

A CALIFORNIA APPAREL NEWS SPECIAL SECTION

Textile Preview

October 2011

with
Tech Focus
and **L.A. Textile Resource Guide**

**Will U.S. Pressure
Force China to Modify
Its Currency?**

**Long-Awaited Free-Trade
Pacts Sent to Congress**

TEXTILE TRENDS

Digital Age
Natural Instincts
Regatta Stripes
Mad About Saffron
Art Mix
La Vie en Rose
Watercolors
Check Mate
Indian-Americana

Will U.S. Pressure Force China to Modify Its Currency?

The apparel and textile industries are lining up on both sides of the fight to pressure China to revalue its currency.

Recently, the **National Council of Textile Organizations** and other organizations and businesses signed a petition asking the U.S. Senate to pass legislation imposing countervailing duties on certain Chinese-made goods if China doesn't allow its currency to float to its real value. Many believe the Chinese yuan is undervalued by at least 25 percent to 30 percent, making Chinese goods cheaper in the United States but raising the price of U.S. exports to China. The United States has an annual trade deficit with China of more than \$250 billion.

On Oct. 3, the U.S. Senate voted 79–19 to bring the Currency Exchange-Rate Oversight Act of 2011 up for debate. The bill is expected to pass the Senate, but its future in the House of Representatives is less clear.

The bill clarifies the U.S. Department of Commerce's responsibility to investigate alleged currency subsidies and determine the amount of the undervaluation. It would then recommend action to be taken to correct this imbalance.

The petition also was signed by textile businesses such as **Denim North America, Swift Spinning Inc., Consolidated Fibers Inc., Buhler Quality Yarns Corp., Frontier Spinning Mills Inc., Liberty Denim LLC, National Spinning Co. Inc., Parkdale Mills Inc., Unifi Inc., Tuscarora Yarns** and **Mount Vernon Mills Inc.**

Opposing the legislation is the **American Apparel & Footwear Association**, whose members include major apparel makers such as **Liz Claiborne Inc., VF Corp., Jones New York, Perry Ellis International Inc.** and the **Kellwood Co.**

The AAFA supports pressure on China to revalue its currency but believes pressure should be worldwide.

"Our organization supports strong, coordinated and enhanced multilateral pressure through international organizations such as the **G-20** [a group of rich and developing countries] and **APEC** [Asia-Pacific Economic Cooperation] to promote China's adoption of market-determined currency and exchange-rate policies," the organization wrote in a September letter to Senate Majority Leader Harry Reid and Senate Minority Leader Mitch McConnell.

The AAFA and other groups such as the **United States Association of Importers of Textiles and Apparel** believe that countervailing duties by the United States won't influence China to modify its exchange-rate policy and could lead to a trade war. "It would likely have the opposite effect and result in retaliation against U.S. exports into China, currently the fastest-growing market for U.S. exports. Tariff legislation would not get us closer to the goal of a market-driven exchange rate. Instead, it would highlight U.S. unilateral action, thereby shifting

the focus of the international community away from the core issue of China's currency," the letter said.

The Obama administration has been pushing to expand U.S. exports to create more jobs at home. One of the growth areas for apparel and textiles has been exports to emerging economies in Asia and Latin America. The U.S. Department of Commerce reported recently that apparel and textile exports were up 16.6 percent for the year ending July 31, 2011, compared with the same period in 2010.—*Deborah Belgium*

Long-Awaited Free-Trade Pacts Sent to Congress

The Obama administration introduced to Congress three free-trade agreements after years of languishing in limbo. The agreements were signed years ago with South Korea, Colombia and Panama.

Congress, which received the accords on Oct. 3, now has 90 days to pass or reject the trade pacts on a yes-or-no vote, but no amendments can be made.

The move caps years of back-and-forth maneuvering between Congress and the Obama administration over the free-trade agreements and how they should be implemented. Concerns over labor violence in Colombia, where union leaders have been murdered, were resolved by implementing a labor action plan for beefed-up security for union leaders and workers.

"For far too long, the U.S. apparel and footwear industry and our more than 4 million U.S. workers have been threatened by growing international competition because of inaction on the pending free-trade agreements with Colombia, Panama and South Korea. In fact, this is the first major step forward for U.S. trade policy since 2009, when the U.S.-Peru Free Trade Agreement entered into force," said Kevin Burke, president and chief executive of the **American Apparel & Footwear Association** in Arlington, Va. "Today's action by the president reaffirms our position as a global leader. Opening these three markets to permanent two-way trade will provide the U.S. apparel and foot-

wear industry with increased opportunities to create more jobs here at home."

The free-trade agreements are expected to boost U.S. exports by more than \$12 billion a year.

The free-trade accords were negotiated and signed during the previous Bush administration. The Colombian free-trade accord was signed in November 2006, the Panama FTA in January 2007 and the South Korea FTA in June 2007.

The Obama administration decided it wouldn't send the agreements to Congress until the Senate and the House approved the Trade Adjustment Assistance amendment, which provides benefits and funds to train U.S. workers who lose their jobs because of free-trade pacts. The Senate approved TAA on Sept. 22.

The House assured the Obama administration it will approve training and unemployment benefits for displaced workers at the same time it considers the free-trade agreements.

Trade officials were happy to see progress finally being made to get the trade agreements approved. "We must take every opportunity to get America back to work, and Congress should pass these agreements without delay," U.S. Trade Representative Ron Kirk said in a statement. "Taken together, the pending trade agreements and Trade Adjustment Assistance advance a balanced trade agenda that opens new markets for our exporters and new opportunities for America's working families."—*D.B.*



Need inspiration?

Check out the full range of Mudpie Trendbooks.

Hundreds of on-trend silhouettes, graphics and prints for womenswear, menswear, kidswear, sportswear and print & pattern, all available to download and edit from the accompanying DVD.

Find Mudpie at The Fashion Book Store
California Market Center LA
or visit www.mudpie.co.uk

COME JOIN US AT
LA TEXTILE
OCTOBER 10-12 SUITE PH14



THE BEST U.S. MADE GARMENTS START WITH BUHLER YARN

Our industry partnerships and U.S.-based supply chain allow you to be first-to-market while ensuring the highest quality. We are Oeko-Tex 100 Certified and maintain high environmental standards for all our products.

This is the Buhler advantage.



APPAREL BY THREE DOTS
RESORT 2011 COLLECTION
THREEDOTS.COM



MADE IN USA



US Supima Cotton is superior in length, strength and fineness—forever achieving a high-quality product. Dedicated to conservation and carbon neutrality, it is preferred by luxury brands for its comfort and durability.



Lenzing MicroTencel® offers strength, softness and comfort. Made from FSC-certified pulp on a closed loop processor and certified by the Oeko-Tex® Standard 100, MicroTencel moves moisture and inhibits the bacterial growth.



Lenzing MicroModal® is the epitome of luxury and the ideal fiber for flexible, graceful clothing. Sustainable, biodegradable, and renewable, it remains soft and retains its brilliance even after repeated washing.



www.buhleryarns.com

1881 Athens Highway, Jefferson, GA 30549 t. 706.367.9834 or e. sales@buhleryarns.com

More than
SIXTY YEARS
of Superior
Products and Service
Est. 1949

Shirting.
It's not just for shirts anymore.

OUTERWEAR
BEACHWEAR
LININGS
LOUNGEWEAR
RESORTWEAR
SHIRTS
BLOUSES

100% woven Egyptian cotton. Made in Japan. More than 3 million yards in stock. Ask for it by name: Superba,® Corona,® Ultimo.®
Low minimums. Special orders welcome.

Stocked in NYC for U.S.-based manufacturers

Tel. (631) 755-1230
Fax. (631) 755-1259
PHILIPSBOYNE.COM
SALES@PHILIPSBOYNE.COM



Calendar

L.A. International Textile Show Events

The Los Angeles International Textile Show kicks off its three-day run on Oct. 10 at the California Market Center. In addition to a broad selection of textiles, trims and trend-forecasting service providers, the show will feature an opening-night party co-sponsored by **Lenzing**, maker of **Tencel** and **Modal**.

There will also be a full slate of seminars held during the show.

Oct. 10

"New Ways of Thinking and Merchandising F/W '12: Key to Stay Ahead Of the Curve," presented by Art and Fran Sude of Design Options
CMC, suite 19
10:30–11:45 a.m.
Cost: free

"Retail Math Seminar," presented by Henry Cherner of AIMS
CMC, suite C786
11 a.m.–noon
Cost: free

"Introduction to Adobe Illustrator," presented by Chris Schiotis
CMC, suite C786
noon–2 p.m.
Cost: free for Fashion Business Inc. members; \$10 for nonmembers

"F/W '12/'13 Men's and Women's Trends," presented by Fiona Jenvey of Mudpie
CMC, Penthouse Pavilion, suite 19
12:30–1:45 p.m.
Cost: free

"Retailing and Wholesaling Online," presented by AIMS and Focal Technology
CMC, suite A1169
1–2 p.m.
Cost: free

"F/W '12/'13 Forecast: Women's and Juniors," presented by Renee Labbe of Stylesight
CMC, suite 19
2–3:15 p.m.
Cost: free

"California Apparel Manufacturing Law," presented by Jesse Atilano
CMC, suite C786
2–4 p.m.
Cost: free for Fashion Business Inc. members; \$10 for nonmembers

"Introduction to Adobe Photoshop," presented by Chris Schiotis
CMC, suite C786
3–5 p.m.
Cost: free for Fashion Business Inc. members; \$10 for nonmembers

"Zero to Sixty: How to Take Your Line From Idea to Sale," presented by Liza Deyrmenjian of Atingo
CMC, suite 19
3:30–4:45 p.m.
Cost: free

"Fortune 500 'Secrets' From Napkin Idea to a World-Class Brand," presented by Howard Lim
CMC, suite C786
4–6 p.m.
Cost: free for Fashion Business Inc. members; \$10 for nonmembers

Oct. 11

"EDI (Electronic Data Interchange)," presented by Steve Lim
CMC, suite C786

10–11 a.m.
Cost: free for Fashion Business Inc. members; \$10 for nonmembers

"Adobe Photoshop for Textiles," presented by Chris Schiotis
CMC, suite C786
10 a.m.–noon
Cost: free for Fashion Business Inc. members; \$10 for nonmembers

"WGSN Trend Edit: Textiles F/W '12/'13," presented by Sally Lohan of WGSN
CMC, suite 19
10:30–11:45 a.m.
Cost: free

"EDI Made Simple," presented by eCsss, AIMS, Progressive Label and Innovative Systems
CMC, suite A1169
11 a.m.–12:30 p.m.
Cost: free

"Latest Innovations From the World-Market Leader in Sustainable Fibers," presented by Susan J. Mocarski of Lenzing
CMC, suite 19
12:30–1:45 p.m.
Cost: free

"Small Business Loan Application," presented by Marsel Watts
CMC, suite C786
1–2 p.m.
Cost: free for Fashion Business Inc. members; \$10 for nonmembers

"Brothers Intl. Demo," presented by Chris Schiotis
CMC, suite C786
1–3 p.m.
Cost: free for Fashion Business Inc. members; \$10 for nonmembers

"Ladies' and Juniors Trend Direction F/W '12/'13," presented by Melissa Moylan of Fashion Snoops
CMC, suite 19
2–3:15 p.m.
Cost: free

"Understanding the U.S. Apparel and Textile Industry Today: Current 'Hot-Button' Issues Affecting the Industry," a panel discussion moderated by Ilse Metchek, president of the California Fashion Association, and featuring panelist Douglas Lipstone, partner with Manning & Kass, Ellrod, Ramirez, Trester, LLP; Lynne Sperling, partner with Sperling & Associates; Rick Horwitch, vice president of solutions, business development and marketing for Bureau Veritas; and David Perry, chief executive officer of The DSP Group
CMC, suite 19
3:30–4:45 p.m.
Cost: free

"Adobe Illustrator for Textiles," presented by Chris Schiotis
CMC, suite C786
3:30–5:30 p.m.
Cost: free for Fashion Business Inc. members; \$10 for nonmembers

"FBI/VEDC Open House and Mixer"
CMC, suite C786
4–6:30 p.m.
Cost: free for Fashion Business Inc. members; \$10 for nonmembers

Oct. 12

"Made in the USA," a panel discussion organized by Frances Harder and featuring Laura Sherman, Susan Power and Carlo Gholami
CMC, 13th floor
10–11 a.m.
Cost: free

"Understanding Apparel Principles Using Software Applications," presented by Steve Lim
CMC, suite C786
1–2 p.m.
Cost: free for Fashion Business Inc. members; \$10 for nonmembers

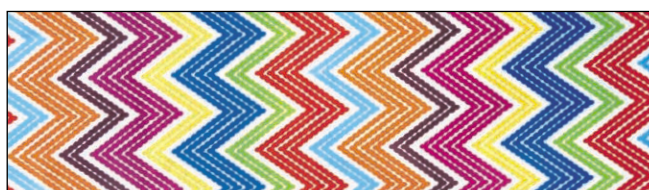
"Understanding Common Legal Disputes in the Textile Industry: Copyrights, Chargebacks and Beyond," presented by Stephen Doniger
CMC, suite C786
2–3 p.m.

"Natural Innovations," presented by Jeana Hatch of Cotton Inc.
CMC, suite 19
2–3:15 p.m.
Cost: free

"Private-Label Manufacturing," presented by Laura Sherman
CMC, suite C786
3–4 p.m.
Cost: free for Fashion Business Inc. members; \$10 for nonmembers

"Adobe Illustrator for Textiles," presented by Chris Schiotis
CMC, suite C786
3:30–5:30 p.m.
Cost: free

"New Horizons for Textiles and Apparel: U.S.-Korea FTA: The Right Product at the Right Price," presented by the California Fashion Association and featuring panelists Susan Kohn Ross, international trade counsel for Mitchell Silberberg & Knupp LLP; Kee Hyun Kim, president of Finance One Inc.; Sandy Richman, president of Directives West Group; Philippe Carballo, director of material R&D for Bebe Stores; and Won Sok Yun, director general of KOTRA. A Q&A session will follow with additional panelists, including Jim MacLellan, director of trade development for the Port of L.A., and Bobby Hines, trade specialist with the Department of Commerce.
CMC, suite 19
3:30–4:45 p.m.
Cost: free



ON THE COVER:
Robert Kaufmann Fabrics
ABZ-11902-238

Celebrating 25 years of excellence

supima cotton licensee
linen blends micro modal blends
silk blends supima cotton
wool blends combed cotton
cashmere blends melange
micro tencel/tencel rayon
sweater knits streaky
tri-blends

*To see our latest collection of
novelty knit fabrics, visit us at:
Los Angeles Int'l Textile Show
California Market Center
October 10-12 PH Suite #1*

dk design knit inc.

1636 staunton ave. l.a. ca. 90021 ph: (213) 742-1234 fax: (213) 748-7110

Sneakpeek, Where Shopping Gets Social

San Francisco-based **Sneakpeek** has a new take on e-commerce—and social networking. Described as a “social shopping application on Facebook,” the company provides incentive for repeat visits, brand loyalty and sharing shopping finds with friends.

The site features an assortment of in-season apparel, accessories, cosmetics and gifts from brands including **Forever 21**, **True Religion**, **Puma**, **Michael Stars**, **C.C. Skye** and **Laura Gellar** cosmetics. There are also dedicated brand “boutiques,” including **Roxy**, **Huit Huit**, **Big Buddha** and **The Green Bean**.

Initial retail prices are listed on Sneakpeek, but the sale price for each item is not visible until shoppers “peek” at the price tag. Once they do, they’re given an option to “buy” or “pass.” Each time someone “peeqs,”

the price drops. Site founders Henry Kim and Harish Abbott met while in business school at **Stanford**. Kim went on to work with investor Ron Burkle, while Abbott went on to work at e-commerce giant **Amazon.com**.

As the two noted the rising importance of social commerce, or social shopping, they began looking for a way to re-create the experience of shopping at a traditional shopping mall.

“We started looking at people’s behavior at malls,” Kim said. “If you walk into a mall and you see something you like, you go over and flip over the price tag. For us, that’s a ‘peek.’”

Once a person has “peeked” at a price, he or she has the opportunity to “post to the social stream” on **Facebook**, Kim said, adding, “When you do that, you have the opportunity

to bring more people into the ‘mall.’”

Sneakpeek users can browse items and see what their friends are interested in. Or a user—or player—can click on a friend to see all the items she has “peeked” at.

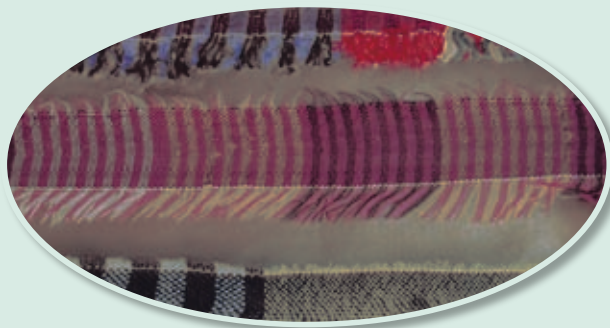
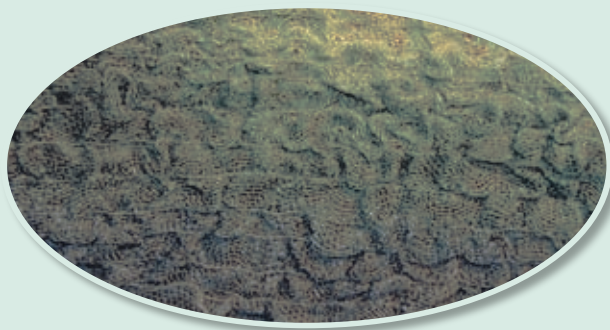
On Sneakpeek, prices keep dropping until someone decides to buy. Once an item is sold, the price resets and the game begins again. This continues until inventory on that item is depleted. Inventory levels can range from 40 pieces to 100 pieces for smaller labels to 500 to 750 pieces for bigger brands, Kim said.

“This is using game mechanics,” Kim said. “If you know what the retail price is, it’s not that fun to flip over the price tag. That’s where the game elements come in. That gives it a little bit of a sample-sale mentality. Our consumers are happy—no one ever feels



PEEK SEASON: Sneakpeek offers in-season merchandise and a social experience.

GELTMAN



*A Textile Finishing
Company Serving the
Specialized Needs of
the Textile, Apparel
& Home-Furnishing
Industry Since
1931*

FINISHING

- Framing
- Heat-Setting & Curing
- Anti-Curling
- Process to Improve Crocking
- Natural Crinkling
- Odor & Smoke Elimination
- Tight or Loose Selvage
- Sponging & Decating
- Soft or Firm Hand
- Gum & Trim Selvage
- Resin Finish
- Center Crease Elimination
- Anti Static
- Brushing
- Water Repellent
- Anti-Needle Cutting

LAUNDRY

- Wash-Down
- Pre-Shrink
- Scouring
- Softwash
- Bleaching

BONDING

- Knit Backing
- Non-Woven Backing
- Double-fuse Backing
- Knit Back Express

GELTMAN INDUSTRIES

1914 Bay Street
Los Angeles, CA 90021
Tel: 213-622-2015
Fax: 213-622-4572
info@geltman.com
www.geltman.com

1 . 800 . 451 . 8772

*Contact us for your repair work
Please refer to code “Apparel News”
to get \$100 off your first order.*

like they’re overpaying—and the brands are happy because they’re getting a lot of engagement on Facebook.” The site is designed so when users check out, they don’t leave the site.

“Our conversion is very good; we’re at a little under 3 percent, and our repeat purchases are at 46 percent,” Kim said.

The game aspect of Sneakpeek gives users the experience of shopping a sample sale where quantities are small and shoppers get to compete for a good deal. But Kim stressed that Sneakpeek is different from other sites that sell overstock goods. “We don’t deal with excess inventory—we’re not flash sales,” he said. “As our name suggests, you’re getting a sneak peek into in-season merchandise or merchandise that’s just about to be released.” **Kate Spade** introduced its Spring collection through Sneakpeek on the same day the merchandise debuted on Kate Spade’s own site.

To date, the company has signed up more than 400 brands. For now, all the apparel is women’s, but Kim and Abbott plan to eventually add menswear.

“We’re not going to these brands to buy excess inventory; we’re trying to be partners, and we’re partners for the long haul,” Kim said. “Everyone has been very happy with their ‘fan’ increases as well as developing their sales channel on a social platform.”

As an example, Kim points to a pilot program conducted with Forever 21 before Sneakpeek launched. “Initially, they had about 700,000 ‘likes.’ Today, they’re over 5 million. True Religion jeans, when we started with them, they were at 18,000 likes. Today they’re over 500,000. We’re not taking credit for every single one of their likes, but we know we had a huge impact. Because across the board, no one has had that sort of Facebook fan growth without advertising—and these guys didn’t advertise.”

The site also offers brands a chance to build their Facebook fan base by offering exclusive merchandise through a “Fan Gate.” On a recent visit, several items from Big Buddha were listed for “Big Buddha fans only.” In order to see the item, visitors have to “like” Big Buddha. “You can’t put up a Fan Gate for

➔ Sneakpeek page 8



ULISSE
FASHION ART DETAILS

TOTAL FASHION ART DETAILS



ULISSE, FASHION ART DETAILS ACCESSORIES AND SERVICES FOR THE CLOTHING INDUSTRY

ULISSE ACCESSORI MODA srl - Via Niccolò Copernico 2, 41012 Carpi MO Italy
Tel. +39 059 6310311 - Fax +39 059 643918 - info@ulissefashion.com

ULISSE ASIA Ltd. - 20F, B2B Centre 35-36 Connaught Road West - Sheung Wan - Hong Kong
Tel. +852 2574 2339 - Fax +852 2574 4336 - clelia@ulissefashion.com

SALES REPRESENTATIVE (USA - CALIFORNIA)

Ross Scrivano - Tel. +1 310 4288138 - ross@ulissefashion.com - tgtrims@gmail.com

WWW.ULISSEFASHION.COM

JM INTERNATIONAL GROUP



A TEXTILE AGENCY



SHOWCASING FINE EUROPEAN

fabrics

AB CREATIONS/OPENING, BEL MAILLE, DARQUER, HOH JUAN BOLUDA, MONTEROSSO & JUNIOR-HAGEN (TRIMS)

L.A. INT'L. TEXTILE SHOW | OCT. 10-12 | PENTHOUSE #101-103

213 627 1185
117 WEST NINTH ST, SUITE #525-526, LOS ANGELES, CA 90015
JMINTERNATIONALGROUP.COM

Gerber Revamps Website

Equipment and software provider **Gerber Technology** has a new look online—and it's multilingual.

The company's newly relaunched website, www.gerbertechnology.com, includes information in English, Chinese, French and Spanish.

"Our revitalized online presence enables us to more effectively build and manage customer relationships, target new businesses through better search-engine visibility, cross-sell services and products, educate key audiences on the breadth of our service offerings, increase brand visibility, and provide a more thorough explanation of our solutions for specific target audiences," said Debbie Marconi, director of marketing communications for Gerber Technology.

The new website also incorporates Gerber's recent acquisitions, **YuniquePLM**, maker of

the product lifecycle management system, and **Virtek Vision International Inc.**, which provides laser systems for the composite, inspection and fabrication markets.

Visitors to Gerber's new site can tour product demos posted through YouTube and YouKu, an online video site for Chinese Internet users. In addition, visitors will find product information and case studies.

Established in 1968, Gerber Technology is a division of **Gerber Scientific Inc.**, based in Tolland, Conn. Gerber Technology's business units include the Global Software Solutions business—which offers PLM and CAD (computer-aided design) solutions for retail, apparel and footwear businesses—and the Sewn Products Solutions business, which provides textile cutting and spreading systems for apparel and flexible-materials manufacturers.—*Alison A. Nieder*

Sneakpeek *Continued from page 6*

every product, but this is where the game mechanics are," Kim said. "You can play for products that are open to everyone, but if you want to get an exclusive product, you have to like the brand."

Kim estimated that 20 percent of Sneakpeek's brands are big companies. The company calls them "anchor brands." The balance is split equally between mid-size companies and emerging brands. Sneakpeek's boutiques are live for five to seven days—and then return every four to six weeks. "So you can expect that brand to come back with different merchandise," Kim explained.

"If you look at how e-commerce has been for the past 10 to 15 years, a lot of it has been highly task-focused and cognitively challenging," Kim said. "That's because you have to know what you want and type it into a search. You end up going to the cheapest place that's a reputable site. That's not how shopping is done offline and definitely not with apparel. Apparel—a lot of it is discovery. You walk through the racks and something catches your eye, and that's what we did," he said.

"At the end of the day, we are a discovery platform on Facebook."—*A.A.N.*

NEW LOOK. SAME GREAT SHOW.

SHOWTIME
ITMA MARKET

textiles • leather • trimmings

JOIN US FOR THE
Largest Decorative Coverings Show
IN THE WESTERN HEMISPHERE

High Point, NC • December 4-7, 2011

textiles • leather • trimmings



WWW.ITMASHOWTIME.COM • 336.885.6842

Market Square Complex • 124 South Elm Street (Corner of Commerce & Elm) • High Point, NC 27260

Apparel News Group



Sixty-seven years of news, fashion and information

- EXECUTIVE EDITOR ALISON A. NIEDER
- FASHION EDITOR N. JAYNE SEWARD
- SENIOR EDITOR DEBORAH BELGUM
- RETAIL EDITOR ANDREW ASCH
- MANUFACTURING EDITOR DEIDRE CRAWFORD
- EDITORIAL MANAGER JOHN IRWIN
- WEBMASTER GREG WILKER
- CREATIVE MARKETING DIRECTOR LOUISE DAMBERG

DIRECTOR OF SALES AND MARKETING

- TERRY MARTINEZ
- ACCOUNT EXECUTIVES DANIELLA PLATT, AMY VALENCIA
- ACCOUNT MANAGER LYNNE KASCH
- SALES & MARKETING COORDINATOR BRANDI POLK
- SALES ASSISTANT CRYSTAL CONTI
- CLASSIFIED ACCOUNT EXECUTIVES ZENNY R. KATIGBAK, JEFFERY YOUNGER
- CLASSIFIED ACCOUNTING MARILOU DELA CRUZ
- SERVICE DIRECTORY ACCOUNT EXECUTIVE JUNE ESPINO
- PRODUCTION MANAGER KENDALL IN
- ART DIRECTOR DOT WILTZER
- PRODUCTION ARTIST JOHN FREEMAN FISH
- PHOTO EDITOR JOHN URQUIZA
- CONTROLLER JIM PATEL
- CREDIT MANAGER RITA O'CONNOR

PUBLISHER/GENERAL MANAGER

- MOLLY RHODES
- MNM PUBLISHING CORP. CO-CEOS TERI FELLMAN, CARL WERNICKE
- PUBLISHER/CHAIRMAN/CEO MARTIN WERNICKE 1922-2000
- PUBLISHED BY MNM 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.



FASHION COLORS
EXCEPTIONAL HAND
SUPERIOR DRAPE

Rayon
Micro-Modal
Wool
Matte Jersey



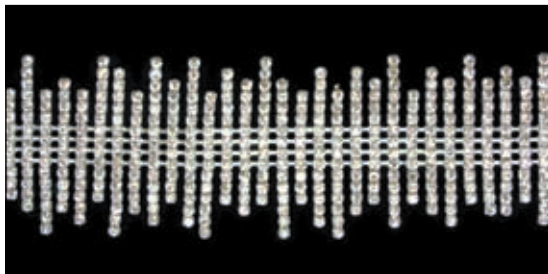
Jersey
Interlock
Ponte de
Roma

110 E. 9th St., L.A., CA 90079

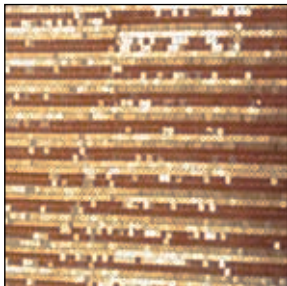
Main Office: 213-327-0045 Dan Sassower: 818-717-1999
info@BritanniaMillsLTD.com

Digital Age

Digital imagery—both conversational and conceptual—provides inspiration for prints, jacquards and textured fabrics.



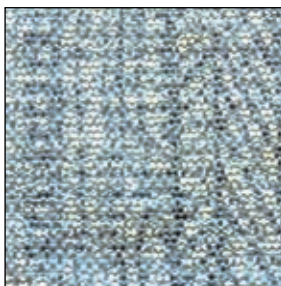
Target Trim #RJT0029



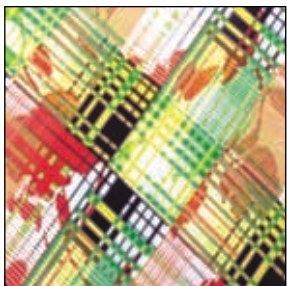
Hoferhecht Stickereien #35043L-BE



Avid Ink #A147709 "Repetition Coils"



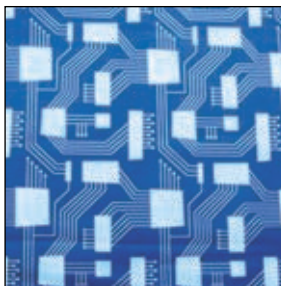
Fabien Doligez #7409/D1



Triple Textile #L-588-G



Taiana Blu #9030039 "Bris"



Robert Kaufman Fabrics #ACY-11535-213 Teal

Art Mix

Painterly abstracts, '80s-inspired splatter prints and typographic designs, and intricate line drawings are all in the mix for textile designers.



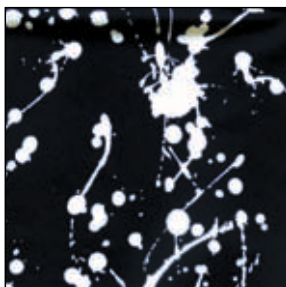
Robert Kaufman Fabrics #AIT-11860-2 "Writers Bl*ck"



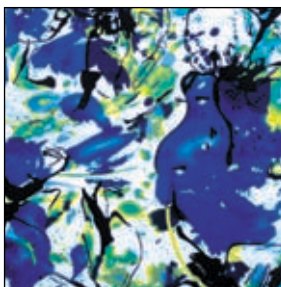
Triple Textile #RSP-2-N



Cinergy Textiles Inc. #Challis-1154



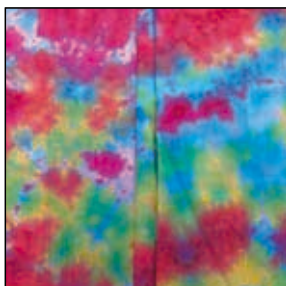
Cinergy Textiles Inc. #DTY1151



Triple Textile #L-586-X



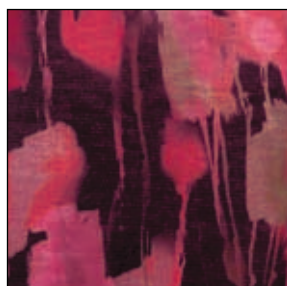
Robert Kaufman Fabrics #ETJ-11561-195 "Bright"



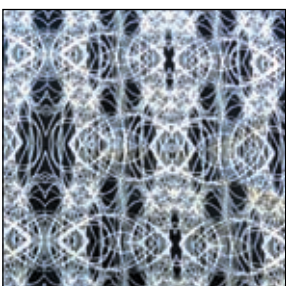
Fabien Doligez "Nima/Waves"



Textile Secrets International "Juicy Joy"



Bel Maille Creations # C 593 DAA45



Opening "Wakeup"



Triple Textile # N-203-Q

Feeling out of place with your current software?



NGC

www.ngcsoftware.com | 800.690.0642 | info@ngcsoftware.com

CHARMS
METAL CO
CUSTOM BUTTON MANUFACTURER
SINCE 1985

PRIVATE LABEL
BUTTONS
RIVETS
SNAPS
ZIPPER PULLS
METAL PLATES/BADGES
EYELETS
TROUSER HOOKS
D-RINGS

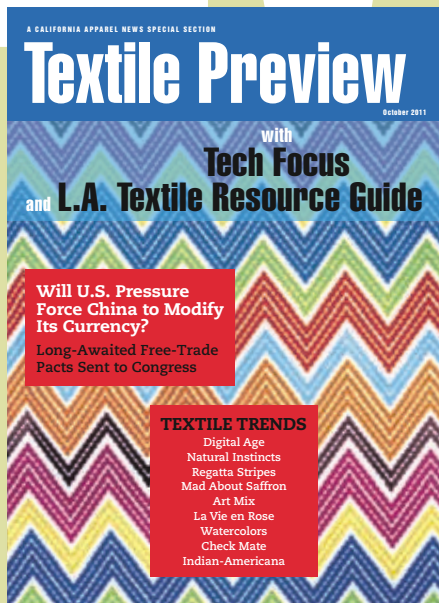
All of our trims are produced in our 175,000 sq. factory in Huizhou, China. We provide the strictest quality control, delivery and cost assurance you require and expect. Charms Metal Co. meets all of the current compliance & certifications for manufacturing. We have six sales offices in Asia including our new showroom in Los Angeles to assist you in your custom product development, designs and stock hardware needs.

Come visit us @ LA int'l Textile Show
BOOTH #6009-6011

o: 213-489-0946
110 E 9th St. B731, Los Angeles, CA 90079

ray@charms.com.hk
www.charmsbutton.com

Get into the next



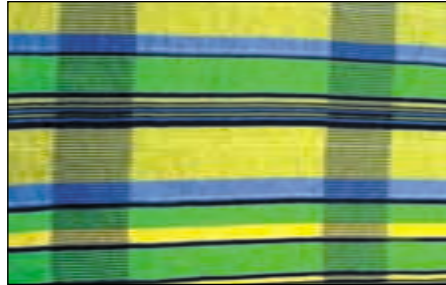
Call Terry Martinez now to reserve your space.
(213) 627-3737 Ext. 213

CALIFORNIA
ApparelNews

TEXTILE TRENDS

Regatta Stripes

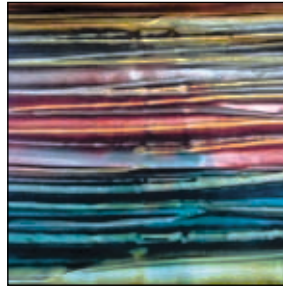
Saturated, deep colors give classic stripes an upscale look.



Denis & Fils #003150WS-1TMIV



Philips-Boyne Corp. #Y/D0077M/W



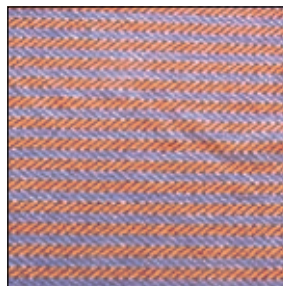
Robert Kaufman Fabrics
#AMD-7018-169 "Earth"



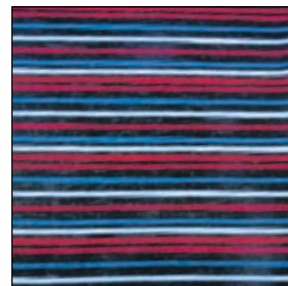
Philips Boyne Corp.
#T/T3710MUL



Avid Ink #A143934 "Mellow Orange"



Bel Maille Creations #C888
R7116



Bel Maille Creations #C868
R7091



D&N Textiles Inc. #4418

Mad About Saffron

Brights are big, and the brightest of all—yellow—is key. Whether used as the base color or as a bold accent, yellow is a bright idea.



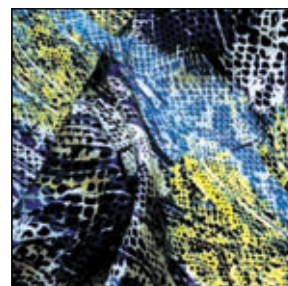
Taiana Blu #P550005
"Defender"



Triple Textile #2



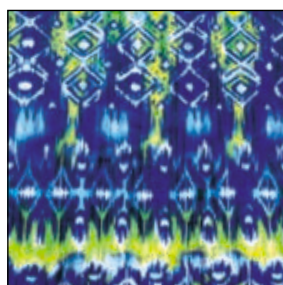
Britannia Mills Ltd. Rayon/
spandex jersey



Textile Secrets International
Inc. "Swirling Snakes"



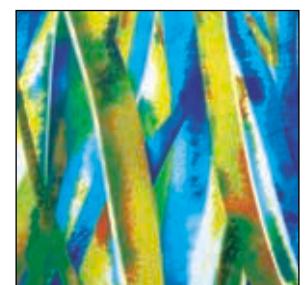
Denis & Fils
#002736S-1TMIJT



Avid Ink #A146899 "Escape
Blues"



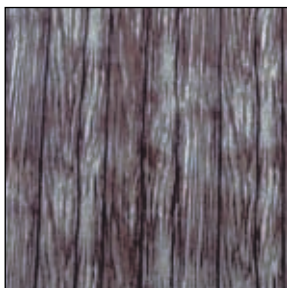
Philips-Boyne Corp.
Y/D0012MUL



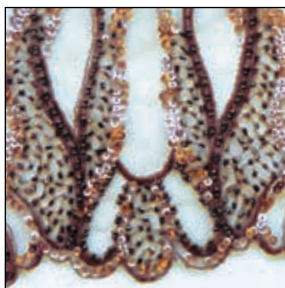
Triple Textile #N-204-K

Natural Instincts

Everything from sophisticated laces to eco-friendly flax and whimsical prints looks luxe in rich earth tones.



Robert Kaufman Fabrics
#AGA-11879-160 Taupe



Monterossi Fabrics
#1609/3148



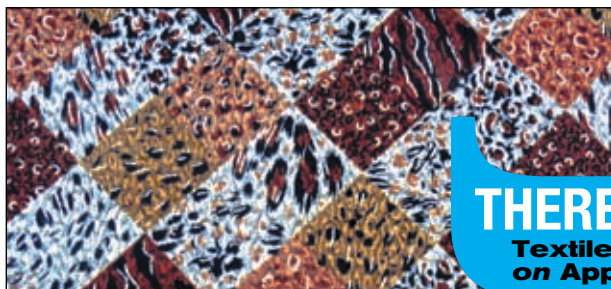
Cinergy Textiles Inc.
#Challis-1011



Textile Secrets International
Inc. "Lace Snakes"



EcoFlax Inc. "Double Face
Linen Coco/Gray"



Triple Textile #L-583-F

THERE'S MORE
Textile Trends
on ApparelNews.net

La Vie en Rose

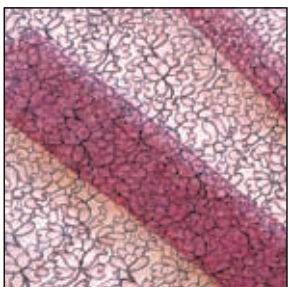
Rose shades, ranging from ballet pink to deep berry, add a touch of romance to prints, laces and solids.



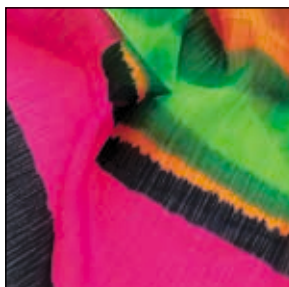
Ulisse Fashion Art Details #AP38881UA



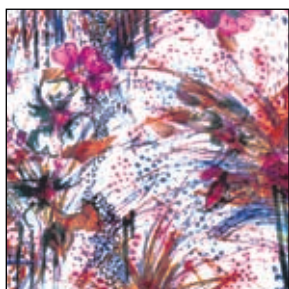
Solstiss #378Q10.02



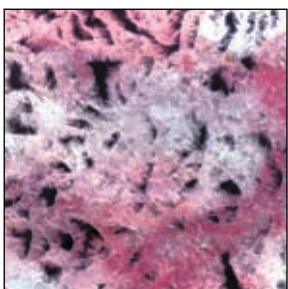
Solstiss #B09225



Triple Textile #1



Avid Ink #A146849 "Heaven
Received"



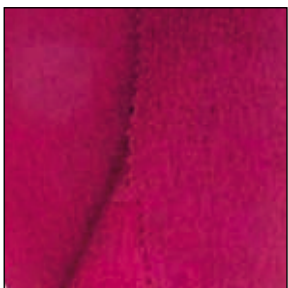
D&N Textiles Inc. #4461



Britannia Mills Ltd. "Viscose
Matte Jersey"



Triple Textile #SQN-1-F



Britannia Mills "Ponte
Delicious"



Junior Hagen #B1682-1403

"MANY FAMOUS DESIGNERS WORLDWIDE SHOP WITH US"
The 1-stop shop for all your trim needs



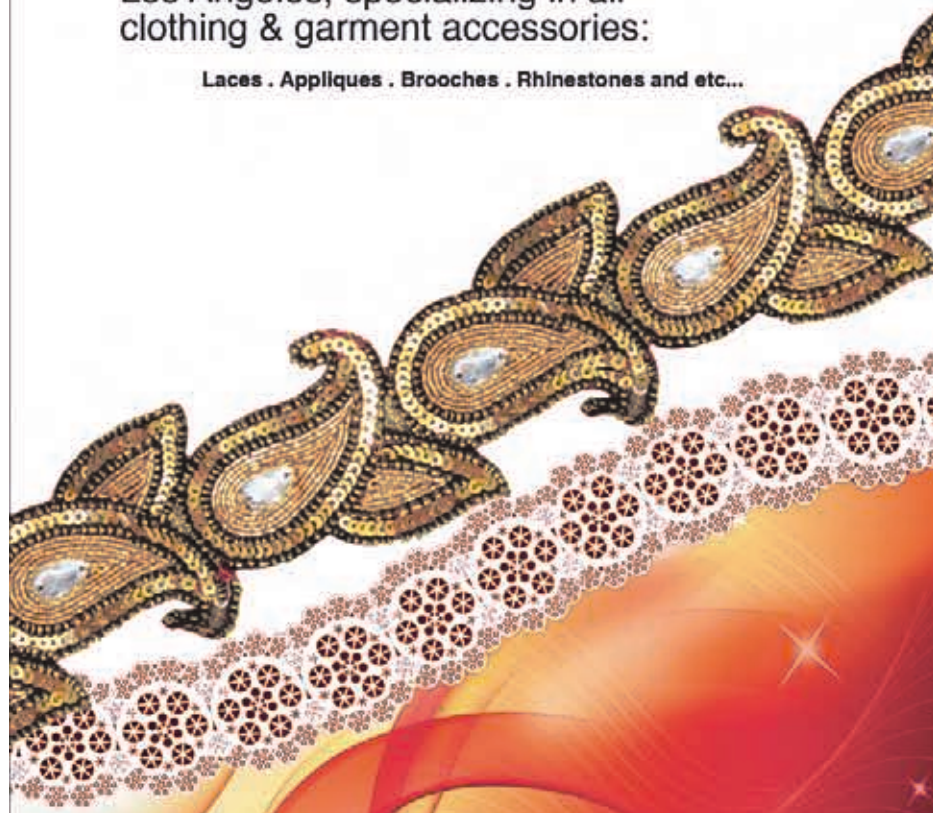
TARGET TRIM CORP.

Toll Free (888) 904-1206



The **biggest inventory** in
Los Angeles, specializing in all
clothing & garment accessories:

Laces . Appliques . Brooches . Rhinestones and etc...



629 E. 9th Street, Los Angeles, CA 90015

T: 213.688.8630 | F: 213.489.4499

E-mail: targettrim@yahoo.com

WWW.TARGETTRIM.COM





3A Products of America

A SYMBOL OF QUALITY SERVING YOU SINCE 1975

1006 S. San Pedro St. Los Angeles, CA 90015

Ph: (213) 749-0103 Fax: (213) 748-6447

www.us3a.com www.my3a.com 3a@us3a.com



Label, Thread, Elastic, Zipper & Accessories

Product Sourcing Service: direct from factory to meet your needs

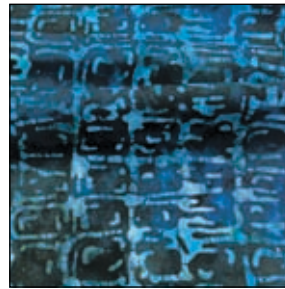
- *Apparel & Accessories
- *Home Textiles & Fabrics
- *Leather Goods & Accessories
- *Shoes & Accessories
- *Medical Wear
- *Pet Wear & Accessories
- *Jewelry
- *Housewares & Accessories
- *Hardware & Electronics
- *Uphostery & Accessories
- *Other Products Available...
- *Promote Your Products to China Market Too

Send Us a Sample to Cut Your Cost! Custom Make Available!

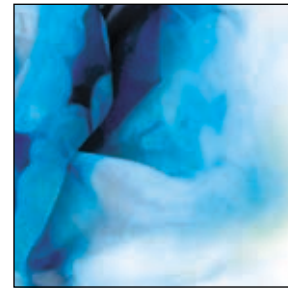
TEXTILE TRENDS

Watercolors

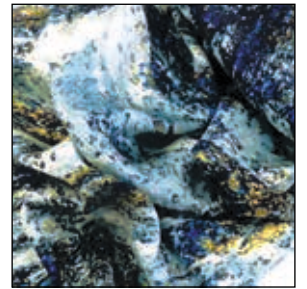
Designers find inspiration in peaceful watery shades, including bright Mediterranean, sun-flecked aquamarine and deep-water indigo.



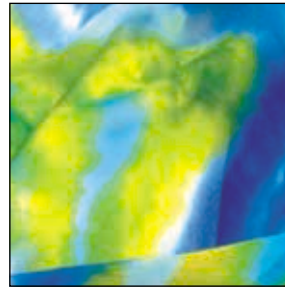
Robert Kaufman Fabrics
#AMD-11652-69 "Midnight"



Textile Secrets International
Inc. #DIGI/002-FC "Border
Tech"



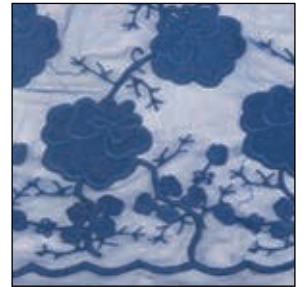
Textile Secrets International
Inc. #SIC/262C "Day & Night"



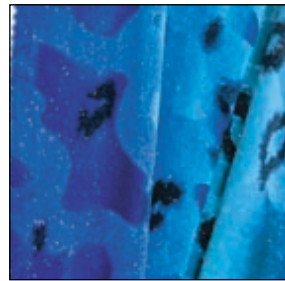
Triple Textile #N-203-22



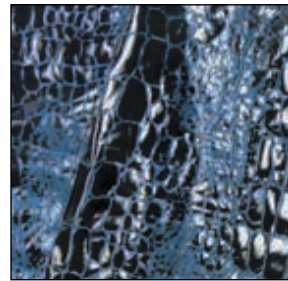
Avid Inc #A147877 "Feather
Bulletin"



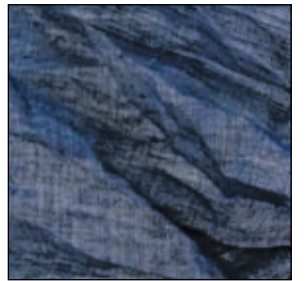
Juan Boluda S.A.
#49.038739



Triple Textile "New Velvet
Print"



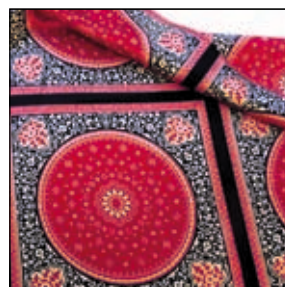
MJ Textile Inc. #TV-KB 4536



EcoFlax Inc "Orchid Plain"

Indian-Americana

Traditional Americana bandana prints—and the traditional Indian paisleys that inspired them—get a modern makeover in upscale fabrications.



Triple Textiles #N-197-C



Monterossi Fabrics
#1541/3091



Robert Kaufman Fabrics
#ETK-11861-202
"Americana"



Taiana Blu #9210082
"Seveso"



Juan Boluda S.A.
#39.007246



Triple Textile #N-202-Q

DIRECTORY

AVID Ink, (877) AVID-INK, www.avidink.com
 Bel Maille Creations, (213) 627-1185, www.jminternationalgroup.com
 Britannia Mills Ltd., (213) 327-0045
 Cinery Textiles Inc., (213) 748-7762, www.cinerytextiles.com
 D&N Textiles Inc., (310) 278-4613
 Denis & Fis, (213) 688-9797, www.solstiss.com
 EcoFlax Inc., (714) 668-9985, www.ecoflax.com
 Fabien Doligez, (213) 627-1185, www.jminternationalgroup.com
 Hoferhecht Stickereien, (213) 627-1185, www.jminternationalgroup.com
 Juan Boluda S.A., (213) 627-1185, www.jminternationalgroup.com
 Junior Hagen Trimming Center, (213) 627-1185, www.jminternationalgroup.com

MJ Textile Inc., (213) 627-0034, www.mjtextile.com
 Monterossi Fabrics, (213) 627-1185, www.jminternationalgroup.com
 Opening, (213) 627-1185, www.jminternationalgroup.com
 Philips-Boyne Corp., (415) 244-5841, www.philipsboyne.com
 Pine Crest Fabrics, (800) 877-6487, www.pinecrestfabrics.com
 Robert Kaufman Fabrics, (800) 877-2066, www.robertkaufman.com
 Solstiss, (213) 688-9797, www.solstiss.com
 Taiana Blu, 39 031994411, www.taiana.it
 Target Trim, (213) 489-4449, www.targettrim.com
 Textile Secrets International Inc., (213) 623-4393, www.tsitextile.com
 Triple Textile, (213) 629-4300, www.tripletextile.net
 Ulisse Fashion Art Details, (310) 428-8138, www.ulissefashion.com

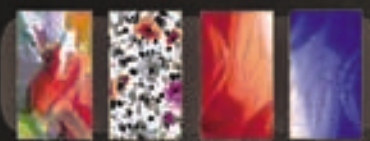
ASHER

fabric concepts

FASHION FORWARD

Fabrics of luxurious fibers made with love in California

TEXTILE TRENDS



- Viscose Cupra
- Viscose Silk Cashmere
- Sorona Corn Jersey
- Micro Modal Silk
- Metallic Sparkle Fleece
- Couture Italian Terry
- ...AND MORE!

FIND IT ALL AT:
www.asherconcepts.com

Our free App: "Asher Calculator"
is a must for anyone in apparel.
iPhone or BlackBerry



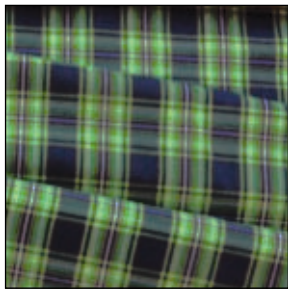
2301 E 7th Street #F107
Los Angeles, Ca 90023
Tel: (323) 268-1218
Fax: (323) 268-2737
sales@asherconcepts.com

Check Mate

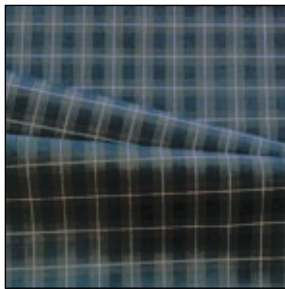
Plaids look fresh in somber colors accented with black or pops of acid colors.



Target Trim #BR00510



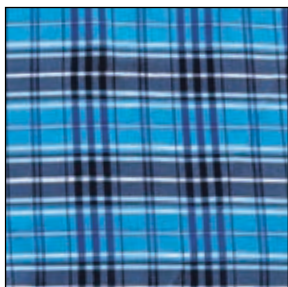
Juan Boluda S.A. #37.005002



Philips-Boyne Corp. #TWL4511B/E



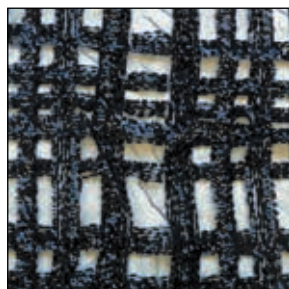
Taiana Blu #L920002 "Alinghi"



Taiana Blu #P880002 "Albix"



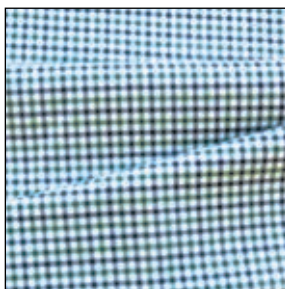
Juan Boluda S.A. #37.008054



Monterossi Fabrics #1608/0001



Cinergy Textiles Inc. #Plaid-61101



Philips-Boyne Corp. #TWL4473H/N

CALIFORNIA LABEL PRODUCTS
www.californialabel.com

visit us at the
LA Int'l Textile Show
BOOTH #5015-6012

From Design to Delivery! 310.523.5800 info@californialabel.com

Fabric Solutions

FINISHING

- Framing/Re-Rolling
- Heat-Setting & Curing
- Anti-Curling
- Process to Improve Crocking
- Odor & Smoke Elimination
- Soft & Firm Hand
- Gum & Trim
- Resin Finish
- Center Crease Elimination
- Ani-Static

LAUNDRY

- Wash-Down
- Pre-Shrinkage
- Scouring
- Softwash
- Bleaching
- Silicone Wash
- Enzyme Wash

OVERDYE

- Overdye to Black
- Overdye Unused Fabric to Your Colors



1627 Paloma St. Los Angeles, CA 90021
(213) 746-6060 • Fax (213) 746-6111
www.goodmanind.com

• FINISHING

• LAUNDRY

• OVERDYE

(213) 746-6060

Discover WFX PLM

Product Development Software

100% Web-Based
100% Fashion
100% Easy



Free \$50 iTunes gift card with Demo!



Sign Up Now

Drowning in Spreadsheets?
Stuck in email Ping-Pong?
We Sell More Time in the Day!

www.wfxondemand.com/demo

Los Angeles International Textile Show Resource Guide



3A Thread & Supply

1006 S. San Pedro St.
Los Angeles, CA 90015
(213) 749-0103
www.us3a.com
Contact: Wayne Jung
Products and Services: 3A Products of America is a symbol of quality, serving you since 1975. Send your samples to us. We will help you save money. Custom orders to meet your needs: snaps, knitted elastic, zippers, webbing, buckles, and buttons with your logo. We offer threads, labels, accessories, interlining, display equipment, fabric and product sourcing, website design, printing, and promotional items. Fast services are our first priority.

solutions for importers, distributors, and manufacturers of apparel, footwear, accessories, jewelry, home furnishings, and other goods. AIMS' product suite is comprehensive, feature-rich, user-friendly, easy to implement and is compatible on a laptop, PC, Mac, or iPad. Solutions are available for on-site applications or on the cloud. A Gold Level Microsoft Partner and Gold Level QuickBooks developer, AIMS provides the most professional, up-to-date program possible, including AIMS GL Integration™ with QuickBooks, AIMS EasyShop™ online retail shopping cart, AIMS WebLink™ online wholesale shopping cart, AIMS RemoteLink™ remote order entry, UPS and FedEx shipping integration, AIMS RemoteLink™ for iPad™ and the easiest-to-use EDI integration. AIMS delivers all of this at affordable prices. Visit www.aimstsi.com, email sales@aimstsi.com, or call (310) 361-5710.

Services: Fabric development, knitting, dyeing, finishing, wet printing, yarn dye, cross dye, and foiling
Custom Orders: We knit to order.
Inventory: We stock greige goods of our basic fabrics: Modal, Spandex, micro Modal, silk, 100 percent Modal
Price Points: \$3 to \$10
Turnaround Time: 3 to 4 weeks
Competitive Edge: Novelty, novelty, novelty!



Britannia Mills

110 E. Ninth St., Suite B-763
Los Angeles, CA 90079
(213) 327-0045
terrence@britanniamills.com
www.britniamills.com
Contact: Terrence Chermak
Products and Services: Britannia Mills Ltd. makes better fine knit plain goods and caters to bridge to designer womenswear markets. It specializes in a handful of fabrics and makes everything about them superior. Britannia selects the highest-grade yarns and adds manufacturing processes to make amazing fabrics. Britannia runs extra-fine washable Merino wool, viscose matte jersey, rayon/spandex jersey, and rayon "Ponte deLicious," along with other great knits. If you insist on goods that perform better, wear better, wash better, and feel best, demand Britannia. Britannia is excited to announce that Dan Sassower is now showing the line.



Buhler Quality Yarns

Corp.
1881 Athens Highway
Jefferson, GA 30549
(706) 367-3931
Fax: (706) 367-9837
Contact: David Sasso
dsasso@buhleryarns.com
www.buhleryarns.com
Product Line: Ringspun yarns utilizing Supima cotton, Lenzing MicroModal and Lenzing MicroTENCEL. Supima count range is 13/1 to 90/1 Ne. Other blends have a range of 20/1 to 50/1 Ne. We spin these fibers in 100% or blended with Supima. We also offer fashion slubs in Supima and MicroModal/Supima blends.

What's New: MicroTENCEL is our newest yarn product. We offer this in 100% or blended with Supima.
Services: To achieve best fabric results, we offer technical services in knit and wet processing.
Custom Orders: Custom counts are available but with minimums of 5,000 pounds.
Inventory: We carry inventory on popular counts like 30/1, 40/1, and 50/1's Ne.
Minimum: No minimums on common counts, but orders of less than full pallet size do carry a surcharge.
Price Points: Not applicable. This is best determined at the fabric stage.
Turnaround Time: Approximately 2 weeks, depending on count and blend.

Competitive Edge: We are an industry leader in quality and service due to flexibility, technical support in subsequent processing, and knowledge/experience in the global marketplace.

and accessories for all the major labels for over 25 years. We specialize in private-label buttons, rivets, snaps, eyelets, D-rings, zipper pulls, plaques, trouser hooks, and much more. All of our trims are produced in our 175,000-square-foot factory in Hui-zhou, China, to ensure we exceed the required quality control, delivery, and cost assurance. Charms Metal Co. meets all of the strictest current compliance and certifications for manufacturing. With six sales offices in Asia, including our new showroom in Los Angeles, we are here to assist you in your custom product development, designs, and stock hardware. Catalogs, finish and color samples available upon request. Please contact us at (213) 489-0946 or ray@charms.com.hk.



Colormax

1627 Paloma St.
Los Angeles, CA 90021
(213) 746-6060
Fax: (213) 746-6111
info@colormax.us
Products and Services: Established in 1980, we are Southern California fashion industry specialists in laundry, fabric framing, soft hand, over-dyed to black, and any other specialized needs. Call Goody or Rea for services at (213) 746-6060 or visit www.colormax.us.com.

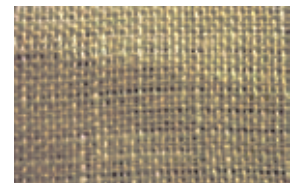


Design Knit, Inc.

1636 Staunton Ave.
Los Angeles, CA 90021
(213) 742-1234
Fax: (213) 748-7110
www.designknit.com
Contact: Shala Tabassi
Products: Designer and better contemporary knit fabrics from sheer to heavyweight.

What's New: New items include lightweight sweater knits, novelty and basic fabrics with cashmere, silk, wool, rayon, Modal blends, organic cotton, organic Supima cotton, organic Supima/micro-Modal, Supima blends, tencel, micro-tencel, proModal, rayon hemp, recycled poly, linen blends, rayon bamboo/cotton, garment dyeable stripes, as well as yarn-dye solids and stripes.

Custom Work: Yes
Inventory: Knit to order
Minimum: Varies by fabric
Price Points: Moderate to high
Competitive Edge: We offer new and innovative fabrics every season. Custom developments also available.



Ecoflax Inc.

2040 S. Yale St., Suite A
Santa Ana, CA 92704
(714) 668-9985
www.ecoflaxinc.com
info@ecoflaxinc.com
Contact: Lily Dai
Product Line: 100% linen, linen-blended fabric, novelty fabric, stretch linen, yarn dyed, piece dyed and custom print. Organic linen fabric.

Services: Package deal, made in China
Custom Orders: Yes
Inventory: Yes
Minimum: No
Competitive Edge: Beautiful line at a good price

GELTMAN

Geltman Industries

1914 Bay St.
Los Angeles, CA 90021
(213) 622-2015
Fax: (213) 622-4572
www.geltman.com
geltmanind@aol.com
Contact: Shari Rezaei, President; Ron Cueto, Operations Manager
Products and Services: Since 1931, Geltman has provided a full range of services to textile mills, apparel manufacturers, and the home-furnishing industry. With our highly skilled personnel and efficient production methods, we guarantee the finest-quality work and the most reputable service. In continuing to keep abreast of the latest technological developments, Geltman has been able to cultivate exclusive processes to meet the specific needs of the textile industry. Our years of renowned experience and customer relationships have been the product of our honorable policy—to provide clients with the highest-quality service.



JM International Group

117 W. Ninth St., Suite 525-526
Los Angeles, CA 90015
(213) 627-1185
Contact: John Marshall
john@jminternationalgroup.com
Products and Services: JM International Group is a distributor of luxury and popular apparel textiles. The company was established in 2009 by John Marshall, a 25-year industry veteran. JM International makes beautiful European textiles accessible to clients on both the East and West coasts. JM International caters to designers and manufacturers in men's, women's contemporary, children's, swim, and haute couture. Our fabric collections specialize in knits, laces, embroideries, swim, silks, cottons, jacquards, and trims. Please visit us at the L.A. Textile Show, European Luxe Booth #101-103. Call for an appointment at (213) 627-1185 or visit our website at www.jminternationalgroup.com.



Lenzing Fibers Inc.

530 Seventh Avenue, Suite 808
New York, NY 10018
(212) 944-7400
Fax: (212) 944-7406
newyork@lenzing.com
www.lenzing.com
Products and Services: The Lenzing Group is a world leader in marketing and manufacturing man-made cellulose fibers. The portfolio of Lenzing includes TENCEL®, Lenzing Modal®, MicroModal®, ProModal®, and Micro Tencel®, which are all ecologically responsible, biodegradable, and derived from a renewable raw material—wood pulp. Lenzing provides product information, mill resource lists for global sourcing, and color cards. For more information, please visit www.lenzing.com/textile.



California Label

13255 S. Broadway
Los Angeles, CA 90061
(310) 523-5800
Fax: (310) 532-5858
info@californialabel.com
Contact: Tasha Garfield
Products and Services: California Label Products has been servicing the apparel industry for 20 years. With our full-service in-house Art Department, we can create your branding identity from design to delivery. Our product list consists of woven labels, printed labels, care labels, size tabs, custom hangtags, integrated hangtags, and novelty items, as well as buttons and snaps. We have price tickets, self-adhesive labels, thermal-transfer labels, printers, and ribbons. Our service bureau for care labels, price tickets, and bar-coding can give you product in 48 to 72 hours. We are always concerned about quality, service, price, and creativity. And we are here to serve all your label needs! See us at LA Textile Show in Booth 5015-6012! Call us for a quote at (310) 523-5800 or email info@californialabel.com.



Charms Metal

110 E. 9th St. #B731
Los Angeles, CA 90079
(213) 489-0946
Fax: (213) 402-5313
www.charmsbutton.com
Ray@charms.com.hk
Products and Services: Charms Metal Manufacturing Co. has been producing the highest-quality metal trims

Ecoflax Inc: The Bridge Between China & America

BRINGING THE BEAUTY OF CHINESE TEXTILES TO AMERICA.

Specialist in linen fabrics

For more information, contact us at
info@ecoflaxinc.com
(714) 688-9985
ecoflaxinc.com

Ecoflaxinc.com is an extension of one of the world's oldest art and industry—the fabric industry.



NGC Software

2234 E. Colorado Blvd.
Pasadena, CA 91107
(323) 497-4200
Fax: (866) 309-8581
www.ngcsoftware.com
info@ngcsoftware.com

Product Line: PLM, Supply Chain Management, Enterprise Resource Planning (ERP), product testing and CPSIA compliance

What's New: NGC has been named as a 2011 Great Supply Chain Partner by SupplyChainBrain. NGC was selected as a top 100 company out of hundreds of nominations for the prestigious list, which recognizes the industry's best and most reliable supply-chain vendors. A California-based private-label manufacturer of women's and children's apparel nominated NGC as a Top 100 Supply Chain Partner. NGC has helped the company experience significant operational improvements as a result of implementing NGC's PLM and global sourcing/supply-chain management software. NGC has helped to centralize communications, streamline operations, eliminate redundancies, and transform overall efficiency.

Services: Business Consulting, Implementation Services, Technical Services
Competitive Edge: NGC has more than 30 years of experience in delivering fashion software solutions to the world's top brands and retailers.



Philips-Boyne Corp.®

135 Rome St.
Farmingdale, NY 11735
(631) 755-1230
Fax: (631) 755-1259
www.philipsboyne.com
sales@philipsboyne.com

Product Line: High-quality shirtings and fabric. The majority of the line consists of long staple Egyptian cotton that is woven and finished in Japan. Styles range from classic stripes, checks, and solids to novelties, oxfords, dobblies, voiles, Swiss dots, seersuckers, gingham, flannels, and more. Exclusive broadcloth qualities: Ultimo®, Corona®, and Superba®.

What's New: New patterns added regularly: woven, end on end, yarn-dyed plaids; flannels, large houndstooth; yarn-dyed stripes and checks.

Custom Work: Yes; minimums apply; 90 ex-mill Japan
Inventory: More than 3.5 million yards of stock also includes blends, linens, and silks.

Minimum: 3 yards

Price Points: Moderate to better to designer

Turnaround Time: Immediate shipping for stock

Competitive Edge: Fully stocked distributor. Inventory available on website. Knowledgeable customer-service team, immediate shipping, and highest-quality textiles. Philips-Boyne serves everyone from at-home sewers and custom shirt-makers to couture designers and branded corporations. Call or e-mail for samples.



S & J USA Inc.

843 E. 31st St.
Los Angeles, CA 90011
(323) 231-0811
Fax: (323) 231-3820
www.snjusa.com

Services: S & J USA, Inc has been a major, authorized distributor of YKK zippers for over 25 years. We carry a vast array of zippers, and we have an in-house factory that allows us to complete orders quicker than our competitors. S & J USA, Inc also specializes in snaps, tack buttons, eyelets, and elastics among other trims. Our customers range from the U.S. to Asia, and we hope to expand even further in the future. We are known for great customer service and quality materials.

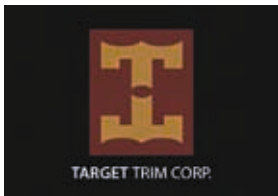


Showtime

(336) 885-6842
www.ITMashowtime.com
info@itmashowtime.com

Show Dates: Dec. 4-7

Services: Showtime™ has become the pre-eminent upholstery and decorative coverings market for home furnishings in the Western Hemisphere; the largest biannual gathering of textiles, leathers and trimmings. Founded in 1990 as a furniture fabric fair, Showtime has grown to cover all the various home fabric distribution channels attracting buyers from around the world. Join us in High Point, N.C., where textile mills, converters, leather tanneries, and trimmings manufacturers gather to introduce their new lines. The 44th edition of Showtime will be held Dec. 4-7, 2011. Check us out!

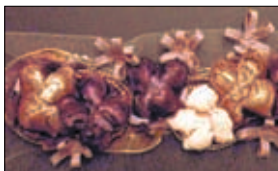


Target Trim

629 E. Ninth St.
Los Angeles, CA 90015
(213) 688-8830
(888) 904-1206
Fax: (213) 489-4499
targettrim@yahoo.com
www.targettrim.com

Contact: Lea Saghian and Joseph Sharooz

Products and Services: Many famous designers worldwide shop with Target Trim for their trim, fashion, and accessories needs. If you have heard of us, great. If you haven't, please take the time to check us out first-hand, as we have a huge collection and assortment of merchandise. We can be reached by email, phone, and fax, and when you're in Downtown L.A., make sure to just stop by, say hello, and shop with us. Quality products, great customer service, and even better prices!



Ulisse Fashion Art Details

Via N. Copernico 2
41012 Carpi (MO), Italy
(310) 428-8138
Contact: Ross Scrivano
info@ulissefashion.com

www.ulissefashion.com

Products and Services: We are an Italian-based company with over 30 years of experience. With a close relationship with well-known European fashion brands, Ulisse is the most important fashion-accessories-for-garments producer in the market. Our Italian-based headquarters is the home of a big stock and the design team where the most beautiful and innovative articles are created. Our office in Hong Kong is the Asian hub in charge of customers from mainland China and from the Pacific area. Our factories are located both in mainland China and in Italy, where a particular attention is paid to the client's custom needs and high-quality standards. Another very important aspect of the quality is the certification, which can be issued on the standards required from the client. The collection includes laces, ribbons, embroidered trims, embroidered patches, brooches, collars, beaded necks, sequins, etc (all hand- and machine-made).

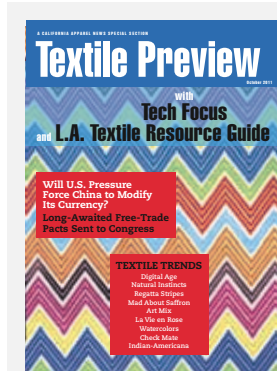


WFX

(323) 228.0248
Contact: Mike Emanuel
mike@clearskysol.com
www.wfxondemand.com

Products and Services: WFX offers a Web-based Product Lifecycle Management (PLM) system to improve efficiency throughout the product development lifecycle—from design to protos to salesmen samples to PP samples—with useful tools that also have some application for production and QC control.

Competitive Edge: WFX was designed specifically for fashion footwear, apparel, and accessories companies and has more than 9,000 users in North America, Europe, and Asia. Apparel Magazine ranked WFX #1 in PLM user-friendliness with additionally high ratings for overall satisfaction, apparel-market knowledge, ROI, and customer service. With SaaS and our user-friendly interface, WFX's online training implementation program enables customers to be fully "live" and running in 30 days. We listen to our customers and make frequent upgrades, such as introducing MAC browser compatibility earlier this year. But perhaps the best measure of our product and service is our 96% customer-retention rate.



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 Los Angeles International Textile Resource Guide.

AIMS® Free Seminar Series

during the LA Textile Show

All seminars will be held in the
California Market Center, 110 E. 9th St., Los Angeles, CA 90079

Visit www.aimstsi.com for full seminar details.

Visit us October 10-12 at **Booth 7001A**

MONDAY, OCTOBER 10th

Retail/Fashion Merchandising Math

11:00am-12:00pm

at Fashion Business, Inc., Suite C786

Gain an understanding of the mark up principles applied as a retailer or manufacturer.

Presented by AIMS

Retailing & Wholesaling Online

1:00pm-2:00pm at AIMS, Suite A1169

Learn about online selling, retail and wholesale, from the industry's best.

Presented by AIMS & Focal Technology

Remote Order Entry

2:00pm-3:00pm at AIMS, Suite A1169

This presentation will show the benefits of using remote order entry instead of manual order entry.

Presented by AIMS

TUESDAY, OCTOBER 11th

AIMS Training & Education Center

10:00am-11:00am at AIMS, Suite A1169

AIMS continues to expand its Training & Education Center. See what the buzz is all about regarding the new video training classes.

Presented by AIMS

EDI Made Simple

11:00am-12:30pm at AIMS, Suite A1169

If you plan to do business with major department stores, join us and learn from the EDI experts.

Presented by eCcss, AIMS, Progressive Label & Innovative Systems



Visit us online at www.aimstsi.com, email us at sales@aimstsi.com or call us at 310-361-5710.

AIMS® is a registered trademark of AIMS Technology Solutions, Inc. All other logos are properties or registered trademarks of their respective companies.

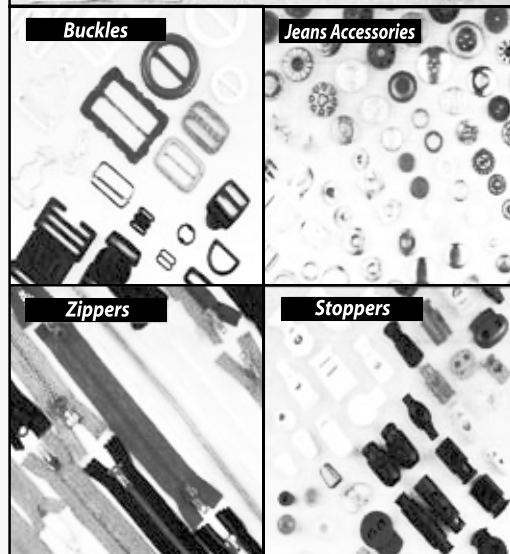
OUR SERVICE MEETS YOUR NEEDS

Quality / Price / Delivery



PRODUCT LINES

- Metal / Plastic Cord Lock
- Metal / Plastic Buckles
- Trouser Hooks & Eyes
- Velcro Hook & Loop
- Jeans Buttons / Rivets
- Foot & Hand Press
- D-Rings / O-Rings
- Eyelets / Gromets
- Suspender Clip
- Cotton Cord
- Elastic



Y.K.K.® Zipper Distributor



843 E. 31st Street,
Los Angeles, CA 90011
SNJUSA@SNJUSA.COM
www.SNJUSA.com

T: 323.231.0811
F: 323.231.3820



LENZING INNOVATION



At Los Angeles Int'l Textile Show leading innovative mills are showing creative fabrics and garments containing Lenzing Fibers.

COUNTRY	COMPANY	COUNTRY	COMPANY
USA	American Fabrics International	USA	Laguna Fabrics
USA	Asher Fabric Concepts	ITALY	Miroglio Textile
USA	Britannia Mills Ltd	USA	Pacific Coast Knitting
USA	Buhler Quality Yarns	USA	Sextet Fabrics, Inc
USA	Design Knit, Inc.	USA	Shara-Tex, Inc.
USA	Epic Textiles	USA	Texollini
USA	Enviro Fabrics	USA	Unitex International
USA	G&G Multitex, Inc	USA	Zentex
USA	Impex Textiles	USA	Lenzing Textile

Lenzing Innovation at Los Angeles Int'l Textile Show,
October 10 - 12, California Market Center,
Downtown LA, USA
<http://lenzinginnovation.lenzing.com>

www.lenzing.com/tencel

