting</li> <li>Administrative</li> <li>Advertising</li> <li>Business management</li> <li>Design (fashion)</li> <li>Fabric/textiles</li> <li>Graphic design</li> <li>Pattern maker</li> <li>Product/project management</li> <li>Production</li> <li>Sales &amp; marketing</li> <li>Technical</li> <li>Quality control</li> </ul>	<p><b>Space for lease</b> (234)</p> <ul style="list-style-type: none"> <li>Burbank</li> <li>Downtown</li> <li>Commerce</li> <li>Culver City</li> <li>Palms</li> <li>Santa Monica</li> <li>South Bay</li> <li>Valley</li> <li>West Covina</li> <li>Wilshire</li> </ul>
<p><b>Fabric wanted</b> (234)</p> <ul style="list-style-type: none"> <li>Fabric category</li> <li>Fabric category</li> <li>Fabric category</li> <li>Fabric category</li> <li>Fabric category</li> <li>Fabric category</li> </ul>	<p><b>Fit model</b> (234)</p> <ul style="list-style-type: none"> <li>Fit model category</li> <li>Fit model category</li> <li>Fit model category</li> <li>Fit model category</li> <li>Fit model category</li> <li>Fit model category</li> </ul>	<p><b>Space wanted</b> (234)</p> <ul style="list-style-type: none"> <li>Burbank</li> <li>Downtown</li> <li>Commerce</li> <li>Culver City</li> <li>Palms</li> <li>Santa Monica</li> <li>South Bay</li> <li>Valley</li> <li>West Covina</li> <li>Wilshire</li> </ul>

**CLASSIFIEDS**

Classified advertising listings are updated by 6 a.m. every Friday morning. To place a classified ad, [contact us](#).

**Experienced full charge bookkeeper**

Position:

Well-established clothing design and manufacturing company located on the Alhambra Corridor in Los Angeles seeks an enthusiastic, Experienced Full Charge Bookkeeper/Controller. We are looking for a hard-working individual, with strong communication and accounting skills, who can consistently manage all accounting duties and various other projects.

Qualifications:

High school diploma or equivalent is required, some college is preferred. Good communication skills. Strong organizational and project management skills - detail oriented. Must be able to problem solve. Must have excellent interpersonal and managerial skills to operate effectively in a diverse team environment. Proficiency using PC including Windows, Quick Books, Excel, Word, Internet, and Email.

Duties include but are not limited to:

- Invoicing
- Accounts Receivable
- Accounts Payable
- Payroll
- Deposit
- Reconciling Bank Statements
- Preparing Sales Tax Returns
- 401(k) Administration
- Other projects

Email: [jobs@cnrapparel.com](mailto:jobs@cnrapparel.com)  
Fax: (323) 353-8600

logo goes here

Expanded Details, Opportunities For Logo Display

# ADVERTISING OPPORTUNITIES

## Premium Placements - Above the Fold



Leaderboard 798 x 90

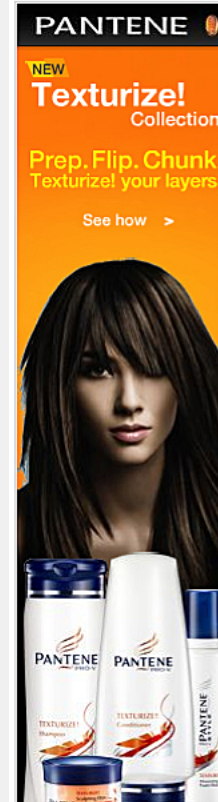


Above Subscribe 230 x 33

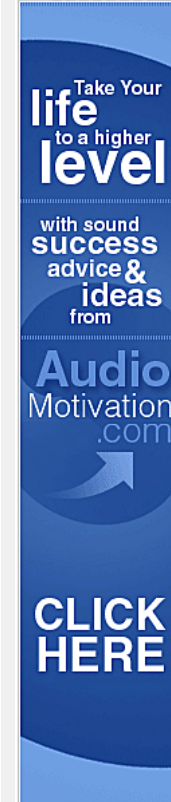


Branded Sponsor 88 x 31

## Banners - Skyscrapers



Skyscraper  
160 x 600



Skyscraper  
120 x 600

**Google Ad Here**  
Lorem ipsum dolor sit amet  
consectur adipiscing elit.  
[www.linkhere.com](#)

**Google Ad Here**  
Lorem ipsum dolor sit amet  
consectur adipiscing elit.  
[www.linkhere.com](#)

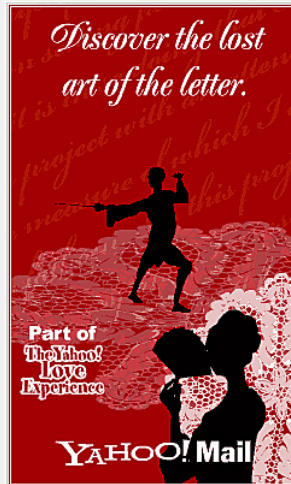
**Google Ad Here**  
Lorem ipsum dolor sit amet  
consectur adipiscing elit.  
[www.linkhere.com](#)

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[www.linkhere.com](#)

**Google Ad Here**  
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[www.linkhere.com](#)

Google Ads

## Banners - Rectangles & Squares



Rectangle 240 x 400

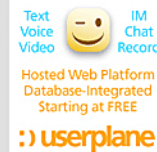


Rectangle 300 x 250

### ANNOUNCEMENT OR AD

Space here for copy for in-house ad or  
announcement lorem ipsum dolor sit amet  
consectur [link here](#)

Text Announcement 296 x 108



Square 125 x 125