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## Hale Bob Expanding Apparel Line, Adding Accessories

By Erin Barajas  
MANUFACTURING EDITOR

Contemporary brand **Hale Bob** is making strides toward the coveted lifestyle-brand distinction by expanding beyond its sexy tops and skirts. The rapidly growing Vernon, Calif.-based company is debuting a new line of casual tops and delivering several new categories.

Known for its embellished, hippie-chic date-night tops, the company is diversifying this year by offering a dress collection, licensed shoe line, an in-house purse line and **Hale Bob Craft**, a collection of embellished jersey, garment-dyed tops.

Hale Bob, which launched in the United States in 2001, has been on a growth track for several years, doubling its sales of \$8 million in 2004 to \$16 million in 2005.

"We hope to reach \$20 million this year," said Daniel Bobbot, the brand's owner/designer who originally started the line in France in 2000 but was guided to the United States by brother Marc, founder of **Bisou Bisou**.

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## Rock T-Shirt Goes Mainstream—and Gets Fashionable

By Andrew Asch  
RETAIL EDITOR

When Dell Furano started in the concert merchandise business more than 30 years ago, some of the coolest musicians in the San Francisco Bay Area mocked the idea of selling T-shirts at their concerts.

It was pandering to their audience, they complained. Man, have times changed.

The bohemian fear of selling out seems to have subsided. Musicians are increasingly buying into the merchandise market today, and their timing is good.

The concert T-shirt, once a staple of high school parking lots, has become a high-fashion statement in the most exclusive retail neighborhoods. The explosion of rock merchandising in the last few years arrived just as sales of recorded music plummeted due to reasons ranging from a changing entertainment marketplace to piracy.

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## wildeside

Designer Victor Wilde mixed military details with street-inspired '80s glam when he showcased **The Bohemian Society** collection at the MJ Higgins Gallery in downtown Los Angeles. For more from the show, see page 11.

