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ALL THINGS DENIM: Industry insiders and fashion fans get to share their love of all things denim during Amsterdam Denim Days, a week-long festival that includes the Kingpins trade show as well as Blueprint, a series that includes workshops, seminars and a marketplace. For more from Denim Days, see page 12. Pictured: Lee Riders demonstrating custom embroidering at Blueprint during Amsterdam Denim Days.

DENIM REPORT

Kingpins Amsterdam Show Draws International Crowd

By Alison A. Nieder Executive Editor

AMSTERDAM—**Kingpins** returned to Amsterdam for its fifth run at the **Westergasfabriek**, where the trade show bowed alongside a new branding show organized by Kingpins (see related story, page 11) as well as a consumer event called **Denim Days**, which gives retailers, brands and textile mills a chance to meet with end consumers. (See related story, page 12.)

Exhibitors at Kingpins' April 13–14 run reported seeing primarily European brands, including companies from the Netherlands, Italy, Germany and Scandinavia as well as a few from other parts of the globe, including Japan, South America and the United States, including representatives from **Joe's Jeans**, **7 For All Mankind**, **Levi Strauss & Co.**, **VF Europe**, **Abercrombie & Fitch**, **Chico's**, **Perry Ellis**, **All Saints**, **Target**, **G Star Raw**, **Acne Studios**, **Scotch & Soda**, **Robert Graham**, **Alexander Wang**, **Carhartt**, **Denham the Jeanmaker**, **Kings**

of **Indigo** and **Calvin Klein**.

The show got off to a busy start on opening day. "People lined up before the show started," said Kara Nicholas, vice president of product development and marketing for Greensboro, S.C.-based **Cone Denim**. "It's been continuously good all day."

Cone Denim is celebrating its 125th anniversary this year. The company just concluded a series of anniversary events at its White Oak facility in Greensboro. At Kingpins, the company had two booths, one highlighting the anniversary and another highlighting the new collection. For the anniversary booth, Nicholas brought some archival pieces from Cone's "Found Collection," including a pair of jeans made from "Pinto Denim." The striated fabric was created in 1969 after a rainstorm flooded the Greensboro warehouse and much of the fabric had to be washed and dyed. The company ran the damaged fab-

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UBM Advanstar Buying BJI Fashion, Taking MAGIC to Japan

By Alison A. Nieder Executive Editor

Trade-show giant **MAGIC** is getting even larger. **UBM Advanstar**—parent company of **MAGIC**, **Project**, **Pooltradeshow**, **Coterie** and **Intermezzo**—will expand its trade-show holdings with the acquisition of **Business Journals Inc.**, which produces the **MRket**, **Stitch**, **Accessories The Show** and **Fame** trade shows.

Rumors of the deal swirled around the Las Vegas trade shows, where UBM Advanstar and BJI hosted shows in February.

The acquisition expands UBM's reach in New York, where it hosts **Project** for menswear as well as **Coterie** and **Intermezzo** for women's apparel. The addition of BJI shows adds menswear show **MRket**; accessories show **Accessories The Show**; and three womenswear shows, **Moda**, **Edit** and **Fame** in New York.

In Las Vegas, UBM's holdings currently include women's apparel show **WWD/MAGIC**, menswear shows **Project** and **Collective**, emerging designers show **Pooltradeshow**, sourcing show **Sourcing at MAGIC**, and footwear shows **FN Platform** and **WSA** as well as lingerie show **Curve@MAGIC**, which is run through a joint venture with **Eurovet**. UBM's shows are held at the **Las Vegas Convention Center** and the **Mandalay Bay Convention Center**. With the acquisition of BJI, UBM's holdings will also include upscale menswear show **MRket**, upscale women's apparel at **Stitch**, and jewelry, handbags and other accessories at **Accessories The Show**.

"Having BJI's shows join **Coterie**, **MAGIC**, and **Project** within the same company provides the fashion industry with a comprehensive range of finely segmented shows to serve the needs of every fashion category. Adding BJI allows us to be more responsive to our customers as we work to coordinate venues and dates and organize show floors to make the process easier and more valuable for exhibitors and retailers," said Scott Schulman, chief executive officer of **UBM Americas**. "Moreover, as part of UBM, BJI becomes part of a global company that can help its customers expand internationally."

The deal is part of a long history of growth for **MAGIC**, the trade show that began as a small regional menswear trade show in California. The show acquired **Project** and **Pool** in 2005. In 2012, it acquired **ENK International** and then in 2014, **Advanstar** was purchased by UBM for \$972 million.

It is unclear how the UBM/BJI deal will affect the partnership between BJI's shows and **Liberty**, **Agenda** and **Capsule**, which together form **Modern Assembly**. The five shows are held at the **Sands Expo & Convention Center** and adjacent **Venetian** ballrooms in Las Vegas.

BJI has been in the trade-show sector since 1997. Today it produces 27 events annually. The company also operates several digital and print properties, including **MR** and **Accessories** magazines; 10 websites; and an extensive database of

➔ **UBM** page 2

MADE IN LA

Marcianos Jump Back Into the Clothing Business

By Deborah Belgum Senior Editor

The Marciano name is legendary in the fashion world. Georges Marciano and his three brothers—Armand, Maurice and Paul—founded **Guess** jeans in 1981.

But over the years, philosophical differences forced Georges and Armand to leave one of Los Angeles' largest apparel companies, which has grown to a \$2.2 billion behemoth.

Now Georges and Armand have joined forces with designer Cinzia Simone to create a new upscale clothing brand called **GM Studio** that will partially launch in July with the full launch scheduled for September in time for the Fall 2016 season.

Inside their offices located in the heart of the **Los Angeles Fashion District** in an historic 1923 brick building, the large windows cast a warm glow on the racks of samples

➔ **Marciano** page 8

TECHNOLOGY

Lectra Exec Charts Path for U.S. Market

Tech company's new U.S. president looks for new opportunities in nearshoring, evolving consumer demands and the need to optimize operations.

By John McCurry Contributing Writer

Jason Adams, with just a few months under his belt as president of **Lectra North America**, offers some positive impressions of his start at the cutting equipment and software specialist.

"Lectra has a very strong management team and a very strong customer team," Adams said. "We are tweaking some things in our sales processes. We have some more software deals and we're continuing to grow very well on the equipment side of the business. I have not looked back once."

Adams, a graduate of the **University of North Carolina**, joined Lectra on Jan. 1, succeeding Roy Shurling, who is now Lectra's global business development manager for automotive leather.

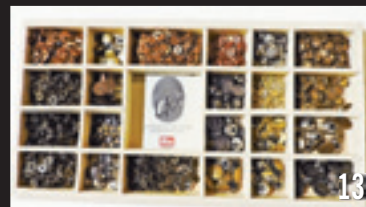
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Where fashion gets down to businessSM



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Garment Factory Manager Found Guilty of Offering Bribe to Labor Inspector

The general manager of a Southern California clothing factory was found guilty on April 26 by a federal jury for offering to pay a bribe to a labor inspector to close down an investigation into back wages owed to factory workers, said the U.S. Attorney's office.

Howard Quoc Trinh, the manager at **Seven-Bros Enterprises** in La Puente, Calif., was indicated last year by a federal grand jury that accused him of offering to pay a U.S. Dept. of Labor Wage and Hour investigator \$10,000 to end an investigation that allegedly showed the factory owed some \$100,000 in back wages to its workers.

"Companies and their managers victimizing their own employees through wage violations cannot perpetuate their conduct through bribes," said U.S. Attorney Eileen Decker.

"This jury verdict strikes a blow against both corruption and the exploitation of workers."

The indictment also noted that Trinh offered the bribe to release a hold known as a "hot goods" objection that had been placed on a shipment of clothing.

Under the "hot goods" provisions, the U.S. Department of Labor can seek a court order to prevent the interstate shipment of goods produced in violation of the minimum wage, overtime or child-labor provisions of the law. The order applies not only to the employer who produced the goods but to anyone in possession of the goods.

According to the indictment, an investigator was examining Seven-Bros for violating the Fair Labor Standards Act, which governs minimum wage and overtime pay.

The investigation found that between May 2012 and March 10, 2015, the clothing factory allegedly owed its workers \$100,000 in back wages.

The investigator returned to the apparel factory on March 18, court documents said, where Trinh allegedly told the federal labor investigator he didn't owe his employees any money and that he wanted to "take care" of the investigator, offering \$10,000 to settle the case and to lift the "hot goods" order.

During a recorded meeting the next day,

Trinh allegedly gave the investigator \$3,000 in a manila envelope, court papers said.

A criminal complaint was filed against Trinh on March 20, 2015, and he was arrested. At his initial court appearance, Trinh was released on a \$200,000 bond and ordered to appear for arraignment on April 17.

Trinh faces a statutory maximum sentence of 30 years in federal prison. U.S. District Judge Christina Snyder, who presided over the trial, has not scheduled a sentencing date yet.—*Deborah Belgum*

Axis and Capsule Team Up for Events in L.A. and New York

The **Capsule** and **Axis** trade shows both announced plans recently to launch events in Los Angeles, and now the two shows are joining forces at LA market as well as in New York.

Both shows are owned by **Reed Exhibitions**, which also owns the **Agenda** trade show.

Going forward, Axis will become a special section for active lifestyle brands showing within Capsule's women's shows in New York and Los Angeles.

According to organizers, Axis will focus on "a fresh spin on well-being and sport life-

style" featuring contemporary activewear, swimwear, athleisure, athletic footwear, wearable consumer electronics, athletic lounge and intimates collections.

Axis at Capsule will first bow in New York during Capsule's Sept. 17-19 run at **Pier 94** in Manhattan. The two shows will then head to Los Angeles for an Oct. 17-18 run during **Los Angeles Fashion Market** at the **California Market Center**.

For more information about Axis, visit www.axisshow.com. For more information about Capsule, visit www.capsuleshow.com.

—*Alison A. Nieder*

NW Materials Show Changes Fall Dates

Because of a holiday in Asia, the **NW Materials Show** is pushing up the dates of its fall trade show by two weeks.

The event will be held Aug. 30-31 instead of Sept. 14-15 because the Mid-Autumn Festival takes place the week of Sept. 12.

"After very careful and thoughtful consideration and serious discussions with major athletic brands in the U.S., we have decided to move up the NW show dates," said Hisham Muhareb, the show's organizer, in a statement.

The show will be held at the **Oregon Convention Center** in Portland, Ore.

The **SoCal Materials Show** will continue to be held July 13-14 at the **Marriott LAX** in Los Angeles, and the **NE Materials Show** will go ahead with its previously established

schedule of Sept. 7-8 at the **Doubletree by Hilton** in Danvers, Mass.

Vendors at the three shows exhibit the latest natural and synthetic leathers, technical fabrics, prints, hardware, and components for the shoe, fashion and auto industries.

Muhareb said athletic and outdoor industry executives have been requesting the Materials Shows move up their dates to better suit industry calendars with suggestions to change the March show to January or February and alter the September shows to July or August.

He said that going forward he will try to schedule the exhibition dates to accommodate the industry's needs and time schedules.—*D.B.*

Kingpins Heading to Miami

Kingpins, the boutique denim trade show, has added a new venue to its lineup, which includes New York, Amsterdam and Hong Kong.

Next January, the show will host a new edition in Miami with an eye on serving the Latin American denim market.

The Jan 11-12 show will be held at the **Mana Wynwood** and will feature 31 exhibitors showcasing all parts of the denim supply chain from fiber and fabric to trim, technology and machinery. The show will include a slate of educational seminars and panel discussions as well as networking opportunities for members of the denim community. To kick off the event, show organizers will

host a **Kingpins Transformers** sustainability summit in Miami as well.

"The Latin American denim market is important and we have found that our Kingpins concept resonates with many in this community—so much so that they are traveling to our shows in Amsterdam and New York," said Andrew Olah, Kingpins founder. "By going to Miami we see an opportunity to better serve them and to introduce our exhibitors to new customers they are eager to do business with. And we believe some American companies won't mind going to Miami in January." For more information, contact erin@kingpinsshow.com.—*A.A.N.*

UBM *Continued from page 1*

fashion retailers. The company also hosts the annual **MR Awards**.

"Having the greatest possible selection of brands brought together in one place and merchandised in a compelling way makes every retailer's life easier and helps the wholesale buying process," said Chris DeMoulin, managing director, fashion, UBM Americas. "We are really excited about the expanded possibilities for helping retail buyers be more efficient and find the best products for their stores. In doing so, we will be bringing exhibitors an even greater number of retailers who want to find and buy the best fashions. Additionally, having media brands like MR and Accessories will help our markets stay informed and connected 365 days a year."

Sources familiar with the deal say BJI staff will continue to organize and manage their trade shows.

"UBM Americas is the perfect home for BJI's hallmark brands," said Britton Jones, president and CEO of BJI. "The complementary nature of our portfolios and teams will undoubtedly create opportunities for growth and a better overall experience for our brands and retailers. I am excited by this union and confident that together we will craft the future of events for the fashion in-

dustry. This is a great day for our customers, our industry and for BJI."


MAGIC in Japan

UBM Advanstar is also taking **MAGIC** overseas in 2017. The company struck a joint venture with Japanese publisher **Senken Shimibun**, which produces the **JFW International Fashion Fair**.

Together the two groups will host the **IFF MAGIC Japan** event next year in April.


The April 26-28, 2017, event will be held at the **Tokyo Big Sight** exhibition center during **Japan Fashion Week**. According to organizers, IFF MAGIC Japan will provide a platform for Japanese fashion brands and designers to promote themselves to Japan and the global market as well as an opportunity for international brands and suppliers to gain access to the Japanese market.


"Fashion is a truly global industry, and we are thrilled for MAGIC's upcoming expansion into the Japan market in partnership with JFW International Fashion Fair and UBM Japan," said UBM Americas' DeMoulin. "Our combined expertise will not only help IFF MAGIC Japan evolve quickly to meet the dynamic needs of the Japanese market but will provide a new platform for UBM Fashion's global customer base to find new business partners and brands in Japan as well." ●



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NEWS

Deckers Names New President of Fashion Lifestyle

Deckers Brands—the footwear and apparel company in Goleta, Calif., known for its **Ugg** boots, **Teva** and **Sanuk** footwear, and other labels—has appointed Andrea O'Donnell as president of fashion lifestyle.

O'Donnell, who started her new job on April 25, comes from **DFS Group Ltd.**, the chain of duty-free shops owned by **LVMH**, where she was president of global merchandising.

Prior to that, O'Donnell was the executive director of **Lane Crawford** department stores, where she was responsible for merchandising, merchandise planning, marketing and store planning for the Asia-Pacific region.

"Under Andrea's leadership, we will be able to build upon the Ugg brand's strong foundation to accelerate penetration of highly attractive footwear and non-footwear categories, launch **Koolaburra** [a shoe brand acquired in 2015], and drive global growth," said Deckers Brands President Dave Powers.

For the third quarter, ending Dec. 31, 2015, Deckers reported that Ugg net sales increased 1 percent to \$743.3 million com-

pared to \$736 million for the same period the previous year, Teva net sales were up 3.2 percent to \$14.1 million compared to \$13.6 million the previous period, Sanuk net sales decreased 17 percent to \$17 million compared to \$20.5 million for the previous third quarter, and combined net sales for the company's other brands jumped 48.4 percent to \$21.6 million compared to \$14.6 million the previous period.

For the fiscal year that ended March 31, 2016, Deckers expects revenues to be up 2.4 percent on a reported basis to \$1.86 billion.

Deckers announced it was moving the Sanuk brand's operations to its global headquarters in Goleta to help the brand grow while closing the Sanuk headquarters in Irvine, Calif.

The company is also realigning its brands across two groups: fashion lifestyle and performance lifestyle. Fashion lifestyle will encompass the Ugg and Koolaburra brands. The performance lifestyle group will house the Teva, Sanuk and **Hoka One One** brands.

—Deborah Belguem

Calendar

May 2

Accessories The Show
Moda
Fame
Javits Center
New York
Through May 4

Accessorie Circuit
Intermezzo
FWD by WWD
Javits Center
New York
Through May 4

OffPrice
Gotham Hall
New York
Through May 3

An Evening With Sue Wong
Sue Wong's design studio
Los Angeles

May 3

Techtextil North America
Texprocess Americas
Georgia World Congress Center
Atlanta
Through May 5

May 4

2016 West Coast Manufacturing
Conference
City Club
Los Angeles

May 7

Otis College of Art and Design's
Scholarship Benefit and Fashion
Show
Beverly Hilton
Beverly Hills

May 9

Fashion Digital
W Hollywood
Los Angeles
Through May 10

May 10

"Take It to the Next Level,"
presented by One Step Retail
Solutions
Old Ranch Country Club
Seal Beach, Calif.

A/R & Chargeback Management
Workshop, hosted by AIMS
California Market Center, A1169
Los Angeles

May 11

Kingpins
Pier 36/Basketball City
New York
Through May 12

May 17

Apparel Sourcing Show
Grand Tikal Futura Hotel and
Convention Center
Guatemala City
Through May 19

"AIMS 360 Empowerment: Ins N
Out of Efficient Fashion Business
Operations"
California Market Center
Los Angeles

May 18

Denim Premiere Vision
Fira Mont Juic, Hall 8
Barcelona
Through May 19

May 24

Kingpins
InnoCentre
Hong Kong
Through May 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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Bossa Envisions the Future, and It Is Sustainable

Dr. Sedef Uncu Aki, general manager of the 65-year-old Turkish fabric manufacturer Bossa, spends a good deal of her time thinking about the future. “I have two girls,” she says, “and while I am taking a shower, I am thinking, I can take a shower, but will they be able to take one also when they are my age? Will they just have to use a small can of water?”

“Even one person’s choice,” she goes on, “will make a difference in the world.”

Dr. Aki is one person in a position to make something of a difference, and she is making the most of her opportunity.

Bossa creates shirting and other fabric but specializes in denim—a fabric notorious for its abundant use of water, and often chemicals, in the manufacturing process. It has been Dr. Aki’s singular mission to bring the concept of sustainability and environmental sensitivity to her company’s manufacturing processes.

“We really started this journey very early, in 2005, before all our competitors,” says Dr. Aki, who completed her Masters degree in textile engineering and an MBA in Istanbul before heading to North Carolina State College of Textiles for her PhD in textile technology and management. “We supported that Bossa invest in it continuously, not just like a fashion buzzword. There’s a lot of effort inside the company right now, and we need to communicate that to all our customers.”

Sustainability for Bossa, which produces 2.5 million meters, or a little more than 2.7 million yards, of fabric per month, takes many forms. It has, in fact, been a journey, as Dr. Aki describes, beginning in 2005 when the company first went into organic cotton, then to sustainably produced BCI cotton. Research and development yielded in 2006–2007 a “specific sustainable collection” of denim called Re-Set—today about 20 percent of its production—which has grown and developed over the years into four distinct ecologically designed lines.

“But then, we also said, it’s not just raw material, it’s the process itself,” Dr. Aki says. “You can use organic cotton, but if you use more than average energy to process it, it doesn’t make any sense. It’s important how much impact you make on the environment. So we started different R&D projects in-house to use less water, less energy, ecological chemicals, and natural dyes.”



Dr. Sedef Uncu Aki

out to the many L.A.-based premium-denim brands and generate interest in Bossa’s sustainable offerings.

Sales manager Murat Ozyagmurlu genially and expertly details the four sustainable Re-Set Collection product lines: 100 Percent Vegetable Dye, Reduce Reuse Regenerate Recycle, Ecomade, and Sustainable Fibers. With different weaves and weights, finishes and stretch, and differing combinations of fibers, each line has its own personality. What links them is a remarkably soft hand and exceptional coloration. In particular, one of the 100 Percent Vegetable Dye samples gets its color from crushed acorns, yielding a striking pale gray/brown denim that looks like nothing on the market today.

Ozyagmurlu points out another unusual fabric in the Sustainable Fibers line, called Jenna. It is a muted blue-white, almost a blurry version of the inside of a pair of jeans. The color comes from a blend of fibers from ecru virgin cotton with scraps of indigo-dyed cotton denim left over from other Bossa production that otherwise would be tossed in the trash.

“We said, let’s collect them all, send them to the shredding machine, and combine them with the virgin cotton,” Dr. Aki explains. The recycling was a process of trial and error: “We worked with different combinations to find the optimum strength and all the technical values that our customers need.”

Jenna’s look, again, is like nothing else. Bossa has high hopes for Jenna, which epitomizes Bossa’s sustainability challenge in general. “Being recycled alone is not important,” Dr. Aki says. “At the very end, the consumer buys what they really like. They don’t buy an ugly-looking fabric just because it’s recycled. That can’t be our only focus. We have to create an optimum recycled fabric that looks good and performs



well. Then you have a product that will sell. There is no meaning if no one buys it.”

While Bossa gets its message out to an American audience, back at its mill in Adana, Turkey, under Dr. Aki’s leadership, the company’s journey to a reduced carbon footprint continues. Bossa is part of a European Union-funded wastewater treatment project testing carbonic acid as a substitute for harsher sulfuric acid, which typically is used to neutralize the wastewater.

And then, “always searching for what’s happening with the fiber producers,” Bossa is consulting with the nonprofit Made By group, which classifies fibers in terms of sustainability. New technology has already made its way into the Re-Set collection, including a fiber made from recycled coffee grounds that offers UV protection and odor control, and an antibacterial finish incorporating, of all things, silver fiber, which reduces the need to wash jeans as frequently—another water-saving measure directed at consumers.

What excites Dr. Aki most, however, is Bossa’s investment in new “life-cycle assessment” software, customized for Bossa, that analyzes each of the company’s processes for an overall view of its energy and resource use.

“This is real data,” she says. “We have to know the exact measurements. How much water did I use in Jenna compared to a regular product? How much energy? My vision is to use this in product development to determine which processes, which raw materials, which dye stock to use to limit the impact. Then we will create much more effect in total.

“I want to be known as the sustainable denim brand,” Dr. Aki says. “We will be the first choice. We should be the first choice.”

“*It’s not just raw material, it’s the process itself. You can use organic cotton, but if you use more than average energy to process it, it doesn’t make any sense. It’s important how much impact you make on the environment. So we started different R&D projects in-house to use less water, less energy, ecological chemicals, and natural dyes.*”

—Dr. Sedef Uncu Aki
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Bossa’s expansive European clientele base, which accounts for about 70 percent of its business, has embraced, and even helped drive, the market for ecologically responsible fabrics and fashion. The American premium-denim market, not so much. “The States are always very behind in that schedule,” Dr. Aki says. “I think until this year, nobody was asking about it. I am expecting the market to grow more. If they enter this era of sustainability, it would make a great impact because there is great consumption in the U.S.”

This past January, Bossa opened a 400-square-foot downtown Los Angeles showroom in the stunningly ornate 1926 Fine Arts Building at Seventh and Figueroa. The move was in part to better serve clients such as Seven For All Mankind, AG Jeans, and Eileen Fisher but also to reach

CFA Presents Scholarships at Annual Luncheon

The **California Fashion Foundation**, the charitable arm of the **California Fashion Association**, presented its annual scholarship awards at an April 21 luncheon at the **California Market Center** in Los Angeles.

Students from the **Academy of Art University—San Francisco**, **Art Institute of California**, **California State Polytechnic University—Pomona**, **California State University—Los Angeles**, **California State University—Northridge**, **El Camino College**, **Fashion Institute of Design & Merchandising**, **Los Angeles Trade-Tech College**, **Long Beach City College**, **Mt. San Antonio College**, **Otis College of Art and Design**, **Pasadena City College**, **Santa Monica College** and **Washington State University** were presented with awards from Southern California companies as well as the **YMA Scholarship Fund**.

"We applaud your artistic talent and dreams, but we are also here to celebrate you getting a job," said CFA President Ilse Metchek, who added that she hopes to expand the scholarship program to include more fashion schools in the future.

This year, in addition to scholarship awards from local companies, the students also received scholarship awards from the YMA Scholarship Fund, an 80-year-old New York-based scholarship organization that partners with fashion schools and fashion companies.

"The YMA fashion scholarship is about taking the best of the best and getting them jobs," said YMA Executive Director Douglas Evans.

Several speakers were on hand to give the students an idea of what the future holds.

Pat Tabassi, the product-development marketing manager of 30-year-old Los Angeles knitting mill **Design Knit**, urged the students to look for creative solutions to challenges that come their way.

"When you look at the road ahead, we look to you as the future of the industry," she said. "You are entering the fashion world at an interesting time when consumers are interested in how and where the garments come from. As a fashion hub, LA has an amazing pool of talent. We are fortunate to tap into that supply chain in the city we love."

Tabassi said her family-owned company started with one garment—a jacket made for her when she was 6 years old. The jacket was made by Tabassi's mother, Shala Tabassi, who creates all of Design Knit's fabrics. Pat Tabassi brought along the jacket, which was made from a mix of hand knitting and vintage denim.

"I have to say, the ombre is on point," she said.

Design Knit started with just a few styles but today has "thousands and thousands—we create new styles every day," Pat Tabassi said, crediting her mother's strong work ethic and her creative encouragement.

In a nod to California's entrepreneurial spirit—"The state of California creates the most entrepreneurs; that's in our genes"—Metchek asked Jesse Dombrowiak, with **Indie-Source**, to explain how his company can help new designers with product development and full-package production.

Metchek also invited Tammy Chatkin, executive vice president of **24Seven Talent**, to give some words of advice to the students as they head into the job market.

"There's no such thing as the perfect job," Chatkin said. "There are different jobs for different times of your life. Whether it's answering phones or picking up fabric, do it 150 percent. You're going to get noticed."

She also recommended the students find a mentor—"This room is full of leaders in this industry," she said—and continue to learn. "Be a sponge," she said. "This industry is ever evolving."

Scholarship award sponsors included **AIMS 360**, the **Betty Baumgardner Foundation**, **California Apparel News**, **California Dynasty/MGT**, the **California Market Center**, **CIT Commercial Services**, **Cohn Handler Sturm**, the **Cooper Design Space**, **Design Knit Inc.**, the **Ben B. & Joyce E. Eisenberg Foundation**, **Fineman West & Co.**, **J.T. Design Studio**, **Karen Kane**, **KWDZ Manufacturing**, **MGT Industries Inc.**, **Moss Adams**, **STC-QST**, **Stony Apparel**, **Swatfame**, **Tukatech**, **UPS**, **Velvet Heart** and **Wearable Integrity**. The **Fashion Bookstore** also contributed to a gift bag given to all the students, **Eight Sixty Clothing** provided the tablecloths and napkins, and **STC-QST** and the **New Moon Restaurant** provided the lunch.—*Alison A. Nieder*



Analidia Lopez, with Long Beach City College, received the **California Apparel News** media concept award and the **Stony Apparel Corp.** manufacturing & design award. Lopez, right, is pictured with Long Beach City College instructor Pamela Knights.



Colin Ryan, with California State University-Los Angeles, received the **STC-QST** award for product development and the **CIT Commercial Services** future vision award.



Douglas Evans



Pat Tabassi



Lonnie Kane and Ilse Metchek



Kara Richins, with Pasadena City College, received the **Barbara Lesser for Wearable Integrity Inc.** manufacturing & design award.



Karen Snare, with Washington State University, received the **UPS** professional services award and the **Swat-Fame Inc.** manufacturing & design award. Snare, left, is pictured with Washington State University instructor Joan Ellis.



Uchechi Emenogu, with El Camino College, received the **KWDZ** manufacturing award for manufacturing & design.



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Patrick Kevin Francisco, with the Art Institute of California in Hollywood, received the Cohn Handler Sturm professional services award.



Sadaf Foroutani, with Otis College of Art and Design, received the Moss Adams LLP for branding, as well as the Betty L. Baumgardner award for the best use of textiles.



Kathryn Jones, with Los Angeles Trade-Tech College, received the Fineman West & Company professional services award, a certification class from AIMS 360 and the Tukatech Inc. software prize.



Lidia Mendoza, with California State Polytechnic University-Pomona, received the AIMS 360 technology scholarship certification class.



Kanako Sato, with California State University-Long Beach, received the Design Knit Inc. award for knit textile and the MGT Industries Inc. global vision award. Sato, left, is pictured with CSULB instructor Myung Hee Sohn.



Nikkia Sipes, with Santa Monica College, received the Ben B. & Joyce E. Eisenberg Foundation global values award, as well as the AIMS 360 certification class.



Abbir Malik, with Mt. San Antonio College, received the California Market Center professional services award and the Velvet Heart manufacturing & design award.



Hannah Rock, with Fashion Institute of Design & Merchandising, received the Cooper Design Space award for textile & design, as well as the Karen Kane award for best design presentation.

Rokit: Skate Meets Street Basketball

Rokit menswear line is a Los Angeles-based lifestyle brand that bridges the subcultures of skate and street basketball.

Rokit is the brainchild of Nico Guardalabene and is supported by a creative and product-development team, brothers Bam Barcena and Ryan Barcena.

"We really wanted to encapsulate an idea born of our lifestyle in terms of growing up both skateboarding and playing basketball," Ryan Barcena said. "For us, there wasn't a big divide between the two. A lot of our friends who skate can hoop and vice versa. That thin but palpable line between the hardwood and the sidewalk is where we draw most of our inspiration," Barcena said.

Before the launch of Rokit, Barcena and Guardalabene worked on several streetwear projects, including short-lived brand **Junya Mafia**, menswear brand **G.P.P.R.** and the women's streetwear/contemporary brand **Hellz Bellz (HLZBLZ)** as well as sneaker and clothing retail store **Undeclared**.

"We always spoke about starting a brand that looked and felt like the lifestyle we live. It wasn't until a year and some change ago we started Rokit seriously and began building the brand carefully from the ground up," Barcena said.

Rokit officially debuted for Spring 2016, exclusively at the Los Angeles-based, high-end menswear boutique **Union LA**.

The launch collection carries a clean aesthetic with a signature orange circle appearing on most pieces. There is a long-sleeve black tee with the logo printed on the sides, a performance logo hoodie, a khaki-colored hooded coach jacket, two graphic tees and a logo cap featuring an embroidered flag.



Everything is manufactured in the U.S. from fabrics sourced locally. Fabrications range from water-resistant performance polyester to reclaimed WWII canvas.

"We really wanted to have fun with this project, so you'd be surprised some of the fabrications we were able to find in Los Angeles and its immediate surrounding areas. There are definitely some hidden gold mines,"

Barcena said.

The collection also includes a sneaker collaboration with downtown Los Angeles custom footwear company **The Shoe Surgeon**. The shoe features a white-on-white leather **Vans Old Skool** upper and a white **Nike Air Force 1** sole with orange eyelets and heel tab details.

"When I drafted the initial sketch for the Vans/Air Force 1 hybrid, we all came to an agreement that it was not only the best fit for the brand DNA but a shoe that we wanted to see in the market," Barcena said. "While not an official collaboration with Vans, we made enough noise with the shoe to have the opportunity to present the shoes to the Vans team, and they loved it. To us, it was a perfect blend of our personal backgrounds."

For sales information, contact nico@rokit.one.—Sarah Wolfson



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Marciano *Continued from page 1*

that are being readied for production with various Los Angeles contractors and sewing factories.

The luxe contemporary line is a mix of denim jeans and pants in various silhouettes, silk blouses, indigo/wool jackets, dresses, leather jackets and coats, leather purses and duffel bags, belts, and jewelry that are all manufactured in Los Angeles.

“When we got together, we decided we were all on the same page and wanted to manufacture in Los Angeles,” Armand said. “That was very important to us. It gives us the flexibility to react quickly, control the quality of the goods and make sure everything is perfect the way we want it.”

It was only last February that the three got together shortly after Simone left Guess, where she had been the company’s design director for eight years. Meeting at Simone’s house, the trio discovered they were all fans of vintage apparel. Simone, born in Italy, has a big collection of vintage clothing, and Georges, who lives in Montreal, has a warehouse there filled with vintage pieces he has collected over the last 30 years.

So the focus of the line is vintage-inspired retro pieces with a modern flair for a customer between the ages of 20 and 60.

The jeans, retailing for \$168 to \$220, will all have a mid-rise waist rather than a low-rise waist with the back of the waist designed not to go down when you sit or move. “We call it the democratic denim jean,” Simone said.

Some of the jeans have a flair leg for those who like the retro look. Other jeans will range from super-skinny pants and straight jeans to the more relaxed boyfriend jeans. Two of the styles will have ripped features. “We are not focusing on one trend,” Simone noted.

T-shirts made of Supima cotton, rayon/cotton, indigo knits and some cashmere will retail for \$89 to \$198.

Luxury blouses made of silk and other high-end fabrics will sell for \$200 to \$400



Cinzia Simone and Armand Marciano

of a bandanna scarf he saw and said he would love to make a shirt like that. So we ended up making a bandanna shirt for the collection,” Simone said.

The lightning speed in which the company has ramped up in only three months is due to the three principals’ years of experience in the industry.

Already, the company has eight employees, including one patternmaker and two seamstresses, who make all the samples in-house.

Life after Guess

After Armand sold his 15 percent stake in Guess in 2002, he joined forces with Los Angeles clothing guru Allen Schwartz to buy back **ABS by Allen Schwartz** from **The Warnaco Group** in New York. The two ran the California lifestyle clothing company together until Armand left last year.

In 1992, Georges sold his 40 percent share of the company for around \$220 million to invest in commercial real estate and collect art, cars and jewelry, amassing a fortune once calculated at \$500 million. He is renowned for buying in 2007 an 84-carat diamond for \$16 million that he renamed the “Chloe Diamond,” in honor of his daughter Chloe.

But soon after, things went south when Georges sued several employees he was convinced had stolen from him. They countersued and in 2009 he lost his lawsuit with a judgment against him to pay the employees hundreds of millions of dollars in damages. Georges was forced into involuntary bankruptcy. His Beverly Hills mansion, two other homes, his **Boeing 747** and his **11 Ferraris** were sold by a bankruptcy trustee. He no longer owns the diamond.

In 2010, he moved to Montreal, where he bought a four-star boutique hotel called **LHotel**, housed in an historic bank building dating

back to 1870 that displays some of Marciano’s extensive art collection by artists such as Joan Miró, Robert Rauschenberg, Ed Ruscha, Jasper Johns and Andy Warhol.

Last year, a legal rift erupted between Georges Marciano and his two younger brothers, Maurice and Paul, when Georges wanted to use his name in a clothing label. Guess filed an opposition with the Canadian Intellectual Property Office to any trademarked name using Georges’ full name, maintaining it could easily be confused with **Marciano by Guess**, one of the company’s apparel labels.

Armand said the legal dispute was resolved last year and each of the brothers can now use his full name in a label. ●



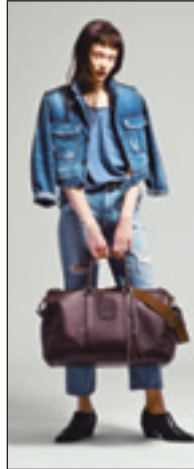
The bandanna shirt



GM Studio dress



GM Studio outfit



GM Studio outfit

and can be mixed and matched with the blue jeans or the leather jackets and coats, which will retail for \$800 to \$1,900. Small clutch handbags will carry an \$850 price tag in the stores, and large leather duffel bags will sell for \$1,900.

Initially, sales will be online and at select boutiques, said Armand, who is head of operations.

Georges, who will be distributing the line in Canada, also has been adding his creative input and makes lots of suggestions to Simone, who communicates with the Guess founder in Montreal through email and **FaceTime** when he is not in town for meetings.

“The other day he showed me a picture

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Kingpins *Continued from page 1*

ric through a bleach solution to remove the original dye and touched off a fashion trend.

Performance denim continues to be key to Cone's current collection, Nicholas said. New styles add performance properties such as moisture management, antimicrobial characteristics and stain repellency to denim.

"These technologies aren't new tech, but they are new to denim," Nicholas said. "It takes some work to figure out how to apply to a cotton-based fabric. A lot of these finishes are developed for specific brands. Then we bring them to the fashion brands."

Cone also started adding stretch properties to these performance denims.

"We are lucky that we work with **Burlington**, our sister company," Nicholas said. "They've been working with these technologies for so long. That's their area of expertise."

The company also offers several eco-friendly fabrics, including denim made with Cone's **EarthSpun** yarns, which are made from recycled PET plastic from water bot-

les.

Rather than break out sustainable fabrics into a separate collection, Nicholas said, the company includes sustainable fabrics throughout the collection.

"We're trying to build the best-looking fabrics. The sustainability is an added-benefit feature," she said. "At the end of the day, even if it's sustainable, it still needs to be a great-looking denim that fits really well."

Other new developments include **Eco-Blue**, which features an indigo designed to chip off faster, wash down faster and wear down faster. The company also reintroduced black selvedge denim, and it's offering denim dyed with U.S.-grown natural indigo in wide widths.

At **Bossa**, the Turkish denim mill was focusing on fabric with a soft hand that is "finer than cashmere, smoother than silk," said Birim Atagan, Bossa's public-relations manager.

Bossa's "Subway" denim offers a lot of

➔ **Kingpins** page 10

TECHNOLOGY

Lectra *Continued from page 1*

Adams comes to Lectra after holding a series of sales executive positions with **Dassault Systemes**, the most recent of which was vice president of sales, the Americas, for Dassault's **DELMIA** brand. Earlier, he was a vice president with Dassault's **Apriso** business.

Before joining Dassault, he was vice president of sales, North America and Europe, for **Camstar Systems**. Both Apriso and Camstar are among the leading independent manufacturing execution system (MES) providers. At Camstar, Adams promoted the launch of the company's life-sciences practice.

Adams says his management style is based on setting a vision and making sure that vision is based on clarity, care and creating a culture of accountability. His approach focuses on everyone doing what they say they are going to do. This works both ways, with Adams expecting his team to hold him accountable. He says he tries to remove barriers and help when needed.

"I make sure I am clear about my expectations for every person on my team and that we have a regular rhythm of communication, whether it's a town hall, a department meeting or one-on-one," he said. "I want to make sure everyone is getting the care they need to achieve their goals. I meet with each of my direct reports to see what their objectives are and how I can help. I am a very open door-policy guy."

Under Adams, Lectra North America is focusing on strengthening its competitive position and its long-term relationship with customers, extending its technology leadership and accelerating its organic growth. All of this will build on the company's long-time strengths of customer service and innovation. It is also essential for Lectra to stay on top of the evolving industries it serves, he said. To do this, the company seeks to build on its deep understanding of fashion and design across all its channels, he says.

Several business issues are converging in Lectra's three key markets of fashion, automotive and furniture.

"All three are different, but in a lot of ways they are becoming more alike," Adams said. "They are all affected by near-

shoring, changing consumer demands and the need to optimize operations. All of these can have a positive impact. When I look at nearshoring, there is potential for a predictable supply chain. This can help spur creativity and accelerate innovation. We need to have our customers bringing products to market as quickly and efficiently as possible at a high level of quality."

These industries are in a state of change with consumers driving demand, Adams said. Consumers today have an unprecedented influence on design due to their ability to comparison shop.

"[Customers] want more choices, more customization and more products faster," he said. "We have the most advanced technical knowhow for high-capacity cutting solutions and time-saving software."

Adams sees many opportunities for growth within Lectra's existing markets. These include denim manufacturing, auto manufacturing in Mexico and U.S. furniture manufacturing, which he says is in the midst of a rebound.

Adams places a lot of importance on industry trade shows with the goal of increasing brand awareness. His strategy is to be selective and pick the exhibitions that offer the greatest potential to enhance revenue and the ones that are sure to attract key buyers and influ-

encers.

An example is the **Texprocess North America** event in Atlanta. It helps that Lectra's North American headquarters is in an Atlanta suburb, allowing the company to bring in its key talent for demonstrations of cutting equipment and software. Lectra historically has one of the largest booths at the Atlanta show.

Adams views Lectra's biggest North America challenge as finding a crystal ball to see what's next. "How do we see into the future, look around corners and ensure our customers are prepared for today's issues and tomorrow's opportunities?" he said. "The economy is still unpredictable, and consumer demand continues to shift."

In addition to its headquarters in metro Atlanta, Lectra North America has offices in New York, Montreal and Mexico City. It employs about 130 people in North America. ●



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Kingpins *Continued from page 9*

flexibility for the wash process. “It has an enormous color range from very dark to ice-blue shades in only one fabric,” Atagan said. “All you need is one stretch-based fabric. You can use it for skinny styles, boyfriends, men’s and women’s.”

There are selva denims in rigid and stretch constructions. Bossa is also offering denim dyed with natural indigo, including organic selva denim. The company’s sustainable-fiber collection also includes organic cotton, Tencel/cotton blends, recycled cotton and recycled PET.

Atagan said the timing of Kingpins’ Amsterdam show is good.

“April is when they start to work,” she said. “All the important customers we want to see are here—Dutch, Scandinavian, U.K., German—it’s a nice hub to meet.”

High-end Italian mill **Berto** and its selva division, **Blue Selva**, were showing fabric designed for a dressier, more-tailored look, said Arianna Morimando, Berto’s marketing manager.

The collection, dubbed “Back to Society,” featured denim and non-denim with the look of indigo for “the advantages of denim in a more-refined look,” she said.

There are brush-backed fabrics and denims with wool in the weft as well as shirting fabrics with cashmere.

“The proposal is to mix and match between two worlds,” Morimando said. “You are the CEO, but you want to wear denim.”



ON THE SHOWFLOOR: Top row: Bossa’s organic selva denim; Cone Denim’s black selva denim; a pencil skirt and dress, both created by Lenzing, demonstrated Jeanologia’s waterless laser finishing treatments. Bottom row: Kingpins Amsterdam was held in the “Gashouder” space at Westergasfabriek, a late-19th-century gas factory; new exhibitor Albiate was showing indigo shirting weights.

This was the first time at Kingpins for Italian mill **Albiate**, which brought its collection of denim-friendly shirting fabrics. Sales representative Andrew Di Gaetano said traffic was strong, including some designers from South America.

Jacquard prints and fabrics with “rough rustic effects” were attracting interest, said Di Gaetano, as well as non-indigo fabrics, “which is something other mills don’t have here.”

Italian laundry **Tonello** was at the show to showcase new wash techniques, including water-conserving methods such as laser and ozone finishing.

“Without the use of chemicals, it’s possible to make a safe

garment,” said Alice Tonello, R&D manager for the company. “Using the right fabric, you can get good results with sustainable treatments.”

Austrian fiber maker **Lenzing** came to the show with a group of finished pieces it called the “4S collection,” explained Lenzing Technical Manager Michael Kininmonth.

The letters stand for softness, stretch, science and sustainability, he explained.

What is premium denim today?” Kininmonth said. “It’s not just an expensive product from a high-end brand. It has to have some level of performance.”

The “science” part of the mix refers to the performance characteristics as well as the science behind the sustainability, Kininmonth said, whether that means reducing the amount of water used or using new machines in the laundry.

Using fabrics from several international mills—including Thailand-based **Atlantic**, Turkey-based **Orta**, Japan-based **Toray**, and **Advance** and **Blue Diamond**, both based in China—Lenzing put together a collection that included Western-cowboy influences and artisanal effects such as Japanese shibori as well as

vintage looks with a high percentage of stretch and deconstructed looks done with laser finishing. Lenzing partnered with laser-finishing company **Jeanologia** to create denim with the look of corduroy as well as pieces inspired by art. One design featured laser finishing and a printed pattern in which breaks fit in with the geometric pattern on the fabric.

Turkish mill **Calik** arrived at Kingpins with more than a dozen new collections, including performance denim with cooling properties, high-stretch fabrications, coated fabrics and knits that mimic the look of denim. ●



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WHY by Kingpins Branding Show Debuts in Amsterdam

By Alison A. Nieder *Executive Editor*

AMSTERDAM—During the April 13–14 run of the **Kingpins** denim supply chain show in Amsterdam, organizers launched a new sister trade show focused on the branding side of the supply chain.

WHY by Kingpins featured a mix of exhibitors that included trim suppliers offering buttons, tags, labels and zippers as well as branding specialists and sourcing resources.

Kingpins founder Andrew Olah said the trade show name is a reference to Simon Sinek's book "Start With Why," which outlines a concept for organizations advising them to define why they exist first.

"Everything goes back to 'why,'" he said. "We wanted to do something about creativity for hardware, labels, buttons and packaging."

The show was set up to look like an art gallery—a nod, Olah said, to the very first Kingpins show in 2004 in New York, which was held in an art gallery.

"When you go to the store, what makes you notice one jean over another? It's about the components, the branding,"

Olah said. "Storytelling is everything and it's part of WHY."

In addition to the booth space, each exhibitor at WHY was given space on a wall that ran down the center of the room. Exhibitors were given free rein to design their wall space, with some choosing a minimalist layout of their products and others creating more-elaborate artistic displays. Around the room, show organizers set up neon lights and backlit signs emblazoned with slogans such as "When the why is clear, the how is easy," "You have to think anyway, why not think big" and "They told me I couldn't, that's why."

KT Label, a leather label company based in Istanbul with an office in Fort Washington, Penn., was among the exhibitors at WHY. The 2-year-old company is a division of **YiZ Deri**, a 110-year-old tannery that began making labels more than 25 years ago.

The company has developed leathers that can be dry-cleaned and washed, said Devrim Eren, executive vice president of global business development. The chromium-free leathers are durable, won't shrink or get brittle, and colors don't bleed during the wash process, Eren said.

The company also has organic leathers that are processed with vegetable-based chemicals and finished with vegetable-based dyes. For WHY, KT Label brought tags created by the company's in-house design team, including embossed 3-D tags made by injecting silicone into the leather, which helps retain the tag's design.

"We have been coming to Kingpins for a while," Eren said. We brought our branding ideas since we have an in-house team. And because we have the tannery, we're very competitive when it comes to price."

Nexgen Packaging has been a longtime Kingpins exhibitor. The launch of WHY put an added focus on the branding side of the business, said Kent Pellegrini, cofounder and chief business development officer of the Santa Barbara,

Calif.-based company.

"What we learned over the years is that the people buying the branding aren't necessarily the same people coming into the Kingpins show," he said. "This [new WHY show] gives people the opportunity to be exposed to what to look for."

Robert Loop, a founding partner and chief strategy officer for Nexgen, praised the look of the show.

"It's well thought out," he said. "People can walk by and see what you do."

Nexgen recently struck a deal with **PTC Inc.**, the Massachusetts-based provider of the **ThingWorx** Internet of Things technology platform and PLM (product lifecycle management) solutions. Nexgen is integrating with PTC's ThingWorx platform, allowing retailers and brands to share product label information—including quantities and specs—between Nexgen systems and a company's **PTC FlexPLM** solution.

"We're already connected to [customers'] ERP [enterprise resource planning systems] so we were getting purchase-order information," Loop said. "From our standpoint, we can consolidate articles together and run larger runs. We're going live with the first integration with a testing company linking compliance certification to the care label. If we can cut 10 days out of the supply chain, everyone will be ecstatic."

Prym is reported to be the oldest family-owned business in Germany. Founded in 1530, the company today produces trim, fasteners and machinery with its head office in Stolberg, Germany, near the Belgium and Dutch borders. Its trim business, which is based in Como, Italy, supplies buttons and other fasteners to sportswear and denim brands.

"Trim is more than functional; it's the finishing touch," said Marco Corti, Prym director general.

Two years ago, the company started a new processing ap-

➔ **WHY** page 13



ART OF BRANDING: Kingpins' new branding show, WHY, was set up to look like an art gallery.



3-D LEATHER: Turkish tag and label company KT Label has developed washable and dry-cleanable leather tags that won't shrink or get brittle and with colors that won't run. The company has also developed a method for creating embossed leather tags that retain their design.



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Consumers and Trade Mix at Amsterdam Denim Days

By Alison A. Nieder *Executive Editor*

AMSTERDAM—After the **Kingpins** trade show wrapped up its two-day run in Amsterdam, textile representatives, designers and denimheads got a chance to celebrate their love of all things denim at **Blueprint**, a two-day festival held during **Amsterdam Denim Days**, a week-long, city-wide event featuring workshops, seminars, sales and parties.

At Blueprint, organizers rolled out the blue carpet at the **Westergasfabriek**, a turn-of-the-20th-century gas factory that now serves as a creative office and event space. Dutch brand **Scotch & Soda** brought its “Blauw on Wheels” fashion truck to the event, where they served fresh stroopwaffles, the traditional caramel and waffle cookie. To celebrate its 125th anniversary, U.S. mill **Cone Denim** brought pieces from its archive as well as new items from the company’s newly launched **White Oak** webshop. At the **Lee Riders** booth, visitors checked out limited-edition merchandise as it was being embroidered, then headed over to the **Kings of Indigo** display, where they could add patches to their denim. Students from Amsterdam’s **Jeans School** were selling denim tote bags, which could be customized with GOTS-certified silkscreening by **Superette** or custom hand painting. **Textiel Fabrique** had hand-weaving demonstrations and indigo-dyeing workshops. **Bossa Denim** was handing out T-shirts silkscreened on site. **G-Star** set up a teepee created in collaboration with Pharrell Williams. There were fashion displays by **Calvin Klein** and **Hilfiger Denim** as well as a denim market offering everything from vintage denim pieces to hand-made items and a bookseller offering titles about denim and jeans.

There were also film screenings, live music, and food and drink at the Westergasfabriek, while around Amsterdam, re-

tailers hosted special Denim Day parties with live performances, limited-edition merchandise, food, drinks and gifts.

The April 11–17 run of Denim Days marked the event’s third run. The event was founded by Lucel van den Hoeven, chief executive officer of fashion trade-show organizer **Modelfabriek**, along with Mariette Hoitink and James Veenhoff, founders of Amsterdam’s **House of Denim**, an organization that seeks to find ways to make jeans “drier, cleaner and smarter.”

“Amsterdam is really a denim-loving city,” van den Hoeven said.

“The brands, retailers and consumers are getting together getting to talk to each other, which is really special.”

According to Hoitink, Amsterdam has the highest density of denim brands, including international labels that keep an office in the city. When Kingpins launched its Amsterdam show, it added the “beginning of the supply chain” to the mix, Hoitink said.

“We’re weaving a new kind of denim fabric together by having all these companies from all over the world coming to share knowledge,” she said. “We’re trying to connect the dots from LA to Japan with Amsterdam as the denim hub.”

Hoinink is the owner of fashion recruiting agency **HTNK**, and Veenhoff launched **Amsterdam Fashion Week**. The two joined forces to found the House of Denim in 2009. Three years ago, they opened the Jeans School, a three-year edu-



Leonie & Lois was making and selling denim bowties at Blueprint during Denim Days.



U.K.-born designer Jason Denham has been in the Netherlands for 20 years because “it’s the best jean city in Europe,” he said. He has five Denham the Jeansmaker stores as well as his company’s headquarters in Amsterdam’s ring district. For Spring/Summer 2017, designer Denham created the new Helix collection using Candiani denim and featuring a new shape and fit.

cational program that provides training in designing, producing and marketing jeanswear.

“We’re not really a fashion town. We’re a jeans town,” Veenhoff said.

Jeans School, working with Spanish textile mills **Royo**, has created its own denim, called **Red Light Denim**, which is made with 19 percent post-consumer waste fiber. A new fabric, **Red Light II**, is currently in development. It will be made with 25 percent post-consumer waste fiber and 20 percent hemp. ●



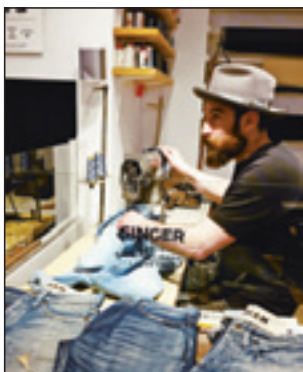
For Denim Days, Denham the Jeansmaker partnered with Colombian artist Manual Gomez, who paints with indigo. Gomez created a T-shirt featuring Denham’s signature scissors motif for Denim Days.



Bossa Denim was silkscreening T-shirts that read “Reduce, Reuse, Regenerate, Recycle” at Blueprint during Denim Days.



Rene Strolenberg, co-owner of Tenue de Nîmes stores, which opened in Amsterdam in 2008 with an inventory of vintage denim. Today, the company has three locations and it’s preparing to launch its own collection of denim for men.



At the Denham the Jeansmaker men’s store, there’s an in-house tailor working in the shop floor and customers can get their jeans washed on-site as well.



U.K.-based The Vintage Showroom was selling copies of “Worn,” a new book about vintage denim.



Mariette Hoitink, cofounder of the House of Denim and Jeans School



Amsterdam’s Jeans School—where students learn how to design, produce and market jeans—is a partner in Denim Days.



Denim Days visitors could customize their denim with patches at Kings of Indigo.



Textiel Fabrique was doing indigo dyeing demonstrations at Blueprint during Denim Days.



Scotch & Soda brought its “Blauw on Wheels” truck to Blueprint during Denim Days.



Amsterdam Denim Days is a week-long festival celebrating all things denim with workshops, seminars, parties and a denim marketplace.



Denim Days visitors could learn about hand-sanding techniques by customizing a denim notebook cover at Advance Denim.

WHY *Continued from page 11*

proach called Low Impact Finish Ensemble (LIFE), which substitutes natural treatment processes for traditional methods, which can be harmful to the environment. Instead of using chemicals to color and coat fasteners made from brass, steel and copper, Prym uses stones and sand.

“We can reproduce 80 percent of existing standard colors with LIFE technology,” said Guido Maywald, Prym account manager. “We have some problems with the super-shiny precious colors [such as real gold] but any other effect like vintage or clear can be easily achieved.”

Plus, Maywald said, the LIFE products are less expensive than the traditional fasteners and everything is produced in Italy.

Patagonia has already ordered Prym’s LIFE fasteners, Maywald said, and other companies in the U.S. are interested.

Maywald said the company is looking to build its business in the United States.

“There is a space for Italian products,” he said. “It’s 100



ECO FASTENERS: Trim company Prym has a new processing approach, called LIFE, that substitutes natural treatment processes for traditional methods, which can be harmful to the environment.

percent made in Italy and the metal plating is done in-house. We have an advantage being a totally vertical company. We buy the raw material and it comes out a finished button.”

For high-end zipper maker **Riri**, the challenge is to find new customers in the right part of the market.

“We are situated on a very high level of the market,” said Dragon Heijnerman, who represents the company in the Netherlands. Riri zippers are used by companies such as **Armani, Gucci and Louis Vuitton**, Heijnerman explained.

“It is a very unique product, really one of a kind,” he said. The company offers special details such as real gold finishes, Heijnerman said. “Only the high end can offer it.”

WHY exhibitors also included representatives from the **Morocco Denim Cluster**, which represents denim resources in Morocco, as well as **Donmatias Blue Town**, a group of denim manufacturers in Donmatias, Colombia.

Specialty fiber maker **DSM Dyneema** was also exhibiting at WHY, showcasing its high-strength fiber, which Nina Romano, global marketing director for the Dutch fiber company, said is 15 percent stronger than steel. Romano said the company sees potential for denim made with Dyneema for the skateboarding, action-sports and motorcycle markets. ●

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DENIM

Bossa

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mozy@bossa.com
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Products and Services: Established in 1951, Bossa is one of the largest integrated textile corporations of Turkey with its facilities in Adana and its approximately 2,000 personnel. We offer a wide range of high-quality denim and non-denim sportswear and shirting fabrics, with a high production capacity in spinning, weaving, dyeing, and finishing. With 65 years in business, we continue to maintain our leadership position in the industry with our high quality, innovative, differentiated product range, unrivalled customer-centric products and services tailored to our clients’ specific needs, fast delivery, widespread market network structure, effective price policies, and

high customer satisfaction. The company is well known for its sustainable products made of certified organic cotton and 100 percent recycled fibers as well as qualities with natural indigo.

INVISTA

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Products and Services: To address the need for innovative temperature-regulating knit fabrics in the activewear market, Asher is introducing Cool Sport, spun on Asher’s new Santoni knitting machines, which create micro gauge knits for pure smoothness and compression. In 1991, Asher Fabric Concepts, based in Los Angeles, transformed the apparel industry by offering cutting-edge, high quality, “Made in U.S.A.” knits for the contemporary fashion, athletic, and yoga markets. Since then, the company

has become internationally known for its premium quality, knitted constructions with and without spandex, along with its creative print design and application.

Asher Fabric Concepts provides fabric development, knitting, dyeing, and finishing in addition to fabric print design and printing capabilities based on each customer’s needs. The company differentiates itself from the competition by offering proprietary textiles and by continually updating and innovating every aspect of textile design and production.

With an in-house design team, new prints are constantly added to its collection, and color stories are updated seasonally. Asher Fabric Concepts’ customers are leaders with strong brand recognition in the high-end, fashion-forward contemporary markets. Whether it is dress wear-knits, swimwear, active wear, sportswear, body wear, or intimate apparel, Asher Fabric Concepts always delivers.

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