



## CFA Member Spotlight

March, 2014

The **California Fashion Association (CFA)** is a non-profit organization established to provide information for business expansion and growth to the apparel and textile industry of California. The mission of the CFA is to define the industry's economic impact, and to outline export opportunities as well as global sourcing options.

*California is the "Gate to the Americas" and American style!*

### Upcoming Events:

March 22: **FIDM Debut /**  
Barkar Hangar, Santa Monica

March 22: **Loyola Law**  
**School Fashion Law Project**  
Symposium

March 27: **CFA Presentation**  
for **Alibaba** - "Understanding  
the U.S. Market for Apparel &  
Textiles" / Hangzhou, China

March 28: **CFA Presentation**  
for California-China Office of  
Trade - "Understanding the  
U.S. Market for Apparel &  
Textiles" / Shanghai, China

April 1: CFA Advisory Board  
Meeting

April 2: 7th Annual **Apparel**  
**Magazine Tech Conference**  
West / FIDM

April 3: **Lectra Breakfast**  
Seminar - **CFA Panel**  
"Technology: The Latest  
Fashion Trend" / **California**  
**Market Center**

April 7-9: Los Angeles  
'Majors' Market, **California**  
**Market Center**

April 7: **Directives West**  
Fashion Trend Show (By  
invitation only)

April 7: **Barbara Fields**  
**Buying Office** - Back to  
School 2014 Trend  
Presentation (By invitation)



**Larry Russ**  
*Partner*

Visit their website [here](#)

**Larry Russ** is a founding partner and co-head of the litigation department of **Russ August & Kabat LLP**. On any given day, Larry Russ might be a lawyer, a businessman or both. His apparel experience helps him be a resource to his apparel clients.

Mr. Russ is also a co-owner of American Rag Cie, an LA-based, fashion-forward chain of retail stores and Industrie Denim, a denim specialty retailer. **In 2014, American Rag will be introducing its own vertical brand of denim and related apparel, to be sold under the American Rag brand, globally and under the label, "Fadeless" in the U.S.**

Additionally, Larry is one of the founders of Bootie Cam LLC, a company that founded the technology of installing closed circuit cameras in dressing rooms, so that consumers could view how apparel fit them from behind without distortion.

Mr. Russ is also active in helping emerging and troubled companies raise funds, and is an active investor and advisor to Transom Capital, a firm that acquired Blue Microphones, Uncle Milton Toys and other diverse companies.

*Mr. Russ is an active trial attorney, focusing on trademark, copyright, patent, business torts, trade regulations and advertising law and complex litigation. He also works on antitrust and unfair competition matters. In 2010, Mr. Russ successfully defended Forever 21 in a copyright and trade dress infringement action filed by Express. Mr. Russ obtained Summary Judgment in Forever 21's favor, and was awarded attorney fees*

**Contact: Larry Russ, [lruss@raklaw.com](mailto:lruss@raklaw.com)**

only)

April 7-9: **LAAS - Los Angeles Apparel Show** - Korean American Apparel Manufacturers Association (KAMA) / California Market Center

April 30: **Chraft PR Manufacturing Conference** - Millenium Biltmore

May 1: **CFF and TALA Annual Scholarship Luncheon**

May 16-18: **Designers & Agents Show** / New York

June 7: **LA Professional Services Black & White Ball** benefiting National Jewish Health, honoring Debbie Steinberg, CIT and Paul Zaffaroni, ROTH Capital Partners / Beverly Hills

June 8-10: **Designers & Agents Show** / LA, New Mart

June 8-11: **LA Fashion Market** / California Market Center

June 9-12: **LA Fashion Market** / Cooper Design Space, New Mart

July 8-9: **F13 Fashion Culture Trade Fair** / Barkar Hangar, Santa Monica Airport

For more event information, please call the CFA office.



**Christopher Griffin**  
*President*

Visit their website [here](#)

**Christopher Griffin**, of **Advanstar Global**, has been named **President of WWDMAGIC** and **Sourcing at MAGIC**. Christopher has been working with the California manufacturing community for Advanstar since 2007, where he began as sales manager, becoming Show Director, and Vice President.

"The challenge at WWDMAGIC is to ease navigation for buyers so they can find the brands they want and do business. Exhibitors come to the show because they want to write orders, and as long as we keep on our eyes on that, I think we will be in good shape for another 80 years," said Christopher.

**Contact: Christopher Griffin**, [cgriffin@magiconline.com](mailto:cgriffin@magiconline.com)

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**Bala Balakrishna**  
*U.S Representative*

Visit their website [here](#)

**Bala Balakrishna** is the U.S. Representative for **Grupo Kaybee**, a multinational solution provider within the textile and apparel industry with a global presence. Theirs is Pan Asian Sourcing, with offices in Singapore, India, China, Bangladesh, Vietnam, Indonesia, and Taiwan.

With end-to-end solutions, incorporating a textile product range which integrates customer needs from yarn, fashion fabrics for apparel and home décor.

Bala's U.S. headquarters are in Memphis, Tennessee.

**UPCOMING EVENTS:**

Anpic Exhibition: Leon, Mexico - May 2014  
Intertextile: Shanghai, China - October 2014

**Contact: Bala Balakrishna**, [bala.b@grupokaybee.com](mailto:bala.b@grupokaybee.com)

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**Interested in being featured in an upcoming 'Member Spotlight'?**

Please contact the CFA office:  
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