Letter from the Publisher

Los Angeles is known worldwide as the land of beautiful and fashionable people ... and for good reason. But it’s not just the pretty faces and stylish looks that make L.A. the epicenter of style and beauty trends. Many of the leading looks, services and products behind keeping Angelenos so chic are from home-grown businesses. Successful and emerging apparel and beauty companies drive tremendous economic growth in the Los Angeles region and make Southern California a major force in the fashion and beauty business. These companies are definitely worth celebrating!

Welcome to our annual Fashion & Beauty Awards special supplement, commemorating the lively and unique event we held December 12th at the L.A. Grand Hotel Downtown.

The event brought together industry leaders as we recognized leading brands and their accomplishments in a wide range of categories, including beauty, fashion, direct-to-consumer, service and social responsibility. Our Made in California and Trendsetter awards were just two handed out during the event.

In the following pages we spotlight some of the professionals and companies that make L.A.’s fashion and beauty industries so successful.

To all the great organizations and trendsetters profiled in this volume, we say thank you!

Best regards,

Anna Magzanyan
Publisher & CEO
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Fabletics is a high-performance lifestyle brand where fitness and fashion meet. Co-founded by TechStyle Fashion Group and leading actress Kate Hudson in 2013, Fabletics was designed with the modern woman’s busy lifestyle in mind. Established to offer high-quality activewear at an accessible price, every Fabletics piece is intended to fit seamlessly into every movement—from Pilates to power yoga—and every moment—from desk to dinner.

Under the TechStyle Fashion Group umbrella, Fabletics has become the fastest-growing brand in the activewear space, with a customer base of more than 1.5 million active VIP members online and across its more than 30 storefronts. By adopting TechStyle Fashion Group’s innovative take on subscription, Fabletics’ VIP Membership program allows for more flexibility than traditional programs by giving customers the opportunity to buy what they want, when they want. Instead of recurring monthly or annual fees and sending products that the customer didn’t select themselves, members are given continuous 30-50% discounts on all products and perks including special sale access, free shipping, and specially curated outfits in exchange for committing to preview products each month. Despite the difficult climate for retailers, Fabletics has found success in its expansion into brick-and-mortar by investing in technology that drives growth across the brand’s operations, enhances customer personalization and achieves true omni-channel commerce for a seamless shopping experience.

**ALO YOGA**

alo Yoga is relentless about making the best yoga clothing in the world—explicitly to inspire yoga (and yoga to be!) to have more yoga in their life. Inspiring mindful movement is at the core of why the company does what it does at Alo—it’s a calling. The team at Alo is focused on the fact that mindful movement leads to better living. Alo began in Los Angeles in 2007 because the founders wanted to spread good by bringing yoga to the world—to anyone who is experiencing the transformative power of yoga, to the world’s best yogis who wear Alo because it’s the line that actually elevates their practice, to the celebrities and the fashion-forward who wear Alo because it’s the perfect street brand, comfortable, contemporary and decidedly not just for the mat.

**CLARE V.**

A beautiful play on classic shapes, modern detail and Parisian charm, the Clare V line continues to evolve with each new collection. Though she started with laptop cases, Clare Vivier now produces a full range of bags and accessories, including tech, travel, small leather accessories, men’s, t-shirts and shoes. While the brand has continued to grow, the line continues to be made exclusively in Los Angeles since 2009. In addition to the core collection, Clare has collaborated with exciting brands and artists including Steven Alan, Oliver Storrs, artist Donald Robertson, Mike D, Sephora, Garrett Leight and Equipment, and supports an ongoing partnership with Every Mother Counts. Since opening the very first Clare V flagship in Silverlake in 2012, additional Clare V locations have opened in Nolita, Santa Monica, West Hollywood, Brooklyn, Newport Beach, San Francisco, and most recently, Chicago and Denver.

**FRAME**

FRAME is a brand that bridges the heritage and quality of manufacturing in Los Angeles with a distinctly European aesthetic. Its collections take inspiration from a French way of “dressed up casual” embodied by the style icons of the 1970s. Since the brand’s inception in 2012, FRAME has rapidly evolved from the off-duty models favorite denim brand, to a fashion house that produces four ready-to-wear collections a year. With headquarters split between Los Angeles and London, FRAME is known for its coveted wardrobe classics, American craftsmanship and its loyal following.

**GUESS**

GUESS was established in 1981 by the Marciano brothers, who left the south of France in pursuit of the American dream. Inspired by a European influence, the Marcianos redefined denim. One of their initial designs was a stonewashed, slim-fitting jean, the 3-zip Marilyn. Bloomingdale’s was the first department store to welcome the brand by ordering two dozen pairs of jeans. They disappeared from the shelves in just hours. This was the beginning of a long success story. GUESS quickly became a symbol of a young, sexy and adventurous lifestyle. Throughout the decades GUESS invited people to dream with its iconic and timeless advertising campaigns that turned unknown faces into famous models. Today, GUESS is a truly global lifestyle brand with a full range of denim, apparel and accessories offered in over 80 countries around the world.
Mazur Group specializes in Executive Search for Beauty, Lifestyle, and Wellness. We place top talent across Sales, Marketing, Product Development, Social Media, E-commerce, Digital, Education, Creative, and Operations.

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424.280.4390 • info@mazurgroupla.com
3103 Neilson Way, Santa Monica, CA
It all started in the summer of 2010 when two Southern California friends – Griffin Thall and Paul Goodman – took a college graduation trip down to Costa Rica. Between the stunning sunsets, killer surfing, cool beach towns and awesome people, it didn’t take long for the two friends to fall in love with the laid-back lifestyle. One day, after catching some waves, Thall and Goodman came across two artisans named Jorge and Joaquin, whose colorful string bracelets captured the simple beauty of Costa Rica. Sadly, Jorge and Joaquin were struggling to survive on their artisan wages, living with their family in a single room with three beds. Desperate to find some way to help, the two asked the artisans to make 400 bracelets to take home with them. And that’s when the fun really began.

To spread the “Pura Vida” spirit around the world, Thall and Goodman teamed up with Jorge, Joaquin and other Costa Rican artisans to create handcrafted bracelets in endless color combinations – each one as unique as the person wearing it. What started out as selling just a few bracelets per week has grown into a worldwide movement with millions of bracelets sold each year. Pura Vida was given a chance to expand its artisan community to include a family of more than 800 artisans in Costa Rica, El Salvador, India and more, who can count on a steady income and positive work environment thanks to the incredible support of Pura Vida fans.

John Elliott is a fashion brand located in Los Angeles that designs and produces modern and aspirational apparel. The brand sells both direct-to-consumer on its website and to wholesale partners around the world. The brand shows in New York and in Paris, and prides itself on quality, customer experience, and style. CEO and Co-Founder Aaron Lavee has been driving the business since inception and the company continues to grow at a steady pace. Although the company started as an online direct to consumer company with a great and reputable men’s line, it has now expanded to women’s clothing as an addition.

Lunya was launched in October of 2012 as Ashley Merrill was both newly enrolled in the Anderson MBA program at UCLA, and pregnant with her first child. Merrill, a true trendsetter, through Lunya has created an apparel category that didn’t previously exist: luxury sleepwear. Using premium fabrics like washable silk, alpaca, linen, organic pima cotton, and with thoughtful and intentional design decisions, the company has experienced 500% average YOY growth since inception; now has three locations (L.A., and two in NYC), employs 50 people, and is soon expanding the line with a men’s collection.

Founded in 1995 by Trina Turk and her husband, photographer Jonathan Skow, as a women’s contemporary clothing line, Trina Turk has evolved into an iconic lifestyle brand, celebrating California style with eleven annual collections of chic women’s ready-to-wear and accessories, including jewelry, handbags, eyewear and footwear, plus swimwear, activewear, a Mr Turk men’s wear line, and residential decor and textiles. The Trina Turk brand’s corporate headquarters, design, and production are located in Alhambra. The first retail store opened in Palm Springs in 2002 and has since expanded to eleven signature boutiques: Palm Springs, New York, Fashion Island in Newport Beach, Burlington, Miami, Dallas’ Highland Park Village, Atlanta’s Phipps Plaza, Manhattan Beach, Market Street in the Woodlands, Texas, the Houston Galleria and most recently, Honolulu. An outlet store operates in South Pasadena.

Paul Goodman and Griffin Thall
Michael Stars was founded in 1986 with one simple premise: to make people happy. Co-founders, Michael Cohen and Suzanne Lerner, set out to create effortless fashion that was timeless and comfortable – meant to go with people wherever they went in life. What started with an iconic, one-sized tee that created a fashion movement (the founders saw the tee as a canvas for expression and saw the potential for Michael Stars as a company to create opportunity for the Los Angeles community), has evolved into a contemporary collection of high quality, beautifully designed and constructed wardrobe essentials, made with sustainable materials in Los Angeles. The brand’s collection of contemporary essentials that includes style-driven silhouettes and accessories, crafted with quality and made to last.

Michael Stars was an early innovator, locally sourcing and manufacturing Michael Stars clothing, which gave the brand direct control over garment quality and the ability to ensure fair wages and economic opportunity for the LA community. Suzanne and Michael also established the Michael Stars Foundation more than 15 years ago, which has become a major supporter of grassroots organizations that build critical pathways to equality in LA County and around the world.

Beyond Yoga is a Los Angeles company that strives to share an honest message of inclusivity because the entire company and its founders want everyone to embrace who they truly are. Also, Beyond Yoga believes people of all shapes and sizes should be able to wear cute clothes. The company is female-founded and run, because it believes that empowered women empower women. The clothes are equally soft and supportive, made for whether you’re lunging or lounging. Beyond Yoga likes to say that its clothes “have high standards, but they are super low maintenance.” The company strives to truly see women of all shapes and sizes, so it carries extended sizes that range from XXS to 3X.

The Lefty Production Co. team has worked with designers, fashion brands and retailers of all varieties and sizes. It has worked for high fashion icons including Matthew Williamson, Rosetta Getty and Christian Siriano as well as retailers including Nordstrom and Neiman Marcus. The company recently produced the official athletic uniforms for the second seasons of NBC’s Spartan Ultimate Team Challenge and Netflix’s Ultimate Beastmaster. Lefty was also selected to create the official bomber jackets of the Guns N’ Roses “Not in This Lifetime Tour” and its services were included in the official prize package awarded to the winner of Project Runway Junior Season 2.
SITA Couture is a sustainable lifestyle apparel company based in Los Angeles. The brand designs and manufactures 100% in the USA and creates a full range with eco-friendly materials season to season. Capturing style, elegance, and versatility not only in the life of the everyday woman, but also in some of the world's leading resorts, spas, and boutiques, is what SITA is known for. The company believes that fashion is an energy, not an age. SITA supports women worldwide, and encourages a life full of love, dedication, and courage. The philosophy at SITA is that the brand cares about its women, and the women who buy from SITA care about the world.

The brand is best known for well-constructed collections that are designed to support an active woman’s lifestyle while simultaneously giving her uber-comfort and high fashion appeal. SITA caters to a full range of seasons and categories. This line tempts the sensual side with body hugging silhouettes and feminine details that will make all facets of the wearer's life a stunning expression of individual style and taste. The well-constructed designs, made with eco fabrics, are as sexy as ever, evoking an air of strength, endless versatility, and a fearless sense that anything can be accomplished. The SITA Couture audience is abundant with yoga enthusiasts, free thinkers, athletes, moms, environmentalists, on camera talent, and conscious businesswomen.

LumberUnion set out with a new formula for getting dressed with the spirit of the Pacific Northwest as inspiration. The brand has begun its journey toward being the next generation American brand! The collection isn’t built by season, but rather as a collection of pieces mirroring the way its customer dresses every day. The customer begins to build a look with “best basics” starting with underwear and premium tees, followed by periodic releases, which include tops, bottoms, premium denim, and everything in between. The goal of LumberUnion is to make the best product possible through creativity and innovation in terms of how the product is made, how materials are sourced, and how they are brought to market. The priority is making the best products, in the best places, in the best possible way.

Rastaclat is a successful organization driven by the mission to spread positive vibrations – “One Wrist at a Time.” As a first-generation American originally from Kenya, Daniel Kasidi faced struggles early on in life, but learned that with determination and persistence, anything is possible. Skateboarding as a teenager earned Kasidi a sponsorship from a notable shoe company and it was through that stockpile of sneakers that the first classic shoelace bracelet would come to fruition. Throughout his journey, Kasidi worked as a technical designer with great companies under the license of Levi’s and Reebok. Gaining a decade of valuable industry knowledge, Kasidi decided to reignite that fire that was fueled in his teenage years with the launch of Rastaclat. What started as a made-to-order business, the handcrafted shoelace bracelet has become a full-fledged social movement embraced by all walks of life and his vision is heralded with every single touch point.
Companies in the apparel industry need more than just an accounting firm; they need a trusted advisor and partner who knows their business and understands how to help them achieve their goals. And for more than 30 years, Moss Adams has been that advisor, providing industry-specific solutions to hundreds of apparel companies across the country.

The accounting and business advisory professionals who comprise Moss Adams’ Apparel Practice have a keen understanding of the fashion industry and keep up to date on emerging market trends and issues affecting apparel companies. Moss Adams’ insight—plus a desire to truly understand what its clients want to accomplish, both from a business and personal perspective—allows the firm to better help its clients integrate their core competencies and vision with the right strategies to improve overall performance. Moss Adams, led by partner and national practice leader for apparel, Martin Hughes, serves both start-ups and well-established brands with up to $1 billion in annual sales. Clients come from every facet of the apparel industry and include manufacturers, designers, importers, distributors, retailers and action sports companies. The firm is also proud to promote new and innovative brands in the apparel industry with the Moss Adams Fashion Innovator (MAFI) Award, presented each year at LA Fashion Week.

**Service Provider of the Year Winner**

**Moss Adams**

Directives West is the West Coast merchandising consulting division of The Doneger Group. The firm provides clients with comprehensive market analysis in all categories of business, including women’s contemporary, better, junior, moderate, accessories, men’s, young men’s and children’s, with the unique perspective and indisputable influence of West Coast fashion and lifestyle. Directives West helps its clients stay on the pulse of this important area by keying into the distinct qualities of ease, sustainability and contemporary cool that emanate from LA and beyond, as well as the increasing impact of Hollywood, green design and the West Coast lifestyle on business, fashion and the consumer.

**Finalists**

**Directives West**

Sandy Richman

**Finance One**

Kee Hyun Kim

**Fineman West & Company LLP**

Harold West

Finance One, Inc. is a commercial finance company specializing in factoring, purchase order financing/trade financing, and commercial property loans. Finance One’s clients consist of small- to mid-sized companies that are rapidly growing. With a motto of “Win/Win Factoring,” Finance One places a top priority on its clients’ growth in a dynamic and ever changing business environment. Finance One, Inc. aims to provide the finest factoring and other financial services to the small to medium-size businesses. Established in November of 1998 in Los Angeles as a factoring company for the garment and textile industries, Finance One now utilizes a database of over 1.5 million customers for credit approval.

Fineman West & Company provides a full spectrum of accounting, tax, and business advisory services backed by unrivaled expertise, an unsurpassed passion for understanding its clients’ stories, and a commitment to helping clients achieve and maintain financial success. Fineman West & Company is a people-focused firm where every employee, client, and prospect is more than just a number. Fineman West applies its years of expertise and dedication to its people to form long-lasting relationships with them and better understand their stories. Ultimately, the depth of these relationships throughout various industries creates trust and allows Fineman West to provide superior service to clients. By having a deeper understanding of its clients, Fineman West & Company consistently offers the highest level of personalized client service and superior expertise to yield the greatest outcomes.
Supplier of the Year Winner

Brookfield Property Partners

David Foley, who has developed and managed Global Real Estate Operations, Business Continuity, Security & Life Safety, and Critical Infrastructure for Brookfield Property Partners, is currently responsible for overall operations of the California Market Center (CMC), a newly acquired asset for Brookfield located in the Fashion District of downtown Los Angeles. Foley brings to CMC his expertise in turning around organizations through the combined approach of strengthening management talent and developing world class teams to sustain the organizations needs well into the future.

CMC is the hub of LA’s fashion and creative communities. The 1.8-million square foot complex is home to fashion showrooms, creative offices, event venues, and businesses catering to the DTLA community, including eateries, specialty shops, a fitness studio and more. CMC was established in the early 1960s by the Morse family as the first wholesale fashion showroom “mart” on the West Coast. Today, under Foley’s stewardship, CMC continues to serve as the industry’s primary center for fashion business in Los Angeles, housing hundreds of showrooms that represent the LA Fashion District’s largest selection of brands for women, men and kids. As the fashion industry marketplace on the West Coast, CMC is host to a year-long calendar of prominent markets and tradeshows, including LA Market Week, LA Kids Market, LA Majors Market, LA Men’s Market, and is the producer of LA Textile, Label Array, and more.

Honorees & Finalists

Antex Knitting Mills

Antex Knitting Mills is a vertical knitting, dyeing, printing and finishing company established in Los Angeles in 1973. The company produces approximately 1.5 million yards of fabric per week. Its traditional business is to provide fashionable knitted fabrics to the junior, contemporary, and children’s markets. Several years ago, Antex added the Antex Premier Performance division to provide technical fabrics to the outdoor and active wear markets. Antex prides itself on its flexibility in servicing its customers’ needs in providing competitively priced, high quality fabrics and quick deliveries. It is the company’s goal to serve the needs of the apparel industry by offering fabrics that appeal to the fashion, lifestyle, and performance driven consumer. Antex’s highly trained staff is up to date on the latest advances in the industry and constantly strives to maintain and improve their level of expertise.

Astrologie California

Astrologie California, the Los Angeles-based full-package apparel production company, provides its customers with trend-right design, unmatched quality, competitive pricing, dependability and speed to the market. No newcomer to the industry, Astrologie was founded in 2003 by Angelo Ghalian, who brings two generations’ worth of know-how, solid overseas connections, and a dedication to keeping all parts of the process – from design to manufacture – domestic whenever possible. Astrologie has grown from a cut-and-sew manufacturing operation, supplying other manufacturers who sold to retail stores, to its position today – vertically integrated, complete package garment-production company. As it has evolved, Astrologie has built up a significant number of in-house services it can provide, encompassing everything from design to sample production, artwork development, pattern development, marking and grading, and custom production sourcing strategies.

Lafayette Textile Corp.

Established in 1985, Lafayette Textiles Corp. has been at the forefront of innovation in textile production and development, manufacturing fabrics for the apparel and fashion industry for 30+ years and running. With a market driven approach to textile manufacturing, the company, led by its president, Sean Zahedi, is constantly developing new fabrics to offer customers and has the most extensive collection of basic and novelty fabrics available. Lafayette is driven towards providing eco-friendly and sustainable fabric options, such as utilizing certified organic cotton yarns, Repreve’s Recycled Polyesters, Lenzing’s Tencel and Modal yarns, and R. Belda’s recycled poly cotton and recycled cotton offerings. Continuous communication, transparency and competitive lead times and pricing are the foundation of the company and how it enables its customers to grow and expand their businesses.
Thank You,

**LOS ANGELES BUSINESS JOURNAL**

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2019 WINNER
– Made in California –

Michael Stars

LOS ANGELES
Bick Le is the CFO of Los Angeles Collective (doing business as L’Agence), a California-based clothing brand which blends the effortless LA lifestyle with Parisian influence for its unique approach to women’s fashion. Le joined the Company in 2014 and has been tasked with restructuring the company from finance to operations. Since joining the company, Le has led the efforts in building a finance and operations team and building out the company’s retail stores, warehouse, sales showroom, and e-commerce site. She brings with her more than 20 years of accounting and financial management experience across various industries. Le has been instrumental in implementing new technologies in all aspects of the sales cycle which resulted in 90% of all orders being automated, one of the efforts that have contributed to the company’s continued growth trajectory. Her attention to detail, efficiency and effectiveness have been keys to L’Agence’s success as a company.

The company has grown exponentially over the last five years, with a level of success that has enabled it to open its second boutique in New York in the last two years, with the first one in Los Angeles. L’Agence is being sold in 22 countries. Its short-term goal is to build L’Agence in new stores as a destination for the brand. Long term plans are to expand into new product categories, as well as continuing to grow its retail footprint. Miami and San Francisco will be the next two locations for stores for 2020.
FASHION HONOREES & FINALISTS

FINALISTS

AMIRI

Established in 2014 by Mike Amiri, the luxury menswear and womenswear brand, AMIRI, marries refined craftsmanship with the glamour of LA’s authentic skate and street culture. An LA native, founder Mike Amiri began his career in fashion by handcrafting unique stage pieces for iconic hard rockers such as Axl Rose and Steven Tyler. Eternally intrigued by such dark, heroic figures, his flair for tapping into this rock 'n' roll ethos led him to design an exclusive capsule collection for the LA-concept store, Maxfield. Since this debut collection, he established a distinct design signature with his deconstructed, hand-embellished denim jeans, leather jackets, grungy flannel shirting and graphic tee-shirts — all grounded in the nostalgic touchstones of his Californian youth. Today, AMIRI presents a collection bi-annually at Paris Fashion Week and is available from some of the most renowned retailers worldwide.

Boyish Jeans

Boyish Jeans is a collection of sustainable women's denim founded by California native, Jordan Nodarse. Designed in Los Angeles, each collection is centered on vintage silhouettes with a modern update, all available at an attainable price point. Inspired by the stylish women who often describe their personal style as “Boyish,” the brand utilizes men's fabrics and fits tailored for a woman’s body when creating all collections. Boyish focuses on product quality, fit, and authentic washes to create styles reminiscent of your favorite pair of vintage jeans with an updated, fresh design and feminine fit. At the core of all Boyish collections lies a deep commitment to leaving as little impact on the earth as possible. Therefore, Boyish utilizes ethical and sustainable practices when developing and manufacturing its products. All jeans are produced with sustainable fabrics through a completely environmentally-friendly and cruelty-free process.

PALISADES VILLAGE

Rick J. Caruso is a renowned business innovator, dedicated civic leader and actively involved philanthropist. As its founder and Chief Executive Officer, he has developed Caruso to be one of the largest and most admired privately held real estate companies in the United States. Ignoring the traditional “shopping mall” approach to retail, he has adopted a fresh, new strategy for development and revolutionized the industry with imaginative retail and mixed-use destinations that serve as timeless and beloved centers of town. Caruso's world-class portfolio of properties continues to expand and include more than a dozen internationally renowned and award-winning retail, residential, mixed-use, and resort destinations. Among these are the recently opened Rosewood Miramar Beach Montecito and Palisades Village. Palisades Village is a bespoke walkable village that serves as home to over 40 uniquely curated boutiques, entertainment and fresh food experiences.

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Drybar is based on the simple concept of focusing on one thing and being the best at it: blowouts. The idea was a natural one for curly-haired founder Alli Webb, a longtime professional stylist, who constantly found herself overpaying for blowouts at traditional salons. In addition to more than 150 locations throughout the US and Canada, the company’s growing product line (created specifically for the perfect blowout), is sold through Drybar’s own shops, as well as Sephora, Nordstrom, Ulta and Bloomingdale’s.

Drybar serves more than two million blowouts a year and makes its mission to celebrate bringing happiness and confidence to all. Drybar has continued to be a pioneer in the marketing space with continued partnership programs unlike any other beauty brand. The brand currently has successfully launched over 150 locations and continues to grow. The brand’s mantra is “Peace, Love and Blowouts.”

Art Naturals was born out of a desire to free beauty from high prices, toxic chemicals and all-around bad vibes. The founders of Art Naturals believe that your natural beauty products should be as free-spirited as your natural beauty. Art Naturals also believes in the power of nature to help you slay your days and light your nights… to glow from within and radiate your own special sparkle. The company knows that its customers want a stress-free, beautylicious, healthy life that’s good for you and good for the planet. But because most people are busy, Art Naturals is committed to keep searching the globe to curate its premium quality, cruelty-free, sustainable products that have you covered head-to-toe, body and soul.

Launched in 2015, Kopari was founded by Hawaiian-born naturalist and certified organic chef, Kiana Cabell, third generation beauty experts and industry veterans Bryce and Gigi Goldman, and health entrepreneur and co-founder of Suja Juice, James Brennan. As a coconut-powered lifestyle-beauty brand, Kopari is grounded in the mission of creating a line of high performing, sustainably manufactured everyday essentials – delivering a luxury experience to all customers. Kopari’s small batch coconuts come from local family farms in the Philippine Islands. They are handpicked at peak quality and are never exposed to extreme temperatures or interactive metals. The coconut oil is then incorporated with other innovative natural ingredients that enhance its benefits to create premium, better-for-you products.
BEAUTY HONOREES & FINALISTS

DIRECT TO CONSUMER BRAND OF THE YEAR WINNER

SKYLAR

Founded in 2017, Skylar is a clean, hypoallergenic, and non-toxic option for fragrance lovers and fragrance newbies alike. The company aims to create safe and innovative fragrances that provide women with a personalized aromatic experience through their favorite scents. As part of this quest for safe scents, Skylar formulates with strict standards, choosing to exclude thousands of ingredients from all Skylar products. Skylar first started out as a direct to consumer company only, but quickly expanded into wholesale in 2019 as demand for scents grew. Skylar’s mission is to make every woman feel beautiful, confident and safe in her own skin.

Each of Skylar’s scent profiles appeal to many different tastes, aren’t overpowering, and are products customers can trust. Getting consumers to buy scents they’ve never tried was a tough challenge that Founder and CEO, Cat Chen, had to tackle. Her solution? An at-home sampling program. Sampling clean fragrance at home is a model Skylar has pioneered, and it has revolutionized the way consumers buy, experience and enjoy scents. This year, Skylar brought clean scents into body care by introducing an innovative and sophisticated body care line that smells amazing while delivering on efficacy. In 2.5 years, Skylar has accumulated over 175,000 customers who love knowing they can smell good without compromising their health or well-being.

SKYLAR

Cat Chen

FINALISTS

CITY BEAUTY, LLC

City Beauty is a direct-to-consumer skincare and cosmetics brand dedicated to developing innovative products that help customers look as young as they feel. The company’s mission is to provide customers with products designed to address their biggest beauty concerns, as well as to foster a sense of community where they feel seen and heard. City Beauty does this by conducting extensive market research and regularly polling customers – giving them a chance to speak up about the type of skincare solutions they’d like to see next. City Beauty takes this feedback seriously, and strives to design products they actually want, not products that are simply trendy. The company also strives to maintain positive relationships with customers long after the sale – providing them with skincare, makeup, and lifestyle advice they can’t find anywhere else, and becoming a trusted resource for all of their beauty and skincare needs.

KRISTOFER BUCKLE*

In October of this year, HatchBeauty Brands re-launched Kristofer Buckle Beauty – a brand dedicated to self-expression and the transformative power of makeup. The namesake of celebrity makeup artist, Kristofer Buckle, the direct-to-consumer launch featured digital video, a robust social strategy and an Influencer campaign designed to drive brand awareness while introducing consumers to unique products that allow them to embrace the brand’s mantra, “why be beautiful when you can be anything?” In the short time since the launch, the Kristofer Buckle brand has seen revenue increase 354% and activated over 100 influencers. Kristofer was catapulted into the fashion scene when Steven Meisel booked him for the cover of Vogue Italia. His work has since been featured on countless covers. He has also worked on some of the most iconic music videos of our time.
**MADE IN CALIFORNIA WINNER**

**eSalon**

eSalon is reinventing the way women color their hair by creating a fully customized professional-grade home hair color that's made-to-order and shipped directly to their doors. Launched in 2010, and a five-time winner of Allure Magazine's “Best Home Hair Color,” eSalon, led by CEO and co-founder Francisco Gimenez, delivers a personalized one-to-one experience through a unique combination of human expertise and state-of-the-art, dual patented technology. Every single color order is formulated and dispensed on-demand in eSalon's headquarters in Los Angeles with over six million orders shipped and over 165,000 unique color combinations created. eSalon has experienced phenomenal growth with its expansion to international markets. eSalon's engineers and coders turned color into a language. Shade variations and pigments become characters and symbols that are sent to the company's on-demand color dispenser, which individually fills each bottle with exact drops of pigments. It's also worth mentioning that it isn't just an algorithm doing all the work. This is actual people — raw, human talent. eSalon's expert team of radical colorists come from top schools and salons around the country. They see color a little differently. Instead of hand-mixing dye and eyeballing tones, they're trained to create color virtually. Traditional rules don't apply to them and lucky for eSalon's customers, they're also available to call when they need extra guidance.

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**AMERICAN INTERNATIONAL INDUSTRIES**

American International Industries has been manufacturing many of the world’s finest professional beauty products in Los Angeles since its inception over forty years ago. Zvi Ryman, the owner of the company is so committed to keeping his business local and employing people in his massive (and ever growing) factories, that he has employees who have been there for dozens of years in roles from Senior VP of Sales to factory janitorial staff. They manufacture over 60 brands in the beauty industry (Ardell, Clubman Pinaud, Gigi Wax, Satin Smooth, etc.) and you’ve likely used at least one of them during your lifetime. Headquartered in Los Angeles, the company is at the heart of beauty and fashion. American International Industries’ continued access to the latest trends has given way to fresh and innovative products.

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**JOHN PAUL MITCHELL SYSTEMS**

In 1980, John Paul DeJoria and hairstylist Paul Mitchell converted a partially borrowed $700 into what is today the largest privately held salon hair care line, producing more than 100 products, with a presence in over 100 countries. While the ingredients come from around the world, John Paul Mitchell Systems’ hair care products are manufactured in Santa Clarita and distributed globally from the 180,000 square ft. corporate headquarters/distribution center that is also located in Santa Clarita, a mere block up the street from the manufacturing plant. DeJoria and Mitchell had a vision to start a company that would provide tools of success for hair care professionals, their salons, and the entire beauty industry. This vision holds true today, despite lucrative offers from public corporations, DeJoria refuses to sell because of the vow he took to stand by the professional beauty industry.

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**L’ANZA HEALING HAIR COLOR & CARE**

L’ANZA’s hair care product formulas, designed and made here in California, meet rigorous global safety standards and are sold in 40 countries around the world. L’ANZA ingredients have been thoroughly tested and approved safe by all government agencies where they are sold. L’ANZA also harnesses the extraordinary healing power of Mother Nature in all products. Its formulators and herbalists understand the special nourishing and healing powers of nature. Each L’ANZA formula is synergistically blended with the finest quality and an abundance of natural, wildcrafted and organic botanicals to deliver unmatched beautifying benefits to the hair.
Kosas is a visionary collection of nourishing, skin-flattering color cosmetics. Limited only by the team’s own imagination and not bound by tradition, Kosas creates unparalleled blends that feel better, last longer, and make an impact. Kosas’ mission is to revolutionize what beauty means and change the complicated relationship between beauty and makeup. Kosas takes its name from the philosophy of the five “kosas” of self. According to this philosophy, there are five intersecting and connected layers of self that communicate with each other: a physical layer, a vitalizing layer of energy, a sensory mental layer, a discerning intellectual layer, and a layer of truthful bliss. Beauty lives in each of these layers, not just in the physical. At Kosas, the company’s clean, skin-loving botanical formulas and expert color pigmentation honor the beauty in every layer of the self. Kosas undoes conventional rules and creates products that are beauty rebels, effortlessly applied, flattering across skin tones, and enriched with beneficial skincare ingredients.

Kosas was founded in 2015 by Sheena Yaitanes, a scientist, artist, entrepreneur, wife, mother, and life-long beauty devotee. By combining her passions she created a collection of elevated products for women who love makeup as much as she does.

Playa

Founded after former New Yorker and VOGUE stylist Shelby Wild relocated to Venice, California, Playa launched in 2017 with the goal of bringing natural Californian beauty and low maintenance cool to everyone, no matter the zip code. Playa’s line of six botanical based products are proudly handcrafted in California, cool to everyone, no matter the zip code. Playa is a personalized service.

RAW SUGAR LIVING

Ronnie Shugar’s personal mission is to positively impact people’s overall wellness through products he innovates. In 2014, he co-founded the lifestyle brand, Raw Sugar Living to mainstream the highest quality, handcrafted natural soap and personal care products for consumers, no matter their wallet size. Descending from three generations of custom formulators, he leveraged years of industry expertise to evolve Raw Sugar into a multi-million-dollar brand that has made natural living products more affordable and accessible.

Today, Raw Sugar Living is a natural lifestyle brand on a mission to promote clean and healthy living through products that are good for the body and nourish the soul. The company mainstreams premium-quality and vegan-friendly personal care products, recognized by their signature “Bamboo Tops & White Bottles” message and “Living Barely Unfiltered” ragline.

THRIVE CAUSEMETICS

Thrive Causemetics is a direct to consumer vegan makeup brand built around philanthropy, where for every product purchased a donation is made to women overcoming remarkable challenges (homelessness, cancer, domestic abuse). The charitable ethos of the brand is why buyers keep returning in masses, and giving has been instrumental in the meteoric growth of the company in just four years. In 2015, Karissa Bodnar created Thrive out of her one bedroom apartment (her first makeup product made in her Vitamix), and giving back was always her first goal. Today, Thrive Causemetics has gone from a little start-up to a multi-million dollar business. People love the company’s luxury vegan makeup, but they equally love the mission, which is what sets the brand apart.

VERSED

Versed is the first digitally incubated, drugstore-sold, clean skincare brand to debut mass retail in its first year. Driven by a team of skin experts and a community of 16 million people, Versed’s mission is to make skincare easy and affordable for all through its clean products, personalized regimens, and uncomplicated results. Versed’s 19-product lineup of high-performance treatments, cleansers, and moisturizers retails for under $20 and is available at Target stores nationwide, Macy’s, Sephora and Dermstore.

Launching in 2019, Versed co-created its 19 high-performance skincare products with sister company Who What Wear and its community of 16 million people. With a goal of education as an answer to consumer frustration about efficiency and confusion on the right products for them, Versed has put their efforts behind the community and personalized service.
HATCH BEAUTY BRANDS
A Beauty & Wellness Incubator

SERVICE PROVIDER OF THE YEAR WINNER
HATCHBEAUTY BRANDS

Established in California in 2009, HATCHBEAUTY LLC expanded to HATCHBEAUTY BRANDS in 2019 with the announcement of minority investor Lion Capital. Now the first company to offer both beauty and wellness incubation, HATCH is rapidly changing the landscape of brand innovation. Responsible for the brand development of found, NatureWell, Orlando Pita Play, and many more, HATCH influences and guides some of the beauty and wellness industries’ most disruptive brands.

Led by CEO Tracy Holland, HATCH works with retailers, artists, and influencers – California-based and worldwide – to create distinctive brands that provide consumers and retailers with solutions, speak to modern trends, and identify the whitespace in the market for optimal brand positioning. With both direct to consumer and retail-based services, HATCH partners to co-create relevant, mission-minded brands that resonate with mass prestige, prestige, and e-commerce on an equal scale. From strategic services to turnkey product and custom packaging, from consumer insights to influencer integration, the company is a barrier-breaker that brings brands to life with incomparable speed and precision. The team is made up of creators and collaborators – unapologetically committed to delivering the best of beauty and wellness. As a California based business, HATCH is proud of the fact that it is women-owned and has diverse representation on its board.

FINALISTS

BEAUTY BARRAGE
Sonia Summers

Following a successful initial career, beauty maverick Sonia Summers launched her first business, The Beauty Strategy Group in 2008 to help incubate start-up brands and help them gain distribution in prestige retail. Knowing that getting on the shelf was easy compared to the more difficult task of achieving sell-thru in store, in 2014, she launched Beauty Barrage, an outsourced sales management agency complete with a highly successful and modern field team – helping to create signature experiences and a “human touch” at retail. Beauty Barrage provides training and education for retail associates, in-store events, and sales support – all field tactics that are crucial to helping a brand succeed at retail. Hiring, training, and managing a field team is a costly and challenging venture for any brand, especially those just starting.

BENCHMARK COSMETIC LABORATORIES
Susan Goldsberry

Whether it’s for blue sky innovation, category-defined products or complex formulating challenges, savvy marketers turn to Benchmark Cosmetic Laboratories to create what’s next in beauty. As a true hub of innovation on the West Coast, Benchmark works with hundreds of ingredient suppliers who give the lab a first look at new ingredients, often long before they’re on the market. The company has nurtured strong relationships with leading researchers at top universities who work with Benchmark to find paths to commercialisation for their cutting-edge ideas. Benchmark believes in the power of innovation to transform businesses, industries, and the quality of lives, and the company brings that mindset to the formulating bench every day.

PROBEAUTY PARTNERS
Adrienne Kramer

Probeauty Partners is a team of business-building professionals based in Los Angeles that reaches around the globe. The company’s focus is on emerging brands in the beauty industry that have a unique point of view and are led by passionate entrepreneurs. The company’s clients and its own team are a diverse group who celebrate individuality, respect and empowerment. The brands it represents ultimately reach consumers of all races, creeds, colors, genders, etc. Probeauty is proud of non-gender-specific line of products, one of the first beauty brands that focused on effective skincare for all people. AVYA Skincare is leading the charge to help those with higher melanin content in their skin. And Probeauty is not afraid to represent cutting edge categories that deal with health and self-awareness, including The Perfect V.
BEAUTY BUS FOUNDATION

Beauty Bus Foundation was founded in the memory of Melissa Marantz Nealy, whose life was cut short at the young age of 28 by a degenerative neuromuscular disease. Although once a healthy, vibrant, young adult, Melissa was rendered homebound as her disease progressed. In an effort to lift her spirits, her family arranged for in-home haircuts, manicures, and facials. Melissa said these beauty treatments made her feel “human again.” Indeed the beauty and grooming treatments not only gave Melissa a boost, but they addressed practical challenges. Her limited mobility meant trips to the hair salon for a simple haircut were practically impossible. The impact on Melissa’s emotional wellbeing was noticeably profound. She felt nurtured by the beauty professionals who provided a momentary escape from her disease. At a time when visits from friends had become fewer and less frequent, and most human contact came from healthcare professionals who were essentially poking and prodding, Melissa cherished the opportunity for these “normal” interactions where conversation was light and her sense of self was bolstered.

In 2009, Melissa’s family founded Beauty Bus Foundation to offer this same experience of dignity, hope and respite to other families when they need it most. In the ten years since its founding, Beauty Bus Foundation has provided more than 18,000 complimentary beauty and grooming services to seriously ill men, women and children as well as their caregivers. Clients range in age from 1 to 101.

BEAUTYCOUNTER

Beautycounter was founded by Gregg Renfrew in 2013 to create increased transparency and safety in the personal care industry. Renfrew had previously led a business career, working with merchandising executives such as Martha Stewart and Susie Hilfiger. Beautycounter released nine products in March of 2013, including facial cleansers, eye creams, and shampoo. The company launched as a direct retail brand and sells through its website, independent consultants and retailer partnerships including J.Crew and the Target. Renfrew and Beautycounter have established a list of 1,500 potentially harmful ingredients that the company avoids using in its products, known as the “Never List.” Renfrew actively lobbies for regulation in the cosmetics industry to limit the amount of harmful chemicals included in products sold in America.

YUNI

YUNI was founded by natural beauty pioneers and yoga teachers, Emmanuel Rey and Suzanne Dawson. YUNI creates healthy, natural solutions that save time, enhance performance and relieve stress to ensure those who are active can pursue a life with more passion and find more joy in every moment. The YUNI brand embodies the philosophy of responsible beauty, a belief centered on the empowerment to take initiative towards responsibility for one’s own wellness and use of products that enhance overall health of both body and planet. Specializing in natural ingredient usage, YUNI strives to enhance well being by avoiding any artificial ingredients that may be harmful. All product formulas are non-toxic, plant based and free of parabens, phthalates, formaldehyde, petrolatum, sodium laurel/laureth sulfates, mineral oil, synthetic colors or fragrances, GMOs, PABA, EDTA, or PEGs.
SUPPLIER OF THE YEAR WINNER

HCT PACKAGING GROUP

Family owned and operated since 1992, Chris Thorpe founded HCT with his wife Clare and eldest son James out of a spare room in his London home. Chris was a passionate innovator and a true pioneer in the beauty industry. He forged relationships with and supported young brands, some of which remain HCT's clients today.

In 2000, Chris' son Tim Thorpe joined the company. He officially became president and CEO in 2013 with a mission to continue building on his father's legacy. Under Tim's supervision, HCT has vertically integrated to provide full-service, turnkey solutions for clients across the globe. Tim's leadership fosters an environment that values entrepreneurship, innovation, and customer service. Today, the brand offers clients services from a number of divisions, including packaging; beauty R&D; lab work; brushes; metals; and skincare.

THE DETOX MARKET

Domain Gaillard was raised in Paris by parents who were early adopters of the green living movement they were exposed to in San Francisco in the late 70s. Growing up organic came full circle when after embarking on a career in tech, a friend's battle with breast cancer opened his eyes to the need in the beauty industry for healthier self-care and wellness options. Gaillard took a leap of faith to switch career paths and pioneer the green beauty movement.

In 2010 he opened The Detox Market on Abbot Kinney in Venice as a collaborative, short-term pop-up shop aimed at providing education regarding the benefits of green beauty while also exposing consumers to hard-to-find, eco-friendly brands. As one of the first purveyors of natural beauty products, Gaillard's focus has always been discovering and incubating new brands, and showcasing the brand founder's stories which reflect his own passion for offering non-toxic beauty choices.

SPATZ LABS

Spatz Laboratories is the designer and manufacturer of custom injection molded cosmetic products. The company specializes in lipstick pens, dispensers and containers. Spatz also serves as a provider of product and package marketing; formulas development and filling fabrication; and package engineering and decoration. Spatz Labs, as it is known, has become a B2B beauty manufacturer, packager and formulator with experience partnering with Estee Lauder and L'Oreal. Spatz likes to say that as a company, it doesn't look at the future – it creates it. Spatz teams with many of the world's most recognizable and beautiful brands for all-under-one-roof solutions, providing concepts, designs, and the production of category-defining products with limitless potential and the power to ignite global brands.
TRENDSETTER OF THE YEAR WINNER

MOON JUICE

Moon Juice is the trailblazing mecca for adaptogenic beauty and wellbeing. Created in Venice by wellness rebel and entrepreneur, Amanda Chantal Bacon, Moon Juice is equal parts art and medicine; and as much about plants as pleasure. The company uses extremely potent, supremely pure, and sustainable ingredients to create radically effective products that nourish the calm from within. Moon Juice features adaptogenic blends, intelligent plant proteins, an essential superherb and supermushroom pantry, and raw, activated snacks. The Los Angeles shops are destinations for local, national, and international seekers of internal beauty and wellness. Moon Juice is sold in the U.S. directly via MoonJuice.com and at select prestige retailers.

Under Bacon’s stewardship, Moon Juice has experienced exponential sales growth since it launched. Moon Juice is the first brand to ever use adaptogens both internally and topically for beauty benefits inside and out; the first brand to ever serve adaptogenic functional beverages (at Moon Juice shops); and the first brand to ever launch targeted adaptogenic blends (Moon Dusts). In 2018 SuperYou launched - a clinical strength blend of four potent adaptogenic herbs that work together to address the effects of stress on the mind and body. By helping to normalize cortisol levels, SuperYou helps reduce stress, while enhancing energy, mood, and focus. Since its launch, it has sold out over five times and generated a waiting list of over 8,000 people! There has been a +2,000% increase in online subscriptions due to SuperYou.

FINALISTS

HYDRAFACIAL

Clint Carnell is the CEO of The HydraFacial Company – a game-changing organization. He has served as Chief Executive Officer for The HydraFacial Company since December 2016, bringing a broad and deep experience in non-invasive aesthetics and skin health. He championed the rebranding of the company in 2017 and drove the company strategy and culture shift that has resulted in explosive revenue growth and rapidly growing global recognition. The HydraFacial Company’s products are now popular in over 87 countries worldwide. With over 12,700 customers and over 2.5 million treatments performed per year, The HydraFacial Company is revolutionizing skin health for aesthetic professionals and their clients.

NUFACE

NuFACE was founded by Carol Cole, a mom and microcurrent aesthetician, who began her career at the famed Golden Door spa in Southern California. With the help of her daughter and fellow microcurrent aesthetician, Tera Peterson, the duo launched NuFACE out of their family garage in 2005 and introduced the world’s first at-home microcurrent tool. Since then, Peterson has taken the reigns, creating a global brand inspired by the skincare concerns of real people and known for providing uplifting results from the very first treatment. NuFACE believes everyone should have access to professional microcurrent technology in the comfort of their own home. The company believes in exercising and nourishing your skin with a line of award-winning Microcurrent Skincare devices and topical skincare products that reveal a youthful, radiant complexion.

ALCHEMY 43

Alchemy 43 is an aesthetics bar specializing in cosmetic microtreatments - neuro-modulators (such as Botox and Dysport), fillers (like Juvederm and Restylane), micro-penning and more. Each service is medically effective, minimally invasive, and part of an ongoing beauty maintenance regimen. The company makes microtreatments more accessible and approachable than before by taking them out of the doctor’s office and into the mainstream without sacrificing quality. With Alchemy 43, Founder & CEO Nicci Levy hopes to debunk the many misconceptions attached to these services and begin to de-stigmatize the industry. Levy decided to bring Alchemy 43 to market during her time as Business Development Manager for Allergan in Beverly Hills (the smallest geographical territory for Botox in the US, yet the highest-sales volume). She became hyper-aware of the misconceptions attached to the industry and she saw an opportunity to create a new approach to the market.
AT THE EVENT

1. Attendees from Alastin Skincare (Nominees).
2. Molly Leonetti, President & COO of Clare V (Finalist), Kristen Dykstra, Chief Marketing Officer and Cathy Hagman, Marketing Manager of Fabletics (Brand of the Year Honorees), with Vera Koch, VP of Global Marketing for eSalon (Made in California Honoree).
3. Attendees from Hydrofacial (Finalist).
4. Bryce Goldman, CEO of Kopari Beauty (Finalist), congratulating Paul Goodman & Griffin Thall, Co-Founders of Pura Vida (Direct to Consumer Honorees).
5. Suzanne Lerner, Co-Founder & President of Michael Stars (Made in California Honorees) with team.
6. Attendees from ella+milla (Nominees).
7. Dawn Isaken, Sheena Yaitanes, Founder, & Michelle Miller Kosas (Rising Brand of the Year).
8. Aubrey Christensen and Corie Nichols, Boyish Jeans (Finalist).
9. Sita Thompson, Founder of Sita Couture (Rising Brand of the Year) & Tracy Holland CEO of HatchBeauty Brands (Service Provider of the Year) with their guests.
AT THE EVENT

1. Silver Sponsor, Martin Hughes of Moss Adams (Service Provider of the Year) with Platinum Sponsor, Ilse Metchek, President of California Fashion Association.
2. John Heffner, CEO, & Kim Natale, Senior VP of Product of Drybar (Brand of the Year).
4. Attendees from Lumber Union (Finalist).
5. Attendees from L’anza Healing Hair Color & Care/DAVEXLABS (Finalist) with Diamond Sponsor Intrepid Investment Bankers.
7. Shanie Kim, Nela Velazquez, Allyson Barrio, and Jessica Hernandez City Beauty (Finalist).
8. Ronnie Shugar, Co-Founder & CEO, Donda Mullis, CMO with Bill Schott of Raw Sugar Living (Finalist).
9. Attendees from Next Filler.
10. Attendees from Versed (Nominee).
11. Susan Goldsberry of Benchmark Cosmetic Laboratories (Finalist) with Attendee.
12. Attendees from Jazmine Beauty (Nominee).
We’re so grateful and flattered to have been named Brand of the Year at the Los Angeles Business Journal’s Fashion & Beauty Awards.

Cheers,

drybar