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# Building the Supply Chain at Texworld USA

By Alison A. Nieder *Executive Editor*

NEW YORK—Two years ago at **Texworld USA** in New York, Los Angeles knitting mill **SG Knits** met with a potential customer. The two companies stayed in touch, and two years later the potential customer has become an actual one.

"It developed here," said Lauren Greenberg, SG Knits creative director.



Greenberg and her husband, Steve, who serves as SG Knits' chief executive officer and president, were back at Texworld USA during the show's recent July 21–23 run at the **Javits Center**. The Greenbergs, along with their USA partner, Norberto Menendez, who runs **United Pacific Group (UPG)**, a full-package garment production facility in the Dominican Republic, were meeting with larger retailers and brands such as **Macy's** and **Nordstrom** as well as California labels such as **Splendid/Ella Moss** at the show.

"This is a show that's on people's calendar," Steve Greenberg said.

This was the first time at Texworld for **Sun Dragon Import**,

a Los Angeles-based supplier of specialty yarns.

"We want to explore the New York market," said Sun Dragon President Ching Duncan. "By coming here maybe we get a little Canada [and] South America exposure."

Duncan's booth was just a few aisles away from many of her customers, the Los Angeles knitting mills showing in the U.S. section of the **Lenzing Innovation Pavilion**.

"It's great for Sun Dragon to come to show what products we have," Duncan said. "That's what I love to do, to develop new product."

For her domestic mills, Duncan stocks and supplies yarns made from silk, cashmere and Tencel blends. But she's also able to supply fabric made from her yarns for companies producing overseas.

"I never want to finish fabric here in the U.S. out of respect to our customers," Duncan said. "We're set up to do that overseas. If we have the yarn, we can knit and dye in three weeks."

Pat Tabassi, marketing manager for Los Angeles knitting mill **Design Knit**, said she continues to see

interest in domestic production from the attendees at Texworld USA but noted that building the infrastructure can take time.

"It can take some people years to build that business," she said. "We have some customers who will say, 'Let's start a test run with one product and see it through and hopefully build on that.'"

Tabassi said she tries to find ways to help designers and manufacturers envision the final product.

"We like to promote garment dyeing so they see that they can dye it with 20 different finishes," she said. Then the wheels start turning."

At the **Buhler Quality Yarns** booth, the Jefferson, Ga.–



based yarn spinner saw companies such as **Brooks Brothers**, **Eileen Fisher**, **Belks** and **Vineyard Vines**.

For many, the prospect of producing domestically—or in the Western Hemisphere—provides an opportunity to produce quickly and chase orders.

"The advantage is to be able to chase programs that are selling—that's the plus for the Western Hemisphere," said David Sasso, Buhler's vice president of sales.

Designers and piece-goods buyers were looking for "cellulosics that perform like synthetics" as well as comfort yarns such as Modal, Tencel and cotton, said Buhler Textile Engineer Victor Almeida.

Mt. Pleasant, N.C.–based yarn spinner **Tuscarora** was finding increased interest in natural fibers such as cotton, wool and flax as well as more requests for eco-friendly and sustainable yarns made from recycled polyester or repurposed fiber waste.

Business was bustling at the **Ashford** booth, according to Anthony G. Mone, vice president of sales for the Gardena, Calif.–based company, which produces fabrics in Asia.

"Yesterday was particularly good," he said on the final day

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## **Attendance Up at PV New York**

By Alison A. Nieder Executive Editor

NEW YORK—**Première Vision New York** reported an “all-time high” attendance during its July 21–22 run at **Pier 92**, where more than 300 exhibitors showcased their latest collections of fabric, trim and artwork.

Organizers reported 4,415 visits over the two-day show, which represented an 11 percent increase over the January 2015 edition and a 2 percent increase over last July. Brands and retailers shopping the show included **BCBG**, **Banana Republic**, **J Brand**, **Michael Kors**, **Brooks Brothers**, **Calvin Klein**, **Perry Ellis**, **Citizens of Humanity**, **Ann Taylor**, **3.1 Phillip Lim**, **Alexander Wang**, **Opening Ceremony**, **J. Crew**, **Tory Burch** and **Marc Jacobs**.

“This is our 31st edition. We started in 2000,” said Guglielmo Olearo, **Première Vision**’s international exhibitions director. “The U.S. remains one of the key markets in the fashion industry.”

This was the second season at **Pier 92** since the show moved from the **Metropolitan Pavilion** and **Altman Building** in New York’s Chelsea district last year, and Olearo said the show had already outgrown its space. In January, the show will move next door to the larger **Pier 94** space, overlooking the Hudson River.

“It’s a great opportunity for us to introduce more innovation,” Olearo said, adding that organizers are considering possible new areas of expansion from denim to garment manufacturing to leather. “The idea is to complete the offering,” he said. “We see the market is in good shape, especially for luxury accessible brands like Michael Kors and Tory Burch. The dollar is stronger than it was, so the Eurozone is more attractive.”

This season, **Première Vision New York** featured an expanded trim and accessories section and organized all the offerings under a single name. In the past, **Première Vision** operated separate shows for different segments of the market under different names. Trim and apparel accessories previously showed in the **Modamont** show while original artwork resources showed at **Indigo**. This season, all were under the same roof as **Première Vision** fabric resources.

For Gera Gallico, sales coordinator for **Moda Team Italy**, a group of several Italian accessories companies, the expanded trim section was good for business.

“There are three kinds of people at the

show—designers, fabric people and accessories people. To be all together has more of an impact on all of us,” she said. “We’ve been very busy all day.”

**Moda Team Italy** includes high-end buttons from **Conti Wej**; metal buttons and hardware from **J-Val**; zippers, including specialty sizes, from **Unzip**; and tags, labels, patches and packaging from **Redmark**.

“As a group, we all complement each other,” Gallico said.

For many exhibitors, opening day of the show got off to a brisk start. That was the case for Sandrine Bernard, executive vice president of the New York office of the French lace mill **Solstiss**.

“We saw a lot of interesting people,” she said, adding that she had seen **J. Crew**, **Jason Wu**, **Marc Jacobs**, **Zac Posen**, **Guess**, **Trina**



**Turk** and **BCBG**.

“Most of them have finished Spring and are starting Fall,” she said. “They are looking for inspiration.”

Hugo Soudée, sales manager for **Soultz**, France-based **Philea**, said he’d seen buyers from **Tommy Hilfiger**, **Juicy Couture**, **American Apparel**, **Eileen Fisher** and **Joie**.

“It was crazy, especially this morning,” he said on the first day of the show.

This season, **Philea** introduced some new coated yarn products and seersucker styles.

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# Kingpins Continues to Expand

By Alison A. Nieder *Executive Editor*

Andrew Olah, founder of Kingpins, said the move was prompted by demand for booth space.

"We had an enormous number of requests to be in the show," he said.

Location is only one of the changes planned for Kingpins; the show will also shift its dates from its traditional January/July schedule to a November/May schedule beginning with its Nov. 3–4 show at **Pier 36 NYC (Basketball City)** in Manhattan.

"We signed a two-show lease," Olah said, acknowledging "it's a gamble," but the date change came at the request of the mills.

Kingpins draws a crowd of denim buyers from large retailers and brands as well as smaller denim designers. Early on the

ery and powered by hydro-electric energy, the new facility—called **Prime**—will be dedicated to developing products for the premium market.

"It's going to be a big playground," said **Michelle Branch, Global Denim's** director of sales.

At the booth for Italian denim mill **Berto** and its premium selvedge brand **Blue Selvage**, Phil Fox, owner of Los Angeles-based **Fox Fabrics**, saw a mix of high-level companies such as **J. Crew**, **Polo Ralph Lauren**, **Citizens of Humanity** and **Uniqlo** as well as smaller, edgy brands that were interested in the Blue Selvage collection.

At the **Cone Denim** booth, Kara Nicholas, vice president of design and marketing, was introducing attendees to Cone's new natural

repellant denim called ConeGuard.

"We do have clients coming to Kingpins looking for performance," Nicholas said, adding that fashion brands want to add performance qualities as a way to add value. "Now we're even having clients ask to mix different technologies."

The challenge, Nicholas said, is to add performance attributes while still maintaining the look and feel of denim.

"We're taking denim to different levels and seeing what the opportunities are for us," she said.

## Stretch for men



second day of the recent show, more than 300 companies had already stopped by the Kingpins show.

The expanded size of the show earned high marks from **QST** sales rep Leslie Novick, who said she thought the show's exclusive invitation-only policy may be keeping some companies away.

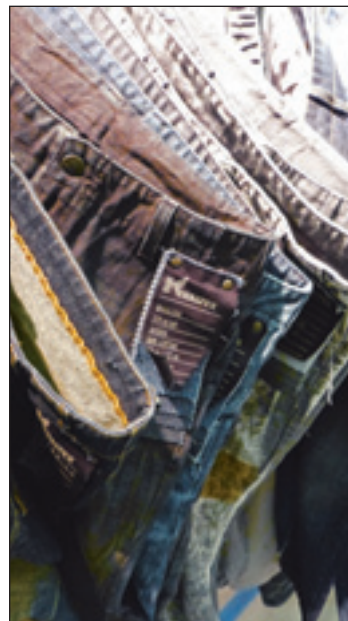
Representatives from **Levi Strauss & Co.** were spotted at the **Global Denim SA de C.V.** booth. The Mexican denim mill recently announced it is building a new state-of-the-art facility across from its main factory in Puebla, Mexico.

Stocked with German and Italian machin-

indigo initiative. The company has been working with American farmers for the last year to grow indigo for its Natural Indigo collection, produced at Cone's **White Oak** facility in Greensboro, N.C.

The initial collection includes two selvedge denims, a 13 ounce and a 16 ounce. "The shade is really vibrant," Nicholas said.

Cone has also been working on a number of performance denims, including moisture-management denims made with **Dri Release**, **Sorbtek** and **Coolmax**. The company also has high-strength denim made using **Dyneema** and **Toughmax** as well as a water-



At the Kingpins show, several companies were talking about new stretch denims for men and women.

Global Denim was promoting LaFayette, a warp-stretch denim design for men.

"We're really breaking ground in terms of movement for men," Branch said. "We want our stretch to move the way men move. We put the stretch in the warp only."

In addition to adding vertical movement, warp-stretch denim responds well to heavy abrasion.

"It allows us to do all kinds of destruction

and where you get a break, you see cotton and not Lycra," Branch said.

LaFayette also has a nice drape quality, making it a good fit for a women's boyfriend fit as well, Branch said.

Turkish denim mill **Calik** also has a warp-stretch denim made with **Invista's** T400 co-respun Lycra for good recovery.

Hamit Yenici, general manager, said there's a market for high-elasticity stretch denim for men, but it tends to work for a younger, trendier customer. Yenici said the company was looking for a product for a wider men's audience.

"When you consider men's movement, it's more vertical," he said. "You don't need

huge elasticity in the length. Rigid fabric has almost 5 percent growth and no power to bounce back. In this case, we have almost 2 percent growth and less-baggy knees."

Plus, Yenici said, there's less shrinkage with the T400 warp-stretch denim, so it can be offered in wider widths.

The result looks like a traditional rigid denim—think of "the Bruce Springsteen jean," Yenici said—but with "the highest comfort."

Mexican denim mill **Kaltex** was showing a 10-ounce sateen denim for menswear.

"It can be a beautiful trouser with stretch yarn for comfort," said Kaltex designer Cori Olson.

Olson said she was noticing a lot of the same fabrics working for menswear and womenswear.

"The men's weights have gone down to 11 ounce or 12 ounce, and for a cool women's boyfriend, they can go up to 11 ounce," she said.

Olson was also showing a super-high-stretch sateen for women as well as the 10-ounce sateen for a women's skinny flare style.

"It's all how you finish it," she said. "You can do a heavier fabric and make it a trouser." ●

## Texworld *Continued from page 3*

of the show. "A lot of very large accounts came here like Macy's, **Danskin**, **Sears**, **American Apparel** and **Urban Apparel Group**."

Many were looking for lighter-weight fabrics for leggings, Mone said.

Ashford recently introduced a custom digital print-



ing service that will reproduce photos on gift items such as beach towels and blankets.

"We'll even put it on your dog bed," Mone said, adding that the company is targeting the service as a gift item for cruise lines and wedding planners.

The company is installing digital printing machines in China for a 60-day turnaround and in the U.S. for a nine-day turnaround.

## First timers

This was the first time at Texworld for Los Angeles knitters **Unitex** and **Asher Fabric Concepts**

"They are looking for a lot of novelty and innovation," said Unitex owner Chris Hebroni. "We have a lot of larger brands looking for novelty that they can't get offshore at the same quality."

At Asher, Sales Coordinator Joyce Adams said she saw some of the company's existing customers, such as **NYDJ**, **Mara Hoffman** and **Destination Maternity**, as well as several activewear manufacturers looking for bottomweight fabrics.

This was also the first time at Texworld USA for Mumbai, India-based **Panna Textile Industries PVT. Ltd.** The 50-year-old company produces textiles and hand-worked scarves for large European brands. Representative Akash Pod-

dar was stopping attendees in the aisle to show them the workmanship on a hand-painted, embroidered scarf Panna created for Spanish brand **Desigual**.

"USA is a market we're looking to get into," Poddar said. ●

## Première Vision *Continued from page 3*

At the booth for German mill **KBC**, Sales Manager Peter Voegtlin said designers and piece-goods buyers were looking for fabrics with texture and patternwork, including florals and vintage paisleys.

It was a tight fit at the booth for Laguna Beach, Calif., art studio **Garreau Designs**. A mix-up resulted in the longtime exhibitor showing out of a tiny space in the surface design section of Première Vision.

Owner Dianna Garreau was keeping an eye out for her accounts to make sure they didn't miss her. Normally, her booth has space for many buyers to review the lines. This time, she only had two chairs.

"We lost a few people because of the booth space," she said, adding, "The people who we've seen have pulled deep—it's not onesies and twosies. Some of my California companies are here—for the first time, too. I tell my clients to come here if they need a broader perspective."

This was the first time at Première Vision New York for Brazilian art studio **Elaia**.

"We're looking for a bigger market in the U.S.," said Elaia Director Bruno Hanson. "We're happy with the results."

Hanson said the exchange rate between Brazil and the U.S. makes his company's prices very competitive.

In addition to the exhibitors' booths, attendees reviewed the trends in the show's Trend Forums and attended the Autumn/Winter 16/17 Trend Tasting seminar, led by Première Vision Deputy Fashion Director Sabine Le Chatelier, as well as trend seminars led by **Design Options**, **Promostyl**, **Color Portfolio**, **Mintmoda**, **Trend Union Edelkoort**, **Kids a la Mode** and **Carpenter + Co.** The show also featured a panel discussion on fashion's future, led by Première Vision's Brazil-based consultant Olivia Merquieor and featuring Le Chatelier, Trend Union Edelkoort's Philip Fimmano,  **Lanificio Subalpino** Chief Executive Officer Nicolás Zumaglini and fashion designer Marie Saint Pierre. ●





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# Sourcing Powerhouse Dara Inc. Poised for Expansion

When the original owner of the well-respected thread and button supplier Dara Inc. was contemplating retirement a year and a half ago, she faced two choices. One was to simply close up shop on the downtown L.A.-based company she had started and run since 1984, letting go her 40 employees. Or, she could convince John Hsu and Anne Ma, longtime commercial real estate specialists who had managed her properties, to buy the company. “She thinks that no one but us can help the company grow to the next level,” says Ma.



Anne Ma, Dara COO

And so they have. After a year and four months at the helm, Hsu, Dara’s CEO, and Ma, its COO, have ensured that Dara is still the same sourcing powerhouse its customers have long relied on for unparalleled garment and sewing supplies. At the same time, they have moved the company steadily into the modern marketplace and the world of e-commerce.

Beginning Sept. 1, customers, wholesalers, and retailers alike will be able to access the entirety of Dara’s vast inventory and place orders online. “This is new,” Ma asserts. “They can see the entire product line, the colors and sizes. Before, when we did not have e-commerce service, customers had to call in and we had to send out sample cards. This makes it very convenient.”

Convenience is a key asset when customers have a choice of hundreds of buttons and nearly 500 thread options among Dara’s offerings. Thread is, in fact, “our bread and butter,” Ma notes. In addition to color array, Dara provides thread in “a big range of styles” and a variety of thicknesses and materials, including elastic. In addition to its stock colors, Dara is able to provide custom colors and custom buttons as well. “Even if they just send a picture to us,” says Ma, “we can find a source for them.”

While Dara brings in product from China, South Korea, Taiwan, and Japan, it has long sourced from “the largest” supplier in Thailand, noted for its superior quality. “No matter where it’s from, we do our quality control very well,” Ma says. “Our quality is so good—the highest quality with a reasonable price.”

“I want to educate the customer,” she continues. “I know price is very important to them. To us, the price is important, but the quality is more important. Every thread, we don’t short our yardage—that’s not something everyone can say. And the price is reasonable. We don’t fluctuate the price with the market. We always try to maintain the price to protect our customers.”

Dara operates from its 50,000-square-foot warehouse and showroom on Broadway in the heart of L.A.’s garment district with a multilingual sales staff. The confidence the company now has in its future can be seen in the recent purchase of a vast warehouse space covering some three acres in the east San Gabriel Valley, to better serve “west and east,” Ma says. In addition to its thread and button divisions, Dara carries a wide range of garment and sewing supplies, including sewing machine parts and needles, ironing equipment, design room supplies, labels, fasteners of all types, zippers, pins, and Velcro. The company also sells craft materials and office and beauty supplies as it looks to expand its market in multiple directions.

Clearly, there is a different tone at Dara with the entrance of Hsu and Ma, and it isn’t simply the technology upgrade. Their property management company, STC Management, stands for “sung tien,” a Chinese saying that means “follow the heavens—everything that happens is meant to happen,” Ma explains.



STC Management believes that doing good will have a positive impact on the world. It has long been involved in significant community service through its STC Foundation, which Ma heads as CEO. They encourage their employees to become involved in charitable activities. The foundation sponsors a variety of programs, including summer student leadership workshops that emphasize moral character, student internships, highway adoptions, and a number of cultural events open to the public.

The core values of STC Management, Ma explains, are “health, love, and wisdom—no matter what we do, we base our work on these three core values. In this whole year, we have used our values to help our customers as well.”

It is no wonder that Dara’s longtime customers are happy with the new management. “There’s lots of innovation,” says Ma. “But our customer service is even more attentive. They see more smiles from our associates.”

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# Fabrium: Taking the First Step in Fabric Sourcing Online

Together, Aydin Cubukcu and Burak Topcuoglu have more than 30 years of experience in textiles.

“We’ve cut swatches and walked the production lines,” Cubukcu said.

Last year, Cubukcu and Topcuoglu began developing **Fabrium**, an online sourcing site to connect textile mills with designers and manufacturers.

**Fabrium** ([www.fabrium.com](http://www.fabrium.com)) was unveiled during the recent run of textile trade shows in New York, when Cubukcu and Topcuoglu hosted a party on July 22 to officially launch the site.

Currently, Fabrium features 12,000 designs from over 30 mills,

“From lace to activewear, wovens, knits for tops and bottoms, suiting and embroidery, we try to cover every category,” Cubukcu said.

The site is free to use for designers and manufacturers and allows them to check out the latest designs from their favorite mills or search for something specific for a last-minute order. They can find contact information for mills and their agents around the world. Users can request sample yardage, search for in-stock goods and inquire about current yardage.

Fabrium allows users to search by fab-

ric, content, country of origin, price, sample minimums and bulk minimums. If they want to search by color, users can click on a color wheel to see everything available in that color range.

“If a customer can put it in a paragraph, we put it in a data point,” Cubukcu said.

The mills and agents can use Fabrium to create special portfolios of designs that can be mailed to key customers.

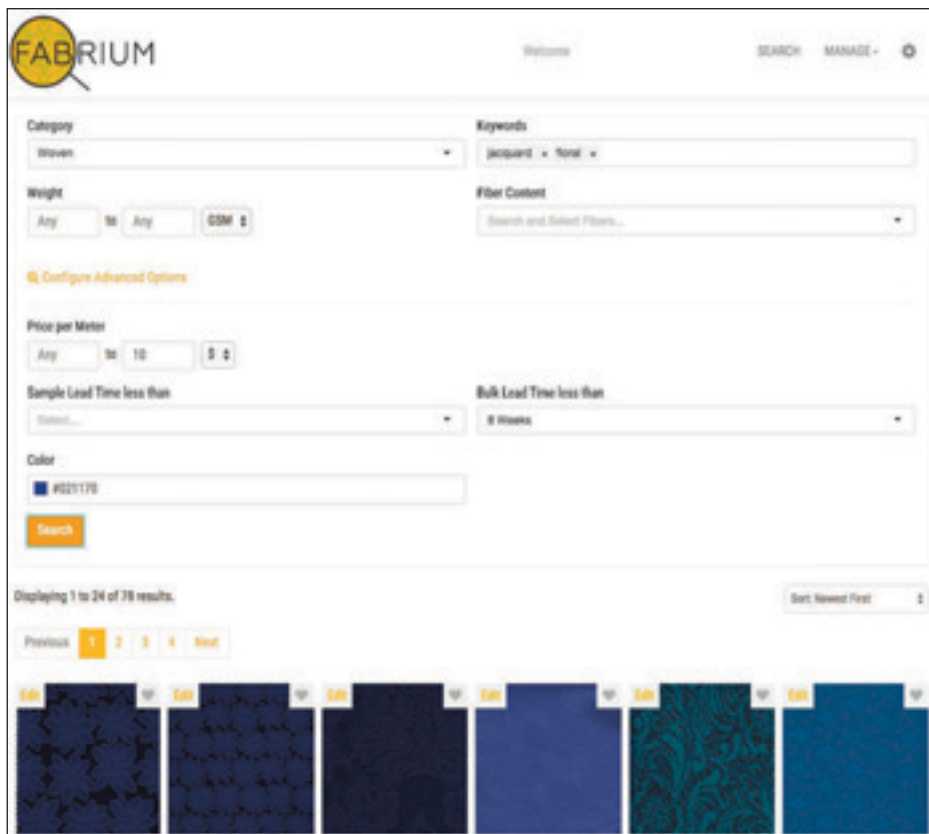
“The Fabrium platform stops at creating a referral,” Cubukcu said. “After that, it’s business as usual.”

Fabrium allows users to only view from select suppliers and allows the mills to control who views their collection.

“For a mill, their designs are their babies,” Cubukcu said. “We listened to the customers in the development stage and listened to what they wanted to see.”

Cubukcu and Topcuoglu don’t see Fabrium as a replacement for traditional sourcing methods such as attending trade shows or meeting with agents face-to-face.

“Our job is visual; the tactile, the hand feel is important,” Cubukcu said. “This is all about discovery and finding the right fabric in the right way.”—Alison A. Nieder



# Simparel Releases New Shop Floor–Control Solution

New York-based fashion and retail solutions provider **Simparel** has launched **Simparel SFC**, a new shop floor-control product aimed at using wireless technology and mobile devices to help manufacturers gather real-time data about everything from order tracking to machine downtime.

“Without up-to-date information and visibility, today’s manufacturers are challenged to deliver the speed, transparency and service their customers demand,” said Simparel Chief Operating Officer Roberto Mangual in a company statement. “By simplifying system use and removing significant cost and setup barriers inherent with legacy SFC systems, we are making real-time shop floor management much more accessible and affordable. With Simparel SFC, everyone from small contractors to major brands can leverage the latest

technologies to quickly achieve the many benefits of real-time visibility and control.”

Among the features of Simparel SFC are increased worker productivity, reduced throughput time, cost savings, work-in-process inventory reduction and improved customer service.

Simparel SFC uses a plug-in data-collection technology from Georgia-based **Shopfloor Support LLC**. The system runs through an **Android** app and uses Wi-Fi networking to collect production data and provide real-time feedback.

This information can be integrated with Simparel’s enterprise resource planning solution, Simparel ERP, as well as third-party solutions.

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



# Milano Unica Brings Italian Textiles to New York With First U.S. Show

By Alison A. Nieder *Executive Editor*

NEW YORK—After celebrating its 10th anniversary in Milan, Italian textile trade show **Milano Unica** took a small group of mills on the road for its first edition in New York.

Held July 20–22 in a light-filled atrium in the **Ja-vits Center**, the New York show featured a selection of mills showcasing high-end fabrics for men's and women's apparel.

"We are happy with the quality but especially we are happy with the quality of customers," said Silvio Albini, president of Milano Unica and owner of **Cotonificio Albini S.p.A.**, based in Albino, a town in the northern Italy province of Bergamo. Albini said he saw "most of the best customers—very good names" at the show, including both well-established U.S. brands and smaller companies."

Claudio Taiana, owner of Como, Italy-based **Tessitura Taiana Virgilio**, said he was pleased with Milano Unica's location at the Javits, which had a "very exclusive" atmosphere. "It's not for the mass market," he said.

The company had just arrived in New York from Miami Beach, Fla., where it showed with about a dozen other Italian mills at the **Mare di Moda** swim textile show within **Hammock** at the **W Hotel South Beach**.

Many of the exhibitors at Milano Unica were showing fabrics for menswear. But Taiana, which was showing his company's women's and men's fabric collections, said he met with both men's and women's brands.

Among Taiana's offerings were jacquards and jacquard overprints, fabrics with fancy yarns such as chenille, and other novelties such as digital jacquards with full repeat.

Exhibitor Pam Langlais, director of women's divisions for **HMS International**, was at the show representing the women's division of **Lanificio Ermenegildo Zegna & Figli**



**ITALIAN MADE:** Erco Pizzi was showing lace, including wool lace, as well as technical fabrics for fashion.

**S.p.A., Successori Reda S.p.A** and its **Reda Active** division, and **E. Thomas S.p.A.** Langlais said womenswear buyers typically do not book appointments in advance.

"With men's, they're used to appointments and keeping them as they would in Milan," she said. "Women's buyers aren't used to a closed-booth format."

Among the new products Langlais was showing was Reda Active's collection of wool fabrics with bonded membranes for sportswear and active apparel, E. Thomas' high-end silks and silk blends, and Zegna's Agnola collection, which includes luxury fabrics made with cashmere, alpaca, silk and "cashco," Zegna's lightweight cotton/cashmere blend with stretch.

"[With Zegna,] we work one-on-one with designers from **Carolina Herrera** to **Thom Browne**," Langlais said. "And we customize everything."

**Erco Pizzi**, a mill based in Benate, a town in the northern Italy province of Varese, specializes in high-end laces, nets and other fabrics for women's collections such as **Armani**, **Roland Mouret** and **Gucci**.

Emiliano Di Franco was at Milano Unica representing the family-owned mill founded by his father.

"We are here because this market is, of course, very important," he said. In recent years, the strong euro made it difficult to enter the U.S. market, Di Franco said. "Now it is easier, so we're trying again."

Di Franco said he was pleased to find there is a market in New York for his mill's products, adding, "There is room for us here."

Among Erco Pizzi's offerings are wool laces and technical fabrics used for fashion applications.

Albini, the Milano Unica president, said the purpose of Milano Unica's New York edition is to show "the crème de la crème of Italian textiles."

"We want to show America the strategic innovation of the Italian textile chain pipeline, which is unique in the

world," he said.

Albini said he hoped to encourage attendees to visit Milano Unica in Italy to see a much larger selection of Italian fabrics and trim.

"We have 450 mills in Milan; here we have 87," he said.

He also acknowledged that the New York show featured a "predominance" of menswear companies but added, "We had a great response from women's weavers."

For the next New York edition, which is set for January, Albini said organizers will "rebalance" the mix. The show will also take a look at the timing of the show.

"The dates are a bit early for womenswear," he said. "But, as a first time, we are very satisfied." ●

## LINGERIE

# Jewel Toned: Yesterday's Shapewear Is Over

Rachael McCrary thinks shapewear's reputation needs to be salvaged, and she believes that she has a solution with her West Hollywood, Calif.-headquartered brand, **Jewel Toned**.

"When women talk about shapewear, they view it as negative purchase," McCrary said. "It makes them think they were getting older. It makes them feel that they are not in ideal shape. We wanted to make body-positive garments."

McCrary's recipe for shapewear she con-

also comes in the always-fashionable black. The "Major Mini" has a built-in bra and is intended to be used as a layering piece. Unlike traditional shapewear, Jewel Toned is meant to be occasionally seen. Also, the compression piece leaves no indentation on skin because the nylon garments are made without seams. It was also intended to be comfortable.

Jewel Toned also makes body suits as well as bras and panties. Retail price points range from \$15 to \$59.

The new brand got a vote of confidence from a venture capital firm. In February, it raised \$1 million from **Singularity Investments**, which runs offices in Los Angeles; Dallas; Lagos, Nigeria; and Beirut, Lebanon.

The round of funding will be used to secure inventory, expand the brand's website ([www.shopjeweltoned.com](http://www.shopjeweltoned.com)) and strengthen its e-commerce as well as build the brand's marketing efforts.

Currently, much of the brand's garments are sold at [www.shopjeweltoned.com](http://www.shopjeweltoned.com). McCrary hopes to sell the brand through mobile commerce and social commerce.

"We're interested in growing in a non-traditional way. We'll change with the needs of the shopping climate," she said. Jewel Toned recently released a shopping app in Japan. Later this year, it plans to expand its wholesale to up to 60 select boutiques.—*Andrew Asch*



siders more fun? Think bright colors; silhouettes reminiscent of the little black dress, the iconic garment; light to medium control in the shapewear; and a garment that is not binding.

Women in their 20s and 30s have purchased the Jewel Toned shapewear, McCrary said. They are attracted by the bright colors such as emerald green and blush pink. The brand's best-selling piece, the slip-like "Major Mini" dress, comes in bright colors and

# TyLynn Nguyen Intimates: Balancing Beauty & Comfort

Comfort and beauty do not have to be mutually exclusive in lingerie, said designer TyLynn Nguyen.

She started the **TyLynn Nguyen Intimates** line in March to offer underwear that is easy enough for lounging around the house but can be beautiful, too.

For beauty, Nguyen holds up the line's "Calla" slip for evidence. Model Gigi Hadid reportedly wore it in her appearance in a video for song "How Deep Is Your Love" from Taylor Swift paramour DJ Calvin Harris. The video was released on Aug. 4.

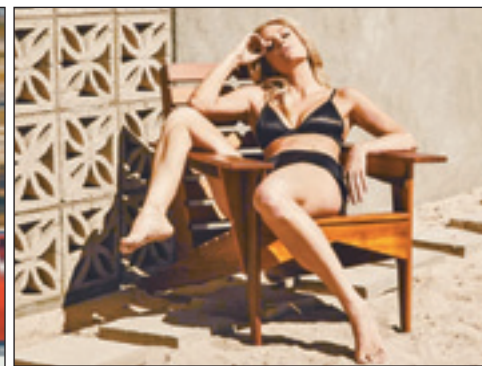
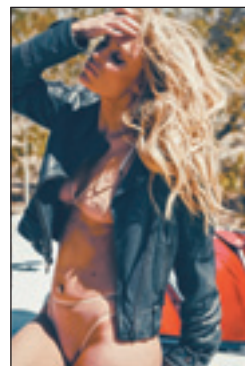
For comfort, Nguyen does not use underwires in bras. Rather, the garments use sturdy elastic for support. The intimates line offers a thong panty, but many of the bottoms give more coverage with a full panty silhouette.

Other looks for the TyLynn Nguyen Intimates line include the "Lilly" bra, which comes in maroon and black silk. The line's "Tulip" shorts are another look. Nguyen said that they are tap shorts intended for wearing around the house.

Nguyen grew up in Boston. She also worked extensively as a model. She is represented by **LA Models** for runway and has walked in fashion shows for Los Angeles

gown and eveningwear designer **Sue Wong** and for **Vogue/CFDA** presentations in Los Angeles.

While studying as a fashion student, she said, she gravitated toward designing lingerie. She enjoyed wearing it, was inspired by the often intricate design of the garments, and appreciated the mystery of lingerie and how it reflects women. Much of women's beauty is underneath, Nguyen said. "We are great creatures, but you have to get to know us," she said.



Upcoming looks for the TyLynn Nguyen Intimates Spring Summer 2016 line include sleepwear, body suits and cotton garments. The line's first season was made from silks imported from Belgium and Italy. However, the line is manufactured in Los Angeles. Wholesale price points range from \$40 to \$110, and the line has been sold at [www.tylynnguyen.com](http://www.tylynnguyen.com) and **Guild**, a boutique on Los Angeles' high-profile shopping street Abbot Kinney Boulevard.—*A.A.*

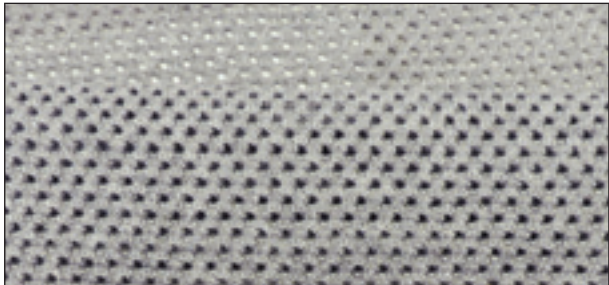


# Get Active

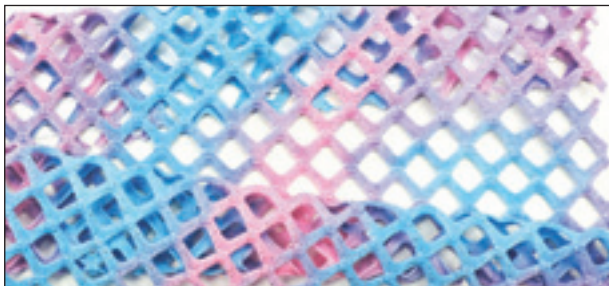
Activewear fabrics—including mesh, waffle knits and athletic jerseys—get a sophisticated update with subtle fabrics, fine details and a luxe hand.



G + G Multitex Inc. #CP5022-01K Heavy Piqué



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Triple Textile Inc. #L-612-F "Tie Dye Polyester Spandex Fishnet Mesh"



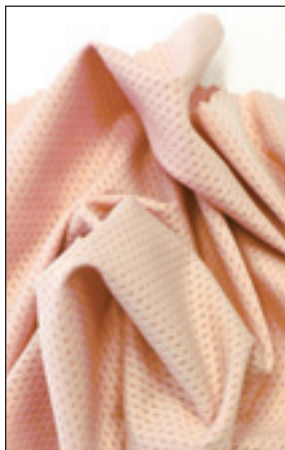
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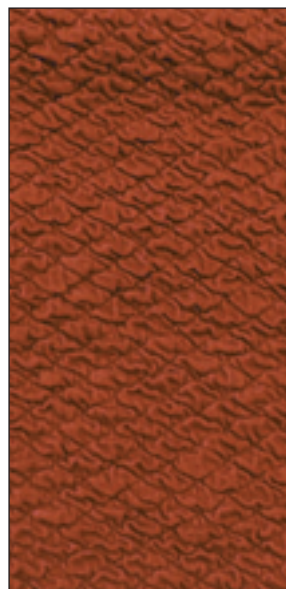
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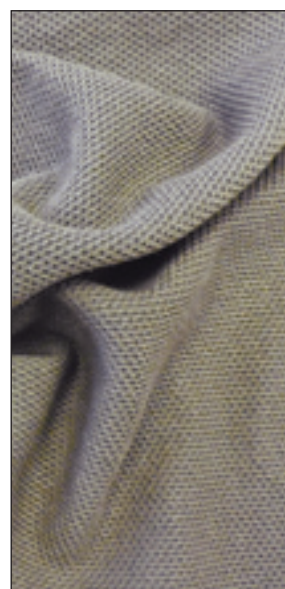
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# Garden Variety

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G + G Multitex Inc. #58039/054 "Margarita"



G + G Multitex Inc. #94718/1033 "Allison Floral"



Solid Stone Fabrics #11228554



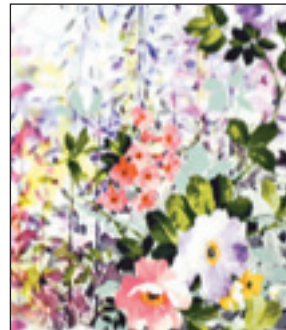
G + G Multitex Inc. #5E605/003 "Gabbi"



G + G Multitex Inc. #95784/1011 "Liseron"



Confetti Fabrics #K1774 "Trento"



Texollini #3223D2



Texollini #5878Y



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Cinergy Textiles Inc. #Heavy-GGT-0202S



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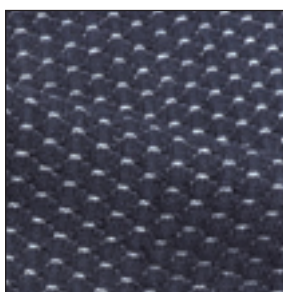


Apparel by Amanda Sage Collection

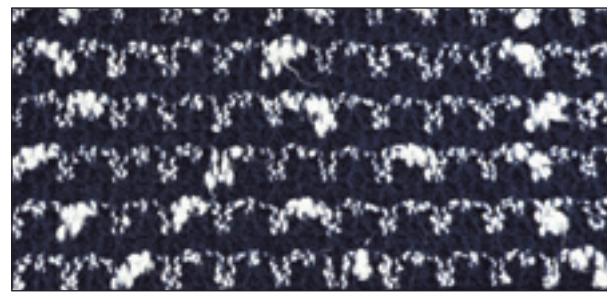
## TEXTILE TRENDS

### Tweedy

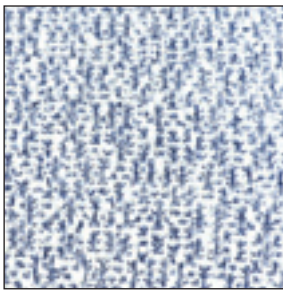
Tweed and tweed-like French terrys and sweater knits offer lofty texture and variegated surface design.



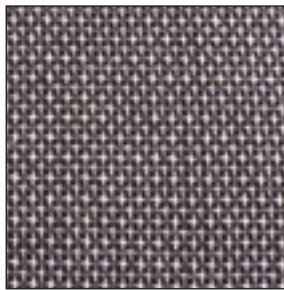
Asher Fabric Concepts/Shalom B LLC #CPSS70D Bubble Cotton Sweater



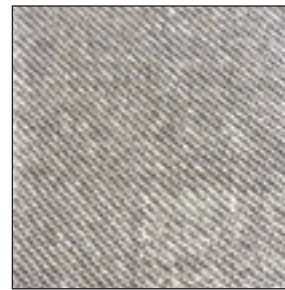
Cinergy Textiles Inc. #SMX-1954 Sweater Knit



Cinergy Textiles Inc. #SK-F1200 Sweater Knit



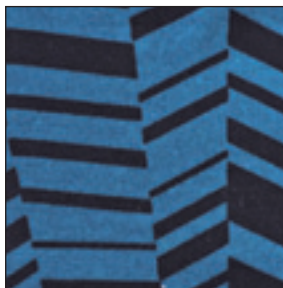
Cinergy Textiles Inc. #Tweed-1100 Tweed Mini



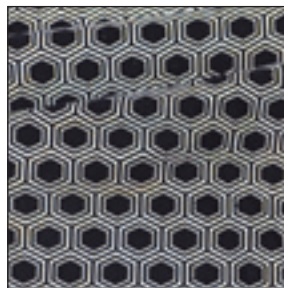
Asher Fabric Concepts/Shalom B LLC #CPF754 Basket Weave French Terry

### Geometry

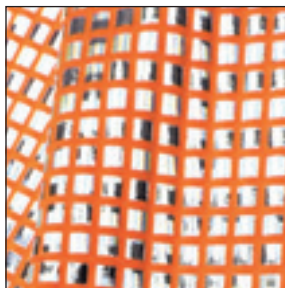
Look for geometric designs from Op Art-inspired graphics on foil to fun chevron patterns in sequins.



Cinergy Textiles Inc. #SK-16684 Hacci Print



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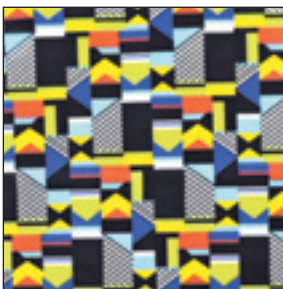
Solid Stone Fabrics #SE-2526



Solid Stone Fabrics "Zig Zag Fuchsia"



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Classic &  
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Coil, Plastic,  
Rhinestone &  
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Colors

## Sourcing & Fabric Resource Guide Continued from page 13



### G + G Multitex Inc./Geotex

2445 S. Santa Fe Avenue  
Los Angeles, CA 90058  
(323) 588-3100  
Fax: (323) 588-1499  
[info@multitex.us](mailto:info@multitex.us)  
[www.multitex.us](http://www.multitex.us)

**Products and Services:** G&G Multitex, Inc. is a leading supplier of high-quality knit fabrics to the Los Angeles apparel industry with over 25 years of experience. By knitting yarn into American-made fabrics and with the help of in-house printing capabilities, we have proven to be versatile and resourceful in our ability to supply our customers with the most unique and fashion forward fabrics. With access to our circular knitting mill, Santa Fe Knitting and Geotex, our Roll to Roll sublimation printing plant with digital printing capabilities, we are more than capable of developing and producing new and innovative fabrics. Our portfolio of fabrics consists of natural and synthetic blend knits, with or without spandex. We produce solid or printed constructions ranging from basic jerseys to double knits, jacquards, sweater knits as well as 3 ends French terry and fleece knits. We invite you to learn more about our company, its different divisions, and our many different products and services.



### Huntington Packaging, Inc.

117 West Ninth St. #613  
Los Angeles, CA 90015  
(213) 612-4458  
Fax: (213) 559-9444  
[www.huntingtonpkg.net](http://www.huntingtonpkg.net)

**Products and Services:** Huntington Packaging Inc. is a primary packaging and garment identification resource located in the heart of the Fashion District in Downtown Los Angeles. Referred by many of our local clients for packaging and identification solutions, we service clients nationally and globally. With factories in Los Angeles, Pakistan, Hong Kong and Korea, we are well equipped to service your company's unique business requests. We can produce woven labels, printed labels, heat transfers, tagless labels, hang tags, as well as P.O.P. displays, custom packaging, catalogs, stickers, and an array of printed materials. We gladly assisting business of all sizes. We welcome independent to corporations and start-ups to well-established operations.



### JN Zippers & Supplies Corp.

380 Swift Avenue—Unit #5 and 6  
South San Francisco, CA 94080  
Contact: Judy Elfving  
(480) 529-6331  
[judy@zprz.com](mailto:judy@zprz.com)

**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, bag, and apparel hardware that are ITS, SGS, Deko-Tex, ISO9001:2000 safety tested and standards compliant. Our staff is 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.



### Progressive Label

2545 Yates Ave.  
Commerce, CA 90040  
(323) 415-9770  
Fax: (323) 415-9771  
[Info@progressivelabel.com](mailto:Info@progressivelabel.com)  
[www.progressivelabel.com](http://www.progressivelabel.com)

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



### S & J USA, Inc.

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



### Texollini

2575 El Presidio St.  
Long Beach, CA 90810  
(310) 537-3400

**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 capabilities 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.



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# antex

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