

A CALIFORNIA APPAREL NEWS SPECIAL SECTION

N.Y. Textile Preview

& RESOURCE GUIDE

July 2012

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Rorschach • Regatta Stripes

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Creora Turns 20
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Prize Winner
Heads to N.Y.

TECH NOTES

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Lenzing Plans New Tencel Production Facility

Austrian fiber maker **Lenzing AG** has begun construction on a new **Tencel** production facility in upper Austria.

The new facility is expected to be completed in two years and, when finished, will employ an additional 110 people and will produce 67,000 tons of Tencel fiber per year.

The project represents a 130 million euro investment for Lenzing, which is celebrating the 20th anniversary of Tencel this year.

“With the Tencel plant, the fiber technology of the future and the latest generation of man-made cellulose fibers is returning to our corporate headquarters in Lenzing,” said Friedrich Weninger, a member of Lenzing Group’s management board and chief operating officer for the company’s fiber business. “The Lenzing

pilot plant was the place where 20 years ago the first marketable lyocell fibers in the history of the Lenzing Group were produced. They are now marketed around the world under the Tencel brand name.”

Lenzing currently produces Tencel at plants in Heiligenkreuz, Austria; Grimsby, United Kingdom; and Mobile, Ala. Currently, annual production at the existing facilities is 140,000 tons of fiber. Expansion plans at the Mobile facility will bring the current annual production of fiber to 150,000 tons.

The Lenzing Group has been producing fiber for more than 70 years. In addition to Tencel, the company’s branded cellulosic fibers include **Lenzing Modal** and **Lenzing Viscose**.—*Alison A. Nieder*

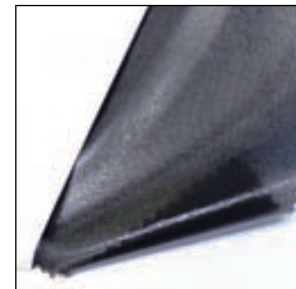
French Technical Fabrics Land in California

Bel Tech, the technical and active-apparel fabrics division of French mill **Bel Maille Creations**, has a new home on the West Coast.



rayon knits for base layers and underwear, as well as waterproof 1x1 rib knits and interlock fabrics for outdoor apparel. The fabrics are offered in custom pieced-dyed colors, and Bel Tech’s in-house quality-control department works with QC organizations to ensure fabrics meet required standards and specifications.

Los Angeles-based **JM International Group**, which represents Bel Maille, is now also representing Bel Tech, whose products include fabrics for performance apparel, medical and automotive applications. Featuring fabrications such as double-face knits, pique, interlock, stretch and mesh, the collection includes smart fabrics, which provide heat and moisture management, as well as anti-bacterial, anti-static, water-repellent and flame-retardant properties. There are breathable bamboo



(213) 627-1185 or visit www.jminternational-group.com.—*A.A.N.*

Founded in 1956 by the Bel family, Bel Maille Creations has been owned and operated by Chief Executive Officer Stéphane Ziegler since 2009.

For more information about Bel Tech or Bel Maille, contact John Marshall at

PV Winner

Designer Ragne Kikas, pictured center with models wearing her designs, was the winner of the **Première Vision Prize** at the **Hyères International Festival of Fashion & Photography**. Kikas and her designs—as well as the work of other prize winners—are on view at the July 11–12 run of **Première Vision Preview** at the Metropolitan Pavilion and Altman Building in New York. This season’s edition of the show features 113 companies from 16 countries, including Italy, France and Turkey. Exhibitors are showing fabrics for the women’s and men’s markets, as well as technical fabrics and trim. An overview of Fall/Winter ‘13/‘14 trends is being presented twice daily at the show, as well. For more information, visit www.premierevision-newyork.com.—*A.A.N.*



ETIENNE TORDOIR/CATWALK PICTURES

Hyosung’s Creora Celebrates 20 Years

Hyosung Corp., producer of **Creora** spandex, is celebrating the 20th anniversary of Creora at the July 7–9 run of **Interfilère** at **Paris Mode City** in Paris.

The Korea-based company first began producing its own branded spandex in 1992 and today produces the fiber in Korea, China, Vietnam, Turkey, and Brazil, its newest facility, which opened last year.

At the Paris textile, swim and lingerie show, Hyosung is introducing two new Creora products, **Creora Dyable**, created to absorb dye for improved colorfastness, and **Creora**

Highclo, a spandex with improved chorine resistance.

“We believe that demand for spandex will continue to grow across the world, and we have in place a structured investment program which will enable us to offer continuous product innovation together with the highest quality through our state of the art, patented manufacturing processes to enable our customers to grow and thrive,” said Yun-Eun Whang, president of Hyosung’s spandex performance unit.

For more information, visit www.hyosung.com.—*A.A.N.*



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Peace Love World Selects BlueCherry

The Miami-based lifestyle apparel provider **Peace Love World** has implemented the **BlueCherry Enterprise Suite** with enterprise resource planning (ERP), product lifecycle management (PLM) and supply-chain collaboration (CSC), according to **Computer Generated Solutions (CGS)**, a global provider of technology solutions, including BlueCherry software.

With wholesale, retail and e-commerce increasing for Peace Love World, the apparel company required a more robust solution to address reporting needs, inventory accuracy and product development, according to a statement from Computer Generated Solutions.

The apparel company was looking to address multi-channel virtual inventory sharing and allocation between wholesale, retail and e-commerce, and after an extensive search, the company selected BlueCherry because of CGS' history and proven track record of delivering quality solutions, as well as providing features that would help give the company a competitive

advantage, Peace Love World stated.

BlueCherry is an integrated enterprise solution that manages the concept-to-consumer product lifecycle for soft-goods companies. The BlueCherry Enterprise Suite includes configurable features, exception-based alerts and notification, and integrated supply-chain collaboration.

Peace Love World is an American lifestyle brand launched in 2007. The company produces apparel for women, men and children, as well as accessories and gifts in the pet and home categories. It offers goods through a company e-retail website, as well as through six company stores in Florida and one store in Hong Kong. Peace Love World is also available in independent boutiques throughout the United States and abroad.

CGS is a global technology company headquartered in New York. It employs more than 4,500 employees in 20 offices in North America, Latin America, Europe and Asia.

—Deidre Crawford

Centric Partners With vrSoftware for New Virtual Merchandising Tool

Centric—a provider of product lifecycle management (PLM) software for apparel, luxury goods and consumer goods companies—has partnered with **vrSoftware**, a company headquartered in England that provides visual merchandising software for the fashion industry, to offer **vrMockshop**, a new tool that allows Centric users to see how their products will look in stores even when products are still in the design phase.

“Planners can incorporate the latest changes in product design, material or color; revisions in seasonal colors; and even last-minute cancellations to make the best possible use of retail space for maximum revenue and customer-satisfaction impact,” said Centric Chief Executive Officer Chris Groves in a company statement.

With vrMockshop's interactive virtual environment, merchandisers can experiment, adapt and create optimal store layouts, according to information provided by Centric

and vrSoftware. By incorporating retail planning into the product's lifecycle, retailers can visualize key areas of the PLM process—from collection creation to how the finished product will look in a fully merchandised store—even before designs reach sample development or full-scale production. The result is the ability to view the next season's collection through the eyes of an in-store customer while still reviewing samples and planning development, the companies stated.

“As we invest in finding the right partners around the world, we believe that the partnership with Centric is ideal,” said Colin Liversedge, CEO of vrSoftware. “Centric's experience and reputation in PLM for the apparel and other industries that focus on retail sales is a perfect fit, allowing vrSoftware to equip more fashion brands and retailers with the latest in visual merchandising and planning technology.”—D.C.

LightSpeed Launches New iPad Technology for Interactive Cross-Selling in Retail Stores

The Canadian retail software company **LightSpeed** has launched a new retail technology for **Apple iPads** that enables interactive cross-selling in retail stores.

LightSpeed for iPad includes features such as a visual category search, where sales associates can use a new “button mode” to browse through categories of products with customers, enabling cross-selling of related items or accessories, similar to navigating an e-commerce website; customized cross-selling, where sales associates can show customers a list of “related” products that are linked for cross-selling while searching or adding products to the invoice without having to travel to different parts of the store; and iPad checkout, which allows retailers to use the iPad to scan product barcodes and check out items in order to help decrease long checkout lines, according to information provided by the Montreal-based company.

“Raised on Macs, iPhones and iPads, today's i-generation consumers have become accustomed to shopping online from their couch, easily navigating through product selections and comparing prices across the Web,” said Dax Dasilva, founder and chief executive officer of LightSpeed. “Borrowing from the e-commerce playbook, we are introducing new features to LightSpeed for iPad to help retailers

bring the access, value and speed of the online shopping experience into the store through engaging customer interactions.”

In addition to the potential to increase sales, the software also provides a more fluid customer experience where customers can preview all related product information in one place, according to a company statement.

LightSpeed scans inventory, details products not shown on the selling floor, and includes a “show-and-tell” feature, which enables sales associates to share expanded product details and enlarged images. It also has the ability to invoice products with a single touch, process credit card payments, accept signatures on-screen, and email or wirelessly print receipts.

LightSpeed for iPad app is available as a free download through the **iTunes App Store**, but it requires a LightSpeed server, as well as one available user license per iPad client.

The company has nearly 10,000 retailers in more than 30 countries that are using LightSpeed—including **Adidas**, **Nike**, **Vespa** and **Nordstrom's Treasure and Bond** store—and it recently received \$30 million in funding from **Accel Partners**, the Palo Alto, Calif.-based venture-capital firm behind **Facebook**, **Groupon**, **Angry Birds** and **Spotify**.—D.C.

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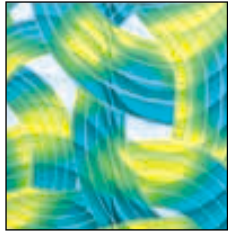
From tranquil shades of blue to wild abstract prints, textile trends run the gamut from sweetly sophisticated florals to whimsical conversationals to sophisticated geometric designs.

Abstract Geo

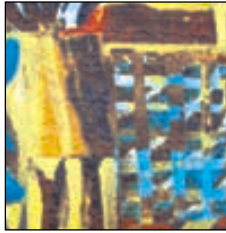
Abstract prints and geometric patterns are made modern in high-voltage brights or paired with black to provide bold pops of color.



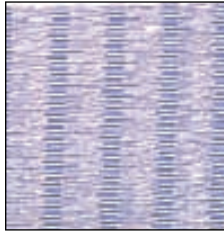
Bel Maille Creations #AL73



Eclat Textile Co. Ltd. #R20808194



Bel Maille Creations #C779 DAG41



Bel Maille Creations #8295 R4609



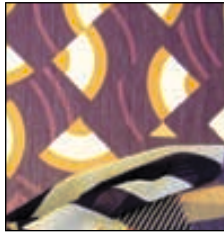
Triple Textile Inc. #N-192-P



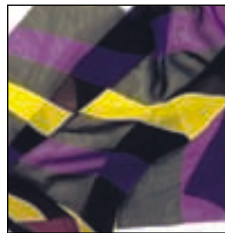
Triple Textile Inc. #NP-18-H



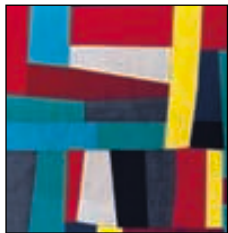
Turquoise #18526C



Bel Maille Creations #A278



Triple Textile Inc. #N-206-C



Robert Kaufman Fabrics #ACK-12806-60



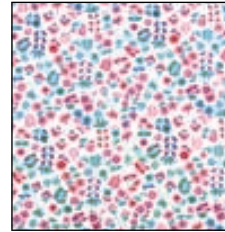
Avid Ink. #A159423 "Deco Sugar"

THERE'S MORE
on ApparelNews.net

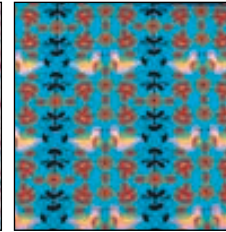
The story continues at
ApparelNews.net.

Small World

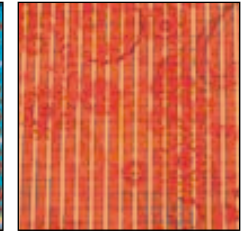
Whimsical prints, ditzzy florals, and Scandinavian- and Russian-inspired motifs are best when rendered in sweet and cheery brights.



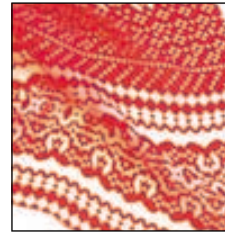
Taiana Blu #9000201 "Rosyl"



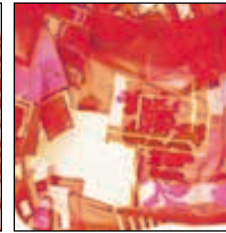
Robert Kaufman Fabrics #ASD-12815-256



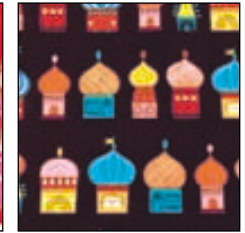
Taiana Blu #950002 "Monica"



Triple Textile Inc. #N-206-D



Triple Textile Inc. #L-277-G



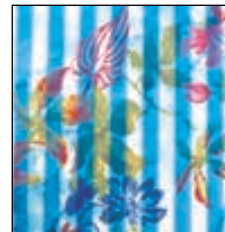
Robert Kaufman Fabrics #ASD-12847-256

Regatta Stripes

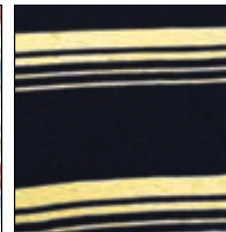
Stripes go sophisticated with bold, wide stripes in rich deep shades, often accented with bold brights.



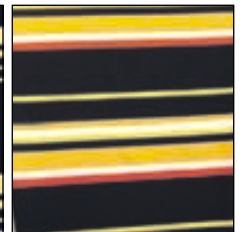
Bel Maille Creations #R7129



Taiana Blu #H260350 "Axel"



Asher Fabric Concepts Navy/gold stripe



Bel Maille Creations R5705

Cinergy Textiles Gives Its Customers the Competitive Edge

ADVERTORIAL

In these times of economic tribulation, sometimes it's the basics that can make the difference between profitability and running in the red. Ramin Daneshgar, one of three siblings who help manage Cinergy Textiles, Inc., understands this fine line well. The Daneshgars have made Cinergy all about immediate, accessible service that can give their clients the edge they're looking for.

"People enjoy working with us because of the friendly and efficient service we provide and the wide variety of stock fabrics we offer at a low one-roll minimum," says Ramin. "There are a lot of big fabric companies out there, but people prefer working with us because we enjoy what we do and try to make everyone's experience with us a good one. Whether it's a reply needed on an email, a call back regarding an inquiry, or an overnight package, we take care of everyone's needs right away and do it with a smile. We strive for excellence, and it shows."

Cinergy Textile's familial roots date back about 60 years to Iran, where their grandfather owned one of the largest and most well known retail textile stores in the country. In 1979 the family moved to the United States and brought their textile expertise with them. Today, the three grandchildren, Ramin, brother Kam and sister Roya, continue the tradition of importing and distributing a large assortment of fabrics.

Cinergy offers some 500 to 600 fabrics ranging over 75 categories, and initially stocks 1,000 yards per color. This expansive inventory enables the company to effectively cater to smaller businesses as well as large ones.

"We base our business on honesty and truly care about the people we work with," says Ramin. We want to see them succeed and grow with them. We cater to those who want the best customer service, whether it's just one roll or thousands of yards.

"We've had customers tell us that they can rely on us to get them the information they need, and get it quickly," Ramin continues. "For example, if a buyer is coming into [a client's] office in a couple of hours, they know we can be contacted right away and that we have the ability to prepare

what they need in order to help them make the sale."

To further expedite matters, Cinergy has put considerable time and effort into its website, www.cinergytextiles.com. "Our entire line, which consists of knits, wovens, basics, linings, and novelties, is viewable on the web," points out Ramin. "We have a little bit of everything to cater to everyone for all seasons. We are constantly sourcing new items, and make sure to update the website frequently. No login or password is required, making it easy for all to view at any given time. The line is always evolving and keeping up with the latest trends. If you want to get inspired—visit our website!"

Cinergy's main focus is to cater to domestic manufacturers, however, it also provides drop shipments if needed as the majority of the fabrics are sourced from Asia. The product line ranges from cottons, nylons, polyesters, rayons, acetates, and more to blends such as rayon/spandex, wool/acrylic, and polyester/rayon/spandex, to name but a few. All Cinergy's fabrics are stocked in Los Angeles, and domestic orders are shipped within 48 hours.

"One thing about us," says Daneshgar, "is that we're a young business team. We're very easy to work with and embody positive energy, always striving for a bright, successful future. The people who know us like working with us because we make them feel comfortable. It's not just a business relationship, it's also a friendship, and that's why we have the loyal customers we do."

Cinergy Textiles Inc.

cinergytextiles.com

Tel: 213-748-4400 Fax: 213-748-3400

Email: cinergytextiles@aol.com

1422 Griffith Avenue, Los Angeles, CA 90021

LENZING INNOVATION EXHIBITORS



TEXWORLD

| COUNTRY | COMPANY | BOOTH |
|------------------------|--|---------------|
| CHINA | Huafu Top Dyed Yarn Melange Co., Ltd. | 2504 |
| | Jiangsu Xintai Knitting Co., Ltd | 2616 |
| | Mozartex Co., Ltd. | 2500 |
| | Nantong No. 1 Cotton Mill i/e Co. Ltd. | 2530 |
| | Zhejiang Meidefeng Trading Co. Ltd | 2630 |
| | Zhejiang Yihua Textile Co., Ltd. | 2626 |
| | INDIA | Pallava Group |
| ITALY | Miroglio Textile SRL | 2505 |
| KOREA | CF Corporation | 2526 |
| | Hong In Enterprises Co., Ltd. | 2523 |
| | JK Tex Co., Ltd. | 2610 |
| | Pang Rim Co., Ltd. | 2509 |
| | People N' Nature Textile | 2519 |
| | Sewang Textile Co., Ltd. | 2524 |
| | SFT Inc | 2525 |
| | Shinjintex Co., Ltd | 2633 |
| | The Organic Village | 2522 |
| | TL Corporation | 2631 |
| Victoria Textile | 2507 | |
| Visionland | 2518 | |
| Woosung F&T, Co., Ltd. | 2531 | |
| SPAIN | Textil Santanderina | 2501 |
| TAIWAN | DJIC Limited | 2512 |
| | Eastern Linkage International Limited | 2510 |
| | Handseltex Industrial Corp. | 2514 |
| | Jet Goal Enterprise Co., Ltd. | 2508 |

TEXWORLD

| COUNTRY | COMPANY | BOOTH |
|-----------|--------------------------------------|-------|
| | Labtex Co., Ltd | 2513 |
| | Learned Winner Enterprises Co., Ltd. | 2625 |
| | Tsin Mei Textile Co., Ltd. | 2624 |
| | Winfultex Co., Ltd. | 2613 |
| TURKEY | Ekoten Tekstil A.S. | 2612 |
| USA | Buhler Quality Yarns | 2606 |
| | Design Knit, Inc. | 2600 |
| | Ecotex | 2619 |
| | FesslerUSA | 2604 |
| | JH Textiles, Inc. | 2627 |
| | Laguna Fabrics | 2611 |
| | Mansfield | 2615 |
| | SG Knits Inc. / United Pacific Group | 2622 |
| | Texollini Inc. | 2621 |
| Tuscarora | 2623 | |
| | Lenzing | 2601 |

HOME TEXTILE SOURCING EXPO

| COUNTRY | COMPANY | BOOTH |
|----------|-------------------------------------|-------|
| CHINA | Jihua 3542 Textile Co., Ltd. | 3012 |
| | Jining Ruyi Home Textiles Co., Ltd. | 3014 |
| INDIA | Paramount Textile Mills (P) Ltd. | 3013 |
| PORTUGAL | Tapeçarias Ferreira de Sá, Lda. | 3005 |
| PAKISTAN | Nishat Chunian | 3007 |
| SPAIN | MITSA & Bedding Industrial Begudà | 3001 |
| USA | Beantown | 3009 |

At Texworld USA and Home Textiles Sourcing Expo leading innovative mills are showing creative fabrics and garments containing Lenzing Fibers.

Texworld USA / Home Textile Sourcing Expo
Jacob K. Javits Convention Center, 655 West 34th Street
NY, USA July 24th - 26th

www.lenzing.com/textile



Emsig Manufacturing: The 'World's Greatest' Continues to Innovate

When you've spent 59 years of your life building a modest button company into one of the largest button manufacturing concerns in the world, you have accumulated more than a little working wisdom. Larry Jacobs, president and CEO of Manhattan-based Emsig Manufacturing Co., who lives and breathes buttons and has never stopped being fascinated by his work, has developed a personal philosophy that fuels his work ethic.



"You have to think going forward," he says. "Change happens. If you see people and talk to them and find problems, you can tackle them and develop something. This is what business is. We've built our company over the years by meeting the desires and needs and ideas of our customers."

Because Emsig manufactures its buttons from raw resin to finished product, creativity can be easily indulged. And Jacobs never stops thinking. This is the company that introduced the first enameled-steel work shirt button. A stint in the hospital led to Emsig developing virus- and bacteria-resistant melamine buttons. Emsig developed a glow-in-the-dark

Because Emsig manufactures its buttons from new resin to finished product, creativity can be easily indulged.

button, which has become the rage in childrenswear. The current emphasis on recycling and repurposing waste products has led to Emsig's introduction of buttons made from 100 percent recyclable material—about "200,000 pounds of formerly waste material," Jacobs notes.

Jacobs is especially excited about Emsig's introduction of a new shirt button "that is truly unbreakable," he says. Made of a non-petroleum-based resin ("no toxic ingredients"), unlike the typical shirt button, this super button can take up to 5,000-pounds-per-square-inch compression—the impact of a 26-ounce weight dropped from a 19-inch

height. For anyone who has suffered the aggravation of broken buttons on dress shirts, this new groundbreaking button will become indispensable. "It's like no button in the world I'm aware of," Jacobs says.

While it has a worldwide presence, Emsig, which was founded in 1928, has always been proud of the fact that many of its products are manufac-

tured right here in the United States in its 110,000-square-foot Connecticut factory. When the U.S. Department of Commerce was putting together its Made in America pavilion for this August's MAGIC show in Las Vegas, it was something of a no-brainer that Emsig Manufacturing would be one of the invitees. Emsig, which also has supplied the U.S. military since 1940, will have a booth at the pavilion spotlighting many of its innovations.

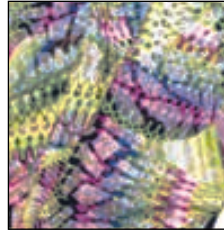
It will also be a time to celebrate the impact this 84-year-old, continuously family-run company has made to its industry. Emsig's contributions were noted recently by producers of the television show *World's Greatest!*, who chose Jacobs and Emsig as the subjects of an episode to air in November. The show profiles companies based on "which offers the most to the world in their given industry." Certainly Emsig has, and continues to be, a leader in the thing Jacobs loves most.

"I want people to know why we are different from our competitors," he says. "This whole job is really creating and marketing. We have earned the right to sell to our customers through reliable service, best quality, and competitive pricing."

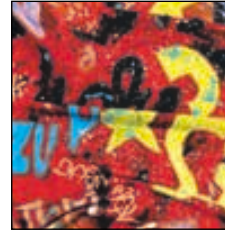


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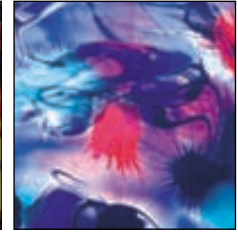
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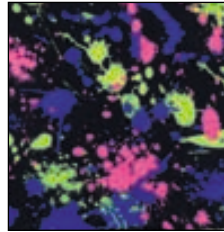
Triple Textile Inc. #NP-19-G



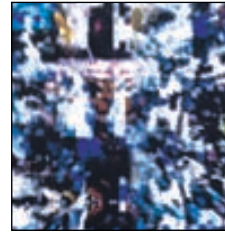
Pine Crest Fabrics
#LTD-TFX779-97
"Mystery"

Traditional paisleys get a modern makeover in bright prints, painterly treatments or paired with animal patterns.

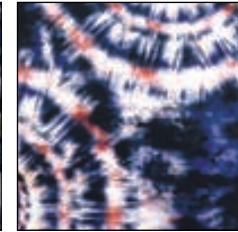
Rorschach



Triple Textile Inc. #NP-19-F



Avid Ink #A155696
"3D Electricity"



Avid Ink #A159317
"Double Take"

Tie-dyes, splatter prints, digital graffiti styles and busy patterns layered with foil create a Rorschach-inspired take on abstract designs.

On the cover: Turquoise (Fox Fabrics) #DP0442

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Continued from page 8

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- PUBLISHED BY MM PUBLISHING CORP. APPAREL NEWS GROUP. Publishers of: California Apparel News, Waterwear
- EXECUTIVE OFFICE California Market Center 110 E. Ninth St., Suite A777 Los Angeles, CA 90079-1777 (213) 627-3737 Fax (213) 623-5707 Classified Advertising Fax (213) 623-1515 www.apparelnews.net webmaster@apparelnews.net PRINTED IN THE U.S.A.



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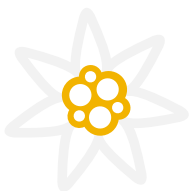
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