

A CALIFORNIA APPAREL NEWS SPECIAL SECTION

Textile Preview

October 2011

with
Tech Focus
and **L.A. Textile Resource Guide**

**Will U.S. Pressure
Force China to Modify
Its Currency?**

**Long-Awaited Free-Trade
Pacts Sent to Congress**

TEXTILE TRENDS

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Will U.S. Pressure Force China to Modify Its Currency?

The apparel and textile industries are lining up on both sides of the fight to pressure China to revalue its currency.

Recently, the **National Council of Textile Organizations** and other organizations and businesses signed a petition asking the U.S. Senate to pass legislation imposing countervailing duties on certain Chinese-made goods if China doesn't allow its currency to float to its real value. Many believe the Chinese yuan is undervalued by at least 25 percent to 30 percent, making Chinese goods cheaper in the United States but raising the price of U.S. exports to China. The United States has an annual trade deficit with China of more than \$250 billion.

On Oct. 3, the U.S. Senate voted 79-19 to bring the Currency Exchange-Rate Oversight Act of 2011 up for debate. The bill is expected to pass the Senate, but its future in the House of Representatives is less clear.

The bill clarifies the U.S. Department of Commerce's responsibility to investigate alleged currency subsidies and determine the amount of the undervaluation. It would then recommend action to be taken to correct this imbalance.

The petition also was signed by textile businesses such as **Denim North America, Swift Spinning Inc., Consolidated Fibers Inc., Buhler Quality Yarns Corp., Frontier Spinning Mills Inc., Liberty Denim LLC, National Spinning Co. Inc., Parkdale Mills Inc., Unifi Inc., Tuscarora Yarns** and **Mount Vernon Mills Inc.**

Opposing the legislation is the **American Apparel & Footwear Association**, whose members include major apparel makers such as **Liz Claiborne Inc., VF Corp., Jones New York, Perry Ellis International Inc.** and the **Kellwood Co.**

The AAFA supports pressure on China to revalue its currency but believes pressure should be worldwide.

"Our organization supports strong, coordinated and enhanced multilateral pressure through international organizations such as the **G-20** [a group of rich and developing countries] and **APEC** [Asia-Pacific Economic Cooperation] to promote China's adoption of market-determined currency and exchange-rate policies," the organization wrote in a September letter to Senate Majority Leader Harry Reid and Senate Minority Leader Mitch McConnell.

The AAFA and other groups such as the **United States Association of Importers of Textiles and Apparel** believe that countervailing duties by the United States won't influence China to modify its exchange-rate policy and could lead to a trade war. "It would likely have the opposite effect and result in retaliation against U.S. exports into China, currently the fastest-growing market for U.S. exports. Tariff legislation would not get us closer to the goal of a market-driven exchange rate. Instead, it would highlight U.S. unilateral action, thereby shifting

the focus of the international community away from the core issue of China's currency," the letter said.

The Obama administration has been pushing to expand U.S. exports to create more jobs at home. One of the growth areas for apparel and textiles has been exports to emerging economies in Asia and Latin America. The U.S. Department of Commerce reported recently that apparel and textile exports were up 16.6 percent for the year ending July 31, 2011, compared with the same period in 2010.—*Deborah Belgium*

Long-Awaited Free-Trade Pacts Sent to Congress

The Obama administration introduced to Congress three free-trade agreements after years of languishing in limbo. The agreements were signed years ago with South Korea, Colombia and Panama.

Congress, which received the accords on Oct. 3, now has 90 days to pass or reject the trade pacts on a yes-or-no vote, but no amendments can be made.

The move caps years of back-and-forth maneuvering between Congress and the Obama administration over the free-trade agreements and how they should be implemented. Concerns over labor violence in Colombia, where union leaders have been murdered, were resolved by implementing a labor action plan for beefed-up security for union leaders and workers.

"For far too long, the U.S. apparel and footwear industry and our more than 4 million U.S. workers have been threatened by growing international competition because of inaction on the pending free-trade agreements with Colombia, Panama and South Korea. In fact, this is the first major step forward for U.S. trade policy since 2009, when the U.S.-Peru Free Trade Agreement entered into force," said Kevin Burke, president and chief executive of the **American Apparel & Footwear Association** in Arlington, Va. "Today's action by the president reaffirms our position as a global leader. Opening these three markets to permanent two-way trade will provide the U.S. apparel and foot-

wear industry with increased opportunities to create more jobs here at home."

The free-trade agreements are expected to boost U.S. exports by more than \$12 billion a year.

The free-trade accords were negotiated and signed during the previous Bush administration. The Colombian free-trade accord was signed in November 2006, the Panama FTA in January 2007 and the South Korea FTA in June 2007.

The Obama administration decided it wouldn't send the agreements to Congress until the Senate and the House approved the Trade Adjustment Assistance amendment, which provides benefits and funds to train U.S. workers who lose their jobs because of free-trade pacts. The Senate approved TAA on Sept. 22.

The House assured the Obama administration it will approve training and unemployment benefits for displaced workers at the same time it considers the free-trade agreements.

Trade officials were happy to see progress finally being made to get the trade agreements approved. "We must take every opportunity to get America back to work, and Congress should pass these agreements without delay," U.S. Trade Representative Ron Kirk said in a statement. "Taken together, the pending trade agreements and Trade Adjustment Assistance advance a balanced trade agenda that opens new markets for our exporters and new opportunities for America's working families."—*D.B.*

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Calendar

L.A. International Textile Show Events

The Los Angeles International Textile Show kicks off its three-day run on Oct. 10 at the California Market Center. In addition to a broad selection of textiles, trims and trend-forecasting service providers, the show will feature an opening-night party co-sponsored by **Lenzing**, maker of **Tencel** and **Modal**.

There will also be a full slate of seminars held during the show.

Oct. 10

"New Ways of Thinking and Merchandising F/W '12: Key to Stay Ahead Of the Curve," presented by Art and Fran Sude of Design Options
CMC, suite 19
10:30–11:45 a.m.
Cost: free

"Retail Math Seminar," presented by Henry Cherner of AIMS
CMC, suite C786
11 a.m.–noon
Cost: free

"Introduction to Adobe Illustrator," presented by Chris Schiotis
CMC, suite C786
noon–2 p.m.
Cost: free for Fashion Business Inc. members; \$10 for nonmembers

"F/W '12/'13 Men's and Women's Trends," presented by Fiona Jenvey of Mudpie
CMC, Penthouse Pavilion, suite 19
12:30–1:45 p.m.
Cost: free

"Retailing and Wholesaling Online," presented by AIMS and Focal Technology
CMC, suite A1169
1–2 p.m.
Cost: free

"F/W '12/'13 Forecast: Women's and Juniors," presented by Renee Labbe of Stylesight
CMC, suite 19
2–3:15 p.m.
Cost: free

"California Apparel Manufacturing Law," presented by Jesse Atilano
CMC, suite C786
2–4 p.m.
Cost: free for Fashion Business Inc. members; \$10 for nonmembers

"Introduction to Adobe Photoshop," presented by Chris Schiotis
CMC, suite C786
3–5 p.m.
Cost: free for Fashion Business Inc. members; \$10 for nonmembers

"Zero to Sixty: How to Take Your Line From Idea to Sale," presented by Liza Deyrmenjian of Atingo
CMC, suite 19
3:30–4:45 p.m.
Cost: free

"Fortune 500 'Secrets' From Napkin Idea to a World-Class Brand," presented by Howard Lim
CMC, suite C786
4–6 p.m.
Cost: free for Fashion Business Inc. members; \$10 for nonmembers

Oct. 11

"EDI (Electronic Data Interchange)," presented by Steve Lim
CMC, suite C786

10–11 a.m.
Cost: free for Fashion Business Inc. members; \$10 for nonmembers

"Adobe Photoshop for Textiles," presented by Chris Schiotis
CMC, suite C786
10 a.m.–noon
Cost: free for Fashion Business Inc. members; \$10 for nonmembers

"WGSN Trend Edit: Textiles F/W '12/'13," presented by Sally Lohan of WGSN
CMC, suite 19
10:30–11:45 a.m.
Cost: free

"EDI Made Simple," presented by eCsss, AIMS, Progressive Label and Innovative Systems
CMC, suite A1169
11 a.m.–12:30 p.m.
Cost: free

"Latest Innovations From the World-Market Leader in Sustainable Fibers," presented by Susan J. Mocarski of Lenzing
CMC, suite 19
12:30–1:45 p.m.
Cost: free

"Small Business Loan Application," presented by Marsel Watts
CMC, suite C786
1–2 p.m.
Cost: free for Fashion Business Inc. members; \$10 for nonmembers

"Brothers Intl. Demo," presented by Chris Schiotis
CMC, suite C786
1–3 p.m.
Cost: free for Fashion Business Inc. members; \$10 for nonmembers

"Ladies' and Juniors Trend Direction F/W '12/'13," presented by Melissa Moylan of Fashion Snoops
CMC, suite 19
2–3:15 p.m.
Cost: free

"Understanding the U.S. Apparel and Textile Industry Today: Current 'Hot-Button' Issues Affecting the Industry," a panel discussion moderated by Ilse Metchek, president of the California Fashion Association, and featuring panelist Douglas Lipstone, partner with Manning & Kass, Ellrod, Ramirez, Trester, LLP; Lynne Sperling, partner with Sperling & Associates; Rick Horwitch, vice president of solutions, business development and marketing for Bureau Veritas; and David Perry, chief executive officer of The DSP Group
CMC, suite 19
3:30–4:45 p.m.
Cost: free

"Adobe Illustrator for Textiles," presented by Chris Schiotis
CMC, suite C786
3:30–5:30 p.m.
Cost: free for Fashion Business Inc. members; \$10 for nonmembers

"FBI/VEDC Open House and Mixer"
CMC, suite C786
4–6:30 p.m.
Cost: free for Fashion Business Inc. members; \$10 for nonmembers

Oct. 12

"Made in the USA," a panel discussion organized by Frances Harder and featuring Laura Sherman, Susan Power and Carlo Gholami
CMC, 13th floor
10–11 a.m.
Cost: free

"Understanding Apparel Principles Using Software Applications," presented by Steve Lim
CMC, suite C786
1–2 p.m.
Cost: free for Fashion Business Inc. members; \$10 for nonmembers

"Understanding Common Legal Disputes in the Textile Industry: Copyrights, Chargebacks and Beyond," presented by Stephen Doniger
CMC, suite C786
2–3 p.m.
Cost: free for Fashion Business Inc. members; \$10 for nonmembers

"Natural Innovations," presented by Jeana Hatch of Cotton Inc.
CMC, suite 19
2–3:15 p.m.
Cost: free

"Private-Label Manufacturing," presented by Laura Sherman
CMC, suite C786
3–4 p.m.
Cost: free for Fashion Business Inc. members; \$10 for nonmembers

"Adobe Illustrator for Textiles," presented by Chris Schiotis
CMC, suite C786
3:30–5:30 p.m.
Cost: free

"New Horizons for Textiles and Apparel: U.S.-Korea FTA: The Right Product at the Right Price," presented by the California Fashion Association and featuring panelists Susan Kohn Ross, international trade counsel for Mitchell Silberberg & Knupp LLP; Kee Hyun Kim, president of Finance One Inc.; Sandy Richman, president of Directives West Group; Philippe Carballo, director of material R&D for Bebe Stores; and Won Sok Yun, director general of KOTRA. A Q&A session will follow with additional panelists, including Jim MacLellan, director of trade development for the Port of L.A., and Bobby Hines, trade specialist with the Department of Commerce.
CMC, suite 19
3:30–4:45 p.m.
Cost: free



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Sneakpeek, Where Shopping Gets Social

San Francisco-based **Sneakpeek** has a new take on e-commerce—and social networking. Described as a “social shopping application on Facebook,” the company provides incentive for repeat visits, brand loyalty and sharing shopping finds with friends.

The site features an assortment of in-season apparel, accessories, cosmetics and gifts from brands including **Forever 21**, **True Religion**, **Puma**, **Michael Stars**, **C.C. Skye** and **Laura Gellar** cosmetics. There are also dedicated brand “boutiques,” including **Roxy**, **Huit Huit**, **Big Buddha** and **The Green Bean**.

Initial retail prices are listed on Sneakpeek, but the sale price for each item is not visible until shoppers “peek” at the price tag. Once they do, they’re given an option to “buy” or “pass.” Each time someone “peeqs,”

the price drops. Site founders Henry Kim and Harish Abbott met while in business school at **Stanford**. Kim went on to work with investor Ron Burkle, while Abbott went on to work at e-commerce giant **Amazon.com**.

As the two noted the rising importance of social commerce, or social shopping, they began looking for a way to re-create the experience of shopping at a traditional shopping mall.

“We started looking at people’s behavior at malls,” Kim said. “If you walk into a mall and you see something you like, you go over and flip over the price tag. For us, that’s a ‘peek.’”

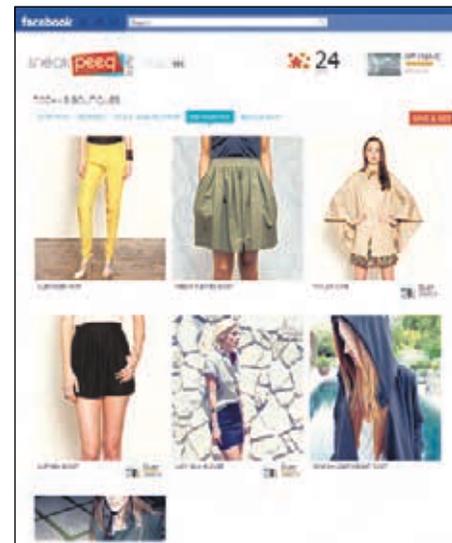
Once a person has “peeked” at a price, he or she has the opportunity to “post to the social stream” on **Facebook**, Kim said, adding, “When you do that, you have the opportunity

to bring more people into the ‘mall.’”

Sneakpeek users can browse items and see what their friends are interested in. Or a user—or player—can click on a friend to see all the items she has “peeked” at.

On Sneakpeek, prices keep dropping until someone decides to buy. Once an item is sold, the price resets and the game begins again. This continues until inventory on that item is depleted. Inventory levels can range from 40 pieces to 100 pieces for smaller labels to 500 to 750 pieces for bigger brands, Kim said.

“This is using game mechanics,” Kim said. “If you know what the retail price is, it’s not that fun to flip over the price tag. That’s where the game elements come in. That gives it a little bit of a sample-sale mentality. Our consumers are happy—no one ever feels



PEEK SEASON: Sneakpeek offers in-season merchandise and a social experience.

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like they’re overpaying—and the brands are happy because they’re getting a lot of engagement on Facebook.” The site is designed so when users check out, they don’t leave the site.

“Our conversion is very good; we’re at a little under 3 percent, and our repeat purchases are at 46 percent,” Kim said.

The game aspect of Sneakpeek gives users the experience of shopping a sample sale where quantities are small and shoppers get to compete for a good deal. But Kim stressed that Sneakpeek is different from other sites that sell overstock goods. “We don’t deal with excess inventory—we’re not flash sales,” he said. “As our name suggests, you’re getting a sneak peek into in-season merchandise or merchandise that’s just about to be released.” **Kate Spade** introduced its Spring collection through Sneakpeek on the same day the merchandise debuted on Kate Spade’s own site.

To date, the company has signed up more than 400 brands. For now, all the apparel is women’s, but Kim and Abbott plan to eventually add menswear.

“We’re not going to these brands to buy excess inventory; we’re trying to be partners, and we’re partners for the long haul,” Kim said. “Everyone has been very happy with their ‘fan’ increases as well as developing their sales channel on a social platform.”

As an example, Kim points to a pilot program conducted with Forever 21 before Sneakpeek launched. “Initially, they had about 700,000 ‘likes.’ Today, they’re over 5 million. True Religion jeans, when we started with them, they were at 18,000 likes. Today they’re over 500,000. We’re not taking credit for every single one of their likes, but we know we had a huge impact. Because across the board, no one has had that sort of Facebook fan growth without advertising—and these guys didn’t advertise.”

The site also offers brands a chance to build their Facebook fan base by offering exclusive merchandise through a “Fan Gate.” On a recent visit, several items from Big Buddha were listed for “Big Buddha fans only.” In order to see the item, visitors have to “like” Big Buddha. “You can’t put up a Fan Gate for

➔ Sneakpeek page 8



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Gerber Revamps Website

Equipment and software provider **Gerber Technology** has a new look online—and it's multilingual.

The company's newly relaunched website, www.gerbertechnology.com, includes information in English, Chinese, French and Spanish.

"Our revitalized online presence enables us to more effectively build and manage customer relationships, target new businesses through better search-engine visibility, cross-sell services and products, educate key audiences on the breadth of our service offerings, increase brand visibility, and provide a more thorough explanation of our solutions for specific target audiences," said Debbie Marconi, director of marketing communications for Gerber Technology.

The new website also incorporates Gerber's recent acquisitions, **YuniquePLM**, maker of

the product lifecycle management system, and **Virtek Vision International Inc.**, which provides laser systems for the composite, inspection and fabrication markets.

Visitors to Gerber's new site can tour product demos posted through YouTube and YouKu, an online video site for Chinese Internet users. In addition, visitors will find product information and case studies.

Established in 1968, Gerber Technology is a division of **Gerber Scientific Inc.**, based in Tolland, Conn. Gerber Technology's business units include the Global Software Solutions business—which offers PLM and CAD (computer-aided design) solutions for retail, apparel and footwear businesses—and the Sewn Products Solutions business, which provides textile cutting and spreading systems for apparel and flexible-materials manufacturers.—*Alison A. Nieder*

Sneakpeek *Continued from page 6*

every product, but this is where the game mechanics are," Kim said. "You can play for products that are open to everyone, but if you want to get an exclusive product, you have to like the brand."

Kim estimated that 20 percent of Sneakpeek's brands are big companies. The company calls them "anchor brands." The balance is split equally between mid-size companies and emerging brands. Sneakpeek's boutiques are live for five to seven days—and then return every four to six weeks. "So you can expect that brand to come back with different merchandise," Kim explained.

"If you look at how e-commerce has been for the past 10 to 15 years, a lot of it has been highly task-focused and cognitively challenging," Kim said. "That's because you have to know what you want and type it into a search. You end up going to the cheapest place that's a reputable site. That's not how shopping is done offline and definitely not with apparel. Apparel—a lot of it is discovery. You walk through the racks and something catches your eye, and that's what we did," he said.

"At the end of the day, we are a discovery platform on Facebook."—*A.A.N.*

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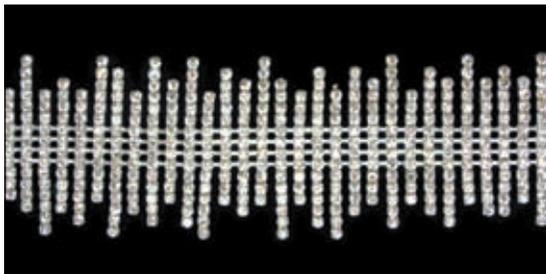
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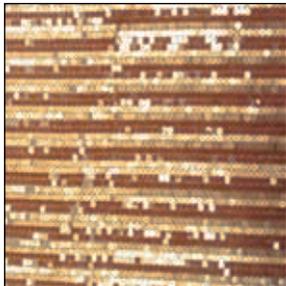
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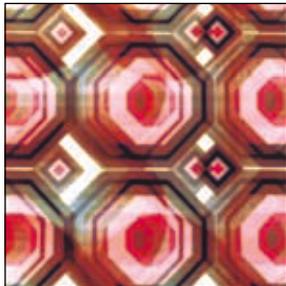
Digital imagery—both conversational and conceptual—provides inspiration for prints, jacquards and textured fabrics.



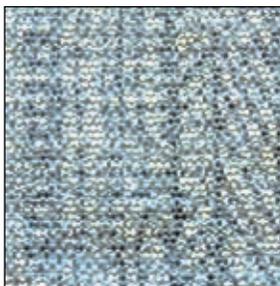
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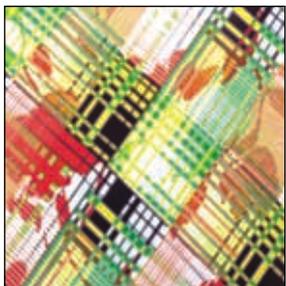
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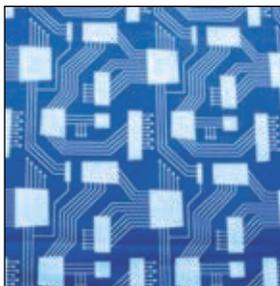
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Triple Textile #L-588-G



Taiana Blu #9030039 "Bris"



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Art Mix

Painterly abstracts, '80s-inspired splatter prints and typographic designs, and intricate line drawings are all in the mix for textile designers.



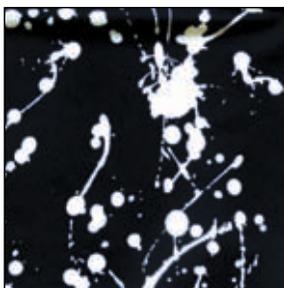
Robert Kaufman Fabrics #AIT-11860-2 "Writers Bl*ck"



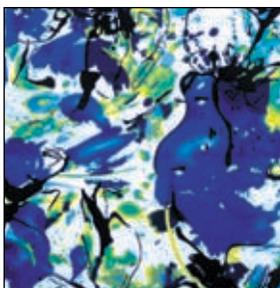
Triple Textile #RSP-2-N



Cinergy Textiles Inc. #Challis-1154



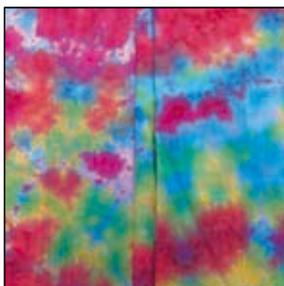
Cinergy Textiles Inc. #DTY1151



Triple Textile #L-586-X



Robert Kaufman Fabrics #ETJ-11561-195 "Bright"



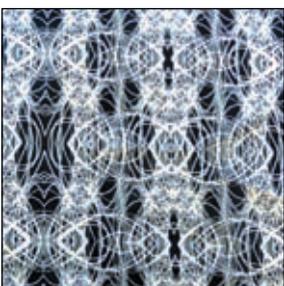
Fabien Doligez "Nima/Waves"



Textile Secrets International "Juicy Joy"



Bel Maille Creations # C 593 DAA45



Opening "Wakeup"



Triple Textile # N-203-Q

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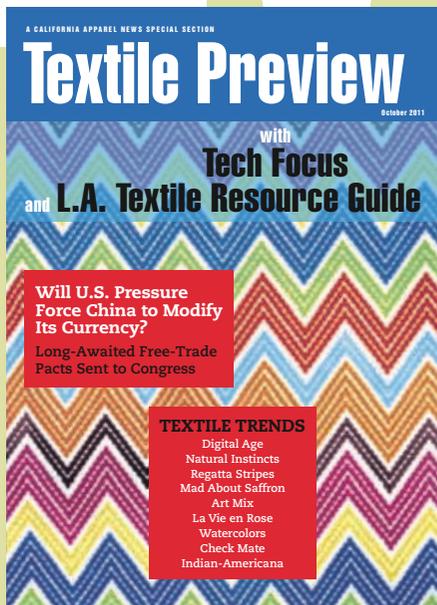
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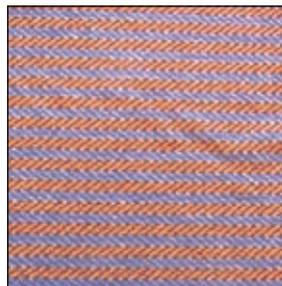
Robert Kaufman Fabrics
#AMD-7018-169 "Earth"



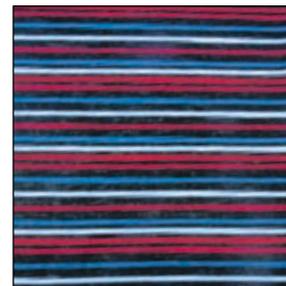
Philips Boyne Corp.
#T/T3710MUL



Avid Ink #A143934 "Mellow Orange"



Bel Maille Creations #C888
R7116



Bel Maille Creations #C868
R7091



D&N Textiles Inc. #4418

Mad About Saffron

Brights are big, and the brightest of all—yellow—is key. Whether used as the base color or as a bold accent, yellow is a bright idea.



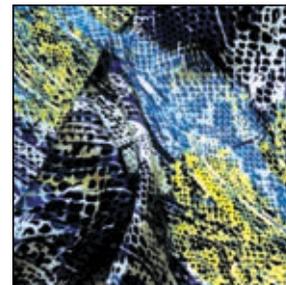
Taiana Blu #P550005
"Defender"



Triple Textile #2



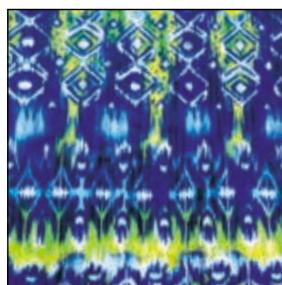
Britannia Mills Ltd. Rayon/
spandex jersey



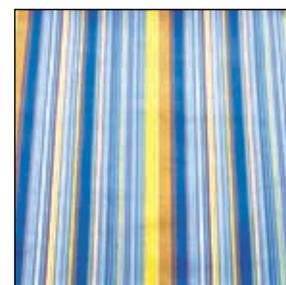
Textile Secrets International
Inc. "Swirling Snakes"



Denis & Fils
#002736S-1TMIJT



Avid Ink #A146899 "Escape
Blues"



Philips-Boyne Corp.
Y/D0012MUL



Triple Textile #N-204-K

Natural Instincts

Everything from sophisticated laces to eco-friendly flax and whimsical prints looks luxe in rich earth tones.



Robert Kaufman Fabrics
#AGA-11879-160 Taupe



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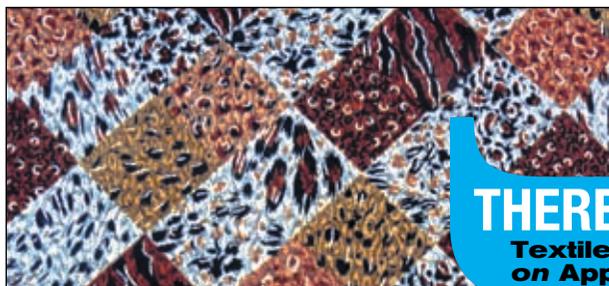
Cinergy Textiles Inc.
#Challis-1011



Textile Secrets International
Inc. "Lace Snakes"



EcoFlax Inc. "Double Face
Linen Coco/Gray"



Triple Textile #L-583-F

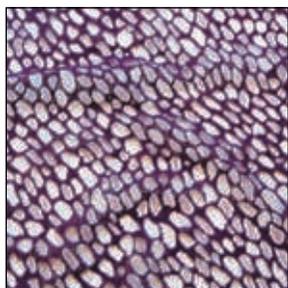
THERE'S MORE
Textile Trends
on ApparelNews.net

La Vie en Rose

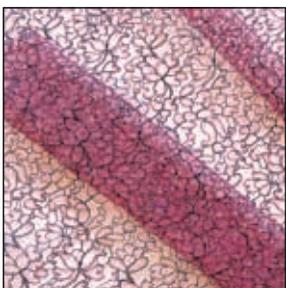
Rose shades, ranging from ballet pink to deep berry, add a touch of romance to prints, laces and solids.



Ulisse Fashion Art Details #AP38881UA



Solstiss #378Q10.02



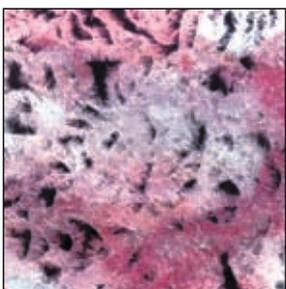
Solstiss #B09225



Triple Textile #1



Avid Ink #A146849 "Heaven
Received"



D&N Textiles Inc. #4461



Britannia Mills Ltd. "Viscose
Matte Jersey"



Triple Textile #SQN-1-F

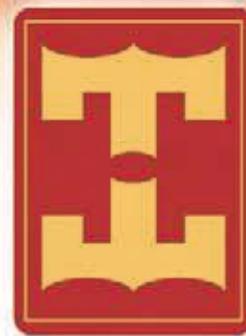


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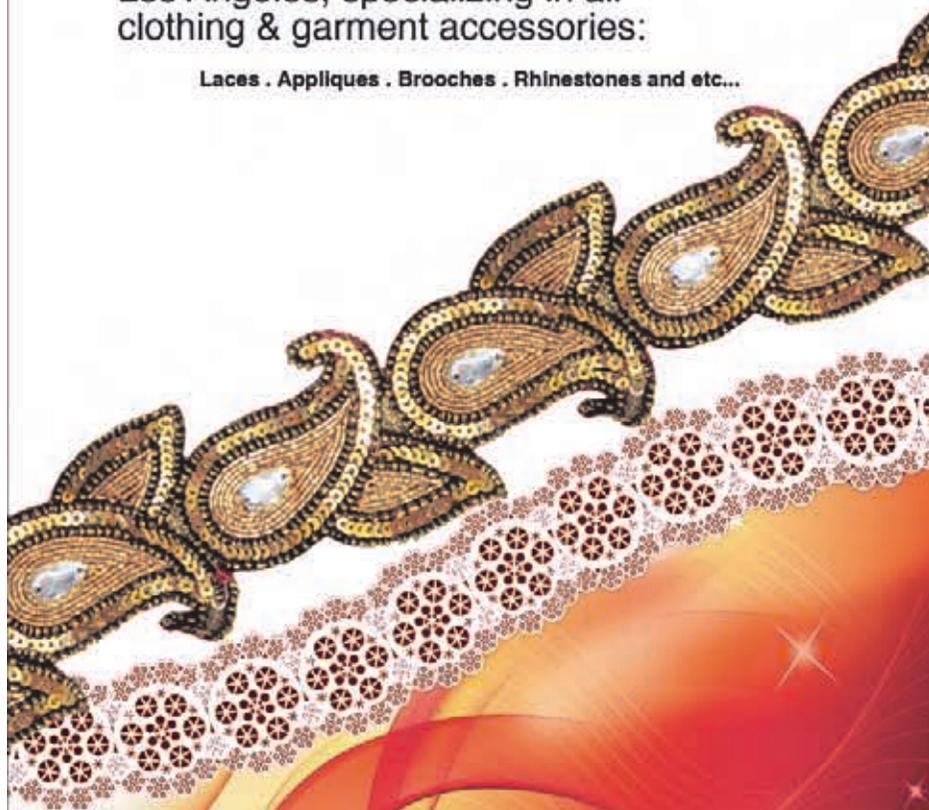
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TEXTILE TRENDS

Watercolors

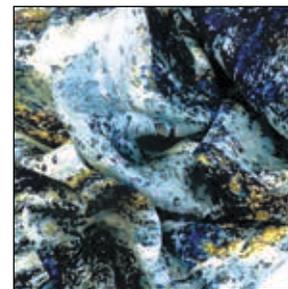
Designers find inspiration in peaceful watery shades, including bright Mediterranean, sun-flecked aquamarine and deep-water indigo.



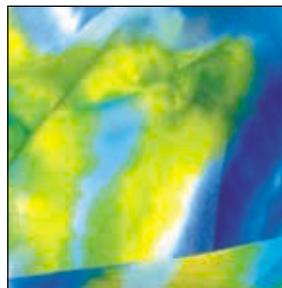
Robert Kaufman Fabrics #AMD-11652-69 "Midnight"



Textile Secrets International Inc. #DIGI/002-FC "Border Tech"



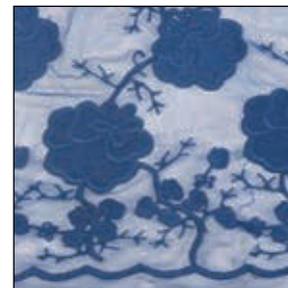
Textile Secrets International Inc. #SIC/262C "Day & Night"



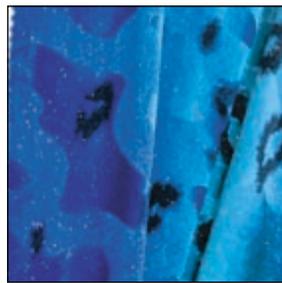
Triple Textile #N-203-22



Avid Inc #A147877 "Feather Bulletin"



Juan Boluda S.A. #49.038739



Triple Textile "New Velvet Print"



MJ Textile Inc. #TV-KB 4536



EcoFlax Inc "Orchid Plain"

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Indian-Americana

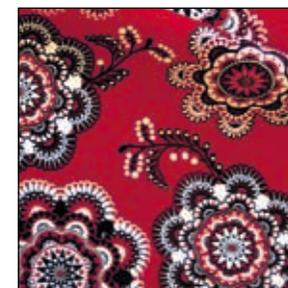
Traditional Americana bandana prints—and the traditional Indian paisleys that inspired them—get a modern makeover in upscale fabrications.



Triple Textiles #N-197-C



Monterossi Fabrics #1541/3091



Robert Kaufman Fabrics #ETK-11861-202 "Americana"



Taiana Blu #9210082 "Seveso"



Juan Boluda S.A. #39.007246



Triple Textile #N-202-Q

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Check Mate

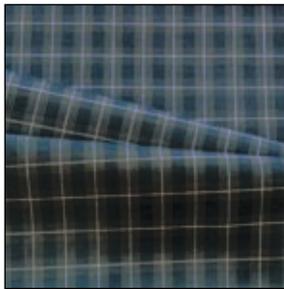
Plaids look fresh in somber colors accented with black or pops of acid colors.



Target Trim #BR00510



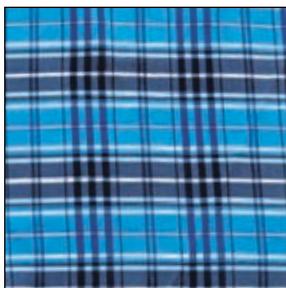
Juan Boluda S.A. #37.005002



Philips-Boyne Corp. #TWL4511B/E



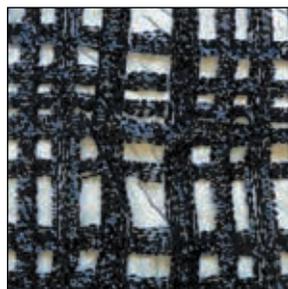
Taiana Blu #L920002 "Alinghi"



Taiana Blu #P880002 "Albix"



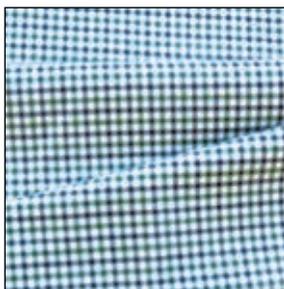
Juan Boluda S.A. #37.008054



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Turnaround Time: 3 to 4 weeks
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Minimum: No minimums on common counts, but orders of less than full pallet size do carry a surcharge.
Price Points: Not applicable. This is best determined at the fabric stage.
Turnaround Time: Approximately 2 weeks, depending on count and blend.

Competitive Edge: We are an industry leader in quality and service due to flexibility, technical support in subsequent processing, and knowledge/experience in the global marketplace.

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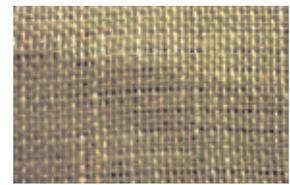
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Custom Work: Yes
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Minimum: Varies by fabric
Price Points: Moderate to high
Competitive Edge: We offer new and innovative fabrics every season. Custom developments also available.



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Services: Package deal, made in China
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Inventory: Yes
Minimum: No
Competitive Edge: Beautiful line at a good price

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Product Line: High-end fashion-forward knits, swimwear, activewear, sportswear, bodywear, and intimate apparel
What's New: Yarn dye micro Modal cashmere stripe, big loop Italian couture, French terrys, yarn dye "Missoni" jerseys

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NGC Software

2234 E. Colorado Blvd.
Pasadena, CA 91107
(323) 497-4200
Fax: (866) 309-8581
www.ngcsoftware.com
info@ngcsoftware.com

Product Line: PLM, Supply Chain Management, Enterprise Resource Planning (ERP), product testing and CPSIA compliance

What's New: NGC has been named as a 2011 Great Supply Chain Partner by SupplyChainBrain. NGC was selected as a top 100 company out of hundreds of nominations for the prestigious list, which recognizes the industry's best and most reliable supply-chain vendors. A California-based private-label manufacturer of women's and children's apparel nominated NGC as a Top 100 Supply Chain Partner. NGC has helped the company experience significant operational improvements as a result of implementing NGC's PLM and global sourcing/supply-chain management software. NGC has helped to centralize communications, streamline operations, eliminate redundancies, and transform overall efficiency.

Services: Business Consulting, Implementation Services, Technical Services
Competitive Edge: NGC has more than 30 years of experience in delivering fashion software solutions to the world's top brands and retailers.



Philips-Boyne Corp.®

135 Rome St.
Farmingdale, NY 11735
(631) 755-1230
Fax: (631) 755-1259
www.philipsboyne.com
sales@philipsboyne.com

Product Line: High-quality shirtings and fabric. The majority of the line consists of long staple Egyptian cotton that is woven and finished in Japan. Styles range from classic stripes, checks, and solids to novelties, oxfords, dobblies, voiles, Swiss dots, seersuckers, gingham, flannels, and more. Exclusive broadcloth qualities: Ultimo®, Corona®, and Superba®.

What's New: New patterns added regularly: woven, end on end, yarn-dyed plaids; flannels, large houndstooth; yarn-dyed stripes and checks.

Custom Work: Yes; minimums apply; 90 ex-mill Japan
Inventory: More than 3.5 million yards of stock also includes blends, linens, and silks.

Minimum: 3 yards

Price Points: Moderate to better to designer

Turnaround Time: Immediate shipping for stock

Competitive Edge: Fully stocked distributor. Inventory available on website. Knowledgeable customer-service team, immediate shipping, and highest-quality textiles. Philips-Boyne serves everyone from at-home sewers and custom shirt-makers to couture designers and branded corporations. Call or e-mail for samples.



S & J USA Inc.

843 E. 31st St.
Los Angeles, CA 90011
(323) 231-0811
Fax: (323) 231-3820
www.snjusa.com

Services: S & J USA, Inc has been a major, authorized distributor of YKK zippers for over 25 years. We carry a vast array of zippers, and we have an in-house factory that allows us to complete orders quicker than our competitors. S & J USA, Inc also specializes in snaps, tack buttons, eyelets, and elastics among other trims. Our customers range from the U.S. to Asia, and we hope to expand even further in the future. We are known for great customer service and quality materials.

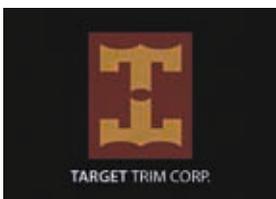


Showtime

(336) 885-6842
www.ITMashowtime.com
info@itmashowtime.com

Show Dates: Dec. 4-7

Services: Showtime™ has become the pre-eminent upholstery and decorative coverings market for home furnishings in the Western Hemisphere; the largest biannual gathering of textiles, leathers and trimmings. Founded in 1990 as a furniture fabric fair, Showtime has grown to cover all the various home fabric distribution channels attracting buyers from around the world. Join us in High Point, N.C., where textile mills, converters, leather tanneries, and trimmings manufacturers gather to introduce their new lines. The 44th edition of Showtime will be held Dec. 4-7, 2011. Check us out!



Target Trim

629 E. Ninth St.
Los Angeles, CA 90015
(213) 688-8830
(888) 904-1206

Fax: (213) 489-4499
targettrim@yahoo.com

www.targettrim.com

Contact: Lea Saghian and Joseph Sharooz

Products and Services: Many famous designers worldwide shop with Target Trim for their trim, fashion, and accessories needs. If you have heard of us, great. If you haven't, please take the time to check us out first-hand, as we have a huge collection and assortment of merchandise. We can be reached by email, phone, and fax, and when you're in Downtown L.A., make sure to just stop by, say hello, and shop with us. Quality products, great customer service, and even better prices!



Ulisse Fashion Art Details

Via N. Copernico 2
41012 Carpi (MO), Italy
(310) 428-8138
Contact: Ross Scrivano
info@ulissefashion.com

www.ulissefashion.com

Products and Services: We are an Italian-based company with over 30 years of experience. With a close relationship with well-known European fashion brands, Ulisse is the most important fashion-accessories-for-garments producer in the market. Our Italian-based headquarters is the home of a big stock and the design team where the most beautiful and innovative articles are created. Our office in Hong Kong is the Asian hub in charge of customers from mainland China and from the Pacific area. Our factories are located both in mainland China and in Italy, where a particular attention is paid to the client's custom needs and high-quality standards. Another very important aspect of the quality is the certification, which can be issued on the standards required from the client. The collection includes laces, ribbons, embroidered trims, embroidered patches, brooches, collars, beaded necks, sequins, etc (all hand- and machine-made).

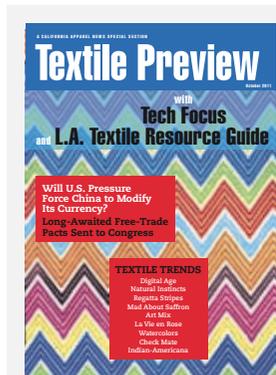


WFX

(323) 228.0248
Contact: Mike Emanuel
mike@clearskysol.com
www.wfxondemand.com

Products and Services: WFX offers a Web-based Product Lifecycle Management (PLM) system to improve efficiency throughout the product development lifecycle—from design to protos to salesmen samples to PP samples—with useful tools that also have some application for production and QC control.

Competitive Edge: WFX was designed specifically for fashion footwear, apparel, and accessories companies and has more than 9,000 users in North America, Europe, and Asia. Apparel Magazine ranked WFX #1 in PLM user-friendliness with additionally high ratings for overall satisfaction, apparel-market knowledge, ROI, and customer service. With SaaS and our user-friendly interface, WFX's online training implementation program enables customers to be fully "live" and running in 30 days. We listen to our customers and make frequent upgrades, such as introducing MAC browser compatibility earlier this year. But perhaps the best measure of our product and service is our 96% customer-retention rate.



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MONDAY, OCTOBER 10th

Retail/Fashion Merchandising Math

11:00am-12:00pm

at Fashion Business, Inc., Suite C786

Gain an understanding of the mark up principles applied as a retailer or manufacturer.

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Retailing & Wholesaling Online

1:00pm-2:00pm at AIMS, Suite A1169

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Presented by AIMS & Focal Technology

Remote Order Entry

2:00pm-3:00pm at AIMS, Suite A1169

This presentation will show the benefits of using remote order entry instead of manual order entry.

Presented by AIMS

TUESDAY, OCTOBER 11th

AIMS Training & Education Center

10:00am-11:00am at AIMS, Suite A1169

AIMS continues to expand its Training & Education Center. See what the buzz is all about regarding the new video training classes.

Presented by AIMS

EDI Made Simple

11:00am-12:30pm at AIMS, Suite A1169

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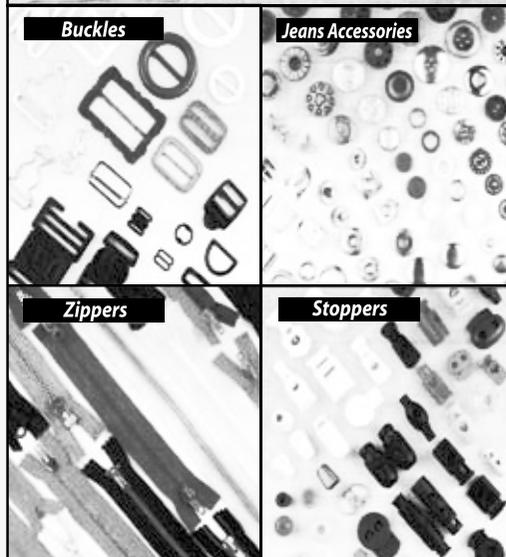
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