

Apparel Companies Not Worn Out Yet

New CEOs, HQ moves As Foot Traffic Returns

■ By KAITLIN AQUINO

Apparel companies enjoyed increased in-store traffic last year as lockdown lifts opened the floodgates for in-person shoppers.

Many local retailers have surpassed pre-pandemic numbers, some have plans to go public, while others saw notable executive changes.

Challenges aren't fully in the rear-view mirror though, as firms still wait out supply chain backlogs and shake off lingering impacts of the pandemic.

Over the past year, apparel payrolls locally grew nearly 2% to more than 8,000 workers, according to this week's Business Journal's annual Apparel Cos. list.

Public Plans

Local retailer and tactical gear maker **5.11 Inc.** filed for an initial public offering in November, with plans to raise \$100 million. The company has since postponed the offering due to a choppy IPO market.

The company is still in growth mode.

5.11 signed a deal in March to move its headquarters from Irvine to a larger, 40,000-square-foot space at the **Canvas** office campus in Costa Mesa alongside the San Diego (405) Freeway near Bristol Avenue.

In other public company news, the parent company of Irvine luxury knit house **St. John Knits International Inc.** is looking to go public via a reverse merger.

Shanghai-based parent company **Lanvin Group** said in late March it plans to go pub-

Orange location of Boot Barn; firm had breakout 2021, CEO Conroy says

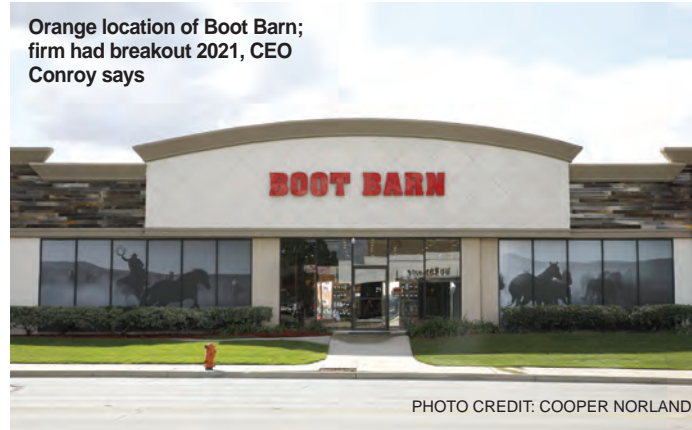


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Jim Conroy
CEO, President
Boot Barn Holdings

lic via a special purpose acquisition company, or SPAC, **Primavera Capital Acquisition Corp.** (NYSE: PV).

Lanvin Group is looking to raise \$544 million in the deal, which would value the firm around \$1.5 billion. Shares for the company would be listed on the NYSE under the "LANV" ticker symbol. A timeline for the deal's completion hasn't been disclosed.

"It's a momentous moment for Lanvin Group and we are excited for their path to become publicly traded. Being part of a global luxury fashion group will only benefit St. John as we move into our 60th anniversary of business in Southern California," Deputy CEO **Andy Lew** told the Business Journal last month.

Lew took on the CEO role at St. John after **Eran Cohen** left the company last year. The company's sales for fiscal 2021 totaled \$82 million, up 12% from the year prior.

New Vans Exec

St. John isn't the only company with a new exec.

In March, the parent company of **Vans Inc.** said it appointed **Kevin Bailey** as the global brand president of the Costa Mesa footwear company, which reported \$1 billion in revenue for the last quarter of 2021.

It's a return to the Vans brand for Bailey, who served as the company's VP of retail when **VF Corp.** (NYSE: VFC) acquired Vans in 2004. Three years later, Bailey became the president of Vans and served until 2016.

Bailey replaces **Doug Palladini**, who served as the global president of Vans since 2016.

In-Store Boom

Apparel companies already on the stock market continue to enjoy gains.

For the first three quarters of 2021, Irvine-based **Boot Barn Holdings Inc.** (NYSE: BOOT) performed "greater than any full-year

period in the company's history," President and CEO **Jim Conroy** said in a recent press release.

Sales for the nine-month period ended Dec. 25 grew to \$1.1 billion, up 74% from the year prior.

Conroy attributes much of the sales growth to the company's new customers, many of whom flocked to physical stores after the company invested in traditional marketing programs, such as radio, television and direct mail, Conroy told analysts in a conference call in January.

The company reported a nearly 56% increase in retail store sales and 48% increase in e-commerce sales from the year prior.

What's more, "a strong portion of [the company's sales growth] can [also] be attributed to the work done by the merchandising team in managing the challenges of the supply chain to ensure healthy in-stock positions ... and bolstering our legacy offerings," Conroy said.

While Conroy notes the apparel industry is showing "modest growth," he recognizes his company is a standout: "we are really showing outsized growth."

Like Boot Barn, **Tilly's Inc.** (NYSE: TLYS) of Irvine saw record earnings in its latest report, despite struggling with ongoing supply chain backlogs.

"Fiscal 2021 was our most profitable year ever," CEO **Ed Thomas** told analysts in a conference call in March.

The company saw a notable increase in in-person shoppers last year, which will factor into the firm's 2022 plans, when it expects to open at least 15 new locations.

"The positive momentum in our business for the past five quarters continued into the early part of the first quarter of fiscal 2022," Thomas said. ■



THE LIST APPAREL COMPANIES

▶ NEXT WEEK'S LIST *Public Relations Firms*

LISTED ALPHABETICALLY

Company •Address	Company Logo	OC employees	Companywide employees	12-month sales (millions) •year-end date	Partial list of brands/products	Top local official(s) •Title •Phone/fax	
5.11 Inc. 1360 Reynolds Ave., Ste. 101 Irvine 92614-5535 Website: 511tactical.com		162	1,110	\$445 12/21	Technical apparel, footwear and gear	Francisco Morales CEO (949) 800-1511	
Asics America Corp. 7755 Irvine Center Drive, Ste. 400 Irvine 92618-2904 Website: asics.com Email: barbara.turner@asics.com		225 ⁽¹⁾	5,000 ⁽¹⁾	\$1,000 ⁽¹⁾ 12/21	Shoes, sportswear sold under Asics, Onitsuka Tiger brands	Richard Sullivan CEO/president (949) 453-8888	
AST Sportswear Inc. 2701 E. Imperial Highway Brea 92821-6713 Website: astsportswear.com Email: abdul@astsportswear.com		300	500	wnd	T-shirts, fleece and other apparel sold under the Bayside, Private Label and Union Made brands, protective masks	Abdul Rashid COO (800) 379-9969/(714) 223-2033	
Benchmark FR 1521 E. McFadden Ave., Ste. F Santa Ana 92705-4318 Website: benchmarkfr.com		25 ⁽¹⁾	25 ⁽¹⁾	wnd	Arc and flame resistant clothing	John O'Sullivan co-owner/VP (888) 360-0663	
Boardriders Inc. 5600 Argosy Ave., Ste. 100 Huntington Beach 92649-1063 Website: boardriders.com		750	8,500	\$1,700 12/21	Action sports apparel, footwear and accessories sold under Quiksilver, Billabong, Roxy, DC Shoes, RVCA, Element, VonZipper, Xcel and other brands	Arne Arens CEO (714) 889-2200/(714) 889-3700	
Boot Barn Holdings Inc. 15345 Barranca Parkway Irvine 92618-2216 Website: bootbarn.com Email: custserv@bootbarn.com		365	7,922	\$893.5 3/21	Western and work footwear and apparel under the brands Ariat, Wrangler, Justin, Cody James, Shyanne; and brands developed with country music artists including Idyllwind by Miranda Lambert and Moonshine Spirit by Brad Paisley	James Conroy CEO/president (949) 453-4400/(949) 453-4406	
Discount Dance Supply 22840 Savi Ranch Parkway Yorba Linda 92887-4617 Website: discountdance.com Email: info@discountdance.com		225 ⁽¹⁾	240 ⁽¹⁾	\$70 ⁽¹⁾ 12/21	Dance class wear, tights, dance shoes, dance costumes	Tommy Dobrzykowski/Esther Szasz CEO, president/VP, marketing (800) 328-7107	
Electric Visual Evolution LLC 950 Calle Amanecer San Clemente 92673-4203 Website: electriccalifornia.com Email: customerservice@electriccalifornia.com		29	29	\$11.5 12/21	Sunglasses, goggles, clothing and accessories sold under Electric brand	Steve Hurst/Billy Benda COO/CFO (800) 958-6556/(949)940-9131	
Ethika Inc. 1001 Avenida Pico, Ste. C-525 San Clemente 92673-6957 Website: ethika.com		45 ⁽¹⁾	50 ⁽¹⁾	wnd	Men's and women's underwear sold under Ethika brand	Matt Cook CEO (949) 575-8005	
Fox Head Inc. 16752 Armstrong Ave. Irvine 92606-4912 Website: foxracing.com Email: customerservice@foxracing.com		210 ⁽¹⁾	500 ⁽¹⁾	wnd	Clothes, shoes, accessories, sportswear sold under Fox Racing brand	Jeffrey McGuane CEO (408) 776-8800/(408) 852-6913	
Hybrid Apparel 10700 Valley View St. Cypress 90630-4835 Website: hybridapparel.com Email: jdogan@hybridapparel.com		750 ⁽¹⁾	750 ⁽¹⁾	\$500 ⁽¹⁾ 12/21	Screen printed T-shirts, hooded sweatshirts sold under Hybrid, Bitter Sweet, Cage Rage, Three Counts, Power of Art, other brands	Bill Hutchison CEO (714) 952-3866/(714) 952-3874	
Kishigo 11250 Slater Ave. Fountain Valley 92708-5421 Website: kishigo.com Email: info@kishigo.com		100	110	\$43.1 12/21	High-visibility workwear and flame resistance apparel and accessories	Elke Hirschman general manager (800) 338-9480	
La Jolla Group Inc. 14350 Myford Road Irvine 92606-1002 Website: lajollagroup.com		300 ⁽¹⁾	400 ⁽¹⁾	\$160 ⁽¹⁾ 12/21	Clothes sold under O'Neill, Metal Mulisha, Rusty, FMF, The Berrics, Alien Workshop, Habitat brands	Michael Pratt CEO (949) 428-2800	
Leovici 14661 Franklin Ave. Tustin 92780-7245 Website: leovici.com Email: brent@leovici.com		7	7	\$1.2 12/21	T-Shirts, sweaters, hoodies, accessories	Brent Wheatley founder/CEO (714) 824-9699	
Manhattan Beachwear Inc. 10855 Business Center Drive, Ste. C Cypress 90630-5252 Website: mbwswim.com Email: info@mbwswim.com		300 ⁽¹⁾	300 ⁽¹⁾	\$500 ⁽¹⁾ 12/21	Swimwear brands: La Blanca, Ralph Lauren, Kenneth Cole, Hobie, Bikini Lab, Trina Turk, BCBG, Maxine of Hollywood and 24th & Ocean	Allan Colvin founder (657) 384-2110	
Mitchell & Ness Nostalgia Co. 15350 Barranca Parkway Irvine 92618-2215 Website: mitchellandness.com		73	122	\$140 ⁽¹⁾ 12/21	Mitchell & Ness vintage clothing; NFL, NBA and MLB teams apparel and accessories collections	Kevin Wulff CEO (949) 771-3300	

Abbreviations: wnd: would not disclose
Note: To the best of our knowledge, this information is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Unless otherwise noted, the information on this list was provided by the companies themselves. List may not be reprinted without permission of the editor. Photos show the first

top official listed.
⁽¹⁾ Business Journal estimate

Researched by Meghan Kliever

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Oakley Inc. 1 Icon Foothill Ranch 92610-3000 Website: oakley.com Email: customercare@oakley.com		1,400 ⁽¹⁾	3,500 ⁽¹⁾	wnd	Sunglasses, prescription glasses, goggles, clothes, shoes and accessories sold under Oakley brand	NA ⁽²⁾ (949) 672-6925/(949) 699-3583	
OluKai LLC 10 Faraday Irvine 92618-2714 Website: olukai.com Email: info@olukai.com		40 ⁽¹⁾	50 ⁽¹⁾	\$5 ⁽¹⁾ 12/21	Shoes and sandals for men, women and children sold under OluKai brand	Jim Harris CEO (949) 334-0575	
P.J. Salvage 16912 Von Karman Ave., Ste. A Irvine 92606-4923 Website: pjsalvage.com		30 ⁽¹⁾	45 ⁽¹⁾	wnd	Lifestyle apparel, fashionable pajamas, loungewear and women's intimates	Simon Cohen/Gary Hesp president/CFO (949) 296-0380	
Raj Swim 2692 Dow Ave. Tustin 92780-7208 Website: rajswim.com Email: hharshman@rajswim.com		100	100	wnd	Swimsuits sold under Athena, Next, VYB, Basta Surf, Swim Du Soleil, Ella Moss, Splendid, Beach Lingo, Next Girls, Splendid Girls, other brands, protective face masks	Bira Bhatthal president (714) 838-3110/(714) 838-1363	
Rip Curl Inc. 193 Avenida La Pata San Clemente 92673-6307 Website: ripcurl.com Email: us.customerservice@ripcurl.com		110 ⁽¹⁾	365 ⁽¹⁾	\$325 ⁽¹⁾ 12/21	Clothes, wetsuits, watches sold under Rip Curl brand	Dylan Slater president, North America (714) 422-3642/(714) 422-3602	
Sole Technology Inc. 26921 Fuerte Drive Lake Forest 92630-8149 Website: soletechnology.com		75 ⁽¹⁾	100 ⁽¹⁾	\$50 ⁽¹⁾ 12/21	Footwear, apparel sold under etnies, eS, Emerica, Altamont, ThirtyTwo brands	Pierre Senizergues founder/CEO (949) 460-2020/(949) 460-2045	
Speedo North America 6251 Katella Ave. Cypress 90630-5234 Website: speedousa.com		120 ⁽¹⁾	155 ⁽¹⁾	wnd	Women's and men's swimwear and clothing sold under Speedo brand	Jim Gerson president (657) 465-3800	
St. John Knits International Inc. 17522 Armstrong Ave. Irvine 92614-5726 Website: stjohknits.com		249	902	\$82 12/21	American luxury knitwear brand including women's jackets, dresses, gowns and other fine apparel and accessories	Andy Lew deputy CEO (949) 863-1171	
Stance Inc. 197 Avenida La Pata San Clemente 92673-6307 Website: stance.com Email: info@stance.com		94	210	\$180 ⁽¹⁾ 12/21	Socks, underwear, apparel	John Wilson founder/CEO (949) 391-9030	
Stokehouse Unlimited LLC 18-B Journey Aliso Viejo 92656-3317 Website: vissla.com; sisstrevolution.com; amusesociety.com; dblanc.com Email: shop@vissla.com		60 ⁽¹⁾	60 ⁽¹⁾	wnd	Men's and women's clothing, eyewear and accessories sold under Vissla, Sisstrevolution, Amuse Society, D'Blanc brands	Paul Naude founder/CEO (949) 769-3700/(949) 769-3701	
Tilly's Inc. 10 Whatney Irvine 92618-2807 Website: tillys.com Email: customerservice@tillys.com		744	5,700	\$775.7 1/22	Apparel, footwear, accessories and hardgoods sold under proprietary brands such as RSQ, Full Tilt, Sky and Sparrow and West of Melrose; and third-party brands such as Vans, Dickies, The North Face, Billabong, Santa Cruz, adidas, Salty Crew, Volcom, Nike SB	Ed Thomas CEO/president (949) 609-5599/(949) 609-5508	
TravisMathew LLC 15202 Graham St. Huntington Beach 92649-1109 Website: travismathew.com Email: info@travismathew.com		200 ⁽¹⁾	560	\$300 ⁽¹⁾ 12/21	Men's, women's and youth footwear and apparel inspired by Southern California lifestyle	Ryan Ellis CEO (562) 799-6900	
TYR Sport Inc. 1790 Apollo Court Seal Beach 90740-5617 Website: tyr.com		50 ⁽¹⁾	115 ⁽¹⁾	wnd	Technical performance apparel for swimmers, triathletes, and fitness enthusiasts sold under TYR brand	Matt DiLorenzo CEO (714) 897-0799	
Vans Inc. 1588 South Coast Drive Costa Mesa 92626-1533 Website: vans.com Email: vanscustserv@vfc.com		650	15,000	\$4,000 ⁽¹⁾ 12/21	Shoes, clothing, accessories	Kevin Bailey global brand president (714) 755-4000	
Volcom LLC 1740 Monrovia Ave. Costa Mesa 92627-4407 Website: volcom.com		260 ⁽¹⁾	900 ⁽¹⁾	\$273 ⁽¹⁾ 12/21	Clothes sold under Volcom brand	Todd Hymel CEO, Volcom, Spyder, Liberated Brands (949) 646-2175/(949) 646-5247	
Z Supply 3500 Hyland Ave. Costa Mesa 92626-1459 Website: zsupplyclothing.com Email: erika@zsupplyllc.com		81	81	wnd	Z Supply, Z Lounge, Z Supply Active, Z Supply Girls, Z Supply Eyewear	Mandy Fry president (949) 333-5288/(949) 955-3955	

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⁽¹⁾ Business Journal estimate

⁽²⁾ Oakley does not designate a top local official