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BEACH CRUISING

Warm weather in Miami greeted swimwear designers showing their latest creations on the runway at Miami Swim Week. For more looks from the shows, see page 3.

TIM REGAS

Belluso

ECO NOTES

Cotton for the Next Generation

Spanish mill Hilaturas Ferre sets its sights on the U.S. market with recycled cotton.

By Alison A. Nieder *Executive Editor*

In the reception area in the **MyDyer** facility in Long Beach, Calif., there's a sign noting how many kilowatt hours of energy the factory's rooftop solar panels generate daily.

The sign also notes how much energy has been generated since the LEED Gold Standard-certified facility first opened 2½ years ago. Today, the location generates 150 percent of its energy needs.

MyDyer recently introduced **IIKO**, a collection of T-shirts made with **Recover**, a recycled cotton yarn from Spanish textile maker **Hilaturas Ferre**.

It takes nearly 700 gallons of water to produce the average T-shirt when you factor in everything from growing the cotton to finishing the final product, said Dan Kang, one of

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TRADE SHOW REPORT

Swimwear Companies Dive Into New Business at SwimShow

By Andrew Asch *Retail Editor*

MIAMI BEACH, Fla.—**SwimShow**, the biggest North American trade show devoted mostly to women's swimwear, made a splash in the fashion world when it ran at the **Miami Beach Convention Center**.

Brands at the July 18-21 event introduced new swimwear styles as well as clothes and accessories to complete a look for a trip to the beach.

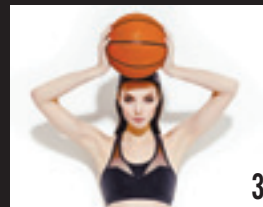
At the show, the **Anne Cole** brand relaunched its **Anne Cole Locker** line after a seven-year hiatus. The line was updated with an athletic influence. **Agent Provocateur**, the stylish British lingerie brand, introduced a swim line called **L'Agent by Agent Provocateur**.

Prominent designer Catherine Malandrino showed a swim line at the convention center, which has served as the

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Where fashion gets down to businessSM



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Lucky Brand Reaches Settlement With Laser Company

Lucky Brand Dungarees and **RevoLaze** have settled a lawsuit filed last year over a laser technology used for distressing blue jeans.

Last August, RevoLaze filed a complaint for patent infringement with the International Trade Commission against 17 blue-jeans manufacturers that included **Lucky Brand**, **Koos Manufacturing**, **Levi Strauss & Co.**, **7 For All Mankind**, **The Gap**, **Guess**, **Abercrombie & Fitch**, **American Eagle Outfitters**, **Eddie Bauer**, **The Buckle** and **Buffalo David Bitton**.

RevoLaze, headquartered in Westlake, Ohio, also filed a lawsuit in U.S. District Court in Cleveland.

At the time, the company's chief executive, Darryl Costin, said he wanted people using RevoLaze's patented technology to do so legally.

In the settlement with Lucky Brand, based in Los Angeles, the clothing company now has a nonexclusive royalty bearing license to use RevoLaze's patented laser abrasion technology for denim garments.

"We are excited to partner with Lucky Brand to help them realize the cost, quality, throughput and environmental advantages with our technology," Costin said in a statement.

Lucky Brand said it was happy to reach an agreement that resolves the legal proceedings with RevoLaze and allows Lucky to explore a partnership in development work.

Previously, Levi's and 7 For All Mankind reached a settlement with RevoLaze.

—Deborah Belgum

New CEO at Saban Brands

Los Angeles-based **Saban Brands** has named Janet Hsu as its chief executive officer effective Aug. 17.

Currently, Hsu is the president and chief operating officer of **Sanrio Inc.**, the global lifestyle brand best known for its pop icon **Hello Kitty**.

Hsu is Saban Brands' first chief executive officer. She will be responsible for overseeing the company's portfolio of global entertainment and lifestyle properties as well as being instrumental in acquiring additional brands and building new intellectual properties.

"Janet is a visionary leader with a strong track record for driving global business expansion and leading innovative strategies," said Adam Chesnoff, president and chief operating officer of **Saban Capital Group**, to whom Hsu will report. "Janet has been responsible for some of the world's largest and most successful brands. Her extensive and diverse background across licensing, merchandising and retail has led to many major accomplishments. We look forward to working closely with her at Saban Brands to continue to grow the company and its expanding

portfolio of brands."

Hsu will be joining Saban Brands as the company continues to grow across its two business units, **Saban Brands Entertainment Group** and **Saban Brands Lifestyle Group**.

Saban Brands Entertainment Group includes **Power Rangers**, **Poppies**, **Cirque du Soleil**, **La Banda** and **Julius Jr.**

Saban Brands Lifestyle Group includes a portfolio in the consumer, fashion and lifestyle space. Those brands include **Paul Frank**, **Mambo**, **Piping Hot** and **Macbeth**.—D.B.

Levi's Expands Recycling Program

Now you can take your old clothes and recycle them at any **Levi's** store or outlet in the country.

The San Francisco clothing company recently announced it has expanded its used-clothing recycling program to include all its stores instead of a limited number of outposts. Shoppers can drop off any brand of clean, dry clothing or shoes in the collection boxes at their local Levi's store and receive a voucher for 20 percent off a single, regular-priced Levi's item in the store.

"We're thinking about sustainability across all facets of our business and how to shift consumer behavior to make recycling clothing the norm," said Michael Kobori, Levi's vice president of sustainability. "Collecting used clothing at our stores makes it simple and easy for consumers to do their part and builds upon our commitment to do

the right thing for the environment."

For a limited time, Levi's is also holding "Fashion Friday" events, where consumers can bring in their gently used blue jeans and receive an additional \$10 discount voucher on their next item from the company's new women's denim collection. That program, held every Friday, ends on Aug. 28.

Levi's is not the only retail chain looking towards sustainability in the textile world. **H&M**, the Swedish fast-fashion retailer, announced a similar recycling program in 2013

at its stores that take in clothing and offers a 20 percent discount voucher on the next purchase.

Levi's has been working on several fronts to reduce its environmental footprint. The company is reducing the amount of water it uses through its waterless finishing process, saving 250 million gallons of water.

Recycling clothes helps reduce the cost of cotton, alleviates the amount of garments dumped into landfills and provides materials for recycled textiles.—D.B.

Yogasmoga Adding Stores in California

Yogasmoga is a relatively new yogawear chain that only has a handful of locations in the United States.

But recently it announced it would be adding a small fleet of stores in California as it revs up its expansion plans. The New York-based company announced it signed leases to open a store at the recently opened **La Plaza La Jolla** shopping center, north of San Diego, and at the **Malibu Country Mart**, a tony shopping center near the beach in Malibu, where it houses retail spots such as **Madison**, **Ron Herman**, **Ralph Lauren Women's** and **Vince**.

In Northern California, a new Yogasmoga will be opening in San Francisco's Union Square district as will a previously announced store this fall at **Fashion Island** in Newport Beach, Calif.

All these new retail announcements come on the heels of Yogasmoga launching a new outpost in Beverly Hills on July 16. As part of the new Beverly Hills store at 9458 Dayton Way, the company also showcased its **Yogasmoga Next Door** concept, which has a dedicated community space featuring yoga classes; partnerships with local juice, coffee and tea vendors; and a spot

where customers can relax.

"California as a market really appreciates Yogasmoga's superior product and authentic yoga ethos," said Rishi Bali, who founded the company in 2013 with his younger sister, Tapasya Bali. "We love the California wellness lifestyle and plan to add additional stores in Southern California and the Bay Area."

Yogasmoga makes its clothes in Fall River, Mass., and Northern California and sources much of its fabric from the Los Angeles area.—D.B.



Exterior of the Beverly Hills store



Inside of the Beverly Hills store

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Cruising the Swimwear Scene

The Miami Beach sands were hot with new swimwear looks shown by designers around the world for the Cruise '16 season.

On the runway were shows that took place all around town during **Miami Swim Week**. The looks varied from barely there bikinis to stylish one-piece swimsuits that had a retro feel.

The shows were organized by **Funkshion**, **Hammock** and **LDJ Productons**, which had shows at the **W Hotel** and **1 Hotel**.

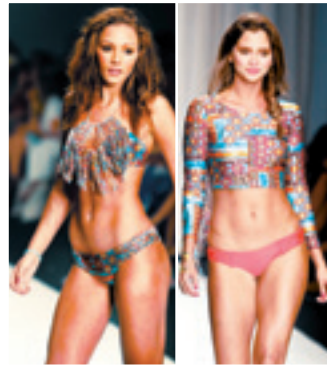
Extended coverage of the runway shows appears at *ApparelNews.net*.



Belluso



Blush by Gottex



Luli Fama



Lila Nikole



Liliana Montoya



6 Shore Road



Carloca Wear



Hammock Show



Mister Triplex



Lybethras



Mara Hoffman



Koko Blaq



Amato Furne One



Just Bone



Mister Triplex

ACTIVEWEAR



Montiel: Direct-to-Consumer Marketing and Sales

Maggie Montiel established her name-sake activewear collection, **Montiel**, in 2013 with a mission to deliver high-quality, thoughtfully designed pieces at competitive price points. Montiel's business model is simple: Create classic designs, source and manufacture everything in Southern California to ensure quality, and

made clothing is important to me."

The founder/designer keeps all designs simple with details typically on the back of pieces that are "effortlessly pretty." She also uses mainly solids as opposed to "trendy prints."

Montiel uses social media in an organic fashion (no paid advertising or PR



sell direct to consumers through the company's website. As of now the company does not have a wholesale vertical. By doing this, the company remains "strategically small but ever expanding."

Montiel is based in Los Angeles and sources all its fabric out of Long Beach, Calif.

"We use the highest-quality high-tech fabric," Montiel said. "Everything is eco-friendly, anti-wicking and designed to be active in." All collections are then manufactured in San Diego because "ethically

via its mediums) to reach its consumers. **Facebook** and **Instagram** are its two main platforms while **Pinterest** and **Twitter** play minor roles. Montiel credits a handful of celebrities and online influencers in bringing great awareness to the brand in the USA and Australia.

The company currently ships worldwide, and "international orders make up 30 percent of our business," according to Montiel. For more information, visit www.montiel.com.—Alyson Bender

Daquini: Enlightened, Energy-Inspired Activewear

Inspired by the Sanskrit work "dakini," meaning sky dancer—the female embodiment of enlightened energy—**Daquini** was established in 2013 by Emese Antal. "Daquini was born out of necessity when I got into doing yoga a couple of years ago, and I could not find the right apparel that was stylish, functional and comfortable," said designer Antal, whose background is in graphic design.

Antal currently splits her time between Budapest and New York designing the line, which features performance and eco-friendly textiles from France and Italy. "The fabrics are woven high-tech. They are four-way stretch, breathable, moisture wicking, pilling resistant and provide muscle control," Antal said.

Daquini originally released one collection a year, but this year the company is going through a "fresh restart" and offering two seasons: Spring/Summer and Fall/Winter. Antal is also focusing efforts to break further into the U.S. market by the end of 2015.

Daquini is currently sold at **Bandier** in New York and online, as well as in Australia, Singapore, the Maldives, Denmark and the United Kingdom. It also has an e-commerce platform set up through the company website and ships worldwide.



Daquini currently offers bras and active tanks with removable pads, with wholesale price points ranging between \$44.50 and \$72.50, and leggings, capri leggings and shorts wholesaling from \$45 to \$77.50.

For more information, visit www.daquini.com.—A.B.

CIT to Merge With OneWest Bank

CIT Group, the largest apparel factor in the United States, is merging with **OneWest Bank** in Pasadena, Calif., in a deal worth \$3.4 billion.

Under the terms of the agreement announced July 21, shareholders of **IMB Holdco**, the parent company of OneWest Bank, will receive \$2 billion in cash and 31.3 million shares of CIT Group common stock currently valued at \$1.4 billion, assuming a CIT stock price of \$44.33.

OneWest Bank is a privately owned regional bank formed in 2009 that operates 73 retail branches in Southern California. It has \$23 billion in assets, including commercial and residential mortgage loans and \$15 billion in deposits.

Following the close of the transaction, expected to take place Aug. 3, **CIT Bank**, CIT's banking subsidiary, will merge with OneWest Bank under the CIT Bank name, and CIT Group will have assets of \$67 billion and more than \$30 billion in deposits.

CIT Group will continue to be led by John Thain, its chairman and chief executive officer. Following the close of the transaction, Steven Mnuchin, chairman of IMB Holdco, will join CIT Group as vice chairman and will also become a member of its board of



John Thain

directors.

Alan Frank, an independent director from OneWest Bank will also join the CIT board, increasing its size from 13 to 15 members.

"This transformational transaction will combine CIT's national middle-market lending platform with OneWest's wholesale lending and branch-banking franchise to create a unique provider of retail and institutional financial services," Thain said. "The transaction diversifies and lowers the cost of CIT's deposits and broadens the products we can offer to our middle-market clients."

OneWest Bank was created during the height of the recession from the remains of **IndyMac Bancorp** in Pasadena, which was seized by regulators in

2008 and sold.

"We have spent the last five years building OneWest Bank into a premier regional bank in Southern California," Mnuchin said. "We are confident that this transaction will provide our retail and commercial customers with access to the broad range of high-quality financial products and services offered by CIT and allow OneWest to benefit from CIT's expansive client base and global reach."—*Deborah Belgium*

National Retail Federation Revises 2015 Forecast

National Retail Federation, a retail trade group based in Washington, D.C., has lowered its 2015 retail sales forecast to 3.5 percent growth compared with a previous growth forecast of 4.1 percent.

Jack Kleinhenz, NRF's chief economist, blamed slower growth on volatile economic headlines and extreme weather.

"A confluence of events—including treacherous weather throughout the United States through most of the winter, issues at the West Coast ports, a stronger U.S. dollar, weak foreign growth and declines in energy sector investments—all significantly and negatively impacted retail sales so far this year and thus have changed how future sales will shape up for the rest of 2015," he said in the July 22 announcement.

"Additionally, household spending patterns appear to have shifted purchases toward services and away from goods, though this may be transitory. Additionally, a deflationary retail environment has been es-

pecially challenging for retailers' bottom lines."

Matthew Shay, NRF's president and chief executive officer, described the economy as "solid but not exceptional." He also forecast that consumer confidence will grow enough to strengthen retail purchasing for the rest of the year.

The NRF's announcement follows a U.S. Department of Commerce report on June sales noting that sales were down. Excluding autos, gas, building materials and restaurants, core retail sales fell 0.1 percent in June after an increase of 0.7 percent in May.

The announcements were made as the important back-to-school season ramps up. On July 15, NRF released a survey on back-to-school spending.

The survey found that parents with children in grades K-12 plan to spend \$630.36 on electronics, apparel and other school needs, down from \$669.28 in the 2014 back-to-school season.—*Andrew Asch*

Z Supply Hires New Chief Operating Officer

Z Supply has only been around for two years, but it is on an aggressive growth path.

To help that growth, the company, based in Irvine, Calif., hired Heidi Muther to become the new chief operating officer.

Muther previously was working with **St. John**, the venerable knitwear company also located in Irvine, where she was senior vice president of St. John's outlet and off-price division. She managed all aspects of the luxury outlet retail business. Prior to that, Muther was vice president of retail at **Billabong** from 2011 to 2013 and spent many years working at **Pacific Sunwear**.

"Heidi has a successful history of branding,

buying and merchandising at the highest levels in the business," said Greg Garrett, Z Supply's co-owner. "She brings strong retail and brand management skills that will support our aggressive, long-term plans for all of the brands."

Z Supply was founded in 2013 with four lines—**Black Swan**, **Others Follow**, **White Crow** and **Z Supply**—and is developing more brands. During its first year, it cleared \$8 million in sales with its four brands.

Muther will oversee many aspects of the company's portfolio of brands as well as other developing brands and will report directly to Garrett.—*D.B.*

P.J. Salvage Hires New Executive to Focus on International Expansion

P.J. Salvage—the Irvine, Calif., company that specializes in making fashionable loungewear, pajamas and women's intimates—has hired Emma Wessman to make the venture more global.

Wessman has been working in her native Sweden, where she was involved in international distribution and marketing for P.J. Salvage and other brands in Scandinavia, the United Kingdom and Ireland.

"As we continue to grow and strengthen the

brand around the world, we know that Emma will help drive our international business," said Peter Burke, the chief executive of P.J. Salvage.

Currently, P.J. Salvage is sold in the United States, Europe, Canada and Australia, and it is preparing to expand to Central and South America, Asia, and the Caribbean.

"Working with the brand in Europe for the last three years, I have seen the great success it has accomplished in a very short time," Wessman said.—*D.B.*

Calendar

July 28

Colombiamoda
Plaza Mayor Medellín
Medellín, Colombia
Through July 30

Aug. 2

ASDMARKETWeek
Las Vegas Convention Center
Las Vegas
Through Aug. 5

Accessories The Show

Moda Fame
Jacob K. Javits Convention Center
New York
Through Aug. 4

Accessorie Circuit

Jacob K. Javits Convention Center
New York
Through Aug. 4

CurveNY

Javits Center North
New York
Through Aug. 4

Intermezzo Collections

Jacob K. Javits Convention Center
New York
Through Aug. 4

Aug. 3

Los Angeles Fashion Market
California Market Center
Cooper Design Space
The New Mart
Gerry Building
824 Building
Lady Liberty Building
Primrose Design Building
Academy Awards Building
Los Angeles
Through Aug. 6

LA Kids' Market

California Market Center
Los Angeles
Through Aug. 6

Aug. 4

DG Expo
Hotel Pennsylvania
New York
Through Aug. 6

Aug. 5

Outdoor Retailer
Salt Palace Convention Center
Salt Lake City
Through Aug. 8

Aug. 6

Atlanta Apparel Market
AmericasMart
Atlanta
Through Aug. 8

Aug. 8

Westcoast Trend Show
Embassy Suites LAX North
Los Angeles
Through Aug. 10

Aug. 9

Stylemax
Merchandise Mart
Chicago
Through Aug. 11

Aug. 12

Dallas Apparel & Accessories Market
Dallas Market Center
Dallas
Through Aug. 15

FIG

Fashion Industry Gallery
Dallas
Through Aug. 14

Aug. 13

Swim Collective
Hyatt Regency
Huntington Beach, Calif.
Through Aug. 14

Aug. 15

OffPrice
Sands Expo and Convention Center
Las Vegas
Through Aug. 18

Aug. 16

Sourcing at MAGIC
Las Vegas Convention Center
Las Vegas
Through Aug. 19

Aug. 17

WWD/MAGIC
CurveNV@MAGIC
ISAM
FN Platform
WSA@MAGIC
Las Vegas Convention Center
Las Vegas
Through Aug. 19
Project Las Vegas
Project Women's (formerly ENK Vegas)

The Tents

Pooltradeshow
The Collective Playground
Mandalay Bay
Las Vegas
Through Aug. 19

Agenda

Sands Expo and Convention Center
Las Vegas
Through Aug. 19

Liberty Fairs

Sands Expo and Convention Center
Las Vegas
Through Aug. 18

Accessories The Show

MRket
Stitch
Sands Expo and Convention Center
Las Vegas
Through Aug. 19

Capsule

The Venetian
Las Vegas
Through Aug. 19

WWIN

Rio All-Suite Hotel and Casino
Las Vegas
Through Aug. 20

Kidshow

Planet Hollywood
Las Vegas
Through Aug. 19

Aug. 18

PGA Expo
The Venetian
Las Vegas
Through Aug. 19

Aug. 23

Fashion Market Northern California
San Mateo Event Center
San Mateo, Calif.
Through Aug. 25

There's more
on ApparelNews.net.

For calendar details and contact information, visit ApparelNews.net/calendar.

Submissions to the calendar should be faxed to the Calendar Editor at (213) 623-5707. Please include the event's name, date, time, location, admission price and contact information. The deadline for calendar submissions is the Tuesday prior to Friday publication. Inclusion in the calendar is subject to available space and the judgment of the editorial staff.

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Hammock Rolls Out New Format

MIAMI BEACH, Fla.—The **Hammock** trade show has gone through an evolution.

Formerly known as **Salon Allure**, the swimwear-centric event introduced a rebranding campaign that included a new name and a new format for the 5-year-old show, held July 18–20 at the **W Hotel**, said Rick Fatzinger. He is the managing partner of the company that produces Hammock. His production company will continue to be called Salon Allure.

In the past, swimwear brands displayed their lines in hotel suites. While the show continued to offer its private-suite format on the

hotel's third and fourth floors, it also rolled out an "open-forum" format where swimwear brands exhibited in trade show-style booths in the hotel's Great Room. "Upstairs is an appointment-driven show," Fatzinger said, referring to the suites.

The open-forum section was for newer brands looking to meet retailers through walk-by traffic. Brands displayed their goods in 10-by-10-style trade-show booths. The open forum also focused on categories such as beauty and accessories with a beach-lifestyle angle.

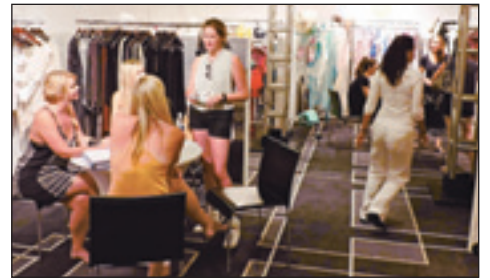
It also provided space for overseas brands to introduce themselves to U.S. buyers. There was **K. Blu Swim** from Indonesia, the London-based showroom **Barefoot Chic** exhibiting brands such as **Magda Gomes** and **Isolda**, and French lines **Do Paris** and **Thapelo Paris**.

Fatzinger said that 35 brands exhibited in the Great Room and 65 brands displayed in the suites. In July 2014, when the show was still called Salon Allure, 41 brands exhibited at the show—more than half this year's number. Fatzinger estimated that 530 buyers browsed the 2015 show.

Half of the brands exhibiting in the suites were making return engagements. **Mikoh**, **Honey Bee Swim**, **Pacific & Driftwood** and



THE BOOTH: Kimberly Small, seated left, takes a meeting at the booth for her brand, Enjoué, at the open-forum section of Hammock.



SHOW SCENE: A look from one of the aisles at the open-forum section at Hammock.

We leave exhausted every day. It's good," she said.

The brand showed its Cruise '16 line, which has a November delivery. It also showed its Spring '16 line, which was scheduled for a March delivery. Half of the buyers visiting Issa de' mar's suite made orders for merchandise with an "at once" delivery. The other half requested Spring '16 deliveries.

Kimberly Small, designer and founder of **Enjoué**, said the open format worked out for her 2-year-old fashion swimwear brand. "For a new brand, it's the best way to get foot traffic. I've had steady walk-by traffic. It's good to meet people and network," she said.

—Andrew Asch

Issa de' mar all returned to exhibit. Prominent swim line **Luxe by Lisa Vogel** made its debut at Hammock. Also showing were brands **Tavik**, **Frankie's Bikinis** and **Beach Bunny Swimwear**.

Retailers passing through the show included **Neiman Marcus** and **Nordstrom**. More specialty shops dropped by the show than in previous years, Fatzinger said. They were attracted by the increase in accessories brands at the open-forum section of the show.

Melissa Jasni, co-founder of Issa de' mar, said that the suite format worked well for her brand. "It's been busy. We've had all of our returning accounts, and we saw new accounts.



SUITE SHOW: The Issa de' mar brand showed at the Hammock trade show at the W Hotel. From left, Marissa Eveland and Melissa Jasni, co-founders of Issa de' mar, with Gwen Parlick, West Coast sales for the brand.

SwimShow *Continued from page 1*

site for the **Miss Universe Pageants** from 1960 to 1971 as well as the **Republican National Conventions** in 1968 and 1972.

Swim brands such as **Gottex**, **Maaji** and **Luli Fama** produced glitzy runway shows for their lines during **Miami Swim Week** and also displayed them at the SwimShow.

Surf labels **Billabong** and **Rip Curl** took out booth space at the show. Also seen at SwimShow were leading women's fashion swim brands such as **L*Space by Monica Wise** and **Red Carter**, boutique brands such as **Blue Life** from California-headquartered boutique chain **Planet Blue**, and major fashion labels such as **Ralph Lauren** and **Lucky Brand**.

Styles for almost every taste were featured at the show. However, swimwear with an athletic angle seemed to capture the spirit of the season, said Katie Atkinson, a senior editor for **WGSN**, a London-headquartered fashion trend-forecasting and -analysis group. "Minimalist shapes with a strong sports influence featured heavily at Miami this year," she said. Atkinson browsed

through SwimShow as well as the satellite shows **Hammock** and **Cabana**.

Judy Stein, SwimShow's executive director, said that booth space at the show was sold out with a waiting list. "The energy on the floor was great," Stein said. This year, the show's action was concentrated in two

➔ **SwimShow** page 8



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SwimShow *Continued from page 6*



MODEL TIME: Models pose at the booth for BingoSurf at SwimShow.



THE MEETING: The scene at the Anne Cole booth during SwimShow. Morgan Adams, a model wearing the new line Anne Cole Locker, left, with Anna Kenney, director of design and operations for the Anne Cole Collection.

halls of the convention center as opposed to four halls last year.

SwimShow was compelled to condense its exhibition space by 250,000 square feet at the recent show, Stein said. SwimShow had to opt for a smaller space because the Miami Convention Center is ramping up for a major, three-year renovation of its facilities. Construction will commence in

December.

SwimShow did business at a time when business for swimwear is enjoying multi-billion dollar sales, according to **The NPD Group**, a market-research firm headquartered in Port Washington, N.Y. Total swimwear sales in the U.S.—which includes sales for women, men and children—reached \$5.4 billion in the 12 months ending May 2015. It was an 18 percent increase in sales compared with the same period last year, when swimwear sales reached \$4.4 billion.

Retailers dropping by the show included department stores and specialty retailers such as **Holt Renfrew**, **Galleries Lafayette**, **Harrods**, **Bergdorf Goodman**, **Nordstrom**, **Neiman Marcus**, **Saks**, **Bon-Ton**, **Belk**, **Lord & Taylor**, as well as **Hudson's Bay** from Canada and **Liverpool**, headquartered in Mexico.

Some vendors said that buyer traffic seemed occasionally slow during the show. However, business was good at booths such as the Anne Cole booth, said Meredith Glasser, vice president of sales for Anne Cole. “Our booth has been consistently busy,” she said. “We haven’t had too many breaks.”

Another brand at SwimShow was **Ted Baker London**. Bikinis and swimwear with floral prints were a focus of the British brand. It also offered accessories such as handbags and men’s swim trunks.

“People are coming in and placing orders. We had incredible appointments,” said Rachael Kampas of Ted Baker. Retailers asked for merchandise with an “at once” delivery date as well as Spring ’16 lines. Kampas said that buyers were looking for Spring merchandise.

The next Swim Show is scheduled to take place at the Miami Convention Center in 2016. ●

Cabana: Busy Show Under Punishing Sun

MIAMI BEACH, Fla.—In a couple of big tents by the Atlantic Ocean, the **Cabana** trade show provided a busy and easygoing forum for fashion swimwear brands during the event, which took place July 18–20 at Collins Park, adjacent to the **W Hotel**, where the Hammock trade show was held at the same time.

It was the third run of Cabana, which was co-founded and produced by Janet Wong, the women’s buyer from the Miami Beach location of **Atrium**, a prominent New York-based boutique. Wong said that 140 brands exhibited compared with 100 brands last year.

Like last year, Cabana was held in two large tents; one was 19,000 square feet, and the other was 14,000 square feet. Both were air conditioned to beat back the 90-degree heat that greeted everyone.

High-end retailers such as **Barneys New York**, **Bergdorf Goodman**, **Nordstrom** and **Net-A-Porter** visited the swimwear show. Also seen were swim retailers **Everything But Water** and e-tailers **Shopbop** and **Revolve**, according to Wong and Cabana vendors.

Most of the show’s real estate was devoted to women’s fashion swimwear brands such as **Clover Canyon**, **Mara Hoffman**, **Norma Kamali**, **Salinas** and **Wildfox**. Also on display were emerging brands such as **Beach Riot**, **Flagpole Swim** and **We Are Handsome** as well as **Minimale Animale**. A handful of men’s fashion swim brands such as **Parke & Ronen** also took part in the show, where vendors and buyers were offered coconut water served in the shell.

Jeremy Somers of We Are Handsome said that the pace of the show was easygoing but

there was business to be had. “There’s no jostling,” he said of the show’s pace. “There are more buyers here than last year.”

We Are Handsome made its U.S. trade-show debut at Cabana in 2014. Based in Australia, the brand is planning to move to Los Angeles by the end of 2015.

Jaime Barker of Flagpole Swim estimated that traffic doubled for her New York City–



CABANA SCENE: An aisle at the Cabana trade show

headquartered brand. Some buyers left paper. “There’s a lot of following up to do,” she said.

Parke Lutter, co-founder of Parke & Ronen, showed his brand’s Spring 2016 looks, which offered some 1970s inspirations. “We made some new contacts, and we had some good walk-bys. That’s why you do trade shows,” he said.

Cabana has scheduled its first West Coast show for Aug. 13–14. However, the venue has not been announced, Wong said, noting that more details will be revealed by the end of July.

“We’re looking for the right venue,” the show’s organizer said. “Atmosphere is very important.”—*Andrew Asch*

ECO NOTES

Recover *Continued from page 1*

the owners of MyDyer. “With Recover, it takes 10 gallons to produce,” he said, adding that the amount of water used for apparel production is one of the “dirty little secrets” of the garment industry.

“We love cotton,” Kang said. “Unfortunately, it’s not the most efficient fiber.”

Ferre’s Recover is a long-staple yarn made from recycled



MÉLANGE: Hilaturas Ferre’s FiberBlend process produces accurately matched Pantone colors and mélange effects.

cotton. To make Recover, Ferre uses raw material “recovered” from cotton fabric scraps collected from apparel factories.

It is material that would otherwise be thrown away or incinerated, Kang said.

In the heavier-gauge yarns, Recover also contains a percentage of recycled cotton made from used clothing that has been garnetted back to fiber, said Michael F. Spann Jr., who handles USA sales for Recover.

“New R&D to maximize the application of post-consumer textile waste is already in progress in collaboration with **I:CO** and **H&M**, which will bring about a whole new family of Recover yarn products in 2016,” said Isaac Nicholson, founder of the sustainable fashion consultancy **Sustainable Source Studios** and chief sustainability and marketing officer for Ferre’s Recover.

Recover yarns are currently featured in products by **U.S. Blanks**, **American Apparel** and **Reformation**. **Abercrombie & Fitch**, **Hollister**, **Everlane** and **VF Corp.** have included Recover in their products, as have **Zara**, **H&M**, **Primark** and **Puma**.

For nearly 70 years, Ferre has been producing recycled cotton yarn and fabrics. Ferre’s FiberBlend process strategically uses the color-sorted waste blended to accurately match **Pantone** colors and create unique mélange effects. This means that the cotton fiber requires no additional dye and significantly reduces water consumption from normal liquid dye processing, Nicholson said.

“With Recover, we get these beautiful mélanges that you’d have to pay extra to get,” Kang said. “For us, the idea that you don’t pay a premium for something recycled gives us a lot of opportunity.”

Today in the U.S., more than 85 percent of all garments will end up in a landfill or incinerator, Nicholson said. “Of the 15 percent that is recycled, most is for re-wear, which is awesome. However, more than half of that is shipped off to developing nations and disrupts local garment economies.”

Nicholson, who recently spoke at the **International Fiber Recycling Symposium** in San Francisco, said the goal is to see 10 percent of all apparel globally employing recycled fibers by 2020.

“With recycled cotton, the sky’s the limit because there’s

so much raw material to divert from landfill and incineration,” he said.

According to Kang, there was a time when American businesspeople working in China were advised not to change their clothing every day because many Chinese people only owned one work shirt. All that has changed, Kang said. “We went from 1 billion people owning one shirt to them owning over seven shirts,” he said. “Do you know how much cotton consumption that is? And look at India. It’s happening there, too.”

As consumption grows, the industry looks for alternatives. “With 25 percent of all farmland devoted to cotton and



I:KO KICKSTART: MyDyer launched I:KO, a collection of T-shirts made from Recover, through a Kickstarter campaign.

millions of people starving in the world, we are already beyond ‘Peak Cotton,’ and the current solutions the industry is looking toward are not sustainable,” Nicholson said. “What’s being [suggested] as a solution to the reality of peak cotton is just more synthetics.”

Oil-based fibers are the primary reason the textile and fashion industry is seen as the “second most destructive industry on earth, right behind petrochemicals,” Nicholson said. “That’s why mechanical recycling systems like Recov-

➔ **Recover** page 9

Recover *Continued from previous page*

er and emerging technology for chemical recycling of textile waste have to be optimized and expanded right now. We have simply been overlooking a massive amount of untapped resources for many years and rightfully calling it waste."

Decades of experience

Founded in 1914 as **Hijos de Antonio Ferre S.A.**, the family-owned Ferre business originally started weaving to make bags for its fertilizer products, Nicholson said. The family started to make yarns and formed Hilaturas Ferre in 1947 as they began to recycle cotton in part due to the scarcity of raw materials in post-war Europe. Today the vertical operation produces yarns and woven fabrics.

Recover yarns are produced using a trade-secret process that generates longer-staple recycled cotton fiber and allows for fine count yarns up to 36/1s. "The focus is on turning what is normally perceived as waste into valuable resources," Nicholson said. "Because Recover yarns are made from what was once considered waste, the cost is directly competitive with conventional cotton/poly."

Hilaturas Ferre has an industrial complex consisting of three facilities in Banyeres de Mariola, Spain. The Ferre factory is certified by Aitex/Oeko-Tex, GRS (Global Recycle Standard), RCS (Recycled Content Standard), and labor is certified by Global Compact. Recover is tested monthly by Scientific Certification Systems to ensure all products are REACH-certified and are free of any harmful chemicals banned in the European Union.

The Spanish mill has also turned its eye to this hemisphere with

plans to open a spinning mill in the U.S. in the future. Domestic Recover yarn production will allow U.S. companies to produce in Central America and bring goods into the country duty free through the **Dominican Republic-Central America Free-Trade Agreement**, Recover's Spann said.

"We want a CAFTA-qualified product," he said. "That's critical."

IICO kickoff

To get the word out about Recover, MyDyer recently launched a **Kickstarter** campaign for IICO T-shirts made with a blend of Recover and recycled PET.

MyDyer is hoping to raise at least \$25,000 over the next 30 days. Entry-level backers will receive IICO stickers and logo shirts. For mid-tier donations, backers will receive IICO T-shirts. The shirts, available in unisex crew-neck and women's V-neck styles, are made with no chemicals and no dyes. Available colors include white, gray, charcoal, navy and black. For \$200 or more, backers get a T-shirt at a tour of the MyDyer facility.

Everything in the IICO collection is manufactured in MyDyer's facility in Long Beach. When the company moved from its previous facility in Paramount, Calif.,

Kang and his partners (James Lee, Joseph Choi, Krystal Kang and Jennifer Lee) chose to build the factory to strict environmental standards. They put in aluminum air lines rather than using copper. They installed LED lighting and removed all overhead power-supply lines.

"People said, 'Are you crazy to put \$1 million in solar panels on an apparel company?'" Kang said. Now that the company is producing more than it needs, it's selling power back to the grid. "We think it was a great investment in the long run. We expected to pay it off in six years. [Less than 3 years later] we're already half there." ●



MYDYER: When MyDyer moved to its current location in Long Beach, Dan Kang and his partners built the factory to strict environmental standards.

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