

Textile Preview

with **Tech Focus** and **LA Resource Guide**

A CALIFORNIA APPAREL NEWS SPECIAL SECTION

September 2013

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Everything's Rosy

TEXTILE NOTES

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StyleShoots Aims to Simplify the Process
of Online Product Display

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Indigo Mood

Heathered knits, chambray prints, and delicate yarn-dyes and twills lend an indigo mood to non-denim fabrications.



Asher Fabric Concepts #SPF33-NT



Robert Kaufman Fabrics #CCCX-14187-62 "Double Cloth Cotton"



Robert Kaufman Fabrics #CCCX-14186-62 "Double Cloth Cotton"



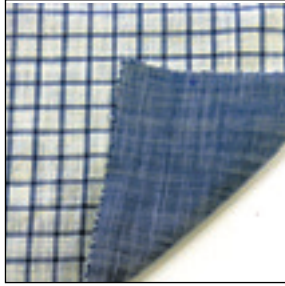
Ciabatti Serico "Sissi" jacquard



Robert Kaufman Fabrics #SRK-14277-62 "Nautique Chambray Print"



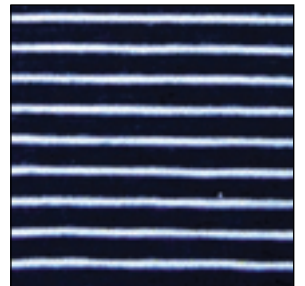
Robert Kaufman Fabrics #SRKF-13937-190 "Shetland Flannel"



Robert Kaufman Fabrics #CCCX-14183-62 "Double Cloth Cotton"



Home Fashion Fabrics "Magic"



Cinergy Textiles Inc. #PCJ-Stripe-1100



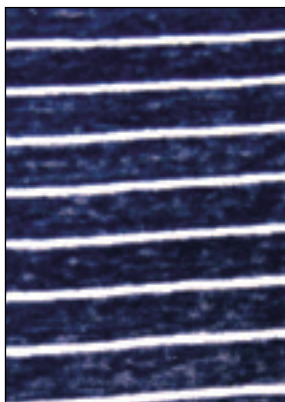
Colorway by Nasrin "Diamond Plaid Foil" chambray Tencel



Colorway by Nasrin #CWF96398-3 "Nostalgia"



Asher Fabric Concepts #MM170 "Bleed Stripe"



Asher Fabric Concepts #LIN30 "Linen Stripe Navy White"



Asher Fabric Concepts #VPJ155 viscose/poly jersey



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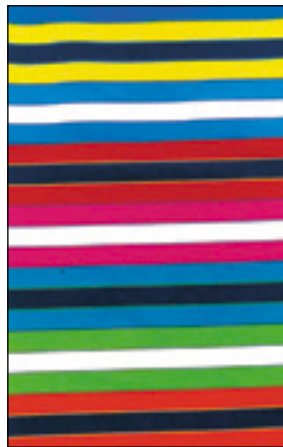
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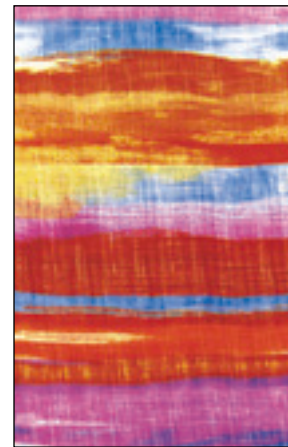
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TRENDS



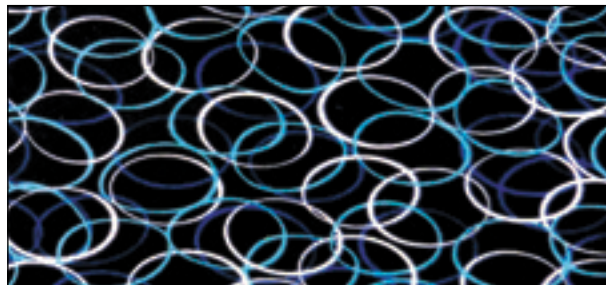
Taiana Blu #H260560
 "Fox12"



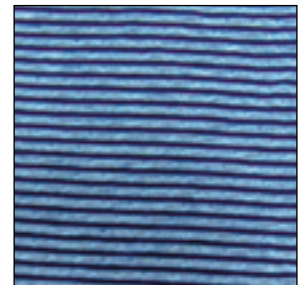
Cinergy Textiles Inc. #HMC-1278A



Taiana Blu #S880003
 "Kalfix"



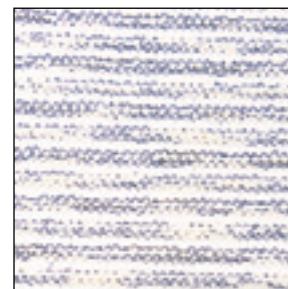
Triple Textile Inc. #RSP-6-M



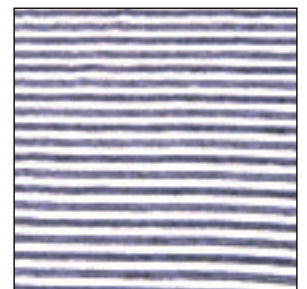
Asher Fabric Concepts
 #CPD50



Cinergy Textiles Inc. #Bhatchi-MX3300G



Asher Fabric Concepts
 #VPX20



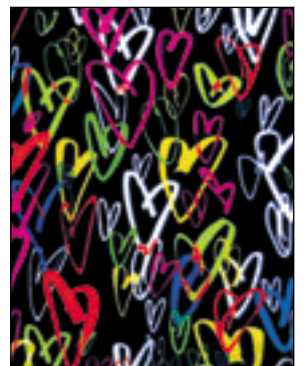
Asher Fabric Concepts
 #CSJ132

Lineup

Striped patterns range from geometric abstracts to free-form conversations and to nautical stripes in traditional and candy-colored variations.



Philips-Boyne Corp. #P/POS77R/B



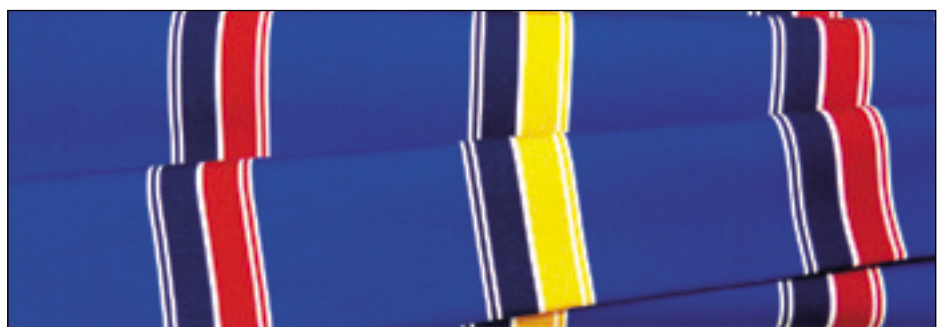
Sportek International
 #MIR278-09



Colorway by Nasrin "Liberty Stripes"



Philips-Boyne Corp. #Y/D1005GRY

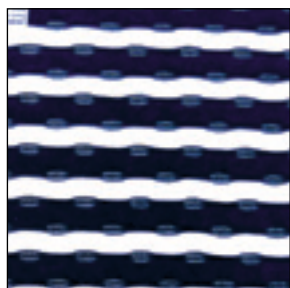


Philips-Boyne Corp. #Y/D8009MU6

TRENDS



Asher Fabric Concepts #CSJ120



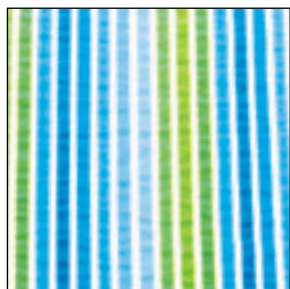
Designer Fabric Warehouse "Peek-A-Boo" jacquard knit stripe



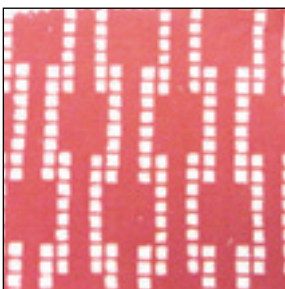
Cinergy Textiles Inc. #HMC-1084



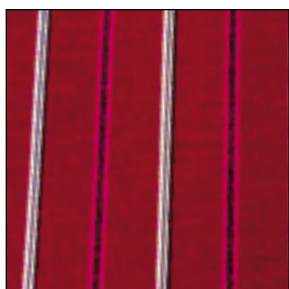
Taiana Blu #1210467 "Woxet"



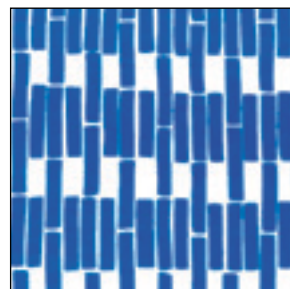
Taiana Blu #2010149 "Paxon"



Home Fashion Fabrics "Chain Gang"



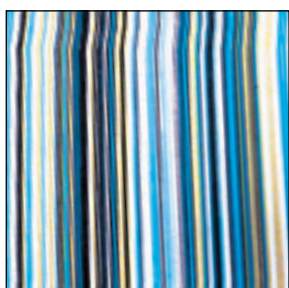
Cinergy Textiles Inc. #STW-157P435



Home Fashion Fabrics "Ocean"



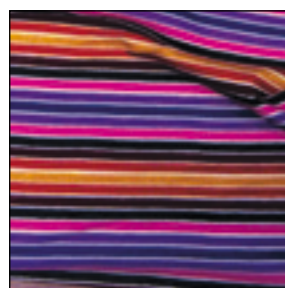
Home Fashion Fabrics "Manic Monday"



Cinergy Textiles Inc. #DG-10162



Cinergy Textiles Inc. #JSY-RJ-MX3033G



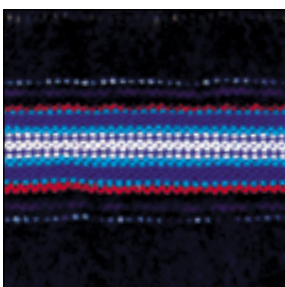
Cinergy Textiles Inc. #JSY-RJ-MX3128G



Philips-Boyne Corp. #Y/D0007P/N



Colorway by Nasrin #CWF03097-4 "Yemen Stripes"



Malhia Kent #T68835 "Heliza"

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TECH NOTES

Vertical Textile and Apparel Maker Grupo Karim's Selects NGC for PLM and SCM

Vertical textile and apparel maker **Grupo Karim's** has tapped **NGC Software's** product lifecycle management (PLM) and supply chain management (SCM) solutions to help the company manage its operations in the U.S., Central America, the Caribbean, Mexico and Pakistan.

The move takes Grupo Karim's from using many processes to a single end-to-end solution that allows for integration and collaboration across divisions and locations.

"We had no PLM software, and we were still using spreadsheets and isolated databases for certain processes," said Luis Mejia, executive vice president of Grupo Karim's. "We recognized that we needed to be streamlined, fast and accurate in order to deliver the best quality products at competitive costs and shorter lead times."

The new PLM and SCM systems will allow Grupo Karim's to improve productivity and reduce costs throughout the product development and production process, and Mejia predicts the company will shorten lead times from concept to delivery.

"We'll also be able to manage compliance and testing requirements under one platform for real-time access," he added.

Based in Miami, NGC Software is a provider of PLM, SCM, Enterprise Resource Planning (ERP) and Shop Floor Control software and services for brands, retailers and consumer-products companies. Cus-

tomers include **AX Armani Exchange**, **Aeropostale**, **Billabong**, **Carter's**, **Destination XL**, **Hugo Boss**, **Jos. A. Bank**, **Marchon Eyewear**, **Spanx**, **Swatfame** and **VF Corp.**

Grupo Karim's divisions include **Jomar Spinning** in Belmont, N.C., which produces more than 1 million pounds per month of NAFTA- and CAFTA-certified yarn; **Honduras Spinning Mills**, which produces more than 600,000 pounds per month of ring-spun cotton and ring-spun cotton/polyester yarns; and **Pride Yarn**, which sells cotton, synthetic and blended yarns in Central America, the Caribbean and Mexico.

The company also operates **Pride Denim Mills**, based in Nicaragua, which produces more than 25 million yards of denim annually in a vertical facility; **Pride Performance Fabrics**, which produces synthetic and cotton fabrics for the athletic, active and fashion markets; Honduras-based **Pride Manufacturing**, which produces apparel through full-package, cut and sew, and 807 programs; **Ammar Apparel**, a high-tech manufacturing facility in Mexico; **Karim's Textile & Apparel**, also based in Mexico; and **Lucky Knits**, a vertically integrated apparel-manufacturing facility in Pakistan. Grupo Karim's also has a textile chemical division and textile recycling operation in Mexico, Central America and the Caribbean.

—Alison A. Nieder

StyleShoots Aims to Simplify the Process of Online Product Display

Visitors to the recent **Liberty Fairs** trade show in Las Vegas had a chance to demo a new system designed to make e-commerce easier.

Netherlands-based technology company **StyleShoots** recently introduced its product in the U.S., starting in New York, with plans to expand to the West Coast soon.

StyleShoots is an all-in-one system that includes a light table, daylight-simulation lamps, a **Canon 5D Mark II DLSR** camera and an embedded **Apple** computer that can be run using an **iPad**. StyleShoots users can shoot product and automatically removes the background imagery, making the photo ready to be uploaded to a company's website.

"This tries to automate as much of the process as possible," said John Williams, vice president of sales for **Focal Media Group**, the company that is distributing StyleShoots in the U.S. "It's a 15-to-20-second process per item. That means you can get the product in by morning and have it on an e-commerce site by afternoon."

StyleShoots uses a two-shot process to automatically cut out the background imagery—one with LED backlighting and one without. The software is then able to analyze more than 20 million pixels, cut out the background imagery and deliver "true alpha transparency," even for products that are particularly difficult to silhouette manually, such as lace, fringed items, fur and delicate jewelry.

Already, **Tommy Hilfiger**, **Marks & Spencer**, **Perry Ellis**, **Valentino**, **G-Star** and

Macy's have begun using the StyleShoots machine, according to the company.

There is also a companion product—the **CircleShot**, which can shoot a series of 360-degree imagery to allow customers to rotate the image to see all sides of the product.

The company was founded in 2011 by Maurits Teunissen and Bartel Huibregtsen, who were looking to simplify the photography process for online display. "We wondered how we could put a man on the moon in the '60s, yet we were still manually cutting out the background from product photos," Teunissen said "Thousands of hours are spent on this tiresome task ev-

ery single day. It's all about giving way to creativity by removing boring steps and chores in a smart, engaging and effective manner. Designers, wholesalers and retailers can sit back and focus on what they're best at."

For a video demonstration, visit www.styleshoots.us.

The StyleShoots system costs \$84,995. The price includes hardware, software, delivery, installation and training. There are also 36- and 48-month leasing options starting at \$2,500 per month.

The system can also be rented per hour in New York. The hourly rate is \$250, and the day rate for a 10-hour day is \$2,000.

According to a Focal Media Group spokesperson, the company will open a showroom in Los Angeles sometime later this year.

For more information, visit www.focalmediagroup.com or email Mark Duhaime at mduhaime@focalmediagroup.com. —A.A.N.



WEB-READY: StyleShoots creates background-free high-res product shots for companies looking to quickly shoot and silhouette merchandise for display online.

Taiwan's Technical Textiles, Fashion Fabrics on Display at the CMC

By Alison A. Nieder Executive Editor

Fabrics made from recycled polyester, crushed oyster shell and nano-tech particles were among the offerings in the Fashion Theater at the **California Market Center** in Los Angeles during a two-day business matchmaking session organized by the **Taiwan Textile Federation**.

The Aug. 22-23 event featured 17 exhibitors representing Taiwanese mills.

Taiwan is well known for its synthetic fibers and its recycled polyester fabrics, and several of the exhibitors show their collections at **Outdoor Retailer** in Salt Lake City. Still, organizers wanted to show Taiwan's fashionable side, as well, said Michael Chang, section chief for strategic marketing for the Taiwan Textile Federation.

Margaret Ng, fabric product manager for **TRLA Group Inc.**, a subsidiary of **Tex-Ray Industrial Co. Ltd.**, was showing Tex-Ray's eco-friendly and colorfast solution-dyed polyester, called **ECO-lor**, which uses less water and less energy during the dye process than piece-dyeing.

"We can do fashion colors," Ng said, showing a rainbow range of polyester chips and some garments dyed in neon brights.

Tex-Ray has a mix of activewear and fashion customers, including **BCBG**, **Sag Harbor**, **Adidas** and **Puma**.

Ng was showing some of Tex-Ray's technical developments, including two fabrications that regulate body temperature using nanotechnology. Fabrics made from **THot** nanotechnology absorb and store near-infrared rays, while fabrics made with **TCool** nanotechnology reflect nearly 70 percent of near-infrared and UV rays, according to the company.

Tex-Ray is headquartered in Taipei, Taiwan, but has operations in Shanghai and Yancheng, China; Vietnam; Cambodia; Swaziland; Mexico; and the U.S. Ng is based in the company's office in Baldwin Park, Calif. Tex-Ray also has an office in New York.

Tainan City, Taiwan-based **Hans Global LLC** specializes in research and development.

Hans Global Vice President Yo-Jung Chang was showing functional fabrics with some special properties, such as yarn-dye fabrications dyed with a piece-dye process, as well as functional flannel made from recycled PET with an oyster-



ECO-FRIENDLY COLOR: Tex-Ray's ECO-lor solution-dyed polyester uses less water and energy than piece-dyeing and comes in fashion colors, including neon.

shell additive to give the fabric anti-static properties. Chang is based in the company's U.S. office in Monrovia, Calif. ●

Supima's Man of the Year



Werner Bieri, left, former chief executive officer of Buhler Quality Yarns, was named Supima "Man of the Year" at the organization's 59th annual meeting in Coalinga, Calif. The honor came as a surprise to Bieri, who said it was a particular honor because Supima has only bestowed the title on six other textile executives in the organization's history. Bieri is pictured with Supima President Jesse Curlee. Supima was founded in 1954 to promote the use of American Pima cotton. The name Supima—an abbreviation for Superior Pima—is a licensed trademark, used by more than 300 mills, textile and clothing makers, and retailers who are certified to be using Supima cotton supplied by about 500 growers in California, Arizona, New Mexico and Texas.

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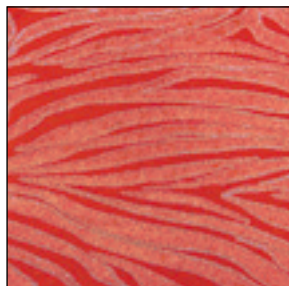
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FASHIONABLE: Taiwan is well known for its performance fabrics, but Taiwan Textile Federation representatives wanted to show the country's fashionable side, as well. (Pictured: Poly/cotton/rayon fabric by Merr)

Everything's Rosy

Textiles designers head to the garden for inspiration, adding a dash of romantic rosy shades to florals, laces, animal patterns and abstract prints.



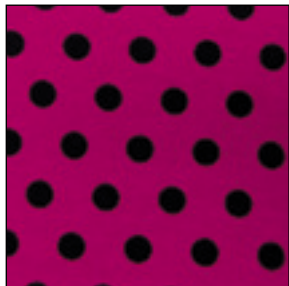
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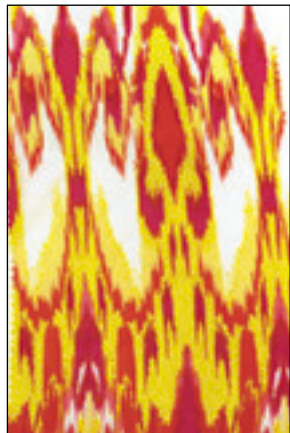
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Cinergy Textiles Inc. #HMC-1465



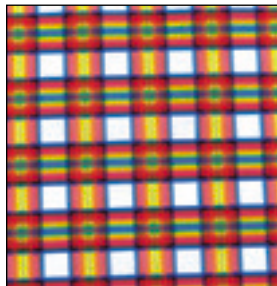
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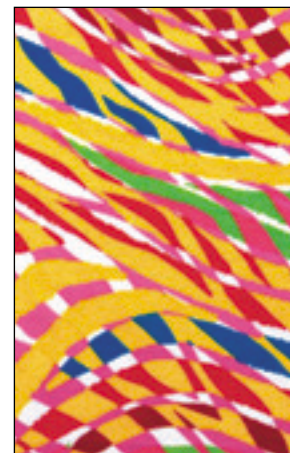
Cinergy Textiles Inc. #HMC-1365



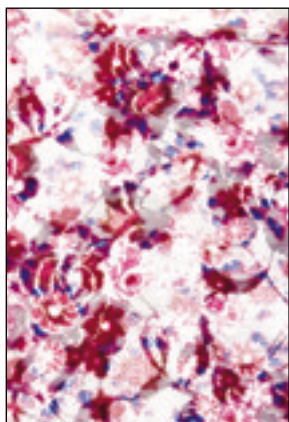
Taiana Blu #900395 "Roxane"



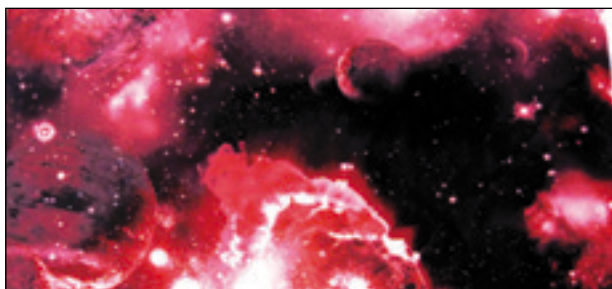
Taiana Blu #T150002 "Kalen"



Cinergy Textiles Inc. #Jersey-RJ-1124



Cinergy Textiles Inc. #LACE-1038



Sportek International Inc. #MIR280-05



Colorway by Nasrin #CWF1-5-9-1 "Celtic Waves"



Colorway by Nasrin #CWC2876-8 "Juliet"

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On the Cover: Taiana Blu #900395 "Roxane"



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13255 S. Broadway
Los Angeles, CA 90061
(310) 523-5800

Fax: (310) 523-5858

Contact: Tasha

www.californialabel.com
info@californialabel.com

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 assist you with your branding identity from Design to Delivery. Come visit us at the LA Textile Show at the California Market Center. Monday, Sept. 30 – Wednesday, Oct. 2, Booth# 5015/6012. We will be displaying woven labels, printed labels, care labels, size tabs, custom hangtags, heat transfers, and novelty items such as leather patches, buttons, and snaps. We are always concerned with quality, delivery and price. Bring us your label for a quote or sit down and talk with one of our design team!



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1275 S. Boyle Avenue
Los Angeles, CA 90023
(323) 232-2061

Fax: (323) 233-7751
info@colorwayinc.com

www.colorwayinc.com

Products and Services: Founded in 1998 by textile designer Nasrin Atashkari, Colorway, Inc., has been effectively spinning and weaving fabrics for revered

contemporary apparel lines. We hold a reputation for producing striking, innovative print designs and luxury fabrics to include silks, rayons, viscose, tencels, supima cotton/micro-modals, on both knits and wovens to include yarn dyes. These are manufactured domestic and overseas in a time efficient manner that meets customers' expectations and deadlines. Colorway, Inc., offers the only in-house fully integrated digital-printing facility in Los Angeles that covers both wet printing and sublimation. This allows us to vigorously complement the artistic concepts of each designer's talent and each of our customer's requirements and needs in timely fashion.



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PO Box 8435
FDR Station
New York, NY 10150

www.dgexpo.net
info@dgexpo.net
(212) 804-8243

Products and Services: DG Expo features a two-day textile and trimmings exhibit for designers, small manufacturers (producing apparel, accessories, home furnishings, and other sewn products), plus private-label retailers, fabric stores, event/party planners. Exhibitors are wholesale suppliers (including mills, converters, importers, and distributors) who have low minimums, and many have in-stock fabric and trims. And... seminars focused on business growth and profitability, plus textile classes! The next show takes place in San Francisco —on Sunday, November 24th & Monday, November 25th. Seminars begin a day prior to the show opening. Visit our website for details and to register.

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LA International Textile Show Resource Guide

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Los Angeles, CA 90021
(213) 742-1234
Fax: (213) 748-7110
www.designknit.com
shalat@designknit.com
Contact: Shala Tabassi

Products and Services: Designer and better contemporary knit fabrics from sheer to heavyweight. What's New: New items include novelty sweater knits for cut and sew using specialty yarns. Variety of knits made from cashmere, silk, wool, rayon, Modal blends, Supima/micro-Modal, Supima blends, Tencel, MicroTencel, proModal, linen blends, garment dyeable stripes, as well as yarn-dye solids and stripes. Specializing in 3 ends French terrys and fleece knits using a variety of yarn blends. Large selection of fabrics made with streaky and tri-blends yarns. Customized auto stripes single knits.

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.

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Los Angeles, CA 90021
(213) 622-2015
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www.geltman.com
geltmanind@aol.com
Contact: Shari Rezai, President; Ron Cueto, Operations Manager
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Support@KeylinInc.com

www.KeylinInc.com

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Pacific Coast Knitting Inc.

6051 Maywood Ave.
Huntington Park, CA 90255
(323) 584-6888

Fax: (323) 582-8880

Contact: Mike Tolouee

www.pacificknitting.com

info@pacificknitting.com

Products and Services: We are an American mill, located in Huntington Park, California. Our passion and creativity produce high-quality fabric for the fashion industry with low minimums, fast delivery, and over 2,400 styles of knits.

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Products and Services: Philips-Boyne Corp. offers 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, dobies, voiles, Swiss dots, seersuckers, gingham, flannels, and more. Exclusive broadcloth qualities: Ultimo®, Corona®, and Superba®. 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.



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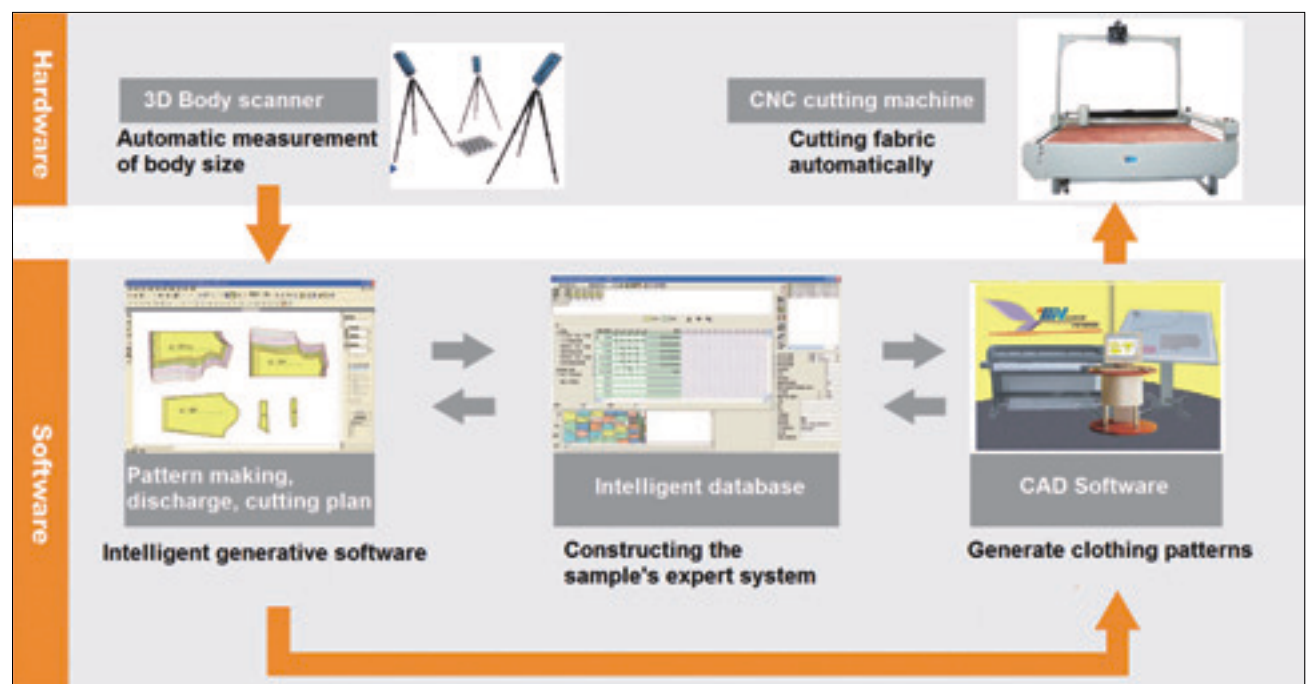
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Flow chart of the Made to Measure solution from Yin Group

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Yin Group has recently opened a showroom in the California Market Center to demonstrate

its full MTM solution. Stop by and see us, or, for additional information, contact Daniel Lv at daniel@yingroup.com.



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Yin Group

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Dallas, TX 75204
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Design Knit's Creative Team Process

The group gathered around the conference table is proudly showing off the fruits of a challenging—many would say daunting—photo shoot, the new ad campaign for Los Angeles-based fabric company Design Knit Inc. The ethereal image is of an auburn-haired model seemingly floating in space, gracefully leaping, arms beautifully extended. The focal point, however, is not the lovely model but the cloud of tawny fabric gorgeousness billowing around her.

The striking photo was shot underwater in the backyard pool of Design Knit's marketing and sales associate Sarvey Tahmasebi Rector. The fact that the photographer was Rector herself, who also designed and sewed the flowing multilayered gown from a Design Knit Tencel fabric, gives insight into the workings of a company in which everyone is encouraged, like the model, to take a leap.

"Some may think this is stock photography," says Shala Tabassi, Design Knit's CEO. "But everyone needs to know that our creative process—not only fabric, but everything related to our fabric—is thanks to the talented team that we have here, and that's what makes our fabrics unique."

"We like to show that we can push boundaries as a company," continues daughter Pat Tabassi, head of product development and marketing.

The gathering at the table—Tabassi senior and junior, Rector and sales representative Jennifer Mehranvary—comprises the think tank of Design Knit. The younger members bounce ideas and

quality knit-to-order fabrics, sheer to sweater weight, in a variety of materials and blends. The company is a Supima licensee, using a majority of Buhler's yarns, including Supima cotton and Supima micro-Modal, and yarns made from Lenzing fibers. Other fabrications make use of mélange yarn dyes, rayon, wool, Tencel, linen, cashmere and silk blends, double

and single knits such as novelty, jersey, pointelle, piqué, thermal, fleece, French terry and sweater knits. With samples numbering about 1,000, plus archived fabrics, the showroom at its 50,000-square-foot downtown Los Angeles facility is fairly bursting.

Design Knit produces about 30 to 50 new fabrics each season, but "continuously we are making new styles," Shala says. "Our customers are constantly asking, What's new?" She estimates that "about 60 to 70 percent of contemporary brands

in better department stores" include Design Knit fabrics." As Rector explains, "Our priority is to help our customers stand out in the market."

Prior to expanding the creative team, Shala was running everything from production to sales to accounting. The pride she takes in her creative team, whom she has taken under her wing, is evident as she listens to them discuss the process. "We've learned everything from her," Pat says simply, and the others nod. "We're at the point where we can be creatively independent. But we go to her to ask, What do you think?"

"And," says Shala, "sometimes I say no, I want to change it to something else. We want to have the best and most interesting product in the market."

Design Knit's team dynamic is readily apparent in the clutch of samples on the table, a study in fabric design evolution. The group had looked at a delicate slubbed tri-blend jersey in teal, a perfect color and weight for early fall. It might look nice, they decided, in a heavier weight rib knit with stripes—Mehranvary had the size of the stripes in mind. How would it look in an even heavier French terry solid? How about striped French terry? "One person will say something and it will spark an idea," Mehranvary notes. From this basic fabric, Shala explains, "we end up with six or seven different fabrics."

The buzz of the creative process is echoed in the hum of Design Knit's 45 knitting machines, visible from the conference room window, which stretch a full block. The majority of Design Knit's business is in pfd—prepared for dye—with the remainder yarn-dyed. Customers can order up to 20 yards for sampling before placing an order. It is Shala's particular pride that all of her company's production and finishing is done locally, and a majority of its yarn is produced in the U.S.A.—a

business model that often raises eyebrows. "At shows, people will ask, 'Where are you based?'" Pat recounts. "I'll say, 'Los Angeles.' They say, 'No, where do you knit?' I say, 'Los Angeles.' They say, 'No, really, where is your production done?' I say, 'Los Angeles.' People are shocked."

Promoting Made in America is part of Design Knit's mission, and the staff will help those

looking to manufacture locally with references to reliable cut-and-sew and dye houses. Design Knit's teamwork concept extends to its many fiercely loyal customers as well as new ones, Pat says. "We are very involved with their process," she notes. "They trust our expertise, and they seek our opinion."

Design Knit also partners with design schools, donating yardage to students for their shows and offering eye-opening tours and lectures to students who,

Rector notes, need to understand that "fabric is the start to everything in the industry."

Back at the table, the talk moves to the showroom design for the upcoming L.A. Textile Show. The theme, not surprisingly, is "our creative team process and how it works"—and, also not surprisingly, everyone is working on



A few new styles for Fall/Winter



The Design Knit creative team at work

inspirations off one another like skilled volleyball players, overseen, and only occasionally vetoed, by their coach and mentor, Shala. A trained physicist with a lifelong passion for fashion design, Tabassi seamlessly merged both interests in starting up Design Knit in 1985. Daughter Pat, who had gone into international trade as a profession, was drawn back into the company seven years ago when her mother was sidelined with neck and spine issues. She's never left.

"I grew up at Design Knit but didn't really understand the specifics of what my mother did until I was in this position," Pat says. "I thought, this is not my background. But my other work was very regimented. This is about touching and feeling and creating. I had the best mentor possible, and we have such a great team."

Design Knit specializes in high-end, high-



The front entrance of Design Knit

it. "We're the Martha Stewarts of the fabric industry," Rector laughs. "We really do everything ourselves—set up the showroom, even make the signs. We love the creative process."

Watching her team in action, a contented Shala Tabassi turns reflective. "We want to say, design, from beginning to end, is done with a passion, a pride, in a happy mood. Now I am really happy, proud of the results I see at the end."

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