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**WGSN/Stylesight Redesigned
Website: Business Tools for
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WGSN/Stylesight Redesigned Website: Business Tools for Capitalizing on Trend Information

By Alison A. Nieder *Executive Editor*

Global trend and style intelligence firm **WGSN** relaunched its website to combine its strengths with **Stylesight**, the New York-based trend forecasting firm it acquired last November.

The new site is based on Stylesight's intuitive and easy-to-navigate platform and features all the style news, data and analysis gathered by both companies. The new site also gives users new tools to efficiently research style information, organize it and share it with coworkers, clients and sourcing partners.

"What we've done is we've taken the Stylesight platform, and we've taken the best of those two content teams and put that together and enhanced it considerably to put together what we consider a super platform," said Kevin Silk, general manager of WGSN North America.

Silk describes the process as "really deep-level customer advisory—all the way down to actually observing people using the site and seeing what their usability patterns are and how we can improve them."

The consumer research found that WGSN users and Stylesight users valued each company's strengths for different reasons, Silk said.



"We've done a lot to preserve the two because they were viewed as best-in-class on both sides," he said.

On the new site, users can request tailored content based on their company's focus and the user's interests.

"We are providing a tremendous amount of information to people," Silk said. "What's the biggest challenge they have today? It's the ability to get at that information. More and more we're finding out our customers are reaching out to us for specific, tailored content to their individual companies."

In addition to custom information, the new site also gives users design tools and a workspace to gather information and share it. For example, Silk said, a designer may log into the site and first access a macro trend forecast. From there, he or she can access WGSN's image library and begin gathering images to save to the workspace. There are also three color libraries and a library of about 65,000 print graphics. All of this information can be gathered into the workspace and then organized into folders in the workspace, which can be printed, saved as a PDF or shared.

"You start developing a collaborative set of information that you could share with your coworkers if you're working on a project together," Silk said. "You could start building a folder that would be the essence of a presentation to your management team or buying group. Or you can even share it outside the company to start a sourcing conversation."

versation."

There's also an area for inspiration and informative blogs where users can clip and save information directly to their workspace.

"Inspiration comes from many different places," Silk said. "It's really this concept of bringing all of this information to a single spot where you can work with it and [collaborate] and [share it]."

The ability to share information is particularly useful for companies trying to share design information across several offices, said Andrea Bell, WGSN editor of retail and consumer research, who works in WGSN's new office in Culver City, Calif.

"California has a lot of satellite offices for denim, ath-leisure, yoga. It takes a long time to upload CADs, and it takes a lot of space. This is something global design teams can go in and look at what's happening at the LA-based office or the San Francisco-based office and see the design packs and have everything there. It's such a useful tool at everyone's fingertips. It maximizes creativity and minimizes time for designers."

WGSN is a subscription service with annual fees starting in the thousands and increasing based on the number of users.

"There's so much information out there that people can get their hands on for free. Why would people use our service?" Silk said. "One is because we're giving them a really powerful toolset. Two, you can go out and do that yourself, but we have a huge global reach. There's over 500 people in the company now. We have experts who take this explosion of information from around the world, and we distill it down into really actionable insights. It would be impossible to do what we do with the reach we have. You can just take trade shows. We cover 150 trade shows. You couldn't do that by yourself. We really think this is a powerful combination. When you marry all of that up to a site that's highly usable and intuitive, it's really a home run."

Innovation strategy

Last year, WGSN introduced **InStock**, a service that allows subscribers to see product and price data gathered from about 100 e-commerce sites on a daily basis.

"We're pulling down about 700,000 SKUs a night," Silk said. "It gives you a real-time view of what is being put up on these sites, what is being marked down and what the colors are. You can see, by retailer, what their color mix is and what the product mix is."

This information can be especially useful for retailers looking to buy closer to season in order to capitalize on trends.

"They could go on to InStock and see that yellow shirts are being marked down and see that there's a tremendous amount of red shoes being put up on those sites," Silk said. "They could quickly change their buying patterns."

InStock bridges the gap between trend forecasting's long view—what Silk calls the company's DNA—and the day-to-day shifts in consumers' preferences at retail.

"Trend forecasting is obviously a key component of what we do," Silk said. "Now we're filling in the gaps from real time all the way through to that two-year trend-forecast cycle. We're giving [retailers] what's happening today and what they should be concerned with tomorrow."

➔ WGSN page 10



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Texworld USA: Sourcing the Supply Chain From Fiber to Fabric to Finished Garments

By Caitlin Kelly Contributing Writer

NEW YORK—During the July 22–24 run of **Texworld USA** at the **Jacob K. Javits Convention Center**, David Sasso, vice president of sales for **Buhler Quality Yarns Corp.**, based in Jefferson, Ga., spent some time at the show explaining to buyers that they could, in fact, afford his pima yarns—even at higher prices than other competing products using lesser cotton fibers.

“When I explained that \$3/garment was possible—and add that to duty-free—it’s a pretty good deal,” he said.

His argument proved persuasive, as the buyer “came back and brought the whole crew.”

“Several brands had a preconceived notion that our yarns are too expensive,” he said. But

by examining every single link within the supply chain—by substituting a lighter-weight fabric or simpler stitching, for example—Sasso is able to change some buyers’ minds.

The larger challenge, he said, is buyers’ lack of knowledge of supply-chain economics. “Most brands only go to the fabric stage, not to the yarn itself, so they’re not making the best decisions, just the cheapest ones. You need to weigh cost, value and quality, and you have to know the whole supply chain.” Visitors to Texworld USA could see several components of the apparel-industry supply chain from fiber makers such as **Lenzing** to yarn suppliers such as Buhler to apparel mills, converters and representatives. The show was held alongside the **International Apparel Sourcing Show** and the **Home Textiles Sourcing Expo** and ran concurrent-



SOLD-OUT SHOW: Exhibition space was sold out with more than 180 exhibitors at the July 22–24 run of Texworld USA, the International Apparel Sourcing Show and the Home Textiles Sourcing Expo at the Jacob K. Javits Convention Center.



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ly with other apparel trade shows **Kingpins** and **Première Vision New York**.

“An increase of 20 percent in exhibit space is proof that our event remains a vital sourcing event for the apparel industry,” said Kristy Meade, group show director for **Messe Frankfurt Inc.**, organizer of Texworld USA.

The sold-out show had more than 180 exhibitors, including pavilions from Colombia and Mauritius and—for the first time—Guatemala. Ten U.S. mills also participated, which buyers like using for their “quick response and duty benefits,” said Tricia Carey, senior marketing manager for Lenzing.

Business is brisk for North Carolina-based **Tuscarora Yarns**, said Andy Long, vice president of sales and marketing, adding that the yarn spinner supplies all the yarn for **American Apparel**. The mill is so busy, they are only able to satisfy the demands of their Tier I clients, with others now waiting months instead of weeks, Long said.

Most popular right now is anything marled, nubby or textured, he said. “Texture, in general, is what everyone is looking for. What you think is too much [design] is not!”

Urban gray fleece is “doing well” as are tri-blends with “a lot going on with color and texture. People want the ability to cross-dye and get multiple colors. Everyone is looking for something to catch the eye, whether it’s contrasting color or physical texture.”

“There’s a resurgence of demand for American made,” he added. “Our business is exceptional right now; Q4 2013 was our first slowdown in five years. We’re almost overwhelmed. We’re one of the few with huge blending capacity.”

At Los Angeles-based **SG Knits**, customers are moving away from tri-blends and looking for anything with foil, texture, embroidery or appliqué, said Lauren Greenberg, who co-owns the company with her husband, Steve Greenberg. “There’s a little bit of a move toward sustainable fabrics, like organic cotton and Tencel,” she said. Those seeking “a fresher look” gravitated toward pieces such as their distressed burnout



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Kingpins at 10: Curated Denim Selection

By Caitlin Kelly Contributing Writer

NEW YORK—It's not the typical trade show—small, invitation-only, chill music, with funky wooden tables and benches and neon-colored velvet ottomans for the booths. Not to mention lots of great food and drink, including trays of tea sandwiches offered by a roving waiter at day's end.

Andrew Olah, the founder and organizer of **Kingpins**, a show devoted to all things denim, celebrated the event's 10th anniversary this year. A low-key Canadian originally from Toronto, Olah prides himself on creating a welcoming place where industry veterans can meet, work and play.

"We have the best party," he said—given that **Première Vision New York** and **Texworld USA** were also being held in New York the same week. "This seems to be one of our best shows ever. It's very well thought of." With only 65 exhibitors, Olah curates an atmosphere con-



DENIM FOCUS: Kingpins, the boutique trade show focused on all aspects of the denim supply chain, celebrated its 10-year anniversary during the show's July 22–23 run at Skylight Clarkson Square in New York.



MAVENS: Francois Girbaud and Adriano Goldschmied were among the denim designers shopping the Kingpins show.



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ducive to productive business.

"We don't want networkers or competitors. We really don't want those people," he said. "We only invite academia, media, exhibitors and buyers. It's not a social function."

"This is the only show we do," said Kent Pellegrini, a partner in Walnut Creek, Calif.-based **Nexgen Packaging**, which makes labels and hangtags for **Ralph Lauren**, **G.H. Bass**, **Allsaints** and many others. (Kingpins does two shows a year in LA, two in New York, two in Hong Kong, two in Amsterdam and one in Shanghai.)

Designers want to message authenticity in every detail, said Debbie Bougas of Nexgen.

"The environmental story is still strong when it comes to packaging. There's a new freshness to vintage, but there needs to be a legitimate backstory to it." She pointed to San Francisco-based jeans maker **Tellason**, an 8-year-old firm trading heavily on the heritage of its building, the city and its product. "They're one of the best when it comes to authenticity."

Designers are also hyper-fussy when it comes to these smallest of final details, Pellegrini says. "Jay-Z will even sign off on the tag. It's a passionate business."

The current challenge for designers and producers such as Nexgen is integrating RFID (radio frequency identification) technology with great tag and label design, Pellegrini added. "It's coming and we're doing it, but what's the best way to use it without distracting the consumer?"

Kara Nichols, vice president of product development and marketing for 118-year-old **Cone Denim**, said the big story is sustainability. The firm recently introduced **ConeTouch**, a denim made by **Unifi Inc.** from recycled bottles—each pair of jeans made using the fabric contains an average of eight recycled bottles. The fabric uses **Repreve**, a stretch yarn also made from recycled plastic bottles.

And the company's new yarn pretreatment process, **VaraBlue**, also reduces water and energy use, along with reductions in effluents released into the environment. The dyes are applied to the garment after it's sewn, allowing the development of any color with

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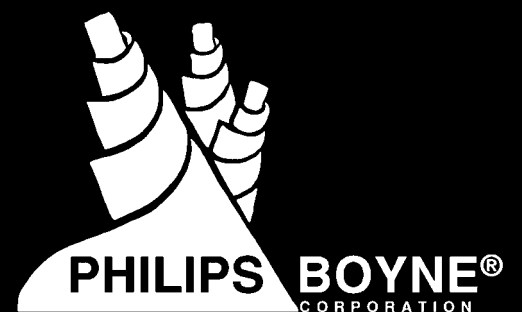
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Première Vision N.Y.: All-Time High Turnout at New, Expanded Venue

By Caitlin Kelly Contributing Writer

NEW YORK—As more than 300 vendors gathered for the Fall/Winter 2015/16 **Première Vision New York** and **Indigo New York** shows at **Pier 92**—perched over the Hudson River on the western edge of Manhattan—reaction to the new venue ranged from pleasure at the airy one-floor space, which the event's organizers had carpeted, to some grumbles at having to travel so far from midtown. The July 22–23 show, held for the first time in this new venue, moved from Chelsea, where it had been spread out over five floors.

Attendance was at an all-time high, with 4,340 registered visitors, a 7 percent increase over July 2013. These figures include a 46 percent increase in visitors from foreign countries, with a high percentage from Canada. The huge offering also drew a 25.7 percent increase in visitors from California.

The show attracted 16 percent more vendors than 2013, said **Première Vision** Chief Executive Officer and President **Pierre Pasquet**, another reason for the move from the **Metropolitan Pavilion** and **Altman Building**. “[The previous



CLASS ACT: The panelists from the C.L.A.S.S. (Creativity, Lifestyle and Sustainable Synergy) summit at **Première Vision** New York included **Melissa Jay Manning**, jewelry designer and member of the Council of Fashion Designers of America sustainability committee; **Sharon Graubard**, fashion visionary; **Amber Valletta**, model, actress and Yooxigen ambassador; **April Crow**, global sustainability director at Coca-Cola Co.; **Giusy Bettoni**, chief executive officer of C.L.A.S.S.; **Guglielmo Olearo**, **Première Vision** SA international exhibitions director; **Rossella Ravagli**, Gucci's head of corporate sustainability and responsibility; and **Inka Apter**, manager of fabric R&D at **Eileen Fisher**. (Not pictured: **Scott Mackinley Hahn**, founder of **Loomstate** and **Rogan** and member of the CFDA sustainable committee)

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venue] was a good location for us, but since the market is growing and there is more interest in the American market, we clearly had a lack of space. For the last two editions of PV, we had to turn away pre-selected exhibitors,” he said.

Pasquet said that finding a new location available during a busy week—the same time as **Kingpins**, **Texworld USA** and other shows were held in New York—was difficult. “There’s really a lack of exhibition opportunities. This way we have everyone on one floor, with very clean, clear information. Now it feels like a real show,” he said.

Exhibitors came from 17 nations, with the majority from Italy (35 percent), Turkey (19 percent) and France (16 percent). Only 4.5 percent came from Japan, but the country was also represented by the winner of the **Première Vision** Grand Jury Prize, **Kenta Matsushige**, for his “**Hinabi**” collection. The collection was produced with the support of **Première Vision**, **Tessitura Monti India Pvt.** and **NIKKE—The Japan Wool Textile Co.** Matsushige, a soft-spoken 26-year-old based in Paris, showed his cotton tunics and carefully constructed pale-gray wool jackets, a shoulder and hem lightly sprinkled with pale-gray **Swarovski** crystals.

Arvind, India’s largest mill, founded in 1931 and based in Ahmedabad, offered a range of cottons that resembled flannel. “We have a lot of new indigo fabrics and textures,” said U.S. country manager **Puneet Singh**. An example was an indigo chambray that looked heavily structured but is a surface print. The booth was filled with buyers, many of whom liked the jaspés and dobby. “Color-coated denim is something new people are responding to,” he said. Unlike some PV vendors, “we work from premium to mass. We serve almost all the spectrum,” he said.

At **Solstiss SA**, a French lace manufacturer, **Sandrine Bernard** offered the manufacturer’s new collection, filled with rich, warm jewel tones, such as a red floral with gold edges, a stunning multi-layered cobalt blue with black edges, a soft rose and a lace with a spider-web pattern in purple mixed with deep-pink flowers. One light-brown lace with long spider-web shapes woven into it was still selling “very well,” even after a decade, perhaps

Première Vision N.Y. *Continued from page 8*

thanks to its designer—Alexander McQueen.

French manufacturer **Deveaux SA** has more than 150 American customers, many of whom were seeking out Deveaux's woven jacquards in burgundy, deep blue and black. Bold, ethnic-inspired looks were popular for jackets while soft, washed-out tones of beige and olive were also popular. "Our U.S. customers want stretch in their fabrics for short skirts and sexy dresses," said export manager Romain Berard. Textured wools covered with a surface layer of foil—in gold or bronze—were also of interest, he said. "Everyone wants it. These sell very, very well and will help us find new markets."

KBC from Lorrach, Germany, showed crepes and textures with and without stretch. Digital prints on polyester—such as a blurred yellow and red image of a rose on a faded greenish gray background—were popular. Designer Philippe Labourdette said graphics, graphic abstracts, florals and vintage-looking pieces were doing well. One of his designs—a floral print in primary colors of red, yellow and cobalt blue on a cream background—was offered in different scales, from bold to tiny. "It's very vintage in look," he said.

London-based **Laurent Garigue** offered everything from emerald-green wool to a fantasy sheer layered with multi-colored woolen tufts, made by mills in Yorkshire. "Everyone has been looking for cashmere and polka dots," said designer Laurent Garigue, who is carrying on the work of the firm founded by his father in 1947. A digital print of one of his tweeds, printed onto duppioni, was also popular. Animal prints are "overdone," he said, and were not on offer. Neutrals are "very popular. Everyone wants that these days."

A supple lamé gabardine—produced in olive, dark brown, deep orange, peach, gray and blue gray, shimmering with the subtlest hint of gold—is one of his newest designs. With the price at \$63.50 per meter, he said, "I try to make things that are as pretty as possible." Garigue added, "If you make a beautiful piece of cloth, you'll always find a customer for it. We've lost sight of that in the past decade. The offering is being edited down to nothing, with too much emphasis on cost-cutting." (One of his clients is Queen Elizabeth II.)

The luxury business, he added, "has never been better. That \$2,000 jacket? There have never been so many people who can afford it. This is the best I've ever known it."

Browne Dog Studio, based in Laguna Beach, Calif., saw interest in its florals in gray and black for pants and shirt designers. Blues were selling well, as were bright digital prints of woven-fabric Guatemalan friendship bracelets, said Evangelista Sagnelli. "This conversational group has been phenomenal for us," he said, pointing to his images of **Volkswagen** minivans, flip-flops and anchors. "It seems juvenile and naïve," but buyers from **Pacific Sun**, **Abercrombie & Fitch** and **Title IX** appreciate them, he said.

The show included a first—a well-attended 75-minute, seven-person seminar on responsible creation, with passionate discussion and many audience questions about how to meld sustainability, style and profit. Rossella Ravagli, head of corporate sustainability and responsibility at **Gucci**, said the company has focused on it since 2004. "Our suppliers are part of our system. It's fundamental to involve our entire supply chain."

Inka Apter, manager of fabric R&D with Irvington, N.Y.-based **Eileen Fisher**, said that for Spring 2015, 50 percent of its materials are sustainable, 70 percent of its cotton is organic and 60 percent of its linen



NEW VENUE: Première Vision New York and Indigo New York saw a 7 percent increase in attendance and a 16 percent increase in exhibitors over last year at the recent July 22–23 run at their new location at Pier 92 in New York.

is organic linen.

Model and activist Amber Valletta reminded the audience that consumers need the industry's focus and direction to help them make the right choices.

"They just want to buy what they want to buy. It's up to us to make it fun, aspirational and desirable to shop sustainably. It's not about drawing trees with circles and hearts. We're past that. It's about great design." ●



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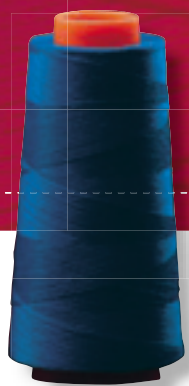
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Texworld *Continued from page 4*

stripe, a mix of 70 percent polyester and 30 percent cotton.

SG Knits produces its fabrics in California and operates a cut-and-sew facility in the Dominican Republic.

"People want multiple embellishments. They choose a base fabric they can embellish more," Steve Greenberg said.

International market

At **Charles Parsons Ltd.**, a 99-year-old Auckland, New Zealand-based converter, business at the show was not as good as the company had hoped, said Heather Maldonado, co-owner of **Studio Bert Forma**, the Los Angeles company that represents the line. Fabrics selling well for them included a gray silk/Lurex chiffon with thick silver foil at \$11.53/meter, a polka-dot netting, stretch jacquards and digital prints on neoprene, Maldonado said.

At **D. Zinman Textiles**, a Montreal distributor, buyers were focused on knits, novelty knits and a plain knit made with an anti-

pill yarn, company representative Barry J. McLaughlin said. "That's doing very well." The July show was a very successful one for him, he said, with plenty of new customers. The company exhibits at Texworld twice a year. "This has been a lot better for us than the January show," McLaughlin said.

Customers visiting the **Hemmers Itex** booth found colorful fake furs in hot pink, cobalt blue, teal, white and rose, said Klaus Dagen, who represents the Nordhorn, Germany-based fabric supplier.

Also popular were their fabrics with coatings, foils and sequins—"anything shiny," according to Dagen. "We are not so worried about price for novelty items," he said. "People are willing to pay a bit more for them."

Business is excellent, Dagen said, adding that the company has seen a 10 percent rise in global sales this year. "The economy in Germany is very strong," he said. "Our customer is not suffering any big issues."

Dagen said about 10 percent of the wholesale buyers he saw at Texworld came from California, but most were from New York, with a few from Mexico, Colombia and Montreal. ●

Kingpins *Continued from page 6*

very small minimums.

"It's very different from traditional dye. The color doesn't penetrate to the same depth, so it gives a more weathered look," she explained. "We're offering color in a very different way than customers have in their closet already. We've been getting a very good reaction from our customers, and we've gotten a lot of sample orders."

Kaltex, the largest denim manufacturer in the Western Hemisphere, offered laser-printed denim as one of its newest fabrics. For men, "comfort stretch is very important," said Roberto Rosenberg. For men and women, "black is going to be important, as are rip and repair concepts and high contrast." They are now also using laser printing. Instead of having whiskers applied manually using sandpaper, the company's 11 \$350,000 Spanish-made machines will create similar effects more quickly and less expensively.

After 50 years in the pocket business, buyers are still opting—75 percent of them—for plain white fabric, said Barry Emanuel, president of **Copen United Ltd.** But a new stretch fabric will make for smoother lines and better flexibility when used for the pockets in stretch jeans. "Every important company is doing it or thinking of doing it," he said.

Although most people would never be able to find his company's San Marino headquarters on a map, Alberto De Conti, managing director of **The Italian Job**, works to help designers create new looks with denim. In concert with **Garmon**, he helps brands such as **Levi's**, **Diesel**, **Hugo Boss** and **G-STAR** stay ahead of the style curve. "We look for the latest advancements in chemistry and apply them to fashion," he said.

A recent example is **FST RW**, which can be sprayed onto fabric to retain the original color and appearance of raw denim. After washing, the unsprayed areas fade out. "This is a bit of a revolution. It resists washing, but

it also allows for abrasion to happen. This is something we expect to see in the market in a few years. The purists are especially interested in this."

Resins with no formaldehyde (some of them originally used in the food industry), and a new dyeing technique called Surf, are other examples of latest chemical innovations. Surface dyeing effects can be created in any color and are most popular with fashion-forward European brands. "We've had a really, really good reaction," De Conti said.

At **Denimatrix**, 25-year industry veteran Ralph Tharpe, who works in product development, said that Repreve is helping to solve "a problem we've been fighting in the denim world"—that stretch fabrics stretch out but don't stretch as well back into shape.

Another ongoing challenge is the shrinking of denim production to only four American mills, two in North Carolina, one in South Carolina and one in Texas. "It's hard for a U.S. mill to compete," he said. "The only way to survive is to go upscale because the Mexican, Pakistani and Chinese mills are going upscale every day. Our industry has been capital starved because all the work has moved offshore."

Chris Price of **Bluefarm Textiles**, makers of shirting and blends from Taiwan and China, showed a thick sweater knitted using herringbone indigo yarns. It prompted an "amazing reaction" from buyers, he said. "Beautiful indigo knits are hard to find." His firm is focused on "the evolution of indigo out of traditional use into dobbies and lighter-weight fabrics like silk, Modal and cashmere." One of his samples was a super-light-weight 2-ounce cotton used for shirting.

"Indigo is moving from bottoms to tops," he said. He also showed textiles using space dye, on which the weft yarn is unevenly dyed. "Space dyes and jaspé have been big for us."

"It was a really, really good show," he said. ●

TECHNOLOGY

WGSN *Continued from page 3*

Silk promises more innovation from WGSN following the merger with Style-sight.

"Our customer base is pretty wide—[although] apparel is certainly a core component of it," he said. "We've got car companies and paint companies and accessories companies. There's so many cross sections

between the style and design world."

"This is just the first step," Silk said. "Our goal is to really become that No. 1 insight subscription provider to consumer-product companies."

WGSN is hosting a Buyer's Briefing for Spring/Summer '15, presented by Bell, at the **MAGIC** trade show in Las Vegas on Aug. 18 at 3:30 p.m. at the **Las Vegas Convention Center**. ●

Textured Metallics

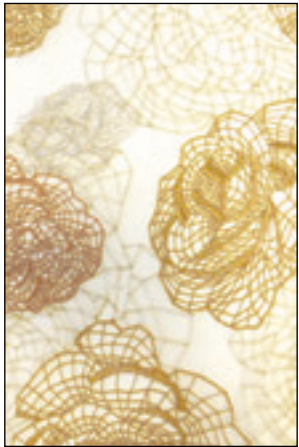
Textured fabrics with plenty of surface interest go upscale with metallic yarns and shiny coatings.



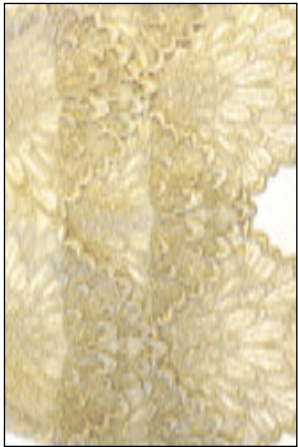
Denis & Fils #007088VSP100AA



Denis & Fils #007149PCR135AA



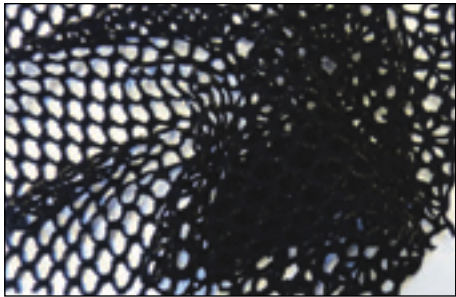
Vema #13336 "Tulle Invisible Champagne"



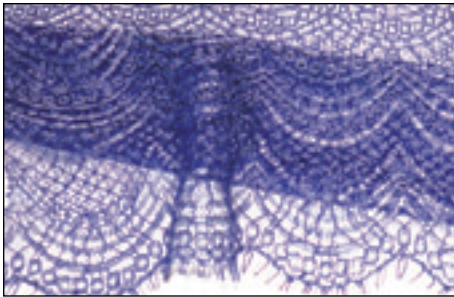
Vema #49343 "Tulle Invisible Avorio"



Denis & Fils #007149PCR135AA



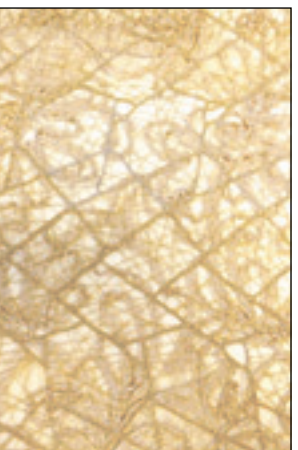
Pacific Coast Knitting Inc. #QL1599-2 "Fishnet With Lurex"



Solstiss #845396.V



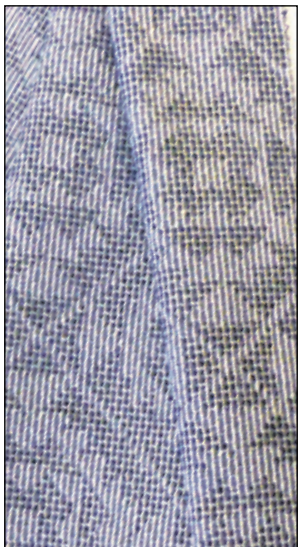
Twelve "Illusivo"



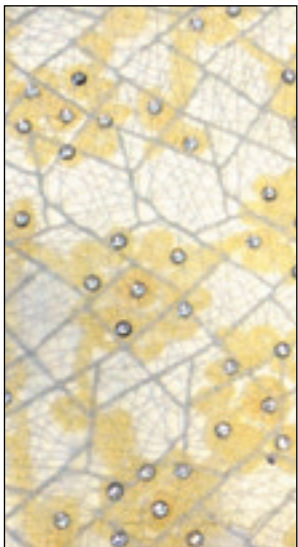
Tiss et Taint #66/4081



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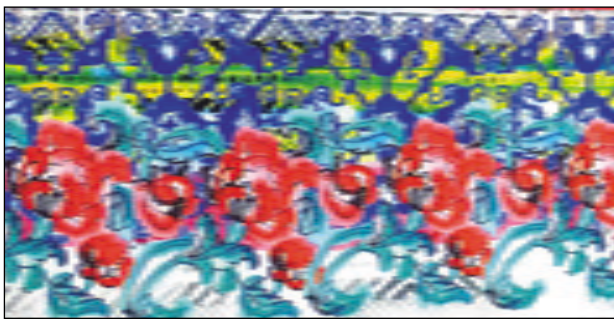
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Textile Secrets International Inc. "Floral Maniac"



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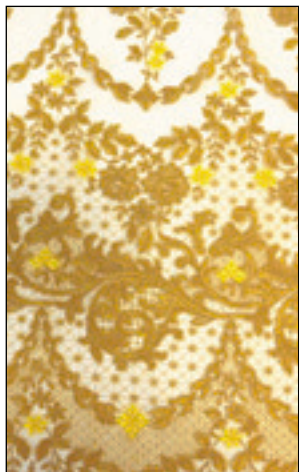
Lanicifio Corti Marcello S.R.L.
"Susanna"



Textile Secrets International
Inc. "Tech"



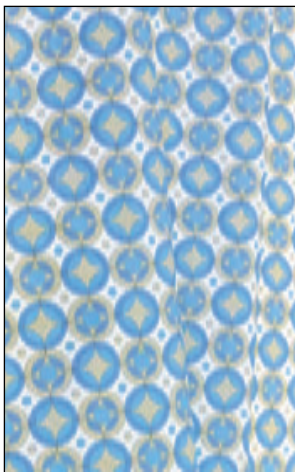
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Vema #13339



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"Biblos"



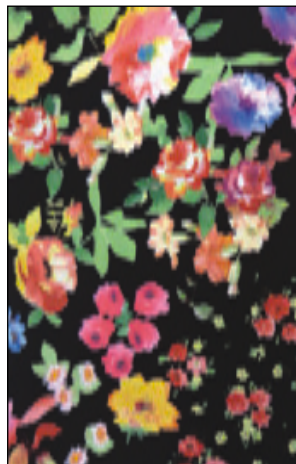
Juan Boluda S.A. #39.008151



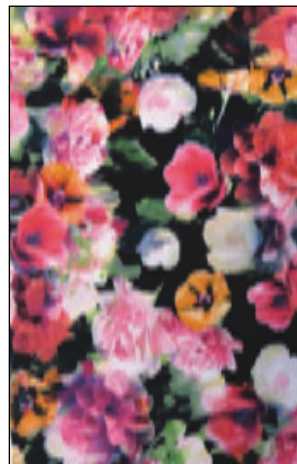
Asher Fabric Concepts/
Shalom B LLC #PRF103
"Poly Rayon French Terry"

Bouquet

Designers find inspiration in flower prints from ditsy florals to more traditional floral sprays.



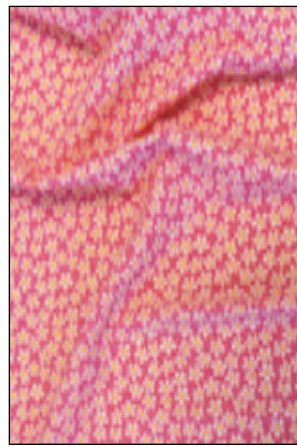
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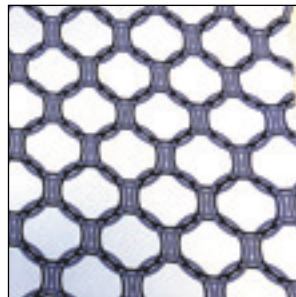
TEXTILE TRENDS

Gray Day

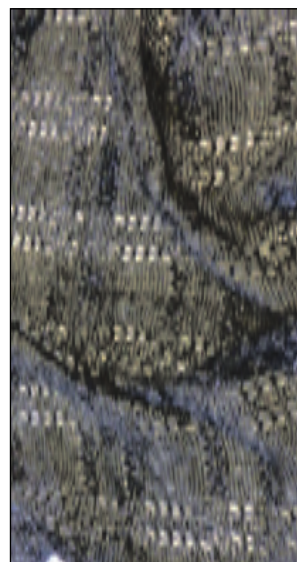
Designers find inspiration in sophisticated shades of gray for double-face knits, geometric prints, traditional menswear designs and ethnic designs.



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Robert Kaufman Fabrics #AAK-14673-1



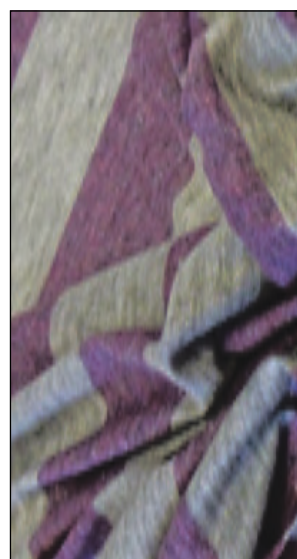
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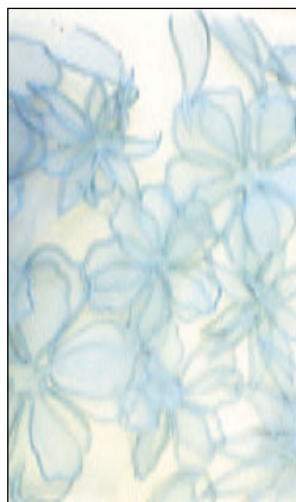
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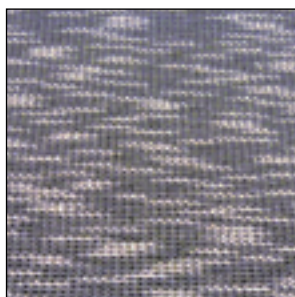
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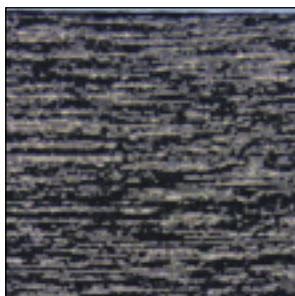
Bella Tela #33083



Twelve "Sagace"



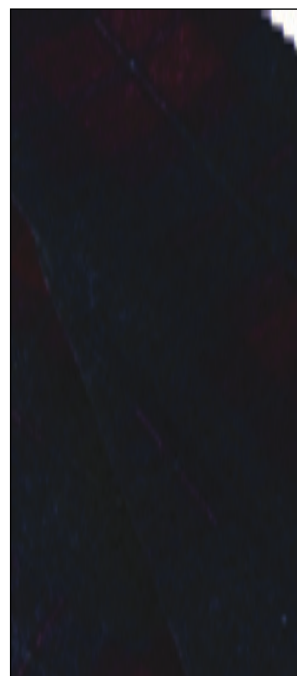
624/625 Asher Fabric
Concepts/Shalom B LLC
#VNJF18 "Mini Jack Slub"



622/623 Asher Fabric
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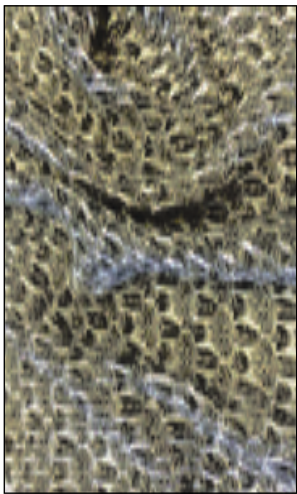


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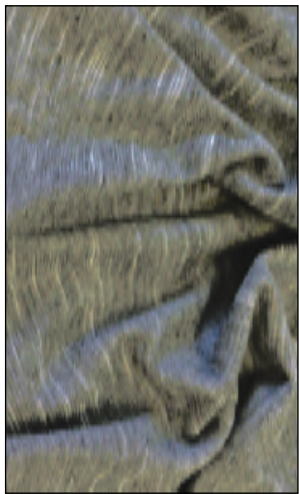


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TEXTILE TRENDS



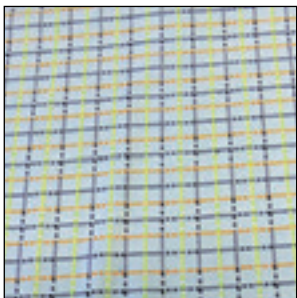
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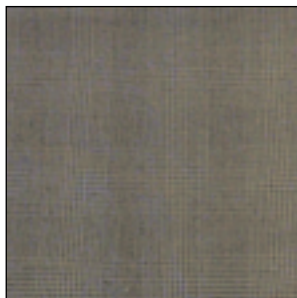
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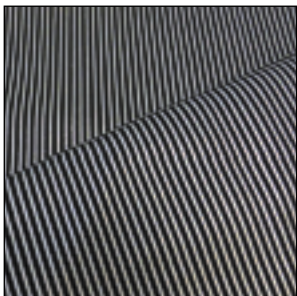
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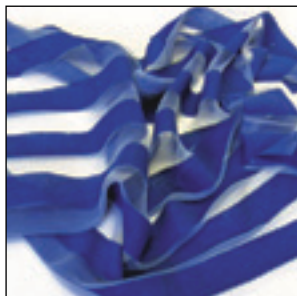
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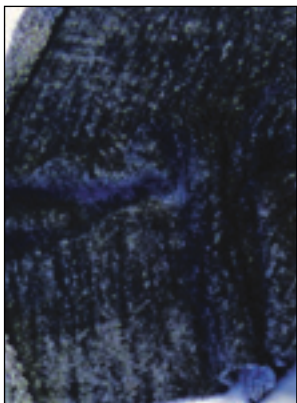
496 Fabric Lab #DBL343A



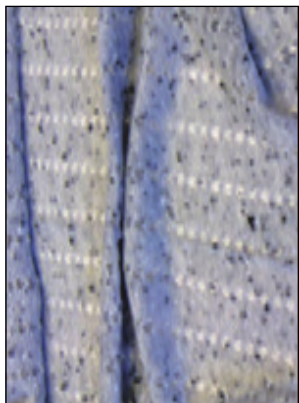
Lanificio Paultex "Atolla A"



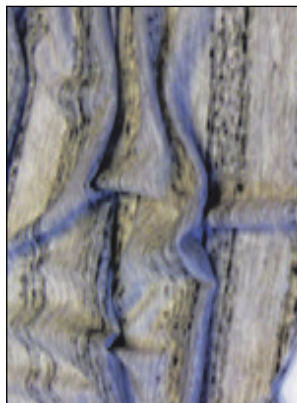
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Products and Services: Founded in America in 1990, J.N. Zippers & Supplies Corporation serves the industry with a California-based corporate office and warehouse with China factory customization for garment, bag, and accessory manufacturers worldwide. Quick sampling from our warehouse stock of high-quality zippers, pulls and hardware that are ITS, SGS, Oeko-Tex, ISO9001:2000 safety-tested and standards-compliant. Our zipper specialists are ready to assist you with choosing the best zipper configuration suited to your product. We offer private branding on pulls, hardware, and labels. Our warehouse also stocks elastics, tapes, cords, labels, and workroom supplies for spot delivery. Turn to the experts at J.N. Zippers & Supplies Corp. and the in-stock division of ZPRZ Company to provide you with the best combination of quality, price, and service.

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.

Komar Alliance

6900 Washington Blvd.
Montebello, CA 90640
(323) 890-3000
(800) USA.SEWS (800.872.7397)
Fax: (323) 890-3003
www.komar.com
Products and Services: Komar is as diversified as the customers it serves. We are the largest independent distributor of sewing thread in the United States, representing Coats, the most re-

spected thread manufacturer in the world; a leading converter of garment and industrial paper products; a national distributor of aerosols, adhesives, and lubricants used in the sewn-products industry; a diversified national distributor of design, production, finishing, and packaging supplies. With a team of professionals committed to meeting the needs of our customers, Komar provides superior solutions that work. Our advanced technology provides the quality of service our customers have come to expect.

Lectra

5000 Highland Parkway
Suite 250
Smyrna, GA 30082
(770) 422 8050
Fax: (770) 422 1503
www.lectra.com
Products and Services: For nearly 40 years, Lectra has delivered innovative technology solutions to fashion companies around the world, enabling them to improve their edge and better respond to today’s most pressing challenges. Lectra’s network of experts, specializing across a range of areas—including research and development, solution implementation, and change management—are dedicated to serving businesses as diverse as fast fashion, luxury, and ready-to-wear. Lectra offers an unrivaled suite of hardware, software, and associated services to optimize the entire value chain, from line planning and scheduling through design, development, and sourcing, all the way to manufacturing to deliver a sustainable competitive advantage.

Lenzing Fibers Inc.

530 Seventh Ave., Suite 808
New York, NY 10018
(212) 944-7400
Fax: (212) 9447406
newyork@lenzing.com
www.lenzing.com/textile
Products and Services: The Lenzing Group is a world leader in marketing and manufacturing man-made cellulose fibers. The portfolio of Lenzing Fibers includes TENCEL®, Lenzing Modal®, MicroModal®, ProModal®, and MicroTencel®. Supply-chain support through resource lists, technical support, and hangtag program. These ecologically responsible fibers with performance benefits are comfortable, sustainable, biodegradable, and derived from a renewable raw material, wood pulp. For more information, please visit our website.

Mariak Industries

575 W. Manville St.
Rancho Dominguez, CA 90220
(310) 661-4400, Ext. 823
www.mariak.com
Contact: Erin Elinson, Strategic Manager
eelinson@mariak.com
Products and Services: Mariak offers roll-to-roll digital dye sublimation printing on polyester and polyester-treated fabrics. We carry stock of over 32 fabrics that you can choose from or you can provide your own. We have state-of-the-art equipment that can print from 72” up to 126” widths. You can provide your own patterns and images, and we also have a library of 1,000s of images from which you can choose. Pantone color matching is available. We also offer digital UV and solvent printing on vinyl and leather at up to 120” widths as well as vintage film transfer. You’ll find that our printing services may be of use to you when creating active wear, leggings, bathing suits, intimate apparel, pet products, costumes, internal and external portions of handbags and shoes and so much more. We are made in America, doing all of this out of our facilities in Los Angeles, making lead times just 2-3 weeks. Our digital equipment allows us to print with one-roll minimums, so that you are not required to invest in 10,000 yards of material. You can even double up multiple patterns on a run of fabric. Visit us at Sourcing@ Magic, booth # 91209, “Made in America Section.”

Pacific Coast Knitting Inc.

6051 Maywood Ave.
Huntington Park, CA 90255
(323) 584-6888
Fax: (323) 582-8880
Contact: Mike Tolouee
www.pacificknitting.com
info@pacificknitting.com
Products and Services: We are an American mill, located in Huntington Park, California. Our passion and creativity produce high-quality fabric for the fashion industry with low minimums, fast delivery, and over 2,400 styles of knits.
What’s New: We have developed over 3,000 new styles of novelty knits, including high twist, recycled cotton, recycled poly, 100 percent linen, MicroTencel, Supima, and many other novelty yarns. We also have added to our eco-friendly collections.
Competitive Edge: We are always investing in new products to be on the competitive edge with European mills. We produce high-quality fabrics for women’s, contemporary, men’s, and children’s with competitive pricing.

Philips-Boyne Corp.

135 Rome St.
Farmingdale, NY 11735
(631) 755-1230
Fax: (631) 755-1259
www.philipsboyne.com
sales@philipsboyne.com
Products and Services: Philips-Boyne Corp. offers high-quality shirtings and fabric. The majority of the line consists of long-staple Egyptian cotton that is woven and finished in

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Japan. Styles range from classic stripes, checks, and solids to novelties, Oxfords, dobbies, voiles, Swiss dots, seersuckers, gingham, flannels, and more. Exclusive broadcloth qualities: Ultimo®, Corona®, and Superba®. 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.

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 FLASH-TRAK, 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 care labels.

Robert Kaufman Fabrics

129 West 132nd St.
Los Angeles, CA 90061
(800) 877-2066
Fax: (310) 538-9235
www.robertkaufman.com
info@robertkaufman.com

Products and Services: Robert Kaufman Co., Inc. is an importer and converter with national and international representation, stocking a wide variety of printed, yarn-dyed, and solid wovens and knits. In business for over 60 years, Robert Kaufman Fabrics has been delivering the highest-quality service to manufacturing clients in the U.S. and around the world in a variety of markets, including childrenswear, womenswear, contemporary, juniors, men's sportswear, maternity, uniforms, special occasion, accessories, and home fashions. In addition to an extensive catalog of on-trend design collections released every quarter, we offer domestic in-stock programs with low minimums, as well as customized fabric design, development and sourcing for prints, yarn-dyes, and solids. All fabrics are available for sampling. We also drop ship for customers with off-shore production needs.

Robert Kaufman Fabrics sells wholesale and to the trade only. Our fabrics are available to the retail consumer through local quilt and fabric stores. To find a retail store that carries Robert Kaufman Fabrics, please see our website. To see what's available and our latest collections in a fully searchable format, please visit our website.

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.

Shol Textiles

234 Eucalyptus Drive
El Segundo, CA 90245
(310) 766-5074
Fax: (213) 482-4858
www.sholtextiles.com
Contact: Shane Rabineau or Oleg Zatsepin
shane@sholtextiles.com
oleg@sholtextiles.com

Products and Services: SHOL Textiles' premium soft and stable interlinings can go through aggressive washes and still give you the look and feel on the inside to make you look good on the outside. Services include full-service testing of fabrics with SHOL Textiles' premium fusibles for any apparel needs. We offer excellent quality, service, and price! We will visit you or send samples or receive your fabric to make fuse tests to recommend the proper fusible for your fabric.

Texollini

2575 El Presidio St.
Long Beach, CA 90810
(310) 537-3400
www.texollini.com
sales@texollini.com

Products and Services: We at Texollini use state-of-the-art technology to supply the fashion and garment industries with innovative and trend-driven fabrics. Speed-to market, trend insights, and quality control have been the cornerstones of our Los Angeles-based facility for over 20 years. Our in-house vertical ca-

pabilities include knitting, dyeing, finishing, and printing, and our development and design teams are unparalleled. Contact us to find out how our quality-driven products will enhance your brand.

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.

Twins Pleating & Stitching

3659 Whittier Blvd.
Los Angeles, CA 90023
(323) 268-2955
Fax: (323) 268-2463
www.twinspleating.com
Contact: Tony Gomez
contact@twinspleating.com

Products and Services: Twins Pleating & Stitching provides a wide variety of services ranging from unique stitches to custom pleating. We offer a 24 hour sample turnaround and are well equipped to produce domestic production, with no minimums. With over 30 years of experience in the fashion industry, Twins has created a company dedicated to customer satisfaction. We have become the leader in novelty products and proudly produce all of our work in Los Angeles. From heat transfers to smocking, there is no need to go overseas when it can all be done with pride, in a promptly and most importantly quality manner, here at home.

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