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FEBRUARY 2016

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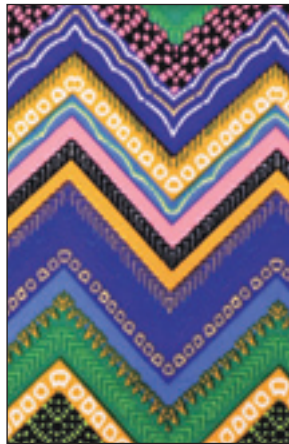
Textile mills are offering a wide range of chevron patterns—from traditional designs to modern interpretations.



Triple Textile Inc. #L-618-B



Solid Stone Fabrics #SE-2742



Cinergy Textiles Inc. #LVRPL-MX2579E Printed Textured Techno



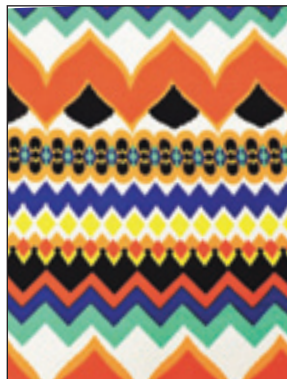
Jay Ann Fabrics Inc. #8616 Cotton Crepe



Solid Stone Fabrics #JT-19966



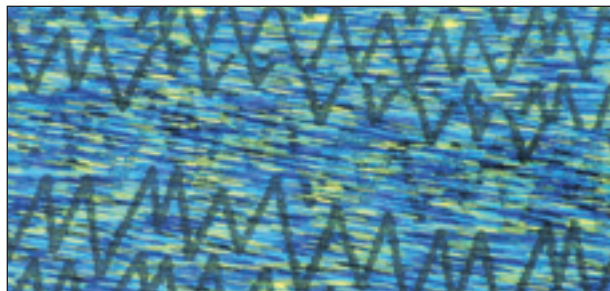
Cinergy Textiles Inc. #Techno-MX2782E Printed Techno Knit



Triple Textile Inc. #L-621-B



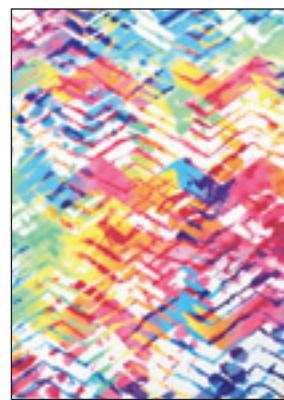
Tricots Liesse #916553



Eclat Textile Co. Ltd. #RT1403029



G+G Multitex Inc. #54168/1127 "Fishtail"



Pine Crest Fabrics #BTP059C1 "Neon Tracks"



Solid Stone Fabrics "Festival"



Solid Stone Fabrics #HC-242

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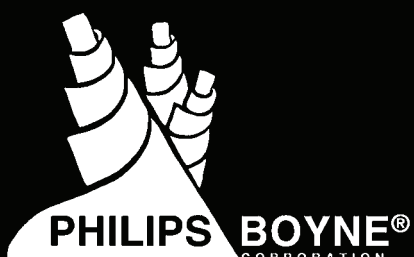
Left: Maggie Barela, Sales Agent

Make-up by Kristy Goslin

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TEXTILE TRENDS

Greens Keepers

Textile designers are seeing green with shades ranging from sophisticated cool mints to bright grass shades to chartreuse and neon.



Pine Crest Fabrics #TTS500C14 "Strata"



Triple Textile Inc. #FH-16-A



Texollini #8029SD5-Lime
Stripe



Eclat Textile Co. Ltd.
#RT1406178



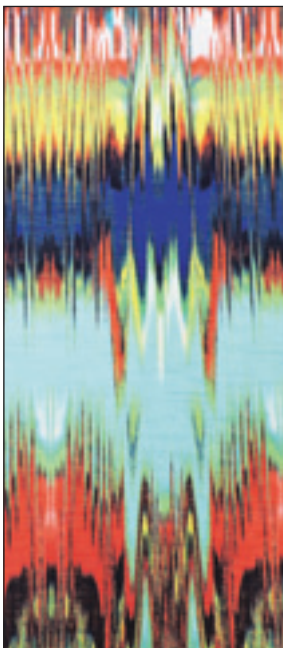
G+G Multitex Inc. #C2361-
01K



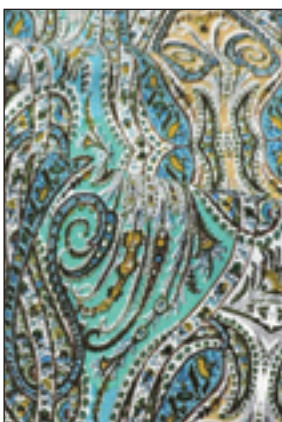
Cinergy Textiles Inc. #RSJ-
MX6323MF Printed Rayon
Jersey



Triple Textile Inc. #FH-16-E



Triple Textile Inc. #L-619-B



Jay Ann Fabrics Inc. #516-8



NK Textile "Mint Floral"



G+G Multitex Inc.
#PCRL3064-01K



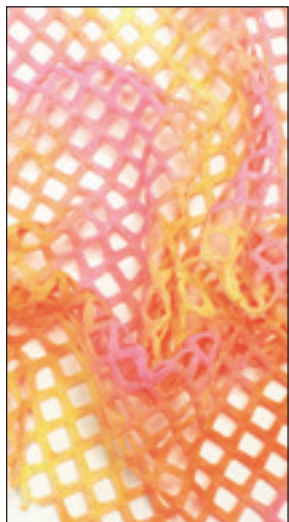
G+G Multitex Inc.
#PCR2376-01K



Robert Kaufman Fabrics
#ADZ-15878-36

Haute Pink

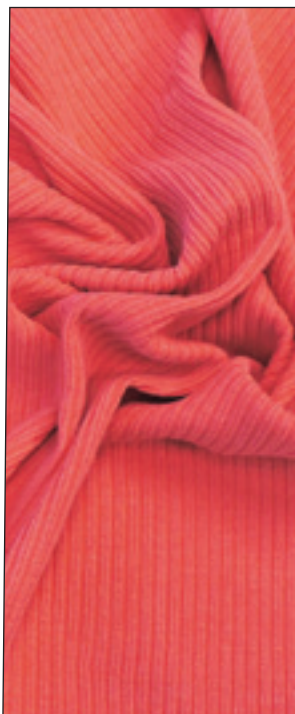
Warm pink shades of salmon, fuchsia and coral demonstrate the haute end of the spectrum for activewear fabrics.



Triple Textile Inc. #L-612-E



Tricots Liesse #54533



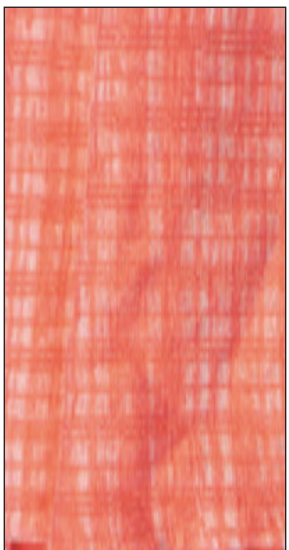
G+G Multitex Inc.
#SCL3208-01K Vargated Rib



G+G Multitex Inc. #PCR1030-01K



NK Textile "Burnout"



G+G Multitex Inc. #CP2034-02K



NK Textile "Hot Tropics"



Asher Fabric Concepts/Shalom B LLC

DIRECTORY

Asher Fabric Concepts/Shalom B LLC, (323) 268-1218, www.asherconcepts.com

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Jay Ann Fabrics Inc., (213) 622-8272, www.jayannfabrics.com

NK Textile, (949) 680-4743, www.nipkowkobelt.com

Pine Crest Fabrics, (800) 877-6487, www.pinecrestfabrics.com

Robert Kaufman Fabrics, (800) 877-2066, www.robertkaufman.com

Solid Stone Fabrics, (276) 634-0115, www.solidstonefabrics.com

Texollini, (310) 537-3400, www.texollini.com

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Turkish Denim Mill Bossa Opens Showroom in LA

By Alison A. Nieder Executive Editor

To celebrate the opening of its new showroom in downtown Los Angeles, Turkish denim mill **Bossa** hosted a grand opening party and denim trend presentation on Jan. 15.

Bossa's new showroom is located in the **Fine Arts Building** at 811 W. Seventh St. The second-floor space overlooks the historic building's gold art deco lobby. Built in 1972, the Fine Arts Building was declared a historic cultural monument in 1974. The building also houses a shared **We Work** office space, where Bossa hosted the party and trend presentation.

Katy Rutherford and Sue Barrett of London-based **Denim Forum** led the group on an overview of denim's future by looking at key styles, brands and "denim tribes."

"We picked five key style tribes and looked at what engages them and their 'lifestyle,'" Rutherford said.

There's an elevated surf/skate look that represents "festival looks and anarchic youth," Barrett said.

"Festivals are the new holiday replacing the beach holiday," she said. "The festival wardrobe is thrift-inspired or designed to wear with thrift."

Key looks included a return to the orange peel hand and stonewashing. Denim is sliced, patched and reworked.

Influencers include Natalie Westling, model, skater and "iconic trailblazer," as well as e-commerce brand **ASOS**, which has "free worldwide shipping that no one else can compete with," Barrett said. Brands to watch include **Re/Done** and **R13**.

"Everyone is trying to achieve an authentic, worn-in, real rock 'n' roll stone wash, orange peel, plush, sueded and velvet luxe touch and retro-pile aspect," Rutherford said.

Remade denim is also one of the "fastest-growing statements," Rutherford said, adding, "**Vetements** denim is probably the most photographed denim. It's really key for updating denim."

The look works for men's and women's.

"There's something comforting and familiar about these items," Barrett said. For men, it can be "taking current items and adding something effortless, like a raw edge. For women's, it's more of a subtle deconstructed look for everyday anarchic appeal."

Patchwork details show "no sign of going away," she said.

For women, the '90s-inspired flare silhouette is updated with a "trashed hem" or a twisted seam.

Another tribe is more dark and rebellious, inspired by a subversive, anti-establishment subculture.

Influencers for this "new generation of politically motivated youth" include "Hunger Games" actress Amandla Stenberg and Russian streetwear artist Gosha Rubchinskiy, who recently collaborated on a video with **Vans**.

This is a continuation of the biker look, with grunge details and an emphasis on skinny silhouettes.

"We get asked every time, 'Is it still a black skinny?' Yes, it is," Rutherford said.

Brands to watch include **All Saints**, **Vetements** and **Cav Empt**.

Details include a wide variation of surface textures, ombré treatments and "threadbare double weaves."

"It's very much a luxe, warm aesthetic," Barrett said.

There are acid-wash finishes created using lasers, and "inky coatings are inspired by biker looks."

For men, the look is '90s-inspired, with long shirts and slim silhouettes. For women, the look is "elevated grunge, with raw-edge details and boyish layering pieces."

A third tribe is what Rutherford and Barrett call "Vintage Curators."

"It's not about head-to-toe vintage," Barrett said. "It's about focusing on one key statement piece."

Influencers include **Darned and Dusted** in London, **Radical Vintage** in Japan and **Passenger Vintage** in LA.

There are vintage military details, patchworking, hand stitching and repair. Finishes are "dirt-stained" for a "Dust

Bowl look."

The fourth tribe, called "Makers," is focused on sustainability.

"Smaller startups are more nimble," Barrett said. "This trend celebrates traditional craftspeople."

There's an interest in the craft of weaving.

"Weaving has become a cool pastime," she said. "It was knitting, and now it's weaving."

At retail, this trend celebrates the outdoors by bringing the outdoors into the retail environment, Rutherford said, pointing to **GarbStore** in London and **Green Fingers Market** in New York.

Nudie Jeans has repair shops—"The idea of let's repair it instead of buying more," Rutherford said—and **H&M** and **Patagonia** encourage customers to recycle old garments.

The final trend was "Luxe Athletics," which is inspired by athletic styles.

"The overarching influence of sportswear shows no sign of slowing down," Barrett said.

The trend encompasses the desire for comfort-inspired pieces as well as a rise in unisex style.

"Tomboy has really been the tipping point," Barrett said.

Key influencers include H&M's sister chain **And Other Stories**.

Details include satin wash looks, metallic coatings, mercerized attributes, paper touch finishes, tech gabardines and monochromatic knits.

"This story is all about refined basics," Barrett said.

Rutherford and Barrett recently launched "Worn," a new publication produced with **The Vintage Showroom** in London that explores the intersection between vintage denim and global street style.

For more information about Bossa, visit www.bossa.com.tr. To reach Bossa's Los Angeles showroom, contact Murat Ozyagmurlu at (213) 800-3903. ●



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Bossa's LA Showroom



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The seventh largest global supplier of apparel and readymade clothing, Turkey combines quality product with a rich textile tradition.

The Republic of Turkey, which sits astride both Europe and Asia, was once the crossroads of ancient trade routes and the site of robust textile manufacture that dates back millennia. Today, Turkey is still a critical player in world trade, and its reach in the apparel and textile sectors stretches across the globe, growing year over year.

Beginning in the 1980s, Turkey has focused on exploring its full production and export potential for the apparel and readymade sector, making strong inroads into international markets. The move has paid off. In 2015, Turkey exported \$17 billion in apparel goods to 211 countries around the world, making it Turkey's largest export category. The country can now boast it is the seventh largest supplier of apparel and readymade clothing and the second largest supplier of knitwear in the global market.

More than 70 percent of Turkey's total apparel export—worth \$12.3 billion—goes to European Union countries. Germany, the United Kingdom, Spain, France, and the Netherlands are Turkey's strongest apparel trade partners, and Turkey is striving to increase those markets.

The close proximity of Turkey to the European

countries, which cuts down delivery costs substantially, largely accounts for this fact. Moreover, Turkey and the European Union countries have enjoyed solid political and economic relations going back to the 1960s, allowing business relations between European and Turkish companies to remain stable. Add in the 1990s European Union–Turkey Customs Union agreement, by which goods can travel between the two entities without any customs restrictions, and the trade relationship engenders confidence on both sides.

Turkey has penetrated the U.S. market as well, although not on the scale of the EU countries—a situation Turkey is working to accelerate. In 2015, Turkish apparel exports to the United States rose by 6.7 percent, and the country looks to the United States as an important alternative market.

The favorable quality-price balance, along with quick response time, distinguish Turkey's apparel exports. In describing its competitive advantage, Turkish officials point to key factors such as technological know-how that enables integrated, flexible production on the manufacturing side, added to skilled design and high-quality fibers, thread, and fabrics on the creative end and strong logistics,

transportation, and finance, which ensure fast, on-time delivery. Delivery times generally run no longer than three weeks, with reorders sent in shorter lead times.

Powering the apparel sector are the small- to medium-size enterprises, or SMEs. With international exposure, they have gained the experience necessary to bolster both their product range and design capabilities.

Turkish apparel has an increasingly visible presence on the international stage, in addition to its entries at Las Vegas Fashion Week. Turkish designers, using authentic creativity inspired by the country's cultural richness, have a powerful production and distribution infrastructure to rely on to bring their vision to shows and shops around the world. There are plans to open retail stores in different countries as another important tool in increasing Turkey's competitiveness in the world markets. By 2023, Turkey is aiming at \$60 billion in apparel exports, setting itself up as a fashion and trend-setting country.

Turkey can offer a high-quality product, skilled labor, a richness in materials and design, quick response, and full-package service—the perfect recipe for high profit at low risk.

The following Turkish suppliers are exhibiting at Las Vegas Market Week

FN PLATFORM

EBRU COMFORT

www.zandar.com.tr
Product: Women's shoes and boots
Location: South Hall, Las Vegas Convention Center
Booth: **83023**

NEVZAT ONAY

www.nevzatonay.com
Product: Men's leather shoes
Location: South Hall, Las Vegas Convention Center
Booth: **82959**

TOPBAS SHOES

www.topbasayakkabi.com.tr
Product: Men's and women's leather shoes
Location: South Hall, Las Vegas Convention Center
Booth: **83053**

PLAYGROUND

INCITY BOYS & GIRLS

www.incitykids.com
Product: Children's apparel
Location: Central Hall, Las Vegas Convention Center
Booth: **N/A**

PROJECT

AVVA

www.avva.com.tr
Products: Accessories, men's and women's shoes and boots, hosiery, handbags, sportswear, menswear, outerwear, denim, T-shirts
Location: Mandalay Bay Convention Center
Booth: **32185**

BALLONET SOCKS

www.ballonet.net
Product: Design socks
Location: Mandalay Bay Convention Center
Booth: **31180**

DELFIN & ENRICO BELENO

www.dlfjeanplay.eu
Product: Menswear, women's apparel, outerwear, denim, T-shirts
Location: Mandalay Bay Convention Center
Booth: **25301**

IPNG

www.ipng.com.tr
Product: Women's apparel, design wear
Location: Mandalay Bay Convention Center
Booth: **N/A**

PROJECT WOMENS

YXL COLLECTION

www.yukselgrup.com
Product: Women's T-shirts
Location: Central Hall, Las Vegas Convention Center
Booth: **74718**

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AKARTEKS

www.akarteks.com.tr
Product: Denim and nondenim tops and bottoms
Location: North Hall, Las Vegas Convention Center
Booth: **61208**

AKIN SOCKS & EVERY DAY FRIDAY

www.akinsocks.com
Product: Men's and women's intimates, hosiery, sportswear, T-shirts, casualwear, outerwear
Location: North Hall, Las Vegas Convention Center
Booth: **61404**

ANC SOCKS & SKY SOCKS

www.ancsocks.com
Product: Men's and women's socks
Location: North Hall, Las Vegas Convention Center
Booth: **61410**

BROSS SOCKS

www.brossocks.com
Product: Men's, women's, children's, babies' socks and tights; leg warmers; slippers; knitted waistbands and hair bands
Location: North Hall, Las Vegas Convention Center
Booth: **61304**

EKOTEKS

www.ekoteks.com
Product: Textile laboratory
Location: North Hall, Las Vegas Convention Center
Booth: **61108**

ELIGUL SOCKS

www.eligul.com.tr
Product: Socks, tights
Location: North Hall, Las Vegas Convention Center
Booth: **61306**

EVTEKS

www.evteks.com.tr
Product: Bathrobes, towels, bed linens, table linens
Location: North Hall, Las Vegas Convention Center
Booth: **61113**

ISKUR

www.iskurgarment.com
Product: Infants', children's, juniors, women's apparel; menswear; men's boxers; denim; T-shirts; eco fabrics; jacquards; woven/knitted fabrics; laid webs; braiding
Location: North Hall, Las Vegas Convention Center
Booth: **61204**

ITALIANA

www.italiana.com.tr
Product: Women's, girls', children's, babies' hosiery
Location: North Hall, Las Vegas Convention Center
Booth: **61406**

ITKIB

www.itkib.org.tr
Product: Apparel and Readywear Association
Location: North Hall, Las Vegas Convention Center
Booth: **N/A**

KT LABELS

www.ktlabel.com
Product: Leather labels, leather products
Location: North Hall, Las Vegas Convention Center
Booth: **61213**

OZTAS SOCKS — ELEGANT SOCKS

www.oztassocks.com
Product: Socks
Location: North Hall, Las Vegas Convention Center
Booth: **61313**

PAKTAS SOCKS

www.paktassocks.com
Product: Socks
Location: North Hall, Las Vegas Convention Center
Booth: **61409**

ULTRA SOCKS

www.ultrasocks.com
Product: Accessories; intimates; women's, men's, children's, babies' socks; hosiery; tights
Location: North Hall, Las Vegas Convention Center
Booth: **61413**

VASI SOCKS

www.vasi.com.tr
Product: Hosiery, legwear
Location: North Hall, Las Vegas Convention Center
Booth: **61411**

THE COLLECTIVE

FOUR FRONT

www.foufront1602.com
Product: Men's shirts and T-shirts
Location: Mandalay Bay Convention Center
Booth: **N/A**

GRAND CHIEF — POLOPEPE

www.demandmoda.com
Product: Apparel, outerwear, denim, casualwear
Location: Central Hall, Las Vegas Convention Center
Booth: **N/A**

WWMAGIC

BDZ

www.ahoytowels.com
Product: Peshtemal, Turkish towels, blankets, bathrobes, roundies
Location: Central Hall, Las Vegas Convention Center
Booth: **74145**

ENDGREEN

www.endgreen.com
Product: Women's pants, leggings
Location: Central Hall, Las Vegas Convention Center
Booth: **74513**

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Milano Unica's Second Run in New York Coincides With Historic Snowstorm

By Alison A. Nieder *Executive Editor*

NEW YORK—Late in the afternoon on the last day of the **Milano Unica** trade show, two designers were walking in and out of booths showcasing luxury Italian fabrics.

"Do you have a New York showroom?" they asked. If the answer was yes, they picked up a card and moved on to the next booth.

Booths were still busy with attendees in the final hours of the fabric show, now in its second season in New York at the **Javits Center**. The last-minute rush was thanks to winter storm Jonas, which swept through New York Jan. 22–23. The storm put a damper on traffic for Milano Unica's Jan. 24 opening and delayed a few exhibitors traveling to New York from Italy.

Massimo Quadranti, export sales manager for Como-based **Tessitura Virgilio Taiana S.p.A.**, was unable to arrive until Jan. 26. But he made the most of it, even taking a meeting with a designer from San Diego on the last day of the show.

Pamela Langlais—director of women's division for New York-based **HMS International**, which represents **Lanificio Ermenegildo Zegna & Figli S.p.A.**, **Succesori Reda S.p.A.** and its **Reda Active** division, and **E. Thomas S.p.A.**—said for her, the show was an opportunity to make new contacts.

"If you invest in the show, you want to get the greatest exposure. I want to meet new people," she said. "Many people we thought we were going to see we did not see."

Still, Langlais was meeting with designers until late on the last day of the show.

On the second day of the show, all the tables were full of designers and fabric buyers at the Albin booth, where represen-

tatives were showing the latest collection from the Bergamo, Italy-based vertical mill lines: **Cotonificio Albini**, **Thomas Mason** and **Albiato**.

"Italian fabrics have always been important in the U.S. market," said Silvio Albini, director general of the Albini Group. "Now the stress on the importance of Italian fabrics—and we like that."

Albini has an office in New York, which covers the entire U.S.



Albini Group

"As a company, we are selling much more on the West Coast. We understand America is not just New York," he said. "We go to Los Angeles and San Francisco now many times during the season."

This was the first time at Milano Unica in New York for Michele Pozzi of **Tessitura Ubaldi Luigi srl**. The Como-based mill has a New York agent and several U.S. customers (including a few in Los Angeles), but Pozzi said the company is looking to expand its U.S. business.

"It's important—the U.S. market," he said. Ubaldi started in 1977 making men's outerwear fabrics, but today the vertical company has 50 looms and has expanded its focus to include women's fabrics in blends of cotton, silk, viscose acetate and

cuprammonium.

Pozzi said the show got off to a slow start but picked up by the last day.

"The schedule was not so fun. [Starting on] Sunday was not a good idea. And, also, the storm," he said on the last day of the show. "Yesterday started very flat, then became better during the day."

Ercole Botto Poala, chief executive officer of Biella, Italy-based mill Reda and president of Milano Unica, acknowledged

the challenge posed by the snowstorm but was optimistic about Milano Unica's future.

"This season was pretty tough because we had Jonas," he said. "We lost one day. Even the exhibitors were not ready."

The current exchange rate makes Italian fabrics more affordable for U.S. manufacturers and more designers are looking for better fabrics with quality of made-in-Italy production, Poala said.

"We need to be ready to understand the picture of the U.S. market," he said. "They're looking for made-in-Italy. It's an important story for their customers to better sell their product."

Poala said it's also critical to meet the new players in the U.S. apparel market because many of them have never had the opportunity to work with Italian fabrics and mills before.

"We believe Milano Unica must invest in the future," he said.

Milano Unica recently partnered with the **Council of Fashion Designers of America** to launch a new fabric-development program.

CFDA Chief Executive Officer Steven Kolb was at the fabric show to announce the new program, which will pair three up-and-coming designers with Italian textile mills.

"Each will go to Italy, identify a mill to work with and create fabrics," Kolb said. "[In the end,] they will get 10 meters to work with in their next collection."

CFDA has already selected a womenswear designer, Ryan Roche, and an accessories designer, milliner Gigi Burris, for the program. A menswear designer will be announced at a later date.

"They represent the face of a new generation of talent," Kolb said. "This is a very special opportunity."

Milano Unica also organized a panel discussion titled "Why Italian Fabrics."

Moderated by Burak Cakman, dean of fashion at **Parsons School of Design**, the panel included Italo Zucchelli, men's creative director of **Calvin Klein Collection**; Katharine Zarella, founder and editor in chief of *Fashion Unfiltered*; Josh Peskowitz, founder of **Magasin**, a new menswear boutique opening in Culver City, Calif.; and Joseph Abboud, chief creative officer of **Men's Warehouse Inc.** ●

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Texworld USA Offers a Showcase of International Textile, Fiber and Trim Resources

By Alison A. Nieder *Executive Editor*

NEW YORK—Before winter storm Jonas slammed into New York on Jan. 22, organizers of international textile show **Texworld USA** said preregistration was up 25 percent for the show's Jan. 24–26 run at the **Javits Center**.

The storm, which dumped two feet of snow on Central Park and prompted the cancellation of many flights into the city Jan. 22–23, took a toll on the turnout at Texworld as both exhibitors and attendees struggled to make it to the show.

That was the case for Los Angeles knitting mill **Laguna Fabrics**. Sales Manager Matin Roshan arrived in New York a few days before the show. His colleagues were supposed to fly in on Sunday, but their flight was cancelled.

It was the same story for the team from **Tuscarora Yarns**. David Roberts, chief executive officer of the Mt. Pleasant, N.C.-based spinning mill, flew to New York a few days early to visit his daughter, but the rest of his team were stuck in North Carolina. Longtime Texworld exhibitor **Buhler Quality Yarns** was scheduled to exhibit again, but flight cancellations kept company executives at home in Jefferson, Ga.

For Laguna Fabrics' Roshan, opening day was quiet, but traffic picked up on Monday and continued steady through Tuesday.

Roshan said a few larger companies dropped by the show looking for made-in-America resources as well as a few Latin American manufacturers, but most of the traffic was from local companies.

"It's great to find local," he said. "That's what we want, to find more business in New York. This show is big for us."

Without Buhler, Laguna and Tuscarora were the only U.S. companies showing at Texworld this season. Tuscarora's Roberts said some appointments were able to make it to the show, but most of the people he met were walk-ins.

Roberts said manufacturers remain interested in blended yarns with a specific look or hand feel.

"We continue to see blends growing," he said. "They are not tied to 100 percent cotton necessarily. And the blend level doesn't matter. It's 'give me this look' or 'give me this feel.'"

Roberts said customers are also looking for products that offer more flexibility such as "multipurpose yarns that can

be knit in different structures and give unique characteristic to the garment."

Most of the exhibitors at Texworld were international suppliers such as **Huzhou Dragon Wise Textile Co. Ltd.**, a vertical mill and manufacturer in Zhejiang, China, that supplies fabrics to overseas factories that produce for big brands such as **Levi Strauss** and **Lee**.

About half of the attendees at the recent Texworld were local manufacturers, said Dragon Wise Director William No.

Raymond Lee and Deborah Kagan of Shanghai-based mill **Basecloth** saw many designers and fabric buyers from New York, but they also met with attendees from Mexico, California, San Francisco, Toronto and Montreal. But Kagan said even with the storm, starting the show on a Sunday cut down on traffic.

"It should never start on a Sunday. It's a weekday show," she said.

This was the second time at Texworld for Turkish mill **Erteks Tekstil Grubu**, a 40-year-old business that produces prints, laces and embroidered fabrics for the bridal and eveningwear market.

Last season, the company met with some promising leads and picked up a few clients, including one in Los Angeles, said representative Barkin Nukan.

Nukan said the company returned to the show hoping to meet with South American customers, but as of the second day of the show, he said traffic remained slow.

This season, **Apparel Sourcing**, Texworld's sister show, was located several halls away from Texworld at the Javits Center. Although the trade show had staffers with large signs helping direct traffic between the two shows, the Apparel Sourcing hall was a challenge to find.

Las Vegas-based **Prima Fashion House** had the prime

spot in the front at Apparel Sourcing, but the husband-and-wife team of Karan Garg and Cheryl Ting said traffic was better when Apparel Sourcing and Texworld are located in the same hall.

Prima Fashion House produced fashion accessories in India at the company's own factory.

"We can give local customer service here in the U.S., but you get the manufacturers' price because it's a family business," Garg said.

Karg said the company's primary expertise is scarves in a wide range of prints and patterns. The company also recently started offering lounge-

wear pieces such as kimonos, kaftans and coverups for the resort market as well as a 100 percent organic cotton knits for home décor and infants apparel.

The GOTS-certified cotton is sourced from a co-op in India that assists small farmers and dyed with low-reactive dyes.

Next season, Apparel Sourcing will be located next to Texworld USA, organizers said.

Texworld also offered daily seminars on topics ranging from color trends to new fiber development and social-media marketing. Texworld art directors Louis Gerin and Gregory Lamaud presented their Spring/Summer 2015 forecast several times during the show.

Tuscarora's Roberts filled in for Buhler's David Sasso in a new fiber panel discussion with **Lenzing's** Tricia Carey and **Eastman's** Terry Lawler. The three discussed the importance of innovation and the benefits of made-in-America production. Tuscarora has three plants in the Carolinas, Eastman produces acetate yarn in Tennessee, and Lenzing has a Tencel facility in Alabama (in addition to its Tencel production in Austria and China). ●



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Congressional Vote on Trans-Pacific Partnership Vote Moves Farther Down the Road

Congress may not vote on the Trans-Pacific Partnership deal until sometime after the November presidential election.

After meeting recently with President Obama, Senate Majority Leader Mitch McConnell (R-Ky.) said he has some problems with the free-trade agreement and a vote to approve the deal might not take place until after the November elections.

"We're going to keep on talking about it and seeing if there's a way forward," he told reporters at a press conference after his Feb. 2 meeting with Obama at the White House.

After seven years of negotiations, the trade pact, which involves the United States and 11 other Pacific Rim countries, was hammered out in a final text released last year.

The next step is for Congress to approve the accord and for the president to sign it. The legislative bodies of all the other signatory members must also ratify the TPP.

The pact that would lower tariffs on many imported items has been roundly supported by the **American Apparel & Footwear Association**. On Feb. 1, the apparel and footwear trade group released a statement saying that the deal provided many opportunities for the clothing, shoe and accessories industries.

"With the TPP covering 40 percent of the world's GDP [gross domestic product] and reaching approximately 800 million con-

sumers, the trade pact represents significant opportunities," the letter said. "We urge the administration to work with Congress to build support for timely congressional consideration and approval of TPP and to ensure that the agreement is implemented in a clear and seamless manner."

The countries in the trade pact are Australia, Brunei, Canada, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore, Vietnam and the United States.

For the apparel and textile industry, the free-trade accord has certain limitations, which are similar to those written in other agreements between the United States and dozens of other countries.

It has a yarn-forward provision, which means that everything from the yarn going forward must be produced in the trade-pact countries to receive duty-free status. So Chinese fabric, or fabric from outside the free-trade region, would not be allowed to be used for duty-free qualification unless it is on a short-supply list.

Already, U.S. apparel manufacturers are anticipating being able to use Vietnamese-made textiles as that country ramps up its textile production with heavy investment from Chinese and Korean businesses. And many U.S. clothing manufacturers would like to export to the growing Vietnamese and Japanese market.—*Deborah Belgum*

TECHNOLOGY

Starmount Releases Engage 5.0 for Omnichannel Retailing

E-commerce solutions company **Starmount** recently launched new products to assist retailers with their omnichannel initiatives.

Starmount's **Engage 5.0** is a point-of-service solution that includes in-store order-management capabilities to give store associates visibility into cross-channel order status as well as tools to place, manage and change orders right up until they ship to the customer.

Engage 5.0 allows retailers to work with multiple customers simultaneously while accessing enterprise inventory location and cross-channel gift registries and layaway programs. Retailers can use their existing POS hardware and add new devices. The solution supports multiple PIN pad form factors and accommodates legacy card readers and scanners as well as the latest mobile devices.

Starmount Cloud's offerings also allows retailers to run the **Starmount Customer Engagement Suite**—which includes **Starmount Engage**, **Starmount Back Office**, **Starmount Store Inventory** and **Star-**

mount Connect—in the cloud, so retailers can access these solutions with a streamlined staff.

There are management and monitoring tools for retailers to deploy resources on demand and ensure peak performance, according to the company, which says the option will eliminate the need for dedicated physical servers.

"To continue to thrive in today's environment, retailers need to rethink many of the core aspects of their business—from the way they deploy enterprise technology to the way they engage customers in their stores," said Greg Davis, Starmount's vice president of product management, in a statement. "These new solutions are a direct response to those needs and will help Starmount's customers continue their track record of omnichannel innovation."

Based in Austin, Texas, Starmount offers solutions to "power the store as the center of the omnichannel retail experience." For more information, visit www.starmount.com.

Wearable Tech Expo Planned for Downtown Los Angeles

Los Angeles-based **District2.co**, an online B2B resource for connecting apparel designer and manufacturers, will host **TomorrowWear**, a wearable-technology exposition, on Feb. 17 at **Maker City** at **The Reef** in downtown Los Angeles.

Organized by District2.co, **Heart Centered Tech**, **Manufacture LA** and **Maker**

City, the event will feature new wearable-tech developments, sustainable and eco-friendly resources, 3-D printing, and virtual-reality demos as well as "Future-Walk," a wearable-technology runway presentation.

For more information, visit www.district2.co/tomorrowwear.



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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 25 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.



West Coast Label

5627 E. Beverly Blvd.
Los Angeles, CA 90022
(323) 832-9500
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info@westcoastlabel.com
www.westcoastlabel.com
debbie@westcoastlabel.com

Products and Services: Since 2005 we have provided the garment industry with cutting edge designs, superior quality and best-in-class customer service. We offer woven labels, printed labels, hangtags, heat transfers, patches, and much more. Originating in Los Angeles, we have recently expanded our sales offices to the East Coast and hold production both domestically and overseas. Our global presence makes it easier for your contractors and production locations. Our quality, creativity, and ability to deliver quickly have been key factors in our success and what continuously sets us apart from our competitors in the industry. We look forward to engaging you in a mutually beneficial relationship!



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