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A WHOLE NEW WORLD

Amid a new apparel landscape, Ace Rivington remains steadfast in its mission to deliver expertly crafted, made-in-Los Angeles denim, as it moves closer to launching new product that is just on the horizon for Fall. Find more denim looks on page 4.

ACE RIVINGTON

RETAIL

Post-COVID-19 Market Will Have Place for Indie Retail, Experts Say

By Andrew Asch *Retail Editor*

The COVID-19 crisis is forecasted to make major changes in the retail business, and, when the dust from the crisis settles, some of the entrepreneurs best positioned to start over and make a connection with consumers will be independent retailers, according to a handful of industry watchers.

The crisis has changed people's lives and their needs. They'll be looking for retailers who will reflect their needs, said Paco Underhill. As founder of the market-research company **Envirosell Inc.** and, as author of best-selling books explaining consumer psychology such as "Why We Buy" and "Call of the Mall," he has made a career of forecasting what consumers want from retailers.

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MANUFACTURING

California's Face-Mask Biz Adds Style to Substance

By Andrew Asch *Retail Editor*

A generation of California manufacturers and designers completed a crash course on making nonmedical face masks in the past two months, and they are currently striving to go beyond the basics.

During the COVID-19 pandemic, government initiatives such as **L.A. Protects** put out a call to brands and designers to make nonmedical face masks to protect people against the spread of the disease. Designers from different industries took a dive into what was basically a new category for them. From bedding companies such as **Allied Feather & Down** to contemporary-apparel brands such as **Z Supply**, creatives

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Stevi Goetz Leaves a Legacy of Elegance, Kindness in the Apparel Industry

Known for her genuine, welcoming personality, apparel-industry veteran Stevi Goetz passed away April 28 at the age of 83. Following the escalation of a long illness, Goetz left the world peacefully surrounded by family at her home in Los Angeles' Century City neighborhood.

Starting her career in 1971 in sales management, Goetz represented lines in women's European couture. After meeting her late husband, Herb, in 1973, the pair founded the menswear label **Touch USA**, which sold a sport jacket created amid the popularity of the 1980s television show "Miami Vice."

In 1997, with Herb, she joined Larry Hymes and Hyela Makoujy to form the **West Coast Exclusive** menswear show in Los Angeles. Longtime friend Ilse Metchek, president of the **California Fashion Association** trade group, remembers Goetz's insatiable desire to learn and also recalled the exclusivity of the show that lived up to its name.

"It was all high end, all couture names," she said. "It was always very elegant."

The show moved to Las Vegas in 2002 and was renamed **The Exclusive**. Goetz retired in 2007 following that year's August edition.

Preceded in death by her husband and business partner in September 2003, Goetz is survived by her four children, Amy Freeman Cohen, Kelli Freeman, Matthew Goetz and Randy Freeman. She was also an adored grandmother and great-grandmother.

While Goetz and her husband developed their business together, they also included their daughters Amy and Kelli, who will keep closest to their hearts their mother's integrity, showmanship, passion for her work, diligence, respect and her "Stevisms." The sisters cherish the time spent with their mother, who was known for her class, kindness and



From left, Stevi Goetz, Amy Freeman Cohen and Kelli Freeman at the West Coast Trend Show

penchant for a good martini, and they recall an indistinguishable line between Goetz's personal and professional sides as she treated everyone like family.

"She didn't see a difference in handling people personally or in business. She treated people as the human beings they were," Freeman Cohen said. "So often you hear people say, 'Oh, well that's business,' but there's still the human element, and that is the best thing I could learn from her for business."

Mentioning that their mother was able to make everyone she encountered feel special and loved, Kelli Freeman noted that nepotism didn't exist in their mother's approach to working with her daughters. Yet, the business-side access afforded to the sisters allowed them to enjoy special moments during global travel that would never have been possible had they not worked with Goetz.

"It was such an honor to work with her and see her navigate through what she did

and learn from her such fine qualities and her business know-how," Kelli Freeman explained. "We would drive from Los Angeles to Las Vegas for the shows. We would sing Carole King songs. It was really lovely."

This gratitude for simply knowing Goetz was echoed by longtime associate and friend Patrick Espinoza, who works as the director of sales for **Caesars Entertainment**.

"She owned this amazing, unreal ability to sincerely and genuinely connect in a caring way," he said. "I don't know how she found the time to stay connected so wonderfully with so many people. I'm truly baffled by it, yet her life example leads me to try to do better myself—moving forward through my personal life."

In memory of Goetz, her family asked that donations be made to animal-welfare group the **Amanda Foundation** and the care-giving organization **Skirball Hospice Services** with **Los Angeles Jewish Home**.

—Dorothy Crouch

S.F. Retailer Sues Insurer for Denying COVID-19 Claim

Mudpie, a 44-year-old boutique for children's clothing, toys and accessories in San Francisco, scaled back its commerce earlier this year when nonessential businesses were required to shutter to prevent the spread of COVID-19. It recently reopened for curbside pickup service and has continued to run its e-commerce shop, mudpie-sf.com.

The mother-and-daughter team of owners Cheryl and Sarah Perliss thought that the store's business-interruption insurance would help support them during the crisis. But their claim with **Travelers Casualty Insurance Company of America** was denied, according to a statement from the boutique's lawyers.

On May 11, **Mudpie, Inc.** filed a class-action lawsuit on behalf of California's retail stores. The suit alleges that small businesses have been wrongfully denied coverage for losses resulting from following rules and closing to help prevent the spread of the pandemic. Mudpie is represented by the **Gibbs Law Group** and **Cohen Milstein Sellers and Toll PLLC**, said Geoffrey Graber, a Cohen Milstein Sellers and Toll partner and head of the firm's COVID-19 Business Interruption Insurance Coverage Task Force.

"Retailers and other small-business owners who have paid business-interruption insurance premiums should expect insurers to fulfill the obligations to which they mutually agreed," Graber said.

His colleague, Amy Zeman of the Gibbs Law Group, said that Mudpie is not alone. "This is one of many lawsuits we are preparing to file on behalf of small-business owners who have been broadly refused coverage by major insurance companies," she said.

A statement from Travelers said the company was not liable for the issue that had upended Mudpie's business.

"We recognize that the spread of COVID-19 has affected many of us in ways we never could have expected, and we are taking many steps to support our customers, agents, brokers and communities during this difficult time. In our standard commercial-property policies that include business-interruption coverage, we have very specific exclusions stating that losses resulting from a virus or bacteria are not covered," Travelers said. Zeman took issue with the statement made by Travelers and responded by saying, "We disagree with Travelers and look forward to arguing our case in court." —Andrew Asch

Inside the Industry

Lucky Brand has donated more than 20,000 nonmedical face masks to its charitable partners as of May 15, said Allison Charalambous, the denim brand's senior manager of sustainability and social responsibility. "It has been extremely rewarding to support a variety of organizations that continue their valuable services throughout L.A. County for veterans, the unhoused, housing insecure youth, low-income families and seniors. Despite the risk, these organizations realize their services are essential, now more than ever," she said. The brand also has been preparing to reopen its Lucky Brand stores. A May 8 statement on Lucky's website said that the brand would supply each store with cleaning kits, which will include face masks. Also on May 8, Lucky reopened its store at the Nebraska Crossing Outlets in Gretna, Neb.

Rebag, a luxury-resale platform, announced \$15 million in Series D Funding, which will bring its total funding raised to \$68 million. The investment, led by private-equity firm Novator, included existing investor General Catalyst. The investment will build its technology infrastructure, said Charles Gorra, Rebag's founder and chief executive officer. "We believe the current environment is going to accelerate the transition toward resale. At Rebag, we built a brand and a platform that can cater to that growing audience. New opportunities will arise, and we are gearing up to capitalize on the secular trends toward resale ubiquity," Gorra said.


YKK Corporation of America will be expanding its array of products for personal protective equipment made by U.S. manufacturers, said Jim Reed, YKK's president. "The YKK team is turning to our corporate philosophy for guidance—the 'Cycle of Goodness,' which teaches us that 'no one prospers without rendering benefit to others,'" he said. YKK products include zippers and a variety of metal wire, hook-and-loop, injection-molded plastic parts, webbing, snaps, closures, and buttons. They can be used for items such as surgical gowns and HAZMAT suits.

Simon G. Jewelry, headquartered in Glendale, Calif., announced that it opened its first direct-to-consumer channel at simongjewelry.com on May 11. A portion of proceeds from the new channel's sales will be directed to bricks-and-mortar jewelry stores located near to individual consumers making purchases, said Zaven Ghanimian, Simon G.'s CEO. "Our retail partners are the foundation of our business, and to make an extreme adjustment would have to positively impact them. We came up with a strategy that gives the consumer direct access but still benefits those bricks-and-mortars that built our business," he said.

John Varvatos Enterprises filed for Chapter 11 bankruptcy May 6 at U.S. Bankruptcy Court in the District of Delaware. The New York-headquartered Varvatos is more than \$140 million in debt. The bankruptcy is part of a plan to sell the company to an affiliate of Lion Capital LLP, which is an existing Varvatos investor, according to a brand statement. The Varvatos brand is observing its 20th anniversary this year. It cultivated a reputation for high-end men's casualwear and suiting, as well as marketing campaigns that featured rock stars such as Iggy Pop and the band Kiss.





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RCGD Returns to Its Roots With Sustainable-Design Competition

By Dorothy Crouch *Managing Editor*

While the Suzy Amis Cameron-founded **Red Carpet Green Dress** has been committed to supporting responsible garment design at the luxury level since its launch in 2009, there has been an important part missing from its mission for the last four years. This week, the eco-fashion organization announced the launch of the **Red Carpet Green Dress Design Contest 2020**.

"It wasn't about going to big, established houses and asking them to make a sustainable dress," according to RCGD Chief Executive Officer Samata Pattinson. "[Amis Cameron] wanted to open the door to emerging designers and say, 'If you have talent, you have an opportunity to be on this platform.'"

Working under the themes of sustainable materials and waste reduction, candidates will create designs that adhere to the RCGD mission. With its partner Tencel Luxe, an offering from Austria-headquartered **Lenzing**, designers will choose from three fabrics in the line—100 percent Tencel Luxe, a Tencel Luxe/silk blend that uses GOTS-certified fibers and a Tencel-Luxe cruelty-free cashmere fusion. Designers are also permitted to include embellishments that are sourced responsibly, such as vintage beads.

"One of the themes for this year's contest is sustainable materials, which is a big one for us just because of the impact of textiles on the planet," Pattinson said. "With the sketches they submit, we want them to explain why they chose these textiles, talk about their designs and how they will minimize waste when creating the design if they are chosen as a winner."

With social-distancing guidelines in place around the world and stay-at-home mandates enacted by many governments, designers are tasked with choosing their fabrics remotely, yet Pattinson explained how the process is being facilitated through digital measures.

"We've emoted and animated the textiles so they can see how the textiles move and hear them," she said. "We've done that digitally, allowing them to choose textiles virtually."

This opportunity is for designers to showcase their talents but also a moment during which luxury fashion can be created through sustainable methods, according to Harold Weghorst, global vice president for the **Lenzing Group**.

"While some people may have historically equated eco-fashion with boring and not as comfortable for the wearer, we wanted to highlight that eco-friendly fibers can actually offer greater comfort and other advantages over other natural or synthetic products," Weghorst said. "Not only will we help the winner to bring their eco-couture to life and stun at the global stage, but we also want to showcase how our durable

and high-quality fibers can offer exceptional comfort to the wearer."

The two winners will be selected for designs in different categories—one in a gown category and another for suiting. A \$1,000 award will be given to each designer in addition to a business-oriented mentorship with Pattinson. Successful entrants will also travel to Los Angeles for the awards-season **Red Carpet Green Dress Gala**, for which they will dress contest ambassadors where their designs will be unveiled. Prior to the gala, designers will work with Amis Cameron to learn more about sustainable fashion, in addition to participat-



RCGD
Suzy Amis Cameron (second from right) and James Cameron (second from left) admire a design created by Red Carpet Green Dress Design Contest 2010 winner Jillian Granz (far left). Amis Cameron wore the gown to the 2010 Oscars.

ing in an internship at the atelier of Laura Basci.

"Sustainability is often sidelined in couture; therefore, when we first joined hands with RCGD in February this year to unveil an **Oscars 2020** campaign, we were able to put the spotlight on sustainability on red carpets," Weghorst said. "With the debut of a range of eco-couture textiles, we showcased the perfect balance of the world of elegance and the power of eco-couture."

During the 2020 Academy Awards, director Elena Andreicheva accepted her Oscar for the film "Learning to Skateboard in a Warzone (if you're a girl)" while wearing a Basci sustainable design that had been created through the RCGD initiative with Tencel Luxe.

"The Oscars partnership is so important to us. The academy has a long-standing place in our hearts," Pattinson said. "They opened that platform up to us. They give us access every single year to make that statement."

After its four-year hiatus, the competition returns to support emerging designers but also those who make clothing

often under less-than-desirable circumstances. Due to the COVID-19 pandemic, many workers in developing countries—who are often women—have stopped working, resulting in lost wages, or they must return to work in potentially unsafe conditions. Proceeds from the competition, in addition to previously outlined RCGD charitable commitments, will benefit workers who are helped by services available via the **Awaj Foundation** and **The Fifth Pillar** in collaboration with **Fair Wear**, which aim to support garment workers.

"We also have to look after our allies. That is very important about this contest," Pattinson said. "It is championing hope for creators, but it is also championing hope for the makers. The women and children in Myanmar, the women in Bangladesh, some of whom are having to go back to work in factories—we'll be providing them with masks so at least they'll have protection if they are forced to go back to work."

As more of these workers face great challenges due to a shifting manufacturing environment stemming from COVID-19, the organizations that help them are also faced with more clients who are in need of assistance. Nay Win Naing, program director for The Fifth Pillar, explained that the organization launched a new initiative, **Doe Lote Thar**, to raise funds to aid pregnant workers and those who are plagued by health issues in order to support them through the coronavirus pandemic.

"We feel that the design contest is not only about the contest but also the event urging for global empathy—what is needed in the world now more than ever. What we are doing now will explain how best we can build the future of humanity," Nay Win Naing said. "Doe Lote Thar in the Myanmar language

is 'Our Workers,' and we mean that we are together with them when they need us. We would like to ensure that the project supports what is practical for the workers even if it is small. And this is where Red Carpet Green Dress comes in with a big help."

Contest submissions will be accepted, along with a \$30 entry fee, through rcgdglobal.com until July 30 with winners selected by Aug. 28, according to a panel of judges comprising Amis Cameron, Basci, Weghorst and Nazma Akter, who is the founder and executive director of the Awaj Foundation. Launched on May 12, the contest is open to designers from all regions of the world over the age of 21. For Pattinson, the opportunity to see how sustainability translates from other regions of the world is an invaluable learning experience that she treasures.

"We've learned so much from our students who came from China, or Ghana, and they've learned from us. There is this cultural transfer that happens," she said. "That alone is something that is refreshing." ●

RETAIL

Indie Retail *Continued from page 1*

Post crisis, apparel consumers are going to be looking for smaller, independent merchants that reflect local tastes, Underhill said. "There's going to be a lot more focus on what a store is," he said. "Instead of being all things to all people, it's going to be 'This is who I am. If you like me, come to me.'"

Ilse Metchek serves as president of the trade group **California Fashion Association** and has spent a career working in all areas of the apparel industry from design to running brands and working as an advocate for fashion businesses. She also sensed that customers would gravitate to smaller retailers.

"You're going to shop at a store that suits you and where you have a personal relationship. You're going to see new stores and little operations that are going to get bigger. Specialty stores, if they do it right, and if they work their customers with a personal angle, will survive," Metchek said.

With his reputation as a forward-thinking retailer who was developing lifestyle and experiential retail centers such as **The Lab** and **The Camp** in Costa Mesa, Calif., Shaheen Sadeghi was well ahead of the curve years before "lifestyle" and "experiential" became retail buzzwords.

Consumers have been developing a deeper interest in smaller-scale retail for a while, he said, and the crisis will be accelerating. Those consumers looking for luxe items or something unique will continue to seek out boutique retail. Those looking for commodity items will shop through digital commerce.

"There's a transition to the boutique and a lot of smaller hand crafters," Sadeghi said. "There's where the excitement of retail is. It will push innovation. They always come up with



THE LAB

new stuff. The sad part is that the crisis will also wipe out the smaller creative operators who worked on a very limited budget."

But a pivot to the personal connection of smaller retail may be one of the few familiar aspects to a changed retail world that will greet shoppers once the COVID-19 crisis stay-at-home orders are lifted.

Underhill, Metchek and Sadeghi all forecasted that people would increasingly shop through digital commerce as social-distancing rules continue to be a part of daily life.

Sadeghi and his staff have been making changes at The Lab and The Camp that will take into account social distancing and hygiene concerns. Hand-sanitizer stations have been installed. Plexiglass shields have been posted around cash wraps. Retail and restaurant staff will probably have to wear masks and gloves when they work.



ENVIROSELL
Paco Underhill

It's going to be a tough situation for a business that relied on people gathering, Sadeghi said. But eventually people will want to leave their residences.

"We are hard wired to make social connections," Sadeghi said. "We built a business out of making communities and bringing people together. Now, in the interim, we have to figure out how to keep people apart. It's ironic."

Sadeghi forecasted that the COVID-19 virus would be a threat for a while. "We just have to learn to coexist with it and take precautions," he said. "It is like we had to learn to travel and fly again after 9/11."

Every business has suffered from the economic freeze resulting from stay-at-home orders to slow the spread of the COVID-19 pandemic. On May 8, the unemployment rate increased to 14.7 percent of the American population, according to a report from the **U.S. Bureau of Labor Statistics**. ●



Beau Lawrence



Ace Rivington Builds a Bridge Between Big Brands and Indie Denim Styles

By Andrew Asch Retail Editor

There is a supposed rivalry between the worlds of big denim brands and the artisanal, independent jeans labels. They are said to attract different fans, they use different fabrics and employ manufacturing styles that speak to different worldviews.

But Beau Lawrence of the **Ace Rivington** brand, headquartered in Santa Barbara, Calif., hoped to serve as a go-between to these different styles of denim companies. Ace Rivington takes inspiration from the aesthetic and domestic-manufacturing style of the independent jeans brands while also taking pages from the brand building and business savvy of major denim brands such as **Guess? Inc.**, where he worked as director for product development and as a men's denim designer.

In 2013, he did a 10-month stint as a vice president of design and merchandising at the action sports-inspired brand **Neff**. He left after starting Ace Rivington with a successful **Kickstarter** campaign through which he raised \$61,000 by offering a gray sweatshirt with red hems.

Fast forward seven years, the brand runs a flagship store in Santa Barbara, employs six people and has wholesaled to

retailers such as **Wright's** in Manhattan Beach, Calif., and **Howard's Clothing Co.** in Canada.

Ace Rivington is building categories beyond basics such as sweatshirts and men's denim, which are made in Los Angeles.

In fall 2019, it introduced a line of women's denim. In fall 2020, Ace Rivington is scheduled to release a line of washed, "pre-worn," selvedge jeans for men.

Lawrence hopes to develop the brand outside of fashion into fields such as entertainment. "I want to have an Ace Rivington ride in **Disneyland**," he joked.

Jeff Shafer, founder of the jeans brands **Agave** and **Bluer Denim** and one of Lawrence's friends, said that brand building is getting harder in a fashion world that is quickly changing.

"It's never been harder," Shafer said. "It takes being relentless. You have to have a knowledge of how brands work. You have to know how to schmooze the retailers and have a positive, open relationship with consumers. They're calling the shots now."

Lawrence started his fashion career attending the **Fashion Institute of Design & Merchandising** in downtown Los Angeles during the late-1990s.

He started working for Guess, where he visited the com-

pany's denim facilities around the world. The job gave him a Ph.D. in the fashion business, he said. The lessons he learned included building a brand focused on basics to developing points of difference between different items sold at a store so the items don't take sales away from each other.

Ace Rivington's men's jeans are based on two silhouettes—a Slim Taper and Athletic. "It is constructed for muscular guys who are not afraid to do squats," Lawrence said. The jeans are made out of the sustainably made fabric from **Candiani Denim** and manufactured in Los Angeles—area denim factories. Ace Rivington takes inspiration from independent brands with its attention to details.

"We are hyper specific about every single denim detail that goes into our product from the thread gauge to our copper nails and tack buttons," Lawrence said. "No stone is left unturned from chain-stitch hems to hidden construction details that we put in the jean finishing." One such detail is a selvedge hem finish inside the jeans' coin pockets.

Retail price points for jeans range from \$180 to \$300.

The brand also makes knits such as short-sleeve pocket tees that retail for \$30, as well as beanies, scarves and face masks. ●

MANUFACTURING

Masks *Continued from page 1*

and manufacturers within an array of categories have entered the mask-making business.

They're placing their own unique design touches on face coverings. They're also charting a future where the wider public will have a long-term demand for masks, said Mehdi Raad, founder and creative director of the menswear brand **Maceoo**, which was founded in San Diego and sold styles to **Nordstrom** and **Neiman Marcus**. Raad took his brand's shirting fabric and made it into masks. "When we started making masks, people just bought them to support the cause," he said. "Eventually, demand grew. Now, there are multiple places where you cannot go if you don't have a face covering."

Fashion veteran Maria "Mo" Groezinger of **LA Apparel Services** recently started a face-covering company named **Mask Era Inc.** with her son Dylan Groezinger and his friend Victoria Rojano. Maria Groezinger said that this new category is growing up and getting more sophisticated.

The Mask Era crew wanted to make better-designed masks that didn't slip off or bunch up. Groezinger, her son and his friend make form-fitting masks that hug the cheeks. There is also elastic under the chin area and behind the ears to support the mask. To ensure that it stays on, the mask also features wire on the nose area that can be pressed to hold the mask in place. There are also panels to insert filters. Prints and bright colors give the face coverings added personality. The group's masks come in three sizes, Maria Groezinger said.

"It's not a one-size-fits-all category," she said. "We don't do that in T-shirts and clothing, so why do that in masks?"

Katie May Neu co-founded the **Katie May** bridalwear label that has sold stylish bridal gowns, bridesmaid designs and special-occasion styles to retailers such as **Nordstrom** and **Revolve**.

When the bridal and special-occasion business dried up, she started making the face coverings out of the soft, high-end fabrics used in wedding dresses. It made for a better mask, she said.



Katie May styles



Maceoo styles

"Comfort matters greatly with the effectiveness of a mask. If a mask is difficult to breathe out of, it is typically made of fabrics that cause irritation to the skin or is ill-fitting," she said. "That will cause the wearer to not cover their nose and mouth. Or they will be constantly adjusting their masks with contaminated fingers, which is a major no-no."

Neu said that she is focused on designing masks that offer functions such as pockets where filters can be inserted. Her brand makes lace masks such as its Provacateur mask, which has an exotic, luxe look. It retails for \$45. The brand also makes a Disco Ball mask that uses sequins. It retails for \$25. There are also the Protected AF masks, which are made out of crepe and come in four colors including dove and a cherry red. It retails for \$19.

On May 11, Katie May announced that the business had expanded its offerings to make masks in toddler and children's sizes featuring adjustable straps. Neu said that manufacturing masks saved her business.

"It allowed me to pay the rent and rehire a majority of the staff," she said. "But the margins are different. The business relies on a lot more volume."

Like all other markets, there is a possibility for the nascent nonmedical face-mask market to become flooded with product. But the market is just beginning to take shape, and designers and companies are brainstorming ideas on making protective clothing with a stylish edge,

said Rebecca Pride, a sales representative for the Los Angeles-based **Lunachix**. The company has been making masks for public-transportation groups such as Los Angeles County's **Metro** system and staff for educational groups such as **Chaffey College**.

"Everyone is still trying to figure out what will be required. Are we going to be a society where everyone will need to wear masks and gloves?" Pride said.

Designers are also wondering if the public will soon request clothing that protects more areas of the body, she said. Will fashion brands be making full body coverings made out of microbial fabrics? Will there be demand for turtleneck tops that can be turned up to cover the nose and

mouth?

Masks also can serve as opportunities to spread the word about brands. The Los Angeles-headquartered nonprofit **Social Good Group** was looking for an advantageous time to introduce itself and its efforts to raise awareness and funds for causes such as homelessness and the environment. One of the group's partners, Taylor McKinnon, founder of the Los Angeles fashion brand **Bowie & Co.**, had the means to produce masks.

"It was what was needed right now," said Aaron Haxton, Social Good Group's founder. The nonprofit decided to introduce itself with a black mask made out of an antimicrobial bamboo fabric that included the group's red logo. Social Good Group was able to donate more than 5,000 masks, and its direct-to-consumer site, socialgoodgroup.org, was quickly sold out of product, Haxton said.

Contributing to the greater good is an important component within many manufacturers' business models in a COVID-19 world. For Raad, this meant donating Maceoo's masks to hospitals and selling masks to Las Vegas casinos such as **MGM Hotels**. While he said selling masks does not match sales of the brand's shirts, he thought that this was an opportunity to build goodwill and serve the public.

"We barely break even on the manufacturing of masks. But this is not the right time to make money," he said. "It is the right time to support community." ●

D-CHRONICLES



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Childhood Dreams Lead Merlin Castell to Remain Ahead of Fashion Curve

By Dorothy Crouch Managing Editor

Before the COVID-19 pandemic shut down designers' studios and fashion weeks, Los Angeles-based designer Merlin Castell had unveiled his latest collection in New York during February's **Art Hearts Fashion** event. His work included fantastic elements, which are now common staples for living stylishly yet safely.

Taking notes from his childhood love of **Marvel Comics**' "The Eternals," Castell created his Autumn 2020 collection based on villains and superheroes whose stories were told in the books. The designer begins developing his collections two years in advance, often relying on inspiration from his dreams. Staying true to his vision and not competing with others has proven successful to predict trends.

"I have to showcase my DNA," he said. "I always step back and say, 'I have to stay myself.' I cannot blend. This is my moment. I have to give 150 percent of myself."

A film based on "The Eternals" comics is scheduled to be released in 2021 with a cast that includes Angelina Jolie, Richard Madden, Kumail Nanjiani, Lauren Ridloff, Brian Tyree Henry, Salma Hayek, Lia McHugh, Don Lee and Kit Harrington. While Castell understood the reasons the books' characters covered their faces with masks to hide their identities—similar to his own interpretation for his collection—he didn't foresee the real necessity that was on the horizon due to COVID-19.

"[In the stories], they always covered their faces to protect their families. That is what is happening right now. I have my family and if I catch something I can give it to them and they can get sick," he explained. "I never



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thought everyone would be walking around wearing masks. I just did it to protect my heroes and my villains."

For **New York Fashion Week**, Castell chose to showcase the half of his collection dedicated to the villains from "The Eternals." Shown in terlenka fabric and vinyl in a palette primarily comprising bright yellow contrasted with black, Castell's collection included form-fitting tapered pants; puckered dresses; strong-shouldered jackets; long, flowing capes; waist-shaping corsets; and fresh takes on long-sleeved bodysuits. The designer planned to unveil the second half of his collection—representing the superheroes of "The Eternals"—during fashion week in Los Angeles, but the event was canceled once COVID-19 shelter-in-place measures were enacted.

Now that masks have become a necessity rather than a fashion statement, Castell and his production team of two women, whom he considers family, are creating new designs for fashionable pieces that will also protect the wearer with a lot of coverage and room

for a filter. Using materials including silk, iridescent vinyl, quilted lace and canvas, in addition to shimmery overlays and shining crystals, Castell's masks are made to be noticed. True to his ideals, he took a different approach to the structure of the mask by using a shape that relies on the nose for most of its support and offers a lot of room to avoid contact with the mouth. Available through merlincastell.com, retail pricing for

the masks range from \$45 to \$95.

"My mask goes under the chin. It doesn't touch your lips, and you can breathe. The support is more in the nose. You can use your sunglasses. You can read with them. Those are the technical things I think about," he said. "We have to face it. My mother said, 'You face the sun with your face up. Close your eyes and feel the heat.' You learn how to survive and transform." ●

Maggie Barry's COVID Couture

Pundits have been trying to figure what a post-COVID-19 world would look like, and Los Angeles designer Maggie Barry has spent the past six weeks figuring out how the crisis will change fashion.

Barry, whose career spans costume design to making stage clothes for entertainers such as Katy Perry and Nicki Minaj, as well as designing streetwear, recently displayed her fashion forecast on her **Instagram** profile, @maggiebarryfashion. She called it "COVID Couture." Consider it fashion based on the styles of a nonmedical face mask.

"Having a mask is as important as having shoes," Barry said. "You wouldn't leave your house without your shoes."

She started the COVID Couture styles with face masks. Later, she matched them to swimwear, track suits and flight jackets. She got the idea to match masks to different clothing styles after her union, the **Costume Designers Guild Local 892**, started a campaign in March to make nonmedical face masks.

The fabrics in Barry's downtown Los Angeles atelier were geared toward looks that her show-business and festival clients would wear such as elegant styles that include sequins. She matched sequined masks with sequined bikinis and track suits.

She also took the fearsome-looking international biohazard symbol and put it on a mask. A print of the biohazard symbol is also on the back of a black flight jacket. Retail price points are \$10 for sequin masks, \$75 for bikinis and \$350 for flight jackets. Other styles include placing slogans on the masks such as "social distance." Barry has been selling her COVID Couture on her **Instagram** profile. She is scheduled to sell the line on an upcoming **Etsy** shop that will be named **SetSpaceLA**. Barry also has donated 300 masks to women working in hospitals.

Barry sees a lot of use for her style of masks, even if people are not dressing up during the pandemic. "People are looking for creative ways to express themselves," she said. "People are going to need options. This will be a fun accessory to uplift you."

The masks, which come in different sizes, feature a 100 percent cotton layer that is next to the wearer's face, affording easier breathability, she said. Outer layers feature sequins, leather or fabrics from designer handbags. The face coverings also feature pockets to



MAGGIE BARRY

insert air filters.

Barry's COVID Couture masks also offer another point of difference because they fit differently than many other masks on the market, she said. Elastic from Barry's masks fit over the back of the head and the neck, like a bandanna. Other masks feature elastic that fits over the ears.

Barry said that her design covers more area than other masks. She also said that they won't slip off. One mask style is shaped like a cup. Barry describes it as being fitted around the face. "You can dance with it and it won't fall off," she guaranteed.

The dance experience is crucial to her mask design. Her COVID Couture masks are inspired by her clients who have traveled to the annual **Burning Man** festival, which is located in the desert in northwest Nevada. The festival is as famous for its dust storms as its parties and outrageous costumes.

On June 1, Barry is scheduled to host a 30-look virtual fashion show on **Instagram Live**. She promised that models from every shape and size will appear in the virtual show.

"They are real people. Some will be actresses. Some will be singers," she said. During the show, they'll open a box of **Maggie Barry** fashions sent to them prior to the event. Barry said that she will give the models a virtual styling session during the virtual show.

As the crisis hopefully declines, she will continue to add more styles to the line. She is working on a collaboration with New York designer Stacy Kessler. Barry will make a mask from the fabric used to make Kessler's handbags, which will be attached to the matching handbags.—*Andrew Asch*

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Resource Guide

Denim Artistic Milliners

www.artisticmilliners.com
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Products and services: Established in 1949, Artistic Milliners is a denim fabric and garment manufacturing company based in Pakistan with a strong focus on technology, innovation and sustainability. It is the first denim mill in the world to develop Cradle-to-Cradle Gold Certified Denim Fabric in partnership with G-Star RAW and developer of "Crystal Clear" clean indigo technology together with DyStar® and G-Star RAW. The company today employs about 18,000 people with representative offices across the globe with a showroom in Soho, New York. Artistic Lab Dubai Lab is a Design and R&D Center equipped with innovative technology machines and utilizes eco-friendly processes and serves as an incubation center for designers and developers to experiment new washing techniques with latest technological advancements in sustainable garment washing. Company's Eco-Tech Garment Unit is Pakistan's first LEED platinum-certified factory. Artistic Milliners became the official signatories of UN Women Empowerment Principles as participants of UN Sustainable Development Goals and ranked among the 2018 FT&HERoes Champions of Women in business list. The company is Pakistan's first FAIRTRADE certified

factory which represents safe and healthy working conditions, sustainable livelihood for the people behind it, environmental protections and additional funds to empower worker communities. Artistic Milliners—the Denim Company of Future.

BOSSA

Turkey
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bdozek@bossa.com.tr
Contact: Sule Aksoy Tornacı
Stormaci@bossa.com.tr
Products and Services: Bossa Denim's leading fully integrated fabric manufacturing mill has been actively involved in the protection and preservation of the environment since its startup. We adopted the following procedures aimed at reducing our environmental impact: Sustainable Materials, Energy Efficiency, Water Saving, Process Engineering, Certification, Social Responsibility, Re-Usage, Collaboration, and Co-Creation. Taking a step further; Bossa launched the entirely ecological RESET collection in 2006, which not only uses organic cotton, but utilizes ecological dyes, chemicals, and finishes throughout the entire production. Widening the range, recycled denim fabrics were also added to RESET in 2010. Although the process to convert denim scraps to reusable yarn has a higher cost than using cotton, the cost of sending all

these scraps to landfill has a much bigger and irreversible impact on our lives and the ecosystem. Today, Bossa focuses on the different steps in the lifecycle of the product that have a particularly high impact and identifies key changes that need to be made. This whole approach, Bossa Cares, includes every step in the lifecycle both inside and outside the company, from design, to the disposal of the product, and to the design again. Bossa continues to launch valuable projects for different stages of the lifecycle.

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Products and Services: For over 25 years, Cinergy Textiles has been specializing in stock and order-based programs consisting of hundreds of solid and novelty knits, wovens, and linings. Our product line provides piece goods for all apparel markets, including children's, juniors, contemporary, activewear, uniforms, and special occasions. Our fabrics are imported from Asia and stocked in Los Angeles. We have a one-roll stock minimum. Orders are generally processed on the same day and ship out within one or two business days, depending on the size of the order and availability of the particular style ordered.

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- Contact Wendy@beckheadpajama.com

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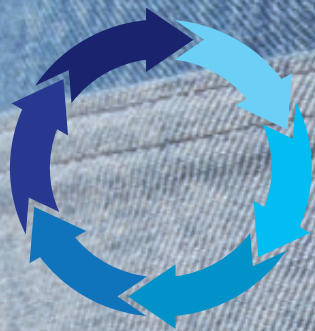
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Are digital trade-show tools and virtual events here to stay?

By Dorothy Crouch *Managing Editor*

Since late last year, COVID-19 has been causing widespread turmoil around the globe. As many apparel companies attempt to keep their clients and customers safe—while trying to remain in business—they are looking to their trusted partners for new paths to buying and selling. In some areas of the world, business is slowly opening up with safety measures such as social distancing in place, while others are still under stay-at-home orders. Eventually, the apparel industry will be back to business, but it will not be business as usual.

In the trade-show segment, which has seen many events being postponed or canceled, this shift toward a new way of doing business is most recognizable. Producers have launched virtual shows, engaged in digital and social media-based programming, and leveraged video communications. While *California Apparel News* hopes everyone is remaining safe and out of harm's way, we reached out to event producers to discuss the methods by which they are utilizing virtual tools and the ways these options will be incorporated into the on-site trade-show model once stay-at-home orders are completely lifted around the world.

Jennifer Bacon

Show Director, Fashion and Apparel
Texworld USA

Apparel Sourcing USA

texworldusa.com

apparelsourcingshow.com

These are certainly unprecedented times, and although nothing will ever replace face-to-face interaction—especially in our industry—we felt that it was our obligation to provide a short-term solution for our exhibitors and visitors by still offering a place to connect. We are excited to have a virtual event for this summer's edition of Apparel Sourcing USA alongside Texworld USA and Home Textiles Sourcing. Amid this disruption, we have found an alternative to keep our community connected, both international and domestic, until we meet again.

We are aiming to make the visitor experience similar to the physical show by providing various opportunities to do business. These features include custom online “showrooms” to highlight innovations, AI matchmaking, and meetings and video chats to view the textiles and network. In partnership with Lenzing Fibers, our robust educational component will bring a strong daily lineup of industry experts sharing their insights on the latest trends, global sourcing post-COVID-19 as well as innovative sustainability initiatives.

Our goals were simple: to create a platform for the textile-sourcing community to have meaningful interactions, engage in educational discussions and continue to cultivate relationships to further their business needs. Now more than ever brands and retailers need to remain up-to-date on what's new and relevant, and Apparel Sourcing USA, Texworld USA and Home Textile Sourcing are aiming to continue to fulfill that commitment.

“Our goals were simple: to create a platform for the textile-sourcing community to have meaningful interactions, engage in educational discussions and continue to cultivate relationships to further their business needs.”

—Jennifer Bacon,
Texworld USA, Apparel Sourcing USA



Jennifer Bacon



Tricia Barglof



Hillary France



Veronica Gruneberg

ket show in New York City at the Penn Plaza Pavilion. Like many event organizers, we're using this time to reevaluate and improve our virtual strategy to help more retail buyers find their best fits with off-price exhibitors.

As a thank-you to all sellers who were planning on showcasing their merchandise, we put together an NYC Look Book to highlight these exhibitors and their products. Digital look books and catalogs are an appealing tool for the fashion industry and are easy to share via social media and email marketing.

Thankfully, Offprice already had a digital marketplace about two years before the coronavirus struck. During this un-

precedented time, we're so happy to report that many retailers are still browsing (and buying!) online through *Offprice365.com*, and many of our exhibitors are still able to ship their quality, value-priced goods.

Our team is also in the process of developing a virtual component for our face-to-face events in the second half of the year, which will include technology-powered matchmaking and a digital showcase of merchandise across all product categories. As we finalize our plans, more details are expected to be released in the coming weeks.

All of the virtual tools Offprice has already implemented and are in the process of developing have one goal in mind—to connect more boutique owners, chain-store buyers and other retailers with the right exhibitors. But it's also to help maximize our buyers' discovery time, and by that I mean uncovering new exhibitors and new lines that make sense for their brand—which is the true treasure-hunt experience of the Offprice Show.

Hillary France

CEO, Co-founder
Brand Assembly
brandassembly.com

At Brand Assembly, we are really proud of our physical events and the in-person connections that materialize from them. We have often talked about what virtual means to us and how anything virtual has to be a complement to our physical shows, not a replacement.

With that in mind, we quickly launched a Slack workspace just for our community to keep everyone connected. We held town halls via Zoom for brands, retailers and showrooms.

We put together an online directory of PPE products made by independent designers. And now we're getting ready to announce a new and exciting virtual product and virtual event for our June 15–17 show that will bring the spirit and energy of our physical trade shows to life in a new digital format. So stay tuned!

Veronica Gruneberg

Vice President of Partnerships
Agenda Show (AZTQ Corporation)
agendashows.com

We believe that face-to-face events are here to stay. In today's difficult and uncertain times, we have considered several and deployed a few solutions that provide a short-term alternative to face-to-face interaction. Once stay-at-home orders are completely lifted, we expect these virtual tools to complement face-to-face events by potentially broadening the audience for the event or repurposing content

from a live event for training and other purposes.

We do not foresee that virtual tools will replace face-to-face events. For many of us, virtual tools have been our only option to reach our customers and partners, and that necessity has collectively helped drive more innovations, a broader solution set and new capabilities in virtual tools.

“Digital look books and catalogs are an appealing tool for the fashion industry and are easy to share via social media and email marketing.”

—Tricia Barglof,
Offprice

Desiree Hanson

Senior Vice President
Womenswear In Nevada (WWIN)
Clarion Events, Inc.
wwinshow.com

Though the last several months have been challenging and we are disappointed that we are unable to be together in August, we are committed to providing our customers with tools to connect and rebuild their businesses. We've seen the WWIN community adapt to these changing conditions over the last several months, and it's vital that as trade-show orga-

➡ Q & A page 4

Tricia Barglof

CEM, Executive Director

Offprice

offpriceshow.com

offprice365.com

Earlier this May, Offprice was scheduled to host our mar-

All the things that make our industry great are still with us today.

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The health and safety of our employees, customers, partners and our industry as a whole is our top priority. We're all in this together, and our community and the relationships we've built **will outlast this difficult time**. We look forward to welcoming you back in person soon. Stay connected at AmericasMart.com and [@atlantaapparel](https://twitter.com/atlantaapparel) for the latest updates.

Sincerely,
Your Atlanta Apparel Family

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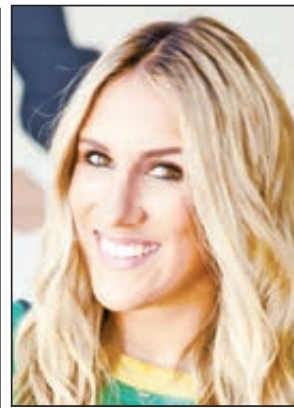
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Q & A



Desiree Hanson



Kelly Helfman



Bob Maricich

Q & A *Continued from page 3*

nizers we do the same to continue to support our brands and retailers.

Our team has been working tirelessly on ways we can help brands showcase products, help retailers source those products, and help buyers and brands meet and experience the WWIN-show elements they have come to know and love.

We are thrilled to introduce WWINdow Shopping, an interactive and easy-to-use platform connecting buyers and suppliers to conduct business similar to meeting in person. Launching July 13 and running through October, WWINdow Shopping is a one-stop shop for retailers and brands to connect 24/7 from the comfort and safety of their own homes. While WWINdow Shopping does not replace the experience of connecting face to face at our live events, we believe this is a robust alternative, offering numerous ways to connect, showcase products, learn, network and achieve business goals.

“Virtual enhancements are not a replacement for our physical events but an exciting opportunity to add value in how our industry connects and conducts business. We remain optimistic that in-person events will return.”

—Steve McCullough,
Functional Fabric Fair

Looking ahead, we do see our virtual tools continuing to support our face-to-face events. Matchmaking and appointment setting through our MATCH! Program and CONNECT Platform have served as important and customer-valued aspects of our traditional events for the last several editions. WWINdow Shopping is an extension of these programs and will be the platform to help introduce, develop and strengthen relationships made either face to face or online throughout the year.

Kelly Helfman

President

WWD MAGIC

Project Womens

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magicfashionevents.com

Informa Markets has completely transitioned to a virtual-meeting model using Microsoft Teams. Sharing our screens to reference presentations, platforms and floor plans internally has been key as we discuss the next steps for MAGIC, Project and Coterie.

Teams has also empowered us to connect

more authentically with our audience. Now that we meet on video, we see our customers more than ever, and our brands, bosses, buyers and colleagues get a glimpse into our real lives. They see my kids in the background, my face with less makeup, my home. It's been nice to interact with people more personally as opposed to just seeing everyone's "work" selves.

As we reinvent our fashion events for 2020 and beyond, we are increasing digital tools for our customers as well. While the way we communicate has changed both personally and professionally, virtual technology has allowed us to find new and imaginative ways to create better, authentic relationships—and that's something we're all grateful for.

Bob Maricich

Chairman and CEO

International Market Centers

Atlanta Apparel

AmericasMart.com/Apparel

In January 2020, we announced our formation of a wholly owned, stand-alone B2B e-commerce division, IMC Digital Innovations (IMC_di), with the goal to enhance and extend our physical markets and open new business opportunities for customers. This fall, IMC_di will launch a seamlessly integrated omni-channel B2B e-commerce platform for the apparel, gift and home-furnishings industries served by IMC's physical markets.

“As an event company, we still believe in the importance of in-person events but will be offering a digital space as well to balance out both needs. Times like this will only make our industry stronger and work better together.”

—Sharifa Murdock,
Liberty Fashion & Lifestyle Fairs

In addition to the development of a new B2B platform, we currently offer two other digital product streams to manufacturers and representative groups. Our sales-and-marketing software modules include sales scanning apps, product management and email tools; CRM systems and e-commerce websites; and market tools, such as badge scanning, data capture and sales tools, which are designed to enhance the at-market experience as well as post-market followup.

The COVID-19 crisis has created some unique opportunities to support our brands and buyers with interim digital solutions. For example, when the crisis caused the cancellation of our Spring apparel markets, we offered IMC customers free use of ShopZio, a fully transactional e-commerce platform ac-

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Q & A *Continued from page 4*

quired as part of our IMC_di launch.

A need now exists for enhanced online resources to provide both content and community for our industry. In line with this, we quickly launched a new remote resource page featuring webinars produced by IMC and other industry thought leaders, news digests and other key information. We will continue to maintain this market portal while physical markets are disrupted.

Our recent survey of IMC's apparel buyers shows that digital platforms will not replace physical markets but are a key element for market preparation, product discovery and, increasingly during times of social distancing, for order processing. As our industry begins to reopen after the COVID-19 disruption, virtual tools will become even more important for at-market preparation, facilitating

both social distancing and efficient product discovery at physical markets.

We're very excited about the coming launch of a new Atlanta Apparel website—exclusively dedicated to wholesale fashion—with look books, product galleries, market information and a highly improved brand-and-product search. Ultimately, when IMC_di launches our new B2B platform this fall, the Atlanta Apparel website also will enable e-commerce sales, offering buyers the opportunity to seamlessly connect between markets.

This COVID-19 crisis will come to an end. As retailers reopen for business and begin to restock, our virtual market tools will have established a pipeline to jump-start much-needed economic recovery for the apparel industry, but we know that they will never replace the physical market experience. As we have seen the growth of B2B e-commerce and digital product-sourcing tools during this crisis, we antici-



Steve McCullough



Cindy Morris



Sharifa Murdock

pate that they will continue to be an important part of the fashion buying process from now on. We are planning to resume our physical markets with appropriate safety precautions—and

with new digital channels—soon. We are all so looking forward to seeing the apparel industry in Atlanta when we can gather again.

Steve McCullough

Event Director

Functional Fabric Fair powered by Performance Days

functionalfabricfair.com

Functional Fabric Fair is devoting resources to further develop additional channels beyond the physical show floor to connect the industry and support attendees, exhibitors, associations and partners year-round. In lieu of the July event, which has been postponed to January 2021, we will host informative webinars—aligned with this year's focus topic, "Inspired by Nature: From Fibers to Green Treatments"—presented in partnership with Munich's Performance Days, the Hohenstein Institute, AATCC and a host of global experts. Additionally, Functional Fabric Fair will launch a digital platform to assist sourcing professionals who are eager to begin connecting businesses

"The first thing we did in March was pick up our phones to make sure our clients and partners were healthy and safe."

—Marion
Pradier-Sentucq,
Curve

and collaborating with suppliers.

It has always been our goal to provide the utmost value to our customers, whether it is in face-to-face communication or through a platform that allows us to collaborate throughout the year. Situations like this can spark innovation and new solutions, and this economic pause has given us the opportunity to fast track our digital-platforms development to complement our in-person events. Virtual enhancements are not a replacement for our physical events but an exciting opportunity to add value in how our industry connects and conducts business. We remain optimistic that in-person events will return. We are still scheduled for Nov. 18–19, 2020, in Portland, Ore., and our team is working diligently to plan and prepare based on the latest health and safety standards.



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Marisa Nicholson



Lucía Palacios



Marion Pradier-Sentucq

Cindy Morris
President, CEO
Dallas Market Center
dallasmarketcenter.com

We're in a different stage than many states and regions, so in several ways we are helping lead manufacturers, reps and retailers back to business—with care and caution. Texas retail has reopened, and, to support the industry, we reopened our doors on May 4 and welcomed several hundred buyers during the first week to visit showrooms by appointment. But prior to the governor's order, we were already making plans and putting in place strict safeguards to support a healthy, secure and socially distant marketplace.

We realize that we must balance good health and good business for this plan to work effectively and that includes enhancing our digital and virtual tools, which have become critical during the pandemic. As you might expect, social media became our primary channel of communication, but we recalibrated the content away from products and trade events toward business tools, advice, inspiration and even in-stock merchandise available from exhibitors.

"We have seen an immense increase in developing platforms to put in contact each end of the supply chain and integrating the supply chain even more."

—**Lucía Palacios,**
Apparel Sourcing
Show

As we neared reopening, we encouraged buyers to use social media and our app to contact showrooms and make appointments. And as we plan ahead for a summer schedule of trade events that begin in June, we are going to roll out new programs that combine the in-person experience with the virtual so that retailers unable to come to Dallas may see the trends and merchandise on display and retailers attending the show may share their discoveries with customers back home more easily in real time.

We have learned a tremendous amount in a short amount of time.

I heard a business analyst this week use the phrase "accelerating the inevitable" to describe the challenges facing many retailers, but I have encouraged our team to embrace

this phrase's positive meaning. We have accelerated new connections via digital tools that may reach us at a distance but can result in authentic close relationships and better business.

Sharifa Murdock
Co-founder
Liberty Fashion & Lifestyle Fairs
libertyfairs.com

Before the COVID-19 pandemic, we already knew the power that the digital world had on all industries. Now more than ever we are utilizing our digital tools to emphasize productivity and connectivity internally and externally.

In a time where uncertainty is present, we are connecting with our community through surveys, webinars, fireside chats and social-media lives. Our mission is to always support our communities throughout this time

as well as develop tools that even after the social-distancing bans have been lifted to be able to effectively run their businesses successfully. As an event company, we still believe in the importance of in-person events but will be offering a digital space as well to balance out both needs. Times like this will only make our industry stronger and work better together.

Marisa Nicholson
Senior Vice President and Show Director
Outdoor Retailer
outdoorretailer.com

Our shows are driven by community and relationships. Now, to keep our industry connected through these times, we're actively taking what we do at the in-person events and providing it in a digital platform.

We have shifted education sessions on-

➔ Q & A page 8

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Q & A *Continued from page 7*

line, we've taken the in-show magazine and transformed it to a weekly digital publication, and we'll have more rolling out soon in order to provide the industry a place to do business and maintain those relationships. We are working to support our industry through the changes and challenges facing everyone's business, and we will continue to adapt as we look forward to the community coming together again at the winter show in January.

Lucía Palacios

Executive Director

Apparel Sourcing Show

Guatemala Apparel & Textile Association

vestex.com.gt/apparel/

We have been overwhelmed with support from our audience, who we believe are enjoying our change in direction due to its authentic, inspiring and relatable nature. We plan to continue these efforts as a way to better connect and grow alongside our tenants, brands, retailers and followers.

"With the industry in a heavy state, we decided as a team to shift our focus onto inspiration, comfort and collaboration. We have since moved on to provide uplifting content and storytelling on these channels to help inspire and motivate through this challenging time."

—**Moriah Robinson,**
California Market Center

As fast communication and response take a place unimaginable in this world nowadays, interaction was not common in this industry through social media or certain platforms already existing or starting [to develop]. We have seen an immense increase in developing platforms to put in contact each end of the supply chain and integrating the supply chain even more.

The importance of the use of technology is to have quicker answers and have all the information at your hands. Customers expect to find information with a few clicks as everything is now ready to read or connect to. The need for the use of certain tools is indeed necessary to continue to promote the industry either in trade shows, placing orders, buying online, but we must focus the right platform for the right market and the right offer—that way we are able to get the results we want and not just jump into an all-market platform. More-specific and personalized tools are the right way to start approaching the new trends of consumption and marketing in this upcoming release after COVID-19.

Marion Pradier-Sentucq

Sales and Marketing Director

Curve

Curveexpo.com

The first thing we did in March was pick up our phones to make sure our clients and partners were healthy and safe. Naturally, the need for unity and increased communication within the lingerie community came up in our conversations, which led to the launch of Curve's webinar series.

Most of Curve's attendees are specialty



Moriah Robinson



Mary Taft



Juliana Villegas

stores coming from all over North America. The last thing we wanted was for them to feel forgotten and alone in their stores with no support or guidance on what to do next. The first topic addressed in the weekly series was "Managing Your Business When Your Front Door Is Closed" to give some pointers on how to manage this period. After being met with overwhelming positive feedback, we have continued to host these digital seminars to provide a platform to explore the most important topics to our industry at all levels, from manufacturing and design to retail and e-commerce. We would like to sincerely thank all of the hosts and experts that we have worked with on these for sharing their knowledge and enthusiasm with the Curve community.

These webinars have been a very successful way to keep the community connected beyond the Curve show floor, and this is definitely an avenue we will continue to build on. Curve is becoming "phygital" and moving more into a hybrid of a physical and digital business platform for the industry. As we continue to plan our physical events for fall 2020, we are also in the process of hosting a virtual event to allow brands and attendees that cannot join us in person to still play an active part in Curve's business. More information will follow as we fine-tune these exciting new plans.

Moriah Robinson

Director of Events

California Market Center

californiamarketcenter.com

Our team took a phased approach to analyze and understand what was transpiring in our industry from all angles.

First, we connected with our tenants, brands and retailers. We did this not only to understand what was happening specifically within their individual communities but also

"Our weekly emails have been very well received with many thanking us for the simple instructions. Since it has been so popular, we have decided to bring it to our show, live, when able. We will ask store owners who have a successful social-media presence to share their best tips on taking photographs, how to engage shoppers with a limited number of characters, and hashtags that work."

—**Mary Taft,**
Fashion Market Northern California

to help us strategize how we could help.

Second, we connected with our trade-show and fashion-district peers. Our team has long followed the guidelines of collaboration over competition, so it's very important to us that we all stay aligned and share our learnings.

From this, our team strategically pivoted into the digital landscape and increased our frequencies across social media, our blog and newsletter efforts.

Previously, our focus on these channels was heavily centered on communicating updates and changes. It was our platform to inform.

With the industry in a heavy state, we decided as a team to shift our focus onto inspiration, comfort and collaboration. We have since moved on to provide uplifting content and storytelling on these channels to help inspire and motivate through this challenging time.

A few examples include interviewing longtime partner Peclers Paris, who summarized a Sustainability Trend Forecast for the fashion industry, providing our recommendations for Creative Online Learnings and Virtual Fun, promoting local restaurants and grocers in the fashion district that are open to encourage the support of small businesses and even curating a #WFH Podcasts and Playlists guide. Our goal has been to create light in a time of darkness.

We are also continuously offering promotional support to our retailers by featuring them in blog interviews, spotlighting those who have pivoted to an online shopping platform, and highlighting their products and specials in curated shopping and style guides, like our most recent one for creative Mother's Day gift ideas.

Additionally, we are showcasing our tenants through blog post interviews and, most recently, offering our showrooms the opportunity for Instagram take-overs that will allow them to directly share their brand offerings.

Mary Taft

Executive Director

Fashion Market Northern California

fashionmarketnorcal.com

Facebook @FashionMarketNorCal

Instagram @fashionmarketnorcal_fmnc

FMNC is lucky to have a highly active and motivated social-media committee. We, as a team, are jumping head-on into improving our presence on the Internet in all ways. We recently updated our website to an easy-to-navigate site that provides all the information necessary for our buyers as well as exhibitors.

When the shelter-at-home order was required, we quickly pulled together ideas to keep in touch with our peers. First, we started a biweekly "Topsy Tuesday Constant Contact" with tips and instructions on how to tackle a task on Facebook, Instagram or both. Prior to COVID-19, many buyers didn't have the need or time to utilize the Internet to garner more business, so offering tips on how to make a group on Facebook or educate them about geo-tags is one way we are helping our buyers navigate this new territory.

Our weekly emails have been very well received with many thanking us for the simple instructions. Since it has been so popular, we have decided to bring it to our show, live, when able. We will ask store owners who have a successful social-media presence to share their best tips on taking photographs, how to engage shoppers with a limited number of characters, and hashtags that work.

Up next, we will ask buyers questions about FMNC that they will answer via video. These clips will be posted on our site as another way to stay committed to our community by engaging buyers and exhibitors.

The world will be a different place moving forward, but we know that our buyers and exhibitors are looking forward to interacting face to face as soon as it is safe and possible.

Juliana Villegas

Vice President of Exports

ProColombia

procolombia.co

Without a doubt, technology will continue to be a key ally for all our promotional activities. One clear example was our Macro Business Matchmaking Forum, an event that had to be shifted to a virtual format, and it was a success. For two weeks, ProColombia's 80th Macro Business Matchmaking Forum brought together approximately 1,300 business representatives via digital platforms.

This virtual forum provided great lessons and, as long as our purpose at ProColombia is to work for our country, we will always find a way to get closer to our national suppliers with the international demand, no matter how uncertain the conditions are.

"Once stay-at-home orders are completely lifted around the world, we definitely will continue to get support from technology and virtual tools to maximize our work promoting our exports."

—**Juliana Villegas,**
ProColombia

Another virtual tool that we are using in the midst of the pandemic is, of course, the webinars supported by Microsoft Teams platform, an easy way to connect and deliver our messages to the apparel industry that helped us to improve our teamwork between areas in a comprehensive and interdisciplinary way. Also, I would like to highlight our virtual showroom, which was tested on our Macro Business Matchmaking Forum with more than 4,800 visits.

Last but not least, additional virtual tools that we are using in a very active way nowadays are the social-media platforms. For example, we have participated in a few Instagram live sessions where we connected with key players in the industry and interacted in real time to discuss a whole variety of topics from new trends, sustainability practices and how U.S. buyers can benefit from the free-trade agreement between the United States and Colombia among many other fascinating topics.

Once stay-at-home orders are completely lifted around the world, we definitely will continue to get support from technology and virtual tools to maximize our work promoting our exports. ●



From top left, Lucie Brigham, Andrew Olah and Kerry Bannigan during Kingpins24



Jenifer Giraldo, a Colombian exporter from Fiber Tex Corporation Co'Coon, speaks with United States-based buyer Victor Cortes, senior vice president of operations at SUUCHI Inc. during ProColombia's Business Matchmaking Forum.

Venturing Into the Virtual-Trade-Show Space

By Dorothy Crouch *Managing Editor*

Since the onset of the COVID-19 shutdowns, much of the globe's businesses deemed nonessential have strategized to conduct meetings, engage in commerce and reach consumers in ways executives could never have imagined. While trade shows across industries have increased their digital platforms over the last few years to ease attendee navigation of event layouts and facilitate meetings between exhibitors and visitors, new event strategies have led the apparel segment to go virtual. Some show producers are in the midst of planning their events through meeting applications such as **Zoom** and **Skype**, yet others have made it through to the other side after hosting their inaugural virtual events.

Beyond business as usual

During its **Business Matchmaking Forum** hosted in Medellín, Colombia, March 15–19, the trade group **ProColombia** shifted its model for its 80th edition from an international event with a large number of international visitors to a virtual model over applications such as **Microsoft Teams**, **Skype for Business** and **WhatsApp**, bringing together 1,300 professionals, including 400 buyers hailing from 44 countries, according to the group's vice president of exports of ProColombia, Juliana Villegas.

"It was a different format, so we expected to have different results," she said. "On the one hand, there was more time for negotiating when compared to face-to-face meetings. In this occasion, we were able to have 40 minutes for the appointments—longer than the usual 25 minutes—which allowed entrepreneurs to get to know each other better and therefore have more business possibilities."

Within an industry such as apparel, which relies on tactile experiences for trade-show attendees, Villegas noted that establishing methods of sharing samples remotely was another consideration for her team and partners around the globe. A reported USD\$4.5 million in business deals were established during the meetings, and the ProColombia team continues its post-event work to ensure those relationships remain strong.

"We were able to form partnerships with **UPS** to mail samples with discounts of up to 80 percent compared to regular rates to enable buyers to see and touch products before purchasing," Villegas said. "We also have the collaboration and teamwork of the Colombian embassies in the world through the **COnectados** program."

Holding court for denim royalty

Following the successful inaugural run April 22–23 of its virtual show **Kingpins24**, denim-event brand **Kingpins** announced that it was investing resources in additional online offerings for May and June. Adhering to the same dates and time zone of its highly anticipated spring Kingpins edition in Amsterdam, Kingpins founder Andrew Olah and the show's managing director, Vivian Wang, served as hosts during the Zoom-based event.

For this initial run, the Kingpins team offered a majority

of its event through prerecorded content, including exhibitor presentations, trend forecasting and expert panels. While a typical Amsterdam edition of Kingpins draws approximately 2,000 people on-site, Olah reported Kingpins24 attendance at around 3,500 during the virtual event's livestream. In addition to this figure, the event attracted 10,000 website visitors and nearly 29,000 on-demand content views. During the show and throughout the week that followed, views surpassed 13,000.

"At the end of the day, a show is a tool for the industry to learn what is going on and to educate and share bright ideas. Those things can be done digitally as well as in connection with a physical show," Olah said. "There were enough there that people appreciated what we did."



Jordana Guimarães speaks during Fashioninnovation's Worldwide Talks 2020

In addition to its physical Amsterdam edition, Kingpins canceled its Hong Kong show, scheduled for May 13–14, and its New York event, which was on the calendar for June 2–3. Webinars have been added to the mix, but the brand's Kingpins24 model received such a strong response that Kingpins recently announced a second edition scheduled to take place June 23–24 Eastern Standard Time. Similar to the April event, attendance for June's Kingpins24 edition will be complimentary, with a \$35 fee per viewer to access the "Kingpins Trend x Denim Dudes FW 2021" denim-trend-forecast film.

Olah did mention that there would be a few changes to the event. "The vast majority will be live," Olah said. "We would probably make it shorter, and it would be more curated. We would have higher criteria regarding what gets to be aired. But we would improve the range of content."

Innovation in the new fashion event

Offering a roster of more than 80 speakers representing some of fashion's finest and most influential, **Fashioninnovation's Worldwide Talks 2020** brought together an array of notable names during its April 20–21 edition at the beginning of **Fashion Revolution Week**. A group comprising designers, global intergovernmental organizations, apparel brands, entrepreneurs, textile manufacturers and educational institutions

attracted an audience that found hope within the event, which shifted to a virtual model during this uncertain time, according to Fashioninnovation co-founder Jordana Guimarães.

"I never expected this type of engagement and return. They aren't the usual emails saying, 'Oh, it was a great event, let me know when the next one is.' It's more along the lines of, 'You invoked hope in me again. I was losing hope, but this has kept me going,'" she said. "It's been this type of feedback—even from speakers and partners. Everybody is so emotional after it all. It's a very raw thing."

In addition to increasing transparency within the industry and simply being more mindful, sustainability was a large topic of discussion during the event. With her next edition of **Worldwide Talks 2020** slated for June 5–8 online, Guimarães sees great potential for a more-sustainable model with greater reach, as she reflected on the 106,000 viewers around the globe who viewed the virtual event.

"We could never have that type of engagement internationally at a live event," she said. "If we did, it would take years of planning and carbon footprint, which isn't good for the environment."

Reenergizing—not replacing—the trade show

Following their experiences, these trade-show producers agree that there is space in their futures for virtual-event components but look forward to using this model as a complement—not a replacement—to on-site events.

"I am fearless about trade shows. They will not ever be replaced, particularly in our industry. In our business, we are a tactile industry," Olah said. "Let's say you decided to go completely online and your competitor doesn't. Your competitor

will always have things first and better because they can touch them and find the attributes from products faster than you can."

For now, offering accessibility through this virtual model is important to Guimarães. While she notes that challenges exist for event brands that choose this route, she sees opportunity.

"We usually monetize on sponsorships at live events. Due to what is happening, we don't feel right making money. Even though we are only 2 years old, we decided to say, 'Whatever is going to happen will happen,'" Guimarães said. "For me, this is a time for innovation and opportunities. Giving back has to be a component to what that person wants to do."

One of the most important considerations for trade-show organizers that are entering into the virtual space is to clearly define team objectives. Though trade-show producers might not have as much time to plan a virtual show as is typical when mapping an on-site event, identifying a path is crucial.

"The most important lesson is that, beyond technology, what is valuable is the team and the talent behind it making decisions day after day and adapting without assuming," Villegas said. "And to migrate to virtual events, you must have a clear roadmap to achieve the established objectives with the help of technology allies. If the purpose is clear, it doesn't matter how much uncertainty there is." ●

International Trade-Show Calendar

May 15
Fashion Week San Diego FWSD
Virtual Event
Online

May 20
Curve and Interfilière Webinar Series
Online
The NBM Show: Let's Get Back to Business!
Online

May 25
Apparel Textile Sourcing Virtual
Online
Through May 29

May 27
Curve and Interfilière Webinar Series
Online

May 29
Hawaii Market Merchandise Expo
Honolulu
Through May 31

May 31
Denver Apparel & Accessories Market
Denver
Through June 2
The Trends Show
Phoenix
Through June 2

June 2
Dallas Apparel & Accessories Market
Dallas
Through June 5
Dallas Western Market
Dallas
Through June 5

June 10
June Atlanta Apparel
Atlanta
Through June 13

June 11
Colombo International Yarn & Fabric Show
Colombo, Sri Lanka
Through June 13
Dye + Chem Sri Lanka International Expo
Colombo, Sri Lanka
Through June 13
The NBM Show Indianapolis
Indianapolis
Through June 13

Textech International Expo Sri Lanka
Colombo, Sri Lanka
Through June 13

June 12
Digital London Fashion Week
Online
Through June 15

June 14
The Deerfield Show-Midwest Apparel Trade Shows
Deerfield, Ill.
Through June 15
LA Kids' Market
Los Angeles
Through June 17
LA Market Week
Los Angeles
Through June 17
Label Array
Los Angeles
Through June 17

June 15
Brand Assembly
Los Angeles
Through June 17
Designers and Agents LA Fall II
Los Angeles
Through June 17
O2 Show
Los Angeles
Through June 17
Licensing Week Virtual
Online
Through June 19

June 18
Istanbul International Jewelry, Watch & Equipment Fair
Istanbul
Through June 21

June 22
WWSRA Northwest Summer Show
Portland, Ore.
Through June 24

June 23
Asia Apparel Expo Berlin
Berlin
Through June 25

Dallas Apparel & Accessories Market
Dallas
Through June 26

June 24
Kidsworld
Dallas
Through June 29
Dallas Total Home & Gift Market
Dallas
Through June 30
Fashion Industry Gallery (FIG) Fall 2-Winter
Dallas
Through June 5

June 25
Hong Kong Jewellery & Gem Fair
Hong Kong
Through June 28

June 28
Michigan Women's Wear Market
Livonia, Mich.
Through June 29
SMOTA Miami
Fort Lauderdale, Fla.
Through June 29

June 29
WWSRA Montana Summer Preview
Bozeman, Mont.
Through July 1

June 30
LA Men's Market
Los Angeles
Through July 1

July 2
ISPO Shanghai
Shanghai
Through July 4

July 7
WWSRA Intermountain Summer Show
Salt Lake City
Through July 9

July 8
Denimsandjeans India
Bengaluru, India
Through July 9

July 9
Gift & Home Summer Market LA Mart
Los Angeles
Through July 13
Miami Swim Week powered by The Society
Miami Beach, Fla.
Through July 14

July 11
Cabana Miami Beach
Miami Beach, Fla.
Through July 13
Destination Miami
Miami Beach, Fla.
Through July 14

SwimShow
Miami Beach, Fla.
Through July 14

July 14
WWSRA Rocky Mountain Summer Show
Denver
Through July 16
Indo Inatex, Dyechem, Texprint
Jakarta, Indonesia
Through July 17
Intermoda
Guadalajara, Mexico
Through July 17
Milano Digital Fashion Week
Online
Through July 17
The Atlanta International Gift & Home Furnishings Market, Atlanta International Area Rug Market
Atlanta
Through July 19

July 15
International Footwear & Leather Products, Shoes & Leather
Ho Chi Minh City, Vietnam
Through July 17
Intertextile Pavilion Shenzhen
Shenzhen, China
Through July 17
Shenzhen International Trade Fair for Apparel Fabrics and Accessories
Shenzhen, China
Through July 17
Yarn Expo Shenzhen
Shenzhen, China
Through July 17

July 19
Pure London, Pure Origin
London
Through July 21
Scoop International Fashion Shows
London
Through July 21

July 21
Apparel Sourcing USA and Texworld USA Virtual Edition
Online
Through July 23



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ASI Show Chicago

Chicago
Through July 23
International Footwear Leather Show (IFLS+EICI)
Bogotá, Colombia
Through July 23

July 22**Jacket Required London**

London
Through July 23
Northeast Materials Show

Wilmington, Mass.
Through July 23

GFT New Gen

Bangkok
Through July 25

July 23**Jewelry, Fashion & Accessories Show**

Rosemont, Ill.
Through July 26

July 24**GTS Florida Jewelry & Accessories Expo**

Kissimmee, Fla.
Through July 26

July 25**Dallas Men's Show**

Dallas
Through July 27

Fashion Hong Kong at New York Fashion Week

New York
Through July 28

Hong Kong Fashion Week

Hong Kong
Through July 28

Hong Kong Gifts & Premium Fair

Hong Kong
Through July 28

Hong Kong International Home Textiles and Furnishings Fair

Hong Kong
Through July 28

July 26**Kentucky Bluegrass Buyer's Market**

Lexington, Ky.
Through July 27

Philadelphia Fabric Show

Philadelphia
Through July 27

July 29**Northwest Materials Show**

Portland, Ore.
Through July 30

Première Vision Sport

Portland, Ore.
Through July 30

India International Garment Fair

Greater Noida, India
Through July 31

July 31**India International Footwear Fair**

New Delhi
Through Aug. 2

Aug. 2**Chicago Collective**

Chicago
Through Aug. 4

ASD MARKET Week

Las Vegas
Through Aug. 5

SourceDirect at ASD

Las Vegas
Through Aug. 5

Midwest Gift & Lifestyle Show

Des Plaines, Ill.
Through Aug. 5

Aug. 3**Bodyfashion Days**

Mijdrecht, Netherlands

Brand Assembly, BA | lance

Los Angeles
Through Aug. 5

Hong Kong International Jewelry Show

Hong Kong
Through Aug. 6

Hong Kong International Diamond, Gem & Pearl Show

Hong Kong
Through Aug. 6

New York Shoe Expo, FFANY Market Week

New York
Through Aug. 7

World of Prom

Atlanta
Through Aug. 7

Aug. 4**Copenhagen Fashion Week**

Copenhagen, Denmark
Through Aug. 7

August Atlanta Apparel

Atlanta
Through Aug. 8

Aug. 5**Active Collective**

Anaheim, Calif.
Through Aug. 6

Swim Collective

Anaheim, Calif.
Through Aug. 6

Atlanta Fabric Show

Atlanta
Through Aug. 6

Copenhagen International Fashion Fair (CIFF) Youth

Copenhagen, Denmark
Through Aug. 7

Revolver Copenhagen Int. Fashion Trade Show

Copenhagen, Denmark
Through Aug. 7

Copenhagen International Fashion Fair (CIFF) shows--Kids, Raven, Runway, Shoes

Copenhagen, Denmark
Through Aug. 8

Aug. 7**Edmonton Footwear & Accessory Buying Market**

Edmonton, Alberta
Through Aug. 9

Aug. 8**Deerfield Children's Show**

Deerfield, Ill.
Through Aug. 10

Wasche Und Mehr (Laundry and More)

Kohn, Germany
Through Aug. 10

Aug. 9**Travelers Show Philadelphia**

Plymouth Meeting, Pa.
Through Aug. 10

Stylemax

Chicago
Through Aug. 11

JA New York Summer

New York
Through Aug. 12

Aug. 11**Printsource New York**

New York
Through Aug. 12

Aug. 13**The NBM Show Long Beach**

Long Beach, Calif.
Through Aug. 15

Aug. 14**Mid-South Jewelry and Accessories Fair**

Memphis, Tenn.
Through Aug. 16

Northwest Shoe Travelers Market

St. Paul, Minn.
Through Aug. 16

Aug. 15**IFJAG Las Vegas**

Las Vegas
Through Aug. 18

OffPrice

Las Vegas
Through Aug. 18

Aug. 16**Toronto Shoe Show**

Toronto
Through Aug. 18

Footwear Sourcing at MAGIC

Las Vegas
Through Aug. 19

Sourcing at MAGIC

Las Vegas
Through Aug. 19

Aug. 17**Children's Club**

Las Vegas
Through Aug. 19

MAGIC Mens

Las Vegas
Through Aug. 19

Pooltradeshaw

Las Vegas
Through Aug. 19

Project with Neighborhoods:

Denim Room, District, The Foundry, MRket, Project Now, The Tents

Las Vegas
Through Aug. 19

Project Womens, Stitch @ Project Womens

Las Vegas
Through Aug. 19

WWDMAGIC

Las Vegas
Through Aug. 19

MICAM Americas

Las Vegas
Through Aug. 19

New England Apparel Club Signature Show

Worcester, Mass.
Through Aug. 19

Apparel Textile Sourcing Canada

Toronto
Through Aug. 21

Aug. 18**VegasEdge**

Las Vegas
Through Aug. 19

Aug. 19**Agenda Las Vegas**

Las Vegas
Through Aug. 20

Aug. 20**New Orleans Gift and Jewelry Show**

New Orleans
Through Aug. 23

Baton Rouge Jewelry and Merchandise Show

New Orleans
Through Aug. 23

Aug. 21**Apparel Textile Sourcing Montreal**

Montreal
Gartex Texprocess India

New Delhi
Through Aug. 23

Vancouver Footwear & Accessory Buying Market

Richman, British Columbia
Through Aug. 23

Aug. 22**Atlanta Shoe Market**

Atlanta
Through Aug. 24

Michigan Shoe Market

Livonia, Mich.
Through Aug. 24

STYL/KABO

Brno, Czech Republic
Through Aug. 24

Aug. 23**Travelers Show Baltimore**

Baltimore
Through Aug. 24

Fashion Market Northern California

San Mateo, Calif.
Through Aug. 25

National Bridal Market Chicago

Chicago
Through Aug. 25

Continued on page 12



To every healthcare worker and essential worker on the front lines of the COVID-19 crisis,

THANK YOU!

From emergency service workers and healthcare professionals to public servants, logistics workers, those in our local grocery stores, and everyone in between — Milberg Factors thanks all who are working in essential jobs through COVID-19.



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INTERNATIONAL TRADE-SHOW CALENDAR

Continued from page 11

Northstar Fashion Exhibitors
St. Paul, Minn.
Through Aug. 25

Aug. 25
Soleil Tokyo
Tokyo
Through Aug. 27
Dallas Apparel & Accessories Market
Dallas
Through Aug. 28
Kidsworld
Dallas
Through Aug. 28

Aug. 26
Active Collective New York
New York
Through Aug. 27
Poznan Fashion Fair
Poznan, Poland
Through Aug. 27
Fashion Industry Gallery (FIG) Holiday Resort
Dallas
Through Aug. 28
Dhaka International Plastics, Packaging & Printing Expo
Dhaka, Bangladesh
Through Aug. 29
Rocky Mountain Gift Show
Denver
Through Aug. 30

Aug. 27
Chicago Fabric Show
Chicago
Through Aug. 28
Aug. 28
Denver Apparel & Accessories Market
Denver
Through Aug. 30
GTS Asheville Gift & Jewelry Show
Asheville, N.C.
Through Aug. 30
Impressions Expo Fort Worth
Fort Worth, Texas
Through Aug. 30

Aug. 29
Trend Seattle
Bellevue, Wash.
Through Aug. 31
Trendz
Palm Beach, Fla.
Through Aug. 31
Aug. 30
Travelers Show Pittsburgh
Moon Township, Pa.
Through Aug. 31
Gallery Shoes
Düsseldorf, Germany
Through Sept. 2
Gallery Fashion International Trade Show
Düsseldorf, Germany
Through Sept. 3

Aug. 31
Prosper Show
Las Vegas
Through Sept. 2

Sept. 1
Made in France Première Vision
Paris
Through Sept. 2
Munich Fabric Start, Bluezone
Munich
Through Sept. 3
Spinexpo Shanghai
Shanghai
Through Sept. 3
CPM Collection Première Moscow
Moscow
Through Sept. 4

Sept. 2
Kingpins China City Tour
Guangzhou, China
Through Sept. 3
Interfabric Moscow
Moscow
Through Sept. 4
Pitti Immagine Uomo
Florence, Italy
Through Sept. 4
Dhaka International Yarn & Fabric Show
Dhaka, Bangladesh
Through Sept. 5
Dye + Chem Bangladesh International Expo
Dhaka, Bangladesh
Through Sept. 5
Textech International Expo Bangladesh
Dhaka, Bangladesh
Through Sept. 5
Intergift
Madrid
Through Sept. 6
Mercedes-Benz Fashion Week Madrid
Madrid
Through Sept. 7

Sept. 3
CentreStage
Hong Kong
Through Sept. 5
Momad Shoes
Madrid
Through Sept. 5
Rooms Experience
Tokyo
Through Sept. 5
Shoes Room by Momad
Madrid
Through Sept. 5
Bisutex, Madridjoya
Madrid
Through Sept. 6

Sept. 4
Bijorhca Paris
Paris
Through Sept. 7
Traffic
Paris
Through Sept. 7
Who's Next, Impact, Traffic
Paris
Through Sept. 7

Sept. 5
Interfilière Paris
Paris
Through Sept. 7
I.L.M. International Leather Goods Fair
Offenbach, Germany
Through Sept. 7
Luxe Pack Monaco
Monaco
Through Sept. 7
Riviera
Paris
Through Sept. 7

Sept. 6
Londonedge
London
Through Sept. 7

Sept. 7
Bodyfashion Days
Mijdrecht, Netherlands
Sports Achat Summer
Lyon, France
Through Sept. 8
Milano Unica
Milan
Through Sept. 9
Preview in Seoul, International Textile Fair
Seoul, South Korea
Through Sept. 9

MQ Vienna Fashion Week
Vienna
Through Sept. 13

Sept. 8
Fashion London SVP
London
Through Sept. 9
MosShoes
Moscow
Through Sept. 11

Sept. 9
The Indy Show
Plainfield, Ind.
Through Sept. 10
Pitti Immagine Bimbo
Florence, Italy
Through Sept. 10
International Premium Incentive Show
Tokyo
Through Sept. 11

Sept. 10
Fashion Supply Chain Summit
Frankfurt, Germany
Indianapolis Children's Show
Indianapolis
Through Sept. 11
Impressions Expo Orlando
Orlando, Fla.
Through Sept. 12
Surf Expo, Bluewater at Surf Expo
Orlando, Fla.
Through Sept. 12
New York Fashion Week
New York
Through Sept. 13
Trends The Apparel Show
Edmonton, Alberta
Through Sept. 13

Sept. 11
Fashion and Sustainability Summit NY
New York
Hawaii Market Merchandise Expo
Honolulu
Through Sept. 13

Sept. 12
Norton's Apparel, Jewelry & Gift Market
Gatlinburg, Tenn.
Through Sept. 14

Sept. 13
Curve Montreal
Montreal
Through Sept. 14
Michigan Women's Wear Market
Livonia, Mich.
Through Sept. 14
International Jewellery London
London
Through Sept. 15

Sept. 14
Apparel Sourcing Paris
Paris
Through Sept. 17
Avantex Paris, Leatherworld Paris
Paris
Through Sept. 17
Texworld Paris, Texworld Denim
Paris
Through Sept. 17
Shoptalk
Las Vegas
Through Sept. 17

Sept. 15
Luxe Pack New York
New York
Through Sept. 16
Denim Village
Paris
Through Sept. 17
Heimtextil Russia
Moscow
Through Sept. 17
Paris Retail Week
Paris
Through Sept. 17
Première Vision Paris
Paris
Through Sept. 17
September VOW I New World of Bridal
Atlanta
Through Sept. 17
Trendz West
Palmetto, Fla.,
Through Sept. 17
Textilegrom Federal Trade Fair
Moscow
Through Sept. 18

Sept. 16
Northern Michigan Show
Gaylord, Mich.
Through Sept. 17



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INTERNATIONAL TRADE-SHOW CALENDAR

International Footwear & Leather Productis, Shoes & Leather Hanoi
Hanoi, Vietnam
Through Sept. 18

Sept. 17
Osaka International Gift Show
Osaka, Japan
Through Sept. 18
Project Tokyo
Tokyo
Through Sept. 18
Expofranquicia International Franchising Fair
Madrid
Through Sept. 19
London Fashion Week powered by The Society
London
Through Sept. 20

Sept. 18
Billings Market Association
Billings, Mont.
Through Sept. 20
Screen Print India
Mumbai, India
Through Sept. 20
China-ASEAN Expo
Nanning, China
Through Sept. 21
Digital London Fashion Week
Online
Through Sept. 22

Sept. 19
Homi Fashion & Jewels Milan
Milan
Through Sept. 22

Sept. 20
Designers and Agents NY
New York
Through Sept. 22
Livonia Children's Show
Livonia, Mich.
Through Sept. 22
Milano Micam
Milan
Through Sept. 23
Mipel
Milan
Through Sept. 23
The Novus Forum
New York
Through Sept. 23
The One Milano-Mifur Mipap
Milan
Through Sept. 23
Reassembled Show
New York
Through Sept. 23

Sept. 21
Atlanta Fall Design Week
Atlanta
Through Sept. 23
Capsule New York
New York
Through Sept. 23
Curate International Collections
New York
Through Sept. 23
Edge Designers NYC
New York
Through Sept. 23

Sept. 22
Children's Club
New York
Through Sept. 24
Coterie, Fame, Moda, Sole Commerce, Footwear @ Coterie
New York
Through Sept. 24
Dallas Design Week
Dallas
Through Sept. 24
Project NY, MRKET, The Tents, The Foundry, DenimRoom, ProjectSole, Brits in NY, Made in Italy
New York
Through Sept. 24
REV Chicago Boutique Show
Des Plaines, Ill.
Through Sept. 24
CJF - Child and Junior Fashion
Moscow
Through Sept. 25

Milan Fashion Week
Milan
Through Sept. 28

Sept. 23
Digital Marketing Expo & Conference
Cologne, Germany
Through Sept. 24
Dallas Total Home & Gift Market
Dallas
Through Sept. 25
Intertextile Shanghai Apparel Fabrics
Shanghai
Through Sept. 25
Lineapelle Milan
Milan
Through Sept. 25
Yarnexpo
Shanghai
Through Sept. 25

Sept. 24
Interfilière Shanghai
Shanghai
Through Sept. 25
Young Label Awards
Shanghai
Through Sept. 25
Si'Sposaitalia Collezioni
Milan
Through Sept. 27
Super
Milan
Through Sept. 27
White Show — Women's Collection + Accessories
Milan
Through Sept. 27
White Street Market
Milan
Through Sept. 27

Sept. 25
Lexus Charleston Fashion Week Fall
Charleston, S.C.
Through Sept. 26
The NBM Show Cleveland
Cleveland
Through Sept. 26
Western Imprint Canada Show
Calgary, Alberta
Through Sept. 26
Milano Unica Shanghai
Shanghai
Through Sept. 27

Sept. 27
The Deerfield Show-Midwest Apparel Trade Shows
Deerfield, Ill.
Through Sept. 28

Sept. 28
Paris Fashion Week Women
Paris
Through Oct. 6

Sept. 29
Denimsandjeans Japan
Tokyo
Through Sept. 30

Sept. 30
Première Vision New York
New York
Through Oct. 1



Don't miss the winter edition of **Tex-world USA**, one of the largest sourcing events on the East Coast for apparel fabric buyers, product R&D specialists, designers, and merchandisers. This international business platform offers a wide product range covering the entire fabric spectrum. Season-to-season attendees discover textiles of innovative structures, material mixes, and surprising color palettes. Virtual edition on July 21–23. www.texworldusa.com



Visit **Apparel Sourcing USA**, providing apparel brands, retailers, wholesalers, and independent design firms a dedicated sourcing marketplace for finding the best international apparel manufacturers. Mark your calendar for Virtual edition on July 21–23. <http://apparelsourcingshow.com>

September TBA
All China Leather Exhibition Shanghai
Shanghai
Chic--China International Fashion Fair
Shanghai
CISMA--China International Sewing Machinery & Accessories Show
Shanghai
Curve New York
New York
India Leather & Accessories Fair
Kolkata, India
International Clothing Fabric & Home Textile Show
Karachi, Pakistan
International Lingerie Show Las Vegas
Las Vegas
Liberty Fair New York
New York
Nova by DFO & Tranoï
Shanghai
Pitti Immagine Filati
Florence, Italy
Portland Fashion Week
Portland, Ore.
rooms
Tokyo
Tex-Styles India
Kolkata, India
Vendôme Luxury
Paris
Western Canada Fashion Week
Edmonton, Alberta
Woman New York
New York
Woman Paris
Paris

Oct. 1
Techtextil North America
Atlanta
Through Oct. 3
Texpocess Americas
Atlanta
Through Oct. 3
Paris Fashion Week powered by The Society
Paris
Through Oct. 4

Oct. 2
Exposed at Première Classe
Paris
Through Oct. 5
Première Classe, Impact
Paris
Through Oct. 5

Tranoï Richelieu
Paris
Through Oct. 5
Tranoï Women's and Accessories
Paris
Through Oct. 5

Oct. 3
Splash Paris
Paris
Through Oct. 5
Oct. 4
Deerfield Children's Show
Deerfield, Ill.
Through Oct. 5
CBME Children Baby Maternity Expo
Shanghai
Through Oct. 6
China Licensing Expo
Shanghai
Through Oct. 6
Gift & Home Fall Market LA Mart
Los Angeles
Through Oct. 6
The Knot Couture
New York
Through Oct. 6
LA Kids' Market
Los Angeles
Through Oct. 7
LA Market Week
Los Angeles
Through Oct. 7
Label Array
Los Angeles
Through Oct. 7

Oct. 5
Resassembled Show
Los Angeles
Through Oct. 6
LA Majors Market
Los Angeles
Through Oct. 7

Oct. 6
Digicom Digital Printing and Visual Communication Fair
Madrid
Through Oct. 8
London Brand Licensing Europe
London
Through Oct. 8

Continued on page 14

Get into the next issue TRADE SHOW SPECIAL SECTION



Trade Shows
May 2020
State of the Show Space
Q & A Feature
Are digital trade-show tools and virtual events here to stay?
Venturing Into the Virtual-Trade-Show Space
International Trade-Show Calendar

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INTERNATIONAL TRADE-SHOW CALENDAR

Continued from page 13

Sportswear Pro
Madrid
Through Oct. 8

Oct. 7
Filo
Milan
Through Oct. 8
Tokyo International Gift Show
Tokyo
Through Oct. 9
FashionNXT Week
Portland, Ore.
Through Oct. 10
Las Vegas Souvenir & Resort Gift Show
Las Vegas
Through Oct. 10

Oct. 8
Impressions Expo Atlantic City
Atlantic City, N.J.,
Through Oct. 10

Oct. 9
GTS Florida Jewelry & Accessories Expo
Kissimmee, Fla.
Through Oct. 11

Oct. 10
Los Angeles Christmas Cash & Carry Gift Show
Los Angeles
Through Oct. 11
Tranoi Shanghai
Shanghai
Through Oct. 13

Oct. 11
Denver Apparel & Accessories Market
Denver
Through Oct. 13

Oct. 12
Copenhagen Fashion Summit
Copenhagen, Denmark
Through Oct. 13
Designers and Agents LA (TBC)
Los Angeles
Through Oct. 14
Rakuten Fashion Week Tokyo
Tokyo
Through Oct. 18

Oct. 13
Allfashion Sourcing Cape Town
Cape Town, South Africa
Through Oct. 15
China Premium Textile and Apparel--South Africa
Cape Town, South Africa
Through Oct. 15
October Atlanta Apparel
Atlanta
Through Oct. 17

Oct. 14
Textile Forum London
London
Through Oct. 15

Japan Jewellery Fair
Tokyo
Through Oct. 16
LA Textile
Los Angeles
Through Oct. 16
O2 Show
Los Angeles
Through Oct. 16
Los Angeles Fashion Week powered by The Society
Los Angeles
Through Oct. 18

Oct. 15
Manila F.A.M.E. International
Manilla, Philippines
Through Oct. 17
ITMA Asia + CITME
Shanghai
Through Oct. 19

Oct. 16
Poznan Sport Expo
Poznan, Poland
Through Oct. 18

Oct. 17
Fashion Week San Diego Designer Runway Shows
San Diego, Calif.
Through Oct. 18
Trend Seattle
Bellevue, Wash.
Through Oct. 19

Oct. 18
NY Now Retail Renaissance
New York
Through Oct. 20
Stylemax
Chicago
Through Oct. 20
New England Apparel Club Signature Show
Manchester, Mass.
Through Oct. 21

Oct. 20
Brazil International Apparel Sourcing Show
São Paulo, Brazil
Through Oct. 22
Brazil International Yarn & Fabric Show
São Paulo, Brazil
Through Oct. 22
Dye + Chem Brazil International Expo
São Paulo, Brazil
Through Oct. 22
JiTAC European Textile Fair
Tokyo
Through Oct. 22
Kidsworld
Dallas
Through Oct. 23
Obuv. Mir Kozhi International Exhibition for Shoes and Leather Products
Moscow
Through Oct. 23

Oct. 21
Fashion Industry Gallery (FIG) Spring 1
Dallas
Through Oct. 23
SGIA Printing United
Dallas
Through Oct. 23
Style Bangkok--Fashion, Gift & Houseware, Furniture
Bangkok
Through Oct. 25

Oct. 22
London Print Design Fair
London
Through Oct. 23

Texfusion London
London
Through Oct. 23
Jewelry, Fashion & Accessories Show
Rosemont, Ill.
Through Oct. 25

Oct. 23
1001 Moments
Madrid
Through Oct. 25

Oct. 24
Trendz
Palm Beach, Fla.
Through Oct. 26

Oct. 25
Fashion Market Northern California
San Mateo, Calif.
Through Oct. 27
JA New York Fall
New York
Through Oct. 27

Oct. 26
Coast Miami
Miami
Through Oct. 27
New England Apparel Club Syracuse Super Show
Liverpool, N.Y.
Through Oct. 27

Oct. 27
Fashion Sourcing Tokyo
Tokyo
Through Oct. 29
Fashion World Tokyo
Tokyo
Through Oct. 29
Textile Tokyo
Tokyo
Through Oct. 29
Global Sources Fashion
Hong Kong
Through Oct. 30
Global Sources Lifestyle
Hong Kong
Through Oct. 30



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Oct. 28
German Fashion Trade Congress
Düsseldorf, Germany
Through Oct. 29
Kingpins Amsterdam
Amsterdam
Through Oct. 29
Performance Days--Functional Fabric Fair
Munich
Through Oct. 29
DS Printech China
Shenzhen, China
Through Oct. 30
World Retail Congress
Rome
Through Oct. 30

Oct. 29
Uzbekistan Textile Expo
Tashkent, Uzbekistan
Through Oct. 31

Oct. 31
Northstar Fashion Exhibitors
St. Paul, Minn.
Through Nov. 2
ASFW (Texworld, ApparelSourcing, Texprocess)
Addis Ababa, Ethiopia
Through Nov. 3

October TBA
China Fashion Week
Beijing

Cobb Trade Show
Atlanta
ComplexCon
Long Beach, Calif.

Curve LA
Los Angeles
Interfilière New York
New York

LA Men's Market
Los Angeles
Los Angeles Fashion Week powered by The Society
Los Angeles
Modama
Guadalajara, Mexico
Rakuten Fashion Week Tokyo
Tokyo
Vegan Fashion Week
Los Angeles

Nov. 2
Art & Separations for Screen Printed Apparel
Fairfax, Va.
Through Nov. 3

Nov. 3
New England Apparel Club Hyannis
Hyannis, Mass.
Through Nov. 4
Atlanta Fall Immediate Delivery Show
Atlanta
Through Nov. 5

Nov. 4
Dye+Chem Morocco International Expo
Casablanca, Morocco
Through Nov. 7
Morocco International Yarn & Fabric Sourcing Show
Casablanca, Morocco
Through Nov. 7
Textech International Expo Morocco
Casablanca, Morocco
Through Nov. 7

Nov. 5
The NBM Show Charlotte
Charlotte, N.C.
Through Nov. 6
New York Licensing Leadership Summit
New York
Through Nov. 6

Nov. 6
Mid-South Jewelry and Accessories Fair
Memphis, Tenn.
Through Nov. 8

Nov. 8
Michigan Women's Wear Market
Livonia, Mich.
Through Nov. 9

Nov. 10
New England Apparel Club Portland
Portland, Maine
Through Nov. 11

Nov. 11
Apparel Textile Sourcing Miami
Miami
Through Nov. 13

Nov. 13
Hawaii Market Merchandise Expo
Honolulu
Through Nov. 15
Chibi Mart
Milan
Through Nov. 16

Nov. 15
ITA Showtime
High Point, N.C.
Through Nov. 18

Nov. 17
Kingpins New York
New York
Through Nov. 18
Retail Asia Conference & Expo
Hong Kong
Through Nov. 19

Nov. 18
Functional Fabric Fair powered by Performance Days
Portland, Ore.
Through Nov. 19
Intex South Asia
Colombo, Sri Lanka
Through Nov. 20

Nov. 19
International Jewelry and Merchandise Show
New Orleans
Through Nov. 22

Nov. 24
Denim Première Vision
Berlin
Through Nov. 25

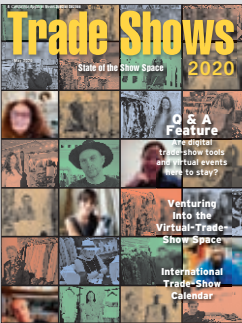
Nov. 25
Fashion Source Shenzhen
Shenzhen, China
Through Nov. 27
Bangladesh International Trade Fair
Dhaka, Bangladesh
Through Nov. 28

Nov. 27
Poznan Fit Expo
Poznan, Poland
Through Nov. 29
Première Vision @ Fashion Source Shenzhen
Shenzhen, China
Through Nov. 29

November TBA
Bangladesh Denim Expo
Dhaka, Bangladesh
Bangladesh Fashionology Summit
Dhaka, Bangladesh
Ocean City Resort Gift Expo
Ocean City, Md.



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FM Fashion Market Northern California® NC

2020

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August 23-25

October 25-27





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