



The California Fashion Association (CFA) is focused on building a knowledge base to identify and meet the needs of the various constituents of the industry.

October 12, 2021



MOSSADAMS

Moss Adams Welcomes New CEO



Moss Adams has announced the selection of Eric Miles as its next chairman and chief executive officer. Chris Schmidt, the firm's current chairman and CEO, will transition from his role over the next six months, working closely with firm leaders to transfer his responsibilities.

Miles joined Moss Adams in 1998 and currently leads the firm's Consulting Services, overseeing more than 50 distinct service lines. Throughout his career, Miles' experience has

covered a wide variety of practice areas, including operations, compliance, accounting, information technology and fraud prevention. He is a member of the firm's Executive Committee and previously led the firm's Technology, Communications & Media and Life Sciences Practices.

Schmidt has served as chairman and CEO of **Moss Adams** since 2013, during which time he has helped grow the firm from 1,800 personnel to over 3,400—and more than doubled the firm's revenue.

[Read The Full News Release](#)

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JOHNNY WAS

As Seen In: LOS ANGELES
BUSINESS JOURNAL

"Johnny Was Apparel Brand Investment Pays Off for Endeavour"

(Excerpt – September 20, 2021)

Johnny Was is proving a hit for its investor. The apparel brand has quadrupled its annual revenue to about \$200 million since Endeavour Capital acquired the majority stake from founder Eli Levite in 2015.

Levite founded the company in 1987, focusing on "boho chic" women's apparel. When Endeavor took over, Johnny Was had nine stores, with the majority of its revenue coming from wholesale accounts with high-end department stores and hundreds of boutiques across the country.

These days, the brand has more than 300 employees working at 57 company-owned stores and at a downtown warehousing and fulfillment facility. Its wholesale consists of a business with Neiman Marcus Group, Saks Fifth Avenue, Bloomingdale's Inc., and Nordstrom," according to Chief Executive **Robert Trauber**, who added that the brand is sold in about 1,000 boutiques as well as in Australia and Germany.

Trauber, who helped Endeavour court Johnny Was before taking over as CEO, noticed a potential for growth in the brand's direct-to-consumer business with its small, but "very strong consumer base" and few, but profitable, stores. It also had an underdeveloped website and small customer database, both ripe for expansion via various marketing and customer acquisition strategies.

"When we came in, wholesale was about 70% of business, and we switched that, but we didn't shrink wholesale," he said. "The wholesale continues to grow, but direct-to-consumer is growing much faster, and now direct-to-consumer is 75% of business."

[Read Full Article Here](#)

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"Scott P. Shaw Joins Merchant & Gould to Spearhead New LA Office"



LOS ANGELES, 2021 – **Merchant & Gould P.C.**, a national intellectual property (IP) law firm that has helped innovators around the globe since 1900, opened an office in Los Angeles to support the firm's growth and expansion into the fashion, commercial and consumer products industries. Attorney **Scott P. Shaw** joined **Merchant & Gould** as a partner to help spearhead and manage the new office, adding his IP litigation practice and **focus on fashion business** to the firm's national platform.

[Read The Full News Release](#)

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