

A CALIFORNIA APPAREL NEWS SPECIAL SECTION

# N.Y. Textile Preview

## & RESOURCE GUIDE

January 2013

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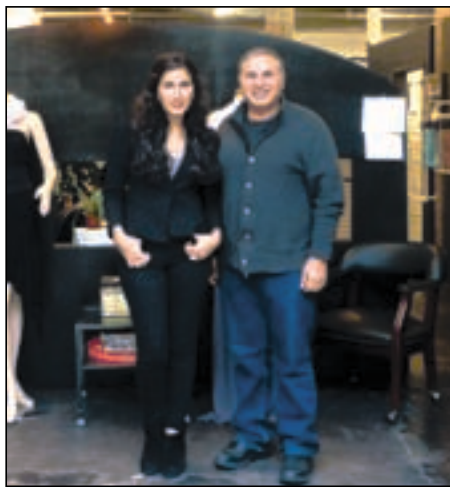
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# Asher Fabric Concepts: Capturing Domestic Demand for High-End Knits

With a client list that includes **Theory**, **Splendid**, **Rachel Pally**, **Graham & Spencer** and **Tart**, Los Angeles knitter **Asher Fabric Concepts** is looking to be an alternative to European knits for U.S. and international brands that want to source domestically, said Chief Executive Officer and President Asher Shalom, who founded Asher Fabric Concepts in 1991.

Shalom has a background in garment production in his native Israel. Until about eight years ago, the company was knitting its fabrics. But today, Asher Fabric Concepts operates as a contract knitter, helping designers and brands develop custom fabrications that are knit, dyed, printed and finished in Southern California. Asher specializes in knits for the better contemporary market, as well as swim and activewear customers ranging from small custom orders to large-scale big-box programs.

The company's website indicates Asher's range of offerings. Visitors can search by fiber content, fiber weight, construction or style number. The company also has an app, the **AsherFabric Weight Conversion Calculator**, for **iPhone** and **Blackberry**, which allows users to convert textile measurements to determine GSM, or grams per square meter.



**DOMESTIC DESIGN:** Yael Shalom and Asher Shalom, pictured left, run Asher Fabric Concepts, a high-end contract knitter based in California. The company's headquarters and West Coast showroom are located near downtown Los Angeles, pictured above, right.

"We work with a group of five or six knitters. They can do anything," Shalom said. The company also works with three dyehouses and two production printers. A third printer handles just sample orders. Asher can also print samples in-house.

## Speed to market

Working out of a 1,200-square-foot lofty design studio near downtown Los Angeles, Asher employs about 16 people, including Yael Shalom, the company's vice presi-

dent of sales and Asher Shalom's daughter. Yael Shalom oversees sales and customer service, while her father oversees design and production. "He's the artist," Yael Shalom said.

Rather than concentrating on large-run commodity fabrics, contract knitting frees the company up to focus on novelty fabrications, Yael Shalom said.

"Everyone wants something new every day," Asher Shalom said. "It's the best for me. I love to make new things."

Asher has a warehouse near the

design studio, where the company keeps sample yardage on hand. Typical delivery times are five or six weeks for custom prints and custom yarndyes and three to four weeks for PFD (prepared for dye) and solid goods. Reorders can be filled in two to four weeks.

That speed is crucial for the company, which fills sample requests and begins new design developments daily. For brands used to the long lead times required for offshore production, Asher's quick-turn development can also be a persuasive argument for moving pro-

duction to the United States.

"We want more customers that used to buy from China," Asher Shalom said. "Dealing with China for high-end [fabrics] is not so easy ... and not cheap. You can get a great deal if you are ordering 10,000 yards."

Many designers and manufacturers are unaware they can get European quality made in the United States, Shalom said. "They thought they couldn't get it here. Our prices are comparable to Europe—or are less expensive."

For offshore manufacturers looking to source in the United States, Asher's team can help them "dip their feet in domestic," Yael Shalom said, by recommending contractors or quality-control technicians.

Asher's local production offers another benefit over offshore production: quick response for corrections. "When it's [produced] here, if the color is wrong, in one week you can adjust it," Asher Shalom said. "We react very fast."

The Los Angeles studio serves as headquarters and showroom space for the company, which is represented in New York by Anthony Vecchinone, president of **DaSolo Ltd.**

For more information, visit [www.asherconcepts.com](http://www.asherconcepts.com).

—Alison A. Nieder

## TEXTILE NOTES

# Online Platform Source4Style Takes Fabric Sourcing to the Web

For many designers and brands, sourcing fabrics remains a hands-on endeavor done at trade shows and in private appointments with mills and sales representatives.

New York-based **Source4Style** hopes to bring at least part of that process online with its membership site, which allows members to browse through more than 2,500 samples, filtering by content, construction, price, minimum order, in-stock availability or country of origin. Each fabric has a dedicated page with detailed information about the fabric, such as weight, width and price per yard.

"It's a challenge to remember everything you see at trade shows two or three times a year while you are looking for inspiration every single day," said Camille Wiart, Source4Style's director of global partnerships.

The company maintains a warehouse in New York and carries samples of every item featured on Source4Style. The company charges \$4 for each 6-by-6 sample.

"We guarantee if you see it on the site you can get it as a sample," Wiart said.

Source4Style offers two membership packages. The basic membership is free and give members the ability to search the entire archive, order samples and receive the newsletter. Premium members are given a sourcing dashboard, which allows them to send requests for proposals, access trend reports, build a virtual swatchbook and track orders. Premium membership is available for \$35 per month or \$350 per year.

For more information, visit [www.source4style.com](http://www.source4style.com).—A.A.N.

# More Exhibitors to Show at Première Vision Preview

Organizers of **Première Vision Preview** are expecting 237 exhibitors, representing a 13 percent increase over last year, at the upcoming Spring/Summer 2014 show, set for Jan. 15–16 at the **Metropolitan Pavilion** and **Altman Building** in Manhattan's Chelsea neighborhood.

This season, the exhibitor lineup includes 27 companies showing at **Première Vision Preview** for the first time, including New York-based **Klauber Brothers Inc.**

Running concurrently with **Première Vision Preview** at the Metropolitan Pavilion and Altman Building will be **Indigo New York**, **Première Vision's** textile design showcase, which will feature 131 international and domestic textile design studios. Attendees will also have access to the show's Fabric Forum and Color Wall, as well as the Trend Tasting Seminar and the Spring/Summer 2014 Color Card.

For more information, visit [www.premierevision-newyork.com](http://www.premierevision-newyork.com).

—A.A.N.

# Texworld USA Sold Out for January

**Texworld USA** will see a 45 percent spike in exhibitors at its upcoming trade show in New York, where 236 companies from 16 countries are showing their offerings at the **Jacob K. Javits Convention Center**.

The Jan. 14–16 show will include pavilions highlighting products from Pakistan, Taiwan and Turkey, as well as the **Lenzing Innovation Pavilion**, which will include an international roster of mills using the Austrian fiber maker's products.

"The response to the January show is tremendous," said John P. Gallagher, president and chief executive officer of **Messe Frankfurt USA**, which organizes **Texworld USA**. "We appreciate the continued support from **Lenzing**, **CCPIT TEX**, the Trade Development Authority of Pakistan, **Korea Federation of Textile Industries** and a special welcome to Taiwan, the **Uludag Textile Exporters Association** and the Mogilev Branch of **Belarusian CCI**."

There will be an exhibitor networking reception on the show floor in the afternoon on opening day. For further information, visit [www.texworldusa.com](http://www.texworldusa.com).—A.A.N.

# Diplomas for Denimatrix Employees in Guatemala

Nearly 100 employees of Guatemala denim mill **Denimatrix** received their diploma thanks to a continuing-education program organized by the company.

Denimatrix is part of the textile and apparel division the **Plains Cotton Cooperative Association (PCCA)**, based in Lubbock, Texas.

"We believe the best way to improve society and provide better opportunities for our employees is through education," said PCCA President and Chief Executive Officer Wally Darnelle. "It is remarkable how many of our employees are involved in continuing their education," he added, "and making this opportunity available is another example of our commitment to social responsibility."

Denimatrix's Guatemala City facility has a continuing-education center, where the classes were held after-hours and on weekends.

Last year, more than 370 Denimatrix employees enrolled in the fully accredited program, which is run by the **Rotterdam School** in Guatemala and provides teachers and sets the curriculum. The 98 graduates are eligible to apply for admission to a university. Since 2009, more than 300 Denimatrix employees have earned their diplomas through the program.

"This accomplishment takes great dedication and motivation, and it is nothing short of remarkable," said PCCA Vice President of Administration and Human Resources Jim Taylor. "These employees attend the school voluntarily, on their own time, at their own expense, and often travel long distances to be in class. Meanwhile, they work at Denimatrix, have families to care for and must study to prepare for their lessons."

Denimatrix was founded in 2009 by PCCA to produce premium-denim jeans. PCCA is a farmer-owned cotton-marketing cooperative with 10,000 members in Texas, Oklahoma, Kansas and New Mexico. Its Textile and Apparel Division includes Denimatrix and the **American Cotton Growers Denim Mill** in Littlefield, Texas.—A.A.N.



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## Centric Hosting PLM Seminars Online and at Outdoor Retailer

Retail, footwear, apparel, luxury and consumer-goods companies looking for more information about PLM (product lifecycle management) have the opportunity when **Centric Software** hosts several free PLM events—one online and two at the **Outdoor Retailer** trade show in Salt Lake City.

Attendees will hear PLM success stories and learn about new mobile apps for Centric PLM.

The Jan. 17 webinar, titled “From Concept to Sale: Two PLM Case Studies about Visionary Customers,” will be held at 11 a.m. PST. Presented by Centric Vice President of Marketing James Horne, the webinar will include experience and knowledge from two Centric customers who have adopted product and sales strategies. The discussion will examine how these companies have been able to “connect their business practices” by utilizing the single Centric software system that employs mobile technologies.

A seminar titled “How PLM Mobile Apps Revolutionize Product Quality, Safety and Compliance Management” will be held at noon on Jan. 24 at the Outdoor Retailer Winter Market. Speakers Horne and Humberto Roa, head of mobile strategies at Centric, will guide a hands-on demonstration of Centric’s newest mobile apps for Centric 8 PLM.

In Centric’s “Lunch & Learn PLM Seminar,” attendees will learn how the latest, easy-to-use, interactive apps have allowed business users to modify and achieve their quality, safety and compliance goals. The two new mobile apps, **Factory Audit** and **Sample Review**, are useful in factory settings, sample rooms and fitting rooms during fit sessions. In addition, participants have an opportunity to run a fit session, record quality concerns in a sample room, record safety compliance for trace chemicals based on REACH or based on California Safer Consumer Products Act requirements, and audit environmental compliance for factory waste.—*Sarah Wolfson*

## Tagsys to Demonstrate Inventory System at NRF

King of Prussia, Pa.-based **Tagsys RFID** will demonstrate the benefits of its **FiTS** (Fashion-item Tracking System) and other components of its inventory-management system, which provides visibility throughout the supply chain, at the upcoming **NRF Big Show** in New York.

FiTS features integrated UHF RFID (radio frequency identification) hardware and Tagsys’ eConnectware software, which allows users to track real-time shipment and inventory data with a centralized dashboard to help companies adjust distribution and replenishment efforts according to market demand and store needs. The scalable, cloud-based software can be integrated with a company’s existing business system. Tagsys also has a patented technology to tag small items such as jewelry, shoes and accessories without using oversized tags.

Organized by the **National Retail Federation**, the NRF Big Show runs Jan. 13–15 at the **Jacob K. Javits Convention Center** in New York. For more information about FiTS, visit [www.tagsysrfid.com](http://www.tagsysrfid.com).—*Alison A. Nieder*

## 3-D Pattern-making Highlighted at Lectra Educational Congress

Attendees at the fifth annual **Lectra Educational Congress** got a chance to see how **Lectra**’s solutions can complement patternmakers’ skills while enhancing and improving the accuracy of the design and product-development process using 3-D prototyping and pattern-making.

“Patternmakers play a crucial role in fashion design. This role is complex in that it combines both technical and creative aspects,” said Maggie Stott, senior pattern cutter at **Warehouse** and a lecturer at **Ravensbourne**, the digital-design university in London where the Nov. 13–14 event was held. “Reducing the amount of time-consuming tasks, they

can concentrate on the pattern construction and volume that give character to clothes.”

More than 50 professors, education coordinators, department heads and directors from 26 fashion schools and universities from around the world attended the conference, including institutions from 11 countries, with delegates from Brazil, Canada, China, France, Germany, India, Italy, the Netherlands, Poland, the United Kingdom and the United States.

The congress also focused on the theme of style, with Ravensbourne’s Iain Bromley and Leslie Holden of **AMFI**

presenting a contrast between British and Dutch style. Ellen Kirkhope from **WGSN** concentrated on trend forecasting and the creative direction for Autumn/Winter 2013/14. It was also an opportunity for attendees to witness student innovation. Participants were given a guided tour of the **Royal College of Art (RCA)**, where Clare Johnston, head of RCA’s textiles program, spoke to participants about student nurturing.

Paris-based Lectra provides software and hardware solutions for industries using soft materials, including textiles, leather and industrial fabrics.—*S.W.*

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# Union Knopf Stakes Its Claim on American Soil

When the 101-year-old German powerhouse Union Knopf, exclusive purveyor of buttons, fasteners, and accessories to the global men's and women's apparel markets, opened a New York showroom last summer, more than one major U.S. fashion house cheered.

The decision to open a U.S. office followed "the ballooning demand of the market," says Union Knopf CEO Martin Dolleschel, from the likes of Ralph Lauren, Tommy Hilfiger, Adidas, Robert Graham, and other notables. "Buyers from the leading U.S. brands and retailers were increasingly visiting the shows in Europe, becoming aware of our collections and our value proposition. This resulted in a certain amount of unhappiness with the situation—more and more of them requested a direct contact and service in the U.S. Now we are in a position to demonstrate the benchmark of the industry to U.S. customers directly."

With two factories in Germany and one in Poland, Union Knopf has spent the past century building its name through quality and service, and its product line through innovative new techniques and new materials. "All over the world we see button factories trying to copy our technology without a single one being only close to what we do behind closed doors," Dolleschel says.

"There are only so many basic raw materials you can work with in our industry," says Michael Hellbeck, managing director of Union Knopf's Wuppertal factory operation. "Therefore, our innovations often revolve around new colors—currently we have more than 50—and finishes." Its trademarked Durohorn is Union Knopf's special polyester material whose composition gives it unparalleled durability and luminescence. The company also sets the industry benchmark in horn colors, thanks to decades devoted to its development. "What we furthermore excel in are the different shades and finishes for used-look metal items," notes Hellbeck. "They are second to none, especially when it comes to production in Asia."

Staying on the cutting edge is the job of Union Knopf's team of 20 full-time designers, who work out of two design centers in Germany and one in Hong Kong. For the 1,000 items they produce seasonally, they travel regularly to fashion beacons Paris, Milan, London, Amsterdam, Berlin, and Madrid, working with design and trend agencies and "hundreds of designers on the customer side." "Intense discussions" with fashion houses such as Escada, Max Mara, Akris, Hugo Boss, Burberry, Porsche Design, Paul Smith, Y3, and others "lead to a lot of new ideas and are inspiring us for the next collections," says Christa Heinrich, head of womenswear design.

Product presentations are less seasonal than they once were, and more "modular." Besides its main collections, composed of some 150 "mood boards," Union Knopf offers specific books for Denim, Wellness, and Workwear, among others. The Denim Book, comprising a comprehensive package of about 200 trending items, arose from increasing demand for Union Knopf's used-look metal items from such denim brands as Diesel, Tommy, and Mustang.

"Every season we are producing a new one, always related to the latest trends," explains Tanja Mueller, head of menswear design. "While we interpret a trend to a bit more clean look, this is how the Denim Book morphs as well."

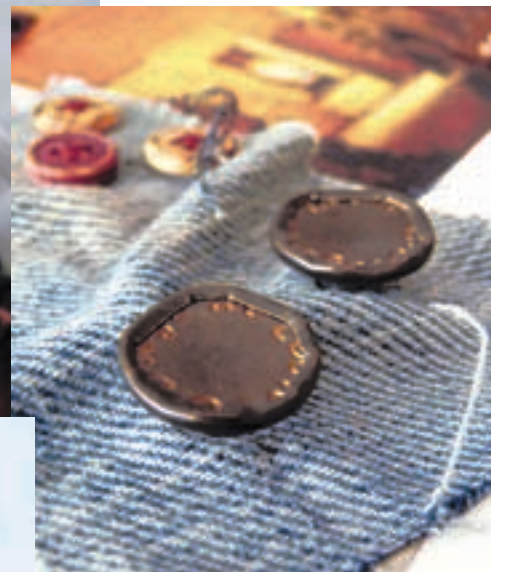
Union Knopf also produces specific presentations for particular clients—the kind of service, says Dolleschel, "that really differentiates us from regular button suppliers."

Not content to be the leading house in Europe, Union Knopf has aggressively followed fashion manufacturing's migration, with its own offices—to Hong Kong and Shanghai, China, where it has exclusive partnerships with factories, and India, where it is in the process of incorporating Union Knopf (India) Private Limited; it is also exploring opportunities in Bangladesh, Vietnam, and Indonesia.

Whatever the privately owned company decides to do, it does with deliberation. "If we have decided to enter a new market," says Eberhard Ganns, managing director of Union Knopf (Hong Kong) Ltd. and in charge of the company's overseas operations, "we give it a couple of years to develop. We are not that much looking for the short-term profit. It's more about what the next generation of the owner-family can build upon in 10 or 20 years."

That approach applies to its foray onto American turf. "We are well aware of the challenges in the world's greatest market," says Dolleschel. "This is why we have decided to go step by step, building our customer base in the Northeast, working on a structure in California, and exploring other opportunities."

"We will go where the customers demand us to be."



***"There are only so many basic raw materials you can work with in our industry. Therefore, our innovations often revolve around new colors—currently we have more than 50—and finishes."***

**—Michael Hellbeck,  
managing director  
of Union Knopf's  
Wuppertal factory  
operation**



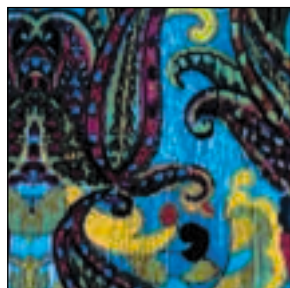
[www.unionknopf.com](http://www.unionknopf.com)

# World Traveler

Textile designers find inspiration across the globe to keep updating traditional ethnic patterns to create an international style.



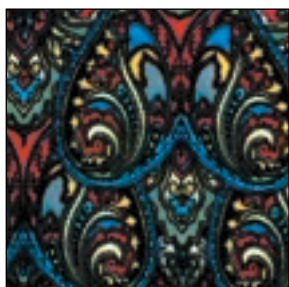
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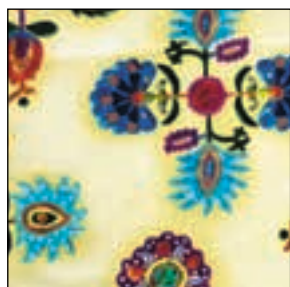
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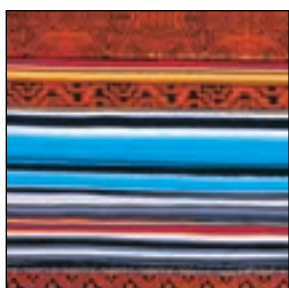
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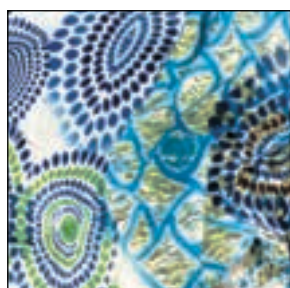
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Taiana Blu #Z011401  
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Sportek International #SP-95165



Bel Maille Creations #AJ09



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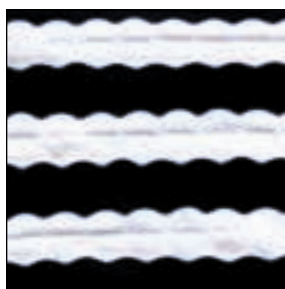
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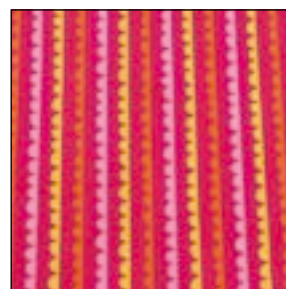
Textile Secrets International  
Inc. "GeorgesGoo"



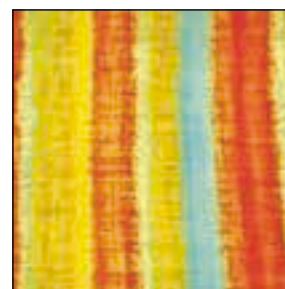
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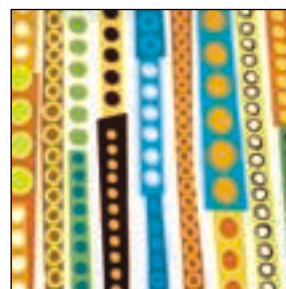
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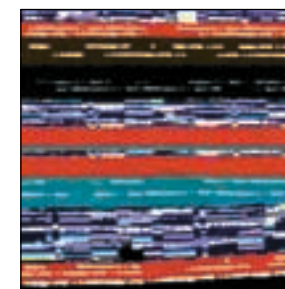
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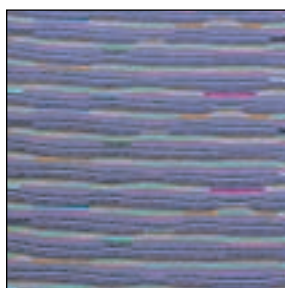
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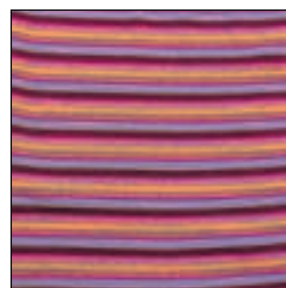
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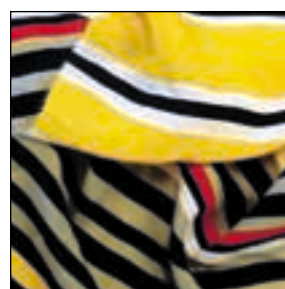
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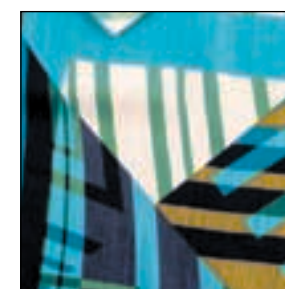
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Textile Secrets International  
Inc. "Power Stripe"



Textile Secrets International  
Inc. "Graphic Border"



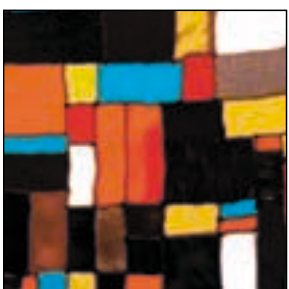
Bel Maille Creations #AM14

## Nouveau Stripes

Stripes are anything but ordinary in the hands of textile designers who look beyond the traditional to create modern, updated stripes.

## Geometry

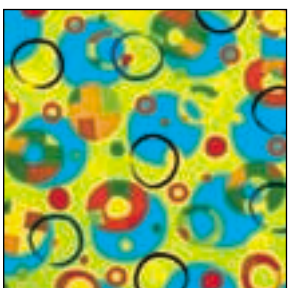
Textile designers take a refresher course in geometry to find inspiration for textile prints and patterns.



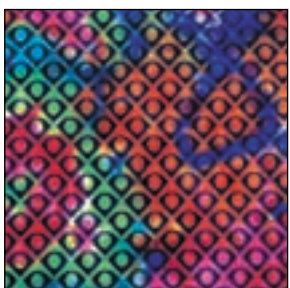
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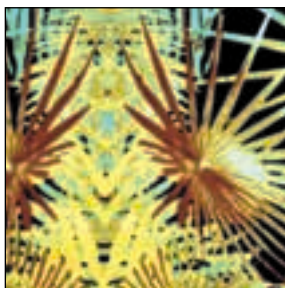
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Sportek International "Neon  
Tie Dye"



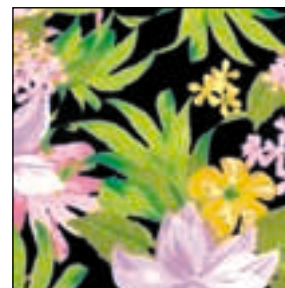
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Textile Secrets International  
Inc. "Hawaiian Tech"



Jay Ann Fabrics Inc. #2896/8



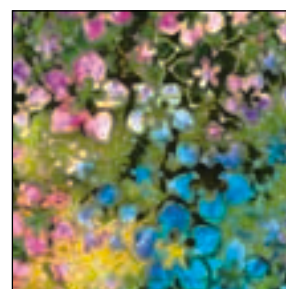
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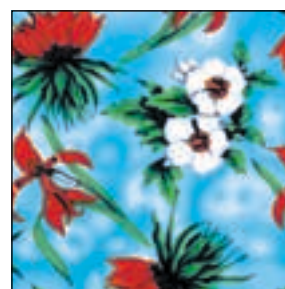
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#AMD-13170-9



Robert Kaufman Fabrics  
#AMD-13153-107



Taiana Blu #9000303  
"Roxane"

## Tropical Punch

Hawaiian florals and palm prints pack a tropical punch in bright, saturated colors and sophisticated patterns.

**On the cover:**  
Textile Secrets  
International Inc.  
"Juicy Joy"

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## TEXTILE TRENDS

### Mod About You

Blame "Mad Men" style icon Jessica Pare for helping bring '60s Mod prints into the modern era.



Bel Maille Creations #AL67



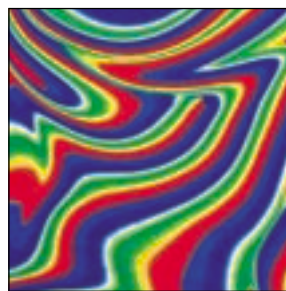
Triple Textile Inc. #N-199-B



Triple Textile Inc. #L-571-N



Bel Maille Creations #AL68



Sportek International "Swirl Colored Tie Dye"



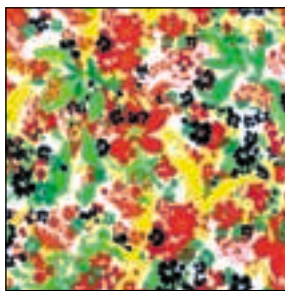
Sportek International #SP-7169

### Millefleur

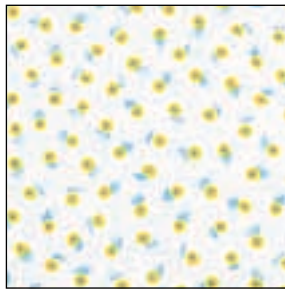
Ditsy florals and liberty prints are a sweet take on fresh floral prints.



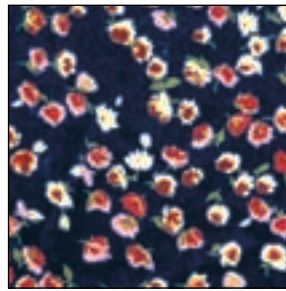
Triple Textile Inc. #L-557-R



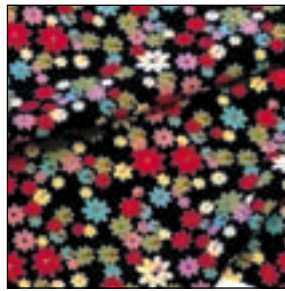
Triple Textile Inc. #L-585-F



Robert Kaufman Fabrics #ADZ-13406-140



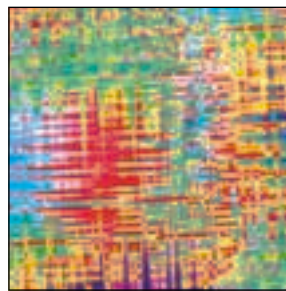
Jay Ann Fabrics Inc. #7458/5



Jay Ann Fabrics Inc. #7566-5

### Checks, Please

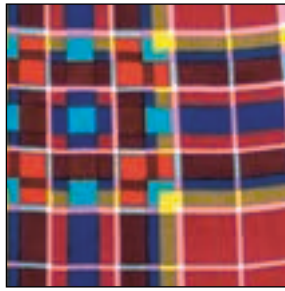
Textile designers take a fresh look at checked patterns, updating the traditional design with new colors and new printed variations.



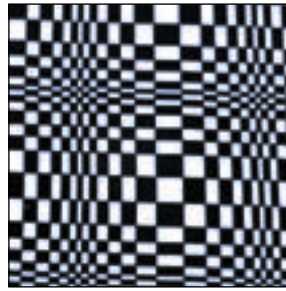
Sportek International "City Lights"



Triple Textile Inc. #N-208-N



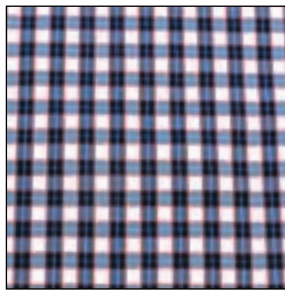
Cinergy Textiles Inc. #HMC-1225



Robert Kaufman Fabrics #EWK-13559-5



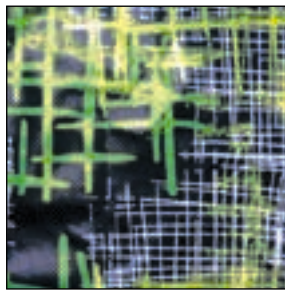
Taiana Blu #S010003 "Porzio"



Taiana Blu #R310001 "Kalen"



Jay Ann Fabrics Inc. #338/7



Sportek International #TRP549-15

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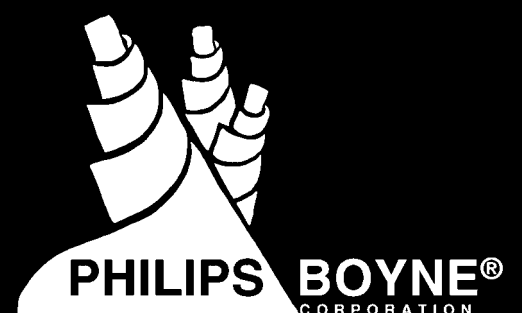
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