

CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR 81 YEARS

\$3.99 VOLUME 82, NUMBER 5 JUNE 26, 2026



DE:SIGNS OF THE TIMES

Long before stepping herself in the industry, Los Angeleno Christina Choi reveled in growing up in the denim capital of America. Now she has brought her love of denim to DE:Part Denim but with a decidedly modern take. Mindful that not all denim wearers are created equal, she has brought a diversity of styles and sizes to her collection. For more looks, see page 7.

DE:PART DENIM

TRADE-SHOW REPORT

Licensing Expo Drives Brands, Retail and Big Business

By Kelli Freeman *Contributing Writer*

Strategic, lucrative partnerships and fandom were top priorities at the 2026 **Licensing Expo**, held at the **Mandalay Bay Convention Center** in Las Vegas May 19–21.

A record-breaking 410 exhibitors represented more than 5,000 brands that included powerhouses in fashion, food, entertainment, gaming, lifestyle and sports. From **Amazon**, **MGM Studios** and **Warner Bros.** to **Hasbro**, **Mattel** and **Sega** to **Coca-Cola**, **PanAm** and **Hang Ten**—these were the brands that will shape consumer trends and fill retail shelves in the next two to three years.

Decision-making retail teams from **Walmart**, **Target**, **Kohl's**, **Primark**, **MINISO**, **Hot Topic**, **Dick's Sporting Goods**, **POP MART**, **TJX** and **Zara** attended.

“Brand licensing drives revenue. It is a powerful tool that
➔ **Licensing Expo** page 3

INDUSTRY FOCUS: DENIM

Trend-Driven Vs. Classic—How Cash-Strapped Customers Shop for Denim

By Dorothy Crouch *Contributing Writer*

Economic challenges such as high fuel prices and the soaring cost of living have left many consumers with no choice but to tighten their budgets. One of the first ways shoppers cut costs is through reduced spending on new clothes.

Luckily, for the denim industry, while consumers might decrease spending on updating their wardrobes, jeans are often a sound purchase due to their versatility and durability. From workers in blue-collar careers who value long-lasting workwear to professionals who dress according to relaxed corporate dress codes that include tailored styles, consumers will continue to invest in denim.

California Apparel News asked denim-industry insiders: *As consumers feel strain on their wallets, is there greater*

➔ **Industry Focus** page 4

INSIDE

Where fashion gets down to businessSM



2



10

Levi's Abbot Kinney pop-up ... page 2

Inside the Industry ... page 2

Student fashion ... page 8

Matson Logistics Q&A ... page 10

www.apparelnews.net

Levi's Celebrates Venice, Calif., With Abbot Kinney Pop-Up



Levi's Summer launched an Abbot Kinney pop-up that ran May 29–June 14 in Los Angeles as part of the brand's seasonal campaign.

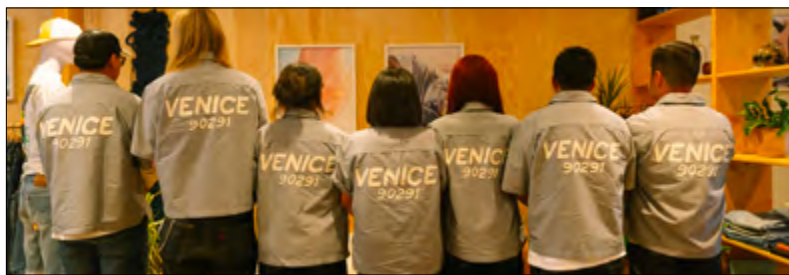
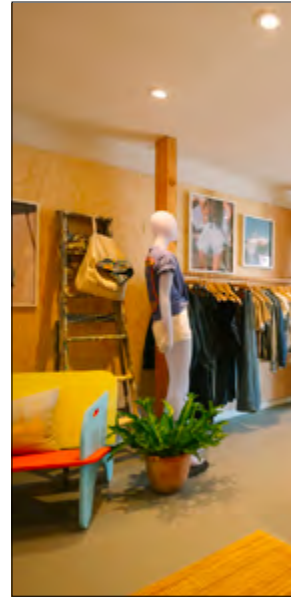
Levi's Summer headed to Venice, Calif., recently as the brand celebrated Los Angeles creatives with a pop-up shop on Abbot Kinney. The pop-up destination was designed to complement the Y2K inspiration behind Levi's seasonal campaign while paying homage to the creatives, surfers and skaters who have led the neighborhood's cultural direction.

"Venice has always been a place where creativity, individuality and culture naturally intersect, and that spirit has long been part of Levi's DNA," said Chris Jackman, the company's vice president of marketing, North America. "With our Abbot Kinney pop-up, we wanted to create a space that captures the energy of summer while celebrating Levi's on-

going connection to the city's creative communities."

The San Francisco-based brand hosted a launch party May 28 featuring vintage Levi's pieces, chain stitching and alterations in addition to drinks by **Lalo Tequila**, food by **The Window** and a set by **SOSUPERSAM**.

Levi's Summer Abbot Kinney edition officially opened May 29 and ran through June 14. Levi's partnered with **The Cart Collective** to offer popsicles during opening weekend. The brand also collaborated with **Flo Coffee Bar** on a custom drink, The Orange Tab. Purchase of this cream-topped icy orange-vanilla latte included a complimentary monogram at the Levi's pop-up. —*Dorothy Crouch*



Visit us at Functional Fabric Fair New York, July 8–9, Booth #254
New showroom in Los Angeles at the Cooper Design Space Building, Suite MEZ 6!

Socal Textile Group

ECLAT TEXTILES Performance Knits

Leading provider of circular knits to higher-end athleisure and activewear brands. Los Angeles stock program for domestic production. Heather Moss Jersey, Interlocks, TENCEL, and many more performance-knit options to choose from. Also, knit-to-order from Taiwan.



VICTORYTEX Performance Wovens

Victory is a woven converter based in Taiwan. Excellent source for stretch and non-stretch wovens. Minimum order quantity is 3,000 per fabric / 1,000 yards per color. Can be flexible on MOQ.



REX FABRICS Los Angeles Stock

Rex Fabrics is a converter located in Los Angeles offering a large selection of stock fabrics for yoga, sport, swim, gymnastics, and dance. Minimum order quantity is only 5 yards per color. Large color selection, and color cards available upon request.



TANGANA TEXTILES

Tangana Textiles is a European producer and your wholesale source of eco-friendly cotton and poly knitted fabrics, as well fine blank garments that are perfect for imprints.

From GMO-free cotton, through mixed compositions, to recycled polyester-based products - our fabrics are the perfect canvas for your brand's casual apparel, athleisure, high fashion collections or even lingerie.



Contact Info: Jay Wetherald 818.613.2385 / Jbyrdtextiles@aol.com

www.SocalTG.com



POSTMASTER: Send address changes to: CALIFORNIA APPAREL NEWS, Customer Service, 127 E. Ninth St., Suite 212, Los Angeles, CA 90015. **CALIFORNIA APPAREL NEWS:** (ISSN 0008-0896) Published by TLM PUBLISHING INC. APPAREL NEWS GROUP Publishers of: **California Apparel News**, **Market Week Magazine**, **New Resources Waterwear**, **New York Apparel News**, **Dallas Apparel News**, **Apparel News South**, **Chicago Apparel News**, **The Apparel News (National)**, **Bridal Apparel News**, **Southwest Images**, **Stylist** and **MAN (Men's Apparel News)**. Properties of TLM PUBLISHING INC., The New Mart, 127 E. Ninth St., Suite 212, Los Angeles, CA 90015. (213) 627-3737. © Copyright 2026 TLM Publishing Inc. All rights reserved. Published weekly except semi-weekly second week of July. Periodicals Postage Paid at Los Angeles, CA, and additional entry offices. The publishers of the paper do not assume responsibility for statements made by their advertisers in business competition. Opinions expressed in signed editorial columns or articles do not necessarily reflect the opinions of the publishers. Subscription rates: U.S.: 1 year, \$89; 2 years, \$140. Foreign: \$180 U.S. funds (1-year subscription only). Single-copy price \$3.99. Send subscription requests to: California Apparel News, Customer Service, 127 E. Ninth St., Suite 212, Los Angeles, CA 90015 or visit www.apparelnews.net. For customer service, call (213) 627-3737.

Inside the Industry

Minus33 is accepting merino-wool base-layer donations to support its Search & Rescue kit program. The merino-wool apparel brand repurposes gently used materials into patient-warming kits, which are distributed at no cost to U.S.-based SAR teams, allowing first responders to apply a warming base-layer system to emergency patients. The New Hampshire-headquartered company's program began in 2017 and has grown to include more than 200 partner organizations, including mountain-rescue teams and state-fish-and-wildlife agencies. "A hundred years of working with wool teaches you one thing: Wool is always reliable and dependable in the outdoors, just like our dedicated first responders," said Lawson Glidden, president of Minus33. "Expanding this initiative to any merino base layer that meets our standards is the most direct way to put our expertise to work to keep others safe in the backcountry."

Rudholm Group's ShareLabel is easing the process of adhering to the EU's Digital Product Passport requirements. Users are able to manage garments through a QR code or NFC chip that is embedded in the product's care label. ShareLabel also simplifies returns through RFID integration that accesses product history. The DPP process is made easier with ShareLabel by increasing transparency and traceability throughout the supply chain. ShareLabel provides anti-counterfeiting by proofing product authenticity, educates through storytelling and expands global reach through localized service. The Sweden-based company's technology complies with changing regulations with Variable Data Cloud—providing product origin and supply-chain oversight to support legal and ethical accountability.

TradeBeyond has been named SupplyTech Breakthrough Awards' 2026 AI-Based SupplyTech Solution Provider. "This award is a testament to our mission of helping brands, retailers and sourcing organizations simplify complexity across their global supply chains," said Angela Rhea, vice president of product and industry consultant at the supply-chain technology provider. "As supply chains face increasing pressure from shifting regulations, sustainability requirements and economic uncertainty, organizations need intelligent technology that connects people, processes and data. We are honored that SupplyTech Breakthrough has recognized the impact our AI-powered platform is delivering for customers around the world." The Hong Kong-headquartered company offers an end-to-end platform that relies on artificial intelligence and intelligent automation.

Epson has made its SureColor G9070 DTFilm printer available to support garment decorators and print-shop owners with high-speed output—up to 350 square feet per hour, twin-roll flexibility and automated maintenance. It eases oversized-graphics projects, large transfer orders and high-throughput apparel-production environments through automated maintenance routines, intuitive controls and a large-capacity sealed-ink-pack system. "As DTFilm adoption continues to accelerate, customers are looking for technology that helps them increase output while simplifying day-to-day operations," said Paul G. Morales, product manager of professional imaging at the Los Alamitos, Calif.-headquartered Epson America. "The SureColor G9070 gives print shops the flexibility and efficiency to take on larger jobs, reduce interruptions and support long-run production environments."



MBX MYMEDIABOX



Members Only



Pan Am



Jack and Sharon Osbourne

Licensing Expo *Continued from page 1*

allows IP owners to engage with consumers on a deeper level, and that leads to the type of fandom that results in sales," said Maura Regan, president of **Licensing International**.

The fandom effect, keynote insights

The directors of **Oscar**-winning and most popular **Netflix** movie of all time "KPop Demon Hunters" made a surprise appearance during a keynote by **Netflix** Chief Marketing Officer Marian Lee.

"The film was released in June 2025, and it would have surely been a big disappointment to fans if they didn't see Halloween costumes on the shelves in October. Thankfully, manufacturers were able to mobilize in time for young fans to trick or treat as Rumi, Mira and Zoey," said Lee.

Sharon and Jack Osbourne talked about growing **Ozzy Osbourne's** legacy, from apparel to books, Osbourne cartoons and the ultimate fan experience. "We've created the digital DNA of **Ozzy Osbourne's** voice, image, movement. It's kind of scary how it's really very accurate so he will exist as himself for as long as we have computers," said Jack Osbourne.

Industry leaders shared insights on how food and beverage became the ultimate brand-extension gold mine through embracing consumer passion for nostalgia, fun and tapping into that Gen Z sweet spot blending fashion with buzzworthy food and beverage brands.

"We started to notice a change with Gen Z and now Alpha in terms of what they consider a brand that they can wear as a billboard. You never would have thought 30 years ago, 'I'm going to wear my favorite coffee shop or donut shop on my T-shirt,' but now you want everybody to know you go to the coolest coffee shop or you're the fan of the best-tasting donut," said Richard Cox, chief merchandising officer for **Pacsun**.

Supermodel, entrepreneur and advocate **Ashley Graham** spoke about collaborations that feel authentic from her apparel collaboration with **JCPenney** and wine brand **Lucci**.

"I love it when brands send me free stuff, and not because it's free but because I'm looking at it like, is this a brand I would want to work with?" said **Graham**. "Because it becomes a part of your actual lifestyle and becomes something you can get on board with. The consumer's too smart now. They know when things don't read authentic," explained **Graham**.

Where brand licensing and fashion meet

From the **Rolling Stones** to the "Rocky Horror Picture Show," **Hot Wheels**, **Uno**, **Pokémon**, **M&Ms**, **Nascar** and the **Pinewood Derby**, every person is a fan of something. The purchase power of Gen Z and Alpha—collectively referred to as **Zalpha**—is rapidly increasing along with the growing nostalgic "Kidult" demographic.

Snow Commerce is an end-to-end e-commerce solution for entertainment brands with the ability to design and develop products with retail distribution on such as **Amazon**. "Either we're at the service provider or we build and operate e-commerce solutions for companies like **Disney**, **Warner Bros.**, **Netflix**, **Peanuts**. We offer 700 to 800 products from an apparel standpoint, room décor, accessories and pet products," said **Michael Tabakin**, business development and licensing.

"If you're an amazing sportswear brand and a brand that has built a really strong DNA in apparel, maybe you should start looking at how you can take that lifestyle and bring it into home, beauty and wellness," said **Jennifer Flynn Case**,

founder of the **Flynn Collective Los Angeles**, who represents fashion and lifestyle brands such as **Hudson Jeans**, **Nicole Miller** and **Kendall + Kylee**.

"We manufacture the original **Members Only** jacket, but we don't manufacture women's, sportswear, sleepwear or golf, so we'd like to team up with folks that specialize in those categories and they would license our name to sell in brick-and-mortar, online and different channels," said **Ron Malhotra**, managing partner of **Members Only**.

Adaptive fashion, licensing technology

The **NFL's** first one-handed player, **Shaquem Griffin**, alongside his brother, 2026 **Super Bowl** champion **Shaquill Griffin**, teamed up with **Earthbound Brands** to launch **Y.O.U. by the Griffins** in collaboration with **Pat DeCrescenzo**, former **Paralympic** snowboarder and founder of **Volto Santo** to prove that adaptive design does not require aesthetic compromise.

Supply-chain logistics company **AFS** exhibited along with quality-control service provider **QIMA**. Licensing systems from **Dependable Solutions**, **Octane 5** and **MBX MYMEDIABOX** displayed their software products.

"We work with a lot of the large licensors and agents, and they use our systems to facilitate their relationships with their licensees and third parties, everything from style-guide asset management and delivery to approvals, workflow to contract and royalty management—it's all housed within our system," explained **Emilee Feldman**, vice president, sales, for **MBX MYMEDIABOX**, headquartered in Atlanta.

"We provide 3D digital twins of real objects for the world of rendering, changing data and reverse engineering," said **Rick Feijoo**, 3D solution specialist at **RapidScan3D** in Lakewood, Calif.

"**Negosh** is a tech platform that connects the right licensees and licensors while lowering the threshold for more brands and manufacturers to enter into the industry so we can grow the pie instead of splitting it," said **Sharon Weisman**, business development, for the New York-based company. ●



Snow Commerce



RapidScan3D

Print +
Online +
Archives
= Total Access

Get Yours Today—
save 50%!
Call (213) 627-3737



As consumers feel strain on their wallets, is there greater pressure to promote, design and sell classic functional elements that nod to denim's workwear lineage and longevity, or are trend-driven styles still in demand?

MARITAŞ

**SPONSORED BY
MARITAŞ**

Industry Focus *Continued from page 1*

pressure to promote, design and sell classic functional elements that nod to denim's workwear lineage and longevity, or are trend-driven styles still in demand?

**Wilson Avalos
President
The Common Link**



This largely depends on consumer demographics. Younger consumers tend to be more trend-driven and use fashion as a key form of self-expression. For this group, staying current with new silhouettes and design details is essential as their appetite for design and innovation is strong.

At the same time, a substantial portion of the market continues to be anchored by denim loyalists for whom a classic jean with a timeless finish is more important. For these consumers, quality, fabric and fit outweigh trend relevance.

We place strong emphasis on identifying our customers and developing products that best serve their needs. This means, in some instances, delivering fashion-forward innovation for trend-led consumers while continuing to reinforce authenticity, craftsmanship and longevity for those who value denim at its core.

**Andrea Cappa
Fashion Designer
ACM**



Denim is one of the few fashion categories that continues to remain relevant precisely because it can combine, blend and cross-pollinate heritage and new trends. Its workwear roots, the value of authenticity and the strong cultural heritage that define it remain fundamental elements for consumers.

Classic denim codes continue to serve as a point of reference, but they are reinterpreted through accessories, finishes, materials and details capable of constantly renewing their expression.

In an increasingly selective market, consumers are looking for garments that convey authenticity while also expressing a contemporary vision. For this reason, we believe that the future of denim lies neither in a return to the past nor in chasing fleeting trends but rather in each brand's ability to create new interpretations of a personal and shared stylistic heritage.

**Onur Çınar
Senior Marketing Executive
ISKO**



Denim's workwear heritage is back in the spotlight, reinforcing the appeal of authentic constructions, timeless silhouettes and products designed to remain relevant beyond a single season.

Consumers have not lost their appetite for novelty, but they are becoming more intentional about the trends they embrace. The emphasis is shifting away from short-lived statements toward products that combine contemporary aesthetics with lasting wearability.

Innovation is no longer defined solely by silhouette but also by the richness of color, the depth of texture, the quality of hand feel, and the ability to deliver both comfort and authenticity. New dyeing techniques, advanced finishing developments and evolving fabric constructions allow brands to reinterpret classic denim codes in ways that feel modern and relevant.

Rather than a choice between functionality and fashion, the industry is moving toward a convergence of the two. The products that resonate most strongly are those that successfully balance heritage, innovation and longevity, offering consumers not only something desirable today but also something they will continue to value tomorrow.

**Filippo Colnaghi
Brand Manager
XLANCE**



We are seeing a renewed appreciation for what originally made denim successful: durability, functionality and versatility. While trends will always influence the market, today's consumer increasingly expects garments to justify their price

through long-term performance, comfort and longevity.

At the same time, brands face growing pressure to differentiate themselves in one of the most competitive categories in apparel. Authenticity remains important, but authenticity alone is no longer enough. Brands are actively searching for meaningful technologies that can enhance product performance while creating compelling stories that resonate with consumers.

The original success of denim was built on reliability and durability. Technologies that improve garment longevity—shape retention and long-term performance—reinforce those values rather than replace them.

The future of denim is about using innovation to strengthen the qualities that made denim iconic. Consumers appreciate trends but ultimately invest in products that continue to perform long after the trend has passed. The brands that succeed will be those that combine authentic denim values with technologies that deliver measurable improvements in everyday wear.

**Chad Doub
Global Market Segment Manager,
Casual Wear and Home
Eastman Naia**



Consumers still love the authentic appearance of denim and the heritage values associated with it. What is changing are their expectations around comfort, versatility and everyday wearability. Denim is no longer reserved for specific occasions; it has become part of a lifestyle that requires garments to perform across different environments, climates and moments of the day.

We see growing interest in denim that preserves its authentic look and structure while delivering a softer hand, greater comfort and enhanced performance. Innovation should work from within the fabric to improve the overall wearing experience.

The evolution of denim is happening from the inside out. Consumers increasingly expect familiar denim aesthetics to be paired with lasting softness, breathability and versatility. Through Naia Renew, we are helping mills and brands create denim that remains authentic on the outside while being enhanced within.

**Anatt Finkler
Creative Director
Global Denim**



The answer depends on the demographic we are targeting. With an older, more-conscious generation, longevity and authenticity will prevail; denim items that can last a long time and are, in a certain way, timeless, are always on trend. Think a basic Levi's 501 or a straight jean with an authentic wash.

When we cater to younger generations, where social media plays a much more important role and they are constantly exposed to every micro trend and shift, demand will still lean more fashionable and on trend, even if individual purchases are less frequent. That necessity of being part of the collective and staying current will always support innovation in fit and fabric.

From a general fabric standpoint, demand for core products that sell consistently at lower price points is, of course, predominant as brands don't want to invest in innovation that would significantly drive up their prices. Playing it safe can seem like the most common-sense solution when consumers feel strain on their wallets, but it's important to keep innovating and show your consumer that you are still growing with your brand ethos and offering them exciting things.

**Paolo Gnutti
Creative Director
ISKO Luxury by PG**



Consumers aren't necessarily spending less today; they are just becoming far more selective. The real shift is about meaning, innovation and perceived quality.

While workwear heritage and denim's legacy still matter, they are no longer enough on their own. At the same time, empty, trend-driven products are quickly losing relevance.

In my creative approach I always look to the past—craftsmanship, product culture, material authenticity—but my focus remains strictly on the present, to build something with lasting value. The goal isn't to replicate, it's to evolve.

The next step for the industry lies in engineered fabrics that merge performance, aesthetics and identity. In the premium and luxury segments, where differentiation is everything, consumers want garments that feel unique, offer comfort and deliver a strong visual and emotional impact.

The brands that win tomorrow won't be the ones choosing between "classic" and "trendy." They will be the ones creating relevant products that fuse function and innovation into a clear, unmistakable design language.

**Juan Carlos Gordillo
Independent Designer**



Economic pressure is certainly increasing interest in durability, versatility and the functional qualities that have always been part of denim's workwear heritage. At the same time I do not see this as a rejection of trend-driven fashion.

During my travels across Europe, I observed that many younger consumers continue to seek self-expression through clothing. What stood out, however, was a growing appreciation for individuality rather than mass-produced novelty.

This shift presents an opportunity for the denim industry. Consumers increasingly want products that offer both longevity and identity. A garment can be timeless in its construction while still feeling relevant and distinctive.

Classic functional denim is gaining importance but not because trends are disappearing. Rather, consumers are seeking a stronger balance between durability, authenticity and personal expression.

AW 27-28 Collection



SUB ARCTIC

Winter no longer arrives. It settles.

Designed with a condition based approach to denim, reducing limitations while preserving continuity, freedom, and everyday usability.

Visit us to explore.

KINGPINS NYC	July 22 - 23
PREFACE LA	July 29 - 30
KINGPINS LA	January 12 - 13

MARİTAŞ

 www.maritasdenim.com

  maritas

As consumers feel strain on their wallets, is there greater pressure to promote, design and sell classic functional elements that nod to denim's workwear lineage and longevity, or are trend-driven styles still in demand?

MARITAŞ
SPONSORED BY MARITAŞ

Industry Focus *Continued from page 4*

Alihan Keşim
Deputy General Manager
Maritaş



As consumers become more selective with their spending, we see brands placing greater emphasis on understanding what truly matters to their customer base rather than simply reacting to trends.

This has certainly brought renewed attention to denim's core strengths—durability, authenticity and versatility. At the same time, trend-driven products continue to play an important role, particularly when they feel relevant to a brand's identity and consumer community.

From our perspective, the most successful collections are not built around a choice between heritage and trend. Instead, they are developed by carefully considering the expectations of the target consumer and translating them into the right combination of silhouettes, fabric constructions, wash aesthetics, material choices and product stories.

Today's consumers expect products that offer both value and emotional connection. As a result, we see brands taking a more holistic approach, where design, fabric innovation, sourcing decisions and storytelling work together to create products that feel authentic and relevant.

Rather than following a single industry direction, we believe the strongest opportunities come from building collections around a clear understanding of the consumer and what they genuinely value.

Amy Leverton
Founder
Denim Dudes



Yes, heritage denim is once again trending, but what we're seeing now—which I'm calling Heritage 2.0—is a renewed appreciation for longevity, craftsmanship and authenticity but viewed through a very modern lens. We're not in the 2010s era of craft beer, mustaches and Red Wings anymore!

The new generation is discovering denim's workwear roots, selvage fabrics and archival details but reinterpreting them through today's culture. So, yes, functional elements and pieces with lasting value are absolutely resonating, but consumers still want emotion, identity and newness. The strongest brands right now are the ones that can balance both: products with history and purpose but through a contemporary lens that feels relevant today.

This important topic is the subject of our "Heritage 2.0" panel on preservation to reinvention that we will host during our upcoming show with PREFACE LA in July to bring together industry experts and creatives to explore the direction and meaning of this new era of denim heritage.

Philippe Mignot
Project Manager
NextPrinting



Today, the visual language of denim can influence a wide range of worlds, from leather to technical materials, from outerwear to performance apparel.

Thanks to new printing and finishing technologies, it is now possible to transfer

the identity of denim onto surfaces and products that, until a few years ago, would have been considered far removed from this universe. The ability to surprise consumers while maintaining the recognizable codes of heritage represents one of the most interesting dynamics in the current evolution of the sector.

Looking ahead, we believe personalization will play an increasingly important role. Digital technologies are opening up scenarios in which brands and consumers can interact more directly with products—choosing finishes, graphic effects or aesthetic variations before production. In this sense, denim could become not only a product to purchase but also a creative foundation to be interpreted.

Ebru Ozaydin
Product Category Director—Denim and Ready To Wear
The LYCRA Company



As consumers become more selective with their spending, there is growing pressure on brands to create products that deliver both style and long-term value. While trend-driven silhouettes such as barrel legs, utility bottoms and relaxed

fits continue to generate excitement, consumers increasingly expect these garments to last longer, maintain their shape and prove their value over time. This shift is bringing renewed attention to denim's workwear heritage, where durability, functionality and longevity have always been core attributes.

This is where the LYCRA XTRA LIFE fiber portfolio for denim and wovens becomes increasingly relevant. The platform addresses multiple wear-life challenges that consumers experience throughout a garment's life cycle.

For brands, extending garment life is both a compelling value proposition and a practical sustainability strategy. Consumers may never see the fiber technologies inside their garments, but they immediately notice when their favorite jeans keep their shape, resist wear, and continue to look and feel great after countless wears and washes. In today's market, durability is no longer just a technical feature—it has become an essential part of quality, value and responsible product design.

Stefano Parrotta
Technical Manager & Sales Development
Soko



Over the years, the need to chase trends and push denim treatments to the extreme has undoubtedly meant that jeans no longer have the durability or the ability to tell the wearer's personal story as they did in the 1980s and 1990s. Even

though today's overall treatment styles look flatter and seem to harken back to that '80s vibe, it is fair to say that jeans have lost that long-lasting life and rugged resistance that originally made them famous.

At Soko, we are increasingly focusing our efforts on processes and chemical products that can strike a balance: maintaining an aggressive look and delivering those trendy effects that I believe are essential for the end consumer when making a purchase while simultaneously preserving the strength and durability of the denim.

One specific product that stands out is Hydrogel. It delivers a stunning stonewash effect, yet its unique properties protect the fabric during the friction and impact inside the washing machine, thereby safeguarding its resistance.

Irina Skrodele
Head of Communications & Marketing
Bluesign



Denim is one of fashion's most enduring garments and one of its most chemically intensive to produce. As budgets tighten, both classic and trend-driven styles stay in demand. But the economics of cheap, trend-driven denim hide a cost that is getting harder to ignore.

Worn-in, distressed looks depend on finishing processes that are hard on the workers who perform them. Sandblasting, banned by many brands and outlawed in Turkey after fatal cases among workers, is still used in parts of the world.

When a consumer buys a cheap, trend-driven denim piece, the hidden cost is often paid by the worker who made it look that way.

Responsible production and longevity are not competing values; they are the same argument seen from opposite ends of the supply chain. This is why process-level standards matter.

Testing a finished garment tells you little about how it was made or what it cost the people who made it. Assessing the process, including the chemicals and the conditions on the production floor, is where real accountability begins.

Katie Tague
Senior Vice President, Global Marketing and Sales
Artistic Milliners PVT LTD



We're seeing a stronger return to denim that feels authentic, functional and built to last. Heritage workwear details, vintage washes and versatile fits are resonating because people want pieces they can actually live in—not just wear for one Instagram

post and retire to the back of the closet.

That said, trend-driven fashion is still very much alive; it's just becoming more selective. At our recent vintage showcase at SFI, there was a lot of excitement around denim that balances nostalgia with freshness—relaxed fits, utility influences, worn-in character and pieces that feel personal rather than overly polished. What's changing is that consumers want trends with staying power.

At Artistic Milliners, we're seeing the strongest response to products that combine comfort, craftsmanship and individuality. In many ways, the industry is shifting away

from fast, disposable fashion and back toward denim that people want to keep and that gets better every time they wash it.

Adam Taubenfligel
Co-founder and Creative Director
Triarchy



Economic pressure tends to sharpen priorities, and what we're hoping is that consumers will become more intentional with their purchases. While trend-driven styles will always exist in the market, periods of uncertainty historically

favor products that offer versatility, longevity, and a stronger sense of integrity and value.

Denim is uniquely positioned in that regard. Its origins are rooted in utility, and many of the qualities that made it a workwear staple, such as durability, functionality and timelessness, are increasingly relevant again. Consumers may not necessarily be looking for less style, but they are looking for more meaning and more mileage from the pieces they bring into their wardrobes.

At the same time classics should not be confused with basics. The opportunity for brands lies in creating products that feel contemporary while remaining grounded in enduring design principles. Trend and longevity do not have to be mutually exclusive.

Alice Tonello
Chief Brand and Strategy Officer
Tonello



I don't think consumers are choosing one over the other. From what we see working with brands around the world, there's a growing focus on quality, durability and versatility, but that doesn't mean the appetite for newness has

disappeared.

In fact, many of the projects we're developing are about bringing these two aspects together. The interest brands are showing in technologies like indigo garment dyeing on multi-material garments is a good example. They want to create products that feel fresh and relevant while also offering more value and a longer life cycle.

Consumers still want something exciting, but they also want it to last.

Andrea Venier
Managing Director
Officina39



Denim has always existed at the intersection of utility and desire. When consumers feel greater pressure on their wallets, the value equation becomes sharper: A garment must justify its purchase not only through price but also durability, versatility and emotional longevity. In that sense, denim naturally reconnects with its workwear lineage: strong fabrics, functional details, authentic wear, repairability and finishes that gain character over time.

However, this should not be read as a rejection of trends. Denim remains a powerful language of self-expression, and trend-driven styles are still relevant. The strongest denim



DE:Part Denim Gives Premium Experience for Those Who Value Inclusive Sizing

Denim veteran Christina Choi's 20-year career in the industry informed her decision to launch inclusive, made-in-Los Angeles brand **DE:Part Denim**, but her blood ran blue well before her work as a designer.

"My family's love for denim began nearly three decades ago in the heart of Los Angeles with humble beginnings selling at local swap meets," said Choi, who launched the DE:Part Denim brand in 2025. "At the time, Los Angeles was the denim capital of America, and that environment played a significant role in shaping my understanding of the industry."

While size inclusivity has become a welcome norm in fashion, Choi recognized many brands that claimed to be inclusive

were simply clinging to popular messaging. There was an accessibility problem that Choi believes prevented women of a variety of sizes from enjoying stylish, well-made denim.

"While many brands speak about inclusivity, it often feels like an afterthought. You can see it in their marketing, where a limited range of body types is represented, and in their product assortments, where not every style is available across the full size range," Choi said. "Inclusivity isn't simply a marketing message for us but a foundational part of how we design, develop and bring our denim to life."

DE:Part Denim's first collection, which was released in March, currently features ten silhouettes—including skinny,

straight, boot cut, wide leg, slim and flare—in three washes: the light Ellis, medium Sutton and dark Gramercy. Denim sizes range from 00 to 24. The brand also released four T-shirts and tank tops in three colorways: white, heather gray and black. Shirts are made in sizes XS–3XL. The brand is available at DEPartDenim.com, with denim priced at \$158–\$188.

"DE:Part is built on the belief that every woman deserves access to premium denim that is comfortable and truly fits," Choi said. "Our designs are created with a fit-first approach and offered across an inclusive size range, proving that women should never have to choose between style, quality and feeling confident in their clothes."—*Dorothy Crouch*

INDUSTRY FOCUS: DENIM

As consumers feel strain on their wallets, is there greater pressure to promote, design and sell classic functional elements that nod to denim's workwear lineage and longevity, or are trend-driven styles still in demand?

MARITAŞ
SPONSORED BY MARITAŞ

Industry Focus

products today combine elevated standards with modern aesthetics: garments that feel fresh but not disposable.

For brands, this creates an opportunity to design with more discipline and intent. Longevity should not mean boring, and sustainability should not lead to visual uniformity. Through smarter chemistry and finishing, the industry can deliver authentic vintage character, strong contrasts and creative effects while also enhancing garment performance and durability, as with *Officina39's* Smart Bright range. The winning denim will be classic in purpose, modern and responsible in execution, and credible in performance.

Alejandro Ventura Sales Director Tejidos Royo



As consumers navigate ongoing financial pressures, we are seeing a clear shift toward timeless, functional denim rooted in durability and versatility. Classic fits, dependable fabrics and pieces that offer long-term value are resonating more strongly, especially as shoppers become increasingly intentional with their purchases. There is a renewed appreciation for denim that reflects its workwear heritage—reliable, adaptable and built to last.

At the same time, trend-driven styles have

not disappeared; instead, they are evolving. Consumers are gravitating toward modern updates of classic silhouettes rather than fast-moving, short-lived trends. This results in a balance where innovation exists, but it is grounded in wearability and longevity.

Ultimately, the brands that succeed are those that blend authenticity with subtle innovation—delivering denim that feels both current and enduring.

Matteo Vivolo Chief Sales Officer Vivolo



Consumers are making more-selective purchasing decisions, gravitating toward garments and brands that convey authenticity, quality and longevity. This does not mean compromising on style; rather, it reflects a greater appreciation for superior materials, refined details and products designed to stand the test of time.

Elements such as leather patches, trims and accessories no longer serve solely an aesthetic or branding function; they have become tangible indicators of value. Within just a few square centimeters, they can communicate a brand's identity, design expertise and commitment to quality.

In a market that rewards timeless products with elevated quality, trims and labels are no longer simple complements to the garment;

they have become powerful tools through which brands express their identity, heritage and perceived value.

Vivian Wang Chief Executive Officer Kingpins Show



What's emerged isn't simply a pullback from spending; it's more of a reset.

Consumers are more selective about where they spend their money. They still want fashion and trends, but they increasingly expect value, longevity and authenticity at the same time. The growing interest in vintage and secondhand markets demonstrates a willingness to invest in products perceived as genuinely worth the cost. Quality and provenance matter.

What makes this moment distinctive is that it's happening alongside a blurring of the old lines between luxury and mass market—something laid out quite clearly in the "Curating the Market" forecast from *Be Disobedient*, presented at our recent shows in Amsterdam and Hangzhou, China.

At the center of that forecast was the idea of the "massclusive" consumer: someone who moves easily between high-design and mass market. The tiers haven't just blurred—in many cases they've collapsed entirely.

Ani Wells Founder and Director Simply Suzette



I think that both are true, but the way value is being understood is shifting.

People are becoming more thoughtful about what feels worth spending money on. That doesn't mean a higher-priced pair of jeans is out of the question, but the reasoning has to be clear.

That is where denim's workwear roots feel really relevant again. Functional details, durability, repairability, strong construction and timeless fits all help communicate longevity in a way that feels practical versus performative. People want pieces that can live with them, soften with them and actually hold up in real life.

But I don't think trend-driven denim is disappearing. People still want emotion, novelty and a point of view. A statement jean, an interesting wash or a new silhouette can still feel worth it if it brings something distinct to someone's wardrobe.

So, I do not see it as a classic versus a trend. The strongest denim right now probably sits somewhere in between. It has enough function, quality and versatility to feel like a smart purchase but still enough design perspective to feel desirable. ●

Responses have been edited for clarity and space.

ASU FIDM Fashion Show in DTLA Unveils L.A. Student Designs

Grand Hope Park at ASU California Center Grand transformed into a runway space for ASU FIDM student designers to showcase their capstone collections. Students were tasked with reflecting influences from studying in Los Angeles such as media, entertainment, art and celebrity culture while also considering global impacts of sustainability, street style and craftsmanship.

“ASU FIDM students work on the full range of creative design development from concept to full creation, developing a rigor and awareness of their own creative expression that prepares them for roles in the fashion industry,” said Dennita Sewell, director of ASU FIDM.

The school welcomed members of the industry, stylists, creatives, alumni and faculty. Los Angeles student designers whose final ASU FIDM collections were featured during the show included Rebecca Dahl, Josephine Dethlefsen, Quincy Figallo, Krista Greco, Mat Guzman, Ethan Jimenez, Nila Katchapalayam, Eli Macias, Kristelle Maloco, Angel Mencos, Seth Pokrifka, Annette Saban, Amelia Stein, Sophia Thompson, Brodi Turpin, Jared Wall, Ny’Asia Wilkerson, Maya Wilkinson and Ahitza Zepeda.

The May 2 event in Los Angeles followed an April 18 Phoenix show at **Scottsdale Fashion Square**, which show-



MARCUS CARRILLO COURTESY OF SHOWROOM 316
SAM CHOW COURTESY OF ASU FIDM
Ethan Jimenez Mat Guzman Mat Guzman Maya Wilkinson Quincy Figallo Ny’Asia Wilkerson

cased the designs of the fashion students in ASU FIDM’s Phoenix bachelor’s program.

“ASU FIDM fashion design students’ participation in the fashion shows in Scottsdale, Ariz., and in Los Angeles exposes their creative work to the wider world,” Sewell said. “Being able to see their collections in the context of

these public locations on models transforms the work that they created themselves from whole cloth to original design and pattern making to the final realm of construction offers visibility to their creative point of view in its full realm of potential and serves as a launch point for their careers.”

—Dorothy Crouch

LATTC’s Spring 2026 Gold Thimble Shifts ‘Fashion Into the Future’

The semiannual **Gold Thimble** student-designer fashion show took place at the **Los Angeles Trade-Technical College** downtown Los Angeles campus under the theme “Fashion Into the Future.” Twenty-seven graduating students from the school’s fashion-design program showcased creations within eight categories: Swimwear, Day Dress, Upcycled, Menswear, Avant-garde, Streetwear, Eveningwear and the theme—“Fashion Into the Future.”

The May 29 show followed LATTC’s 100th anniversary in 2025, noted Joseph Guerrieri, chair of the Design and Media Arts Pathway.

“This year’s show serves as both a celebration of that remarkable legacy and an exploration of what the next 100 years of fashion education and design might look like,” said Guerrieri. “Through the theme ‘Fashion Into the Future,’ students were invited to honor the program’s history while imagining new possibilities for the future of fashion.”

Placing first for the theme design was Sou Man Kit, while Nathan Carreon placed second and Carlos Rivera placed third. Sou Man Kit also placed first for Eveningwear; Luis Guillen secured second and Sunshine Lee won third. First place Streetwear honors were given to Sou Man Kit; Ashley Arreola placed second; and Jenny Paxtor won



LATTC
Swimwear—Wendy Giron Day Dress—Jemuel Austria Upcycled—Luis Guillen Menswear—Sou Man Kit Avant-garde—Sou Man Kit Streetwear—Sou Man Kit Eveningwear—Sou Man Kit Theme—Sou Man Kit

third. Avant-garde awards were bestowed on Sou Man Kit, who took first place; Nathan Carreon, who was awarded second place; and Gerardo Amado, who was given the third-place award. In the Menswear category, Sou Man Kit was awarded first place, Jenny Paxtor second and Grace Butler third. Within the Upcycled category, Luis Guillen won first place, Jasmine Cline placed second and John Hernandez secured third place. First place in the Day Dress category was awarded to Jemuel Austria, while Alexis Val-

dovinos placed second and Kay Kim third. Wendy Giron placed first in the Swimwear category, while Sou Man Kit secured second and Kay Kim won third.

“Many of the collections explored themes of innovation and the evolving relationship between technology and personal style,” Guerrieri said. “Their collections reflected not only technical skill and creativity but also a thoughtful consideration of how fashion can respond to the challenges and opportunities of the future.”—D.C.

Otis Graduating Student Designers Create Runway Looks Under Mentor Leadership

Otis College of Art and Design hosted a showcase for junior- and senior-year fashion students during the school’s O-Launch exhibition weekend at the Westchester, Los Angeles, campus. The event, titled “Activate,” celebrated works that the pupils created through mentorship with industry leaders.

Seniors developed tailored pieces and eveningwear targeting the luxury consumer for the May 16 event. They also developed a sustainability project, which was a collaboration with **FRAME** and the **Salvation Army** and required students to reflect the luxury clothing brand’s style using upcycled pieces from the charity. Otis highlighted the influence of AI and upcycling for this year’s showcase.

“Rather than viewing AI as a replacement for creativity, we see it as a tool that can accelerate ideation, visualization, storytelling and communication while allowing students to remain grounded in craftsmanship, critical thinking and design integrity,” said Jill Zeleznik, chair of fashion design at Otis. “Similarly, upcycling challenges students to rethink



SARAH GALONKA/OTIS COLLEGE OF ART AND DESIGN
Activision—Kimmy Yim and Luna Yan David Meister—Ava Moss FIFA 1904—Carolyn Oh and Dominique Gardilac Frame—Eddie Borba Frame—Eddie Borba St. John—Sarah Tuon Vince—Dominique Gardilac (left), Madison Bigger (center) and Aerial Woodman (right) Vince—Kash Jain (left), Janet Liu (center) and Kylie Norton (right)

value, waste and resourcefulness. The fashion industry is facing increasing pressure to address sustainability, and we believe designers must be trained to create within real-world constraints.”

Senior-class design mentors included the return of David Meister to the program, who mentored Carlos Arias, Ava Moss and Ryan Jackson. Greg Myler, senior vice president of design at **St. John**, mentored Taylor Redd, Sarah Tuon and Mina Wang. **Vince**’s director of women’s design in hard wovens, Arthur Thammavong—an Otis 2014 BFA Fashion Design alum—mentored Dominique Gardilac, Madison Bigger, Aerial Woodman, Kash Jain, Janet Liu, Luna Yuan, Amelie

Pierre and Kylie Norton. Tim McGrath, senior art director with **Activision**—a returning mentor—mentored Kimmy Yim, Luna Yan, Kyle Norton, Ava Moss, Amelie Pierre and Madison Bigger. Marcus Clayton and Leonardo Lawson mentored Clarke Lewis, Kash Jain, Carolyn Oh, Dominique Gardilac, Sarah Tuon and Taylor Redd for **FIFA 1904**. The **FRAME** x **Salvation Army** project was supervised by mentors Ida Lamberton, head of women’s ready-to-wear at **FRAME**; Bianca Nemtoc, regional donations coordinator with the **Salvation Army**; and Atticus Firey, director of donations development at the **Salvation Army**. They mentored seniors Anavictoria Pancho and Eddie Borba.—D.C.

EST. 1976

SURF EXPO 50 YEARS

SEPTEMBER 16-18, 2026

WEDNESDAY | THURSDAY | FRIDAY

ORANGE COUNTY CONVENTION CENTER
WEST CONCOURSE, ORLANDO, FL

A MODERN MARKETPLACE FOR RETAIL DISCOVERY



BOUTIQUE | GIFT & DECOR | RESORT | SOUVENIR
SURF | SWIM | FOOTWEAR | SHORELINE OUTDOOR



REGISTER NOW OR AT [SURFEXPO.COM](https://www.surfexpo.com)

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



FASHION MOVES FAST. SO SHOULD YOUR LENDER.

Our creative solutions are tailored to meet your working capital needs now, so you can tackle every phase of your business with confidence.



- Asset Based Revolvers
- Factoring and Invoice Discounting
- Lending Finance
- Inventory Purchase Facilities

CONTACT US | whiteoaksf.com/commercialfinance
info@whiteoakcf.com

IMPORT/EXPORT



MATSON LOGISTICS

Leading Through a Logistics Lineage: Q&A With Matson Logistics' Michael T. Johnson

By Dorothy Crouch Contributing Writer

The Middle East conflict has increased dangers for vessels and driven up costs since the beginning of the year, and **Matson Logistics** is supporting its customers as they navigate these uncertain conditions. Matson Logistics' nearly 40-year-long history as a subsidiary of 150-year-old ocean-transportation giant **Matson, Inc.** has grown the company into a global operation.

Its services include transportation brokerage, long-haul and regional highway FTL/LTL transportation, intermodal Class I rail services with a dedicated fleet, bicoastal U.S. warehousing and distribution, and global services supporting the supply chain throughout Asia, South Asia, the Middle East, Europe and Africa. The Matson Logistics mission also includes sustainability efforts and environmental stewardship plus philanthropic support for the communities where it conducts business through **Matson Giving**.

California Apparel News spoke with Michael T. Johnson, vice president of supply chain at Matson Logistics, to discuss how the company has grown and continues to evolve to support its clients through global services.

California Apparel News: *What are some of the key components of Matson Logistics' evolution since you joined the company?*

Michael Johnson: When I joined Matson Logistics, it was primarily a domestic logistics service. Matson Logistics was established in Asia offering freight-forwarding business, which is providing local origin, pre-vessel services in China for the **Matson Navigation** customer base.

Early 2013 was the kickoff for the Matson Logistics Expedited LCL solution, built on the backbone of Matson Navigation CLX's fastest transpacific service in the industry from Shanghai to L.A. We were consolidating LCL shipments for Matson customers who were looking for less than a container-load expedited solution. We've grown it significantly and expanded it significantly.

Our solution is a hub and bespoke operation all through China. We bring cargo into Shanghai and ship to Long Beach on the Matson CLX, not CLS, service. In that time frame of 2013, we also expanded our expedited solution offering a weekly China-to-Honolulu service. Since that time, we have also expanded into Vietnam and Cambodia offering expedited services from Phnom Penh, Haiphong and Ho Chi Minh to Shanghai.

We are in the throes of launching an expedited LCL from Thailand in the next few weeks. We have also established a new full-container service from Bangladesh to L.A. with a 35-day transit time.

CAN: *At nearly 150 years old, what are the core tenets and values that continue to support Matson?*

MJ: We built our logistics solutions to accommodate apparel importers and accessory importers that don't necessarily have the wherewithal to make significant ERP investments and expanding those ERP solutions to manage their supply chains. We take on a lot of that responsibility within Matson Logistics.

We do a lot of systems design for our customers, and we build custom solutions to deliver requirements they need rather than building internally. With that, we're going after the importer that does 500–5,000 containers a year, not pursuing the large importers in the 100,000-containers-a-year category. If we tried to build solutions for that it would completely disenfranchise our existing customer base. It would take away from that hands-on approach. Matson Logistics does a lot of boutique work for customers looking for expedited and efficient solutions.

We want our customers to grow their businesses without having to grow staffing. We build a lot of IT development project work for our customers that allows them to be more economical and focus on growth of sales and sourcing opportunities.

CAN: *Matson is engaging in a fleet renewal program—how will this support clients to navigate around modern challenges?*

MJ: The new ships are being built in Philadelphia. The first one will be christened in the fourth quarter of 2026 and put into service in the first quarter of '27. There will be two behind that one. They're all capable of running consistently over 23 knots and about 3,400 TEU-sized vessels built for speed and built for our customers in that transpacific trade.

CAN: *How are you helping customers navigate today's challenges, including the Middle East conflict?*

MJ: We've been growing as our customers have shifted their sourcing patterns, so we're ahead of the game. Sourcing is usually six to eight months ahead of delivery, so right now we're moving Back-to-School, Early Fall and Christmas. We've moved with our customers' sourcing. As a supply-chain logistics manager, we are directly engaged with the P.O.s that are being issued by the production groups of these importers. We're managing their entire supply chain from P.O. issuance through to the production cycles. We have complete visibility of the production. We've expanded through the years into places like Vietnam, Cambodia, Bangladesh, India, Pakistan, Malaysia, Thailand, Turkey, Italy, Egypt and Africa—many non-traditional Matson locations. ●

Enough with the chargebacks.

Use an ERP designed for the pace of apparel.

on display

apparel software

EDI • Production • Inventory • Warehouse • Retail Compliance

Let's improve your workflow.

info@ondisplayapparel.com
626-441-1203

PROFESSIONAL SERVICES & RESOURCES SECTION

MODELING SERVICES

FIT MODELS
ALL SIZES AVAILABLE

✉ TeamRage@RageModels.com
📍 @RageModelsAndTalent



Rage
MODELS & TALENT

"REAL MODELS FOR REAL CLOTHES FOR REAL PEOPLE"

www.RageModels.com

FIT | SHOWROOM | TRADE SHOWS | PRINT | COMMERCIAL | RUNWAY

PROFESSIONAL SERVICES & RESOURCE SECTION

Contact Terry Martinez at (213) 627-3737
or terry@apparelnews.net

CALIFORNIA
ApparelNews

CLASSIFIEDS

www.apparelnews.net/classifieds

P (213) 627-3737

Buy, Sell & Trade

WE BUY ALL FABRICS & GARMENTS

Excess rolls, lots, sample yardage, small to large qty/s.
ALL FABRICS! fabricmerchants.com
Steve 818-219-3002 or Fabric Merchants 323-267-0010
Email: steve@fabricmerchants.com

* SPEC WRITER *

We are a Jr dress company looking for a production SPEC WRITER.

Qualifications for the positions: Have 5-year experience in junior dresses (club, prom and day wear dresses). Have a high level of accuracy, attention to detail, have sense of urgency and be a team player. We are a fast pace company if you think this is for you.

Please send your resume to: judy@beedarlin.com

Apparel News Group



Eighty one years of news,
fashion and information

CEO/PUBLISHER
TERRY MARTINEZ

CREATIVE MARKETING DIRECTOR
LOUISE DAMBERG

CONTRIBUTORS
DOROTHY CROUCH
KELLI FREEMAN
KEVAN HALL
ILSE METCHEK
TIM REGAS

ALEXANDRA ROMERO
KATHLEEN STURGEON
CLAIRE SYKES

BUSINESS DEVELOPMENT
AMY FREEMAN
MOLLY RHODES

SALES/ADMINISTRATIVE ASSISTANTS
CHRIS MARTIN
RACHEL MARTINEZ

CLASSIFIEDS
JEFFERY YOUNGER

PRODUCTION
KENDALL IN
MORGAN WESSLER

FINANCE
DAVID MARTINEZ

PUBLISHED BY TLM PUBLISHING INC.
APPAREL NEWS GROUP
Publishers of:
California Apparel News
Waterwear

EXECUTIVE OFFICE
127 E. Ninth St., Ste. 212
Los Angeles, CA 90015
(213) 627-3737
www.apparelnews.net
webmaster@apparelnews.net

PRINTED IN THE U.S.A.

Secure space NOW
for brand expansion
in our next issue
coming July

Reach more than 50,000
brands, buyers and decision-
makers in all categories of
B2B fashion- and apparel-
related industries.

California Apparel News
serves the largest apparel
center in the country with
the highest quality reporting
and targeted outreach to the
marketplace.

July issue

Cover: Fashion
Mens
Industry Focus: Sustainability
Technology
Performance
Inside the Industry
Events

Fashion Advertorial
Mens Advertorial
Sustainability Advertorial
Technology Advertorial
Performance Advertorial



CALIFORNIA
ApparelNews

Call for special rates
and information:
213-627-3737

Apparel News Group
www.apparelnews.net

IFJAG™

INTERNATIONAL FASHION
JEWELRY & ACCESSORY GROUP

WHERE VOLUME BUYERS
COME TO SHOP

OVER 100 MANUFACTURERS AND DIRECT
IMPORTERS EXHIBITING FASHION
JEWELRY AND ACCESSORIES

LAS VEGAS NEVADA

AUGUST 8-11, 2026

EMBASSY SUITES

BY HILTON CONVENTION CENTER

3600 PARADISE ROAD
LAS VEGAS, NV

SHOW HOURS 9am-6pm

SHOW BENEFITS:
COMPLEMENTARY BUFFET LUNCH
THOUSANDS OF DOLLARS IN DOOR PRIZES

INFO@IFJAG.COM

WWW.IFJAG.COM

