

CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR 76 YEARS

\$3.99 VOLUME 77, NUMBER 14 JULY 23, 2021 DOUBLE ISSUE



RETURN TO PARADISE

The Paraiso Miami Beach celebration of swimwear and resort fashion returned to its on-site schedule during Miami Swim Week, as industry insiders welcomed a long-awaited return to the beachside runway to become immersed in sun, surf and the business of selling swim.

See more looks on page 16.

Nalu Swimwear

SIMON SOONG PHOTOGRAPHY

TRADE-SHOW REPORT

It's Back to the Beach as Brands, Buyers Reconnect at Miami Swim Week

By Dorothy Crouch *Managing Editor*

After more than a year of meeting over video platforms, the swim-and-resort categories of the fashion industry were ready to hit the sand and peruse poolside for fresh styles during **Miami Swim Week**. The convergence of designers, brands and buyers was a time for the industry to reunite for serious business following a year of separation due to the COVID-19 pandemic.

Trade events included **SwimShow**—now in its 39th year, **Informa Markets Fashion's Destination: Miami by Coterie** and newcomer **Project Miami**, in addition to **Liberty Fairs Miami**, which joined **Cabana** as a sibling show. For more in-depth Miami Swim Week coverage, see pages 10 and 11.

TECHNOLOGY

Archive Resale Uses a Brand-Centered Approach to Redefine Digital Resale

By Dorothy Crouch *Managing Editor*

While sites that cater to consumers who want to bid adieu to their old clothing in exchange for a bit of cash have dominated the online resale space, **Archive Resale** has introduced a model that benefits both brands and sellers. Founded in 2020 by vintage-clothing enthusiast, **Google** alum and now Archive Resale Chief Executive Officer Emily Gittins and Ryan Rowe, the company's chief technology officer who is a design, data and user-experience expert, the platform is quickly gaining traction to fill a void in the market.

"There didn't seem to be a solution available for brands that was asset light and resource light and easy for them to take ownership of this market," Gittins explained. "We started thinking about what would it look like to give brands back ownership of resale and, therefore, totally transform both the

➔ **Archive Resale** page 8

INSIDE

Where fashion gets down to businessSM



All builds California presence ... p. 2

Fashion Tech Works launches ... p. 2

FMNC ... p. 4

Fashion Snoops on swim ... p. 6

Miami Swim Week trade-show coverage ... p. 10

Textile Trends ... p. 12

Las Vegas Resource Guide ... p. 18

www.apparelnews.net

Fashion Tech Works Launches With Resources for Apparel Businesses

In the heart of the downtown Los Angeles Fashion District, at the **New Mart** building, **Fashion Tech Works** affords a new space for cultivating creativity blended with innovation. The fashion-focused space serves as a digital design center, content studio, event space and coworking site for designers and brands large and small.

"There are different elements that we can offer. In the first instance, it's a community," The New Mart's general manager, Tom Keefer, explained. "Most importantly, it's the services that we've been able to align ourselves with as a one-stop turnkey destination for designers and brand builders where they have all the tools they need to go from concept to finished sample."

Fashion Tech Works' tools for content creation include a studio for videography and photography, a podcast space, social-media cultivation, digital-marketing opportunities, and augmented-reality and virtual-reality technologies. Through its partnerships with manufacturers who utilize tools from **Gerber Technology**, **Kornit Digital** and **Tukatech**, Fashion Tech Works also offers CAD, sample prototyping, 3D printing, sustainable apparel manufacturing and small-batch runs for apparel making. The space and its services are available for on-site and remote work models.

"People are coming out of schools already learning about sustainable manufacturing. They are ready to jump in, right out of being a graduate, to start their lines with sustainable manufacturing, and we want to support their vision and keep the whole model moving forward," said Fashion Tech Works founder and Chief Executive Officer Cindy Keefer. "This model is completely step-by-step for a new designer to enable them to manufacture sustainably, ethically and with a smaller carbon footprint. This is something we've been real-



FASHION TECH WORKS

Fashion Tech Works' tools for content creation include a studio for videography and photography, a podcast space, social-media cultivation, digital-marketing opportunities, and augmented-reality and virtual-reality technologies.

ly proud of. It's what is going to help us stand apart from any other coworking situations."

Services are available a la carte and through charter memberships. Silver remote, Gold open-desk and Platinum private-office memberships are available for monthly fees of \$60, \$400 and \$600 respectively, each offering a certain number of hours to access the podcast studio, design station, conference room or content spaces. Event services, such as hosting fashion and trade shows or other apparel-industry events, are also available. Larger companies are able to utilize the space to test new ideas.

"A company like **Boardriders** has offices all over the world including one in Huntington Beach, [Calif.]," said Mark Robinson, chief operations officer of Fashion Tech Works and CEO of **Susarel, Inc.** "Fashion Tech Works gives them a place where they can test that new **Roxy** top before they go overseas."

With an advisory board comprising fashion-industry veterans including Sherri Barry,

co-founder of **Fabric Demand Manufacturing Services**; Barbara Bundy, vice president of education at the **Fashion Institute of Design & Merchandising**; Laurie Champagne, CEO at **Social Theory**; Frances Harder, author of "Fashion for Profit"; Ilse Metchek, president of the **California Fashion Association**; and TJ Walker, co-founder of **Cross Colours**, Fashion Tech Works aims to afford cutting-edge resources with a human approach that blends technology with people-focused connections. Additional information regarding Fashion Tech Works may be found via fashiontechworks.com.

—Dorothy Crouch

SUSTAINABILITY



APPAREL IMPACT INSTITUTE
The Apparel Impact Institute's Clean by Design program works with clothing manufacturers to increase efficiency and renewables.

AI Announces California-based Sustainability Program

Following its work to promote scalable environmental solutions in apparel sectors within countries including China, Vietnam and India, the **Apparel Impact Institute** announced the launch of its research to introduce its Clean by Design program, which works with clothing manufacturers to increase efficiency and renewables, into Los Angeles. The San Francisco-headquartered organization, which comprises brands, manufacturers and associations that work together toward a responsible apparel industry, seeks to establish distinctive processes to aid manufacturers in the areas where they need improvement.

"We like leaning into the legacy of L.A. in the fashion sector," said Lewis Perkins, president of AI. "With leadership in certain product sectors like streetwear and denim, California has a reputation to be proud of. We want to ensure that this region can also be proud of the way these products are made with excellence in environmental standards and practices."—D.C.

Inside the Industry

Hyosung, the world's largest spandex manufacturer, has released the results of a new Life Cycle Assessment comparing the environmental performance of its 100 percent recycled Creora regen spandex to its virgin Creora spandex. The study, conducted by the third-party certifier Networks Y, a Korean LCA consultancy, concluded that Creora regen spandex reduced carbon dioxide production by approximately 67 percent compared to its Creora spandex in the production of 1 kg. "We know that our Creora regen is unique because we only produce 100 percent recycled content, and our LCA helps quantify why that is important," said Mike Simko, Hyosung global marketing director of textiles. The study performed a carbon-footprint calculation—the amount of CO₂ emitted over the entire life cycle of a product—of both fibers from pre-manufacturing to the manufacturing stage.

Luxury restoration marketplace The Cobblers has announced its newest partnership, with KOIO, a New York-based brand selling luxury shoes with a modern, stylish design and sustainable Italian craftsmanship. In addition to its work on premium and luxury footwear and handbags, The Cobblers is now providing a front-end portal that seamlessly connects into KOIO's website and retail spaces, allowing KOIO customers to easily select shoe-repair services. KOIO, a promoter of environmental sustainability that develops footwear products designed and developed to last a lifetime, will now be able to offer sustainably conscious customers a simple solution to repairing and caring for their shoes. The partnership helps ensure a commitment to a brighter and healthier future for the planet while providing long-lasting luxury footwear.

Ruby Ribbon, the social commerce-driven women's intimates, shapewear and athleisure company, has appointed Leah Cadavona as chief growth officer. Cadavona, who has close to 25 years of results-driven experience in the United States and international markets, will play an integral part in empowering and expanding Ruby Ribbon's network of stylists. "[Cadavona's] alignment to our vision of empowering women at scale, together with her channel know-how and collaborative approach, will help fuel Ruby Ribbon's continued growth into 2022 and beyond," said Ruby Ribbon Chief Executive Officer Clint McKinlay. "Under Leah's leadership, Ruby Ribbon's brand promise will come alive for our stylists as never before." Previously, Cadavona helped launch new products and programs for Nu Skin, Immunotec, JAFRA and Guthy-Renker. "The future is female, and I look forward to helping drive the growth of this fantastic organization that is committed to women of all shapes, sizes and shades," Cadavona said.

New York-based Authentic Brands Group, parent company of more than 30 brands including Barneys New York, Brooks Brothers, Lucky Brand, Forever 21 and Volcom, recently filed a prospectus to go public with the Securities and Exchange Commission. Known for acquiring troubled brands that enter into dangerous financial territory, Authentic Brands' 2020 revenue was listed as \$489 million and its net income as \$211 million, according to SEC documents dated July 6, which list the proposed offering at \$100 million in Class A common stock.

LA MARKET WEEK
August 2 - 5, 2021

COOPER design space

860 S Los Angeles St.
Los Angeles, CA 90014
(213) 627-3754

THE HIRSH COLLECTIVE

Cooperdesignspace.com
[@cooperdesignspace](https://www.instagram.com/cooperdesignspace)

DESIGN KNIT

PHONE: 213-742-1234 WWW.DESIGNKNIT.COM

KNITTING MILL



HIGH QUALITY KNIT
TO ORDER FABRICS
MADE IN LA WITH
SUSTAINABILITY
IN MIND

IN ADDITION TO OUR MAIN COLLECTION,
WE ARE NOW OFFERING
A FLEXIBLE MINIMUM STOCK PROGRAM FOR YOUR
GROWING BRAND

SUPIMA®
WORLD'S FINEST COTTONS licensee

TENCEL™ Lyocell TENCEL™ Modal TENCEL™ X REFIBRA™ ECOLIFE®
RECYCLED COTTON ORGANIC COTTON HEMP BLENDS SUPIMA COTTON®
LINEN BLENDS MELANGE COTTON NOVELTY BLENDS

DALLAS APPAREL & ACCESSORIES MARKET

AUGUST 24-27, 2021
OCTOBER 26-29, 2021

The nation's leading
wholesale fashion market.

dallasmarketcenter.com



SOURCING AND FABRIC

Lenzing Makes Strides in Fiber Identification Within Its E-Branding Service

Known for its commitment to sustainable-fiber cultivation, **Lenzing** has announced the expansion of its identification capabilities within the company's E-Branding Service. According to Lenzing AG Vice President of Global Textiles Business Florian Heubrandner, by implementing these tools the company is able to support brands and retailers in their sustainable journeys by providing transparency for Tencel lyocell, modal and Refibra fibers in addition to Lenzing EcoVero-branded viscose fibers.

"Lenzing's fiber-identification technology provides physical identification embedded in the fibers, which allows identification at different stages of the production process such as the fabric and garment level, enabling full traceability of the fibers," Heubrandner explained. "The technology also guarantees the fibers are produced in state-of-the-art-production facilities that meet high standards for resource efficiency and environmental and social responsibility."

By including lyocell and modal within its fiber-identification technology, the Austria-based company is able to assure brands and retailers of the fiber origin at different stages of the life cycle, passing along this confidence to consumers.

"It is imperative for brands to clearly communicate exactly where their products come

from," said Heubrandner. "Equally, green-washing is becoming a growing problem in the industry for consumers as buzzwords such as 'sustainability' or 'eco-friendly' have evolved into a box-ticking exercise for many."

By November, Lenzing will expand its fiber-identification testing to all fabrics, and within the first half of 2022 the company will add tools to its E-branding Service. With Lenzing's fiber-identification technology included, fabric testing will include two components of random sampling requested by the company on apparel and home-textile products as well as contingent garment testing on licensed goods.

"This service will be added once the fibers have been processed in the textile value chain," Heubrandner said. "With increasing compliance and reputational risks, more fashion brands have committed to using sustainable fibers, with transparency being a core part of their business priorities."

In addition to its focus on transparency through authentication methods, Lenzing is expanding its responsible measures into a new partnership with Italian citrus-by-product producer **Orange Fiber**. The collaboration will yield the first Tencel-branded lyocell fiber comprising orange and wood pulp, which will be presented to the market in October 2021.—*Dorothy Crouch*



Fiber cultivator Lenzing announced great strides in its mission to afford transparency through the supply chain with its new identification capabilities.

TRADE-SHOW REPORT

FMNC Buyers and Exhibitors Welcome a Return to Business as Usual

Fashion Market Northern California, a marketplace for contemporary women's apparel and accessories, was held June 27-29 at the **Embassy Suites** in South San Francisco. "It went very well," said FMNC Executive Director Mary Taft. "Buyers who attended were there to buy so exhibitors were successful."

Now celebrating more than 60 years, FMNC offers the largest open-booth venue on the West Coast and was a welcome sight for buyers and exhibitors after the COVID-19 pandemic stymied the retail industry. "We had close to 200 stores, with over 30 of them being new to our show," Taft said.

Joey Miller of **Joey Miller Sales** was experiencing booming business. As an exhibitor, Miller said he worked 47 stores, and it was the first time in a long time that he actually had to turn people away because of space. "I've done FMNC for 30 years, and I believe that territory is the best," Miller said.

Karen Tonascia, owner and buyer of **Irma's Fashions** in Hollister, Calif., attended FMNC for two days and echoed similar sentiments. "I am thankful that through the chaos of last year the [FMNC] shows—or most of them—still went on," Tonascia said. "They got creative with their venues and layouts to ensure safe interactions between stores and reps, but I felt like they never missed a beat."

Tonascia also noted that she found people shopping almost as if they were making up for the lost time from the pandemic. "People



A display in the lobby of the Embassy Suites in South San Francisco heralded the return of FMNC to an indoor space.

are no longer shopping like they're in 'survival mode,' just buying sweats and quarantine clothing," she said. "They are now dressing up and are thankful to be getting on with their lives. It seems that we are all a little more thankful for our 'normal' than we ever could have been before this pandemic."

During the pandemic, FMNC held an outdoor event in October 2020 but will be reverting back to indoor events moving forward. "The thing that I hear over and over is how much buyers love shopping at our show," Taft said. "We can't wait to see them at our August show at the Embassy Suites in South San Francisco."—*Noe Garcia*

POSTMASTER: Send address changes to: CALIFORNIA APPAREL NEWS, Customer Service, PO Box 4419, Orlando, FL 32802. **CALIFORNIA APPAREL NEWS** (ISSN 0008-0896) Published by TLM PUBLISHING INC. APPAREL NEWS GROUP Publishers of: **California Apparel News**, **Market Week Magazine**, **New Resources**, **Waterwear**, **New York Apparel News**, **Dallas Apparel News**, **Apparel News South**, **Chicago Apparel News**, **The Apparel News (National)**, **Bridal Apparel News**, **Southwest Images**, **Stylist** and **MAN (Men's Apparel News)**. Properties of TLM PUBLISHING INC., The New Mart, 127 E. Ninth St., Suite 806, Los Angeles, CA 90015, (213) 627-3737. © Copyright 2021 TLM Publishing Inc. All rights reserved. Published weekly except semi-weekly second week of July. Periodicals Postage Paid at Los Angeles, CA, and additional entry offices. The publishers of the paper do not assume responsibility for statements made by their advertisers in business competition. Opinions expressed in signed editorial columns or articles do not necessarily reflect the opinions of the publishers. Subscription rates: U.S.: 1 year, \$89; 2 years, \$140. Foreign: \$180 U.S. funds (1-year subscription only). Single-copy price \$3.99. Send subscription requests to: California Apparel News, Customer Service, PO Box 4419, Orlando, FL 32802 or visit www.apparelnews.net. For customer service, call (866) 207-1448.



L.A. MARKET WEEK

HOLIDAY '21/RESORT '22

AUG 2-5



NEW MART

Life-size bronze sculpture honoring
Joyce Eisenberg, President of the
New Mart, in recognition of a
lifetime of charitable giving

Artist: Cindy Ingraham Keefer

**NEW MART
BUYER INCENTIVES**

**2ND FLOOR BUYERS LOUNGE
WITH FREE INTERNET
PRIVATE WORK STATIONS
FOOD & BEVERAGES**

**NO BUYER APPTS
REQUIRED**

HOTEL DISCOUNTS

213-627-0671

WHOLESALE SHOWROOMS | FASHION LINES

127 E. 9TH STREET

IN THE LOS ANGELES FASHION DISTRICT

NEWMART.NET

Tukatech: Helping the Dream of Made-in-the-USA a Reality for Over 25 Years

Clichés become such because there's truth in them. Take the one about some people seeing obstacles while others see opportunity. That's certainly been the case for Tukatech and its flurry of new clients in the wake of COVID-19.

"It's actually been an amazing time for us," says Ram Sareen, Tukatech Founder and CEO. That's because it's also been an amazing time for others.

Since the pandemic hit a year ago last spring, Tukatech—a fashion-technology-solutions provider that is recognized in the industry as consultants who also develop innovative software—has set up over 200 factories globally, with 70 factories in California alone, to manufacture on demand with an emphasis on the local market. In addition, it has helped launch hundreds of startup apparel brands across the country.

What is going on? Nothing less than a long-needed pushing of the reset button.

"We're strongly pushing for shorter supply chains. The future is local manufacturing for local markets. USA will make for USA. China will make for China. India for India," says Sareen. "We're making it easier by using technology to survive these times."

With the return of local manufacturing come new methods of production. Whereas mass production requires much time, people, and material, microfactories enable fashion manufacturers to produce on demand and nimbly adapt to changing markets. Microfactories can take a design from concept to consumer in a matter of minutes.

"It's still the same process; however, the steps are reversed. Rather than making, warehousing, and selling, we are selling and then making. So, you're producing only what you need without the risk of importing unwanted goods and then writing that inventory off. It's way more profitable," says Sareen.

Tukatech offers turnkey solutions, with technology, implementation, and training for everyone from entry-level user to senior management.

Sareen describes the CAD room as "the oxygen room" of fashion businesses. Everything, he says, comes from the data-management system. When teams know how to leverage that data to pinpoint exactly how much material they will need and how long manufacturing will take, they can make better decisions and eliminate waste.

Sareen attributes his company's unique approach to fashion technology to the fact that all Tukatech employees have come from the apparel industry. They understand the challenges of apparel product development and manufacturing, therefore they can create solutions that get to the root of the problem.

First you understand the industry's

needs, he says, and then you can write the computer code—not the other way around. Think of it like sizing a custom garment: You start with a body's measurements and then make a garment that fits. You don't cut a random garment and then tell someone to bulk up or lean out before they can wear it.

Sareen was raised in the industry and has spent half a century in it. Over its 26 years in business, Tukatech has remained privately held under its original owners and with no outside investors—something extremely rare in the software-solutions industry. This stems from yet another rare quality in Tukatech—the desire to be the best rather than the biggest.

"We openly challenge anyone to talk to our customers, and if they are not raving about us then we have failed," Sareen says. "Each and every user has to feel ecstatically happy with our services. We want to all grow together—us and our customers—rather than trying to just grow ourselves."

Over the decades, Tukatech has replaced 10,000 less-efficient CAD systems for established companies who can really see the difference because they can compare it to past experiences.

"The first-time user doesn't really know the difference between us and somebody else," explains Sareen. "It's

the one that has used many others who really can tell the difference, and that includes clients such as Cherokee, Woolrich, and The Gap who were on [other systems] before changing to us."

And don't think you're too small to afford Tukatech's solution-based services. The truth is in fact quite the opposite. "Without technology, you can't survive," says Sareen. "Saving six people's salary is enough to lease a machine and still have money in your pocket. And that's a sustainable business model."



Ram Sareen



TUKATECH

tukateam@tukatech.com
tukatech.com
5462 Jillson Street
Los Angeles, CA, USA 90040
(323) 726-3836

SPONSORED CONTENT

FASHION

Swim Week Is Back

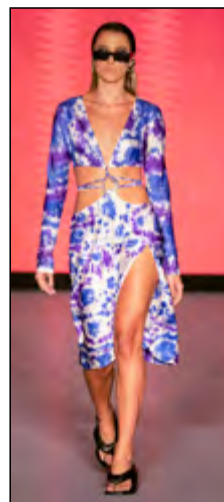
By Patricia Maeda *Director of Women's, Intimates and Swim at Fashion Snoops*

After a challenging year, the return to in-person events at **Miami Swim Week** felt like a fresh dose of good news for the swimwear industry. Trade shows **Cabana**, **SwimShow** and **destination:miami by Coterie** revamped market week after nearly two years of events held on digital platforms. Elsewhere, runway presentations at **Paraiso** welcomed buyers, influencers and press in what seemed like a family reunion after a long period apart.

While we're still approaching the new season with caution—smaller trade shows and fewer runway presentations than previous years—the overall feeling of optimism was evident. Not only are sales of swimwear expected to return to pre-pandemic levels by 2022, but Spring/Summer '22 collections channeled this energy through exciting new trends that scream optimism and liberation.

Mood Boost

The rising theme of optimism influences products that deliver mood-boosting effects. After spending so much time in sweat-pants and lounge-wear, vacation-deprived consumers are willing to invest in energetic styles and make up for lost time under the sun. From electric colors to statement prints including bold florals, color blocking and tie-dyes, bright expressions alleviate pandemic blues and set the tone for a vibrant summer. At **Pretty Little Thing**, bright neons were mixed with groovy psychedelic patterns in looks that demand to be noticed, while tie-dye applications at **Simonett** were appreciated for their uniqueness.



Simonett

Sexy Summer

Swimwear is sexier than ever. Cutouts, a trend that has only gained momentum, continues to permeate almost every SS '22 collection, leaving almost nothing to the imagination. Wraparound straps applied to micro bikinis and the new crossover halter silhouette are key emerging trends heating up the season. As we come to understand the psychological effects of sensual dressing on boosting confidence and lifting spirits, this new sartorial trend seems to be perfectly timed with consumer desire.

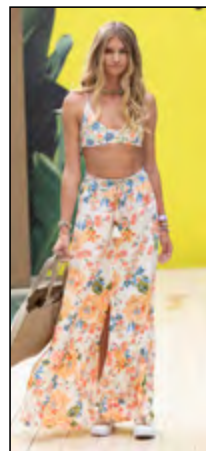


Nalu

Beach to Street

In a post-pandemic fashion economy, versatility is a key driver for brands to adapt to the changing landscape brought about by the COVID-19 reality. Demand for swimwear that can be worn from beach to street con-

tinues to rise, pushing the trend for versatile items and matching beachwear assortments. At Swim Week, we saw **Maaji's** matching sets, which are just as appropriate for poolside as they are for brunch, while details such as puff sleeves and waist ties elevate beach essentials to street-style heights.



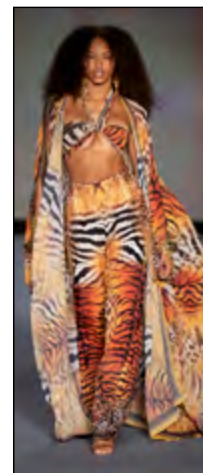
Maaji

Sustainability

There is a clear emphasis on more environmentally friendly material alternatives in swimwear, and at Swim Week this conversation resonated loud and clear among vendors and buyers. Recycled and repurposed materials such as **Econyl**, nylon made from post-consumer-waste products, and **Repreve**, a fiber made from recycled plastic bottles, were key fabrics in SS '22 collections, including offerings from **La Gotta**, **Ola Azul** and **Azulu**.

Inclusivity

The shift from swimwear being a realm of insecurity to a platform of confidence is perhaps the most valuable takeaway from this year's events. A great example was seen in the collaboration between **BFyne** and **Models of Color Matter**, which focused on promoting the beauty of Blackness, casting only Black models to walk the runway and working with hair and makeup teams to create a safe space celebrating their unique beauty. Swimwear is for everybody, and collections that celebrate beauty in all its forms are likely to resonate with today's consumers. Size inclusivity is helping retailers unlock success in this market, while encouraging body positivity across social platforms pushes the industry forward.



BFyne

Reflecting on this year's Miami Swim Week, it's clear that swimwear will be key for delivering excitement and refreshing wardrobes for Spring/Summer '22. As designers and buyers were planning Summer assortments last fall when the pandemic was still an issue of much concern, many contemporary ready-to-wear collections still felt cautious. Swimwear, however, had no other choice but to continue to speak to what the category is best known for: summer vacation, joy and release. For swimwear, escapism is not a seasonal concept but its very backbone. So, while the category was particularly hit last year, swimwear is now paving the way for an optimistic summer reset. The future of the industry is bright, and this new season's offerings epitomize the unique optimistic sentiment that continues to give us hope. ●

Fashion Snoops is a global trend forecasting agency helping leading brands, retailers and manufacturers around the world to unlock innovation and propel growth. Through a combination of human and artificial intelligence, we analyze cultural shifts and interpret detected patterns in order to surface trend-driven business opportunities. To learn more, visit www.fashionsnoops.com.



**MAX
TECHNOLOGY**

THE NEW ERA OF ON-DEMAND PRODUCTION IS HERE

INTRODUCING KORNIT MAX TECHNOLOGY

Demand for retail quality, enabling just-in-time production for e-commerce fulfilment, and supply chain dynamics all compel the highest industry standards and the necessary technology to achieve it. Immerse yourself in the new era of eco-friendly, limitless fashion with Kornit MAX technology:

- Meet rigorous quality and consistency standards
- Boost your productivity
- Gain new capabilities, including Kornit's groundbreaking XDi decoration effects

Learn more at: <http://kornit.com/lp/hq/max-technology/>



Kornit
Digital
bonding
matters

Archive Resale

Continued from page 1

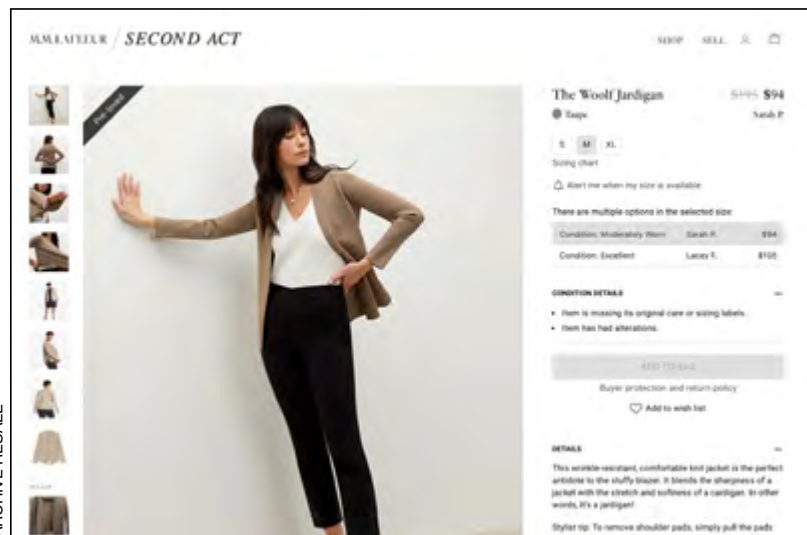
buyer and the seller experience to encourage even more people to go second-hand instead of new.”

Archive Resale’s data-driven model works from within a digital space owned by the brand, such as its client **M.M. LaFleur**’s Second Act, which relies on the technology provider’s ability to wield its tools to engage customers by advising them regarding reselling. With a perfectly timed launch, Archive Resale notes that by 2025 almost half of spending on apparel in the United States will shift online, while the secondhand market is predicted to double to \$77 billion in five years, according to a new report by **ThreadUp**.

“We founded Archive as an extraordinarily low-lift and low-investment way for brands to offer a high-quality, branded secondhand shopping and selling experience to their customers,” Rowe said. “Our design, development and customer-service team both creates and operates a beautiful marketplace site that mirrors the brand’s aesthetic with an elegant UX—just look at M.M. LaFleur’s Second Act, for an example—[which] results in a very high-trust environment for buyers and sellers. In the coming years, launching programs like Second Act will be a critical path for brands to keep customers engaged and build vibrant communities.”

Gittins and Rowe examined the reasons certain consumers don’t enter resale through existing reseller sites. By conducting interviews, the duo found that potential sellers wanted a seamless experience that would also yield a large portion of the items’ original prices. Through the peer-to-peer marketplace afforded by Archive Resale, sellers list items and ship them to buyers. Sellers choose either credit to shop the brand again or cash.

“We realized that by having buyers, sellers and brands all in one closed ecosystem we could offer a highly differentiated seller experience. We could pile in a lot of data from



Archive Resale’s data-driven model has enabled M.M. LaFleur to enter the secondhand resale market through the brand’s Second Act destination.

the brand, we could be much more targeted, and we could do a pricing algorithm for sellers to make it much easier to get a listing up and sell something,” Gittins said. “By having brands involved, it’s a huge opportunity for them for a new revenue stream, it’s a way to acquire new customers, and it’s a loyalty program.”

Using brand data, Archive Resale is able to identify customers who bought certain items, reach out to them and encourage their transition from consumer to seller. The interest in cultivating this type of resale environment that aligns with existing branding is alluring for companies across industries. As M.M. LaFleur Vice President of Brand and Creative Callie Kant explained, partnering with Archive Resale provided a resale solution that the brand needed.

“We had seen interest in a resale platform from customers for a long time, but we didn’t have the internal resources to operationalize creating one ourselves,” said Kant. “Archive approached us due to our strong presence in the resale market, and they felt like a great fit for us as we could work with them to create a fully customized interface that was accessible directly from our website.”



Archive Resale was founded in 2020 by vintage-clothing enthusiast, Google alum and now CEO Emily Gittins and Ryan Rowe, the company’s chief technology officer, who is a design, data and user-experience expert.

The process to implement an Archive Resale-powered system afforded ease to M.M. LaFleur. Kant notes that the platform was able to generate an environment in which all details, large and small, were easily incorporated within its resale space.

“Because Archive integrates directly with our product catalog, listing products on Second Act is especially easy for customers; they’re able to include all the product details that live in our original product-description pages, like images, fabric information, length and care instructions,” Kant said. “The site also recommends a price for each item, which further reduces any customer pain points. We’ve always put a lot of thought into creating long-lasting, quality garments with classic style, so resale is a natural fit for us.”

Interested in secondhand clothing since high school, Gittins is also committed to the health of the planet. In addition to an MBA, Gittins also earned a master’s degree in environmental science. Recently, Archive Resale hired Alex Kremer, who launched and managed **Patagonia**’s Worn Wear resale program, to lead strategy and operations.

“We really want people to be thinking about reselling at the point when they purchase something,” Gittins explained. “With this option in mind, maybe I am willing now to buy something that is of a more-premium quality that lasts longer and know in six months I can resell it and set up alerts with the brand. I get those notifications that when I am ready with this item it’s just one click.” ●

PHOTO: L *SPACE, LINDE LEE

WE INVITE YOU

To Experience August Which Will Be Host To Our Largest Collection Of Brands Ever!

SHOWROOMS: Tues., August 3 – Sat., August 7, 2021

TEMPORARIES: Tues., August 3 – Thurs., August 5, 2021

Register Today [Atlanta-Apparel.com](https://atlanta-apparel.com)



ATLANTA
APPAREL

Let’s Be Friends
#atlapparel | @atlantaapparel

Dates are subject to change.
©2021 International Market Centers, LLC

WIN BIG
ON FALL / SPRING FASHION



Las Vegas

IFJAGTM

INTERNATIONAL FASHION
JEWELRY & ACCESSORY GROUP
"WHERE VOLUME BUYERS COME TO SHOP"

Benefits

- Complimentary buffet buyer lunch
- Complimentary local transportation to and from exhibition

New Vendor Inquiry info@ifjag.com

August 7-10 2021

Embassy Suites
4315 University Center Drive
Las Vegas, NV
Hours: 9am - 6pm Daily

www.IFJAG.com



At SwimShow, buyers, such as those pictured at the Smeralda booth, were ready to conduct business on-site following a year of virtual events.

SwimShow Makes a Big Splash Returning to Miami

By Betsy Zanjani Contributing Writer

Returning to its home at the **Miami Beach Convention Center** July 10-13, **SwimShow** saw buyers who were more than ready for the upbeat atmosphere of the event and getting back to fashion business. Judy Stein, the show's executive director, noted how buyers were eager to do business.

"I was so impressed with the laser focus of the buyers," Stein said. "They were determined and ready to place orders."

Fresh styles are desperately needed as customers begin to get back into stores. New neutrals in spicy shades of orange, rust, bronze and gold were standouts. Tracey Calabrese, owner of the **Cabana Showroom**, mentioned high demand for luxury pieces from the Florence, Italy-based **Pho** line.

"We sell to high-end resorts including **The Ritz Carlton** and **The Breakers Palm Beach**," Calabrese said. "We are experienc-

ing record sell-throughs on our **Luxury Elite Resortwear**. Many of our styles have sold out to the piece."

Miami-headquartered **Phie** focused on bright prints and incorporating unique shapes into the company's designs. Designer and daughter within the family-run brand **Sophia Habermann** reported buyer excitement over her bold collection.

"This is our first big swim show after launching in 2019, and we are thrilled to be here," Habermann said. "We are hoping to open Europe and the U.S. after successfully selling across South America."

At center stage, models drew buyers into the **Body Glove** booth, where the brand showcased its reinvented legendary surf-inspired suits. Of particular note was the latest style in a long-sleeve crop-top bikini-set design.

"Our new styles showcase the breadth of styling we are offering," said Mike Vavak, vice president of brands for **Body Glove**. "We are not just a surf brand anymore."



Sibling shows Cabana (left) and Liberty Fairs Miami presented showstopping looks in swim from Frankies Bikinis and streetwear.



Fashion Returns to Swim Week at Cabana and Liberty Fairs Miami

The **Miami Beach Convention Center** was home to sibling shows **Cabana** and **Liberty Fairs Miami** July 10-12, where trends came straight from the runway with Cabana showcasing swimwear that spoke more closely to luxurious ready-to-wear.

For Janet Wong, co-founder of Cabana, a noticeable trend among buyers within the swim category was redefining the business to a less seasonal venture in favor of a category that is ticking strongly throughout the year with a greater fashion presence.

"The buying mentality has changed to all year-round," Wong explained. "Swim has become a big part of the fashion story—it's the whole outfit!"

Glitter and glam were part of the big message during the show, with particular emphasis seen at the Bali-made brand **House of Mua Mua**, where Ludovica Virga, the label's Italian stylist and owner, showed her collection in a fashion show with members of the cast from **Bravo's** "Housewives" television series. Virga noted that her goal was to help women have "fun and feel fabulous again!"

Across the hall at **Liberty Fairs Miami**, Liberty Vice President Edwina Kulego felt a strong vibe as industry insiders reconnected with each other to discover new trends in streetwear.

"Witnessing the industry reconvene reminded us all of how resilient our fashion community is when we support one another," Kulego said.

At **The Pavement**, an area dedicated to brands owned by members of underrepresented groups, Liberty's mission was to bring together a diverse community of designers and cultural creators. Samantha Black of **Sammy B**, a former "Project Runway" contestant, described her customer as the "tomboy in pumps" with the brand's retail price points between \$88 and \$439.

At **Sunni Sunni** footwear, which started as a cobbler in New York City, creator Sunni Dixon revealed that the brand will appear in **Saks Fifth Avenue** this fall with its edgy men's shoe line and an expansion already planned.

"We will be releasing women's later this year," Dixon said.—B.Z.



AVAILABLE @ FASHIONGO.NET

CEROS
JEANS
@MAGIC & ATLANTA APPAREL

MAGIC
AUG 9TH - AUG 11TH, 2021
LAS VEGAS
CONVENTION CENTER
BOOTH #: 50912

ATLANTA APPAREL
AUG 3RD - AUG 5TH, 2021
AMERICASMART/BUILDING 3
75 JOHN PORTMAN BLVD NW
ATLANTA, GA 30303
BOOTH #: 5-190

WWW.CEROSJEANS.COM (COMING SOON!)

EXCLUSIVE GIVEAWAY
★
EVENT
LIMITED QUANTITIES AVAILABLE
SO DON'T MISS OUT!

Art Meets Fashion at Project Miami

During its July 10–12 debut at the **Eden Roc Hotel Miami Beach**, **Informa Markets Fashion's Project Miami** perfectly showcased fresh approaches to streetwear, contemporary menswear and accessories. Even though this was the first time for Project in Miami, the show brought the cutting-edge fashion atmosphere for which it is known.

Attendees entered the space greeted by an art installation from **Champion**. Buyers lined up to watch artists Carlo Art and Moon create murals with cans of neon paint, which they then transformed into artistic works on Champion T-shirts.

"What made Project Miami so unique is that brands were connecting with an audience of retailers they might not typically see at our larger Las Vegas or New York events," said Commercial President of Informa Kelly Helfman.

Chris Pyrate and Friends, a Washington, D.C.-based streetwear brand, was created by renowned graffiti artist Chris Pyrate. The brand's products, from outerwear to denim, all have a recurring theme of flowers. His poppy-hued color palette included pink, baby blue and orchid.

"[The brand focuses on] unisex styling targeted to cool men and women," Pyrate said.

Honor the Gift, whose casual-cool, athletic-inspired styles are worn by both gen-



INFORMA MARKETS FASHION/HAILLEY HOWARD

Debuting at the Eden Roc Hotel Miami Beach, Project Miami brought hot trends in streetwear, contemporary menswear and accessories to the beach.

ders, showcased its City of Angels collection, which speaks to Los Angeles upbringing of Russell Westbrook, the brand's creative director and member of the **NBA's Washington Wizards**.

"The worn-down washes and cutoff hems paid homage to the swap-meet culture I grew up with," Westbrook said.

Pima-cotton polos, tees, joggers and hoodies along with baseball hats were on display at the **James Bark** booth. The Miami brand showed its unisex line featuring its muse—a French bulldog reflected in the company logo, representing founder Rafael Huizi's best friend.

"He encouraged me during a difficult time when I first left Venezuela under less than good circumstances," Huizi explained. "He got me through the hard times."

—Betsy Zanjani



TIM REGAS

Elevated women's swim and resort, such as Sunlight Muse, found the spotlight during Destination: Miami by Coterie, which was hosted at the Eden Roc Hotel Miami Beach.

Destination: Miami by Coterie Elevates Swim Week in Joyful, Intimate Setting

The vibe at the **Eden Roc Hotel Miami Beach** was electric during the July 10–13 **Destination: Miami by Coterie** as the area heated up for a return to **Miami Swim Week**.

During the show, which catered to the elevated women's resort and swim market, buyers from around the country reported on how the touch-and-feel aspects of apparel-industry shows had been missing. "We're back and it feels great!" said Michelle Roy, owner of the Los Angeles boutique **Social Butterflies L.A.**

Courtney Bradarich, vice president of contemporary women's for **Project** and **Coterie** at **Informa Markets Fashion**, recognized a camaraderie among attendees.

"The nod to optimism and joyful design was seen throughout, and Miami was the perfect setting," Bradarich said, referring to a welcome rooftop cocktail reception hosted on the first night. "This year's show brought

a 50 percent increase in vendors with one-third of the brands participating for the first time."

The show was hosted in an intimate atmosphere, curated to resemble a showroom rather than a trade show. For Christy Lynn, the opportunity to personally meet with her retailers was important as she works with small boutiques. Lynn mentioned that the signature of her brand is "the ability to curate a closet that a woman can travel with." Her timeless romantic soft, floral cotton dresses and sets were inspired this season by vintage wallpaper prints from the 1930s.

Brands such as **Dos Gardenias** took an ecocentric turn, bringing strong messages of sustainability and kindness aimed at caring for the planet and its people. The Malibu, Calif., label sources neoprene from Japan that uses minimal gases in its production.

—B.Z.

Miss Me
@MAGIC & WESA
TRADE SHOW

MAGIC

AUG 9TH - AUG 11TH, 2021

LAS VEGAS

CONVENTION CENTER

BOOTH #: 50708

WESA

AUG 26TH - AUG 29TH, 2021

DALLAS MARKET CENTER

D2 SHOWROOM

SUITE #15452



**COMPLIMENTARY
GIFT BAG GIVEAWAY
DON'T MISS OUT!**

**WHILE SUPPLIES LAST*



FIND US ON



@MISSMEJEANS

www.missme.com



Fashion Blooms

An array of distinctive florals comprise this season's textile offerings. Gentle daisies and button poms afford soft, romantic touches, while other designs rely on the elegant beauty of roses and lilies for a more-formal option. Tightly gathered bouquets include tiny blooms working together to set the tone, or a single, strong flower takes center stage.



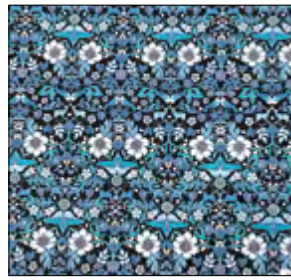
Cinergy Textiles, Inc.



Confetti Fabrics



Fabric Selection Inc.



Confetti Fabrics



Guarisco Fabrics



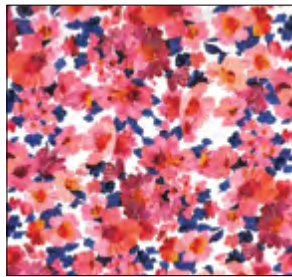
Confetti Fabrics



Robert Kaufman Fabrics



KBC Fashion



Guarisco Fabrics



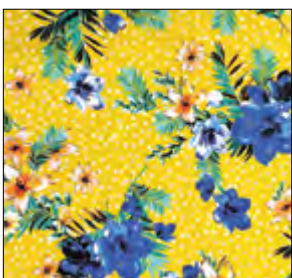
Confetti Fabrics



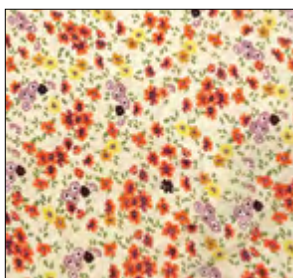
Guarisco Fabrics



Guarisco Fabrics



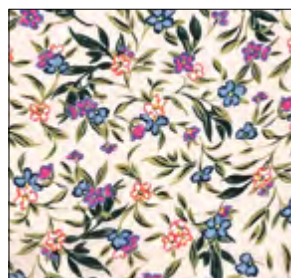
Guarisco Fabrics



Confetti Fabrics



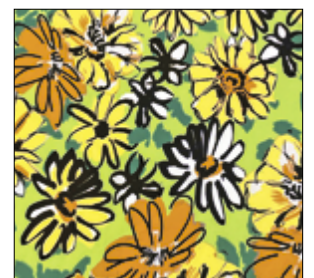
Cinergy Textiles, Inc.



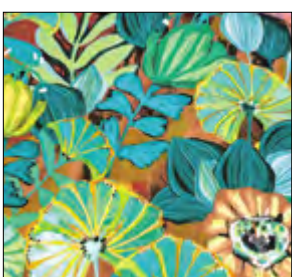
Guarisco Fabrics



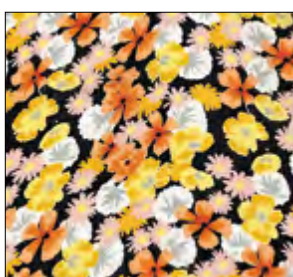
Confetti Fabrics



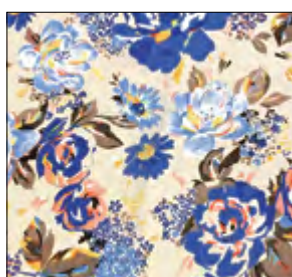
Guarisco Fabrics



Confetti Fabrics



Guarisco Fabrics



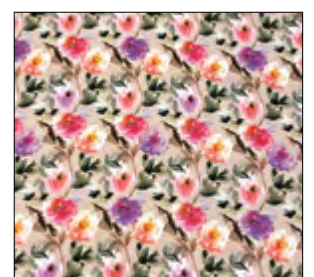
Guarisco Fabrics



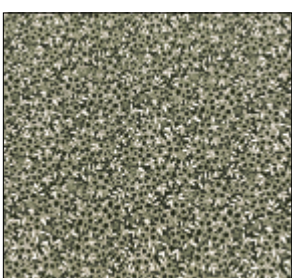
Confetti Fabrics



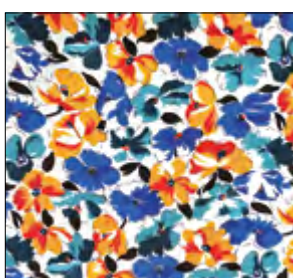
Robert Kaufman Fabrics



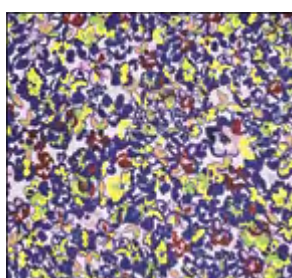
Confetti Fabrics



Confetti Fabrics



Guarisco Fabrics



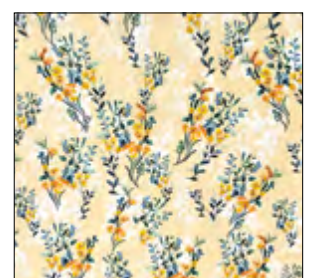
Confetti Fabrics



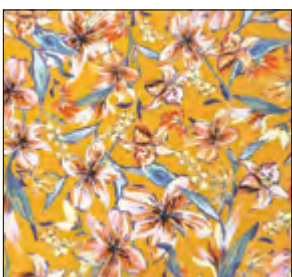
Cinergy Textiles, Inc.



Guarisco Fabrics



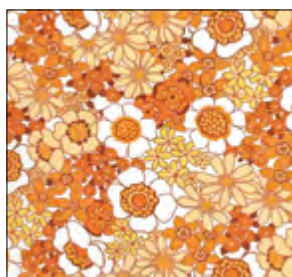
Guarisco Fabrics



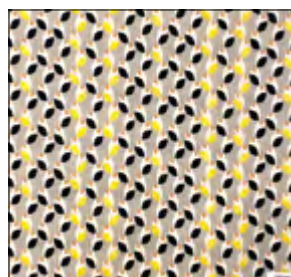
Guarisco Fabrics



Cinergy Textiles, Inc.



KBC Fashion



Confetti Fabrics



Guarisco Fabrics



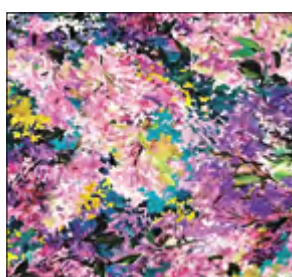
Confetti Fabrics



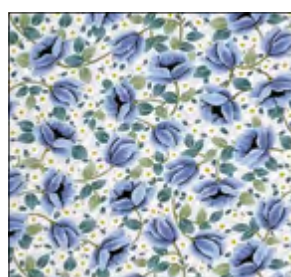
Confetti Fabrics



Guarisco Fabrics



Confetti Fabrics



Robert Kaufman Fabrics



Confetti Fabrics

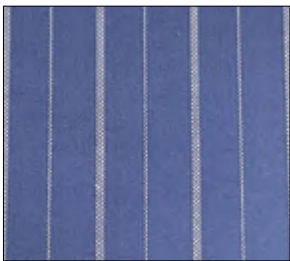


Robert Kaufman Fabrics

TEXTILE TRENDS

Blue Notes

Patterns in blue hues range from the serious to the whimsical, as textiles feature an array of the color in cerulean, cobalt, navy, indigo and everything in between. New blues aren't left to stand alone but presented in tie-dyes, florals, geometrics or the classic pinstripe.



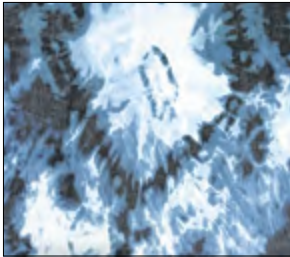
Cinergy Textiles, Inc.



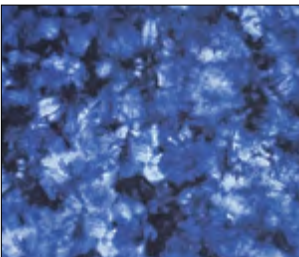
Hyosung



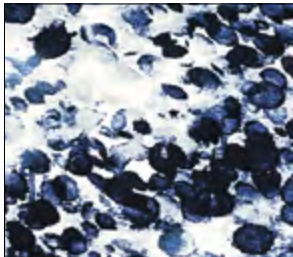
Fabric Selection Inc.



Guarisco Fabrics



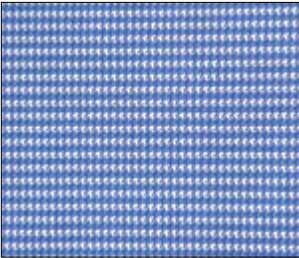
Robert Kaufman Fabrics



Confetti Fabrics



Robert Kaufman Fabrics



Texollini



Robert Kaufman Fabrics



Confetti Fabrics

Taking Shape

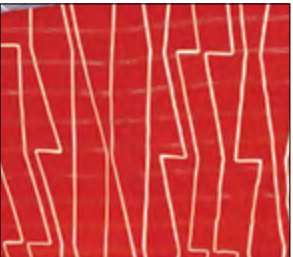
Textiles featuring geometric patterns are based in fresh approaches to designing with curves and lines. Reminiscent of 1980s styles, splashes of color excite a plain background, while others create optical illusions. Sophisticated patterns showcase rich, detailed designs with a nod to the classics within modern updates.



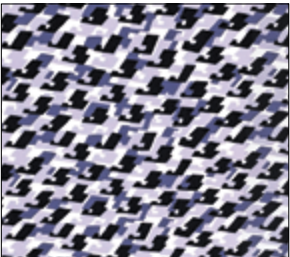
Fabric Selection Inc.



Asher Fabric Concepts



Confetti Fabrics



Guarisco Fabrics



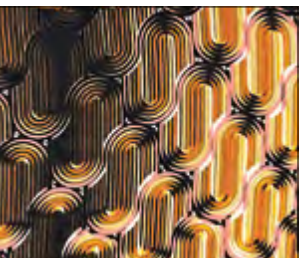
Confetti Fabrics



Fabric Selection Inc.



Confetti Fabrics



KBC Fashion



Confetti Fabrics



Robert Kaufman Fabrics

Working Capital to Grow Your Business

We have designed our products with the flexibility to meet your needs and with the experienced team to ensure we deliver when you need it.

- Traditional Factoring
- Asset Based Lending
- Seasonal Overadvances
- Direct to Consumer

REPUBLIC
BUSINESS CREDIT

866.722.4987 • REPUBLICBC.COM • CONTACT@REPUBLICBC.COM



WORKING CAPITAL SOLUTIONS FOR INNOVATIVE BUSINESSES.

We're committed to amplifying the growth of your business with our forward-thinking financing services. Get in touch with Merchant today to talk about how we can help you set sail to your dream business.

MERCHANT
FINANCIAL GROUP

NEW YORK
Ph. (212) 840-7575

LOS ANGELES
Ph. (213) 347-0101

MIAMI
Ph. (954) 440-1453

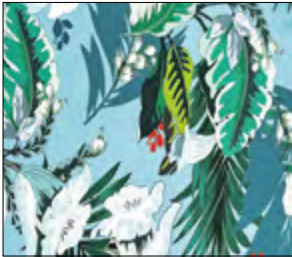
MERCHANTFINANCIAL.COM

Tropical Paradise

Palm fronds, hibiscus blooms and feathery ferns evoke travel desires to recline on the sand of faraway beaches or explore hidden natural wonders. New tropicals inspired by subdued blacks and whites pop with a splash of cool color, while bright fuchsia complements greens and blues.



Cinergy Textiles, Inc.



Guarisco Fabrics



Confetti Fabrics



KBC Fashion



Solid Stone Fabrics



Solid Stone Fabrics



Confetti Fabrics



KBC Fashion



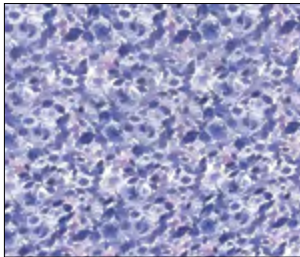
Robert Kaufman Fabrics

Purple Reign

Linked to royalty and magic, purple is a favorite of those who embrace the fantastic. Fabrics that feature hues of violet, amethyst, iris and lavender blend the colors with different patterns, including florals, paisleys and traditional designs such as the checkerboard.



Fabric Selection Inc.



Confetti Fabrics



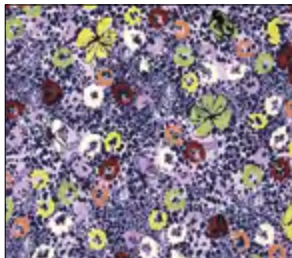
Cinergy Textiles, Inc.



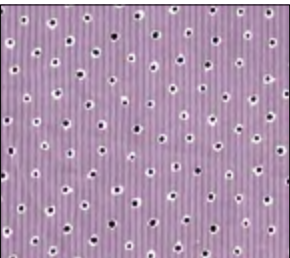
KBC Fashion



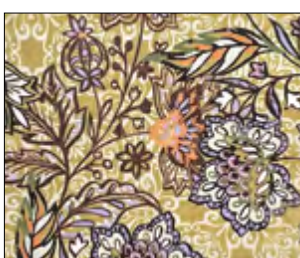
Cinergy Textiles, Inc.



Confetti Fabrics



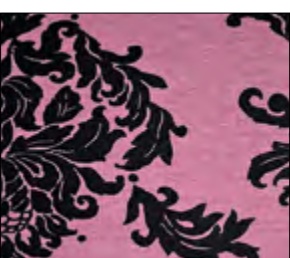
Fabric Selection Inc.



Confetti Fabrics



Guarisco Fabrics



Cinergy Textiles, Inc.

Animal Activity

Big-cat patterns, with trends in cheetah and leopard receiving a lot of attention, are presented in an array of colors. Other fabric trends that are ticking can be found in camouflage and a mélange of animals that blend cheetah and leopard with snake and zebra.



Cinergy Textiles, Inc.



Asher Fabric Concepts



Robert Kaufman Fabrics



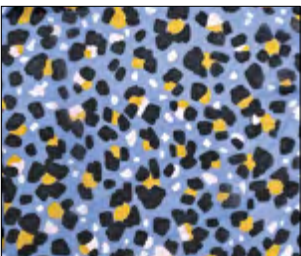
Confetti Fabrics



Solid Stone Fabrics



Confetti Fabrics



KBC Fashion



Cinergy Textiles, Inc.



Cinergy Textiles, Inc.



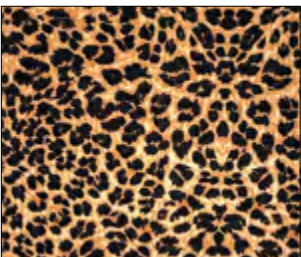
Confetti Fabrics



Robert Kaufman Fabrics



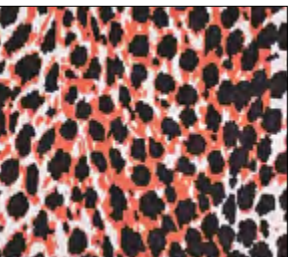
Confetti Fabrics



Cinergy Textiles, Inc.



Solid Stone Fabrics



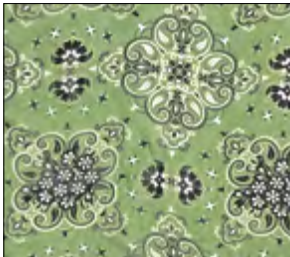
Cinergy Textiles, Inc.



Confetti Fabrics



Confetti Fabrics



Confetti Fabrics

Bold Imprints

Featuring bold patterns and prints that evoke childlike awe, trends in textiles are taking a turn toward wonder. Meant to make apparel pop, these textile prints in geometrics, paisleys and familiar shapes blend together many trends from the season to give the industry something to talk about.



Confetti Fabrics



Solid Stone Fabrics



Confetti Fabrics



Confetti Fabrics



Robert Kaufman Fabrics



Confetti Fabrics



Confetti Fabrics



Confetti Fabrics



Confetti Fabrics

Fine Lines

With a popularity that never fades, textiles that feature striped patterns speak to beloved classic looks. While traditional stripes serve as the foundation for these fabrics, the fabrication yields a relaxed hand for some styles, and unique approaches offer updated looks such as geometric overlays.



Texollini



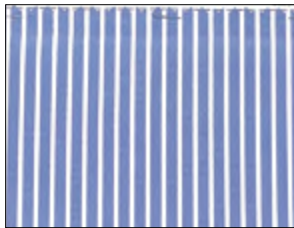
Philips-Boyne Corporation



Cinergy Textiles, Inc.



Martin & Savage



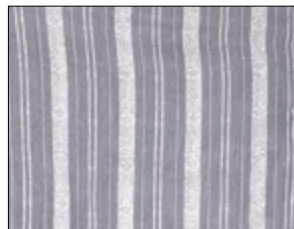
Cinergy Textiles, Inc.



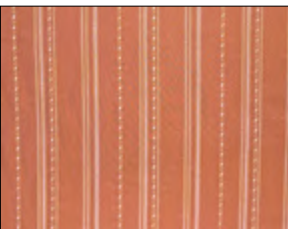
Fabric Selection Inc.



Cinergy Textiles, Inc.



Robert Kaufman Fabrics



Robert Kaufman Fabrics

Fade to Black

There is always room for the contrast provided by textiles in black and white and those that meet in the middle at a harmonious gray. Shown in florals, geometrics, tie-dyes and humorous prints, this season sees black-and-white fabrics as the stars of the show rather than members of the supporting cast.

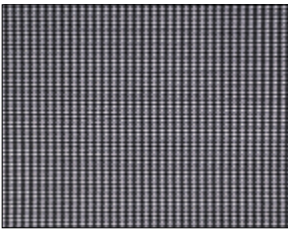
—Dorothy Crouch



Hyosung



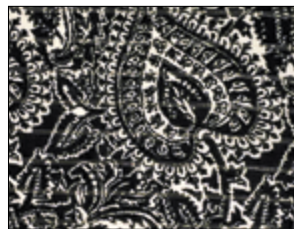
Fabric Selection Inc.



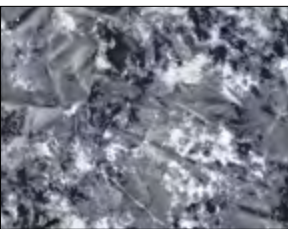
Texollini



Cinergy Textiles, Inc.



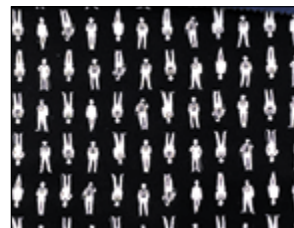
Confetti Fabrics



Solid Stone Fabrics



Confetti Fabrics



Robert Kaufman Fabrics



Cinergy Textiles, Inc.

DIRECTORY

Asher Fabric Concepts, (323)-268-1218, www.asherconcepts.com
 Cinergy Textiles, Inc., (213) 748-4400, www.cinergytextiles.com
 Confetti Fabrics, (704) 724-2269, www.confettitextile.com
 Fabric Selection Inc., (213) 747-6297, www.fabricselection.com
 Guarisco Fabrics, (212) 354-7766 ext. 317, www.guarisco.it/en/
 Hyosung, www.hyosungtn.com, www.creora.com
 KBC Fashion / LK Textiles, (323) 578-4203, www.kbc.de
 Martin & Savage, (310) 779-7019, www.martinandsavage.com.au
 Philips-Boyne Corporation, (631) 755-1230, www.philipsboyne.com
 Robert Kaufman Fabrics, (800) 877-2066, www.robertkaufman.com
 Solid Stone Fabrics, (276) 634-0115, www.solidstonefabrics.com
 Texollini, (310) 537-3400, www.texollini.com



Daze Dayz



Swimwear Brands Gravitate to Hyosung's Sustainable and Performance Fiber Solutions

Providing inspiration for new opportunities

With the future of our planet top of mind, consumers are increasingly more eco-conscious, and swim brands are taking notice—and action—by adding more-sustainable options to their swimwear collections.

Two sustainable fiber solutions that swimwear brands have recently adopted are Hyosung's 100%-recycled Mipan® regen nylon and regen polyester made from reclaimed waste. Both of these fibers are recognized and certified by the Global Recycled Standard (GRS) of the Control Union in the Netherlands for their energy-saving benefits, which include saving valuable resources from being removed from the earth.

O'Neill recently developed a line of women's swimwear made with Hyosung's Mipan® regen nylon as part of its new O'Neill Blue sustainable collection, honoring founder Jack O'Neill's commitment to protecting our oceans.

In an effort to use materials produced by recycling plastic waste, the popular Korean-based brand Daze Dayz, known for its '70s-inspired retro fashion with a contemporary twist, has developed an extensive swimwear line made with Hyosung's regen polyester, made from recycled bottles.

"We are experiencing tremendous interest in our 100%-recycled, GRS-certified Mipan regen nylon and regen polyester, and we've made significant investments to increase our capacity to meet demand," said Global Marketing Director Hyosung Textiles Mike Simko.

Hyosung recently signed a Memorandum of Understanding (MOU) with the Busan metropolitan government and a social venture, Netspa, to produce an eco-friendly nylon by recycling abandoned fishing nets. The partnership was formed to reduce the pollution of marine ecosystems caused by these nets and to also increase awareness of protecting the marine environment.

Later this year, Hyosung will invest in the development and commercialization of the material derived from fishing nets,

which it will call Mipan® regen ocean.

While Hyosung's sustainable fibers have made recent news in the swimwear market, the company's flagship fiber, creora® spandex, has been a key ingredient used for years by many prominent swimwear brands such as Speedo, Next, Panache, and more due to its long-lasting durability.

creora® spandex is the world's largest spandex brand, supplying the broadest range of stretch-fiber offerings supported by exceptional technology and quality. Among Hyosung's many creora® spandex offerings, its creora® highclo™, creora® Power Fit, and creora® color + have unique benefits for swimwear.

- creora® highclo™ spandex is designed to overcome spandex's vulnerability to chlorine damage. It improves the durability of swimwear fabric, delivering long-lasting fit and shape retention.

- creora® Power Fit spandex is engineered to provide superior shaping and compression. It is chlorine and bleach resistant and also allows for exceptional color in blends with polyester.

- creora® color + allows for deep, vivid, and long-lasting color in blends with nylon.

"Sustainability, in the form of either recycled materials or fibers to help materials last longer, has opened up an entire world of opportunity to innovate and bring value to the industry and newness to the consumer," Simko said.

HYOSUNG

For more information on Hyosung, visit blog.hyosungtn.com. Hyosung can also be found on Instagram @ [hyosung_textiles](https://www.instagram.com/hyosung_textiles) and on LinkedIn at [Hyosung Performance Textiles](https://www.linkedin.com/company/hyosung-performance-textiles).

A Diverse Range of Brands and Representation at Paraiso

Miami Swim Week heated up as **Paraiso Miami Beach** showcased hot styles in swim and resort during its July 8–11 run with a number of events to host a proper return to the runway.

For the first time in Paraiso's history, Los Angeles' Jonathan Simkhai showed his latest collection during an elegant cocktail presentation. The designer's elegant resortwear paired beautifully with luxurious swim pieces.

Making the transition from model to designer, Johanna Chone unveiled the inaugural swim collection of Nalu Swimwear during a presentation at the Paraiso Miami Beach tent.

The direct-to-consumer brand **Boohoo** showed its latest, along with sibling brand **BoohooMan**, during a presentation at the **Versace Mansion's** Villa Casa Casuarina, where Ty Dolla \$ign performed and trans model Nikita Dragun strutted the runway in a swim design that featured unique cutouts and transitional sky-to-sea blue tones.

Australian brand **Honey Birdette** featured its luxury lingerie and sultry swimwear during a Paraiso finale show that featured models Aquaria, Violet Chachki and Carmen Carrera, who were winners from the television series "RuPaul's Drag Race."

Showcasing swim-and-resort design talent from Colombia, Destination Colombia featured work from **Ancora**, **Bahama Mama**, **Mola Mola**, **Nuranja Furcado** and **Liliana Montoya**, whose swim took a sustainable spin with the Gaia collection.

Swim brand **BFyne** partnered with **Models of Color Matter**, the nonprofit organization that advocates for equitable treatment of Black and Brown models, to host a show within the Paraiso tent located in South Beach. The event showcased BFyne's latest pieces in a cast comprising exclusively Black models.—*Dorothy Crouch*



BFYNE x Models of Color Matter

Boohoo

Honey Birdette

Jonathan Simkhai



Liliana Montoya

Luli Fama

Maaji

My Happy by Stef Roitman



Nalu Swimwear

Neena Swim by Oh Polly

Simonett

Sinesia Karol

Destination Colombia



Ancora

Bahama Mama

Mar De Lua

Mery Playa



Mola Mola

Naranja Furcado

Palmacea

PQ

Smeralda

MereU Prioritizes Simplicity, Elegance With Inaugural Summer Collection

By Noe Garcia Assistant Editor

Simple yet elegant, versatile and comfortable as well as environmentally conscious—it's what fashion brand **MereU** is bringing to its inaugural summer 2021 capsule.

Featuring collections named Linen and Swimwear, MereU's summer capsule is focused on simplifying outfit changes throughout the day with items perfectly paired and mixed. The collections also allow customers to create various color matches and add accessories while having a minimal set of pieces.

"Start the morning off with a swimsuit and a dress and go to the beach or for a picnic, then choose a slip midi dress for lunch with friends," said MereU founder and designer Palina Leibinskaya. "Later on, cover your shoulders with a jacket and get back to the office. As evening comes, change your shoes and make your lips a bit brighter and you are ready for a night on the town."

The Linen line, which is composed of 100 percent natural fabrics, contains a slip midi dress, a shirt-dress and a casual suit—a bestseller for MereU—featured in natural pastel tones of beige, milk, gray-blue and black.

The Swimwear line has two one-piece models to choose from with wide shoulder straps or thin straps, and two-piece models feature classic bikini bottoms and high-waist bikini bottoms, in addition to sporty and classic-tie bikini tops. The swimwear pieces are made from a two-layer material to create a graceful silhouette, are fade resistant and opaque, and are available in seven matte colors, including classic black, white and nude.

"We prioritize the person and her character," Leibinskaya said. "First, we see Mere [in] you and only then the clothing that opens your individuality. Also, we are in favor of smart consumption. Therefore, we [create] our capsule for being a chance to combine maximum stylish outlooks with minimum items in a wardrobe."

The Linen line ranges in retail price from \$240 to \$380, and the Swimwear line can be purchased for \$75–\$180. The linen clothing is presented in XS–L options. The swimwear sizing is S–L.

The fashion brand launched in 2021 and focuses on pieces that are timeless, comfortable, high quality and high fashion. MereU does this while creating stylish looks from environmentally friendly materials such as natural linen and recycled fabrics.

"The environment is what our team really cares about," Leibinskaya said. "We seek to upload the highest standards for people and



MereU launched earlier in 2021 and recently released its Linen and Swimwear lines, as the brand maintains a commitment to an ecologically sound mission.

the planet, so we pick out the best ecological and recyclable fabrics and accessories for our pieces."

MereU plans on adding to its natural line of materials by launching a new capsule of linen and silk clothing and introducing luxury eco-bed linens soon. The brand also has plans to open MereU boutiques on both coasts in the coming year.

MereU is headquartered in Huntington Beach, Calif., where all the pieces are designed. The brand also has a presence on the East Coast in the **Flying Solo Boutique** in New York's SoHo neighborhood. MereU's clothes are manufactured in small batches in Europe. The summer 2021 capsule collection is available online directly from the MereU store at mereu.store or from Flying Solo at flyingsolo.nyc. ●

ALEJANDRA'S FASHION, INC.



We Are a Full-Package Clothing Manufacturer With a Fully-Compliant Factory Offering:

- Cutting • Sewing • Finishing • Logistics
- Competitive Prices • Located Near DTLA

Contact us today:
Alejandra's Fashion Inc.
alejandrasfashioninc@gmail.com
 (323) 240-0595
www.alejandrasfashion.com

Go Beyond the News and Behind the Scenes

The editors and writers of *California Apparel News* are blogging at ApparelNews.net



CALIFORNIA
ApparelNews

Apparel News Group
 The New Mart
 127 E. Ninth St., Ste. 806
 Los Angeles, CA 90015
www.apparelnews.net

Las Vegas Resource Guide

Fashion

Atlanta Apparel

www.AmericasMart.com/apparel

Atlanta Apparel is the largest apparel market on the East Coast, offering thousands of contemporary and ready-to-wear women's, children's, and accessories lines all together in one location at one time. As the apparel and accessories collection of AmericasMart® Atlanta, it features an expansive—and growing—product mix, including contemporary, ready-to-wear, young contemporary, social occasion, bridal, activewear, resortwear, swim, lingerie, fashion jewelry, fine jewelry, shoes, handbags, and more showcased in permanent showrooms and temporary exhibition booths. Trend-driven juried temporary collections include Première (women's premium high-end/contemporary apparel, denim, and accessories) and Resort (high-quality lifestyle apparel and accessories). Atlanta Apparel presents five apparel markets and three specialty markets: World of Prom (prom, pageant, quinceañera, social occasion) each year and Vow | New World of Bridal twice each year.

CEROS

www.cerosjeans.com

Customer Service (323) 235-7362

With its launch this year, CEROS Jeans has set out to become a new leader in the women's denim market. Deriving its name from the unicorn constellation, CEROS is a symbol of uniqueness in the universe, and our jeans accentuate a woman's unique style with timeless yet modern denim pieces. Featuring premium fabrics, quality trims, and superior fit, CEROS is sure to become a staple in every wardrobe. Come visit our booth at Las Vegas MAGIC Aug. 9 – 11 for a peek at what the future of denim holds. With CEROS, The universe is yours.

Cooper Design Space

860 S. Los Angeles St.
Los Angeles, CA 90014
(213) 627-3754

www.cooperdesignspace.com

Constructed in 1924 for clothing manufacturer Milton G. Cooper, the Cooper Building has maintained a strong connection to the garment industry through its historic use and design. Acquired by Stanley and Anita Hirsh in the 1970s, they transformed it into a Fashion District icon. Now known as Cooper Design Space it remains in the Hirsh family, committed to the fashion industry and offering a variety of studio, office, and showroom spaces within a single, dynamic location at the corner of Los Angeles and 9th street. It is home for many of Los Angeles' most creative premium fashion brands and individuals.

Dallas Market Center

www.dallasmarketcenter.com

The Dallas Apparel & Accessories Market is held five times each year at the Dallas Market Center. Located in one of the country's fastest-growing regions, the Dallas Market Center brings together thousands of manufacturers and key retailers in an elevated trade-show environment. Featuring 500 permanent showrooms and over 1,000 temporary booths, including expanded contemporary lines and resources, the Dallas Market Center is where inspiration starts. Upcoming events include the Apparel & Accessories Market on Aug. 24–27.

IFJAG

info@ifjag.com

www.ifjag.com

IFJAG trade shows feature fashion jewelry and accessories from around the world. It features over 120 manufacturers or direct importers with exclusive designs to our unique venue of private showrooms which offer buyers a professional environment. The upcoming Las Vegas show runs Aug. 7–10, 2021, at the Embassy Suites Hotel so you'll have plenty of time to stop by while you're in the area. You can preregister at our website. We welcome new exhibitors who would like to participate in our show. We offer buyers complimentary lunch and local transportation reimbursement.

Miss Me

Customer Service (323) 235-7375

www.missme.com

Since 2001, Miss Me has been an industry leader in western contemporary apparel and is the original embellished denim. Miss Me is a symbol of bold style and superior quality and is a go-to in every woman's closet. Our denim showcases the multi-dimensional character of the modern woman by featuring wardrobe staples that make a statement and are versatile for any occasion. This year, Miss Me is excited to bring a new line, Sailey, to the denim market with innovative designs, fabrics and flare. Come visit Miss Me Aug. 9–11 at Las Vegas MAGIC for an exclusive look at what the next season has to offer.

The New Mart

127 E. Ninth St.
Los Angeles, CA 90015
(213) 627-0671
Fax: (213) 627-1187

www.newmart.net

In the heart of Los Angeles' Fashion District is the landmark New Mart Building. The showrooms of The New Mart represent the most exclusive and coveted contemporary lines from an international array of designers and manufacturers. The New Mart is unique in both architecture and style. The intimate setting creates a user-friendly experience for visitors. Each of its glass-fronted, uniquely designed showrooms provides a buying adventure that cannot be experienced at any other showroom destination. The New Mart is open year-round to the wholesale trade only and we host over 100 showrooms that carry over 500 collections.

Finance CIT

www.cit.com/commercial/solutions/commercialservices

CIT is one of the nation's leading providers of factoring and financing to middle market consumer product companies. Our customized financial solutions help middle market consumer product companies improve cash flow, reduce operating expenses and mitigate credit risks. As a preeminent lender and provider of lending and financial and operational solutions to companies in the consumer products space, CIT can help you focus your efforts on developing ideas into sustainable, growing businesses.

Merchant Financial Group

www.merchantfinancial.com

Merchant Financial Group, located near the garment center in downtown L.A., offers non-recourse factoring, assetbased loans, inventory financing, purchase-order financing, letters of credit, and revolving lines of credit against other tangible assets, such as commercial real estate, trademarks, and royalty income. Our local management team offers quick responses, hands-on personalized service, and the flexibility to meet all our clients' needs. Established in 1985, Merchant Financial Group has become a leader in the industry, satisfying the needs of growing businesses. Merchant services the entire United States, with offices domestically in Los Angeles, Fort Lauderdale, and New York.

Republic Business Credit

(866) 722-4987

www.republicbc.com

Republic Business Credit is an independently owned commercial finance company headquartered in New Orleans with regional offices in Los Angeles, Chicago, Houston, Nashville and Minneapolis. Offering factoring, non-recourse factoring and ABL, with seasonal over-advances, we focus on tailoring finance solutions to fit our clients' needs. At Republic, we are proud of our can-do, flexible attitude and our emphasis on responsiveness.

Supply Chain

Alejandra's Fashion Inc.

(323) 240-0595

alejandrafashioninc@gmail.com

www.alejandrafashion.com

Alejandra's fashion organization has provided the best factory direct apparel solutions for various recognized brands such as Nordstrom, Abercrombie & Fitch, Macy's, Target and Walmart. The 25,000 square foot Vernon-Calif. facility offers full-package and semi full-package services including cutting, sewing, finishing and logistics. Alejandra's works with corporate clients to convey the most astounding quality clothing and customer satisfaction delivering 100 percent American labor. With a production capacity of 35,000 items per week, Alejandra's Fashion has a wide range of experience with simple through high-end garments.

Technology

Kornit Digital

480 S. Dean Street, Englewood, NJ 07088

Contact: Mandy Liu, (201) 608-5758, Mandy.Liu@kornit.com

www.kornit.com

Kornit Digital is the leading provider for digital textile printing solutions. Kornit's innovative printing technology enables businesses to succeed in web-to-print, on-demand, and mass customization concepts. We offer a complete line of direct-to-garment printing solutions that range from commercial to mass production level. Offices in Europe, Asia, and North America.

Tukatech

(323) 726-3836

tukateam@tukatech.com

www.tukatech.com

Tukatech applications combine the artistry of traditional fashion production with the efficiency of modern manufacturing, culminating in an end-to-end fashion technology powerhouse. We simplify design and development processes and create fashion technology that companies of every size use to bring the right product to the consumer at the right time.

Textiles

Design Knit Inc.

1636 Staunton Ave.
Los Angeles, CA 90021
Phone: (213) 742-1234
Fax: (213) 748-7110

info@designknit.com

www.designknit.com

Contact: Shala Tabassi, Pat Tabassi

Design Knit, Inc. is a knit-to-order mill based in Los Angeles specializing in the development and production of high-quality, sheer to heavyweight knit fabrics for contemporary, athleisure, sportswear, and loungewear markets. The collection includes but is not limited to: Supima® Cotton, TENCEL™ Lyocell, TENCEL™ Modal, TENCEL™ x REFIBRA™, TENCEL™ Lyocell/Organic Cotton Blends, Organic Cotton, Recycled Cotton/Organic Cotton Blends, ECOLIFE®, linen blends, rayon, mélange, triblends, etc. Fashion-forward athleisure collection. Innovative fabrics with sustainability in mind. Now introducing STUDIO DK, the fabric source for your growing brand. Lower minimums and some stock items available.

Hyosung

www.creora.com

Hyosung is a comprehensive fiber manufacturer that produces world-class products, providing innovation and solutions to the textile industry. Only by Hyosung, creora® is the world's largest spandex brand, supplying the broadest range of stretch fiber offerings supported by exceptional technology and quality. To ensure athletes have confidence in their sports apparel, Hyosung has developed creora® ActiFit spandex, which provides the long-lasting durability, UV and chlorine resistance along with the greater compression required of extreme-sports pursuits where athletes encounter numerous environmental surroundings. One of Hyosung's key trends for 2021 is "Sweat to Swim," which promotes the crossover between gym and swim, and creora® ActiFit spandex perfectly answers this growing trend for multi-sports apparel.

This listing is provided as a free service to our advertisers. We regret that we cannot be responsible for any errors or omissions within the Las Vegas Resource Guide.

PROFESSIONAL SERVICES & RESOURCE SECTION

MODEL SERVICES

Rage
MODELS
"Real Models for Real Clothes for Real People®"
PRO FIT MODELS
ALL SIZES AVAILABLE
TEAMRAGE@RAGEMODELS.COM
818.225.0526
FIT | SHOWROOM | TRADE SHOWS | PRINT | COMMERCIAL | RUNWAY
WWW.RAGEMODELS.COM

PATTERNMAKING

Professional Patternmaking Service

Over 30 years of Experience
Womenswear & Menswear
All Styles for Individual and Industrial Needs
Delicate Handmade Patterns & Original Sample Making
Costumes, Special Sizes, Special Projects
California State Licensed Educator
in Fashion Design and Patternmaking
www.sofafashions.com
English (213) 369-2221 • Korean (323) 967-1903

SEWING MACHINE / SUPPLIES

ACE SEWING MACHINE INC.
214 E. 8th St.
Los Angeles CA 90014
Tel (213) 622-8345
Fax (213) 622-0142
Acesewing.com

- All kinds of sewing machines
- Sewing notions & thread
- Fashion Design Supplies
- Dress forms, rulers, tools
- Pattern & Marking paper
- Safety pins, hook & eyes
- Elastic, velcro, hanger tape
- Cutting room supplies

Print + Online
+ Archives =
Total Access

Get Yours Today and
Save 50%! Call toll-free
(866) 207-1448



Apparel News Group
The New Mart
127 E. Ninth St., Ste. 806
Los Angeles, CA 90015
www.apparelnews.net

CLASSIFIEDS

www.apparelnews.net/classifieds

P 213-627-3737

www.apparelnews.net

Jobs Available

* BOOKKEEPER-FASHION/APPAREL *

Los Angeles, CA
Tukatech, the industry's leading fashion technology solutions provider seeks a full-time Bookkeeper. This position reports directly to our Controller.
Responsibilities:
* Bank reconciliation
* Payroll
* Filing sales tax returns
* Accounts Receivable and Payable
* Generate invoices
* Record payments and adjustments
* Interact with customers, deliveries, and vendors
* Perform other accounting and assigned duties
Qualifications
* BA/BS in Accounting or other business-related field preferred
* Knowledge of QuickBooks a must
* 2+ years relevant experience
* Strong analytical skills
* Effective communication
* Highly organized and attentive
* Able to deal with changing priorities
* Demonstrated knowledge of Accounts Receivable/Payable
* Payroll tax and Sales Tax experience
* Basic computer skills
Tukatech Benefits
* Medical
* Personal time-off
* "Family-style" lunch every day
* And more!
To apply, please send resume to: careers@tukatech.com

Jobs Available

swatfame

truth in fashion™

* DESIGN ASSISTANT *

Seeking Design Asst to work in our Denim Branded Division. Must be motivated, organized, and detailed-oriented. The right person must be able to write spec sheets, work w/ trim vendors, wash, screenprinters, patternmakers, sewers, and denim exp. a plus. Must possess excellent communication skills, will be working closely with designer, sales reps., and Production. Min. 1 yrs. recent exp.
Email resumes to: rvasquez@swatfame.com

* IMPORT COORDINATOR *

Textile importer seeks an energetic and detail oriented individual. Must be computer literate, a team player and able to handle multiple duties with attention to accuracy. Duties include working with international mills, scheduling shipments, preparation of documents (bill of lading, certificate of origin, beneficiary certificates, packing lists, etc) and work with the broker to clear goods from customs. Familiarity with Letter of Credit documentation helpful.
Job Type: Full-time
Pay - \$18.00 - \$20.00 per hour
Please send resume to : resume@meridiantex.com
Fax no. (323)869-5795

* CUSTOMER SERVICE *

We are looking for a highly motivated and experienced customer service representative with knowledge of EDI and Aims programs; experience with major department stores a plus.
Email your resume to: info@latigousa.com

Jobs Available

* PRODUCTION ASSISTANT *

Textile Company in LA needs Production Assistant
Duties:
* Receive and send shipping samples, updated with Mills and report customers,
* Prepare sales orders.
* One Year experience in textile industries
Email resumes to: nidia@ekbtextile.com

* ACCOUNTS PAYABLE ASSISTANT/RECEPTIONIST *

Needed for a Manufacture in Los Angeles, close to Downtown LA. Must have Basic Accounting experience. Responsible, Reliable, Punctual and bilingual – English/Spanish. Will greet and meet people. Schedule appointments as needed. Maintain supplies/order as needed. General office duties.
Email resumes to: hr@4goldengreen.com

Buy, Sell & Trade

WE BUY ALL FABRICS & GARMENTS

Excess rolls, lots, sample yardage, small to large qty's. ALL FABRICS! fabricmerchants.com
Steve 818-219-3002 or Fabric Merchants 323-267-0010
Email: steve@fabricmerchants.com

*WE BUY ALL FABRICS AND GARMENTS

WE BUY ALL FABRICS AND GARMENTS. No lot too small or large. Including sample room inventories. Silks, Woolens, Denim, Knits, Prints, Solids Apparel and home furnishing fabrics. We also buy ladies', men's & children's garments. Contact: Michael
STONE HARBOR (323) 277-2777

Reach 100,000 Apparel Professionals!

Trying to build your brand,
establish your business as
a thought leader, and make
impactful connections?

The California Apparel News
continues to be the most
powerful publication during
Las Vegas market.

July 30

Cover: Fashion
Made in Los Angeles
Freight and Logistics
Supply Chain
Performance/Active/Athleisure
Retail
Fashion Tees, Blanks + Decorated Apparel

Made in Los Angeles Advertorial
Freight and Logistics Advertorial
Supply Chain Advertorial
Performance/Active/Athleisure Advertorial
Retail Advertorial
Fashion Tees, Blanks + Decorated Apparel
Advertorial

Bonus Distribution
LA Market Week 8/1-5
IFJAG Las Vegas 8/7-10
Offprice Las Vegas 8/7-10
Las Vegas Apparel 8/8-10
WWIN 8/9-12
Agenda Las Vegas 8/11-12

August 6

Cover: Denim Fashion
L.A. Market Wrap
Industry Focus: Finance
Made in America
Sustainability
Fashion Trends by "Fashion Snoops"

Finance Advertorial
Denim Advertorial
Made in America Advertorial
Sustainability Advertorial
Fashion Advertorial
Technology Advertorial

Bonus Distribution
IFJAG Las Vegas 8/7-10
Offprice Las Vegas 8/7-10
Las Vegas Apparel 8/8-10
Sourcing at MAGIC 8/8-11
Project Las Vegas 8/9-11
MAGIC Las Vegas 8/9-11
WWIN 8/9-12
Agenda Show Las Vegas 8/11-12
Curve Los Angeles 8/ 23-24
Dallas Apparel & Accessories Market
8/24-27



CALIFORNIA
ApparelNews

Apparel News Group
127 E. Ninth St., Ste. 806
Los Angeles, CA 90079
www.apparelnews.net



Your business:

Fashion and apparel.

Our business:

Knowing yours inside-out.

Now more than ever, working with a team of experts is essential.

At CIT, our strength is our people, who make it their business to help you grow.

Visit cit.com/commercialservices or call us at **800-248-3240**.

cit.com | [Twitter](#) [Facebook](#) [LinkedIn](#) [Instagram](#) @CITgroup