

FIG Adds Showrooms, Resources

FASHION INDUSTRY GALLERY WILL CUT the ribbon on three new showrooms and host more than 100 resources at its Shop temporary show at market, Oct. 22 to 24.

"I'm encouraged, but cautious," said John Sughrue, chief executive officer and co-owner of Brook Partners Inc., which built and operates FIG. "We'll have more guest designers [in Shop] than we've had since last October, and our [permanent] space is leasing up again. I'm hoping we'll learn a lot from this market and have some vision for 2010. My sense is the worst is behind us."

Among the lines new to Shop are Rock & Republic denim, Pink Tartan sportswear, Calvin Klein Collection footwear, House of Harlow jewelry by Nicole Richie and Sue Goodman Showroom, a Los Angeles company that will bring eight collections.

Opening new rooms are Diana Warner New York and For Joseph, while Storylines by Federico has leased a second gallery across from his main showroom.

FIG will emphasize breast cancer awareness by highlighting 14 lines that are supportive of the cause. Guest designer Carolyn Jones, who dedicates a portion of the profits from her Prvcy Premium jeans company to fund free mammograms and education, will be honored at FIG's traditional Thursday evening party in Beck Park in front of the building.

"We felt it was important to recognize the people who are taking it upon themselves and their companies to give back," said Shelli Mers, FIG director.

Dallas rep Federico Mariel expanded into Gallery 145 and picked up CP Shades and

Ooramomi T-shirts featuring original abstract art.

Veteran brand CP Shades has developed a stronger contemporary style and added divisions for shirts, dresses, shawls and organically grown cotton, Mariel said. A bestseller is its sHiRt label, which offers various silhouettes in five plaids and 30 colors.

"While they do a fair amount of more fitted silhouettes, they also have their comfy oversize tunics and shirts that are becoming very trendy," he said. "They produce everything in Sausalito, Calif., with great detail — all this single needlework that typically you get overseas."

Diana Warner New York has leased Gallery 168 after testing the market at two shows. Diana Warner Carroll, owner and designer, styles a distinctive jewelry collection of sculpted metal and bezel-set Crystallized-Swarovski Elements and will introduce 14-karat gold stacking rings and pendants. She'll also introduce a new group of hand-dyed silk scarves.

For Joseph's showroom in Gallery 161 will present its contemporary collection, which was formerly represented by Pam Martin and Co.

"We opened the showroom because of the importance of the Dallas market and the surrounding territory," said Joseph Agi, owner and designer. "Our business has been growing all over the country and in Dallas very fast."

The company is having a successful fall season with leather, Agi noted, so he'll keep using skins in spring vests, shirts, jackets and shorts in blue, green, yellow, black and white. Silk dresses and items, such as a short jumpsuit, also will be key.

