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SUMMER BREEZE

Inspired by looks from his archives, Kevan Hall's Spring collection returns to an elegance we haven't seen in a while. "I think women are loving the idea of something that is a little more elevated and has more sophistication and romance," said the designer. Hall envisions his clients in different locales around the globe, with each piece inspired by a different destination. For more looks, see page 4.

KEVAN HALL

INDUSTRY FOCUS: PERFORMANCE

New Year, New Gear: Where Is Performance- and-Active Apparel Headed in 2027?

By Dorothy Crouch Contributing Writer

Trends within the performance-and-activewear space often follow innovative breakthroughs in composition, manufacturing and comfort. This category is influenced by advancements and discoveries that can help improve athletic performance and support consumers' pursuit of healthier lifestyles.

With growth in the wellness and health categories, the demand for apparel to support these trends continues to rise. Consumers continue to make performance and activewear central to their lives, with trends ticking toward fabrics that are smart, stylish and sustainable. While the foundations of performance apparel were established for consumers interested in wellness, this type of clothing has also continued to tick upward among fashion-centric shoppers.

The category often changes quickly as new breakthroughs are made to improve the performance-and-activewear category. *California Apparel News* asked performance-category experts: *As the end of the year draws near, what groundbreaking performance-and-activewear innovation excites you most going into 2027?*

As the end of the year draws near, what groundbreaking performance-and-activewear innovation excites you most going into 2027?

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COOLMAX
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➔ Performance page 6

INSIDE

Where fashion gets down to businessSM



MOTHER denim's new flagship ... page 2

Inside the Industry ... page 2

Kevan Hall new collection ... page 4

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MOTHER Celebrates Stand-alone Flagship in Beverly Hills



Tim Kaeding and Lela Becker



MOTHER founders Lela Becker and Tim Kaeding welcomed guests to celebrate the opening of the Los Angeles denim brand's Beverly Hills, Calif., flagship.



Dom Robinson and Tashi Rodriguez



Jaime Ray Newman and Brittany Snow

MOTHER celebrated the opening of its Beverly Hills, Calif., flagship with a festive party Aug. 25 at the 3,850-square-foot space located on Canon Drive. This is the first stand-alone shop for the denim and lifestyle brand. MOTHER has been available at retailers such as **Anthropologie, Bergdorf Goodman, Bloomingdale's, Free People, Nordstrom and Saks Fifth Avenue.**

The new shop sells MOTHER's complete offerings, including denim, ready-to-wear, outerwear, knits and accessories, in addition to limited-edition items and exclusive seasonal products. MOTHER's store opening coincided with the debut of the brand's Dazzler capsule collection.

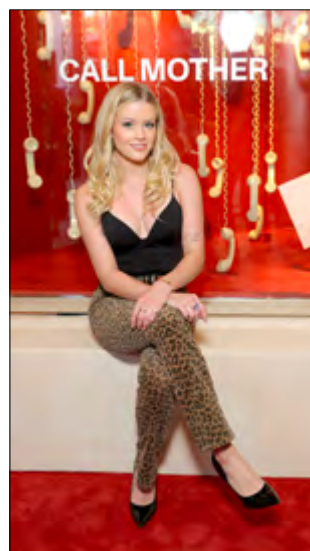
The primarily made-in-Los Angeles brand's co-founders Lela Becker and Tim Kaeding welcomed guests including Brittany Snow, Jaime Ray Newman, Dave

Grohl, Ava Phillippe, Jasmine Tookes, Alexandra Shipp, Jessica Belkin, Meena Harris, Salem Mitchell, Daphne Guinness and Tina Chen Craig. The store features a vintage telephone booth that shares recorded messages from celebrities including Chloe Fineman, Sarah Silverman and Alicia Silverstone.

"We wanted a place where our community could come together, hang out and experience the brand beyond the product," said Becker on the brand's blog.

The party continued throughout the weekend, Aug. 28–30, with Dazzler Jellies, a charm bar, cotton candy and crystal curation, as Becker and Kaeding celebrated this milestone at the store they have nicknamed "The Big Boy." In addition to its retail presence, MOTHER is also available at motherdenim.com.

—Dorothy Crouch



Ava Phillippe

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Upcoming Trade Shows

Functional Fabric Fair Portland, Ore., Oct. 27-28, Booth #925

The Fabric Show San Francisco, Nov. 8–9



DJ Mei Kwok



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Inside the Industry

One of a Kind Fashion Show, hosted by Fashion Community Week for its 23rd year, will take place Oct. 3 at the Clift Royal Sunesta in Union Square, San Francisco. The evening begins with a VIP red carpet and social hour followed by an exquisite one-of-a-kind fashion show featuring global designers and models on the runway. The evening continues with a celebration after-party with crafted cocktails and live music. Featured runway designers include: Espero, Paris; Ria Cholly, Netherlands and Belgium; Shibuya Zarny, Myanmar and Tokyo; Fuma Fuma, Paris; Catherine Brickhill, London; and Lotti Dolli, Paris. California designers include: Elena Lena, Kimily Jiang, Emilia Batarase, Victoria Trent and Katie Vanderbilt.

TITAS, taking place Oct. 6–8 at the Taipei Nangang Exhibition Center, brings together 410 exhibitors from 12 countries across 977 booths. Marking its 30th anniversary, TITAS continues to serve as a leading sourcing and networking platform connecting Taiwan's textile industry with international buyers. This year's exhibition highlights three key themes—Sustainability, Functional Applications and Intelligent Manufacturing—reflecting the industry's transformation toward circularity, high-performance materials and digitalized production. The exhibition will showcase high-performance textiles designed for sportswear, outerwear and the medical textile industry. Exhibitors will spotlight sustainable materials with functional properties such as abrasion resistance, thermal regulation and breathability. They will also highlight the integration of data and AI to deliver low-carbon, high-quality, traceable solutions—reinforcing Taiwan's leadership in sustainability.

FashionNXT Week, Portland, Ore.'s marquee event, celebrates its 13th edition Oct. 8–10 at One Financial Center, drawing a discerning audience to support fashion designers and their ecosystem throughout three evenings. During the pre-show at FashionNXT Plaza, attendees can immerse themselves in the Experience Room, featuring activations from leading businesses across fashion, beauty, wellness and art. Inside the runway theater, next-level lighting and a state-of-the-art LED wall present an elite lineup of designers from across the country. These immersive runway activations are designed to deepen the connection between the collections and the audience, fostering an intimate support system for independent designers. Evenings are capped off with the post-show Market Hour, including the evening's featured designers, followed by the official after-party.

The **San Francisco Fashion Festival**, the Bay Area's premier fashion and lifestyle celebration, will take place Oct. 15–17 at the Gray Area/Grand Theatre. This sixth annual edition will include a runway presentation by Mexican designer Jorge Cruz plus industry panels and marketplaces featuring Jessica Rich, Kendra Scott and Cuyana; pop-ups from Noelja, Linked by Soph, Delizioso and Bon Nails; and featured speakers Jessica Rich, Danielle Snyder, Eleonora Srugo, Dakota Kate Isaacs, Karen Behnke, Sora Unni and Mary Korlin-Downs. A portion of the proceeds benefits Dress for Success San Francisco. "The San Francisco Fashion Festival celebrates style, community and purpose," said Melissa Dulanto, founder and CEO, San Francisco Fashion PR. "We're thrilled to support the women Dress for Success empowers."

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Kevan Hall Channels a Summer Sea Breeze for Spring 2027

California cool translates into Los Angeles elegance in Kevan Hall’s Spring 2027 Summer Breeze collection, which the designer noted is “a wardrobe for wherever the invitation takes her.” Hall’s take on next season was inspired by his California clients traveling the world, with many pieces inspired by looks from his archives.

“Women are ready for a change,” said Hall. “The industry has done so much bodycon, bare and nudity, I think women are loving the idea of something that is a little more elevated and has more sophistication and romance.”

Hall delivers on romance for spring with a floor-length racer-neck dress in a hydrangea-print georgette that features a side slit topped with a flower appliqué comprising

beads, stones and feathers. He channeled Audrey Hepburn’s “Sabrina” character from the 1954 film for a silk voile column gown with a hidden detail—a hot-pink lining inside the train.

“We named that dress the Sabrina gown after the Audrey Hepburn classic with a more modern architectural train than the one that Givenchy did,” explained Hall. “That dress looks back to our archive where we had this beautiful one-shoulder at one point. The detail on that dress were these draped pockets that mirror the band around the neckline. It gives you the architectural [look].”

There is also Hall’s signature tie-front suit, yet the designer channeled the lighter feeling of the collection by creating the

look in a light splatter pattern in ocean blue on a lightweight crepe chiffon.

“The water could be in Malibu, Mallorca or any beautiful seaside town with gorgeous azure water,” Hall said.

Hall envisions his clients in different locales around the globe, with each piece inspired by a different destination.

“This collection will take her from important days at the office to lunch, to California cocktail and to a red-carpet event. I would love to see her in Lake Como in the hydrangea racer gown. She can be on the Amalfi coast in a beaded tulle dress and Mykonos in that jasmine-colored cocktail dress near whitewashed walls by the blue water,” Hall said. “This collection is for everyone for every occasion.”—Dorothy Crouch

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Design Knit Founder Celebrates Successes in Business and Life During 2026

Design Knit Chief Executive Officer Shala Tabassi has experienced many moments to celebrate in 2026: the birth of her first grandchild, her 50th wedding anniversary, remission from breast cancer that was diagnosed in 2022—and her company's 40th anniversary. Shala has approached her 40th year in business with love and passion for the Los Angeles apparel industry, which has been at the forefront of her mission since the business's inception.

"We are not only a fabric company—we are educators, both technical and creative. The love that we have for fashion has led us to make fabric that is unique, innovative and high quality," Shala said. "I have a lot of respect for our industry as a whole. I want to see it flourish."

In 1986 Shala launched Design Knit Inc., a family-run fabric mill tucked away in the industrial heart of Los Angeles apparel making in the city's fashion district. Eventually, Shala's daughter, Pat, officially joined the company and the mother-daughter team began working together. Pat is currently the company's head of product development and community outreach.

The company's offerings include an extensive fabric selection encompassing jersey, ribs, French terry, fleece, jacquards, sweater knits, interlock and twills for contemporary, athleisure, sportswear and loungewear.

Through the years, Shala has paired the company's extensive fabric catalogue with a made-in-Los Angeles message to promote nearshoring and domestic manufacturing. This combination built Design Knit's winning formula, yet there is another component that sets apart this business from others.

"We've always had close and strong relationships with our customers and vendors. We are all a team," Shala explained. "These relationships have been the foundation of our business."

The business grew exponentially after 2010 as the Design Knit team worked hard to strengthen their sales, approaching their work with a positive outlook and quality product. Shala was eventually faced with an important decision during a trip to China as many domestic businesses within the fashion and apparel industry moved overseas.

"My trip abroad was very eye opening. At the time, we were making basic, everyday-use fabric in LA. I realized that in order to compete with the global market, we needed to switch our focus to novelty knits," said Shala. "We continued to grow our production locally and expanded our collection year after year."



Shala Tabassi

Preserving the legacy of the company begins with its excellence in fabric making. The Design Knit approach to production includes a strong, unwavering commitment to quality in order to ensure its customers are working with textiles that will make their designs alluring to consumers and stand out from other brands.

"We never want to compromise our high-quality standards," said Shala. "When our clients sell the final garments, they see the results with their customers."

Design Knit has a history of supporting its Los Angeles fashion community. The company has awarded scholarships in addition to offering mentorship opportunities to students and tours for fashion schools. These invaluable resources ensure that Design Knit remains an integral piece of the foundation on which the Los Angeles fashion community stands.

"Supporting the next generation of designers has always been of great importance to us as they are the future of our industry," said Shala.

The Tabassis expanded their support of emerging and student designers in 2019 with the introduction of Studio DK, a sibling brand to Design Knit, which features a smaller collection of high-quality fabrics with lower minimums and shorter

lead times. Offerings under Studio DK include jerseys, French terry, rib, thermal and jersey spandex, just to name a few. The mother-daughter duo also created a separate Studio DK showroom, meant to afford a calm space to new designers and students who might otherwise become overwhelmed by the experience of starting out.

"New designers needed access to smaller quantities in order to get started. We realized that this was a challenge for many new brands, so we decided to launch Studio DK in response to that need," Shala explained.

In 2020, shortly after the launch of Studio DK added another exciting chapter to the Design Knit story, the COVID-19 pandemic rapidly spread across the globe, debilitating most industries, including fashion. The Design Knit team, again, stepped up with support for its community by creating and donating fabrics for much-needed protective face masks.

"We were closed for two weeks and wanted to do something to help. The mayor's office permitted us to reopen the business to make fabric for masks."

Designers, brands and creatives that were loyal Design Knit customers prior to the outbreak of the pandemic began to return slowly as they navigated conducting fashion business during the new COVID-19 landscape. As the industry was forging a road to recovery in 2022, Shala received life-changing news that would profoundly alter her course.

"I was diagnosed with breast cancer. After the initial shock, I gathered myself and realized that If I was able to survive this many years in the textile business with all of its challenges and uncertainties, then I could survive anything," Shala explained. "I was determined to beat it. For my team, my family, for myself. There was still so much that I wanted to accomplish and live for."

While seeking treatment, Shala worked from home, monitoring the business and remaining committed to the continued growth of the company she founded.

While Shala finds joy discussing 40 years in the Los Angeles textile business

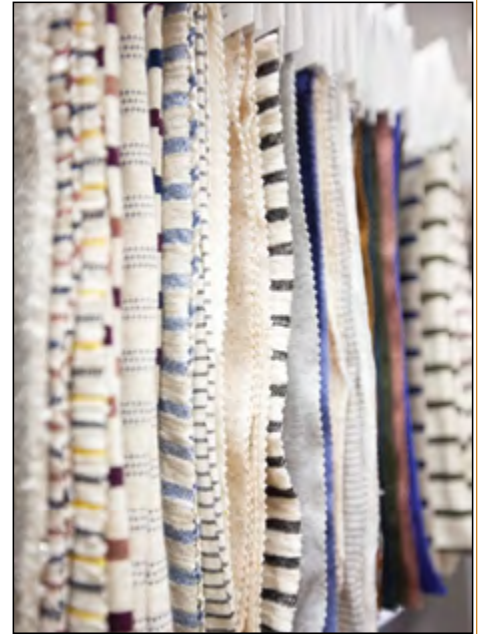
and her family—which extends to her staff—she wants to ensure that she is known for a more-important message of community and support.

"I love what I do immensely. It's my passion. But I've always said that it goes beyond the fabrics and designs," she said. "It's the partnerships and bonds we've created. It's the trust that we've built, The lessons we've learned, the struggles and triumphs that we've shared. Our connections have given us a shared purpose and resilience."

As for the future of her business, Shala

recognizes that Design Knit and the textile industry rely on each other. Their challenges, victories and successes are all shared. Shala continues to look forward with her optimistic approach and commitment to creating quality Los Angeles-made fabrics.

"It's not just the future of Design Knit. It's the future of the textile and design industries in the United States," Shala said. "We are going to continue as strong and motivated as ever. Together as a community, we can thrive."



Fabric samples



Studio DK



Knitting machine

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As the end of the year draws near, what groundbreaking performance-and-activewear innovation excites you most going into 2027?

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Performance Continued from page 1

Matthew Betcher
Marketing and Creative Director
ALLIED Feather + Down



With consumers becoming smarter and EmpCo cracking down on unsubstantiated or overly ambiguous claims, I have heard the argument that consumers aren't willing to pay for sustainability, but I truly feel that is an argument made only if you have blinders on. It's not that they won't pay for sustainability—or innovation—but will no longer pay for greenwashing and performance washing.

I feel like 2027, with this in mind, will bring about a new wave of purpose-driven innovations that consider the performance of a product, not just through the lens of technical achievement but equally considering environmental impact—innovations that simultaneously increase the life or function of the product while reducing its environmental impact.

Down insulation can play a huge role here. It's warmer, lighter, more luxurious and with a fraction of the environmental impact.

Meredith Boyd
Chief Product Officer
UNIFI, makers of REPVEE



What excites us most at UNIFI going into 2027 is the continued evolution of performance and activewear and the opportunity to deliver sustainable innovations that bring meaningful benefits to brands and consumers including recent brand-partner launches including HOKA incorporating our REPVEE A.M.Y. anti-odor technology made from sustainably sourced peppermint oil to the growing adoption of our ThermoLoop circular insulation made from recycled textiles with its recent launch at Mango across Europe.

Looking ahead, we're especially excited about our newer innovations that expand what's possible through fiber science. Luxel yarn combines the elevated, linen-inspired look and feel consumers love with easy-care performance, including moisture management, wrinkle resistance and odor control. Fortisyn nylon is engineered for exceptional durability and abrasion resistance, helping fabrics stand up to demanding conditions while maintaining performance and appearance. And Integr8 fiber brings multiple performance benefits into one versatile yarn, including ultra-soft, spandex-free stretch, moisture management and evaporative cooling.

At the heart of these innovations is our continued focus on circularity. Across the REPVEE platform, we're finding new ways to transform recycled materials, including post-consumer plastic bottles, textile waste and yarn waste, into high-performance solutions. Together, these technologies reflect where we see the industry heading in 2027: toward smarter, more versatile materials that

bring together performance, comfort, durability and sustainability.

Andrea Cappa
Fashion Designer
ACM



In performance apparel, accessories and components are playing an increasingly important role, designed not simply to complement a garment but to contribute directly to both its functionality and its identity. Lightness, resistance, durability and compatibility with technical materials are fundamental requirements, but today these are increasingly joined by demands for customization and aesthetic expression.

For companies like ACM, the challenge is to develop components that can be integrated from the earliest stages of the design process working in harmony with technical fabrics and new garment constructions without compromising performance. At the same time, buttons, labels, metal details and inserts become tools for giving products character and differentiation, even in categories historically driven more by function than by style.

Responsibility is another increasingly important consideration: Certified recycled materials, traceability and more-efficient processes are becoming relevant criteria in the world of accessories as well. In performance apparel, however, sustainability also depends on durability. Garments and components are often exposed to greater stress, abrasion, frequent washing and more-demanding conditions of use than traditional apparel. For this reason, long-term resistance and reliability become an integral part of responsible product design.

Onur Çınar
Senior Marketing Executive
ISKO



As we look toward 2027, what excites us most is the opportunity to redefine performance through circular innovation. The next breakthrough will not be about adding a single new function to a fabric but about engineering materials that deliver advanced capabilities while also supporting a more circular textile system.

At ISKO, we see growing potential in combining advanced fabric engineering with next-generation recycled materials. Through our connection with RE&UP, textile waste can be transformed into Next-Gen Cotton and Next-Gen Polyester, creating new possibilities for integrating recycled materials into fabrics designed for movement, comfort and durability.

Innovation today is also about responding to the pace of change around us. It means continuously evolving with new expectations, technologies and ways of living while having the vision to anticipate what comes next. At ISKO, our ambition is not simply to respond to trends but to play an active role in creating them, pushing boundaries, challenging con-

ventions and continuing to act as a trendsetter for the industry.

What excites us about 2027 is this combination of innovation and circular thinking: doing more with materials, extending their value and transforming new challenges into opportunities.

We believe the future lies in fabrics where technology, creativity and circularity come together to shape what comes next.

Chad Doub
Global Segment Market Manager of
Casual Wear and Home
Eastman



What excites me the most going into 2027 is seeing materials traditionally associated with fashion enter the performance space. As activewear increasingly becomes part of the everyday wardrobe, consumers no longer want to choose between comfort, functionality, style and more-responsible materials—they increasingly expect all of these qualities to work together. We have already seen this evolution with materials such as wool, which has gained popularity in activewear in recent years.

That convergence is exactly what we have been exploring through Naia On The Move. The concept was developed around the realities of modern, active lifestyles, where the same garment may need to perform across a commute, a working day, light exercise and everything in between. As a man-made cellulosic fiber, Naia cellulosic acetate staple fiber brings softness, breathability and reduced pilling performance while blending effectively with a wide range of fibers, including recycled polyester, wool and other man-made cellulosic fibers.

Looking ahead, one development we are particularly excited about is extending this story into fleece applications. Naia brings lasting softness to fleece layering while supporting thermal regulation and breathability for maximum comfort, making it particularly relevant for cross-seasonal garments.

Naia acetate filament yarn further complements this story, combining moisture and odor management with beautiful drape, luxurious luster and a premium feel. By combining performance with a premium feel and appearance, Naia filament yarn gives brands another way to respond to the evolving expectations of fashion-forward activewear consumers. For me, that is where performance apparel is heading: toward greater versatility.

Jennifer Evans
Founder
TEG



What excites me most is that high-performance sustainable materials are finally accessible at smaller minimums. Recycled and bio-based nylons, PFAS-free water repellents and lower-impact stretch fibers were previously available mainly to the largest brands. Now emerging

activewear labels can build with these materials from their first production run. At TEG, we're seeing more and more designers treat sustainability as a starting point rather than something they add later.

Molly Fullin
Product Category Director, Knits
The LYCRA Company



Looking toward 2027, what excites me most is seeing innovations address real consumer needs around confidence and self-expression. Two innovations from The LYCRA Company stand out for doing exactly that.

While moisture management has long been a focus in performance apparel, COOLMAX CloakFX fiber helps address visible sweat, one of today's consumers' biggest pain points. As the lines between performance and lifestyle apparel continue to blur, consumers want confidence that extends beyond the gym and into daily life. I love the growing interest in this sweat-masking technology for leggings and activewear tops. Consumers often choose black and navy to hide sweat, but COOLMAX CloakFX fiber can help unlock greater adoption of brighter, more expressive colors.

LYCRA ADAPTIV fiber remains one of the most talked-about technologies in the market. Acting like a second skin, it responds to natural body size and shape fluctuations throughout the day and is gaining traction in activewear as consumers demand comfort and performance without compromise. Looking ahead to 2027, I'm particularly excited about its application in elastics. Fit and ease of wear often come down to waistbands, bra bands and straps, yet these components haven't always received the same innovation focus as the fabric itself. Applying LYCRA ADAPTIV fiber to these critical areas helps elevate the overall wearing experience.

Together, these innovations reflect where performance apparel is headed: solutions that help consumers feel more confident and supported in their daily lives.

Chad Kelly
Vice President
eVent Fabrics



What excites me most is the push toward versatile technical outerwear. Brands like eVent have long focused on extreme waterproofness and breathability for hardcore users. We introduced StormBurstLT, an ultra-light membrane, for those unpredictable, brief moments when the sky opens up but the rest of the day is dry.

This sort of versatility is more realistic for many people and something they experience more frequently. We've built it into lightweight constructions for cycling, running and even insulated jackets, and I expect 2027 to bring more solutions like this.

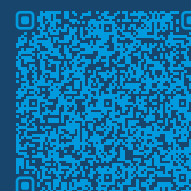
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As the end of the year draws near, what groundbreaking performance-and-activewear innovation excites you most going into 2027?

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Performance *Continued from page 6*

Steve McCullough
Event Vice President
Functional Fabric Fair



What excites me most heading into 2027 is how fast bio-based materials are moving from the lab into real products. For decades, performance meant petroleum. Now we're seeing fibers, coatings and finishes made partly or fully from biomass that hold up on the trail, in the gym and on the street. That's why we made it our focus topic at our upcoming fall event and into 2027. The exciting part comes with hard questions, though. Where does the feedstock come from? Can it scale? How do brands verify what they're buying? Our Expert Talks educational sessions take those on directly because this industry needs honest answers, not just good headlines.

Philippe Mignot
Project Manager
NextPrinting



One of the innovations we find most interesting as we look toward 2027 is the gradual disappearance of the boundary between technical fabrics and fashion fabrics. For a long time, performance apparel was also recognizable through a specific aesthetic. Today, however, we believe the real evolution lies in enabling a material to maintain its functional properties while taking on completely new visual and tactile identities.

Digital printing can play an important role in this transformation. It allows technical fabrics to be reinterpreted at the surface level without necessarily altering their structure, transferring onto them visual languages more commonly associated with other worlds: from denim and leather to textured, vintage and trompe-l'œil effects.

This is a direction NextPrinting is already exploring through applications such as Tech-Denim, where the look of denim is transferred onto high-performance substrates for outerwear, sportswear and even ski apparel while maintaining properties such as breathability, thermal comfort, pilling resistance and ease of care.

Looking ahead, we believe innovation in performance apparel will increasingly be driven by this kind of design freedom: not having to choose between function and aesthetic expression but being able to start from the required performance and build around it a precise, customizable and recognizable identity. At the same time, this exchange works both ways as performance materials and functionalities are increasingly influencing the language of everyday fashion.

Maria Miller
Sales Director
MPG



As we look toward 2027, we at MPG are most excited about the continued evolution of performance apparel that delivers more with less impact while creating a stronger, more modern brand experience for the consumer.

The next generation of activewear is moving beyond simply asking, "Does it perform?" and toward "How was it made, and can it perform better while reducing its footprint?" We're seeing exciting opportunities across recycled and lower-impact synthetics, natural fibers and innovative fiber blends, creating fabrics that deliver the stretch, recovery, softness, durability and technical performance consumers expect. Function comes first, but style matters too—fashion that lasts, both in performance and relevance.

At MPG, this evolution is at the heart of our philosophy: Performance With Purpose. We're bringing that philosophy to life not only through product innovation but through a brand refresh launching for 2027, including a completely new, modernized logo and more-elevated, intentional branding across our product. It's about building a stronger visual identity that reflects where the brand is going and makes MPG more recognizable and relevant to today's consumer.

For us, innovation is also about progress over perfection—continually finding better ways to design, make and deliver product without compromising quality. Our goal is to keep pushing what's possible, bringing together performance, sustainability and style in a way that feels relevant to an active lifestyle.

Helen Newman
Founder
Helen Newman Ltd.



After more than 40 years in the apparel industry, I have watched activewear evolve from something you wore primarily to the gym to an essential part of a woman's everyday wardrobe. Today, the most exciting innovation isn't simply another technical fabric or performance feature—it's the combination of performance, comfort, fit and sophisticated design.

Women want clothing that can move effortlessly throughout their day. They want pieces that perform, but they also want to feel well put together. The brands that understand that intersection of fashion, function and lifestyle are the ones that I find most exciting going into 2027.

I am also seeing customers become much more discerning. Fabric has to feel wonderful. Fit has to be exceptional. And versatility matters more than ever.

This continued blurring of lines between activewear, lifestyle and fashion is where the real innovation is happening.

Rachel Nobles
Sales Director
Collective Shows



Country-club chic is officially taking over, and the momentum will only grow heading into 2027. Tennis skirts, matching lounge sets and tailored, collared dresses are dominating the front line of activewear fashion. The legging-heavy activewear market has matured, prompting brands to shift focus toward versatile lifestyle and ready-to-wear pieces.

While workout staples like sports bras, shorts and leggings will never completely vanish, brands are stripping them back to the basics. The era of loud, late-2010s prints and embellishments is over. Today, consumers want stylish, high-quality activewear that blends seamlessly into their daily lives.

Megan Peterson
Senior Director of Trade Marketing
Cotton Incorporated



From a trend perspective, we're seeing performance in activewear evolve beyond moisture management and compression to performance through construction. Consumers increasingly want apparel that delivers comfort, mobility and versatility through thoughtful design, whether that's engineered knits, breathable fabric structures, stretch-enhanced constructions or a softer hand feel that supports all-day wear.

At the same time, many brands are exploring ways to reduce their reliance on synthetic fibers as consumers seek products that align with broader priorities around comfort, natural materials and everyday wellness. That shift is creating new opportunities for cotton in the activewear category. As a naturally soft, breathable and hypoallergenic fiber, cotton offers attributes that many consumers already value, while ongoing innovations in fabric engineering, such as Cotton Flex fabrics, are helping expand its performance capabilities.

Rather than viewing performance and natural fibers as competing priorities, we're seeing growing interest in solutions that deliver both. Cotton Incorporated's 2025 Global Activewear Survey found that approximately 80 percent of shoppers are willing to pay more for cotton activewear that offers the performance features they want. The findings suggest consumers are increasingly looking for activewear that combines technical functionality with the comfort and familiarity of natural fibers, making cotton an increasingly relevant part of the category's future.

Patrizio Siniscalchi
Managing Director
Thermore



At Thermore, we are enthusiastic about the prospect of long-lasting performance. Our primary focus is to offer our clients and end consumers tangible advantages through high performance, exceptional durability and innovative "textile-to-textile" materials. Our

goal is to keep developing technical thermal insulation that maintains peak performance over time. The true innovation lies in redefining activewear performance without compromising on design, functionality or responsibility.

Judy Stein
Executive Director
SwimShow



What excites me most going into 2027 is how much performance and activewear are evolving to reflect the way people live. Consumers are no longer shopping within one category. They're looking for pieces that can take them

through different parts of their day, and brands are responding in interesting ways.

We're seeing more crossover among swim, activewear and resortwear, with brands focusing on versatility while still maintaining a strong identity. A swimsuit can have the support and technical elements of activewear, while activewear can bring in the prints, colors and fashion elements we traditionally associate with swim and resort.

That shift is also creating more room for fabric innovation. Brands are paying closer attention to stretch, comfort, UV protection, durability and materials that can perform both in and out of the water. Sustainability also continues to be part of that conversation as brands explore new approaches to materials and production.

At SwimShow, we have the opportunity to see these shifts happening across the industry firsthand. The show brings together longtime exhibitors, emerging designers and industry partners, giving brands a platform to introduce new collections while allowing buyers to see where the market is heading. Through initiatives like WGSN SwimLab, we're also able to support rising brands that are bringing new ideas and innovation into the space.

That's what keeps SwimShow and the industry exciting. Going into 2027 I'm looking forward to seeing how brands continue to bring performance, fashion and lifestyle together in ways that make sense for today's consumer.

Roy Turner
Show Director
Surf Expo
Senior Vice President
Emerald Expositions



For Surf Expo, performance goes well beyond traditional activewear—it's about apparel engineered for life on, in and near the water. The biggest shift we're seeing isn't a single silver bullet; it's how seamlessly brands are baking

technical functionality into everyday lifestyle pieces. Buyers are looking for gear with UPF sun protection, rapid-drying fabrics, four-way stretch and active cooling built directly into the weave. Retail customers expect clothing that transitions effortlessly from a morning on the water to lunch on the boardwalk, and our exhibitors are delivering on that promise.

What excites me most right now, though, is the sustainable evolution happening in wetsuits. Most brands are shifting away from

➡ Performance page 10



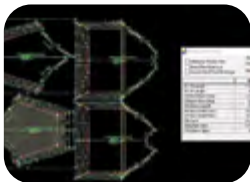
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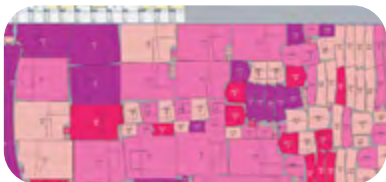
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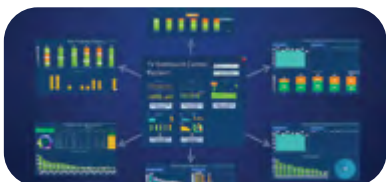
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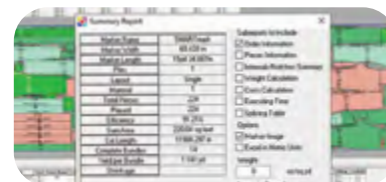
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OPTINEDCloud Streamlines Design Asset Management for NedGraphics and Optitex

NedGraphics is leveling up in October as the OPTINEDCloud design-asset-management platform is now available to users of the CAD/CAM textile-design software. The OPTINEDCloud solution had already been available to users of Optitex, the 2D pattern making and 3D virtual prototyping software.

OPTINEDCloud allows design and production teams around the globe to work together with ease through a central point where they are able to store and share their files, provide feedback and collaborate. Two-way sync functions afford capabilities to save and synchronize files without requiring users to leave the application they are working in.

We spoke with Frank Maeder, president of NedGraphics and Optitex, to discuss the capabilities that OPTINEDCloud affords to NedGraphics and Optitex users and the reasons it transforms how design and production teams are able to streamline end-to-end workflows from textile design through finished product manufacturing.

California Apparel News: What challenges within the fashion community does the OPTINEDCloud address?

Frank Maeder: OPTINEDCloud is a digital asset-management platform. It's based in the cloud and enables you to store and share assets among users. Our customers are everywhere around the globe and they need a powerful collaboration tool.

This worldwide teamwork is very analog right now and it's very fragmented. We know that we're enabling this collaboration in real time among different people within the same team or different teams across different geographies.

CAN: What are the specific features and some of the details of the features that support streamlining communications among supply-chain partners?

FM: OPTINEDCloud is almost like a merge between various tools that we edit.

OPTINEDCloud is basically centralized file management. It's real-time collaboration. You can do annotations and file sharing that is secure right across different places.

We've also released a two-way sync with this new version of the OPTINEDCloud. You can work on your desktop and it updates the cloud and vice versa.

CAN: How does the OPTINEDCloud help reduce costs for apparel businesses?

FM: There are a lot of physical samples being done and shipped around the world.

We are helping our customers to digitize what we can to save time and material. We know this is an industry that likes to touch, feel, and see samples, so we never claim that they will get rid of all of this, but if they can even start to reduce a little bit and optimize some of those cycles, that's already massively valuable.

CAN: How have NedGraphics and Optitex made the OPTINEDCloud accessible for brands at different stages—from emerging labels to

established fashion houses?

FM: We have every size of customer. Both Optitex and NedGraphics contracts with a single person using these solutions and very large production sites with thousands of people working. It's very important that we are able to scale the solution. And the way we do this is by being very modular.

There are different packages that we can offer with different price points. And this tends to be based on how much storage you need and how many assets you think you're going to have through this system.

CAN: Why will OPTINEDCloud grow in importance over time? Why is this type of solution becoming more important?

FM: Most new functionality we are working on needs centralizing for flexibility and performance; for example, licensing or artificial-intelligence assisted features, and this is where the cloud makes practical sense. Therefore we will keep building on our OPTINEDCloud platform, which becomes the backbone of our solutions going forward.

It goes faster, it's distributed, and it enables everyone to connect to one place. It's an important launch for us because it merges a lot of the technology that we had from both brands.

CAN: How does this help support the sustainable missions in the fashion business?

FM: The way we can play our part for sustainability is through digitization. Digital sampling is obvious: We're



Frank Maeder, president of NedGraphics and Optitex

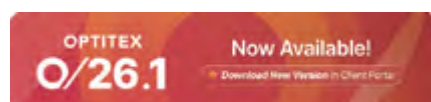


OPTINEDCloud allows design and production teams around the globe to work together.

not claiming that you can replace every physical sample, but the point is for us to try and reduce the volume by providing tools to accurately visualize samples on your screen instead of having multiple cycles of physical samples.

This process also helps reduce errors before going to production. This is not even sampling waste, this is real production time and material waste.

A digital workflow allows you to visualize, check and correct on the screen, and ultimately be reassured that by the time you actually go to production you minimize the risk of very costly mistakes.



INDUSTRY FOCUS: PERFORMANCE

As the end of the year draws near, what groundbreaking performance-and-activewear innovation excites you most going into 2027?

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Performance *Continued from page 8*

traditional petroleum-based neoprene toward limestone-based alternatives and plant-derived materials. When the most technically demanding product in surf goes green, it raises the bar for the rest of the industry.

Andrea Venier
Managing Director
Officina39



What excites me most about performance and activewear heading into 2027 is the opportunity to bring a new level of aesthetic experimentation to the category.

For years activewear innovation has rightly focused on performance: lighter, stronger, more elastic, more comfortable. Yet visually, much of the category still tends to speak the same polished, engineered language.

The next breakthrough, I believe, will be the ability to introduce the emotional vocabulary of fashion—character, imperfection, vintage effects and individuality—without sacrificing technical performance or responsible processing.

This is precisely the thinking behind NylonWorn, developed by Officina39 for polyamide fabrics. Through a selected range of dyestuffs and an innovative waterless treatment, NylonWorn transforms the clean, uniform surface traditionally associated with technical nylon into something more lived-in, casual and fashion-driven, while preserving the softness, elasticity and durability expected of performance apparel.

That changes the creative equation. A yoga pant no longer has to look unmistakably like a yoga pant. An outdoor garment can carry the visual richness of vintage sportswear. Technical fabrics can acquire depth, personality and even a sense of history.

For us, that is where real innovation lies: not choosing between fashion and function, or between creativity and responsible processing, but making them coexist.

In 2027, performance apparel should not only perform differently; it should finally be allowed to look different.

Luciana Vivolo
Chief Product Officer
Vivolo



One of the most interesting developments we see as we move toward 2027 is the growing integration of performance wear into everyday fashion. Garments originally designed to deliver comfort, durability and functionality are becoming an increasingly established part of the daily wardrobe, moving beyond the purely technical identity that once defined them.

This shift also creates an interesting challenge for the world of accessories. As performance becomes a baseline requirement, details often play a key role in shaping a product's identity and making it distinctive.

Labels, applications, components and finishes can help bring to technical garments the same level of aesthetic characterization and customization we expect from fashion.

Of course, in performance wear, aesthetics cannot be separated from function. Accessories must meet specific requirements in terms of resistance, durability, lightness and behavior during use and care, sometimes even more demanding than those required in casual or formal fashion.

For Vivolo, this is precisely where the opportunity lies: developing details that can adapt to new materials and new end uses and meeting high technical standards without compromising on design, perceived quality or customization.

Sherry Wood
Director of Merchandising and Design
Laguna Fabrics



We are seeing a significant shift in the activewear and athleisure markets away from conventional synthetic materials and toward natural fibers and naturally derived performance fabrics. As demand for natural-fiber performance continues to grow, this is an especially exciting development for Laguna Fabrics, given our expertise and extensive selection of sustainable fabrics manufactured in Los Angeles.

While performance continues to grow, this is an especially exciting development for Laguna Fabrics, given our expertise and extensive selection of sustainable fabrics manufactured in Los Angeles.

We are seeing both established brands and emerging startups increasingly request Organic Cotton and TENCEL Lyocell blends for their core activewear collections. This movement reflects a broader consumer interest in materials that offer performance, comfort and a more considered approach to sustainability.

At the same time, growing awareness around microplastic pollution associated with petroleum-based synthetic fibers is encouraging brands to take a closer look at the materials used in performance apparel. Natural fibers offer inherent properties that can be highly beneficial for activewear and athleisure, including breathability, moisture management, natural odor resistance and a comfortable next-to-skin feel.

Looking ahead to 2027, we believe one of the most exciting areas of innovation will be the continued development of high-performance fabrics made from natural fibers and natural-fiber blends. By combining the performance requirements of modern activewear with fibers such as TENCEL Lyocell and organic cotton, we can create fabrics that deliver comfort, functionality and a more sustainable material solution.

This is where Laguna Fabrics is focused on helping move the industry forward, bringing natural-fiber innovation into the next generation of performance and activewear.

Responses have been edited for clarity and space.

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