

# CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR 80 YEARS

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## BALEARIC RADIANCE

Mallorca provided the canvas and Catherine Gee's "greatest hits" the inspiration for the designer's Spring/Summer 2026 collection. The print that still sings to her is the paint swirl and the silhouette of the Daria Blouse. A sketch of the ocean with palm tree led to the introduction of a sweatshirt. For more looks, see page 3.



HAGOP KALADJIAN

## TOP STORIES OF 2025

Many in the fashion industry entered 2025 hoping for the best as a changing presidential administration heralded in changes to trade and business. Unfortunately, the fashion business in the United States was tasked with overcoming new challenges, most notably tariff snarls from the Trump administration's trade policies, which have continued to plague the industry.

Fashion-industry professionals are, however, known for their resilience and, despite setbacks, have continued to buckle down and progress forward through collaboration, innovation and celebrating their wins.

Hope was found through those who are committed to sustainable and ethical fashion remaining diligent to promote fairer and cleaner practices. Innovation in the technology

space promoted new ways to reach consumers and approach responsible manufacturing. Certain companies that shared common missions decided mergers were the most logical way to move forward and achieve their goals. Trade-show producers continued to attract attendees with engaging educational programming, alluring activations and unique opportunities for networking.

*California Apparel News* revisits and recaps our most-popular stories of the year that also made the largest impact as 2025 winds to a close, and the fashion industry looks toward the new year armed with lessons from the last 12 months and hope for a successful 2026. Coverage begins on page 4.—Dorothy Crouch

### INSIDE

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## EVENTS

# Hale Bob Reveals 'Layers of Luxury' at WeHo Boutique Event

There is a luxurious side to Los Angeles brand **Hale Bob**, which is known for its bohemian-chic garments in flowing silhouettes. The label unveiled its Fall 2025 collection during a Nov. 13 "Layers of Luxury" event to showcase its evolution toward a more refined look. Hale Bob hosted the event at its 942-square-foot West Hollywood, Calif., flagship on Melrose Avenue, a space it has occupied since January 2025.

An important focus for Hale Bob's Fall 2025 collection is the introduction of fresh texture for the brand as it expands into tailored silhouettes and fabrics with a rich hand. Design Director Sophia Russos found inspiration during a recent summer trip to Cyprus, where she admired classic mosaics and scroll motifs.

"There was a lot of attention paid this season to the texture of the fabrics. I am especially excited about the silk-linen organza that we've been doing. It dresses up really well, but you can also dress it down if you want," said Russos. "We've been doing this skirt in a



Hale Bob hosted its "Layers of Luxury" event to celebrate its Fall 2025 collection at its West Hollywood, Calif., flagship.

new organza that is super fun. You can wear it on your waist or lower. I love it because you can wear it with a short-sleeved T-shirt with boots or you can wear it with a chunky sweater."

The Hale Bob team also maintained many of the brand's core foundational elements that easily fit within its move into luxury.

"Our velvet burnout is big. We've been doing it since the company started. We've kept



that identity even when not everyone's wearing this kind of thing, but it's still a part of our core," Russos said. "For fall, especially, it's all about texture."

As guests admired and tried pieces from the new collection, including the Paola Twill Trench Coat, they also indulged in sushi from **Yamashiro** while listening to DJ Mark Lewis's soundtrack for the evening.

—Dorothy Crouch

## SWIMWEAR

# ViX Paula Hermann Taps Into Surf Culture for Water Sports Capsule

San Diego-headquartered swim brand **ViX Paula Hermann** recently released its limited-edition Water Sports Capsule, nodding to the founder's upbringing in Brazil's surf culture with silhouettes in black and white and pieces with UV protection and neoprene trim.

"When you live by the ocean, you quickly learn that every day on the water is different," said Hermann. "Some days call for a long-sleeve suit for extra protection from the sun and wind while others are perfect for a lighter one-piece. It's also about personal comfort and how each woman wants to feel when she moves."

The Water Sports Capsule features one- and two-pieces, long-sleeved styles, a bucket hat, towel, bag, sarong, long-sleeve blouse, flip-flops, and long and short johns. ViX made the collection more responsible through its C.A.R.E. initiative (Conscious Alternatives, Responsible Efforts), incorporating production waste into creating the pieces. The C.A.R.E. platform is ViX's commitment to introducing ecologically green fabrics with each collection while also maintaining the brand's aesthetic.

"This capsule represents the evolution of



For a recent capsule, ViX Paula Hermann took inspiration from its founder's upbringing in Brazil's surf culture and her life today, which is immersed in Southern California surfing.

ViX, where style, performance and responsibility meet. It's our first water sports-focused collection crafted with sustainable **Lycra** made from preconsumer recycled fibers, developed under our C.A.R.E. initiative," Hermann said. "Each piece was thoughtfully designed to perform in and around the water while reflecting our ongoing commitment to conscious design."

Hermann traded Brazil's beaches for coastal Southern California, allowing her to remain connected to the lifestyle and sport that has remained a large influence on her life and business.

"Surfing has always been part of my life; it's where I feel most connected to nature and free," explained Hermann. "Growing up in Brazil and living in California, I've experienced two surf cultures that both celebrate the ocean as a way of life. This collection reflects that spirit—the confidence, strength and beauty that come from being in the water."

The Water Sports Capsule is sized XS–XL with retail prices ranging from \$58 to \$218. ViX Paula Hermann is available at [vixpaulahermann.com](http://vixpaulahermann.com) and select retailers in addition to its own stores in the Florida cities of Miami, Jacksonville and Boca Raton with a Sarasota location opening in 2026.—D.C.

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## Inside the Industry

**Healthcare-apparel brand FIGS** has expanded its partnership with Team USA to outfit more than 150 health professionals during the Milano Cortina 2026 Olympic and Paralympic Winter Games. The initiative signifies the first time the Team USA Medical Team will be outfitted during a Winter Games. Santa Monica, Calif.-based FIGS designed the Team USA Medical Team Kit to include scrubs, outerwear, knitwear and accessories, which feature the team's emblems in red, white and blue. This limited-edition collection, which will also be available to the public, will feature the debut of FIGS' new soft, durable FIBREx fabric. "We are thrilled to be at the Winter Games to support the Team USA Medical Team and everything they represent. Their commitment to excellence enables athletes to be their best, and we're honored to celebrate that," said FIGS co-founder and CEO Trina Spear.

**REVOLVE Group, Inc.'s** luxury fashion retailer FWRD appointed model, actor and entrepreneur Rosie Huntington-Whiteley as fashion director following the release of its Q3 2025 results, which showed a 37 percent YoY increase in gross-profit dollars compared with Q3 2024. Huntington-Whiteley will manage fashion curation, merchandising and seasonal strategy for the Los Angeles-headquartered multichannel retailer. "As we invest in initiatives like our personal shopping program and expand our physical footprint, we're deepening client engagement and driving long-term growth to ensure FWRD remains the destination for modern, curated luxury fashion," said Michael Mente, co-founder and co-CEO of REVOLVE Group, Inc.

**Boutique textile show PREFACE**, circular design initiative Re/Assembly and denim-event series Here|After will partner on a new production debuting Jan. 28–29 in Los Angeles. The event's theme centers on "Unraveling Circularity" and will boast exhibitors, interactive sessions, expert panels and networking opportunities to help attendees incorporate circularity and upcycling into apparel design and production. Re/Assembly will host an Upcycling Fashion Design Competition that will feature an educational program led by industry experts followed by a six-hour challenge assigned to a select group of emerging designers. Denim consultancy firm Denim Dudes has also joined the collaboration and will organize a collection of important resources from across the denim supply chain.

**The San Francisco Fashion Festival** took place Dec. 5 and 6 under the theme "Fantasia 2025." The Dec. 5 schedule included happy hour at the Obscenity Bar and a session covering "Fashion Buying & Engagement: Connecting With Today's Consumers Workshop With Ale Boland" and Q&A breakout sessions. The Dec. 6 schedule at Sandbox VR included fashion shows by Haemi Lee, YEON, Nancy Vuu, Bchic, Ashlyn So, Veejay Floresca—who also participated in a fireside chat—and Joanna Jia Couture. A fashion panel covering "Balancing Creativity, Responsibility and Growth Focusing on Sustainability, Design and Innovation" included panelists Daniel Fibiger, vice president of global sustainability with Gap Inc. and president of the Gap Foundation, and Heidi Zak, co-founder and CEO of Thirdlove. It was moderated by Tony Bravo, arts and culture columnist with the *San Francisco Chronicle*.



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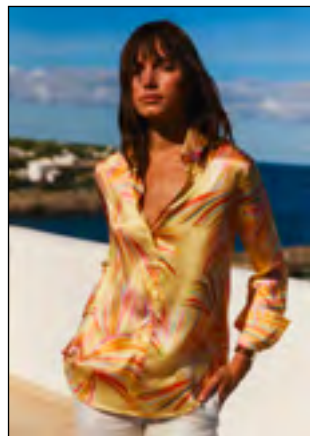
## Mallorca Calls Catherine Gee to Spain for Spring/Summer '26

Catherine Gee is known for her designs and imagery, which are inspired by luxurious coastal lifestyles. The designer's Spring/Summer 2026 collection followed this formula as she headed to Mallorca, Spain, to shoot her latest campaign.

"We did a two-day shoot. If you go to the southeast of Palma, [Spain,] there is an area called Cala d'Or, which is where we shot," said Gee. "It's this little coastal boating village that is super charming."

While Gee's eponymous brand launched in 2015, her first collection of silk pieces was released in 2016 so, to celebrate this milestone, she revisited some of her favorite designs such as the Paint Swirl, Cosmos and Valencia prints and Siena slip skirt.

"My inspiration was exactly how it was in the beginning, with growth and evolution. Back then, I set out to design a very clean capsule collection of silk-linen resort-inspired travel pieces," Gee explained. "I thought, 'Let's bring out the greatest hits.' The print that sings to me still is that paint swirl."



I thought about classic silhouettes that have become staples of Catherine Gee collections."

The Catherine Gee staple Daria Blouse returns in fresh hues such as a delicate light blush called Rosewater and prints such as Monarch Haze—an enlarged butterfly—and Wild Horse, which relies on abstract equine imagery and has



become the No. 1 print from this collection sold during recent markets. A palm print—Palma de Mallorca—appears on the Daria Blouse, Catya Blouse and Milos Dress.

Gee also introduced sweatshirts into this collection, elevating the basic style to a piece that can be dressed up or worn in a casual setting. An embroidered sweatshirt design features a lightning bolt, while another, named "This Is a Lifestyle," depicts a drawing of Santa Barbara, Calif., from a friend of Gee's.

"It's blue-pen ink of the ocean and a palm tree," said Gee. "It's such a great graphic, and I knew I wanted to do something with it one day."

Catherine Gee's Spring/Summer 2026 collection will be available online at [catherinegee.com](http://catherinegee.com) with pieces ranging in sizes XS-4XL for certain items and priced \$92-\$480 retail.

—Dorothy Crouch

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# Top Stories of 2025



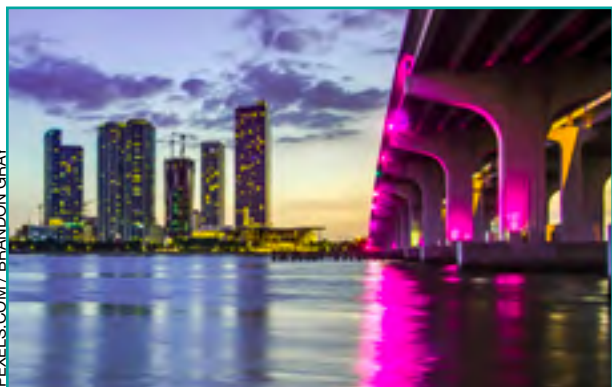
## Planning Swim Strategy for Year-Round Success in a Season-Specific Category



Consumers often associate swim and resort apparel with warmer weather, but the truth is that this category has become relevant during all seasons. Swim-industry professionals know that planning for the swim category requires strategizing throughout the entire year, whether planning designs and mapping out production or developing sales plans for market events and creating special activations to launch during trade-show season.

The specific niche of the swim business requires designers, brands, buyers, suppliers and trade-show producers to hit the mark through a small window of opportunity that will captivate. Reaching consumers and securing their business for long-term loyalty season after season means that swim-industry professionals must create a nearly perfect formula.

*California Apparel News* asked swim-industry insiders: *What is the single most-important piece of advice you feel is crucial for your associates, colleagues and peers to plan a successful swim strategy for the remainder of the year?* [Read More](#)



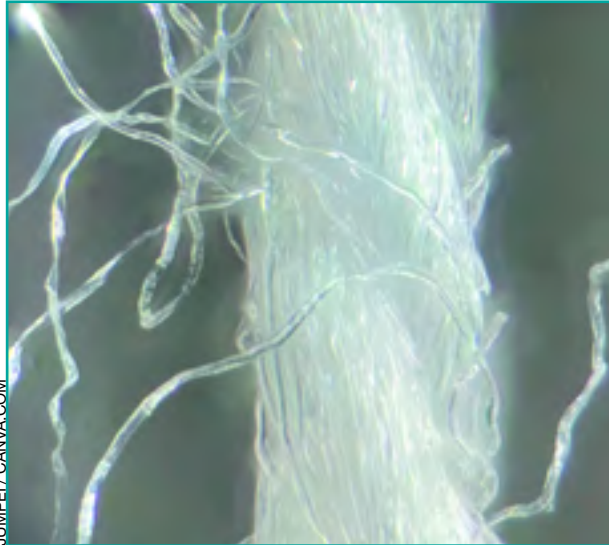
## New Challenges in the Apparel Industry Require Fresh Solutions



Exploring new ideas through research and development and executing new approaches often leads to greater costs, which trade-show producers, exhibitors and their clients are currently struggling to justify during an uncertain economic climate—particularly in the apparel industry. There is an old adage, “It takes money to make money,” yet exploring the potential return on options for fresh large-scale offerings that require deep investment is not an option for many in the apparel-trade-show business.

Many trade-show producers are investing in ways to refresh existing offerings, changing smaller details that can make a large impact with exhibitors and attendees, or choosing a single innovative investment that will resonate most with their clients.

To gain insight into how event professionals are navigating 2025’s hurdles within the apparel industry, *California Apparel News* asked trade-show insiders: *What innovative offerings have been most crucial to buyers and exhibitors while navigating recent economic challenges?* [Read More](#)



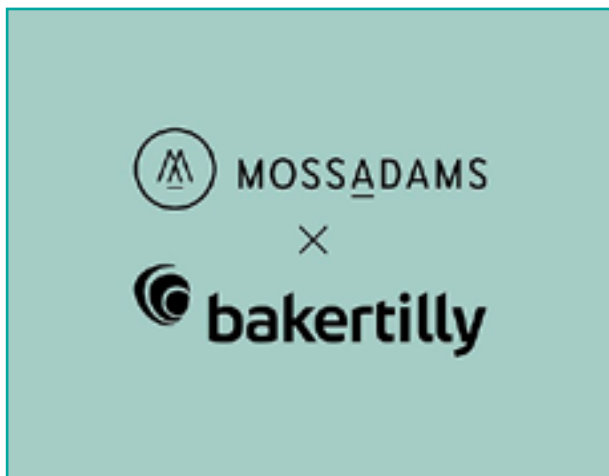
## Fashion for Good, Microfibre Consortium Aim for Breakthrough



**Fashion for Good** and **The Microfibre Consortium** have released “Behind the Break: Exploring Fibre Fragmentation,” a landmark project they hope will advance the knowledge needed to mitigate the root causes of fiber-fragment pollution. The project brought together major fashion brands including **Adidas** and **Levi Strauss & Co.**, with **Under Armour** joining as a project partner.

Fiber fragmentation is a significant topic of concern across the industry, with studies highlighting the potential threat to ecosystems and human health, underscoring the need for the development of effective strategies aimed at mitigating the negative impact of fiber fragments.

In recent years, several domestic and industrial mitigation efforts have been developed to capture fiber fragments before they enter air, water and soil. [Read More](#)



## Baker Tilly and Moss Adams Announce Planned Merger



In a transformative move aimed at the middle market, **Moss Adams** and **Baker Tilly** have announced a planned combination, creating the sixth-largest advisory CPA firm in the U.S. Expected to close in June, the merger will result in strengthened industry specializations, expanded geographic reach, and more comprehensive capabilities in advisory, tax and assurance services. Both firms boast over a century of experience.

“The landscape is shifting, both in our profession and for the middle-market clients we serve,” said Marco Valverde, partner at Moss Adams, who works closely with apparel and retail clients. “Businesses, particularly those in the apparel sector, are facing a more global, volatile, complex world, and they need a firm with the scale, specialization and adaptability to meet them there. Baker Tilly shares our values and vision to design a firm intentionally built to serve this market deeply and at scale.”

After a transition period, the combined firm will be called Baker Tilly and will reflect the two firms’ shared vision, strategy and culture. [Read More](#)



## White Paper by TikTok Shop and WGSN Provides Insights



Fashion and technology are both ever-changing, and when they come together the appropriate term is “disruptive.” But disruption only means evolving opportunity, and that’s precisely the theme of the new white paper “E-Commerce Reinvented: A Future Built on Connection,” released on Jan. 15 by **TikTok Shop** and **WGSN**, the leading consumer trend forecaster.

TikTok Shop has emerged from the popular social-media platform to now include over 200,000 sellers and a 131 percent year-over-year increase in the number of people shopping on the platform. The white paper’s fresh research acts as a guide for growth, providing readers with actionable insights, e-commerce strategies and key takeaways.

“In the past, fashion trends trickled down from the elite to the masses, with centralized media channels in the 1960s acting as the primary influencer of behavior and style,” Talita Iorio, senior consultant, WGSN Mindset, told the *California Apparel News*. [Read More](#)



## Two Moms. Too Much Waste. One Big Idea.



Mothers Kimberly Lau and Linda Young are filling the gap between good intentions and real solutions by lessening textile waste going to landfills. “As moms, we were watching perfectly good clothes cycle through our kids’ closets and head straight for the trash,” said both Lau and Young, co-founders of **Project ReWear**.

Their mission is to make secondhand clothing second nature through their in-store initiative, The Landfill Project. Customers can shop stylish, gently loved pieces, track the exact poundage of waste saved and pose with the “garbage truck” display, snap a pic and get 10 percent off.

The Thousand Oaks, Calif., boutique opened in December 2024, and in just four months they’ve saved more than 1,000 pounds of clothing from being thrown out. [Read More](#)



## Pacsun Launches Initiatives Aimed at Gen Z, Gen Alpha

Los Angeles-based **Pacsun** continues to steer youth culture as it celebrated the debut of “The Youth Report by Pacsun” and **Pacsun Youth Advisory Council** during its inaugural **Pacsun Purpose Partner Summit**, held Sept. 18 at **Rolling Greens** in downtown Los Angeles. The event highlighted Gen Z and Gen Alpha voices, community and purpose, drawing more than 300 experts in fashion, media, wellness, sports and entertainment, in addition to next-gen creators.

The Youth Report was developed in partnership with **GlobalData** through feedback from more than 6,000 respondents ages 11–24. This complimentary resource was created as an annual report to guide brand decision-makers, educators and those who shape culture as they learn the priorities and influences that drive young consumers. [Read More](#)



## Beyoncé, Levi's Release ‘The Denim Cowboy’ REIMAGINE Segment

The final video component of the Beyoncé-Levi's REIMAGINE campaign, “The Denim Cowboy,” launched recently, tying together the story of reinterpreted classic advertisements from the heritage denim brand and complementing pieces from the new BEYONCÉ x LEVI'S collection.

The 90-second segment features extended versions of the previously released “Launderette,” “Pool Hall” and “Refrigerator” scenes, which were inspired by 1980s- and '90s-era Levi's advertisements. “The Denim Cowboy” concludes with a victorious pool-playing Beyoncé collecting her prize of Levi's 501 jeans from a local pool shark played by “Justified” and “Deadwood” actor Timothy Olyphant. Beyoncé wears a crystalized '90s Shrunken Trucker and 501 Curve jean during the segment. [Read More](#)



## Transparency Takes the Lead in 2025



The consumer demand for greater transparency into the apparel that shoppers buy has driven suppliers and brands within the industry to examine how they can relay a clearer picture of their operations to keep customers satisfied. While the message from consumers is clear—they want to know the details of how their apparel is made—some brands hide behind carefully constructed greenwashing campaigns rather than grant customers the insight they crave.

Fashion is known for its seasonal trends in garments, but the industry also experiences buzz around solutions for issues that plague the business. Transparency is taking a front seat this year as consumers seek to uncover the sources of their clothing from farm to retail floor—with honest reporting from brands and suppliers.

*California Apparel News* asked fashion sustainability leaders: *Why is transparency along all segments of the apparel supply chain more important in 2025 compared to years past?* [Read More](#)

➔ [Top Stories](#) page 6

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# Top Stories of 2025



## Johnnie-O Drives It Forward, Celebrates 20 Years



The Santa Monica, Calif.-based **Johnnie-O** premium lifestyle brand marked its 20th anniversary this year with limited-edition releases, standout collaborations and new category launches.

“We are so excited with the launch of our women’s line over the past year and stepping into the golf space,” said Emily Carstens, who is senior manager, product development, for Johnnie-O.

Carstens oversees the Johnnie-O women and boys’ collections. “Similar to our men’s line, we are sourcing the very best technical fabrics from around the world that blend fashion-forward design with course-appropriate fashion. Some of our more unique items are our hoodies and quarter zips, specifically the Nalla.” [Read More](#)



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



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.

These challenges have led decision-makers in the fiber, yarn and fabric industry to develop strategies that will mitigate pressure on the apparel business. [Read More](#)



## LATTC Celebrates 100 Years of Fashion at Gold Thimble Fashion Show



**Los Angeles Trade-Technical College** hosted its spring 2025 Gold Thimble Fashion Show on May 30, presented by the Design & Media Arts Pathway.

The evening celebrated 100 years of fashion at LATTC, showcasing innovative designs from the graduating class and offering an inspiring glimpse into the next generation of fashion talent.

The event set the runway with eight categories—evening-wear, swim, children’s, gender neutral, men’s, athleisure, avant-garde and a special 100 years of fashion starting from the 1920s and making its way up to the 2000s. [Read More](#)

A full-page photograph of a woman with blonde hair, wearing a white square-neckline crop top and dark brown long-sleeved leggings. She is posing with one hand on her hip.

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### Trade Shows

#### The Collective Shows

[www.collectiveshows.com](http://www.collectiveshows.com)

The Collective Shows is an exclusive marketplace showcasing the best in swimwear and activewear. Hosted at the oceanfront Paséa Hotel & Spa in Huntington Beach, Calif., Jan. 20–21, this curated event connects top retailers and brands in an intimate, high-impact setting built for discovery, networking, and trend forecasting. Enjoy premium amenities, exclusive experiences, and a signature runway show highlighting the season's hottest trends. Featured brands include Agua Bendita, Beach Bunny, Beyond Yoga, Billabong, Fabletics, FP Movement, Frankies Bikinis, Kulani Kinis, Luli Fama, Malai, ONEONE, Rhone, Spiritual Gangster, Splits59, Sweaty Betty, VARLEY, and more.

#### Dallas Market Center

[www.dallasmarketcenter.com](http://www.dallasmarketcenter.com)

The Dallas Apparel & Accessories Market is held five times each year at the Dallas Market Center. Located in one of the country's fastest-growing regions, the Dallas Market Center brings together thousands of manufacturers and key retailers in an elevated trade-show environment. Featuring 500 permanent showrooms and over 1,000 temporary booths, including expanded contemporary lines and resources, the Dallas Market Center is where inspiration starts. Upcoming 2026 events include the Apparel & Accessories Market (Jan. 20–23 and March 24–27), Kidsworld Market (Jan. 20–23 and March 24–27), the Men's Show (Jan. 24–26), AETA International and WESA International (Jan. 21–24), and Total Home & Gift Market (Jan. 7–13 and March 24–27).

#### IFJAG

[www.ifjag.com](http://www.ifjag.com)

IFJAG trade shows feature fashion jewelry and accessories from around the world with over 100 manufacturers or direct importers showing exclusive designs to IFJAG's unique venue of private showrooms which offer buyers a professional environment. The upcoming Las Vegas Show at a NEW HOTEL LOCATION — Embassy Suites By Hilton, Las Vegas Convention Center, 3600 Paradise Road, on Feb. 15–18, 2026 should not be missed! Pre-register at the IFJAG website. Buyers are offered complimentary lunch.

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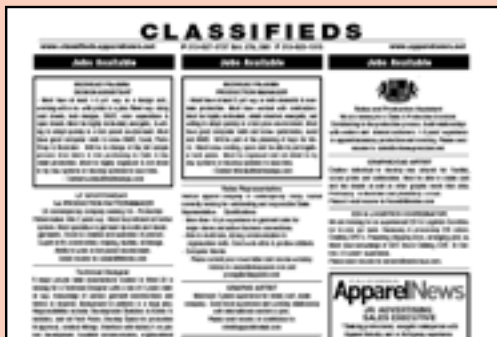
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