



# SOURCING & FABRIC

A CALIFORNIA APPAREL NEWS SPECIAL SECTION

FEBRUARY 2014

## with TECH

### TEXTILE TRENDS

Blue Mood,  
Black & White,  
Global Influence,  
Full Bloom

### TECHNOLOGY

New Executives at  
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New POS App

Centric PLM Heads  
to Germany With  
Mustang

### TRADE SHOW TRENDS

Textile  
Developments From  
Texworld USA and  
Kingpins

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Les Ateliers de Malhia Kent #T71785 "Ialice"



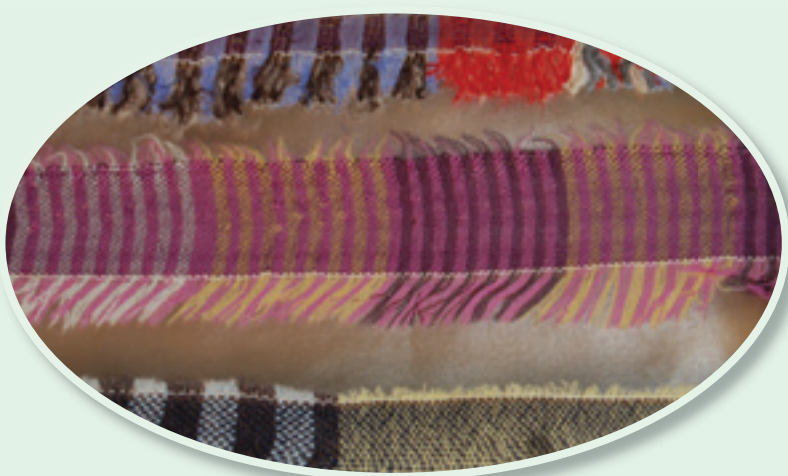
# GELTMAN

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Anti-Curling  
Process to Improve Crocking  
Natural Crinkling  
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Tight or Loose Selvage  
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# Full Bloom

Textile designers head to the garden to find inspiration for floral prints, lace patterns and embroidered bouquets.

—Alison A. Nieder

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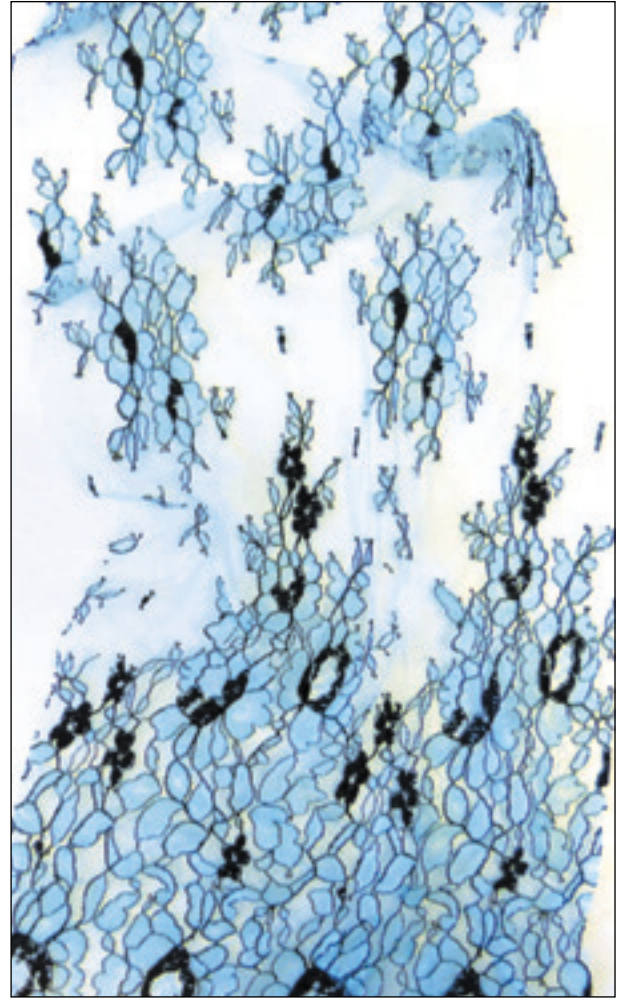
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Asher Fabric Concepts #HSR108



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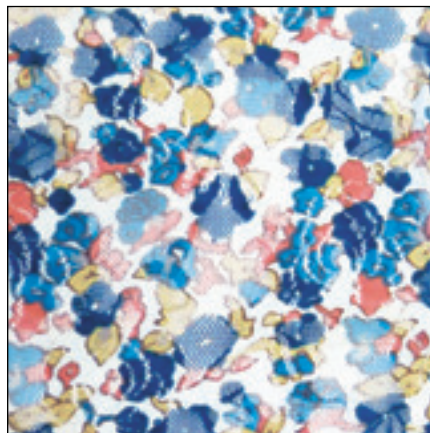
Darquer Dentelles de Calais #D719046



Asher Fabric Concepts #VXJ6061 2533



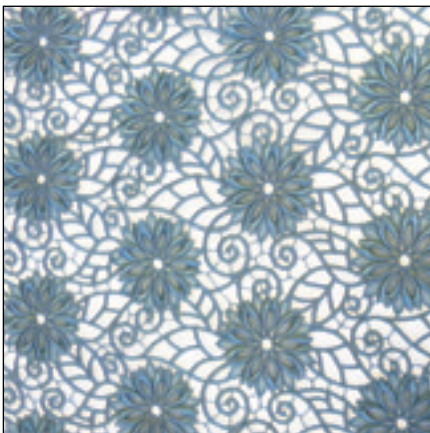
Sportek International Inc. #MIR292-00



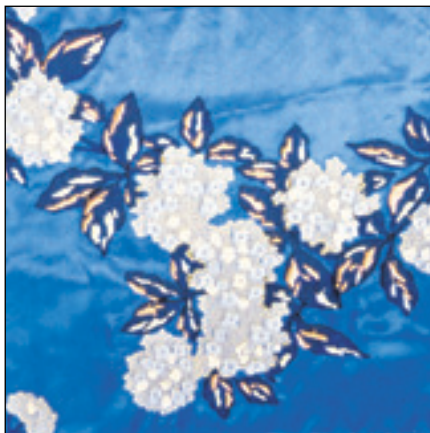
Cinergy Textiles Inc. #LACE-193



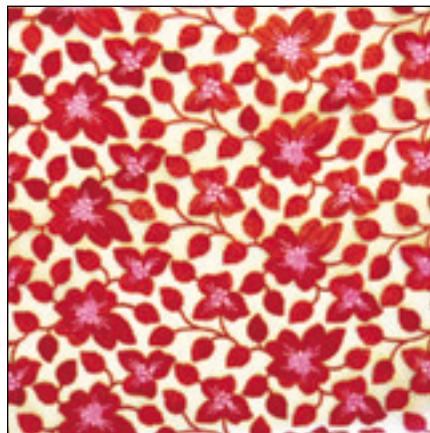
Sportek International Inc. #4104-4048



Vema Ricami #13246



Vema Ricamificio #13276



Vema Ricamificio #13296



496 Fabric Lab #JASW13609B



496 Fabric Lab #JASW13615B



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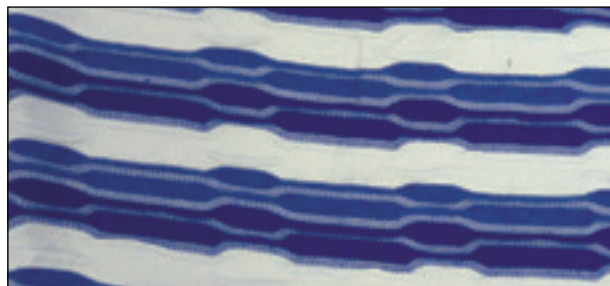
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## TEXTILE TRENDS



Textile Secrets International Inc. #Cross 219



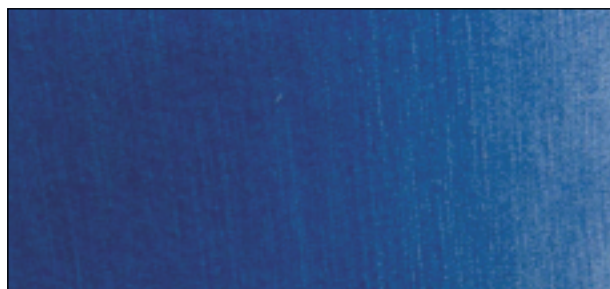
Max Vogue #WA1087 "Knitted Jacquard"

## Blue Mood

Designers are in a blue mood, offering yarn-dye knits, geometric prints and denim awash in indigo shades.



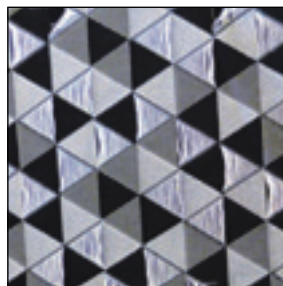
Textile Secrets International Inc. "Tick Tock Tack"



Denim International #R-1105



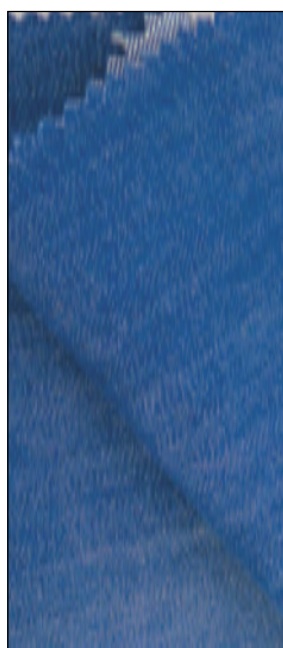
Denim International #R-2434



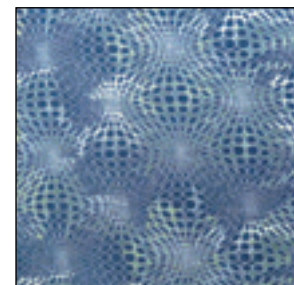
496 Fabric Lab #DJSP41F



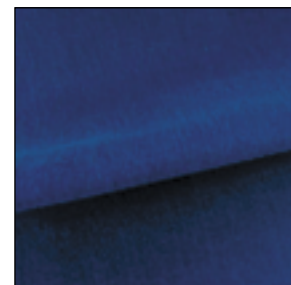
Textile Secrets International Inc. "Indian Block"



Denim International #R-1401



496 Fabric Lab #DJ15107



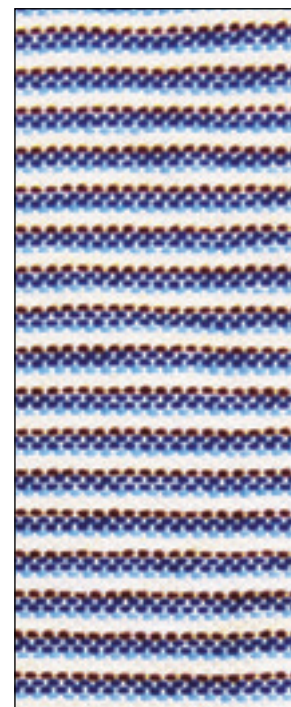
Denim International #R-2386



Asher Fabric Concepts  
#CPS460 Cotton Blend Jersey



Asher Fabric Concepts #MPV4040 Slub 3 & Fleece Tencel



Malhia Kent #T69984  
"Iric"



# Today we will reach \$20 million, and Tukatech has helped me at every turn



Looking up the word "entrepreneur" in the dictionary, you might just find "Lucien Salama" as one of the definitions. This energetic, creative octogenarian has ridden a dizzying rollercoaster of occupations from the bottom to the top in his lifetime, crafting along the way a resume that appears fascinatingly random but always ultimately successful. From a young immigrant needing a student visa who reluctantly went to hairdressing school, Salama became a celebrated stylist with a string of salons in Manhattan and Spain, went on to open the largest oriental rug business in Belgium, and then became a respected antiques auctioneer.

Today, Salama is the founder and CEO of NewChef Fashion Inc., purveyor of high-style yet affordable culinary uniforms for kitchen and front of the house, as well as all types of custom uniforms. The fact that Salama is neither a chef nor a fashion designer nor even someone with great apparel experience testifies to his ability to build any business he chooses to pursue.

As with the rest of his career, Salama fell into the chef apparel industry serendipitously. After selling some chef coats for a friend, Salama and his wife, Chantal, a fashion designer, realized they could create a more stylish and affordable product "and still make money," Salama explains. Starting in 1989 with three yards of fabric purchased downtown, Salama built this new endeavor steadily, and then explosively, through a combination of high-quality product and sales smarts. "The style, the quality, the embroidery—everything we do is top," he says.

And that has won NewChef a stellar coterie of clients. To name but a few: the mega Compass Group and its clientele, including Wolfgang Puck Catering; Disney; the Bravo TV hit "Top Chef"; the Patina Group; a string of Las Vegas casinos and resorts, including the MGM Grand, the Venetian, Caesars Palace, and Club Med; cruise lines Royal Caribbean, Crystal Cruises, and Carnival; culinary schools and several American culinary federations; and various restaurant groups, including Red Lobster and the Olive Garden. NewChef, which produces 40 percent of its product entirely in the U.S., also outfits the culinary staff of every branch of the American military as well as the White House kitchen staff. "We are growing every day new customers; we are connecting with new customers. This is what I like," Salama says. From \$25,000 in gross sales his first year, he reports, "Today, we will reach \$20 million."

A stickler when it comes to his product, Salama does all his cutting and sewing in-house, whether at a facility in China overseen by his wife or at their 30,000-square-foot factory in Vernon, which Salama rebuilt in 2005 and

which houses the firm's design and embroidery departments. Back then, with large orders skyrocketing, Salama needed to find a way to efficiently handle NewChef's increasingly diverse and complex production needs. He went shopping for apparel software, and he met with Ram Sareen, founder and CEO of Tukatech, the apparel industry's leading provider of fashion technology solutions through advanced software and hardware. **Salama liked what he saw: a system so easy and intuitive, "I could do it myself," he says. More than that, he liked Sareen.** "Ram is a charming guy," Salama says. "The personal attention, the friendship I have with him was more what I wanted. He and I are on the same wavelength—we take care of our customers, worry about their problems, and we try to help."

Salama's first investment was in Tukatech's TUKAcad patternmaking CAD/CAM software, with his designers easily adapting to it for his increasing inventory of designs. Last year, Salama went on to purchase **Tukatech's Smartmark, the automatic marking program, which, he says, has made a world of difference. "It is worth every penny I spent for it," Salama says. "There are no more delays in getting my markers out, no more human errors, no more forgetting to put in a collar or a pocket.** You call up the style, put in the quantity and the sizes, and the marker program calculates and pulls everything needed to automatically print it in a way that saves the most fabric. Some of the fabric we are doing is not just culinary—the casinos really want expensive fabric, sometimes \$60 a yard, and we can't afford to waste."

Now, Salama is taking the next step. He is awaiting February delivery of his next Tukatech purchase—the automatic cutter. "The new cutting machine will save a lot of waiting time, giving us more flexible operations and faster," he says. With this tandem system in place, markers and grading will be transmitted directly from the Smartmark system to the Tukatech cutting machine. **A job that used to take six workers now will only require two or three. "It's a saving of manpower,"** Salama says, "but mostly a saving of time. My clients, they will wait six months before giving you the order, but when they give you an order, they want it the next day. Now, once they have approved the sample, I can go right into production automatically."

NewChef's clients also are busy coming up with new products for Salama to develop for them—tablecloths with embroidered logo centers, seat covers for the Navy with logos. "We never say no to anything," says Salama. "But I'm 80 years old. I don't want to go crazy, don't want to take chances. Tukatech has helped me at every turn."



Lucien Salama, right, founder and CEO of NewChef, with wife and fashion designer Chantal



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## SOURCING & FABRIC

### Global Influence

Inspiration continues to come from all corners of the globe as textile designers offer everything from ikat and block prints to traditional printed and woven textiles.



Guarisco Class #25414C



Asher Fabric Concepts #WW51



Les Ateliers de Malhia Kent #T72398  
"laouke"



Les Ateliers de Malhia Kent #T71979 "Imalo"



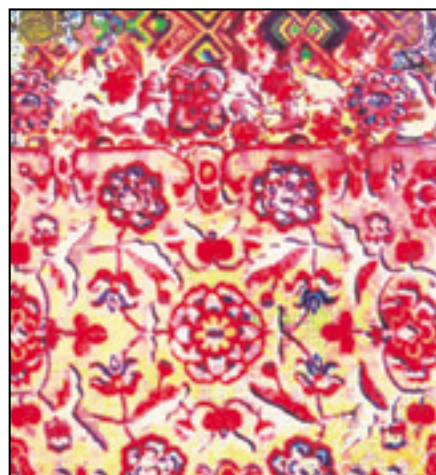
Textile Secrets International Inc. "Sally Soo"



Sportek International Inc. #4065-1005



Textile Secrets International Inc. "Peelep"



Sportek International Inc. #MIR293-43



## Lectra Names Macquin to Executive Committee

French technology solutions and equipment provider **Lectra** named Edouard Macquin to its executive committee.

With a career at Lectra that has spanned more than 25 years, Macquin has been the company's worldwide sales director since 2011.

Macquin joins an executive committee that includes Lectra Chief Executive Officer and Executive Committee Chairman Daniel Harari, Lectra Chief Financial Officer Jérôme Viala, and Lectra Chief Human Capital and Information Officer Véronique Zoccoletto.

Lectra is in the middle of a five-part, three-year strategic plan that began last year. "Lectra has set five strategic objectives for 2013–2015: accentuate technological leadership, strengthen our competitive position and long-term relationships with customers, ac-

celerate organic growth, boost profitability by regularly increasing the operating margin, and generate free cash flow serving to finance future growth," Harari said.

The company also kicked off a four-year, 50 million euro (\$67.6 million) investment plan in 2011 that includes doubling Macquin's sales force; strengthening marketing, consulting, and research and development teams; and restoring double-digit annual growth.

"I am proud to have contributed to Lectra's development over the past 27 years," Macquin said. "My priority today is to complete the construction of a sales and marketing team capable of driving Lectra's growth and accompanying our customers as they address their future challenges."

For more information, visit [www.lectra.com](http://www.lectra.com).—Alison A. Nieder

## German Denim Brand Mustang Taps Centric for PLM

German denim brand **Mustang Jeans** has selected Los Gatos, Calif.-based **Centric Software Inc.** for its new product lifecycle management system.

The men's and women's jeans brand will implement **Centric 8 PLM** throughout its entire collection, as well as Centric's patent-pending Collection Book for the Fashion iPad App, which helps companies connect to the PLM solution through mobile devices.

Founded in 1932, Mustang specializes in denim and corduroy jeans and holds the license for the **Bogner Jeans** and **Sansibar Denim** denim.

"We are and always have been pioneers—not just in the field of denim but also with regards to innovation and cutting-edge technology," said Dietmar Axt, Mustang's

chief executive officer. "This characteristic is part of our longstanding, proven company philosophy."

Mustang selected the Web-based PLM solution to help "support ambitious company growth goals," said Mustang Project Manager Julia Einsiedler in a statement.

"Centric offers a purely Web-based solution, excellent mobile technology and deep industry expertise in its team," she said.

Mustang is Centric's first customer in Germany. The Centric 8 PLM solution will help the company "achieve greater alignment between Centric's development and buying teams in Germany and its agents and suppliers in Asia," said Centric CEO and President Chris Groves.

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

## Simparel Hires John Robinson as SVP, Sales and Marketing

New York-based business solutions provider **Simparel Inc.** named fashion-industry veteran John Robinson as senior vice president of sales and marketing.

Robinson has more than 25 years of experience in fashion and retail business and technology for companies such as **Lectra**, where he was president of apparel for the company's computer-aided design, computer-aided merchandising and product lifecycle management solutions; **B2B e-commerce site Visuality**, where he was president; trend forecasting and consultancy **WGSN**, where he was vice president of business development; and **POP-Market**, another B2B e-commerce business, where he was a principal.

In addition to Robinson, Simparel has made a number of senior-management appointments in the last year, including Greg

Tsirulnik, who was named chief information officer, and Roberto Mangual, who was named chief operating officer.

Specializing in apparel, footwear, accessories, home furnishings and other softgoods industries, Simparel works with retailers, brands and manufacturers to provide business solutions across the entire global supply chain. The Simparel Enterprise Solution gives companies global process visibility and gives design and production teams the ability to control and collaborate. The solution combines product lifecycle management (PLM), sourcing and supply chain management (SCM), manufacturing resource planning (MRP), electronic data interchange (EDI), warehouse management (WMS), and other tools into a single system.

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

## CGS Releases New POS Application

New York-based **Computer Generated Solutions** has introduced a new point-of-sale application for **Microsoft Dynamics AX Retail**, which is compatible with **Apple iPod** and **iPhone** mobile devices.

With the **CGS Mobile POS for Microsoft Dynamics AX**, retailers can perform POS transactions—such as processing sales transactions, voids and returns; scanning barcodes; processing discounts; maintaining customer records; and researching prices, sales tax and merchandise information—"on-the-fly."

The Mobile POS also allows for more advanced applications such as customer service, including updating loyalty program

information, gift card and sales redemption; wireless receipts (which can be printed and/or emailed); and credit-card payments.

"As the retail market continues to evolve, customers are demanding a more personalized buying experience," said Paul Magel, president of the applications solutions group at CGS. "The CGS Mobile POS for Microsoft Dynamics AX will enable our customers to provide that experience while affording them the scalability and stability of the Microsoft back-end platform, leading to improved overall service and highly satisfied consumers."

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

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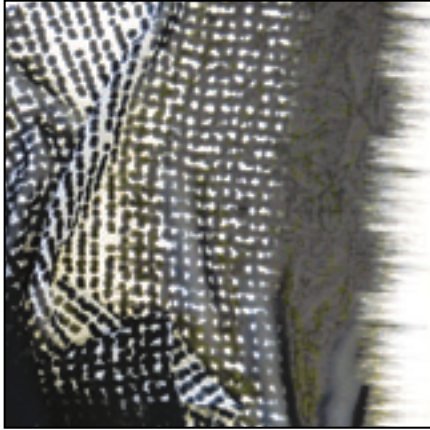
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# B&W

From abstract prints to graphic florals or nautical stripes to textured knits, black and white provides a crisp sophistication to textile designs.



Confetti Fabrics #23309M



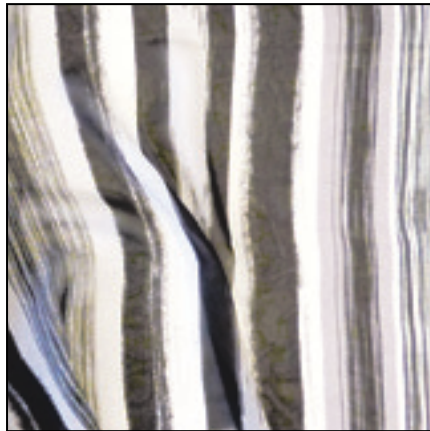
Sportek International Inc. #4078-1001



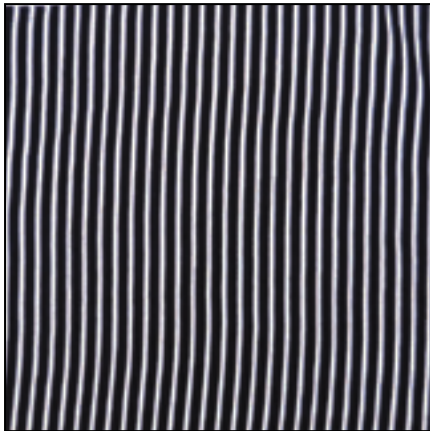
Asher Fabric Concepts #VSJ20



Guarisco #DP2240



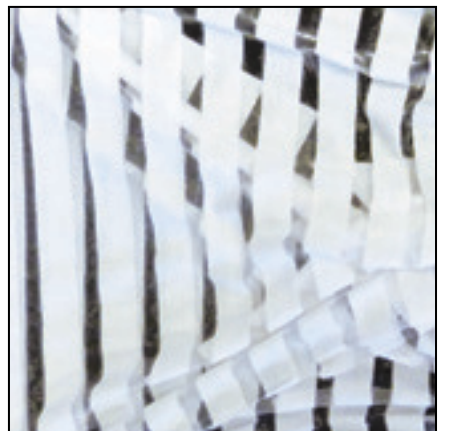
Confetti Fabrics #26038M



Asher Fabric Concepts #VV018ST Couture Ottoman Stripe



Asher Fabric Concepts #PCF7 Diagonal Terry Slub Nat



Asher Fabric Concepts #VXJM24

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# Denim Developments From the Kingpins Show

NEW YORK—At the recent Jan. 21–22 Kingpins boutique denim trade show, denim makers from around the globe turned out to showcase the latest developments in denim and denim-friendly fabrications.

—Alison A. Nieder



Invista was showing finished denim pieces made with the company's stretch and recovery fibers Lycra and T400, as well as Invista's DualFX, which combines the stretch benefits of Lycra with T400's recovery.



Taiwan-based 469 Fabric Lab manufactures novelty jacquards featuring a mix of traditional and pop art-inspired designs, as well as digital prints and denim.



Spanish mill Santanderina showed novelty printed denim and lightweight shirtings made with Tencel blends.



At the Cone Denim booth, the company was showing new developments from its U.S., Mexico and China facilities, including shirtings made with Gemini cationic-treated yarns and denim made from recycled blue water bottles, black food trays and recycled indigo, which gives the product a gray cast. Other developments included a new basketweave construction as well as a closed-configuration construction in which the weft yarns do not show through to the surface of the denim.



American Denimatrix uses laser finishing as well as traditional methods to create its novelty finishes at its facilities in Texas and Guatemala.

Turkish mill Kipas USA was showcasing PFD novelty denim and metallic finishes.



Taiwan-based Tai Yuen Textile Co. specializes in shirting-weight fabrics but also showed an insulated PU-coated denim and denim with novelty finishes.

Hans Global, based in Taiwan, showed a shirting product made with "Seawool," a recycled polyester made with an oyster-shell additive.

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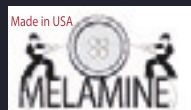
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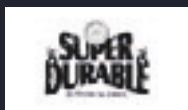


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## TEXTILE TRENDS

# Showcasing New Textile Developments at Texworld USA

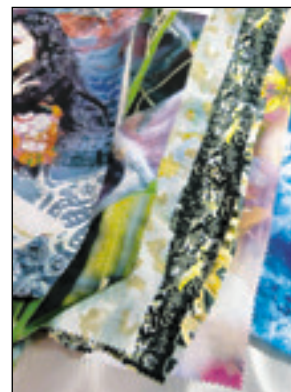


NEW YORK—Textile mills and trim suppliers showcased some of their recent developments at the Jan. 20–22 Texworld USA show in New York.—*Alison A. Nieder*

Portuguese mill Crispim Abreu showed featherweight knits with an ultra-soft hand made from a Tencel/wool blend and 100 percent linen.



Los Angeles knitting mill Mansfield was showing new French terry, textured fabrications, stripes and jacquard knits, as well as eco fabrications made with Modal and Tencel blends



Mozartex, based in Jiangsu, China, showed Tencel denims in ultra-light weights, as well as Tencels with foil, discharge and digital prints. The company was also showing high-density Tencel blends created for outerwear and rain gear.



Hong Kong trim supplier Ulisse China Ltd. had several novelty groups, including a Steampunk-inspired group; styles created for denim, natural fiber and cork; and an embossed leather design created to look like pyramid studs.



Tuscarora Yarns Inc., based in Mt. Pleasant, N.C., showcased washed denim samples made with the company's Protura cationic-treated yarns, soft knits made from a blend of polyester and Crailar flax, as well as finished T-shirts from Belk's Red Camel collection made with the spinning mill's Gnarly yarns.





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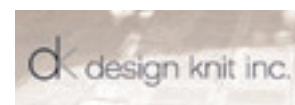
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*Continued on page 18*

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Continued from page 17

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## PUBLISHED BY

TLM PUBLISHING INC.

APPAREL NEWS GROUP

Publishers of:

California Apparel News

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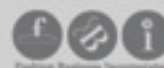


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