

# CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR 80 YEARS

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## BEDAZZLED!

A host of California designers including Christian Audigier delivered distinctive styles, creative visions and unforgettable runway moments to Swim Week Las Vegas Powered by Art Hearts Fashion Aug. 15–17 at AREA15 in Las Vegas. Lively celebrations were also held poolside and into the night during the three-day event. For more looks, see page 3.

MARK GUNTER/GETTY IMAGES FOR ART HEARTS FASHION

### TRADE-SHOW REPORT

## Las Vegas Fashion Week Features Bold, Feminine Spring Options

By Kelli Freeman *Contributing Writer*

August **Las Vegas Fashion Week** drew steady crowds and quality buyers.

Fall and Holiday offerings included classic, basic tailored looks; layering; glitz and shimmer; boho chic; and Western wear.

Apparel trends for Spring '26 included draping and wrapping, flowy lace, ruffles, fringe knit sets, sports-inspired pieces, and a continuation of bohemian and Western influences. Abstract shapes with mixed patterns and materials were big with layers, bold statements, and pops of butter yellow and greens.

**MAGIC, Project and Sourcing at MAGIC Las Vegas** by **Fashion by Informa** were held Aug. 18–20 at the **Las Vegas Convention Center**. **ANDMORE's Las Vegas Apparel** and **Clarion Events' Womenswear in Nevada** co-located at **The Expo at World Market Center** Aug. 17–20 with an updated floor plan that included a second season of **The Men's Edit**. **IFJAG, the International Fashion Jewelry & Accessory Group**, was held at the **Embassy Suites** Aug. 16–19. **Swim Week Las Vegas Powered by Art Hearts Fashion** returned for a second year at **AREA15** Aug. 15–17.

➔ **Trade-Show Report** page 8

### INDUSTRY FOCUS: FIBER, YARN AND FABRIC

## Import Scares, Supply-Chain Snares—How to Navigate Tariff Uncertainty

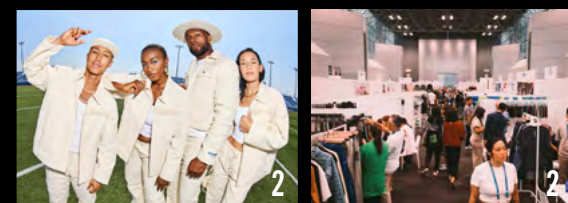
By Dorothy Crouch *Contributing Writer*

The Trump administration's April reciprocal tariff announcement and pause, followed by delayed implementation with trading partners such as China, which is now scheduled for November; negotiated tariffs on some, such as 15 percent for the European Union; and high figures for others, including a 50 percent rate for India and Brazil, have caused uncertainty for many industries including apparel. This includes domestic brands whose goods are made in the United States but rely on foreign components.

➔ **Fiber, Yarn and Fabric** page 4

### INSIDE

Where fashion gets down to business<sup>SM</sup>



Hellmann's collection makes NFL debut ... page 2

DMC's August market report ... page 10

Resource Guide ... page 10

Service Directory, Classifieds ... page 11

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## Hellmann's Collection Makes NFL Debut Styled by L.A.'s Kyle Smith

Condiments brand **Hellmann's** recent move into denim with its House of Hellmann's collection included an NFL debut by **New York Giants** linebacker Kayvon Thibodeaux, designed by **Zero Waste Daniel** and styled by Los Angeles-based stylist Kyle Smith. As NFL players increasingly become fashion influencers, often showcasing their style choices—particularly their pregame looks—Hellmann's used the collection to celebrate the trend of moving away from rigid, outdated fashion rules that forbid wearing “no white after Labor Day.” The three-piece capsule featured a baseball-style cap, jacket and pant in a creamy Hellmann's-mayonnaise hue.

“This collection represents the next chapter of Hellmann's ambition to be synonymous with game-day culture—bringing the worlds of food, football and fashion together in one bold statement,” said Jessica Grigoriou, senior vice president of marketing, condiments, at **Unilever North America**, the parent com-



Hellmann's debuted its Cream Cut collection on Sept. 7 with a look styled by NFL fashion editor and Los Angeles-based stylist Kyle Smith.

pany of Hellmann's. “The rich and creamy texture of our mayonnaise and the fashionable texture of a creamy denim blend created the perfect opportunity to launch a first-of-its-

kind denim wardrobe, designed for tastemakers and tailgaters.”

Thibodeaux debuted the Smith-styled look during his pregame tunnel walk on Sept. 7 preceding the Giants' game against the **Washington Commanders**.

“The tunnel walk is my runway and a place I get to express myself through style,” said Thibodeaux. “Teaming up with Hellmann's and Zero Waste Daniel to design my custom fit is about challenging outdated style rules. I've always brought my own flavor to my game-day looks, and the House of Hellmann's denim collection is an extension of that. When it comes to style and taste, there are no rules.”

Smith has worked with the NFL since December 2021, starting as a fashion-content strategist with the organization. He was promoted to fashion editor in September 2024.

The Cream Cut collection is priced at \$50–\$195 and is available online at [houseofhellmanns.com](https://houseofhellmanns.com).—*Dorothy Crouch*

## TRADE SHOWS

## Functional Fabric Fair Reveals Fall Focus Topic, New Offering

**Functional Fabric Fair** powered by **Performance Days**' upcoming edition Nov. 11–13 at the **Oregon Convention Center** in Portland, Ore., will focus on Textile 2 Textile (T2T) Recycling—The Role of Recyclers and debut a Future Fabrics Expo Innovation Hub. This hub will showcase next-generation materials to present sourcing options to attendees.

Citing growing regulations, guidelines and policies such as Extended Producer Responsibility, that bring circularity to the forefront of apparel making, Functional Fabric Fair will illustrate how T2T supports efforts to create

new apparel from old pieces. This topic will take center stage Nov. 13 during an Expert Talk with Charles Ross of **Royal College of Art**, Abby Hollis of **LIVSN Designs**, Brian La Plante of **YKK Global Marketing Group** and Adam Gardiner of **Textile Exchange**.

“Functional Fabric Fair continues to grow each year as the essential sourcing and education platform for the performance and outdoor textile industry,” said Steve McCullough, event vice president. “This fall, attendees will experience more exhibitors, more innovation and more opportunities to connect with lead-



Functional Fabric Fair powered by Performance Days' Nov. 11–13 show will focus on the circularity concept “Textile 2 Textile Recycling—The Role of Recyclers,” as legislation affecting the apparel industry increasingly focuses on responsible manufacturing.

ers driving the future of sustainable textiles. With the addition of the Future Fabrics Expo Innovation Hub, expanded education and our new focus on textile-to-textile recycling, Portland will be our most impactful edition yet.”

Registration is now open for the November show, which will feature more than 300 sustainable-certified suppliers whose offerings include functional fabrics, finishes, trims and accessories for the Fall/Winter 2026/2027 seasons.

Functional Fabric Fair will also include Daily Expert Talks, including “From Imposing to Inclusion: Rethinking Human Rights Protection in the Supply Chain,” “Beyond the Wash: New Insights on Microfiber Biodegradation and Ecotoxicity” and “Tariffs and Evolving Trade Policies and Their Impact on U.S. Apparel Sourcing.” Attendees will have opportunities to engage with the latest advancements in trending categories such as Trend Forum, Bodywear Collective, Innovation Hub, Wool Forum and the Cotton Forum as well.—*D.C.*

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## Inside the Industry

UNIFI has unveiled A.M.Y. Peppermint, a naturally deodorizing yarn that relies on sustainably sourced peppermint oil and will retain its freshness throughout the life of the product. It is available in virgin and REPVEVE recycled polyester. A.M.Y. Peppermint sustains odor control through 50 home launderings, is powered by mint-derived botanicals and available with REPVEVE options fully traceable via FiberPrint technology and certified by U-TRUST, GRS and SCS for recycled content. “This launch reinforces our commitment to sustainable innovation,” said Eddie Ingle, CEO of UNIFI. “A.M.Y. Peppermint gives brands a powerful tool to deliver freshness and performance through the power of nature.”

**Epson** has released the SureColor F1070 Business Edition, its complete garment-printing system designed for apparel entrepreneurs. The compact size of the SureColor F1070 hybrid direct-to-film and direct-to-garment printer fits easily into smaller spaces such as home studios. The system includes inks and maintenance supplies. Transparent viewing panels allow creators to print with confidence. It allows personalized designs to transfer to nearly any fabric, including products with unique shapes, providing greater opportunities for creatives to customize their product offerings and expand their businesses. Inks are certified by OEKO-TEX ECO PASSPORT and are CPSIA compliant, making them safe to create apparel for babies through adults.

**Milliken & Company's** Polartec has introduced an air-permeable laminate named AirCore. According to the company, Polartec AirCore is 100 percent free of PFAS-based chemistry and protects against external factors. Polartec AirCore relies on the brand's nano-fiber membrane to ensure dryness while remaining windproof and water repellent. It's constructed with a recycled face and back for a sustainable approach to performance apparel. “Polartec AirCore is a highly air-permeable laminate that facilitates continuous moisture vapor exchange, harnessing ambient airflow to deliver faster dry times, reduced clamminess and superior comfort even during peak exertion,” said Karen Beattie, Polartec's director of product management.

**Lenzing Group** has launched Lenzing Pro, a digital platform that centralizes the textile and nonwovens supply chains. The business-user resource streamlines certification and branding, provides technical fiber information, and fortifies collaboration with Lenzing's partners. Lenzing Pro compiles information such as fiber specifications and fabric certifications, brand licensing, marketing tools, and support from experts and offers a multilingual experience for users 24 hours a day, seven days a week. The platform's intuitive search and filter features allow Lenzing partners to identify the fiber solutions that best suit their technical needs in addition to desired sustainability certifications and end-use requirements.



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## RUNWAY

PHOTO BY MARK GUNTER/GETTY IMAGES FOR ART HEARTS FASHION



Alexis Monsanto

David Tupaz

Kenneth Barlis

Xbqini



Christian Audigier

Henri Costa

Maribel J

Milla Stone

Mister Triple X

## Swim Week Las Vegas Dazzles With Flash and Makes History

Swim Week Las Vegas Powered by Art Hearts Fashion returned for a second year at AREA15 Aug. 15–17 delivering one of the most iconic and immersive experiences yet. The week was filled with unforgettable runway moments, cutting-edge video mapping inside AREA15, and lively celebrations that continued poolside and into the night at Fontainebleau, LIV Beach and LIV Nightclub.

A dynamic roster of talent was highlighted at the three-day event, which featured collections from California-based designers Alexis Monsanto, Kenneth Barlis, David Tupaz, Xbqini, Milla Stone, Maribel J, Henri Costa, Christian Audigier and Mister Triple X, each bringing their own distinctive style and creative vision to the runway.

AHF has become a driving force for fashion, art and entertainment dedicated to showcasing renowned and innovative designers and artists at the forefront of fashion week

from coast to coast.

In addition, A Celebration of Indigenous Heritage and International Flair made its highly anticipated debut in Guatemala on Aug. 22. The event marked a milestone for the country, weaving together the vibrant traditions of local indigenous design with the innovative expressions of international couture.

At the heart of this celebration was designer Chavez Inc., an indigenous creative voice who championed AHF's arrival in Guatemala. Chavez's vision to spotlight Guatemalan culture and artistry resonated powerfully throughout the evening.

"Guatemala is a country overflowing with creativity, talent and cultural richness," said Erik Rosete, founder and president of Art Hearts Fashion. "It was an honor to bring our international platform here and share the stage with incredible indigenous and Latin designers whose voices deserve the world's spotlight."—Kelli Freeman

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CALIFORNIA  
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# TREND REPORT

SPRING/SUMMER 2026

ATLANTA APPAREL  
ANDM( )RE

## COLORS

BLUE AURA

TRANSFORMATIVE TEAL

ELECTRIC FUCHSIA

AMBER HAZE

RETRO GREEN

Color palettes reflect a range of interests, from the joy of jelly brights to the comfort of earth-tinted tones and classic dark hues that never go out of style. Prints will reflect worldly travel and maximalist imagination with designs inspired by nature (artistic abstracts, boho designs, hothouse florals). Volume silhouettes speak to a desire for easy, feminine styling, and versatility remains key as consumers want to transition effortlessly from day to night.

## ACCESSORIES TRENDS

Chunky chains and longer necklaces pendants  
Stacked bracelets  
Bucket and east-west style bags  
Wide belts  
Straw and knit hats  
Printed Scarves  
Sunglasses in round and hexagon shapes



Ricki Designs

## FOOTWEAR TRENDS

Court sneakers  
Boat shoes  
Mesh flats including jellies  
Strappy sandals  
Mules  
Ballet flats



Lumiere

## APPAREL TRENDS

Draping and wrapping  
Asymmetrical lines  
Lace, ruffles and fringe  
Bib and statement collars  
Volume blouses  
Sport-inspired polo tops and track pants  
Knit sets  
Maxi, resort dresses  
Capris and bloomer styles  
High-shine trousers



Bara Boheme

ATLANTA APPAREL  
ANDM( )RE

See these trends and many more at  
Atlanta Apparel Oct. 14–17, 2025.  
Visit Atlanta-Apparel.com for more  
information.



# How have you navigated through proposed and implemented tariffs that impact your business from raw materials to finished goods?

## Fiber, Yarn and Fabric

Continued from page 1

These challenges have led decision-makers in the fiber, yarn and fabric industry to develop strategies that will mitigate pressure on the apparel business. At the heart of these solutions are commitments to increase diversification, innovation and collaboration in order to fortify the industry and maintain relationships.

California Apparel News asked experts in fiber, yarn and fabric: *How have you navigated through proposed and implemented tariffs that impact your business from raw materials to finished goods?*

**Bob Antoshak**  
Vice President of Strategic Global Sourcing and Development  
Grey Matter Concepts



Tariffs aren't a crisis, they're just background noise—annoying, unpredictably persistent and something everyone shares. We treat them like the weather: Expect sun, pack for rain and don't ignore the clouds. We price realistically, from yarn and trims to cartons and freight.

Our strength is supplier partners. Good suppliers act as co-strategists. Together, we adjust origin, tweak specs to reduce duty impact, split volumes, and manage timing to stabilize lead times and cash flow. We keep the books open and run scenarios that start at 10 percent and end at "let's not talk about it—but we're ready." Customers don't want drama; they want proof that the plan holds and the lights stay on.

We cut packaging to reduce weight and freight costs. We place larger upfront orders to unlock volume discounts while maintaining a streamlined production line, ensuring consistency and avoiding lost time spent chasing style changes. Everyone contributes, including us. We share costs across materials, margins, pack efficiencies and logistics so no single part breaks. Then we communicate clearly—what's changing, why it's fair and how service levels remain steady.

Tariffs come and go. Our job is to prevent them from controlling the story. With solid supplier partnerships, no one has to face challenges alone.

**Sagee Aran**  
Chief Commercial Officer  
NILIT



The key to managing a global business today is flexibility, both in how we operate internally and the alternatives we can offer our customer base. We have strengthened our cost structure across our global facilities through reduced logistics expenditures, energy savings and the reuse of internal waste as recycled material, helping us mitigate the impact of rising tariffs.

For our customers, NILIT's worldwide manufacturing presence in Europe, Asia, the Middle East, South America and North America provides many options to manage fiber sources depending on a mill or brand's

specific circumstances. We collaborate to identify alternatives and work with customers to develop the right approach. Our knowledge of the global landscape and our ability to provide reliable, high-quality, sustainable Nylon 6.6 fibers from multiple countries can give customers the flexibility they need to navigate through uncertainty and change.

**Mark D'Sa**  
Senior Vice President of Development  
Panda Biotech



As an export-oriented business, we are directly impacted by tariffs. However, hemp holds a unique classification within the HTSUS [Harmonized Tariff Schedule of the United States] system: Apparel containing more than 50 percent

hemp qualifies for a reduced tariff rate. This not only benefits brands and retailers but also provides a strong incentive for textile manufacturers to incorporate more hemp into their products.

**Claudia de Witte**  
Marketing and Sustainability Director  
Eastman Textiles



We are closely monitoring changes in tariff policies and adjusting our strategies to address the impact of tariffs on our customers as the supply chain in the textiles industry is global. The joint facility in China will enable a more

agile and effective supply chain to serve the needs of customers and support mitigating the global tariff risk and exposure. It shows our Naia commitment to making sustainable textiles accessible to all. This new Naia yarn offers affordable eco-luxury with stronger sustainability than viscose and better ethics than silk. Thanks to its higher tenacity, this yarn enables entry into premium-lightweight-fabric markets where standard Naia cannot currently perform. This new yarn will be available for customers outside of China from Q1 of 2026.

**Andrea Ferris**  
Co-founder and Chief Executive Officer  
Intrinsic Advanced Materials and CiCLO Technology



At Intrinsic Advanced Materials, the company behind CiCLO technology, navigating tariffs has reinforced a lesson we already live by: Resilience comes from diversification and innovation. The apparel industry is deeply global, and any shift in trade policy can ripple from raw materials through to finished goods.

Rather than wait for political clarity, we've focused on building agility into our model. CiCLO technology is embedded at the fiber level, enabling synthetics to biodegrade if they end up in the environment as microplastic pollution, while retaining durability and recyclability of the fabrics. It integrates directly into

existing polyester and nylon manufacturing, anywhere in the world, without requiring new infrastructure. This flexibility has allowed the technology to scale across regions and adapt as sourcing strategies evolve. CiCLO polyester and nylon staple fibers and filament yarns are now available in 22 countries.

We've also found that policy, whether tariffs or treaties, moves more slowly than the growing crisis of microplastic pollution. That's why the industry must take the lead. Companies that diversify sourcing, adopt scalable innovations that are globally available and invest in circular design will be better positioned to weather trade disruptions while also tackling urgent environmental challenges.

**James Huang**  
President  
Kingwhale



Tariffs are no longer an anomaly—they're the new normal in a world where trade, security and sustainability intersect. The real question isn't how to dodge them but how to build models that thrive with or without them.

In the short term, we focus on what we can control: reducing costs through sharper operational efficiency, cutting waste and yield loss, and ensuring every resource is used wisely. Shipment optimization—consolidating volumes, rerouting flows and leveraging bonded zones—allows us to offset added tariff burdens with smarter logistics. At the same time, multi-country sourcing creates flexibility so no single tariff shift can paralyze our supply chain.

**Marco Lucietti**  
Head of Global Marketing and Communications  
RE&UP



At RE&UP, tariffs are only one of many global factors we need to navigate in building a truly circular textile value chain. Because our model is based on textile-to-textile recycling, we start with post-consumer and post-industrial waste rather than virgin raw materials. This helps insulate our business from some of the volatility caused by tariffs on commodities like cotton or polyester while also reducing exposure to fossil-based supply chains.

That said, we operate in a global industry where finished goods and intermediate materials move across multiple borders. Our approach has been to stay agile: diversifying our recycling and production footprint, developing modular technology that can be scaled in different geographies, and working closely with supply-chain partners to identify the most tariff-efficient routes. We also monitor policy developments closely, both in the U.S. and internationally, so we can anticipate—rather than react to—changes.

Ultimately, tariffs reinforce the urgency of building more-regionalized, -resilient and -circular supply chains. By turning local textile waste into high-quality, next-gen fibers that perform like virgin cotton and polyester,

we help brands reduce dependency on imported virgin inputs while proving that circularity can also be a smart commercial strategy.

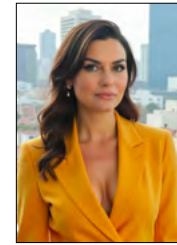
**Chris Parkes**  
President  
Concept III Textiles



We have been working with customers and continue to work with customers on the tariffs. The fabric mills continue to face challenges with labor, energy and testing costs, which have affected next margins. We are doing our best to help

where we can, but as an industry we need to innovate to bring newness to the market. Brands that are presenting new product to the market have been able to increase prices to help offset some of the tariff costs, and this is being shared in some of the recent earning results versus those brands that are not.

**Jillian Samis**  
Senior Vice President of Global Marketing and Design  
Tefron Ltd.



At Tefron, tariffs and trade regulations are an ever-present factor in how we structure our business, from raw-material sourcing through to finished goods. Rather than viewing them as barriers, we approach tariffs as opportunities to

build resilience into our supply chain and deliver consistent value to our customers.

One of the ways we've navigated proposed and implemented tariffs is by diversifying our manufacturing and yarn-sourcing footprint. Tefron operates across multiple regions—including Israel, Jordan, China, Vietnam, Romania and India—which allows us to shift production strategically and optimize costs while remaining agile. By not relying on a single geography we can mitigate tariff exposure and ensure business continuity for our partners.

In parallel, we've invested heavily in innovation at the fiber and fabric level. Our teams are working on new yarn blends and technologies that can be sourced at low tariffs or produced closer to the end market, reducing both cost volatility and lead times. This innovation-first mindset ensures we are not only solving tariff challenges reactively but also proactively designing smarter solutions for the future.

Ultimately, our focus is on being a trusted partner to global brands and retailers. By combining a diversified supply chain with continuous product innovation, we've been able to successfully navigate tariff shifts while keeping our core promise intact: delivering high-quality apparel with consistency and precision.



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# How have you navigated through proposed and implemented tariffs that impact your business from raw materials to finished goods?

## Fiber, Yarn and Fabric

Continued from page 4

**David Sasso**  
CEO  
Genesis AdvanceTech Engineering



As a U.S.-based supplier of materials such as fibers, yarns, fabrics and trims—many of which are exported for use in finished goods manufactured in the Western Hemisphere—we find ourselves affected by the shifting landscape of global tariffs. The challenge lies in the fact that our exposure to tariffs is often dictated not so much by our own operations but by the final destination of our customers' finished products in the Western Hemisphere. This creates a complex and often unpredictable environment.

From our perspective as a domestic manufacturer, the impact has been felt across several critical areas: disrupted cost structures, reduced order volumes, manufacturing-efficiency challenges, extended lead times, and compromised quality and material substitution.

Ultimately, the tariff environment has created a domino effect that begins at the brand and retail level, and cascades through every layer of the supply chain. It's a frustrating and

often helpless feeling—being subject to forces beyond our control while trying to maintain consistency, quality and competitiveness. Navigating this landscape requires constant vigilance, adaptability, and a willingness to rethink traditional sourcing and production strategies.

**Andrea Venier**  
Managing Director  
Officina39



In a global environment marked by economic uncertainty, geopolitical tensions and increasingly aggressive trade policies, companies must reassess their strategies. Shifts in trade policy can directly affect costs, supply chains, logistics and competitive positioning, pushing businesses to adapt in order to remain competitive. This climate of uncertainty generates market instability, influencing investor confidence and shaping expansion strategies.

While the tariffs under consideration by the U.S. government pose a complex challenge for European companies, those investing now in value, research and sustainability will be best positioned to seize tomorrow's opportunities. For Italian SMEs in particular, tariffs may represent not only a hurdle but also a catalyst for innovation, stronger market

positioning and growth. For both Italian and European businesses, innovation is the key to overcoming new trade barriers. Rethinking production, logistics and international market strategies can enhance competitiveness and ensure a stronger presence, even in complex markets such as the United States.

For our company, the key words are diversification, protection and planning. These are essential to meeting today's challenges and building sustainable growth. This is certainly a complex time, but it is often in moments of crisis that the best opportunities emerge. By investing in innovation and maintaining a long-term vision, companies can not only overcome the difficulties created by tariffs but also strengthen their competitiveness on a global scale.

**MeiLin Wan**  
Chief Executive Officer  
GenuTrace



At GenuTrace, we recognize that tariffs—whether proposed or implemented—create significant uncertainty across the supply chain, from raw materials to finished goods. Our approach is to remain agile and science-driven, ensuring our clients can prove origin and compliance despite shifting trade policies.

First, we proactively monitor tariff devel-

opments in the U.S., EU and Asia, alongside regulations such as the Uyghur Forced Labor Prevention Act and the EU Forced Labour and Deforestation Regulations. We work closely with trade associations, industry leaders, legal experts and customs advisers to anticipate potential impacts before they affect our clients' shipments.

Second, we help build resilience into supply chains. By verifying raw-material origin through forensic methods—such as stable isotope analysis, additive tracers and digital tracking technologies—we provide companies with the scientific proof needed to validate tariff classifications, country-of-origin claims and preferential-trade-program eligibility. This evidence reduces the risk of unexpected duties, detentions or reputational harm.

Third, we are diversifying testing and advisory operations globally. Our partnerships with laboratories worldwide give clients access to local verification that meets jurisdictional requirements. This global footprint mitigates disruption if tariffs shift production or sourcing routes.

As an independent, technology-agnostic partner, GenuTrace provides objective guidance on the best solutions for each supply chain. In short, we navigate tariff challenges by combining scientific verification with strategic foresight—helping brands and manufacturers remain compliant, resilient and competitive in a rapidly evolving trade environment. As we often say—"If you claim it, can you prove it?"

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Logistics



# How have you navigated through proposed and implemented tariffs that impact your business from raw materials to finished goods?

**David Williamson, PhD**  
Chief Executive Officer  
Modern Meadow



The proposal and implementation of tariffs have introduced a complex and often unpredictable business environment for the materials industry—particularly for companies operating across international supply chains. Even when

raw materials are sourced domestically, the export of intermediate or finished goods can trigger reciprocal tariffs, disrupting partnerships and increasing costs. Whether directly or indirectly, everybody feels the resulting pressure—especially the designers and brands that rely on advanced materials.

Unfortunately, such pressure can push sustainability initiatives to the margins as they are often perceived as requiring bespoke infrastructure or higher up-front investments. But Modern Meadow is uniquely positioned to navigate this reality.

Our sustainable, high-performance material—INNOVERA—is not only drop-in ready for brands across fashion, automotive, footwear and interior design, but it also leverages a modular, decentralized production model, providing a crucial strategic advantage in today's tariff-laden landscape.

Unlike conventional materials that depend on centralized production and long supply chains, INNOVERA is designed for production using low-capital equipment that is often already available in local regions. This means we can deploy manufacturing capabilities closer to our brand partners, fostering a local-for-local production ecosystem and embedding the most value-creating step of our process—Dry White production—within regional economies. In doing so, we minimize exposure to tariff risks, reduce logistical overhead and offer our partners a more agile, cost-effective way to bring sustainable products to market.

When international trade policies are in flux, this decentralized, capital-light approach turns volatility into competitive advantage.

**Sherry Wood**  
Director of Merchandising and Design  
Laguna Fabrics



Laguna's strategy is to stay flexible. We have been building a strong network of suppliers across multiple countries. Laguna Fabrics closely monitors proposed tariffs on our preferred yarns by staying engaged. We have been diversifying

our supply chain over time, so we are not reliant on one country. Forward planning lets us

keep pricing competitive and avoids sudden supply shocks. We also have a strong supply chain domestically and hope, as sustainability and circularity continue to gain traction, we will be sourcing more from the U.S. This combination of scenario planning, supplier diversification and open communication with our brands helps us provide high-quality fabrics in the market while maintaining style, quality and quick-delivery timelines.

**Eric Yip**  
Chief Operating Officer  
Intimitti Australia (CELYS)



Tariffs have increasingly pushed apparel brands and retailers to re-evaluate sourcing models, and we see this shift firsthand in our work with global partners. Many of our customers are prioritizing resilient supply chains that balance cost with long-term sustainability commitments. For CELYS, our certified compostable polyester fiber, this means providing solutions that not only mitigate tariff exposure but also align with consumer and regulatory demand for circular materials.

To support this, we are diversifying our manufacturing footprint beyond mainland China and planning to establish new production outside the country. This strategy enables

us to serve downstream partners more reliably, reduce tariff risks and bring production closer to key markets. At the same time, it reinforces our mission to minimize environmental impact by lowering transport-related emissions and building regional hubs of innovation.

In this way, tariff challenges have become an opportunity to accelerate global collaboration and deliver stronger value to brands and end consumers.

*Responses have been edited for clarity and space.*

*Get in the next  
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## Las Vegas Apparel Enjoys Robust Attendance

Attendees welcomed the Sunday opening of **ANDMORE's Las Vegas Apparel**, co-located with **Womenswear in Nevada** at **The Expo at World Market Center** Aug. 17–20, giving them a jump on the other fashion markets.

“Crossover traffic from WWIN continued to gain momentum, and quality buyers left large orders across the floor,” said Caron Stover, ANDMORE SVP, leasing, apparel.

The array of amenities and ease of flow pleased participants. Stover noted that “our anchor tenants reported this was their best show since joining LVA over three years ago.”

Young-contemporary trends included a mix of knits and lace, abstract patterns with florals, and denim pants, dresses, crab themes and Western wear.

“We’re trying to get people out of their comfort zone and show them if they like something and it puts a smile on their face they should wear it. Life is too short,” said Matthew McPherson of the **Blue Flamingo Boutique** in Castle Rock, Wash.

**J.nna**, designed and partially produced in Vernon, Calif., showcased a quilted jacket with a green and pink rose-garden pattern, pink seam stripes, large front pockets and zipper with cinch-waist ties that turn into a bow. “This is by far a big seller for us,” said owner Jay Kim.



ee.some



Entro



J.nna



Sage + Fig

Los Angeles brand **ee.some** paired a subtle barrel pant in a paisley print priced at \$31.75 with a sleeveless transitional knit with cowboy detail priced at \$22.80. “Western and bohemian styles have been our main attractions recently due to Western being a trend this Fall/Winter season. Our brand carries a variety of styles, but we do best with easy bodies with unique details. Clients are still comfortable but feel stylish and trendy,” said Hayley Lesh, trade-show coordinator for the brand.

Los Angeles–designed **Sage + Fig** featured super-fun patchwork knit tops in playful colors including a trendy oversized boho quilted peace-sign hoodie with pockets in 100 percent French terry paired with a loose elastic-knit bottom priced between \$20 and \$30.

The number-one item for Commerce, Calif.–based **Entro** was its quarter-zip cotton blouse with elevated floral pattern, knit collar and sleeve cuff priced at \$19.25.

## Womenswear in Nevada Shines With Quality Brands

**Womenswear in Nevada**, co-located with **ANDMORE's Las Vegas Apparel**, created a valuable and seamless fashion ecosystem at **The Expo at World Market Center** Aug. 17–20.

“We’re excited about the momentum at WWIN, where growth in the women’s modern-sportswear category and now The Men’s Edit is fueling a stronger, more connected marketplace,” said Mel Montes, VP, WWIN.

Trusted and new brands brought an array of options from boho chic to classics to basics with a touch of glamour.

**Petit Pois by Viviana G** in Miami celebrates the iconic fashion journey with boho classics with a European flavor. The display was reminiscent of an enchanted forest with washable garments in Italian mesh and whimsical prints. A cardigan, bejeweled in vintage buttons, 3D embroidered appliques and rhinestones was priced at \$89. A dress with stretch belt was priced at \$179.

Los Angeles–based **Adore** mixes fun, bold and unique trendsetting pieces with multiple fabrics for women ages 20 to 80. A patchwork coat with fur choker collar and cuffs incorporating a leopard print and floral design with denim trim and pockets was priced at \$79.



Adore



Fenini



Fifteen Twenty



Petit Pois by Viviana G



Scully



Elie Balleh

“We’re here looking for Spring and the latest styles for January and February events in Arizona,” said Lauren Phillips, a co-owner and general manager of the **Pretty Please Collective** boutiques. “Women love dresses, and everyone wants to find the latest spring colors. Once the holidays are over then they want to get out of the fall colors. Blues are always good for us, and we’re finding some pretty green colors too.”

**Fenini's** timeless fashion or “art you can wear” showcased the whole look with 100 percent cotton jumpsuit sets made in Baldwin Park, Calif. The boxy, forgiving fits with detail buttons, mesh pockets and fun play with texture were priced at \$69. Fourth-generation family-owned **Scully** in Oxnard, Calif.,

known for its leather and contemporary men’s and women’s apparel, was doing well with its easy-fit western **Yoke** shirt-dresses in cotton and denim.

The top seller for **Fifteen Twenty**, the higher-end companion to **Karen Kane**, which is made in Los Angeles, was a knit shirtdress. “It has a V neckline with floral woven bottom and tied waist designed to look like two pieces,” said President Michael Kane.

The second installation of The Men’s Edit brought additional brands into the mix from accessories to tailored suits. Brands included **Dioza Italy**, **Elie Balleh**, **English Laundry**, **San Malone**, **Tiglio Inc.** and **Vitarelli**.

## IFJAG Sees Growth

Despite the ever-changing tariff landscape, retail attendance was up at **IFJAG, the International Fashion Jewelry & Accessory Group**, held at the **Embassy Suites** Aug. 16–19. The not-for-profit association is the global source for trendsetting fashion jewelry, accessories and private-label products for wholesalers, volume retail buyers and independent retailers.

“We were pleasantly surprised to see retail attendance higher than usual with an increase of 22 percent, which is unusual for August,” said Executive Director Don Valcourt.

Some 100 exhibitors filled hotel suites on three floors, offering intimate buying experiences. Show perks for buyers included drawings for **Visa** gift cards.

Valcourt added that overall it was a good show and exhibitors were happy.



IFJAG Executive Director Don Valcourt and his wife Lynne (left), show floor and some of the lucky Visa gift card winners.

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# MAGIC Delivers Slow Fashion

Once again for this season **Project Women** merged into Contemporary at **MAGIC** at the **Las Vegas Convention Center** Aug. 18–20, creating an outlet for women’s apparel collections spanning trend, young contemporary, modern sportswear and contemporary women’s fashion from elevated leisure wear to bold and fun statement pieces.

“We work hard to keep relevant and fresh, giving our customers a new reason to come in and shop, always reinventing the wheel. We make sure to have a connection with the customer—have a touchpoint with them—and they’re part of what we’re doing,” said Staci Barnes, owner of the **Maple Boutique**, with six stores in the Portland, Ore., metro area.

The top half of the crinkled-jersey tunic from Los Angeles–made **Chalet et ceci** is 50 percent bamboo and 50 percent recycled polyester with a 50 percent poly bottom. “We care about the fabric—it touches your body. It’s long-lasting fashion with an artsy, edgy look for any occasion,” said owner Ceci Kim.

The Malia dress designed by **Dylan** in Newport Beach, Calif., comes with a slip and adjustable straps, or it can be worn as a top. Priced at \$72, it’s made with a signature soft cotton



Chalet et ceci



Coolibar



Deluc



Dylan



Hashtagtag



Rockabilly

and embroidery, cutout lace with shirring, and crochet embroidery details on the front and back and pockets.

**Rockabilly** in Los Angeles relaunched with women’s, showcasing its fashion-forward **Jasmine** trucker jacket with front and back direct embroidery logos plus a **Slurpee**-inspired iced-grape **Sadie** jean jacket in 100 percent denim with a heavy stonewash and pigment dye.

Nearly every piece of trendless classic-casual clothing at **Hashtagtag** in Los Angeles is one of a kind because of the use of dead-stock PFD fabrics. “Last season we found a great gauze for one collection. Our staple basic is a ribbed rayon,” said owner Sean Park.

Miami-based **Coolibar** sun protection you wear showcased **Mott 50** edition resortwear with UPF 50. Its one-size-fits-all asymmetrical hydra sun poncho with hydra tie pants provide an elegant and sophisticated look for those sensitive to the sun.

Argentina-based **Deluc** featured a 100 percent cotton ultra-feminine vintage-lace lingerie slip-inspired sheer sleeveless babydoll with a V-neck and laced collar priced at \$34.

“MAGIC brought together an exceptional range of women’s collections showcasing this season’s dominant trends, from **Elemental Flow**’s fluid silhouettes to **Vibrant Escape**’s vibrant palette and beachy details,” said Jordan Rudow, VP, MAGIC, **Fashion by Informa**.

# Sourcing at MAGIC Exhibits Global Reach

**Sourcing at MAGIC** Aug. 18–20 at the **Las Vegas Convention Center** connected designers and brands with global manufacturing entities. The international presence included key participating countries China, Egypt, India, Turkey, Pakistan and a debut delegation from Colombia.

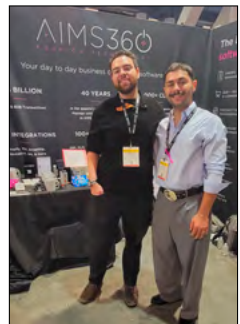
The event’s educational programming included “Intro to the FW26/27 Season: Culture, Materials & Color,” which unveiled emerging trends in fibers, materials, constructions, finishes, detailing and color directions.

“We’re not just showcasing products—we’re fostering the relationships and innovations that will shape the future of the industry,” said Edwina Kulego, VP of men’s, international and sourcing.

The Fashion Technology area featured technologies that streamline business from AI production to inventory management, printing to shipping.

The AI-powered PLM system by **Centric Software** in Campbell, Calif., helps apparel and consumer-goods brands take their product from concept and design to production, merchandising and marketing. “It’s a tool to have all your teams in one place to save time, have more efficiency, and have better communication internally and externally with vendors,” said account executive Sydney Benda.

New York–based **GrandShipper** is a free cloud-based program that ships through the **United States Postal Service**. There are no monthly fees or per-label fees—all you pay for is postage. “GrandShipper connects to major e-commerce stores like **eBay**, **Shopify** and the **TikTok Shop**; then it quotes your



AIMS360



Centric Software



efi Reggiani



GrandShipper



Manny AI



shipbae powered by Gori

ready-to-ship orders, performs the whole cycle, and you don’t have to do any of the manual entry,” said owner Jay Kabigting. The company also offers clients free live support.

The **efi Reggiani** textile-printing-system machines create a complete ecosystem for companies to manufacture in-house. “If you’re willing to do it in-house, we give you all the tools, the machine, the software, the training, the ink—everything that’s required for you to start your own production,” said Paolo Torricella, global textile specialist for the Italian company.

“We’re cost effective and provide ease of use in terms of integrating with different platforms, and if customers have specific warehouse management systems that need specialty integration we have a team that handles that,” said Aaron Wang, VP of sales for **shipbae powered by Gori** shipping software in Fullerton, Calif. We’re small, we’re nimble, we can accommodate and turn custom requests fast.”

The high-level inventory-management-system **AIMS360** in Los Angeles is now moving from the cloud to the web.

“Now we can scan to receive, scan to pack, do cycle counts and inventory adjustments all through a scanner instead of having to log into a computer. All you do is take the scanner, scan the product and you can update the inventory,” said Anthony Passelat, business development and implementation for AIMS360.

London-based **Manny AI** made its U.S. debut with Seamstream AI for garment manufacturers. “It’s all about fast costing. We can take a photo or tech pack of the garment and quickly give the full operational breakdown, the recipe of how to make it, and also the bill of materials with exact consumptions so factories are able to quickly cost and work out what line they need to produce the product,” said co-founder Simon Johnson.

Sourcing at MAGIC also hosted expanded home, gift and beauty textile offerings. Swim and athletics manufacturing emerged as another dominant trend with exhibitors showcasing innovative technical fabrics, sustainable production methods and advanced-performance technologies.

# Nostalgia, Streetwear and Launches at Project

Y2K nostalgia emerged as one of **Project**’s dominant trends Aug. 18–20 at the **Las Vegas Convention Center** with iconic brands including **Ed Hardy** and **Von Dutch** in attendance.

Streetwear continued to be dominant with elevated, bold designs. Athleisure, golf, skate and other sports-inspired clothing established themselves as cornerstone categories within men’s fashion. Men’s buyers also found an assortment of tailored suits, sweaters and eveningwear.

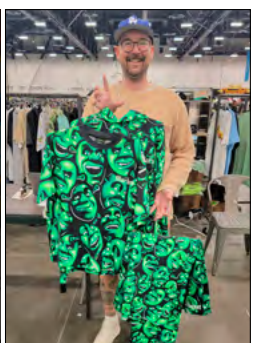
With a flagship retail store on La Brea Avenue, Los Angeles’ own **Market Studios** has much to celebrate. “We’re showing our Spring ’26 line, which we’re very excited about as it features an insane collaboration with **DreamWorks Pictures**’ “Shrek,” paying homage to the famous liquid-blue skulls T-shirt, a very fun Shrek twist on a streetwear classic,” said Lucas Pierce, VP, sales, for Market Studios.

**Messy Teddy** in Miami launched at Project with T-shirts, ornate polos and a rayon, poly and spandex long-sleeve knit crew and pant set with a large Messy Teddy silicone logo.

Husband and wife tech executives Amrita and Sylvain Casset created **Artitude** in San Jose, Calif., a collection of T-shirts, hoodies and jackets that feature works by classic and local Bay Area street artists. “We’re celebrating a natural pas-



Artitude



Market Studios



Messy Teddy



True Religion



Young Republic

sion for art, creating a new medium that gives people exposure to art they might not know,” said co-owner Sylvain Casset. Pieces are priced from \$55 up to \$135.

Los Angeles–based **Young Republic** offered a fashion overall with suspenders in a cotton spandex mix that can also be worn as a pant, priced at \$78.

“Our fashion piece for the Holiday season is the oversized chocolate velour Jimmy Jacket with super-T stitching for

contrast and copper-gold hardware, similar to the style actor Timothee Chalamet wore last year,” said Emily Culen, account executive for **True Religion**. The jacket and matching Ricky straight-fit bottom with flap back pockets are priced at \$78.

“Project Las Vegas continues to be the definitive platform where modern menswear evolves and thrives,” said Edwina Kulego, VP of men’s, international and sourcing.





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## TRADE-SHOW REPORT

# DMC's August Market Achieves Highest Attendance in Five Years

Dallas Market Center reported that its Aug. 12–16 market had the highest attendance in five years across its **Apparel & Accessories Market**, **KidsWorld**, **WESA's International Western/English Apparel & Equipment Market** and the **American Equestrian Trade Association International Trade Show**. The event attracted locals, buyers from across the United States and a nearly 100 percent increase in international attendees. Higher domestic attendance was reported from the local region, Midwest, Northeast, Southeast, Southwest and West. The DMC also reported its largest increase in new stores in four years.

“The August markets underscored the strength of our marketplace and our national draw,” said Cindy Morris, president and CEO of Dallas Market Center. “We saw growth across every retail category, with more new stores and gains from every U.S. region as buyers confidently placed orders from exhibitors across our marketplace.”

While retailers explored Spring/Summer 2026 merchandise, they also sought goods from Cash & Carry exhibitors, particularly during the Apparel & Accessories Market and AETA. As Western wear continues to tick up, Dallas remains central to traditional retailers in this category and buyers who purchase for trend-driven stores.

“The recent WESA Trade Show was another success for members and buyers,” said Sophia Jagella, marketing specialist at the **Western & English Sales Association**. “This August, innovation took center stage with new exhibitors, exciting products and the



Dallas Market Center's August market ran Aug. 12–16, attracting domestic and international buyers, which supported the event's highest attendance in five years.

Most Innovative Product Award. Although the August edition is the smaller of the two biannual shows, it continues to grow each year with more buyers, more exhibitors and strong momentum evident from the very first day of the show.”

WESA has become an integral destination for buyers searching for the latest in Western and English styles each season, but it also serves as a resource for domestically manufactured goods.

“We were impressed with the quality of buyers who are committed to American-made products, which means a lot to us as a family business,” said Chaedrea Kenley of **Double J Saddlery**. “The combination of Dallas market and WESA continues to be a winning formula for our brand and our customers.”

The Apparel & Accessories Market returns to the Dallas Market Center Oct. 21–24 for its final edition of 2025.—*Dorothy Crouch*

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#### Trade Shows Atlanta Apparel

[www.Atlanta-Apparel.com](http://www.Atlanta-Apparel.com)  
Atlanta Apparel is the largest apparel market on the East Coast, offering thousands of women's, men's, and children's apparel and accessories lines all together in one location at one time. Seven markets throughout the year feature an expansive—and growing—product mix, including contemporary, young contemporary, social occasion, bridal, resort, fashion and fine jewelry, shoes, handbags, and more showcased in permanent showrooms and temporary exhibition booths. The final 2025 Atlanta Apparel show runs Oct. 14–17 and marks the debut of Spring/Summer 2026 collections. Details and 2026 market schedule at [Atlanta-Apparel.com](http://Atlanta-Apparel.com).

#### Functional Fabric Fair

[www.functionalfabricfairfall25.com/](http://www.functionalfabricfairfall25.com/)  
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Functional Fabric Fair Fall takes over the Oregon Convention Center, Nov. 11–13—starting with the Day 0 Sustainability Workshop on Nov. 11, then shifting into two full days of exhibits and Expert Talks, Nov. 12–13. This high-energy sourcing event unites the most innovative performance textiles and sustainable solutions shaping the future of apparel, outdoor, and activewear. Curated for designers, product developers, and sourcing professionals, the fair showcases 300+ vetted exhibitors, delivering a powerful mix of trend insights, groundbreaking materials, and unmatched networking. Don't miss the season's ultimate destination to discover what's next in performance fabrics—and join the community driving the textile industry forward.

#### Taipei Innovative Textiles Application Show

[www.titas.tw/en-us](http://www.titas.tw/en-us)  
The 29th Taipei Innovative Textile Application Show, will be held at Taiwan's Taipei Nangang Exhibition Center Hall 1, Oct. 14–16. Innovation and sustainability are viewed as the core of future development for Taiwan's textile and fashion industry. In line with the industry's development and consumer needs, TITAS focuses on the three core themes of “Sustainability, Functional Applications and Intelligent Manufacturing” to highlight the strength of textile research and innovation. The event showcases a variety of high-tech and high-performance textiles boasting sustainable benefits and functional applications. Exhibitors also include those continuing to integrate their product lines in the way of smart or intelligent manufacturing—especially textile machinery and sewing equipment. TITAS is a platform of vertical communication and knowledge exchange between the different sectors within the textile industry.

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TITAS, the 29th Taipei Innovative Textile Application Show, will be held at Taiwan's Taipei Nangang Exhibition Center, Hall 1 from 14–16 October 2025. Innovation and sustainability are viewed as the core of future development for Taiwan's textile and fashion industry. TITAS is a platform of vertical communication and knowledge exchange between the different sectors within the textile industry. TITAS will be sure to meet buyer's one-stop purchasing expectations.

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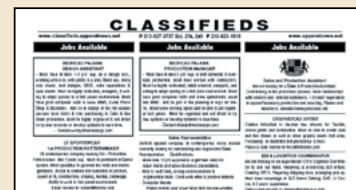
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