

# WINDOW SHOPPING



Photography by Aura O'Brien

## THE FACTORY

Don't let the name fool you: The Factory is anything but. The new SoMa retail shop and apparel design work space may produce clothing, but both its eponymous in-house label and the fashion industry clients who head here for the pattern making and sewing services eschew the mass-produced for the unique, independent and one-of-a-kind.

Founder and Bay Area resident Jennifer Evans also operates a small-volume fashion production house in Los Angeles that has worked with high-end independent labels such as Vince, Geren Ford and Robert Rodriguez. For the SoMa space, Evans wanted a destination that not only offered production to local designers, but also granted employees stable jobs with continuously available work and small, independent designers a chance to broaden their commercial reach.

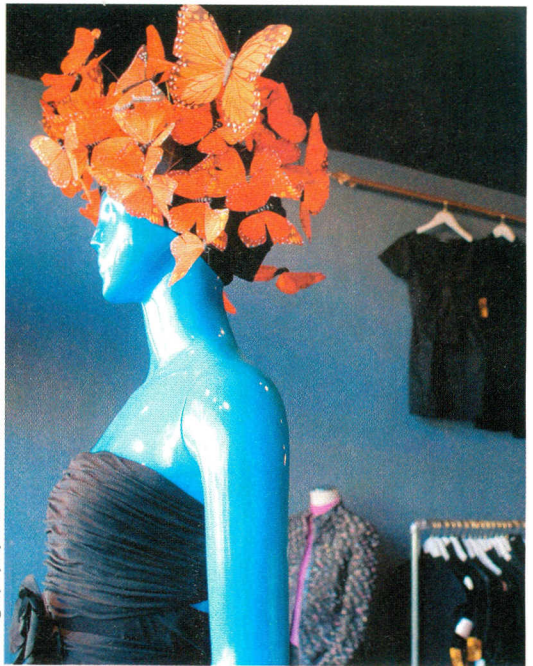
"This is the logical solution," Evans says of the Factory, which produces its namesake label in the downtime between other jobs using designs created in collaboration with current clients.

For local shoppers, the result is a collection of women's apparel featuring original pieces produced in collaboration with local designers that can be purchased off-the-rack or made-to-measure.

For designers, the venue operates as a full-service fashion design and production house. "We're kind of a one-stop shop," Evans says.

— Lorraine Sanders

370 4th St., Ste. 1, San Francisco; (877) 531-5225.  
10 a.m. to 6 p.m. Tuesday to Saturday.  
evansgroupinternational.com.



Photography by Aaron Wessels

## SUI GENERIS

After building a name for themselves as the go-to guys for great deals and rare finds among seekers of high-end secondhand menswear and men's accessories, Miguel Lopez and Gabriel Yanez decided to expand to include women's apparel, footwear and accessories. Slate-hued walls, metal fixtures and interiors marked by vintage pieces such as a slender vitrine and a hefty steamer trunk go a long way toward accomplishing that goal. Doing the rest are the oh-so-downtown labels the shop carries. With prices generally hovering around 30 percent less than you'd pay for new garments, items on consignment range from a gently used Lanvin handbag to a gala-worthy Oscar de la Renta gown, a Ralph Lauren Purple Label evening dress and a black beaded Louis Vuitton top.

While the bulk of the stock is secondhand merchandise worn but a few times, if that, the owners display their taste for emerging, unique fashion through a small selection of new apparel and accessories from Mexico City's Julia y Renata Franco and Academy of Art alumni Andrew Wedge and Sergio Davila.

In the back, a section with everyday pieces (think cashmere cardigans and day dresses) beckons those on a budget with less-pricey labels such as Zara, Banana Republic and J. Crew.

— Lorraine Sanders

2265 Market St., San Francisco; (415) 437-2265.  
Noon - 7 p.m. Monday to Saturday;  
Noon - 5 p.m. Sunday.  
sui generisconsignment.com.