

# CALIFORNIA Apparel News

VOLUME 82, NUMBER 4 MAY 2026 SPECIAL ISSUE



# Trade Shows 2026



Trade-Show Q&A • International Trade-Show Calendar

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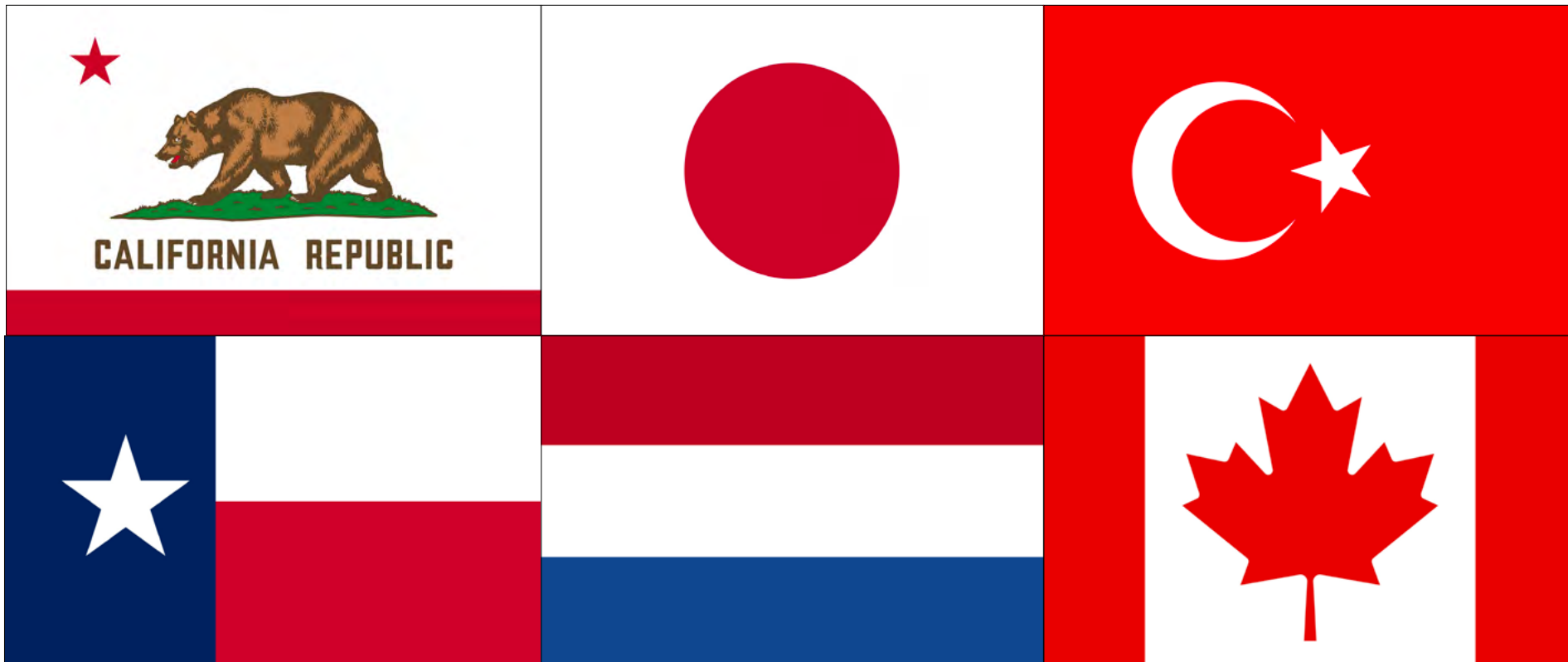
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## Must-see Trade Shows: How to Make Events Indispensable as Costs Rise

By Dorothy Crouch *Contributing Writer*

Economic, geopolitical and social challenges that have occurred over the last decade gave way to innovation within fashion trade-show production, but current hurdles are testing the creativity and illustrating the resilience of industry professionals. Rising costs in fuel stemming from the conflict between the United States, Israel and Iran are also increasing the prices of travel, shipping and products.

The COVID-19 pandemic illustrated the fashion trade-show industry's ability to

quickly shift to new models and think about reaching its audience beyond the show floor. Over the last few months, since the U.S.-Israel-Iran conflict began in late February, fashion trade-show producers have once again been tasked with the challenge of enticing buyers and exhibitors to shop and show at their events.

*California Apparel News* asked trade-show experts: *What incentives are you offering to attract exhibitors and attendees, and position your event as an invaluable resource despite recent increases in travel and shipping costs?*

**Jennifer Bacon**  
**Vice President, Fashion & Apparel Shows**  
**Messe Frankfurt Inc.**  
[texworld-usa.us.messefrankfurt.com/new-york](http://texworld-usa.us.messefrankfurt.com/new-york)



At Texworld NYC, we recognize that rising travel and shipping costs are putting real pressure on the industry. Our focus has been to ensure participation is not only accessible but also delivers clear,

measurable value.

We prioritize efficiency at every level. Exhibitors benefit from flexible participation options and support from international partners to help streamline logistics and reduce barriers to entry. For attendees, registration is complimentary, and our highly concentrated three-day format allows buyers to accomplish months of sourcing in a single trip—saving both time and travel costs.

We've designed the colocated event as a high-impact, all-in-one sourcing hub. With hundreds of global suppliers representing regions from Asia to Latin America, buyers can explore diverse sourcing opportunities and product categories without the need for multiple international trips—an essential advantage as brands diversify supply chains and navigate tariffs and rising freight costs.

Beyond sourcing, we've built in added value through curated features and education, including the Innovation Hub, Trend Showcase and Textile Talks. These experiences provide actionable insights into sustainability, AI and sourcing strategies, ensuring attendees leave with both meaningful connections and the knowledge to make smarter decisions.

For exhibitors, platforms like Exhibitor Pitch powered by Texpertise create direct pathways to qualified buyers, driving imme-

diated ROI.

Ultimately, Texworld is designed to maximize efficiency—delivering global access, expert insights and meaningful business connections in one streamlined experience.

**Raphael Camp**  
**President**  
**Curve and Interfilère**  
[comexposium.com](http://comexposium.com)



We've reimagined the show experience to deliver not just presence but also performance.

For those walking the floor, especially buyers, Curve is designed to make everything feel more seamless. Intimates, swim and lifestyle all live in one place, so discovering new brands and trends becomes effortless. We also layer in programming that's actually useful, from fit workshops to real conversations about what's working in the market.

For brands, Curve is designed as a catalyst for growth. From curated buyer connections through initiatives like Buyer Speed Dating to expanded visibility via partnerships such as the Accessories Council, every touchpoint is intentionally designed to ensure both buyers and exhibitors see a meaningful return on what they've invested in being at Curve. On-the-show floor moments like our podcast, Curve Conversations and targeted media outreach help extend that reach even further, while fashion presentations bring collections to life in a way that sparks both interest and orders.

With the Curve Capsule at SwimShow on Miami Beach from May 30 to June 1, we're taking things a step further. Our space on the show floor is designed for buyers to discover the cross between categories of intimate apparel and swim. Curve is about creating a

space for meaningful connections, new ideas and long-term partnerships and relationships.

Curve is more than a trade show—it's a strategic platform built to deliver value well beyond the show floor, even in a challenging economic climate.

**Josh Carruth**  
**Executive Vice President, Expositions**  
**PRINTING United Alliance**  
[printing.org](http://printing.org)



Our focus has always been on delivering undeniable value that makes attending PRINTING United Expo not just worthwhile but essential.

First, we've designed the expo as a true "one-roof" experience,

bringing every segment of the printing and apparel industry together in one place. This convergence allows attendees to maximize their time and investment; seeing more technology, meeting more partners and uncovering more opportunities for new business without the need for multiple trips throughout the year.

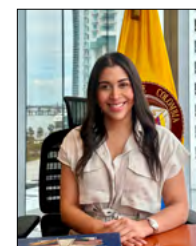
We're also creating highly curated experiences that drive ROI. Programs like Media Day connect exhibitors directly with global journalists for meaningful coverage, while Student Day and our All-Stars ambassador program bring fresh energy, workforce connections and future talent directly to the show floor.

Through our partnership with The Expo Group—our show decorator—we've been able to maintain material handling drayage rates from 2025 to 2026 and successfully negotiated reduced machinery handling rates for Las Vegas in 2026 as it is important to our community to see and experience machinery running live.

On the attendee side, we continue to expand education, key research insights and

hands-on activations—including AI-focused programming, live demonstrations, the Apparel Zone and peer-to-peer networking—to ensure every participant leaves with actionable takeaways they can apply immediately.

**María Camila Castellanos**  
**International Trade Expert and U.S. Executive Director**  
**ProColombia**  
[procolombia.co](http://procolombia.co)



Colombia is strategically positioned as a leading friend-shoring destination for the U.S. market, offering a compelling mix of geographic proximity, free trade agreements with the U.S. and a mature apparel-manu-

facturing hub. To ensure our event remains an invaluable resource despite rising travel and shipping expenses, we go beyond traditional trade-show formats by delivering highly curated, service-driven experiences. We design guided commercial agendas tailored to each attendee's sourcing needs, pre-matching them with vetted suppliers aligned to their product, volume, price and compliance requirements.

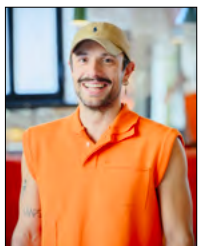
These agendas are complemented by on-the-ground factory visits, enabling real-time validation of capabilities, quality standards and scalability, critical for building trust and accelerating decision-making. In selected cases, we also coinvest in client participation by sponsoring travel expenses, particularly for high-potential buyers, ensuring access to strategic opportunities without the full burden of cost. This integrated approach transforms the event from a passive exhibition into a results-oriented sourcing platform, where efficiency, alignment and tangible business outcomes justify participation even in a higher-cost global environment.

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**What incentives are you offering to attract exhibitors and attendees, and position your event as an invaluable resource despite recent increases in travel and shipping costs?**

**Trade-Show Q&A** *Continued from page 3*

**Yann-Brieuc Chevallier**  
**Head of Press and Public Relations**  
**Première Vision**  
*premierevision.com*



Première Vision has been adapting to rising travel and logistics costs by bringing its events closer to key markets as seen with its 2026 editions in New York and Montréal. The idea is to offer the same level of

sourcing and trend insight but in a more accessible way, reducing the need for long-distance travel while staying highly international in scope.

There's also a strong focus on curation. Rather than overwhelming visitors, the selection of exhibitors is carefully edited, which makes it easier to have meaningful, targeted

meetings and ultimately makes the time spent on-site more efficient.

Beyond sourcing, the fairs offer a rich program of talks, seminars and trend forums, all included with access. These sessions provide practical insights into innovation, sustainability and market shifts so visitors leave not just with contacts but with a clearer understanding of where the industry is heading.

For exhibitors, there's real effort put into visibility and connection through matchmaking tools and tailored communication, so they can meet the right buyers and make the most of their participation.

Initiatives like Smart Creation also play an important role, spotlighting concrete, already-available solutions in sustainability and technology.

Overall, the goal is to make each visit as useful and worthwhile as possible, even in a more challenging economic context.

**Chantal Danguillaume**  
**Event Director**  
**Playtime New York**  
*iloveplaytime.com*



Playtime is more necessary now than ever because it provides a vital platform for brands and buyers to meet each other in a single place for a limited time.

Ultimately our event offers a faster, more efficient way for brands and buyers to do business while also providing a space to get inspired, ensuring everyone remains closely attuned to the needs and wants of their customers.

At Playtime, we strive to create unique

events that are forward-thinking, impactful and expert driven. We offer the best possible selection of brands, invite vetted buyers, and host a variety of conferences and talks designed to foster collective reflection, generating solutions and ideas to help everyone build stronger, more resilient businesses. Our social-media presence is robust and influential, allowing us to highlight key actors in the sector throughout the year.

Playtime is more than just a trade show. Our efforts are focused primarily on quality. As a self-funded family business, we have limited resources to cover travel expenses or hotel accommodations, but we keep our participation fees reasonable and our shows have always been and remain free for buyers to attend. We even offer those that preregister an excellent free meal to enjoy during their visit.

Our budgets are completely dedicated to maintaining and continuously evolving our events. This is a deliberate choice on our part: to remain focused on the core of our business, because that is where our collective strength lies and is what we do best.

**Natalija Dedic-Stojanovic**  
**Co-founder**  
**PARAISO Miami Swim Week**  
*paraisomiamibeach.com*



That's definitely something everyone is feeling right now, so for us it's been about making sure the value of being at PARAISO really outweighs those costs.

We're very focused on creating a platform that delivers on multiple levels so it's not just

about showing a collection, it's about the exposure, the content, the connections and the long-term brand impact. From media coverage and creator amplification to direct access to buyers, press and key industry players, brands are able to get a lot more out of one presence.

We also think a lot about efficiency, bringing everything into one ecosystem so people can maximize their time while they're here. Between the shows, the hub, the activations and now PARAISO RISE there are multiple touchpoints happening in one place, which makes the experience more productive and meaningful.

At the same time, we work closely with our partners to create opportunities that support brands, whether that's through strategic collaborations, visibility moments or integrated experiences that help them stand out without having to overextend.

At the end of the day, it's about making sure that when people come to PARAISO, they're not just attending an event, they're investing in something that drives real results for their brands.

**Hillary France**  
**Co-founder and Chief Executive Officer**  
**Brand Assembly**  
*brandassembly.com*



We've been very intentional about making Brand Assembly feel worth the trip, not just another line item.

First, we focus on efficiency without sacrificing discovery. The show is tightly curated, so buyers can

➔ **Trade-Show Q&A** page 6

# When Timing Is Everything, Don't Ship Like It Isn't.

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**What incentives are you offering to attract exhibitors and attendees, and position your event as an invaluable resource despite recent increases in travel and shipping costs?**

**Kirsten Griffin**  
**Visitor Promotions Director, Fashion Division**  
**Comexposium US**  
**comexposium.com**



Interfilière LA is emerging as a timely and strategic new regional launch, designed to bring global sourcing, innovation and insights to the West Coast market.

**Trade-Show Q&A** *Continued from page 4*

quickly find brands that are right for their business rather than spending time sorting through noise. Our floor plan is designed to be intuitive and easy to navigate, which makes the entire experience more productive and ultimately more cost-effective for both exhibitors and attendees.

Second, we look for ways to offset costs and add value. We offer early payment incentives for our brands and raffles for our retailers.

We also invest heavily in the on-site experience. All food and beverage are complimentary, creating a more welcoming, comfortable environment that encourages people to stay longer, engage more deeply and ultimately do better business.

Beyond that we lean into partnerships to elevate the show and keep it feeling dynamic and editorial, without adding additional burden to exhibitors and retailers.

At the end of the day, our goal is simple: If you're going to spend to be there, it should pay off—in orders, relationships and long-term brand momentum.

Our show offers a compelling alternative to traveling to New York City or Paris, enabling buyers to access international suppliers specializing in intimates, activewear and bodywear. Our colocation with Textworld Los Angeles enables our attendees to enjoy a one-stop environment for discovery and sourcing across fabrics, accessories and materials.

Beyond efficiency, the value of Interfilière lies in the depth of our content and the quality of experience. A curated program of complimentary talks brings together leading voices from across the industry—from Hyosung exploring advancements in bio-based spandex to Cotton Incorporated presenting the next frontier of cotton innovation—alongside designer roundtables that offer candid perspectives on what's shaping today's buying decisions. Additionally, Interfilière's Innovation Hub translates international trends into tangible directions, offering forward-looking insights and ultimately saving designers valuable time and research.

Interfilière LA positions itself not simply as a trade show but as a thoughtfully curated platform—delivering meaningful value, fos-

tering high-impact business connections and sparking inspiration with an overall return that is immeasurable.

**Purvi Kanji**  
**Vice President, Coterie FASHION by Informa**  
**fashionbyinforma.com**



We are committed to delivering tailored incentives and enhanced customer experiences that prioritize value and convenience for our exhibitors and attendees. Through our wide range of programs we

aim to drive real buyer connections that support the success of our exhibiting brands' businesses.

The Brand Curation and Networking Program at our events provides an exclusive, appointment-only space for emerging and/or minority-owned brands to engage directly with retailers. This initiative allows brands to showcase their offerings in a focused environment, away from the bustle of busy booths, ensuring impactful interactions that drive growth and visibility.

Additionally, our Hosted Buyer Program is designed to welcome new retailers and first-time attendees, offering them an opportunity to explore the event, connect with industry leaders and discover fresh brands. The Hosted Buyer Program also offers travel incentives for eligible buyers, including those who have never attended a FASHION by Informa event or have not participated in over three years. This program ensures accessibility and encourages participation from a diverse range of retailers.

By prioritizing curated retailer experiences, we empower exhibitors and attendees to maximize their event participation, ensuring that our platform remains a vital resource for the industry.

**Sercan Daniel Kara**  
**Managing Partner**  
**Columba New York Corporation**  
**columbanewyork.com**



We focus on removing barriers while driving real business outcomes. As travel and sourcing costs rise, we partner with industry organizations to offer qualified buyers and sourcing professionals

sponsored programs—including flights, accommodations and dedicated ground transportation. For domestic shows, we also support in-market brands and sourcing teams with transportation to the venue and valet parking, ensuring strong attendance from key decision-makers and making participation more convenient.

More importantly, our shows are built around curated, pre-matched B2B meetings that connect exhibitors with the right buyers based on specific sourcing needs, eliminating the inefficiencies of traditional trade shows. We aim to make it easy to attend, hold productive meetings and take meaningful steps toward future business opportunities. At Columba New York, this approach creates a highly targeted, cost-efficient platform that delivers measurable business outcomes.

➔ Trade-Show Q&A page 8

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For designers, developers, and sourcing professionals creating the next generation of apparel, this is where inspiration meets innovation.

*Don't just follow fashion's evolution. Source what's next.*



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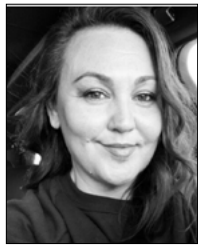
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**What incentives are you offering to attract exhibitors and attendees, and position your event as an invaluable resource despite recent increases in travel and shipping costs?**

**Trade-Show Q&A** *Continued from page 6*

**Debby Martin**  
**Chief Executive Officer**  
**The Bungalow**  
**[bungalowtradeshow.com](http://bungalowtradeshow.com)**



As travel and shipping costs continue to rise, we've stayed focused on creating an environment where participation feels efficient, intentional and ultimately worth it. We've built Bungalow around a simple

idea: less noise, more substance—we all want to drive business forward. Our curated, intimate format brings together premium buyers and a growing mix of brands across swim, apparel, lifestyle, men's and kids' categories.

For exhibitors, we prioritize quality of connection over quantity of traffic—from flexible booth options and strategic marketing before, during and after the show, we're

focused on visibility and results.

For retailers, it's about being able to accomplish more in one place. We do feel lucky to have a coastal home. The experience naturally blends business with lifestyle. At the end of the day, Bungalow is a market home designed to help brands and retailers open books, strengthen partnerships, move forward with more clarity—and some written dollars in the books.

**Matthew Mathiasen**  
**Group Show Director**  
**Outdoor Retailer**  
**IGES**  
**[outdoorretailer.com](http://outdoorretailer.com)**  
**[iges.us](http://iges.us)**



Outdoor Retailer is making strategic investments in timing, buyer quality and expanded value to deliver measurable ROI for exhibitors and attendees.

Hosting OR in Minneapolis brings fresh energy to the show, anchored by its "City by Nature" theme. With world-class trails, waterways and a strong business ecosystem, Minneapolis offers a dynamic setting for collaboration and growth. New urban outdoor experiences allow attendees to hike, run, birdwatch, paddle and explore minutes from downtown before show hours.

Outdoor Retailer is also reimagining the traditional trade-show model by creating a live, connected community that extends beyond the event itself. Central to this evolution is the Wild Reach Initiative, bringing 150 top-tier content creators to engage directly with exhibitors and generate more than

10 million social impressions. The program pairs brands with creators to capture authentic, unscripted moments on the show floor, extending brand visibility.

We listened to stakeholders and moved the show to August, aligning with retailers actively seeking a national trade event to place orders and discover products. To ensure the right buyers are present, OR is covering travel for 150 targeted specialty retailers through our Outdoor Specialty Retail Scholarship Program, primarily GOA members, while our Hosted Buyer Program connects exhibitors with more than 400 additional retailers.

Discovery remains a key driver of attendance, with more than 100 new brands joining through partnerships with Garage Grown Gear and Founded Outdoors. New programming, including Retail Workshops, OR Industry Day and OR Gatherings, further reinforces Outdoor Retailer as an indispensable business platform.

**Steve McCullough**  
**Event Vice President**  
**Functional Fabric Fair**  
**[functionalfabricfair.com](http://functionalfabricfair.com)**



We recognize the pressure that rising travel and shipping costs place on the industry, so we are very intentional about delivering clear, tangible value for both exhibitors and attendees.

Functional Fabric Fair is North America's leading sourcing event for performance, outdoor and athletic textiles, with a strong focus on sustainability, innovation and real-world solutions. We prioritize quality over quantity, carefully curating both exhibitors and attend-

ees to ensure strong ratios and meaningful, productive meetings across the show floor.

One key incentive is our Day 0 Sustainability Workshop, which takes place before the exhibit hall opens at three of our events. It brings together suppliers, brands and thought leaders for in-depth discussions and has become a highly valued component of attending.

We also design our event footprint to reduce barriers to participation. By hosting shows seasonally in key regions including Portland, Ore.; Orlando, Fla.; and New York City, we align where major segments of the industry are based, making travel more efficient and relevant. Orlando is colocated with the PGA Golf Show to further expand cross-over opportunities.

Across all events, we negotiate discounted hotel blocks, streamline logistics and offer free education through our Expert Talks along with curated activations that maximize time on-site and overall return on investment.

**Roxane Mirtolooi**  
**Show Manager**  
**LA Textile**  
**[californiamarketcenter.com](http://californiamarketcenter.com)**



Throughout the many changes in the textile industry, the LA Textile show has withstood the test of time because of our ability to adapt to industry changes and pivot to ensure we are meeting the needs of

our community. Entering its 34th year, the show has solidified its spot as an invaluable resource for global fashion and textile brands.

One of the more recent changes we've seen is the rise of travel and shipping costs

➤ **Trade-Show Q&A** page 10



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**What incentives are you offering to attract exhibitors and attendees, and position your event as an invaluable resource despite recent increases in travel and shipping costs?**

**Trade-Show Q&A** *Continued from page 8*

affecting both our international and local participants. To help combat against this, our show has employed a few strategies to make exhibiting more affordable. A few examples include competitive booth rates, which include all furnishings and display equipment, no union fees compared to convention-center shows, significant hotel discounts that we set up with our partner hotels in the Fashion District, \$5 on-site parking, a complimentary espresso bar to be enjoyed throughout the day and discounted prices at our lunch café.

We understand that the costs associated with participation in trade shows can often-times be exorbitant, so we are committed to offering pricing, additional discounts and complimentary amenities that will help mitigate travel expenses. This has only helped to reinforce our personal exhibitor relationships. We work closely with every exhibitor, and they are aware our team is doing whatever is possible to make exhibiting affordable and worth their investment.

**Melissa K. Montes**  
Vice President, AXN and WWIN  
Clarion  
[wwinshow.com](http://wwinshow.com)



WWIN continues to be one of the strongest value-driven events in the industry for both exhibitors and attendees. Our approach to incentives is rooted in a long-standing commitment to keeping participation cost-effective, not as a reaction to current travel or shipping-cost increases but as part of our core philosophy.

To help offset travel expenses, WWIN provides complimentary breakfast and lunch each day for both attendees and exhibitors, reducing daily out-of-pocket costs while also creating meaningful networking opportunities on-site. We provide shuttle service from our host hotels and other select markets along with negotiated ride-share codes to make travel easier and more affordable.

On the lodging side, we work directly with our hotel partners to secure the most competitive room blocks and rates available, ensuring attendees and exhibitors have access to the best possible pricing within close proximity to the show.

For exhibitors, our booth packages are fully turnkey, which is a major cost-saving advantage. We eliminate the uncertainty of additional charges by including key services upfront, meaning no surprise drayage bills, no unexpected electrical fees and no hidden operational costs after the show.

This has always been how WWIN operates. We remain focused on putting the customer first and reducing friction wherever possible so exhibitors and attendees can

maximize their investment and focus on doing business on-site.

**Cindy Morris**  
President and Chief Executive Officer  
Dallas Market Center  
[dallasmarketcenter.com](http://dallasmarketcenter.com)



Retailers want to save time and money when they travel to market, and that's why one of our key strengths—efficiency—matters more than ever. It's an incentive that continues to attract more buyers

from coast-to-coast to our national marketplace.

That starts with location. The city is a quick, typically low-cost flight from either coast, making it one of the most accessible market destinations in the country. We also offer hotel blocks at reasonable rates for customers who book travel directly with us. Once inside our market, buyers can easily see an unmatched breadth of product—across categories and price points—under one roof, adding to the efficiency. Plus, our new website and mobile app make planning and navigation even easier. Buyers aren't just attending a market; they're maximizing every hour and every dollar of their travel investment.

Our dedicated retail-relations team serves as hands-on liaisons, welcoming new buyers, helping buyers navigate the marketplace, make meaningful connections with brands and get the most out of every visit.

For exhibitors, we offer a multistage onboarding program designed to help brands hit the ground running—from setting up their exhibit space to connecting with the right retail buyers. Exhibitors gain efficient access to

a loyal, high-intent customer base they can't reach anywhere else.

In an era when every line item is scrutinized, we deliver something rare: a single destination where retailers can discover across categories, connect with brands and conduct business efficiently coast to coast, all in one location.

**Rachel Nobles**  
Category Manager—Swim, Resort,  
Accessory  
Collective Shows  
[collectiveshows.com](http://collectiveshows.com)



Increases in travel and shipping actually give all the more reason to be at Collective Shows. It is much easier to see the retailers you work with—and discover new retailers—by coming together in one place.

Collective Shows offers brands and buyers a one-stop shop in a convenient and stunning oceanfront setting. Reps having to fly and drive all over their territory to see their customers just isn't cost-effective. We make it so easy. Booths are turnkey, F&B is complimentary, badge scanning and online directory is included, plus, we have a number of activations, including our sunset runway show, to keep everyone engaged and energized.

The caliber and quality of our buyers is undeniable. We have a national reach of buyers, from categories that include resorts/spas/golf clubs, swim specialty, gyms/studios, outdoor stores, surf shops, boutiques, online retailers, department stores, etcetera. Many of the VIP buyers are hosted on-site and/or flown in. Buyers receive white-glove treatment, resort-

Trade-Show Q&A page 12

**Enough with the chargebacks.**

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**Key themes:**

- Sustainability
- Functional Applications
- Intelligent Manufacturing

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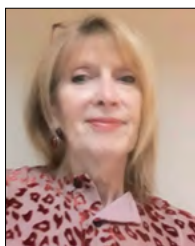
**STATE OF OREGON**  
**What incentives are you offering to attract exhibitors and attendees, and position your event as an invaluable resource despite recent increases in travel and shipping costs?**

**Trade-Show Q&A**

*Continued from page 10*

quality amenities, brand-sponsored gift bags and high-quality F&B. Time and time again buyers tell us we are their “favorite show” to attend. It is truly a buyer’s retreat.

**Susan Power**  
**Show Producer**  
**The Fabric Shows**  
**thefabricshows.com**



The Fabric Shows support and promote North American suppliers and producers. Our mission is to showcase their products and services and provide a space for these businesses to meet qualified buyers. We also provide an opportunity for start-ups and emerging designers to find resources

that are eager to work with them to create new products and grow their businesses.

In these uncertain times, we must make the trade-show experience worth the time and money of our busy exhibitors and buyers. It’s not about how many people you meet—it’s about meeting the right people.

Our customized exhibit spaces are functional and affordable. Exhibitors are carefully placed away from direct competitors so that buyers are comfortable exploring new resources.

While showing one’s own collection is always the best option, participating in our Resource Center is the next best. Our mission is to provide the most value to our attendees by providing more valuable resources. The Resource Center provides an opportunity for buyers to look, touch, feel more fabric and trim samples. The collections selected for this area are showcased in a gallery-like setting staffed by our knowledgeable team of industry pros.

Since 2012, buyers—from start-ups to major brands—have come to us to meet with producers/suppliers that offer low minimums and huge stock programs. In addition to the suppliers, there are always more local sewing and finishing contractors who produce small-lot custom designs.

**Olivia Schott**  
**Creative Operations Manager**  
**Preface**  
**prefaceshow.com**



The past few seasons at Preface we’ve been diligent in staying flexible and open, continuously pivoting toward collaborations that feel fresh, thoughtful and relevant. Whether working with Denim

Dudes and Here\_After on forward-thinking programming that engages the denim community or collaborating with Re/Assembly to host a student upcycling competition at the show, these partnerships help shape a more interesting and well-rounded experience. This approach allows us to keep the event engaging for both attendees and exhibitors alike. We aim to provide not only a carefully curated venue to source but also a space to learn, exchange ideas and be inspired. It’s equally important to us that the experience feels enjoyable and energizing—a place where discovery, conversation and real connection can happen naturally.

**Judy Stein**  
**Executive Director**  
**SwimShow**  
**swimshow.com**



As travel and shipping costs continue to rise, we’ve been very intentional about ensuring that SwimShow remains a high-value, efficient and results-driven experience for both exhibitors and attendees.

From an exhibitor standpoint, we focus on delivering strong ROI. SwimShow is a highly curated, category-specific marketplace, allowing brands to connect with serious buyers who are there with clear intent. We’ve maintained competitive booth pricing and offer flexible options to support both established brands and emerging designers. We also provide preshow and on-site marketing support to help drive visibility and traffic.

For attendees, accessibility and experience are key. Miami Beach offers a centralized, globally connected destination, and we work closely with hotel partners to secure preferred rates and streamline logistics.

Directly on the show floor, we’ve expanded our panel discussions and activations to add even more value. These sessions bring together industry leaders to discuss trends, retail strategy and market insights while on-site activations such as hair touch-ups with swim-focused hair-care brand Honeysucc’l Jo and sweet treats like gelato and matcha offerings enhance the overall attendee experience and create meaningful touchpoints throughout the show.

We’re also continuing our partnership  
 ➔ Trade-Show Q&A page 14



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## TRADE-SHOW Q&A

**What incentives are you offering to attract exhibitors and attendees and position your event as an invaluable resource despite recent increases in travel and shipping costs?**

### Trade-Show Q&A

*Continued from page 12*

with WGSN for the fifth installment of Swim Lab, providing emerging designers the opportunity to present their collections through the lens of a leading global trend forecaster.

Ultimately SwimShow allows participants to accomplish in a few days what would otherwise take weeks—meeting partners, discovering new brands and making informed buying decisions.

**Caron Stover**  
**Senior Vice President,**  
**Leasing—Apparel**  
**ANDMORE/Apparel Market**  
**ANDMORE.COM**



We're focused on making market both cost-effective and high-value for buyers and exhibitors. To offset rising travel costs, we provide Lyft codes for buyers, shuttle service for the upcoming market and convenient parking options for drive-in attendees. On-site, we offer complimentary food, beverages and product-driven amenities to enhance the experience.

We also maximize efficiency and ROI. Educational seminars, premarket appointments and extended showroom hours, including after-hours events, give attendees more opportunities to do business on their schedule.

For June we're bringing apparel and gift together under one roof, creating a more streamlined, all-in-one sourcing experience that allows buyers to cover more ground in a single trip.

Overall, our focus is simple: reduce friction, increase value and make market an essential, productive destination.

**Mary Taft**  
**Executive Director**  
**Fashion Market Northern California**  
**fashionmarketnorcal.com**



FMNC has always been a show that is friendly and welcoming to exhibitors and buyers. From our offer of a complimentary night's stay to buyers who have never attended or to those who have not done so in a few years to all the complimentary surprises at our show, neither buyer nor exhibitor need incur any large fees to exhibit or attend.

We are known for our wonderful giveaway bags every other year, all our daily events treats and our fun "fashion show" event with finger food on Sunday nights. It is fun for the exhibitors to "walk the runway" and for buy-

ers to stay and enjoy this fun event. It gives all a feeling of camaraderie in these challenging times. We strive to make all feel welcome with no stress when enjoying and shopping the show. There is also complimentary valet parking as well as yummy lunches for all.

We continue to attract wonderful brands, so there is a necessity for the buyers to attend our show. In June we will showcase over 75 brands, which is great for one of our smaller shows.

**Vivian Wang**  
**Chief Executive Officer**  
**Kingpins Show**  
**kingpinsshow.com**



As costs rise, retailers and brands are more strategic than ever about where they invest their time. Kingpins exists to be the definitive destination for denim sourcing, and every decision we make reflects

that.

Our two-day show is designed to deliver exactly what they need: the right exhibitors, the latest innovations and programming that's genuinely worth the trip. For many attendees, the cost of coming is real. Our job is to make sure the return is greater.

That mindset shapes everything, including the details people might not expect. We feed our visitors throughout the day—coffee, lunch, snacks—not just to keep them in the building but to save them the time and cost of leaving for food. We've also found that some of the best conversations in this industry happen over a meal. That's where real connection and collaboration begin.

On the exhibitor side, we've overhauled our application process to raise the bar even further. Kingpins is intentionally small and highly curated. Every company on our floor has made serious investments in new and sustainable technologies—and tighter requirements have allowed us to open spots to strong companies from our waiting list.

We're equally focused on how we structure programming. Designers, retailers and brands have told us they want smarter navigation, tighter scheduling and access to information about certifications and innovations before they arrive—so they can walk in prepared and still leave room for discovery.

Our goal is to ensure everyone leaves with something worth the journey.

*Responses have been edited for clarity and space.*

# SURF EXPO

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Surf Expo is a trade only event,  
open to qualified retail buyers.



# International Trade-Show Calendar

## May 15

**FIMI Día Mágico**  
Valencia, Spain  
Through May 16

## May 19

**CALA Seattle**  
Seattle  
Through May 20

**Intertex Portugal**  
Porto, Portugal  
Through May 21

**Las Vegas Licensing Expo**  
Las Vegas  
Through May 21

**Packaging Première & PCD Milan**  
Milan  
Through May 21

## May 20

**Denim Première Vision Milan**  
Milan  
Through May 21

**Supreme Celebration**  
Munich  
Through May 21

## May 21

**Monaco Fashion Days**  
Monaco

**Virtual Fashion Awards Miami Fashion Week**  
Miami

**Kingpins China Hangzhou**  
Hangzhou, China  
Through May 22

## May 25

**Print4All**  
Milan  
Through May 28

## May 26

**Textile ETP Annual Conference**  
Amsterdam  
Through May 27

## May 27

**CALA Scottsdale**  
Scottsdale, Ariz.  
Through May 28

**PI Apparel RE:PLAN**  
New York  
Through May 28

**Couture**  
Las Vegas  
Through May 31

## May 28

**Miami Swim Week powered by The Society**  
Miami  
Through May 31

**Paraiso Miami Beach**  
South Beach, Fla.  
Through May 31

**Miami Swim Week powered by Art Hearts Fashion**  
Miami Beach, Fla.  
Through June 1

## May 30

**Cabana Miami Beach**  
Miami Beach, Fla.  
Through June 1

**SwimShow, SwimLab, SwimTalks**  
Miami Beach, Fla.  
Through June 1

**Curve Miami**  
Miami  
Through June 1

## COLLECTIVE SHOWS

The **Collective Shows** are an exclusive marketplace showcasing the best in swimwear and activewear. Hosted at the oceanfront Paséa Hotel & Spa in Huntington Beach, Calif., July 21–22, 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. Get all the details at [www.collectiveshows.com](http://www.collectiveshows.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 events include the Apparel & Accessories Market (June 16–19, Aug. 18–21, and Oct. 20–23), Kidsworld Market (June 24–30, Aug. 18–21, and Oct. 20–23), the Men's Show (July 25–27), AETA International and WESA International (Aug. 18–21), and Total Home & Gift Market (June 24–30 and Sept. 15–17). [www.dallasmarketcenter.com](http://www.dallasmarketcenter.com)

## May 31

**Fashion Market Northern California**  
South San Francisco, Calif.  
Through June 2

## June 1

**New York Shoe Expo, FFANY Market Week**  
New York  
Through June 5

## June 2

**CALA Denver**  
Westminster, Colo.  
Through June 3

**Footwear Show New York Expo**  
New York  
Through June 4

**Simatex, Emitex and Confemaq**  
Buenos Aires, Argentina  
Through June 4

## June 3

**Blossom Première Vision**  
Paris  
Through June 4

**Asia International Yarn & Fabric Sourcing Show**  
Bangkok  
Through June 5

**Dye + Chem Asia International Expo**  
Bangkok  
Through June 5

**Textech Asia International Expo**  
Bangkok  
Through June 5

## June 4

**Antwerp Fashion Festival**  
Antwerp, Belgium  
Through June 7

## June 5

**Orlando Fashion Week**  
Orlando, Fla.  
Through June 7

## June 6

**Denim and Jeans India**  
Bengaluru, India  
Through June 7

## June 7

**Michigan Women's Wear Market**  
Jackson, Mich.  
Through June 8

**Rome Fashion Week**  
Rome  
Through June 9

**L.A. Market Week**  
Los Angeles  
Through June 11

## June 8

**Brand Assembly Los Angeles**  
Los Angeles  
Through June 10

**LA Kids Market**  
Los Angeles  
Through June 10

**fASIIitate ASI Show**  
Charleston, S.C.  
Through June 11

**Stockholm Fashion Week**  
Stockholm  
Through June 11

## June 9

**Intertextile Shenzhen Apparel Fabrics**  
Shenzhen, China  
Through June 11

**Preco Paris**  
Paris  
Through June 11

**Shoptalk Europe**  
Barcelona, Spain  
Through June 11

**Atlanta Apparel**  
Atlanta  
Through June 14

**Summer Atlanta Market**  
Atlanta  
Through June 14

## June 10

**CHIC—China International Fashion Fair**  
Guangzhou, China  
Through June 12

## June 11

**Bungalow Tradeshow**  
Newport Beach, Calif.  
Through June 12

**London Fashion Week**  
London  
Through June 14

## June 13

**Expo Riva Schuh, Gardabags**  
Riva del Garda, Italy  
Through June 16

## June 14

**Minneapolis Mart Gift, Home, Apparel & Accessory Show**  
Minneapolis  
Through June 17

## June 15

**Preview Kids**  
Nieuwegein, Netherlands

## June 16

**Fashion Industry Gallery (FIG) June Apparel & Accessories**  
Dallas  
Through June 18

**Pitti Immagine Uomo**  
Florence, Italy  
Through June 18

**Dallas Apparel & Accessories Market**  
Dallas  
Through June 19

## June 17

**Édition Spéciale LuxePack**  
Paris  
Through June 18

**Spinexpo Paris**  
Paris  
Through June 18

**Interfilière Preview Paris**  
Paris  
Through June 18

## June 19

**Milan Fashion Week Men's**  
Milan  
Through June 23

## ATLANTA APPAREL ANDMC JRE

**Atlanta Apparel** is the largest apparel market in the South, 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. Upcoming shows are June 9–14, Aug. 3–6, and Oct. 6–9, with the Formal Markets show running concurrently Aug. 3–7. On June 9–14, Atlanta Apparel colocates with Atlanta Market, the premier gift and home show, to offer an unrivaled cross-category sourcing experience. [www.Atlanta-Apparel.com](http://www.Atlanta-Apparel.com).

## June 20

**Lineapelle London**  
London

## June 22

**Preview Men**  
Nieuwegein, Netherlands

## June 23

**CALA San Francisco**  
South San Francisco, Calif.  
Through June 24

**TexPremium**  
London  
Through June 24

**International Apparel & Textile Fair Dubai**  
Dubai, U.A.E.  
Through June 25

**Paris Fashion Week Men**  
Paris  
Through June 28

## June 24

**Denim and Jeans Vietnam**  
Ho Chi Minh City, Vietnam  
Through June 25

**Future Fabrics Expo**  
Brussels  
Through June 25

**Pitti Immagine Bimbo**  
Florence, Italy  
Through June 25

**Pitti Immagine Filati**  
Florence, Italy  
Through June 25

**Textiles Recycling Expo**  
Brussels  
Through June 25

**Gran Canaria Swim Week**  
Las Palmas, Gran Canaria, Spain  
Through June 27

**IRL Paris**  
Paris  
Through June 27

**Tranoï Showcase**  
Paris  
Through June 27

**Dallas Kidsworld Market**  
Dallas  
Through June 30

**Dallas Total Home & Gift Market**  
Dallas  
Through June 30

## June 25

**Welcome Edition Paris**  
Paris  
Through June 28

## June 26

**Jumble Showroom Paris**  
Paris  
Through June 28

**Man-Woman Paris**  
Paris  
Through June 28

## June 27

**Playtime Paris**  
Paris  
Through June 29

**Splash Paris**  
Paris  
Through June 29

## June 29

**Preview Women**  
Nieuwegein, Netherlands

**Sneak Peek Fashion**  
Brussels

## June 30

**France Licensing Day**  
Paris

## July 2

**Berlin Fashion Week**  
Berlin  
Through July 5

## July 3

**ISPO Shanghai**  
Shanghai  
Through July 5

## July 5

**INDX National Kidswear, Kids Footwear**  
Birmingham, U.K.  
Through July 6

**Modefabriek Amsterdam Fashion Trade Event**  
Zaandam, Netherlands  
Through July 6

## July 6

**Preview Sports & Leisure**  
Nieuwegein, Netherlands

## July 6

**Paris Fashion Week Haute Couture**  
Paris  
Through July 9

## July 7

**Inspiramais**  
São Paulo  
Through July 8

**Functional Fabric Fair powered by Performance Days**  
New York  
Through July 9

**Ideabiella**  
Milan  
Through July 9

**Milano Unica**  
Milan  
Through July 9

**Source Fashion UK**  
London  
Through July 9

## July 8

**AAFA Traceability & Sustainability Conference**  
Denver  
Through July 9

**Feel the Yarn Paris**  
Paris  
Through July 9

**Spinexpo New York**  
New York  
Through July 9

## July 12

**Curve Montreal**  
Montreal  
Through July 13

**INDX National Menswear Show**  
Birmingham, U.K.  
Through July 14

## July 13

**Gift & Home Summer Market LA Mart**  
Los Angeles  
Through July 15

## July 14

**London Textile Fair**  
London  
Through July 15



**Surf Expo** is a must-attend marketplace for retailers to discover a wide range of brands in lifestyle apparel and accessories. Buyers from around the world attend Surf Expo to find the latest trends and freshest lines across multiple categories including boutique, resort, swim, surf, footwear, gift and decor, and souvenirs. Celebrating its 50th anniversary, Surf Expo continues to deliver an inspiring atmosphere filled with value-packed events such as daily fashion shows, learning labs, networking opportunities, and more. Join Surf Expo Sept. 16–19, in Orlando, Fla., at the Orange County Convention Center. Register at [www.surfexpo.com](http://www.surfexpo.com).

**Primère Vision New York**  
New York  
Through July 15

**Allfashion Sourcing Cape Town**  
Cape Town, South Africa  
Through July 16

**Munich Fabric Start, Bluezone, Keyhouse, TheSource**  
Munich  
Through July 16

**Bharat Tex 2026**  
New Delhi  
Through July 17

## July 15

**Lineapelle New York**  
New York  
Through July 16

**Spinexpo Hong Kong**  
Hong Kong  
Through July 16

**CBME Children Baby Maternity Expo**  
Shanghai  
Through July 17

**China Licensing Expo**  
Shanghai  
Through July 17

## July 16

**FDRA Shoe Sourcing Executive Summit**  
New York

**Feel the Yarn London**  
London  
Through July 17

## July 17

**Supreme Kids**  
Munich  
Through July 19

## July 18

**Innatex**  
Frankfurt, Germany  
Through July 20

## July 19

**INDX Woman Show**  
Birmingham, U.K.  
Through July 21

**Scoop International Fashion Shows**  
London  
Through July 21

## July 20

**Seattle Market Week**  
Seattle  
Through July 24

## July 21

**Collective Shows**  
Huntington Beach, Calif.  
Through July 22

**Northwest Shoe Travelers Market**  
St. Paul, Minn.  
Through July 22

**Apparel Sourcing Los Angeles**  
Los Angeles  
Through July 23

**ASI Show Chicago**  
Chicago  
Through July 23

**Interfilière Los Angeles**  
Los Angeles  
Through July 23

**Man/Woman New York**  
New York  
Through July 23

**Paris Fabric Show**  
Paris  
Through July 23

**Texworld Los Angeles**  
Los Angeles  
Through July 23

# The LA Atelier

## The LA Atelier

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#826

LOS ANGELES, CALIFORNIA

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\*\*\*\*\*

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\*\* Designer Showroom

\*\*\* Photography Studio

\*\* Stylist's Pull House

\*\* Clothing line production

Calendar

Continued from page 16

IM Intermoda

Guadalajara, Mexico  
Through July 24

July 22

Kingpins New York

New York  
Through July 23

Welcome Edition New York

New York  
Through July 24

Düsseldorf Fashion Days

Düsseldorf, Germany  
Through July 29

July 23

Momad

Madrid  
Through July 25

July 24

Supreme Women & Men

Düsseldorf, Germany  
Through July 27

PV NEW YORK

Mark your calendar for July 14–15, when **Première Vision New York** returns to the iconic Tribeca360°. This edition will unveil the highly anticipated SS 2027 collections, featuring an extraordinary selection of fabrics, accessories, design innovations, leather, and manufacturing excellence. Against the stunning backdrop of New York City's skyline, immerse yourself in the latest trends, driven by sustainability and cutting-edge technology. Register here: [https://newyork.premierevision.com/?utm\\_source=californiaapparelnews&utm\\_medium=display&utm\\_campaign=my20262](https://newyork.premierevision.com/?utm_source=californiaapparelnews&utm_medium=display&utm_campaign=my20262)



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July 25

Düsseldorf Fashion Days Festival

Düsseldorf, Germany

Dallas Men's Show

Dallas  
Through July 27

July 26

Kentucky Bluegrass Buyer's Market

Lexington, Ky.  
Through July 27

INDX Intimate Apparel Show

Birmingham, U.K.  
Through July 28

Playtime New York

New York  
Through July 28

Supreme Body & Beach

Munich  
Through July 28

Las Vegas Market

Las Vegas  
Through July 30

July 28

Chicago Shoe Market

Deerfield, Ill.  
Through July 29

PI Apparel Fashion Tech Show

New York  
Through July 29

Edmonton Footwear & Accessory Buying Market

Edmonton, Alberta  
Through July 30

The Innovative Retail (IR) Show

Las Vegas  
Through July 30

July 29

New York Fabric Show

New York  
Through July 30

PREFACE LA and Here!After +

Denim Dudes

Los Angeles  
Through July 30

Apparel Sourcing New York City

New York  
Through July 31

Texworld New York City

New York  
Through July 31

Aug. 1

Evolution New York

New York  
Through Aug. 3



**Matson Logistics** helps companies of all sizes source, store, and deliver their products faster, better, and more reliably. Services and technology are customized to drive efficiencies in—and costs out—of supply-chain networks for retailers, manufacturers, and distributors. Matson's logistics community unites freight agents, carriers, rail lines, and shippers to create the right route at the right price for every load. Services include: domestic rail intermodal service, international rail intermodal service, long haul and regional highway truckload service, and dedicated and seasonal warehousing and distribution. [www.matson.com/logistics/index.html](http://www.matson.com/logistics/index.html)

PLAYTIME

**Playtime**—The Big Small show—brings together hundreds of children's brands at Playtime Paris June 27–29, Playtime New York July 26–28, and Los Angeles Aug. 2–4. Alternative and creative, Playtime is a space full of unique inspiration for kids' fashion and lifestyle professionals. Celebrating imagination and shining the spotlight on the best independent creatives, Playtime and Kid's Hub carefully curate a complementary selection of brands that includes both avant-garde and internationally recognized labels. Its presence in Paris, Shanghai, and New York several times a year and an online B2B marketplace, Orderwizz, makes the best of the kids' fashion and lifestyle market accessible year-round. Playtime and Kid's Hub have become the Number 1 physical destination in the world for brands and buyers. [www.iloveplaytime.com](http://www.iloveplaytime.com).

Michigan Shoe Market

Troy, Mich.  
Through Aug. 3

Chicago Collective Men's

Chicago  
Through Aug. 4

Aug. 2

Curve New York

New York  
Through Aug. 4

Northstar Fashion Exhibitors

St. Paul, Minn.  
Through Aug. 4

NY Now Summer Market

New York  
Through Aug. 4

Playtime The Tiny Show On Tour

Los Angeles  
Through Aug. 4

Shopee Object New York

New York  
Through Aug. 4

L.A. Market Week

Los Angeles  
Through Aug. 5

Aug. 3

Copenhagen International Fashion Fair (Cliff) x Revolver, Cliff Kids, Showrooms

Copenhagen, Denmark  
Through Aug. 5

LA Kids Market

Los Angeles  
Through Aug. 5

Mandatory CPH

Copenhagen, Denmark  
Through Aug. 5

Copenhagen Fashion Week

Copenhagen, Denmark  
Through Aug. 7

Formal Markets Atlanta

Atlanta  
Through Aug. 7

New York Shoe Expo, FFANY Market Week

New York  
Through Aug. 7

Aug. 4

Techtextil North America

Raleigh, N.C.  
Through Aug. 6

Atlanta Apparel

Atlanta  
Through Aug. 8

Aug. 5

The Great Event Show

Teaneck, N.J.  
Through Aug. 6

Aug. 6

Las Vegas Swim Week by Art Hearts

Las Vegas  
Through Aug. 9

Aug. 7

Vancouver Footwear & Accessory

Richman, British Columbia  
Through Aug. 8

Aug. 8

IFJAG Las Vegas

Las Vegas  
Through Aug. 11



**California Market Center (CMC)** is the iconic hub of L.A.'s fashion, textile, and creative communities. After a \$250-million redevelopment, CMC's architecturally award-winning property is home to curated showrooms and creative offices for renowned fashion companies such as Adidas, Levi's, Free People, Paige, Mavi Jeans, Bestseller, Delta-Galil, and so many more. The CMC venue is also host to a year-round calendar of key trade shows and special events including LA Market Week, LA Kids Market, and the LA Textile show, to name a few. [www.californiamarketcenter.com](http://www.californiamarketcenter.com).

Supreme Women & Men Munich

Munich  
Through Aug. 11

Aug. 9

Boston Shoe Travelers—

Northeast Expo

Manchester, Mass.  
Through Aug. 10

Las Vegas Apparel

Las Vegas  
Through Aug. 12

Minneapolis Mart Gift, Home,

Apparel & Accessory Show

Minneapolis  
Through Aug. 12

WWIN, The Men's Edit

Las Vegas  
Through Aug. 12

Aug. 10

MAGIC Las Vegas

Las Vegas  
Through Aug. 12

OffPrice Show Las Vegas

Las Vegas  
Through Aug. 12

Project Las Vegas

Las Vegas  
Through Aug. 12

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# Dressing for the Future: How NetSuite and AI Are Transforming the Apparel Industry

By Chris Millet  
Director, NetSuite practice  
Chris.Millet@bakertilly.com

The apparel industry runs on agility: the ability to read a trend, move product, and pivot before the season turns. But in today's environment, where supply chains span continents, consumer expectations shift at the speed of social media and margins are perpetually under pressure, agility alone is no longer enough. What apparel brands and retailers need now is intelligence—and increasingly they're finding it in the combination of cloud-based enterprise resource planning (ERP) and artificial intelligence.

## The apparel industry's unique operational complexity

Apparel businesses are inherently complex. Even mid-sized brands often manage hundreds of SKUs across multiple seasons, source from overseas factories with long lead times, and sell through a mix of DTC, wholesale, and marketplace channels simultaneously. Each channel brings different margin profiles, compliance requirements, and fulfillment demands.

This complexity leads to familiar challenges: excess inventory in one location and shortages in another, markdowns triggered by inaccurate forecasting, retailer chargebacks tied to shipping or data errors, and finance teams still manually reconciling sales across channels at month-end. These aren't just operational inconveniences, they're margin killers.

## NetSuite as the operational foundation

To address these challenges, many apparel companies are turning to Oracle NetSuite as their ERP platform. As a true cloud ERP, NetSuite unifies financials, inventory, order management, production, and customer data in a single system, eliminating the data silos that can slow growing brands.

For apparel specifically, NetSuite delivers several foundational capabilities:

- **Matrix inventory management.** Handles variations in style, color, and size within a single structure, improving data accuracy and visibility.
- **Omni-channel order management.** Centralizes orders from DTC, wholesale, and marketplace into a single workflow with real-time inventory allocation across warehouses and third-party partners.
- **Landed cost tracking.** Captures freight, duties, and agent fees at the item level, giving teams a true cost of goods.
- **Financial consolidation.** Supports multi-entity operations, revenue recognition, and reporting across wholesale, licensing, and direct channels or managing both U.S. and offshore entities.

The result is a single source of truth that operations, finance, and leadership can trust and act on in real time.

## Where AI changes the game

While systems like NetSuite provide operational structure and visibility, AI adds predictive power and automation—turning data into actionable insight. One of the most impactful applications is demand forecasting.

Traditional planning relies on prior-season sell-through and buyer intuition. AI layers in real-time signals such as social

media trend velocity, search data, competitor pricing, and even regional weather patterns. The result is more-accurate forecasts at the style and channel level, helping reduce both stockouts and excess inventory. When integrated with NetSuite, AI forecasting tools can feed directly into purchase-order planning and production scheduling, closing the loop between prediction and procurement.

AI is also transforming vendor management. By analyzing lead time variability, quality defect rates, and compliance performance across suppliers, AI tools can surface risk earlier and give sourcing

teams the data to have more-productive conversations with factories or to qualify alternates before a capacity crisis hits.

On the customer side, AI-powered personalization is reshaping the DTC experience. Recommendation engines go beyond purchase history to analyze browsing behavior, promotion responsiveness, and return patterns. This enables brands to serve more-relevant content and offers, improving both conversion and life-

time value.

For finance and operations teams, AI-driven automation within NetSuite is reducing the manual work at month-end: automated matching of vendor invoices to purchase orders, exception-based AP workflows, and intelligent cash flow projections that account for seasonal inventory build cycles.

## Putting it together: what success looks like

The companies seeing the greatest return from these investments treat the technology implementation as a business transformation, not just an IT project. That means investing in the process design mapping work upfront before configuring the system. It means training teams not just on how to use the software but on how to use the data it produces to make better decisions.

It also means choosing implementation and advisory partners with genuine depth in the industry.

The configuration decisions made during an implementation—how to structure the item catalog, handle consignment or memo arrangements, and set up inter-company transactions between a brand and its sourcing entity—have long-term consequences for operational efficiency and reporting accuracy. Getting them right requires both technical expertise and apparel industry experience.

## The competitive window is now

The brands that will define the next decade of that legacy are the ones building the operational and technological infrastructure to move faster, see farther, and execute more precisely than their competitors.

NetSuite and AI don't replace the creativity and taste that make great apparel brands, but they create the conditions in which those qualities can flourish by removing the operational drag that slows growing companies down. For the apparel community, the question is no longer whether to make this investment—it's how quickly you can make it work.



Chris Millet



## Calendar

Continued from page 18

### Sourcing at MAGIC Las Vegas

Las Vegas  
Through Aug. 12

### Baltimore Fashion Week

Baltimore  
Through Aug. 14

### Aug. 13

#### Graphics Pro Expo Long Beach

Long Beach, Calif.  
Through Aug. 15

### Aug. 15

#### Atlanta Shoe Market

Atlanta  
Through Aug. 17

### Aug. 16

#### Evolution San Francisco

San Francisco  
Through Aug. 17

#### MIX Chicago Apparel + Accessories

Chicago  
Through Aug. 18

#### National Bridal Market Chicago

Chicago  
Through Aug. 18

### Aug. 17

#### New Zealand Fashion Week

Kahuria  
Auckland, New Zealand  
Through Aug. 22

### Aug. 18

#### Fashion Industry Gallery (FIG)

August Apparel & Accessories  
Dallas  
Through Aug. 20

#### American Equestrian Trade Association (AETA) International Trade Show

Dallas  
Through Aug. 21

#### Dallas Apparel & Accessories Market

Dallas  
Through Aug. 21

#### Dallas Kidsworld Market

Dallas  
Through Aug. 21

#### WESA International Western/English Apparel & Equipment Market

Dallas  
Through Aug. 21

### Aug. 19

#### Istanbul Fashion Connection

Istanbul  
Through Aug. 21

#### Outdoor Retailer Summer Show

Minneapolis  
Through Aug. 21

#### Preview In Seoul, Seoul International Textile Fair

Seoul, South Korea  
Through Aug. 21

### Aug. 23

#### Chicago Collective Women's

Chicago  
Through Aug. 25

#### Fashion Market Northern California

South San Francisco, Calif.  
Through Aug. 25

### Aug. 24

#### Preview Footwear & Accessories

Nieuwegein, Netherlands  
Through Aug. 25



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### Aug. 25

#### ASD Market Week, SourceDirect at ASD

Las Vegas  
Through Aug. 27

#### Intertextile Shanghai Apparel

Shanghai  
Through Aug. 27

#### Spinexpo Shanghai

Shanghai  
Through Aug. 27

#### Yarn Expo Shanghai

Shanghai  
Through Aug. 27

### Aug. 29

#### ILM International Trade Fair for

#### Leather Goods

Offenbach, Germany  
Through Aug. 31

### Aug. 30

#### Fashion & Accessories Happening

Brussels  
Through Aug. 31

#### Trendz

Palm Beach, Fla.  
Through Sept. 1

### Aug. 31

#### Apparel Sourcing Paris

Paris  
Through Sept. 2

#### Texworld Paris

Paris  
Through Sept. 2

#### Oslo Runway

Oslo, Norway  
Through Sept. 5

### Sept. 1

#### CALA San Francisco

San Francisco  
Through Sept. 2

#### All China Leather Exhibition

Shanghai  
Through Sept. 3

#### Billings Market Association

Billings, Mont.  
Through Sept. 3

#### Première Vision Paris

Paris  
Through Sept. 3

#### CPM Collection Premiere Moscow

Moscow  
Through Sept. 4

#### Dubai Fashion Week

Dubai, U.A.E.  
Through Sept. 6

### Sept. 2

#### Centrestage

Hong Kong  
Through Sept. 5

#### Dhaka International Yarn & Fabric Show

Dhaka, Bangladesh  
Through Sept. 5

#### Dye+Chem Bangladesh

Dhaka, Bangladesh  
Through Sept. 5

#### Sept. 5

#### Curve Paris

Paris  
Through Sept. 7

#### Interfilière Paris

Paris  
Through Sept. 7

#### Who's Next, IMPACT x Neonyt

Paris, Bijnorcha  
Through Sept. 7

#### Sept. 6

#### Shoes & Bags Open Days

Brussels  
Through Sept. 7

### Autumn Fair

Birmingham, U.K.  
Through Sept. 9

### Sept. 7

#### Comfortable Fashion Days

Nieuwegein, Netherlands  
Through Sept. 8

### Sept. 8

#### Preview Raw Materials

Nieuwegein, Netherlands  
Through Sept. 9

#### FormShow

New York  
Through Sept. 12

### Sept. 9

#### Tranō Tokyo

Tokyo  
Through Sept. 4

#### Cali Gift Show

Palm Desert, Calif.  
Through Sept. 10

#### Denim Première Vision Tokyo

Tokyo  
Through Sept. 10

#### Edge Designers NYC

New York  
Through Sept. 10

#### Northern Michigan Show

Gaylord, Mich.  
Through Sept. 10

#### Brand Assembly New York

New York  
Through Sept. 11

#### Coterie New York

New York  
Through Sept. 11

#### Designers and Agents NY

New York  
Through Sept. 11

#### MAGIC New York

New York  
Through Sept. 11

#### Texthibition Istanbul Fabric and Textile Accessories Fair

Istanbul  
Through Sept. 11

### Sept. 10

#### Graphics Pro Expo Cleveland

Cleveland  
Through Sept. 11

#### Shwrm New York

New York  
Through Sept. 12

#### New York Fashion Week powered by Art Hearts Fashion

New York  
Through Sept. 13

#### Maison & Objet Paris

Paris  
Through Sept. 14

### Sept. 12

#### Milano Fashion & Jewels

Milan  
Through Sept. 14

#### Northwest Market Association

Tigard, Ore.  
Through Sept. 15

### Sept. 13

#### Bridal Week Harrogate

Harrogate, North Yorkshire, U.K.  
Through Sept. 15

#### Milano Micam

Milan  
Through Sept. 15

#### Mipel

Milan  
Through Sept. 15

#### Sept. 14

#### Michigan Women's Wear Market

Jackson, Mich.  
Through Sept. 15

#### fASIIitate ASI Show

Louisville, Ky.  
Through Sept. 17

## SoCal Textile Group

SoCal Textile Group provides performance textiles for sports, activewear, yoga, swimming, gymnastics, and dance. SCTG specializes in stretch and non-stretch high-end performance knits and wovens. The Los Angeles-based company serves both domestic and international textile needs. Stock programs are based in Los Angeles with development and knit to order from Taiwan, Korea, and China. SCTG can also direct clients to manufacturers specializing in stretch fabrics to meet small and large production quantities. [www.socaltg.com](http://www.socaltg.com)



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## Calendar

Continued from page 20

### MQ Vienna Fashion Week

Vienna  
Through Sept. 19

### Portland Fashion Week

Portland, Ore.  
Through Sept. 19

### Sept. 15

#### AAFA Government Contractors Forum

Philadelphia  
Through Sept. 16

#### PI Apparel Fashion Tech Show

Los Angeles  
Through Sept. 16

#### Lineapelle Milan

Milan  
Through Sept. 17

#### Paris Retail Week, NRF Retail's Big Show Europe

Paris  
Through Sept. 17

#### Dallas Total Home & Gift Market

Dallas  
Through Sept. 18

#### Fall Atlanta Market

Atlanta  
Through Sept. 18

### Sept. 16

#### Surf Expo

Orlando, Fla.  
Through Sept. 18

### Sept. 17

#### Create & Cultivate: Beauty and Wellness

Los Angeles

### Sept. 18

#### London Fashion Week powered by Art Hearts Fashion

London  
Through Sept. 20

### Sept. 21

#### Kids World Days

Brussels  
Through Sept. 22

### Sept. 22

#### Functional Textiles Shanghai by Performance Days

Shanghai  
Through Sept. 23

#### Atlanta International Fashion Week

Atlanta  
Through Sept. 27

#### Milan Fashion Week Women's

Milan  
Through Sept. 28

## INTERFILIÈRE

Interfilière Los Angeles brings together the world's leading mills, manufacturers, and innovators shaping the future of intimates, swim, and activewear—before it hits the market. With a strategic focus on the West Coast, the show is designed in response to evolving market needs and positioned at the intersection of global sourcing and regional relevance. The show will be collocated with Texworld July 21-23, at the California Market Center. [www.interfiliere-losangeles.com](http://www.interfiliere-losangeles.com)



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### Sept. 23

#### The Indy Show

Noblesville, Ind.  
Through Sept. 24

#### Printing United Expo

Las Vegas  
Through Sept. 25

### Sept. 24

#### Feel the Yarn Istanbul

Istanbul  
Through Sept. 25

#### Yarnex, TextIndia, Apparel Sourcing Fair

Tirupur, India  
Through Sept. 26

#### Bisutex, Madridjoya

Madrid  
Through Sept. 27

#### White Milano

Milan  
Through Sept. 27

#### White Resort

Milan  
Through Sept. 27

### Sept. 28

#### Paris Fashion Week Women

Paris  
Through Oct. 6

#### LuxePack Monaco

Monaco  
Through Sept. 30

### Sept. 29

#### LA Textile Show

Los Angeles  
Through Oct. 1

#### Shoptalk Fall

Nashville, Tenn.  
Through Oct. 1

### Sept. 30

#### Los Angeles Small Business Expo

Pasadena, Calif.

#### Circular Textile Days

Tilberg, Netherlands  
Through Oct. 1

### Oct. 1

#### Tranoi Paris

Paris  
Through Oct. 4

### Oct. 2

#### Premiere Classe

Paris  
Through Oct. 5

### Oct. 4

#### Minneapolis Mart Gift, Home, Apparel & Accessory Show

Minneapolis  
Through Oct. 7

### Oct. 5

#### MIX Chicago Apparel + Accessories

Chicago  
Through Oct. 6

#### Seattle Mart Fall Buying Event

Seattle  
Through Oct. 6

### Oct. 6

#### London Brand Licensing Europe

London  
Through Oct. 8

#### Taipei Innovative Textile Application Show (TITAS)

Taipei, Taiwan  
Through Oct. 8

#### Atlanta Apparel Expo

Atlanta  
Through Oct. 9

### Oct. 7

#### Fashion Sourcing Expo, Textile Expo Tokyo, Fashion World Tokyo

Tokyo  
Through Oct. 9

### Oct. 9

#### Shanghai Fashion Week

Shanghai  
Through Oct. 12

### Oct. 11

#### L.A. Market Week

Los Angeles  
Through Oct. 13

### Oct. 12

#### Brand Assembly Los Angeles

Los Angeles  
Through Oct. 14

#### Designers and Agents LA

Los Angeles  
Through Oct. 14

#### LA Kids Market

Los Angeles  
Through Oct. 14

### Oct. 13

#### Interfilière Shanghai

Shanghai  
Through Oct. 14

#### Performance Days Functional Fabric Fair

Munich  
Through Oct. 14



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**Bharat Tex 2026**, slated for July 14-17 in New Delhi, is set to revolutionize the Indian textile industry. Showcasing over 5,000 exhibitors in a 2.2 million-square-foot space, this event will attract more than 6,000 international buyers and notable domestic leaders. As the sector targets a \$350 billion valuation by 2030, Bharat Tex 2026 offers essential networking opportunities, a showcase of cutting-edge innovation. Register at [bharat-tex.com/register](http://bharat-tex.com/register)

#### PI Apparel RE:PLAN

London  
Through Oct. 14

#### New York Fashion Week: Bridal

New York  
Through Oct. 15

#### Obuv. Mir Kozhi International Exhibition for Shoes and Leather Products

Moscow  
Through Oct. 15

#### Miami Fashion Week

Miami  
Through Oct. 17

### Oct. 14

#### ITMF Annual Conference & IAF World Fashion Convention

Fortaleza-Ceara, Brazil  
Through Oct. 15

#### Kingpins Amsterdam

Amsterdam  
Through Oct. 15

### Oct. 15

#### Feel the Yarn Tokyo

Tokyo  
Through Oct. 16

#### Los Angeles Swim Week powered by Art Hearts Fashion

Los Angeles  
Through Oct. 18

### Oct. 18

#### Northstar Fashion Exhibitors

St. Paul, Minn.

#### Through Oct. 19

#### Fashion Market Northern California

South San Francisco, Calif.  
Through Oct. 20

### Oct. 20

#### AAFA Vietnam: International Apparel & Footwear Compliance Conference

Ho Chi Minh City, Vietnam

#### PI Apparel Retail Rebel

New York

#### Comocrea Textile Design Show

Cernobbio, Italy  
Through Oct. 21

#### Dallas Apparel & Accessories Market

Dallas  
Through Oct. 23

#### Dallas Kidsworld Market

Dallas  
Through Oct. 23

### Oct. 21

#### Impressions Expo Dallas

Dallas  
Through Oct. 24

### Oct. 27

#### SwimShow Edit

Coconut Grove, Fla.

### Nov. 1

#### Trendz

Palm Beach, Fla.  
Through Nov. 3

### Nov. 3

#### ISPO Amsterdam

Amsterdam  
Through Nov. 5

#### Maroc in Mode (M.I.M.)

Casablanca, Morocco  
Through Nov. 5

#### Dye+Chem Morocco International Expo

Casablanca, Morocco  
Through Nov. 6

#### Morocco International Yarn & Fabric Sourcing Show

Casablanca, Morocco  
Through Nov. 6

#### Textech Bangladesh International Expo

Dhaka, Bangladesh  
Through Nov. 6

#### Textech International Expo Morocco

Casablanca, Morocco  
Through Nov. 6

### Nov. 4

#### FDRA Shoe Innovation & Sustainability Summit

Portland, Ore.

### Nov. 5

#### FDRA Shoe Trade & Logistics Strategy Summit

Portland, Ore.

### Nov. 8

#### San Francisco Fabric Show

San Francisco  
Through Nov. 9

### Nov. 9

#### Liverpool Fashion Week

Liverpool, U.K.

#### fASIlitate ASI Show

Phoenix  
Through Nov. 12

### Nov. 10

#### CALA San Francisco

San Francisco  
Through Nov. 11

### Nov. 11

#### INDX Sports & Leisure

Birmingham, U.K.

#### Shanghai Fashion Week powered by Art Hearts Fashion

Shanghai  
Through Nov. 15

### Nov. 12

#### ASFW (Texworld, ApparelSourcing, Texprocess)

Addis Ababa, Ethiopia  
Through Nov. 15

### Nov. 13

#### Graphics Pro Expo Charlotte

Charlotte, N.C.  
Through Nov. 14

#### Salon Look

Madrid  
Through Nov. 15

# TITAS

#### Taipei Innovative Textiles Application Show

is a leading sourcing hub for high-tech and high-performance textiles. TITAS, the 30th Taipei Innovative Textile Application Show, will be held at Taiwan's Taipei Nangang Exhibition Center, Hall 1, from Oct. 6-8. 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. [www.titas.tw/en-us](http://www.titas.tw/en-us)

### Nov. 17

#### ITF Intertext Spain

Madrid  
Through Nov. 19

### Nov. 25

#### Denim Première Vision Milan

Milan  
Through Nov. 26

### Nov. 30

#### New York Shoe Expo, FFANY Market Week

New York  
Through Dec. 4

### Dec. 9

#### Blossom Première Vision

Paris  
Through Dec. 10

#### Yarnex, Fabrics & Accessories, Homtex and Apparel Sourcing Fair shows India

New Delhi  
Through Dec. 11



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At Lectra, we pave a new way forward in an ever-changing fashion industry with our industrial intelligence solutions.

By leveraging fashion-specific data with Artificial Intelligence and other Industry 4.0 technologies, our offer seamlessly connects the core processes of the fashion lifecycle.

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