

A CALIFORNIA APPAREL NEWS SPECIAL SECTION

N.Y. Textile Preview

January 2014

& RESOURCE GUIDE

TEXTILE TRENDS:

**Chevron,
Purple Shades,
Lemon Lime,
Assortment Of
Orange,
Surface Texture,
Better Off Red**

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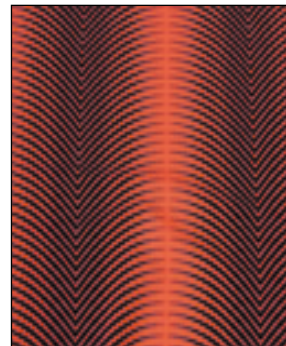
TEXTILE TRENDS

Chevron

Textile designers take on the classic chevron pattern, giving it a modern update with bright colors, geometric motifs and added surface texture.



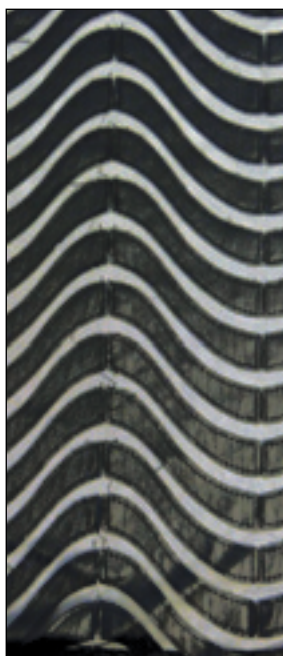
Cinergy Textiles Inc.
#Crochet-17625



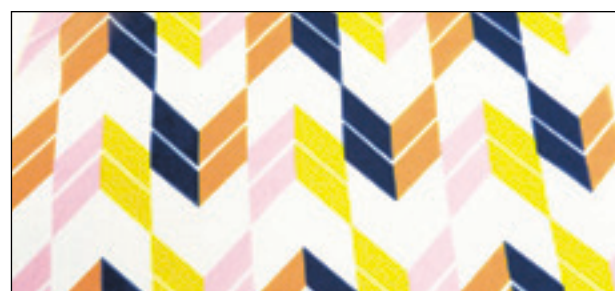
Pine Crest Fabrics
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Sportek International Inc.
#SCP479-00 "Chevron"



Max Vogue #EM4538 "Laser
Cut Embroidery"



Textile Secrets International Inc. "New Chevron"



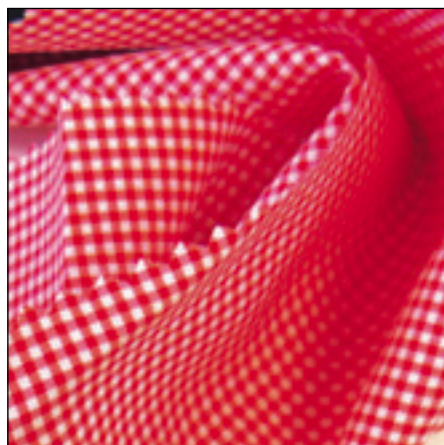
Cinergy Textiles Inc. #Mesh-B3000

Better Off Red

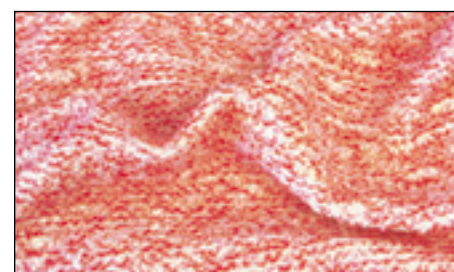
Red shades add impact to classic textile patterns and provide striking contrast when paired with purple.



Taiana Blu #S350022 "Lobex"



Taiana Blu #900164 "Corsaro"



Asher Fabric Concepts #CMF14RD



Guarisco Class #25409C



Max Vogue #JQ1920



Efilan "Ygritte"

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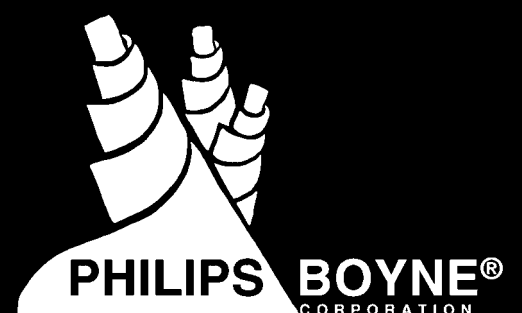
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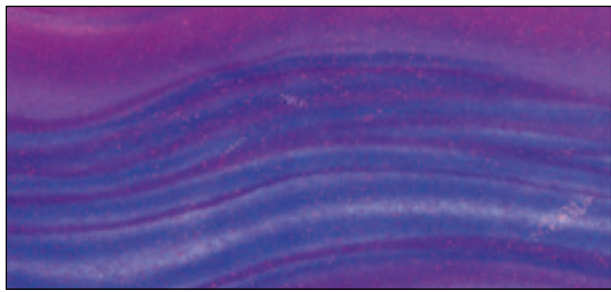
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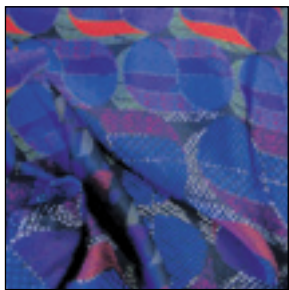


Purple Shades

Shades of purple, from radiant orchid to saturated grape hues, add whimsy to florals, plaids and abstract prints.



Pine Crest Fabrics #RHPC2206R



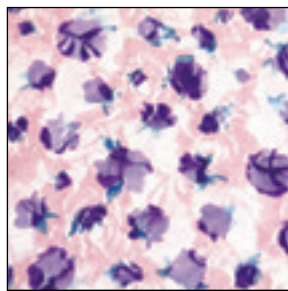
Guarisco #DP2339



Pine Crest Fabrics #BTP072C2 "Torn Rainbow"



Taiana Blu S800002 "Domex"



Cinergy Textiles Inc. #LACE-194

Lemon Lime

From sunny, buttery yellow to sour lemon or tart, neon limes, textiles are saturated in lemon-lime shades.



Taiana Blu #H260573 "Rating"



Textile Secrets International Inc. "Big Copperette"



Max Vogue #JQ2035 "Clipped Chiffon"



Max Vogue #EM4350 "Sequin Embroidery"



Cinergy Textiles Inc. #Crochet-278



Taiana Blu #BAA3504 "Lust10"



Taiana Blu #T14002 "Kalen"



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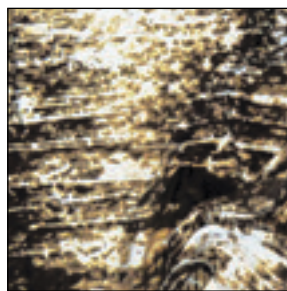
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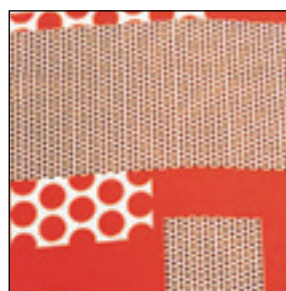
TRENDS

Surface Texture

Textile designers add drama and depth to prints with optical-illusion patterns, appliqué effects and chunky knits.



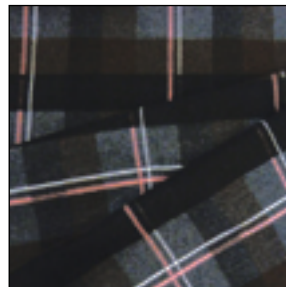
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#VJX50 1743



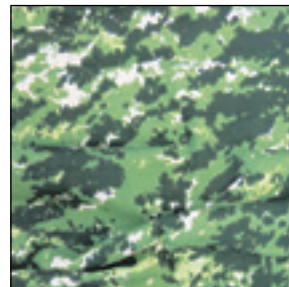
Textile Secrets International
Inc. "Tri Patch"



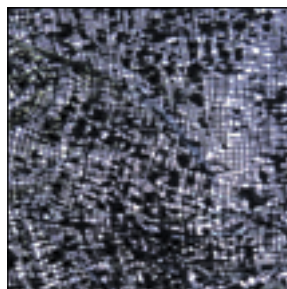
Guarisco Class #25065C



Riopelle Ceramica #TC8151/
F1 "Rocky"



Asher Fabric Concepts
#WW56 1653



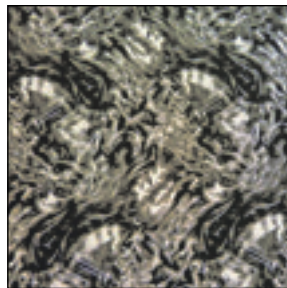
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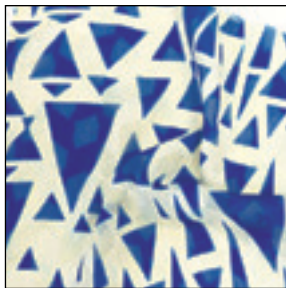
Max Vogue #WA1088
"Knitted Jacquard"



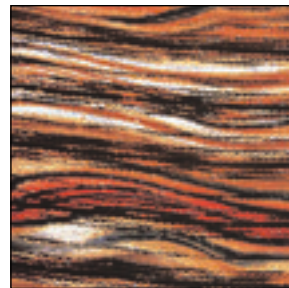
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Efilan "Elfo"



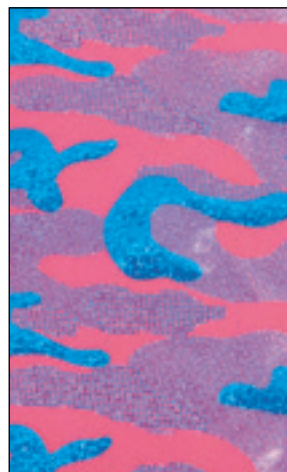
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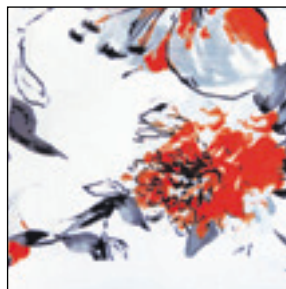
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Assortment of Orange

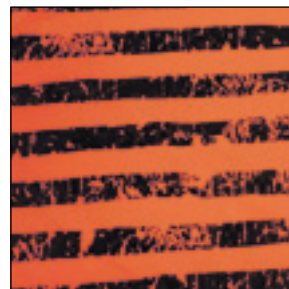
Whether it's Day-Glo or sunset, orange always packs a punch for florals, geometrics or edgier abstracts.



Pine Crest Fabrics #GTNF-
1297



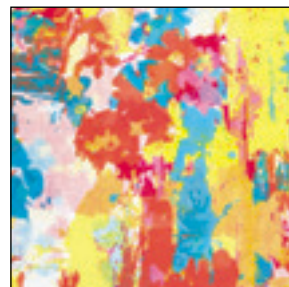
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#WW40 1648



Pine Crest Fabrics
#RHPC2310R



Textile Secrets International
Inc. "Small Block"



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Ortiz Industry: Performance Gets Professional

By Alison A. Nieder *Executive Editor*

Claire Ortiz and Heather Park have a background in building performance brands, and when the two decided to launch their own collection, they took their expertise in technical textiles and performance engineering and applied it to professional wear.

The result, **Ortiz Industry**, has the sophisticated look of a contemporary men's and women's line but is engineered to perform.

"Why should it only be the superstar athletes who get best of technology?" Ortiz said. "Everyone should have it."

The launch collection of easy-to-wear classic pieces includes pencil skirts, slim trousers, a dress and woven and knit tops for women, and a suit and woven and knit tops for men. Ortiz and Park packed each piece with details. For example, all bottoms have the Tuck Track waistband, which keeps shirts tucked in, and integrated pockets that stay in place. The pencil skirt is contoured specifically to a woman's body, allowing for



Claire Ortiz



Heather Park

ease of movement, and is lined in a breathable stretch fabric that provides a smooth foundation. Edges are laser cut for precision, and seams are sonic-welded. "We do shapes and details you could never get from sewing by hand," Ortiz said. Sleeves have gussets to give the wearer increased range of movement.

Self-described research geeks, tech junkies and fashionistas, Ortiz and Park saw a void in the market for professional clothing



that could keep up with busy professionals' lives.

"There's no such thing as 9 to 5 and no multitasking," Ortiz said, describing a woman dropping off a toddler at preschool before racing off to give a presentation or a man who gets off a flight and can immediately head to a meeting looking fresh pressed.

"We all have to perform," Park said.

Adding performance attributes to contemporary designs was a natural fit for Ortiz and Park. "We know technology," Ortiz said. "We have worked with [athletic] legends and have studied biomechanics. We put it together and said, 'Let's do something we are passionate about—technology, science, art and fashion.'"

Park describes Ortiz as "the visionary of creative advanced functional technology." The two have a utility patent in the works for their pencil skirt and proprietary agreements for several fabrics with the mills.

"A lot of people throw around the word 'innovation,' but we really mean advanced technology," Ortiz said. "From fiber level to coatings to the way it's worn, we want to get fabric to perform a way it never has before."

All of the fabrics in the collection must have at least four advanced properties.

➔ Ortiz Industry page 8



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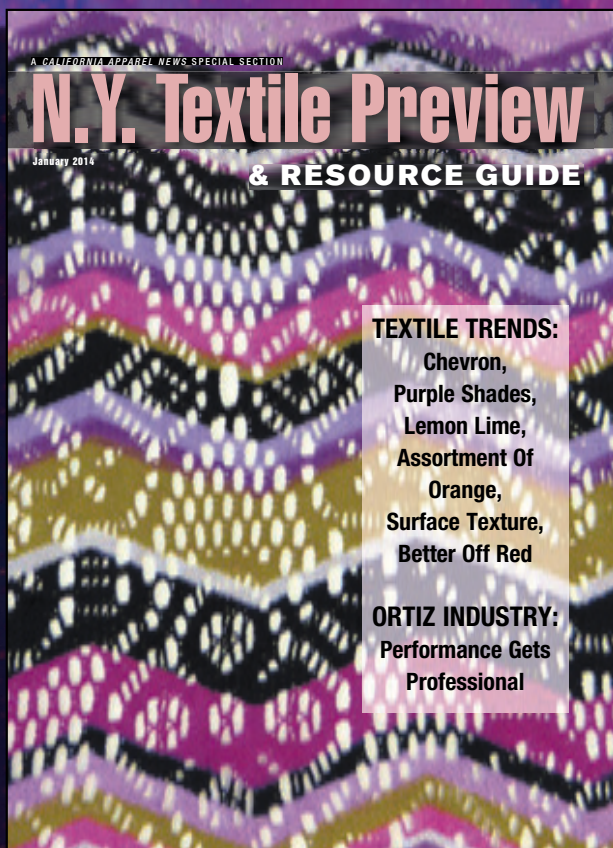
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COMPANY PROFILE

Ortiz Industry *Continued from page 7*

"Nothing should ever be nonbreathable," Ortiz said.

Fabrics have four-way stretch and recovery as well as UV resistance, moisture management, anti-microbial and soil-release properties, and all items can be machine washed.

At a line review at Ortiz Industry's downtown Los Angeles office, Ortiz takes out a bottle of water with an eye dropper and drips water on the men's suit jacket. It beads off.

To illustrate the performance aspects of the collection, Ortiz and Park hired a dancer, a skateboarder, a triathlete and a stunt man to model the collection for the lookbook. "We purposely shot everyone in full action," Ortiz said.

When they found out the stunt man also does parkour, the urban obstacle sport, they had him leap from a building wearing their men's suit. He landed with his shirt still perfectly tucked in.

"[The dancer] can do the splits in our pants," Park said.



Performance and brand building

Ortiz is a Southern California native who has worked around the world, designing for companies such as **Esprit**, **Nike**, **Under Armour** and **Wilson**. She serves as chief executive officer of Ortiz Industry. Park is originally from Hawaii, and, before co-founding Ortiz, she had her own design firm, creating branding strategies and art direction for companies such as Nike, **Halekulani** and **Hive**. She serves as vice president of branding for the collection.

The two met when Nike first began launching its **Brand Jordan** division and helped grow the business from a small collection into a \$1.75 billion global lifestyle brand, according to published reports.

Working for such large companies and brands helped refine the concept behind Ortiz.

"You go to a presentation and you don't have to think about what you have on," Ortiz said. "Is it appropriate? Does it fit you? We wanted to eliminate the time space those moments take up for women and men."

And the proof is in the fitting room. When the models first tried on pieces from the collection, they were impressed with the fit and the

function of the pieces, Ortiz and Park said.

Retail prices range from \$175 to \$275 for most separates, jackets are \$350 to \$450, and the dress and skirts are \$275 to \$350.

"This is apparel you're going to have in your closet for a long time," Park said. "This is the antithesis of fast fashion."

Ortiz and Park are based in downtown Los Angeles in a light-filled office near Pershing Square, but to produce the collection, they went overseas to Asia. "There are only a handful of factories in the world that have the machines it takes to build these pieces," Ortiz said. "We think of ourselves more as a technology company. Athleticwear has really led in technology. It's been very well focused. We want women and men to feel comfortable with technology and geek out the way we do." ●



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➡ Resource Guide page 10



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Products and Services: The innovation, creativity, and excellence in the solutions offered by Satab are backed by textile expertise built up since 1947, driven by a dedicated and passionate team. Our in-house workshops include warping, weaving, braiding, knitting, dying, printing, coating, cutting, making up, packaging, logistics, etc. Our research and development department boasts fully dedicated facilities. Our in-house laboratory and all our work organisations are ISO 9001 certified, guaranteeing you second-to-none service in ribbons, webbing, stiff braids, and stretch braids. Our production capacity of 5 million meters per week and our stock of over 40,000 references make for a daily prompt turnaround in all fields of activity.

Trim Networks Inc.

910 S. Los Angeles St., Suite 405
Los Angeles, CA 90015
(213) 688-8550
Fax: (213) 688-8551
info@trimnetworks.com
www.trimnetworks.com
ae@trimnetworks.com

Products and Services: TNI is not just a button company; it's an arbiter of taste and fashion. We give designers the freedom to create freely and not have to worry about the little parts and trims. Connecting our clients with reliable and trustworthy garment factories in Asia has been the foundation of our system and our networks. We are in touch with over 2,000 garment and denim factories in southern China. The good water quality of Canton has also enabled us to create some of the most exciting colors in electro plating. Over 300 wash-houses are scattered in this rich province, which in return can provide some of the newest colors in fashion today. In addition, our strategic location south of the Delta River gives us plenty of resources to all types of raw-material suppliers. By joining our network, you no longer need to search for garment manufacturers. We have done the research for you.

Union Knopf

463 Seventh Ave., Suite 1304
New York, N.Y. 10018
Christopher Frost -VP of Sales & Marketing
(516) 445-5516
chris@unionknopf.com

Products and Services: Union Knopf is the global design and production leader of buttons, buckles, accessories for jeans, suits and jackets, shirts, and knitwear that are both fashionable and economical. Our proven fashion expertise is displayed each season with a completely fresh and new collection. In addition our local integration of design, production, and customer support from our own offices in Germany, Poland, Shanghai, Hong Kong, USA, India, and Turkey enables us to provide multiple customer-specific solutions with the highest aesthetic and quality results. Working with our international partners to assist our customers we are on the spot to accompany and support them in their global activities no matter where they are.

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We are proud to be raising the curtain on our new Be Inspired line. For the 2015 Spring/Summer season, we particularly like the effect of a mixture of materials: cotton/viscose, linen/viscose, linen/silk/cotton. Light braids and Petersham ribbon in all their magnificence join webbing and braids from technical sports materials.

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