

Supply Chain + Tech Focus

A CALIFORNIA APPAREL NEWS SPECIAL SECTION

APRIL 2013



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Brother Offers Limited Lease Promotion for Digital Garment Printers

Bridgewater, N.Y.-based **Brother International Corp.** is running a special 0 percent financing program on its **GraffiTee** series of digital garment printers.

The promotion, which runs through the end of May, applies to Brother's GraffiTee models GT341, GT361 and GT381.

"We are excited to announce this special financing offer to those looking to start or expand a garment-decorating business," said Peter Holland, senior director and general manager for Brother's industrial-products division.

The Brother GraffiTee Series are mod-

ular, allowing customers to upgrade as business grows. They are available as a CMYK-only printer; a CMYK with two white print-heads model; and a CMYK with four white print-heads model, which features single-pass printing for higher speed and performance, according to the company.

The printers offer up to 1200 dpi for photographic-quality printing, print areas up to 16 by 18 inches, LAN/ethernet/USB connectivity, an ink-cartridge system and **OekoTex** Standard 100, Class 1-certified inks, and a compact size. The printers

come with **GraffixPro Studio** T-shirt design software.

For more information about the GraffiTee series, visit www.graffitee.com.

The special promotion applies to new 27-month leases on Brother GraffiTee digital-garment printers leased directly from Brother International Corp. and is valid within the United States only.

For more information about Brother's promotional lease program, including terms and limitations, visit www.brotherusa.com.

—Alison A. Nieder

Graphics One's Partnership Puts Metalnox Equipment On-site

Burbank, Calif.-based **Graphics One LLC** formed a partnership with **Metalnox**, a Brazil-based maker of heavy-duty calendars and industrial heat presses.

Through the partnership, Graphics One can offer free installation and on-site service of the Metalnox equipment through a nationwide network of dealers. Since 1982, Metalnox has been manufacturing equipment for the textile industry with its original patented technology. Metalnox products are sold in Brazil; South, Central and North America; Europe; and Asia. The company's **Metalnox 8000ACV Pro** and

12000AV Pro have a dual shuttle system, which allows for two continuous pressing jobs. Metalnox's Paper Vacuum System allows users to use generic transfer paper and still produce crisp images with no ghosting.

Graphics One provides a range of digital imaging products, including prepress, graphic arts, large format and color products, as well as installation and technical support through a distribution partner network in nearly 100 countries.

For more information, visit www.graphicsonenews.com.—A.A.N.

Synergy 17 Offers Rhinestone Font Tool for CorelDraw, Free Font Download

Clovis, Calif.-based embellished-apparel resource **Synergy 17** has created a macro for **CorelDraw** to help apparel designers resize rhinestone fonts for custom applications.

Compatible with CorelDraw X4, X5 and X6, the resize tool let users customize design specs and rhinestone size and replace irregular-shaped stones.

A tutorial video is available on the Synergy17 website.

On the 17th of each month, visitors to Synergy 17's website may also download the latest pre-stoned rhinestone font, available for free. After 24 hours, the font will be available for sale, along with the company's catalog of rhinestones, fonts and designs, textile foil and heat-transfer equipment and supplies, graphics, and clip-art.

Launched in 2011, Synergy 17 sells garment-decorating equipment and supplies, including heat presses, vinyl cutters, rhinestone-design software, vinyl, rhinestones, rhinestone-template materials, rhinestone fonts, rhinestone designs and other accessories. In addition, Synergy 17 offers training and information for hobbyists, start-up businesses and well-established decorated-apparel makers.

For more information, visit www.synergy17.com.—A.A.N.

Safety and Compliance on the Agenda in Long Beach, Calif.

Product safety, compliance and sustainability issues—including state and international regulations; import surveillance; and developing an efficient, cost-effective and reasonable testing program—will be discussed at an all-day seminar and workshop in Long Beach, Calif., hosted by **American Apparel and Footwear Association**.

Danielle Abdul, AAFA government-relations manager, will kick the event off with an update on the state of the industry, and Nancy Nord, commissioner for the U.S. Consumer Product Safety Commission, will give the keynote address and answer questions from attendees.

A panel discussion titled "California and Beyond the Border: An In-Depth Look at Regulations" will address West Coast state regulatory issues, including Proposition 65 and green chemistry, and will look at international regulations, including those from Canada, the European Union and China.

Panelists include Erin Maus and Douglas Sanders, both with **Baker & McKenzie**, and Barbara McAndrews, senior legal counsel for product safety and compliance for **Quiksilver**.

Import surveillance, requirements and strategies to avoid having goods stopped at the ports will be discussed at another panel, titled "Stopped at the Border: The Impact of Import Surveillance on Your Business." Panelists include Vicky Hutson, compliance investigator for the Consumer Product Safety Commission, and Dora Murphy, director of the **Center for Excellence & Expertise**.

Cost-effective testing and the Consumer Product Safety Improvement Act (CPSIA) will be discussed at a panel titled "What's Reasonable? Developing a CPSIA-Compliant, Reasonable Testing Program."

The May 19 Product Safety and Compliance Seminar will be held at the **Long Beach Marriott**.

Sponsors include Baker & McKenzie, **ecVision**, **OekoTex**, **SGS**, **TEXbase**, **Olympus**, **UL**, **Bureau Veritas** and **TUV SUD**.

For more information, visit www.wewear.org.—A.A.N.



Complimentary Breakfast Event:

Learn about the advantages of the unified model approach to fashion ERP solutions and what the future holds for the fashion ERP software landscape.

When: Tuesday, May 14 from 9:00-11:00 am

Where: California Market Center, Suite C804

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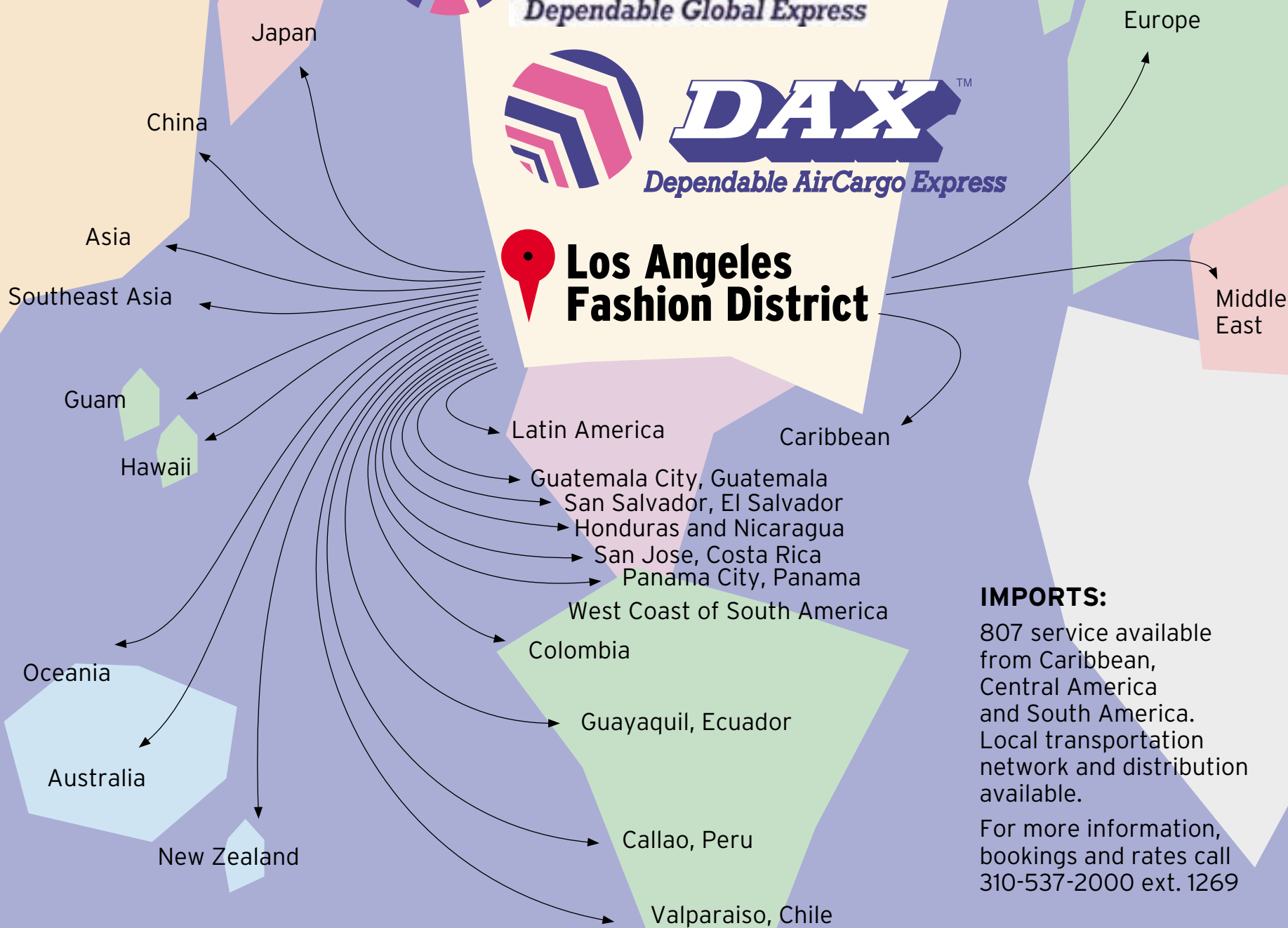


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When Is It Time to Add PLM?

Technology providers offer advice for companies looking to add product lifecycle management systems.

Large apparel manufacturers and retailers producing around the world have learned that product lifecycle management software keeps all divisions on track to bring in production efficiently and on time.

The challenge is to know when to add PLM. *California Apparel News* Manufacturing and Technology Editor Sarah Wolfson recently caught up with several apparel technology executives to find out what signs apparel makers should look for when deciding whether to add—or upgrade—their PLM systems.

Mark Burststein
President of Sales, Marketing and R&D
NGC

If fashion companies are running their businesses by spreadsheets, emails or outdated legacy systems, they're on a collision course with potential disaster. Without the visibility of PLM systems, they run the risk of missing deadlines, over- or under developing product lines, missing their margins, and experiencing mistakes in quality. The list goes on and on, and these are all symptoms that a company is ready for PLM.

Speed-to-market is one of the key reasons that companies adopt PLM systems. The most successful fashion companies are designing closer to season than ever before in order to be on-trend and more responsive

to consumers. As a result, companies must compress their lead times and produce products as close as possible to the retail-floor set date. This helps maximize full-price sales and reduce markdowns, which increases sell-through and profitability.

SKU proliferation is another big driver in fashion PLM adoption. Managing the increasing amount of styles, colors and sizes that fashion companies are developing today is extremely difficult without a PLM system.

PLM isn't a luxury anymore. Fashion companies must become more efficient and productive. PLM can be the key to helping them compete.

Stacey Charbin
Fashion Marketing Director
Lectra

Fashion is a business of change. And it comes as a surprise that, sometimes, fashion companies are hesitant to change. Sometimes because the business is so fast paced that you don't have time to breathe and sometimes because you aren't sure how to go about making the changes that you think you need.

This is where PLM enters the picture. A PLM solution shakes up a traditional way of working with collaborative technology. PLM channels expertise where it matters most—vision, creativity, quality and fit—while providing traceability and visibility.

PLM is a big change. And if top management isn't fully behind the idea of such a solution, a company simply isn't ready for it.

By working with top fashion brands around the world, we've seen several other signs of readiness. Previous experience with enterprise software projects—ERP, in particular—is a good sign that a company can implement PLM effectively. This implies a strong IT team and support, which will be needed for a PLM project. There should also be initiatives already underway to standardize and formalize collection development. A company should have a firm understanding of change management and be serious about critical path management. Clear roles and responsibilities as well as organizational buy-in will help ensure successful implementation and sustainability of a PLM solution.

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2 Liesse Design

Tricots Liesse also has its own very experienced and highly qualified design team using the latest textile software CAD design tools.

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3 Di-Tech Dyeing & Finishing

Our European-styled, state-of-the-art dyeing and finishing facility has the unique ability to process small runs to very large programs, including a multitude of different finishes and knitted fabrics from 2 oz. to 22 oz. and everything in between. Di-Tech specializes in the quick turn of samples and/or production of the highest-possible quality knitted fabrics.

4 Twenty (cut and sew)

Cutting-edge styling coupled with the latest fabric innovations are only two of the things that make our garments unique.

Every Twenty fabrication is designed exclusively for the collection by Tricot Liesse's premium knit designers.

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Tricots Liesse's and Di-Tech's electricity are supplied by Hydro-Québec. H.Q. is the largest producer of hydro-electricity, and it also uses green energy, especially wind energy. The natural flow of water in rivers offers kinetic power that can be transformed into usable energy.

Our Products

From Single Knits to Double Knits, from Swimwear to Crochets, from our new Eco-friendly fabrics to our Fire Retardant fabrics.



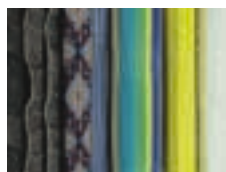
Single Knits

Plain jersey, feeder and engineered stripes, bird's eye, lacoste, mesh, an infinite number of jacquards, jerseys in plaited, fluid and control weights, crochets and novelty constructions in both piece-dyed and yarn-dye versions; gauges from 14 to 40.



Double Knits

Jacquards, interlocks, PDRs, double-face, blisters, transfer jacquards, lined crochets, ribs and trims, all fabrics are available in both piece-dye and yarn-dye versions, in gauges from 14 to 28.



Swimwear

Swimwear fabrics, many with custom finishes such as anti-microbial, resistance to chlorinated pool water, and resistance to sea water.



Surface finishes

Surface finishes such as sueding, sanding, napping and ice finish.



Chemical finishes

Chemical finishes such as wicking, anti-fungal, fire retardancy, water repellency, ice finish, moisture management systems (Aquaway & Bi-Dri), anti-static, U.V.P. Finish Rayosan, Soli resist, Cold Black, anti-pill and more.

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James Horne
Vice President of Marketing
Centric Software

Today, omni-channel retailing practices are pressuring apparel makers to produce more SKUs than ever before. This demand puts enormous pressure on product teams. If existing systems—like PDM [product data management] or spreadsheets—hamper rather than help the efforts of product teams to keep up, this is definitely a sign that it's time for PLM. PLM systems—especially those with apparel-industry business practices built in and that implement quickly right out of the box—allow apparel companies to ramp up product development—and SKUs—quickly.

For example, one North American apparel company found it could manage 22 percent more SKUs year over year—without increasing headcount—once it implemented a PLM system designed for the apparel industry.

Many apparel companies are so strangled by their current work environments and systems that they can't pursue a new market when they identify one. An effective PLM system provides a way to track, document and manage rapid product development with good cost control.

Whether a company conducts its own [regulatory] audits or outsources them, the challenges are the same. Maintaining visibility, documenting results quickly and accurately, and the ability to produce well-organized, clear, succinct documentation upon request (such as for inspectors) are all essential. A good PLM system delivers all of this in the same system where all other product information is stored. This “single source of truth” approach results in better compliance management, visibility and risk mitigation, as well as better and safer products.

Fast fashion used to be a differentiator for a few companies but is now being adopted across the industry. Fast fashion's previously unheard-of development cycles require much more efficient product-development efforts and a way to integrate everyone from designers to line planners and from merchandisers to factories and retailers. Everyone in the supply chain *must* be on the same page, working from the same information—at all times—in all time zones. A PLM system that delivers robust functionality and implements quickly allows more product cycles in shorter periods of time.

Many apparel companies view their creative staff as a differentiator. Yet designers can become uninspired by the atmosphere in which they work. The last thing someone from a top design school wants to do is spend a lots of time tracking information through a myriad of spreadsheets. A PLM system designed for the apparel industry removes administrative headaches and allows creative teams to be creative. As a bonus, this environment can even help in the recruitment and hiring process.

[A PLM system can help] when the supply chain is performing well, but the company still needs to improve margins. This usually happens when companies put all their cost-saving efforts into ERP. The problem with this approach is that ERP only affects costs that occur after the product is in the marketplace. The greatest impact on product costs are locked in during design and development, long before the sale. With PLM, a company has much better control of costs and can do more what-if scenario planning before locking in costs during development.

Debbie Marconi
Director of Global Management
Gerber Technology

We find that companies turn to PLM when their process becomes too difficult to manage in the traditional way. Without a PLM

system, organizations have data dispersed in all sorts of places—in emails and spreadsheets—and, because product details change so quickly, the data is never current. A PLM system serves as a dynamic repository of all of the details associated with planning, designing, developing, sourcing, tracking and reporting on a product line. With PLM, everyone in the process pulls data from a single source that tracks history, workflows and individual responsibilities to help companies go from concept to finished product in a fraction of the time.

PLM systems make it possible to connect your creative process with your supply chain and truly collaborate dynamically with vendors around the world in real time. This means vendors are elevated to true partners because they can actively participate in the product-development process. The best systems are able to translate information into multiple languages to ensure details aren't lost in translation. PLM systems also enable companies to easily track the performance of their vendors to determine who their high-performing partners are at any point in time.

High-performing organizations want visibility into their entire process, from planning to purchase, and need to be able to estimate costs quickly and easily. A comprehensive and user-friendly PLM system will enable everyone involved in the process, including executives, to track progress and ensure that commitments are met and quality is upheld.

Robust PLM systems can also be integrated with a company's enterprise systems like, for example, ERP. This gives managers all the information they need to make informed decisions going forward. Which lines are the most profitable? Which vendors consistently hit their deadlines? They present the information graphically and enable managers to easily drill down to the details. This means you not only reduce time spent in meetings scrutinizing spreadsheets that may or may not be providing the most current, comprehensive view of your business, but you also increase profits by getting the right products to market on time at the right cost.

Ben Silver
Senior Director, Business
Development
Simparel Solutions

Growth in smaller companies is the main reason they need to move to a PLM system to enable them to track and cost their pre-production products more efficiently. Doing things in Excel and on spreadsheets just doesn't cut it when companies see growth in the 30 percent to 40 percent range. Their staff can't keep up with all the activities, so they either add staff—which can get expensive and time consuming—or add a system to enable their process to be tracked automatically, and there is only one version of the truth throughout the company.

Larger companies look to add or replace PLM systems based on how their business models have changed. In some cases, bringing production back to this hemisphere has created a need for more design and development than they were getting overseas from their vendors. In that case, a new system is needed to help develop product quickly and efficiently to meet the new business model of manufacturing, where speed to market is needed—as well as replace what was being done overseas for them. What we are also seeing is that the unified approach—where everything is in one system—works best, so interfaces, manual inputs and APIs are not having to be created. [An API, or application protocol interface, allows different software systems to communicate with each other.] **Gartner** [the technology research firm] did a study in 2011 in which they said, “Modern apparel companies must adopt an end-to-end model of operations in order to succeed.” ●

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The Emsig Edge

When you have worked at the same place going on 59 years, and run it for most of that time, you might be forgiven for becoming a bit weary, even jaded. However, you would not be Larry Jacobs, president and CEO of Emsig Manufacturing, the global powerhouse button producer. Jacobs has spent his entire adult life—and years that for someone less motivated might have been a golden retirement—continuing to build the Emsig brand with the enthusiasm and energy of a 20-year-old. Can he possibly still enjoy his work routine?

“Well, of course I’m enjoying it,” he shoots back. “That’s why I can go to India for two nights and come home. Who does that? I commute an hour and a half each way to work every day.

“I enjoy it,” he continues, “because it’s an opportunity to be creative.”

Creativity, along with technological innovation, have kept Emsig at the industry’s forefront since its founding in 1928. The list of Emsig “firsts” is impressive, from the first enameled steel work shirt button to buttons that glow in the dark, and, for the medical field, anti-bacterial melamine buttons that inhibit the growth of bacteria. Emsig has also learned how to recycle the nearly 200,000 pounds of waste melamine into new product—“No one else does that,” Jacobs points out.

While many of Emsig’s buttons are produced in its 110,000-square-foot Connecticut factory—one of only two button makers that still produces in the United States—Jacobs had the foresight some 30 years ago to set up production facilities in China and, more recently, in New Delhi, India, to service U.S. overseas production. Emsig’s Chinese license at its two China facilities allows American companies manufacturing there to avoid import duties on buttons as well as quickly recover the VAT. Seeing opportunity and capitalizing on it has been Jacobs’ genius as much as thinking outside the box has propelled Emsig to the top.

“We are creative because that’s what you have to do,” says Jacobs. “I’m involved in fashion, and fashion is about change. The concepts I’m working on have to be doable, have to be practical, and you have to know the market is ready for certain changes. Then we offer them.”

So, what’s new at Emsig? For starters, a new shirt-size wonder button that, Jacobs crowns, “is truly unbreakable. Takes a compression test of 2,000 pounds per square inch. No one has really made a button like this.” The pearlized look stands up to hundreds of washings without change, including enzyme washing, and the button will not burn.

Also in the pipeline is a “photo button,” produced in China, allowing a customer to have any photo permanently infused into a button. “The photo becomes an actual part of the button,” Jacobs notes. “It doesn’t wash off, it’s iron-able. I can’t believe it myself.”

Jacobs is equally excited, however, in the series of products Emsig is not producing but will be distributing in the United States and South America—a rarity for the company. “This is a very special line of products for the swimwear industry,” he says. “It’s so different and so exciting, we’ve never seen anything like it.” The line comes from the children of a former but-



Emsig Manufacturing is Oeko-Tex certified and UL specified.

ton maker in Italy Jacobs knew and comprises more than 1,200 separate items. Jacobs is a bit closed-mouth about it—“it’s a few weeks before I have everything, and I have to wait until it comes in,” he explains—but he will say that the combination plastic-metal line of trim involves “all types of unique ways of fastening a garment, as well as showing a fashion style that is washable, iron-able, and isn’t affected by chlorine or saltwater.”

Innovation aside, Jacobs takes pride in the employees that have become as much a family as a workforce. “What’s important for me is the value I have in the people who work for us,” he says. For them, Jacobs is willing to fund continuing education classes as well as treatment for any addiction. His smarts and style, and unusual longevity, attracted Who’s Who in America to pick him as one of 100 “unusual” top executives, and Emsig has been profiled on the *World’s Greatest* television series. Jacobs’ continuing zest for his business ensures that Emsig will be a powerhouse for years to come.

“I don’t hit a home run every time at bat to be sure,” he says, “but if you are not involved, you end up doing the same thing over and over again. The world goes on. I learn from younger people today. Then I say, ‘Here I am, this is what I’ve got.’”



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sales@fdm4.com
Contact: Mike Cutsey, President
Products and Services: FDM4 is a multi-company, and multi-warehouse, multi-currency software solution that integrates your entire organization—including procurement, inventory, sales, accounting and customer service, while taking advantage of the benefits of apparel-based software. With increasing pressure to reduce time to market, you need the right product at the right time. With our forecast module you can anticipate demand at the style, color, and size level, utilizing color and size percentages. The FDM4 suite also offers purchasing, import management, intelligent allocations, CRM, order processing, E-commerce, SEO, mobile apps, freight calculation, integrated EDI, ASN’s, RF warehouse management, financials, customizable pre-packs, customer-specific packing rules, and dynamic line sheets. FDM4’s solutions are modular and can be acquired individually either through a licensed model or a SaaS (subscription model) in a hosted environment. FDM4 offers continual support throughout the entire implementation process and support cycle. Custom development ensures you get maximum value and return on your investment with software that changes and grows with you year after year. In business for over 30 years, FDM4 is a well-established company with the knowledge and expertise to provide a high level of customer satisfaction. Our industry-specific expertise ensures software and support is tailored to meet the demands of your industry and helps you improve the bottom line.

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(860) 871-8082 (outside USA)
www.gerberetechnology.com
Contact: Jill Powers
jill.powers@gerbertechnology.com
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Keylin Inc.

312 E. Jefferson Blvd.
Los Angeles, CA 90011
(323) 232-6700
Fax: (323) 232-6858
Support@KeylinInc.com
www.KeylinInc.com

Products and Services: Keylin, Inc. is a company organized to design, manufacture, and market fasteners for the aviation, construction, garment, leather, medical, and oceanic industries. This Los Angeles-based company serves as a distribution center that provides immediate delivery of goods to customers. Keylin offers a vast variety of hardware to the global market. The company specializes in custom-built, made-to-order product lines that satisfy the customers' needs. Keylin is proud to become the Mid- and Western Regional Distributor of the world's leading premium fashion zipper manufacturer, Riri Zippers of Switzerland. To date, Keylin has a stock collection of #4, #6, and #8 metal zippers available in 5-metal teeth colors and 7 tape colors. This provides a vast array of 105 different combinations of items to satisfy the customer's creative demand. To enhance Keylin's operation as Riri's Regional Distribution Center, Keylin has an on-site Riri machine from Switzerland to allow on-site custom jobs enabling zipper customization that closely matches the original factory specification. Keylin may also accept orders for production from Riri's Swiss plant that can be shipped anywhere in the world where customers may desire. The success of Keylin, Inc. as a leader in its line of trade is indicative of the effectiveness of the company's philosophy and goal.

Progressive Label

2545 Yates Ave.
Commerce, CA 90040

(323) 415-9770
Fax: (323) 415-9771
Info@progressivelabel.com
www.progressivelabel.com

Products and Services: Progressive Label is dedicated to helping companies develop and showcase their brand identity. From logo labels and hangtags to care/content labels and price tickets, we will develop, produce, and distribute your trim items worldwide. We specialize in producing custom products that will meet your design and merchandising needs. Our mission is to deliver high-quality products at competitive prices, wherever they are needed for production. We understand the rush nature of this industry and strive to meet the tight deadlines facing our customers. Another important part of our business is FLASHTRAK, our online ordering system for price tickets. It's a great tool for placing and tracking price ticket orders and will soon be expanded to include custom products and carelabels.

S & J USA Inc.

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

Products and 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.

Simparel

53 W. 36th St.
11th Floor
New York, NY 10018
(212) 279-5800
www.simparel.com
info@simparel.com

Products and Services: Designed specifically for the apparel, footwear, home furnishings, and accessories industries, Simparel enables manufacturers to reach their full potential by accelerating performance across the entire company, as well as their global supply chain. The Simparel Unified Global ERP Solution provides global enterprise visibility and collaboration throughout the PLM, supply chain management, order-to-cash, EDI, logistics, and distribution processes.

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Twenty Corporate Showroom

250 West 39th St.
Suite 1704
New York, NY
(212) 279-6868, Ext. 231
Fax: (212) 239-2257
Contact: David Helwani
www.twentytees.com

Products and Services: *Twenty* is redefining and innovating. Through the use of exclusive luxury knits with a deliciously soft texture, a timeless versatility, and an edgy sophistication in beautiful silhouettes, *twenty* creates basics that are anything but basic. The perfect combination of texture and design give each piece its own unique sensual character. From delicate tank tops to chic dresses, *twenty* transcends trends. Fashion forward and refined, the neutral palette of knits is designed with every sensuous detail in mind from cut and fit to fabrication for lightweight comfort and style. Meant for the modern girl with global adventures, the garments travel and transition from steamy summer days to cozy winter nights with incredible ease. Since *twenty's* launch in 2009, each collection is crafted with a fine hand and inspired by the very women who enjoy and understand the distinctive feel of a *twenty* piece. Every *twenty* fabrication is designed exclusively for the collection by *Tricots Liesse's* premium knit designers. *twenty* has become a noun and verb in the everyday language spanning both the coasts of our Newport Beach, Calif., headquarters, and New York, N.Y., office. It is a lifestyle and philosophy by which we live by. Live in *twenty*.

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