CALIFORNIA \$2.99 VOLUME 72, NUMBER 34 AUGUST 5-11, 2016 THE VOICE OF THE INDUSTRY FOR 71 YEARS

SOUTH OF THE EQUATOR Resort fashion heats up with equatorial-inspired looks that layer breezy boho pieces over swimwear. For more Resort '17 fashion, see pages 6-7. SINGLE's "Peacock" maxi dress. BINDY's multi-beaded

TRADE SHOW REPORT

Making the Most of a Quiet LA Market

By Andrew Asch, Deborah Belgum and Alison A. Nieder

The recent Los Angeles Fashion Market for Holiday/ Resort 2017 appeared to be dead on arrival, but signs of life existed.

Several showroom reps in the California Market Center said it was a very slow market, but they were pleasantly surprised to see a few store buyers wander in from as far away as Florida, Colorado, Texas and Missouri.

"It [August] has always been the worst market and relatively slow, but we've had a few stores walk in," said Robelene Montes, who shares a space in the L on 5 showroom with two other sales reps on the CMC's fifth floor.

She said a mannequin dressed in a reversible PopKiller **► LA Market** page 4

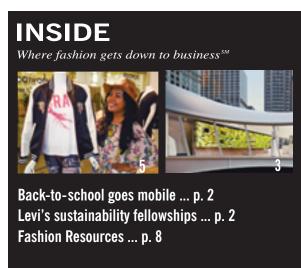
Store of the Future

By Andrew Asch Retail Editor

Everything about stores—from design to strategies for attracting shoppers to organizing inventory—has gone through major changes in the past decade. To take the pulse of these changes and see what's coming up next, California Apparel News arranges roundtable discussions on the "Store of the Future.'

For this edition, we hear the perspectives of award-winning architect Giorgio Borruso—his futuristic designs can be seen at the WithMe store at Santa Monica Place in Santa Monica, Calif.; Adam Derry, founder of the ADBD brand and boutiques, headquartered in Los Angeles; Marshal Cohen, chief industry analyst for market-research company \boldsymbol{The} NPD Group; and Wendy Bendoni, fashion marketing chair at Woodbury University.

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Jenni Kayne Opening Two Stores in California

The **Jenni Kayne** brand is on the move.

On Aug. 4, the contemporary brand opened a store in Palo Alto, Calif., and later this month the company is opening a store in Newport Beach, Calif.

The 1,476-square-foot boutique in **Stanford Shopping Center** in Palo Alto will feature bleached wood, stone floors and white brick walls. This will be the first Northern California boutique for the Los Angelesheadquartered Jenni Kayne, according to a brand statement.

The 1,541-square-foot Newport Beach boutique is located at the recently renovated **Lido Marina Village** retail district, which

overlooks the Pacific Ocean. It is scheduled to open the week of Aug. 8. The Newport Beach store will be the sixth branded boutique for Jenni Kayne, which also runs shops in West Hollywood, Calif.; the **Brentwood Country Mart** in Los Angeles' exclusive Brentwood enclave; the Montecito section of Santa Barbara, Calif.; and New York's Hamptons.

The Jenni Kayne collection features cashmere shirts, charmeuse V-neck cami shirts, maxi dresses and military-style jackets. The brand also designs footwear and has participated in collaborations for beauty products, swim and eyewear among other projects.

—Andrew Asch

Bailey44 Opens First Store

Los Angeles contemporary brand **Bailey44** made the leap to retail with the opening of its first flagship store in the new **Lido Marina Village** complex in Newport Beach, Calif.

The company worked with **Kenneth Park Architects** to create the store's look, which is designed after a "chic private residence capturing a modern aesthetic with raw and slightly industrial elements."

The 1,265-square-foot store features woodand-glass windowpane partitions separating the space into individual rooms. The boutique has a raw concrete floor, exposed wood beam ceiling, white upholstered furniture, and weathered oak and black metal pipe fixtures.

There's a pop-up floral shop in the shop, where customers can purchase fresh local flowers or place made-to-order arrangements all summer, and florist **Studio La Fleur** is

hosting floral workshops throughout the summer season as well.

"The Lido Marina Village store is the first Bailey44 flagship store, and there is no better place for this debut than in our backyard of Southern California," said Bailey Group Chief Executive Officer Chris Tate. "We are so thrilled to have Bailey44 be part of Newport Beach's most exciting retail environment and look forward to welcoming new and existing customers into the world of Bailey44."

In addition to the full Bailey44 fashion collection, the store will also carry exclusive specialty products. This summer, the brand will also launch a vintage capsule featuring denim classics reworked with a modern fit. A handbag collection is in the works for fall.—*Alison A. Nieder*

College Students Will Be Using Mobile Phones to Check Out Deals for Back-to-School Items

College students returning to school this fall are looking for bargains, and retailers that provide deals will do better than those who don't, according to a recent survey by the accounting firm **Deloitte LLP**.

In the "2016 Back-to-College Survey," parents are expecting to spend on average \$1,345 for school supplies and goods compared to college students, who said they plan to spend an average of \$1,082.

However, parents and students don't quite see eye-to-eye on shopping-budget contributions. While 57 percent of students say they will contribute more than half of the back-to-school funds, only 16 percent of parents expect their students to do so.

College supplies, clothes and shoes remain the top-selling categories for both groups, but students predict they are more likely to spend on technology products.

Of those surveyed, only 44 percent of parents plan to spend on technology compared to 55 percent of students. Nearly two-thirds of parents and half of students are buying fewer traditional college supplies because of the increasing need for digital technologies in the classroom.

"College-aged students are taking on more financial responsibility and have a larger say in purchasing decisions during back-to-school shopping. Surprisingly, they're even willing to contribute more to the budget than parents expect," said Rod Sides, vice chairman and retail and distribution practice leader at Deloitte. "The survey also revealed that shoppers who plan to spend early in the season also expect to spend more money than those who wait until later. It's vital for retailers to recognize that this customer base is segmented between students and parents and they will need to be strategic in their timing and offering of promotional information."

Bookstores and college stores are the top destinations for most back-to-college shopping categories for both parents (63 percent) and students (71 percent), according to the survey.

However, students expect to purchase the majority of their college supplies and tech products online (64 percent), while stores are still No.1 across all categories that parents shop. Although more transactions are taking place in bricks-and-mortar stores, 82 percent of students and 74 percent of parents will conduct research online before purchasing products in-store, solidifying digital's influence in

the purchasing cycle.

The majority of college students (71 percent) plan to use their smartphones during the shopping journey, primarily to make well-informed purchasing decisions with a frugal mindset.

More than eight in 10 students plan to buy used books for the school year. Nearly the same amount, 79 percent, plan to purchase items from online retailers who offer free shipping during the back-to-college shopping season compared to 72 percent of parents.

"As expected, nearly half, or 45 percent, of the students surveyed plan to use social media to assist in shopping," Sides said. "What's interesting is that students are looking more for information rather than inspiration and brand interaction. They're searching for the best deals, discounts and reviews. This means retailers need to make sure their messaging is conveniently available and considers the right product with the right price."

—Deborah Belgum



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Levi Strauss Awards Fellowships to 10 Textiles-Industry Entrepreneurs to Further Their Approach to Sustainability

Blue-jeans maker **Levi Strauss & Co.** is putting its pocketbook behind an effort to make fabric and apparel production more environmentally friendly and socially aware.

The San Francisco company awarded fellowships to 10 entrepreneurs to attend a workshop designed in partnership with the **Aspen Institute**. There they will create solutions to reduce their water impact in order to advance a more ecological outlook on making textiles and clothing.

In addition, fellows may receive up to \$50,000 in funding to implement their watersaving solutions in their production process.

Some 100 people from 10 countries applied for the annual fellowship, which is in its first year. "We're impressed by the caliber of applications we received from around the world and inspired by the bold thinking and shared commitment to creating a more sustainable apparel industry," said Chip Bergh, Levi's president and chief executive. "Our goal is to fuel the next generation of apparel makers and accelerate sustainability innovation, and we're excited about what this group of fellows will accomplish.

The fellows are Miriam Dym, founder of **Dym/California Textiles**, which focuses on producing local slow textiles in San Francisco; Mo Elliott, founder and chief executive of **Fayettechill Clothing**, which creates nature-inspired clothing in Fayetteville, Ark.;

Jesus Cirizia Larraona, founder and executive director of the **Colours of Nature**, a natural dye company in Auroville, India, specializing in indigo; Kevin McCracken, cofounder of **Social Imprints**, a full-service merchandising company in San Francisco that employs at-risk populations; and John Moore, cofounder with surfer Kelly Slater and creative director of **Outerknown**, a sustainable menswear brand in Culver City, Calif., that blends function and style starting at the supply chain.

Other recipients were Pauline Munga, founder and creative director of Home Abroad, a startup in New York featuring ethically made fashion that incorporates African textiles; Wesley Owiti, chief executive and cofounder of Cherehani Africa, a social enterprise in Nairobi, Kenya, focused on women's empowerment and financial inclusion through sustainable fashions; Kavita Parmar, founder and creative director of the IOU Project, an experiment in Spain to rethink how goods are produced and sold that empowers artisans and protects the environment; Benita Singh, cofounder and chief executive of Le Souk, an online global textiles marketplace based in New York; and Rebecca van Bergen, founder and executive director of Nest, a New York-based nonprofit committed to the social and economic advancement of the fashion and home industries' informal workforce.—D.B.

Store of the Future

Continued from page 1

E-commerce and M-commerce have radically changed retail. What other changes in consumer behavior do you think will drive future retail technology?

GIORGIO BORRUSO: We are seeing a convergence between online retail, physical retail and real estate developments.

There will be new models emerging. Consumers are demanding flexibility and speed. In the future, brands will be able to quickly change locations and experiment in new markets without a long, drawn-out process.

We've been working on a new concept of store, starting from large mobile units to the inline spaces and common areas. Unique architectural spaces are set up in a network of locations—malls, universities, etc. Retailers would sign up to use the network, starting in one location—perhaps, Chicago—but, after a couple of weeks, move to the next location, maybe London. Their digital signage and catalog would be in the system. Moving would involve "changing files, not fixtures."

With this system, the format of the shopping center will change. Owners and operators could create areas devoted to retailers in the mobile network that would provide endless variety. People would come to the mall to see what is new.

ADAM DERRY: E-commerce and m-commerce have radically changed the retail

process. The consumers' appetite to seek out product and brands has never been higher, and that is a huge asset for retailers. We're going to see higher layers of interaction between retailers and consumers. but not every experiment is going to work.



SMART STORE: The Chicago location of With Me, an interactive retail store put together by Giorgio Borruso Design.

The consumers' need is to be transported to other realities that they can't reach by themselves. **Pokémon Go** shows us that we can create new realities and those realities can take consumers into the spirit of the brand. Now more than ever brands need a soul.

Also, technology is becoming conscious. It is learning our intentions. It helps guide ourselves to the brand experience that we want. Technologies like **Waze** and **Yelp** are other types of portals that consumers have been showing interest in. They help people with shortcuts to find something they've been looking for. Or brands that they may not know about but they will like. It's something that will guide us.

MARSHAL COHEN: Reactive shopping is now here versus proactive shopping. No longer do we wake up in the morning and say, "I want to go shop and find a new sweater." We now wake up and respond to incoming messages alerting us to deals of the day or new products available at our favorite stores or sites. We react to media messages and deals rather than seek them out. Retailers of all types need to learn how to thrive in this reactive environment.

What changes in the experience of the physical store are on the horizon? Will physical stores need to have added attractions such as a coffee bar or an art gallery? How could these possible changes influence the way the customer shops, tries on merchandise or finalizes a purchase?

WENDY BENDONI: Bricks-and-mortar is here to stay. While the shift is in shopping

online, pick-up services at bricks-and-mortar locations are doubling. They encourage customers to visit the store at convenient locations with strong customer service. While they may purchase online, they want to visit the retail store to have the full brand experience. E-commerce is catching on with the opening of Nasty Gal and Amazon.com retail spaces. Bally in Beverly Hills is known for its customer service, and their new updated store experience has encouraged online shoppers to pick up its shoes at its retail location.

GB: It is important that the physical space is more experience-oriented. In the mobile store, there is a virtual-reality dome with 360-degree projection. **Toms' Shoes** used the space to take people with them on a trip to South America. **Harley Davidson** lets the customer sit on an actual motorcycle for a virtual ride through different landscapes. The VR dome is just one way to make the space a memorable experience.

MC: Stores of tomorrow will shift from cash and carry for all products to only some products. Stores which have finite space will compete with e-commerce stores that have infinite space by carrying broader assortments, and not stock it but deliver it by the next day to the consumer. One color of a style may be carried in all sizes to try one, but if you want another color it will be delivered direct from either a warehouse or manufacturer to your door.

A lot of retailers stall on new technology because of the cost of acquiring the new tech.

Are there hightech solutions for independent retailers?

GB: With this system we're working on, smaller brands can use the network without signing long-term leases or investing in an expensive buildout. Brands, small and large, can

quickly inhabit a high-tech environment by using this system to add a satellite location, activate a promotion or test a new market.

AD: I don't think that small companies have problems investing in technology. They find the technology that fits the needs of their consumers, like brands that want to use a virtual-reality mirror to show other options, for instance. Unfortunately, most global brands roll their technology products out universally and it becomes one-size-fits-all. It's not the best way to approach tech. Tech is really just another means of access for consumers and brands to quickly realize there is no such thing as one-size-fits-all in any medium, especially technology.

Technology has allowed brands to do business in a more amplified way. I think technology is a bonus, an added value, a force multiplier. Your brand needs to have an identity even if all the power was lost and there was no access to tech at all.

MC: One high-tech solution is to find partnerships with manufacturers so they absorb some of the cost. One example would be for retailers to partner with manufacturers where the manufacturer will ship direct to consumers from its warehouse.

What new retail tech is on the horizon?

MC: See it. Snap it. Own it. Apps will be available that recognize products and will bring you right to a site where you can buy it. So you see a pair of shoes on a friend and you snap a shot of it on an app that will locate what retailer or site will carry it and let you buy it right then and there.

Five Brands Putting Their Best Foot Forward

Getting off on the right foot for 2017 can go beyond the perfect swimsuit and towel. Shoes fashioned for style and comfort, and fine quality graphic socks that create a personal statement, make for a season of distinctively happy feet.

Bzees

The enthusiastic creative minds behind Bzees like to say that putting on a pair of their ultra-

comfortable shoes takes you to "Shoetopia—a state of bliss and wild abandonment, where light feels right."



Credit Bzees' "cloud technology," which melds air-infused outsoles, dynamic stretch uppers, Free Foam™ footbeds and machine washability "for the best wearing experience ever." Bzees has had great success with its Dream, Relax, and Lifetime styles but is most excited about its new Oasis sandal built for the stand-up paddle boarder and featuring a drainage system that swiftly clears out water through holes in the shoe bottoms. What will be your bestseller this season? we asked. "That's easy. The Knockout. It's the perfect sport-luxe shoe that will take you from deck to dinner!"



Charleston Shoe Company

Renowned, and much beloved, for their "cobblestones-to-cocktails" collection of ultra-comfy, elastic-strap shoe collection, Charleston Shoe Company has grown from a small shop in historic downtown Charleston, South Carolina, to a brand sold in 150 boutiques nationwide. The typical customer is "the modern woman who needs to be on her feet and stay fashionable all day long. Affordability, comfort, and versatility are the hallmarks of all the lines, which range from boots and closed-toes to sandals, flats, wedges, and cocktail. The strappy wedge Cannon, back or backless in more than two dozen color combinations, is the bestseller-and, the company says, "we keep designing new color combinations." The Cooper sandal, MED cork wedge, and Monterey boot are trendsetters, while new this season are Fina, Grace, Lafayette Harrel, Kiawah, Pawley, and Tybee.

JambuKD (Vida Group) The active, outdoor, nature-loving

JambuKD
girl and boy
customer
"desires
footwear that
allows them
to be kids,
with all that
entails." Built
sturdily, yet

with comfort,



these sport sandals are fashioned from quick-drying, water-ready materials. Breathable knitted uppers are rendered in unique patterns. With "all of our colors, textures, and pops derived from the wilderness," the fresh designs bring a unique kid-pleasing style that matches their practicality. For the 2017 collection for girls, Sora, one of the first fully knitted Mary Janes on the market, leads the pack, joined by Sofia and Roza, along with open-toe sport sandals Lowi and Mohala. For boys, Squamata, Piranha, and Spider, premium sport sandals that are "significantly lighter, more flexible, and comfortable than our competitors' offerings," are grabbing market share.

JYinstyle

The designers at JYinstyle like to "put a tongue-in-cheek twist on what's happening in popular culture" as they

put together
their collection of
graphic socks.
Also on the boards
are nostalgic
icons from the
past and historic
and traditional
patterns that are
cheekily turned
into wearable art.
The brand has
an urban/skate



following but also finds favor among boho-fashion types male and female and customers "who love that our socks are fun, they feel good, and are perfect for everyday wear." Expected bestsellers: new Spring/Summer athletic crew socks and also their no-shows, "which are crucial for summers." JYinstyle also is launching the Oooh Yeah Socks athletic line, made of combed cotton with arch compression and new designs featuring the best summer colors from its Sock It Up line.

Sock It to Me

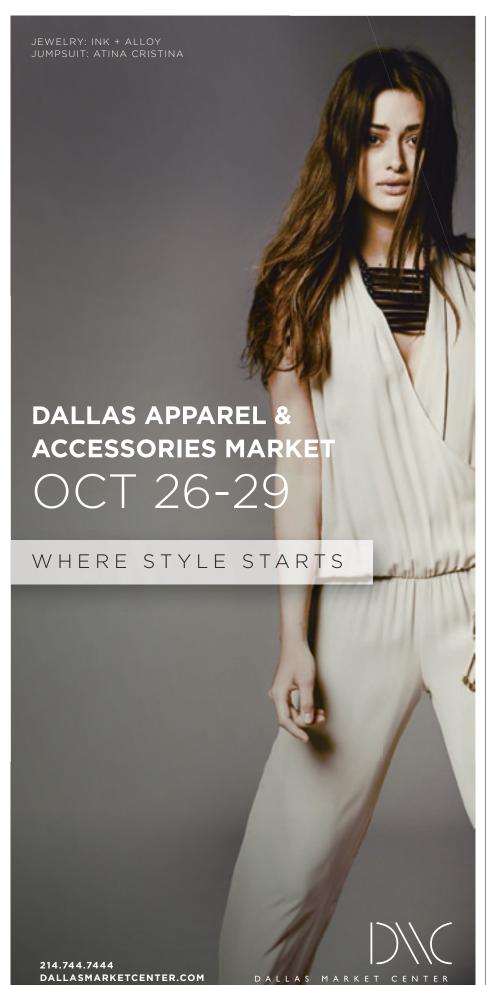
If cats are your thing, then Sock It to Me's Spring 2017 collection might just be for you. "In fact," the company says, "you might perceive the collection as a

peek inside the secret lives of cats." Not to spoil it, but that includes a moonlighting gig as a DJ. Sock It to Me focuses on offering a wide selection



of graphic socks so customers can "express their individuality and have fun with their wardrobe." For women, it's all about "cute critters doing human things." For men, it's a mix of schooldays characters such as the class clown and the brainiac, outdoorsmen, explorers, and sportsmen. The collection is inspired by "everything that is happening around us"—latest cultstatus TV, nerd culture, pop culture, animals acting like humans, and other flights of fancy.

The next edition of Surf Expo takes place Sept. 8–10 at the Orange County Convention Center in Orlando, Florida.



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TRADE SHOW REPORT

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bomber jacket near the front of the showroom was attracting buyers who were also enticed by another mannequin wearing a Drones Clothing T-shirt that said, "I Feel Like Tacos," a slightly different version of the T-shirt message worn by Kanye West at Kobe Bryant's last basketball game with the Los Angeles Lakers. West's T-shirt said, "I Feel Like Kobe."

Montes said that during this market she opened up accounts with Anthill in Orange County, Calif.; The Magnolia Park in Bur-

bank, Calif.; and Lush at BARtique in Springfield, Mo., which was buying very close to season with back-to-school merchandise. "We do have Immediates and ship four weeks out," Montes said.

Many of Montes' regular buyers said they would see her at the Las Vegas trade shows.

At the T&A Showroom, traffic trickled in with the second day of mar-

ket being the best. "We didn't see any majors but mostly online stores. That seems to be the only thing now," said Tina Wageling, a brand rep at the showroom, which carries labels such as Colombia-based Color Siete and Rose Pistol. "It has definitely been slow.'

She said in three days she had seen about 20 buyers, but in a normal market she would see up to 50.

Drop-in traffic was also present at The Hanger Showroom and the Dakota Showroom, which recently moved to new locations next door to each other on the CMC's fifth floor in the A wing. Each showroom has its own aesthetic. The Hanger primarilv carries Australian lines, and many of Dakota's collections are from the United Kingdom.

We expected it to be slow, but we had good traffic," said Selena Slogar, owner of The Hanger Showroom.

A buyer from the **Soho Couture** chain

of stores, with 12 outposts in Florida and Texas, dropped by, said Christie Danielson, owner of the Dakota Showroom.

"In the past two days we have seen eight stores," Slogar said. "I think things are looking up in retail."

Locals and newcomers at The New Mart

Traffic was mixed at The New Mart, where some showrooms reported steady business on Monday and others saying Tuesday was the strongest day.

"It was great on Monday; we were steady the whole time," said Jeff Polanco, chief executive officer of Showroom 1205, on the third day of the show. "It's offand-on today."

Polanco said he predominantly saw new customers. with his existing accounts saving they planned to see his collections at the Las Vegas shows.

Showroom

1205's resort collections—including Lula Soul, Ruby Yaya and Mia Marcelle—were doing particularly well.

We retailed extremely well with our resort lines, so everyone is coming back," he said. "Generally everyone seems to be excited to move on to a new year. It's all about fun, bright colors."

The busiest day at the Rande Cohen Showroom was Tuesday, according to owner Rande Cohen, who said she was surprised to see retailers placing Spring orders in addition to the Holiday orders she was antici-

Although not all of her collections were ready with Spring, Cohen put the Spring collection for sweater and accessories line

Wooden Ships on display.
"It's all happy colors," she said. "People are drawn to that."

For Mary Minser Sales, Sunday was the busy day, although owner Mary Minser LA Market page 5

Calendar

Christie Danielson and Selena Slogar at The

Hanger Showroom and the Dakota Showroom at the CMC.

Aug. 6 "Intro to Pointcarré," presented by FBI California Market Center.

Los Angeles

Westcoast Trend Show Embassy Suites LAX North Los Angeles Through Aug. 8

Aug. 7 Stylemax Merchandise Mart Chicago Through Aug. 9

Aug. 8 Swim Collective Hyatt Regency Huntington Beach, Calif. Through Aug. 9

<u> Aug. 9</u> Printsource Metropolitan Pavilion New York Through Aug. 10

Aug. 10 Dallas Apparel & **Accessories Market** Dallas Market Center Dallas Through Aug. 13

Fashion Industry Gallery Dallas Through Aug. 12

Aug. 11 Active Collective **Hyatt Regency** Huntington Beach, Calif. Through Aug. 12

Aug. 12 Splendid/Ella Moss Warehouse Sale Cooper Design Space Los Angeles Through Aug. 13



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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LA Market Continued from page 4

said she thought she was the only showroom open on her floor.

"We had locals and a lot of Colorado," she said.

While Minser expects to see many accounts at the Las Vegas shows, she noted, "If they have bigger stores, they don't have enough time to see it all."

At the Jackie B Showroom, owner Jackie Bartolo and her team saw a few custom-

ers, including Dillard's, but between meetings they were booking appointments for Las Ve-

"It's all about Las Vegas or they're holding off until October," Bartolo said. "We have a strong calendar booked for Vegas. Our customers block out more than an hour or two to do business there.

Jackie B did launch a

Cami Boutiques from Los Angeles County's South Bay area.

Fred Levine of the M.Fredric line of boutiques also shopped the Cooper and other showroom buildings in downtown Los Angeles' Fashion District.

There was a lot of good product," Levine said. "There is some newness. There are the satin bomber jackets; that's a trend that will last through Fall. Graphic print tees are still going strong-rock tees and

tees with slogans. Comfortable sweatpants are coming back."

Steady at the Gerry **Building**

Traffic was modest at the Gerry Building, where showrooms were open Sunday to accommodate buyers.

One buyer at the Gerry Building was Elyssa Goldberg, whose



Welcome sign at the Gerry Building



Robelene Montes



AUGUST MEETING: A retailer views collections at the Siblings Showroom at the Cooper Design Space.

new collection at Los Angeles Fashion Market. New York-based Banjara is a bohemian collection of tops, dresses and bottoms in knit and woven fabrications. Several pieces feature embroidery, hand-worked details and original prints.

Immediates, pre-Vegas meetings at Cooper

The Siblings Showroom had not received the Spring '17 collections from its clients, so it started the August LA Fashion Market with its remaining Fall looks. Show-

room founder Israel Ramirez said the fashion market was worth iteven if August is a traditionally small market.

"Even if we just see 20 stores, this adds to our Immediates dollars,' he said.

Most of Siblings' business came from independent stores around Southern California looking to add to their Fall orders.

Independent, local boutiques also looked for Immediates at Ted Baker London. However, many retailers were

focused on the sprawling group of trade shows that kick off in Las Vegas later this month, said Lauren Riccia, Ted Baker's head of men's sales for sportswear. "It tends to be a lot of meetings before the [Las Vegas show] meeting," Riccia said.

LAUNCHED AT MARKET: Banjara at the Jackie B Showroom at The New

Ted Baker saw a wide array of retailers ranging from majors to e-commerce emporiums to boutiques, Riccia said. Buyers from Revolve reportedly shopped the Cooper as did shops such as Her Boutique of Valencia, Calif.; Mom's The Word; and BG's El Paseo store has been in Palm Desert, Calif., for some 25 years. Goldberg prefers to come to the August fashion market rather than travel in mid-August to Las Vegas, where a throng of buyers and store merchandisers show up. "I like the slower markets because it is less crowded," she said.

July, August and September are the slowest months for her business, but she was getting ready to bump up her merchandise for the upcoming **Desert Trip** concert in Indio, Calif., this October. The new mega-concert is expected to draw tens of thousands of music lovers who will be seeing concerts by Bob

Dylan, Paul McCartney and Neil Young and groups The Who and the Rolling Stones.

Traffic was busiest on Tuesday at the Miriana Ojeda showroom, which carries contemporary lines such as Elemente Clemente, Krista Larson, Sarah Pacini and Alquema. "It has been a strange market this time," Ojeda said. "The solid stores are coming and writing. They have more time to spend with each line, but the appointments this time are running through Friday."

For Lori Marchand, who owns the Impulse Showroom, Monday was her best day. I thought traffic was good on Monday and Tuesday, and Wednesday was slower," she

But much of Marchand's business comes from frequent reorders on her Danish lace bridal line, Olvi's, especially around the busy bridal season. For her Harari line of artistic tops, she emails out new top designs to store buyers who can then order new mer-

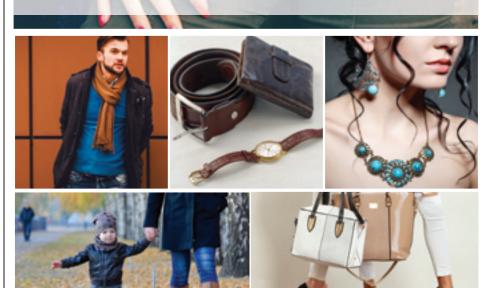




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TRENDS



TORI PRAVER's "Ziggy Cactus Paehi" top. SINGLE's custom long gauzy "Gypsy" skirt. ESTEVAN RAMOS' Lucite chain-link "Harness" (custom).



AMENAPIH printed cover-up. TORI PRAVER black embroidered bikini. PINK SHEEP HEIRESS sunglasses.



BOHO TWIGS' white top with gold trim. LULI FAMA's "Secrets in the Sand" cross-strap swimsuit.

SOUTH OF THE EQUATOR

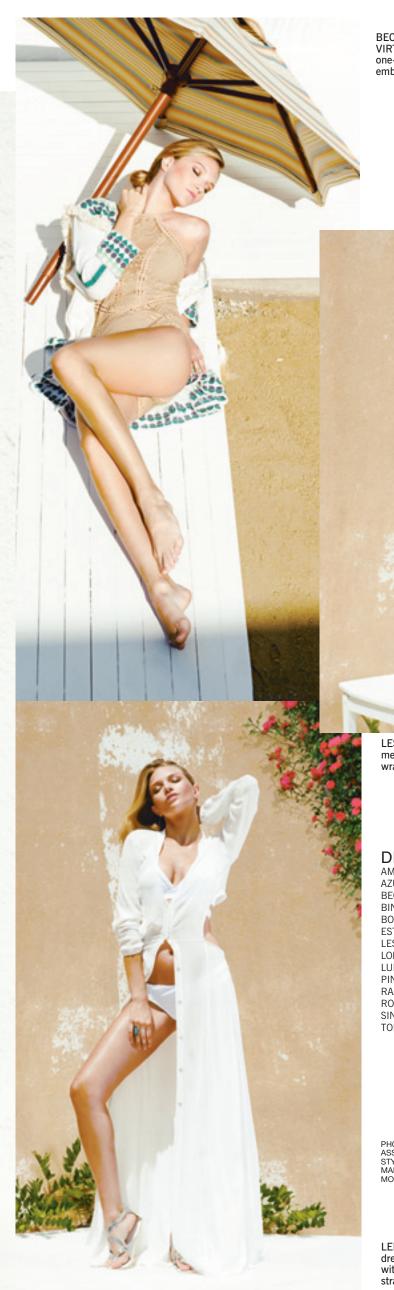
South American vacation destinations inspire the look for Resort 2017. Perfect for sun-loving gypsies, hippies and beach babes, flowy dresses and skin-baring silhouettes are layered over swimsuits to complete the look.

-Estevan Ramos



AZUL BY MOUSSY patio-striped gaucho romper. ROMY M striped sun hat and rope net bag with leather strap (stylist's own).





LULI FAMA's "Secrets in the Sand" cross-strap swimsuit.

BECCA BY REBECCA VIRTUE's macramé one-piece. RAJ's bohoembroidered cotton top.

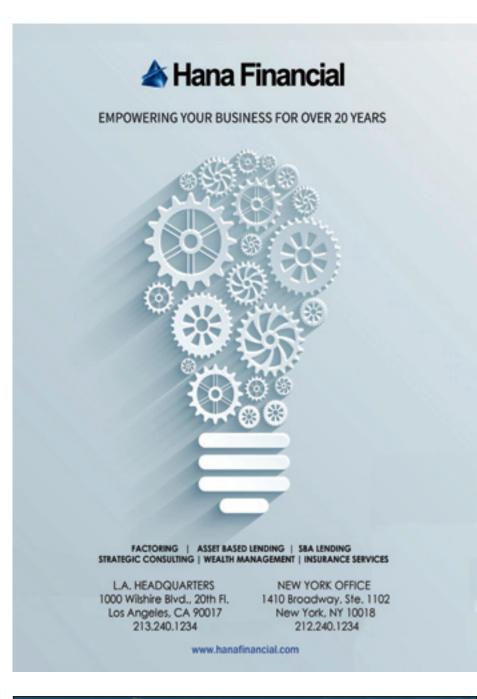
LES CANEBIERS' white web tee. SINGLE's white mesh tank. ESTEVAN RAMOS' white cotton gauze wrap pants (custom).

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LEE + LANI's long, open-back, button-front dress. 6 SHORE ROAD's cross-strap top with mesh inset detail and double sidestrap bottom.



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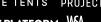
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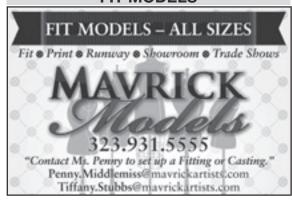








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Cotton Prices Rising as India Overtakes China as Largest Cotton Producer

By Deborah Belgum Senior Editor

for most of the spring.

Cotton prices are on the rise after holding steady for the last few years.

Recently, cotton is up 16 percent, selling at around 70 cents to 72 cents a pound after hovering around 60 cents to 65 cents for the past two years. Upland cotton grown in the United States is selling for 80 cents to 85 cents a pound after bouncing around at 60 cents or below

"Cotton prices started to tick up pretty much in the past month or two," said Jon Devine, senior economist at Cotton Inc., the research and marketing company in North Carolina that represents upland cotton producers and importers of cotton and cotton textile products.

There are a number of reasons for the price hike. Pakistan, the world's fourth-largest cotton producer, saw its crop decline last year by 500,000 million metric tons, or 2 million bales, due to bad weather and bugs. "Because their crop was down, they imported a lot more cotton from India," Devine said. "And it looks like India's shipments may have been too aggressive in sending their cotton to Pakistan. So now supplies have gotten tight in India, and Indian mills have looked to import cotton, which is pushing up prices.

In China, lower cotton prices earlier this year and last year prompted farmers to plant other crops, which will result in a 3 percent to 4 percent reduction in cotton acreage planted there.

And then a number of trading firms are starting to buy up cotton, which has not been the norm. "In recent weeks, commodities are coming back in people's financial portfolios and cotton is a commodity," said Karin Malmstrom, director, Cotton Council International, for China and Northeast Asia, who recently presented a webinar on supply-chain dynamics. "The beginning stocks from May to June came down a bit. If the stocks are lower and demand is steady or higher, prices go up."

culture noted that clothing production is higher than cotton demand for the second year in a row. "The next day, prices went up," said Jody Campiche, vice president of economics and policy analysis at the National Cotton Council of

The USDA estimates that global stockpiles will drop by

Also, a July 12 report by the U.S. Department of Agri-

China

USA

Brazil

TOTAL

21.73

CIS

coming up, it remains a strong sourcing nation crop this year fell below 5 million metric tons while India

produced 5.8 million metric tons. In 2012, China's cotton harvest totaled 7.6 million metric tons. "This is a significant change," Malmstrom said. China is prioritizing food crops over cotton, which is grown

primarily in Xinjiang province in the far west.

pacity for volume and infrastructure. Even though wages are

But for the first time in recent memory, China's cotton

While the United States is the third-largest cotton producer in the world with a recent 2.8 million metric ton harvest, it is the No. 1 cotton exporter in the world with China historically being its main customer, followed by Turkey.

With consumption outpacing production, it is uncertain whether cotton prices will inch up or dip down to their previous level. Pakistan's cotton harvest is expected to return to 2 million metric tons this after declining to 1.5 million tons last year. "They are one of the first to harvest in the next month or two," Devine said.

But India's cotton crop is looking uncertain. Because of the effect of El Niño, the torrential monsoonal rains that normally arrive between June and September have been delayed and rains have been

In the United States, the concern is about west Texas, which grows about 60 percent of the country's cotton. Because the cotton fields there do not have irrigation, they are more dependent on rain. "They could use a nice soaking rain or two," Devine said. "If not, we are going to have a problem with our production there.

But no one thinks that cotton prices will go sky high like they did in early 2011, when cotton was selling for \$2.27 a pound, the highest since the U.S. Civil War.

To cope with high cotton prices then, manufacturers added more polyester and rayon to their clothing, and big department stores raised their prices by \$1 to \$2 to maintain profit margins.

Major Players in Cotton Estimates for the current season in millions of tons **PRODUCERS** 5.18 5.33 Pakistan 1.52 Turkey 1.37 1.44 1.25 Bangladesh 1.23 1.11 Vietnam Others 3.71 5.52 Others

23.86

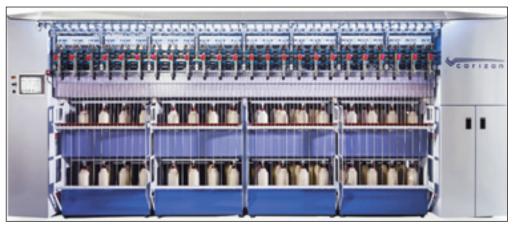
Source: USDA, April 2016 estimates

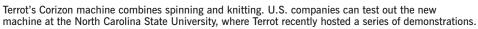
9 million bales to 91.29 million bales by July 2017, which is 3.4 million bales lower than the agency's previous estimate because of increasing Chinese demand.

China is the largest cotton consumer in the world and still the largest fabric manufacturer. "For sourcing, China remains the most competitive and largest textile source.' Malmstrom said. "Nobody in the world to date has the ca-



Terrot's New Corizon Machine Combines Spinning and Knitting to Save Time, Money and Energy







The Corizon machine was introduced at the ITMA show in Italy last year.

By Alison A. Nieder Executive Editor

Members of the U.S. apparel industry turned out recently at a demonstration of a new machine that combines the functions of a spinning machine and a knitting machine.

German knitting-machine manufacturer **Terrot** spent seven years developing the **Corizon** machine, which produces lightweight fabrics with a soft hand and an opaque look. Representatives from companies such as **Under Armour**, **Contempora Fabrics** and **Lenzing** were on hand July 18–22 for a series of demonstrations and focus groups held at **North Carolina State University**, where Corizon machines have been installed.

The key benefits of the Corizon machine is time and cost savings, explained Peter Schuring, managing director of

Terrot GmbH.

Rather than spin yarn on a separate rotor or ring spinning machine, the Corizon machine starts with a bundle of fiber, or roving. The Corizon machine creates a yarn with a different structure than yarns made using ring or rotor spinning machines.

"Here you have parallel fibers surrounding a very thin core yarn," Schuring said.

The resulting yarn is soft, smooth, lightweight and opaque because the yarn structure is less twisted than a ringspun yarn and more even than a rotor-spun yarn.

Combining spinning and knitting also helps accelerate the research and development process, Schuring said.

"Normally [when] you develop a fabric, you have to buy the yarn, you have to load it on the machine, you have to do your experiment and, when you want to change something, you would have to buy new yarn and go through the process again," he said. "With Corizon, you can do it within a day—or maybe an hour depending on what you're doing. You can change the yarn count on the machine on the run. You can go from yarn counts from 30 to 60 with one push of a button. As a research machine it's also very good because you can do so many things in such a short period of time."

In addition to saving time, the machine uses less energy than running separate spinning and knitting functions. It requires less space than a ring-spinning machine and it requires fewer operators to run.

"In adding up all the cost elements—and there are many—you end up with a very significant cost saving when

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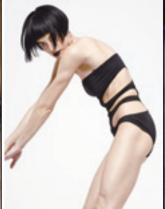


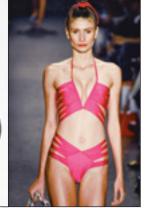
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Spring/Summer '17—'18 Essential Swimwear Silhouettes by Trendstop

Make a statement with your swimwear this season. Global fashionforecasting agency Trendstop gave us its expert lowdown into the major swimwear trends for Spring/Summer '17–'18—from key silhouettes to fabrics and finishes. Contemporary designs and conceptual detailing elevate classic styles through slashed constructions and graphic prints while watersports and scuba-inspired elements reignite swimwear's surfer soul.







The Pure, Basic One-Piece Clean-lined monochrome looks take the classic one-piece in a fresh, contemporary direction. A back-to-basics approach is elevated with bold typography and slogan prints expressing a

modern urban appeal.

Amir Slama

Slashed Statements

Slashed and spliced silhouettes give swimwear a statement edge. Bold geo cutouts, strappy constructions and asymmetrical slashes lend a conceptual feel to easy-to-wear

Norma Kamali





Surfer Chic

Swimwear returns to its sporting roots with a new technical aesthetic. Super-cool surf and scuba-infused styles incorporate long sleeves and rash vest cuts in spongy neoprene and rubberized finishes.





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Symbiont Technologies: Relationships Inspired by Nature

Conrado Zavala has an admittedly ambitious goal for his fledgling software company, Symbiont Technologies LLC: to be the number one software solution provider to the apparel and garment screen-printing industry worldwide by 2024. "It's a good period of time," he says, "to plant a seed and let it grow."

Last January, at the Imprinted Sportswear Show in Long Beach, Calif., Symbiont released its flagship software product, tagged with the sweetly quirky name Cowbird. Cowbird, three years in development, is a cloud-based order-tracking system for production management that functions across multiple contractors and satellite shops



around the world. Cowbird is designed to track a purchase order through the production process until it is ready to ship, giving universal transparency to every step of the process.

The introduction received "very positive" response at ISS, Zavala says, "because it's different than what is in the market. It's simple and easy to use, and the screens are not cluttered with data. It lets departments focus on data that's important to them, but they can access others' reports as well."

Having everyone on the same page, Zavala has found in his 15-plus years developing apparel industry-related software, is not always a given. Customer service agents can't always figure out where in the production process a particular purchase order is, especially if similar purchase orders have been grouped together for efficiency. More than that, Zavala says, "I noticed most of the problems are handled manually, using spreadsheets. Everyone has their own version, and they may protect them from other parts of the staff. Instead of discovering how to improve things, they start to defend their positions."

Cowbird, he says, effectively breaks down departmental walls. "We created Cowbird with the purpose of having a platform where every member of the staff can see everything—but from the angle that matters most to them," Zavala explains. "We wanted it to be a specialized tool," tracking in real time from the intake of a purchase order to production planning to cutting, sewing, screen-printing, laundry to arrival in the finished-goods warehouse and shipping. Simultaneously, Cowbird allows all interested parties, including the customer and various independent contractors, to "see exactly what is going on with one particular purchase order."

And, Zavala continues, considering the many offshore contractors that U.S. manufacturers employ, looping them into the production scheme is often advantageous—and particularly easy with Cowbird. The software allows for customization, including languages, which are configured to the users' needs. All users can see their screens in their native language—English, Spanish, Korean, Mandarin (both simplified and traditional), Portuguese, Tagalog, or Bengali. "What's nice," Zavala says, "is that you can have two versions on the same screen. That

makes conversations easier.

Other customizations include customer profiles, purchase-order types, and company settings such as garment types, textile compositions, production processes, and print techniques.

Another convenience: "What you also get with Cowbird is mobility," Zavala says. It can be accessed on smartphones and tablets as well as computers.

Critical to Symbiont, which is making Cowbird available either by license purchase or by subscription, is that clients feel comfortable with the system before committing. To that end, Zavala explains, potential purchasers can test the product without obligation for three months. During that time, a Symbiont trainer provides free onsite training, with the potential clients only paying for transportation and living expenses.

Those who purchase Cowbird receive staff-wide training and technical support onsite or remotely, free updates, and emergency fixes. Subscribers are entitled to ten hours of training for up to three users, with an added fee for each additional user.

Although Cowbird is a relative newcomer to the American apparel scene, it was originally conceived at a mid-sized screen-printing facility called New Buffalo Shirt Factory, but when it was sold development continued at Industrias Norteamericanas in Honduras. "We are selling software that has been tested in a real environment," Zavala asserts.

As it turns out, that seminal experience is part of the story behind Cowbird's endearing moniker, as well as



Conrado Zavala, Founder and President

the company's unusual name. As a child, Zavala recounts, "I was always fascinated with the symbiotic relationship between the heron and the cow. My dad told me the heron was the beautician of the cows, since it picked off all the bugs.

"Since New Buffalo opened the doors to us to start the basis of Cowbird," he goes on, "I thought the buffalo might have a symbiont like the heron. It does—the brown-headed cowbird. We named the software to honor them for the opportunity they gave us. They were our first host company, and we were their symbiont."

Zavala has faith that Cowbird, with its enhanced communication streamlining capability, has the potential to help not only the screen-printing industry but also apparel manufacturers here and around the globe target their problem spots and eliminate them.

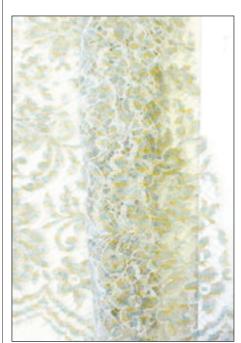
"You know, dreaming big and dreaming small requires the same effort," he says. "I'd rather dream big



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Baby Blues

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Asher Fabric Concepts #CPR48 Brushed Super-Soft Cotton Poly 1x1 Rib



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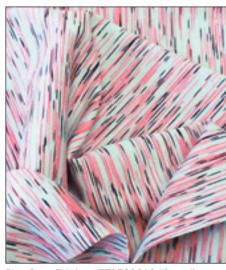
Cinergy Textiles Inc. #CHALLIOMX8639V Printed Challis



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Texollini #7650D2 Jersey Piqué



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Eclat Textile Co. Ltd. #RT1508305 Single P.K. Strine Moss



Eclat Textile Co. Ltd. #RT1512339 Single lersey

Line Drawing Continued from previous page



Triple Textile Inc. #L-623-V

Cinergy Textiles Inc. #DTY-189807921 DTY Multi-Color

Stripe



Bennett Silks #DH1509.0 "Little Cube Digital Print"



Eclat Textile Co. Ltd. #RT1508215 Piqué Brush

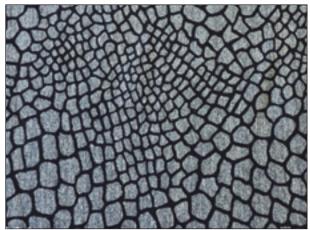
Call of the Wild

Animal prints are a perennial classic in saturated brights or classic black and gray.





Asher Fabric Concepts #QJ420 Athletic Micro Poly Spandex



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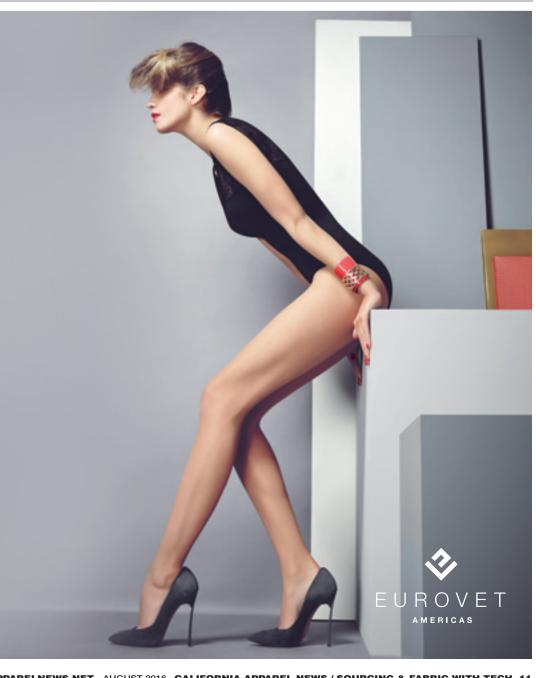
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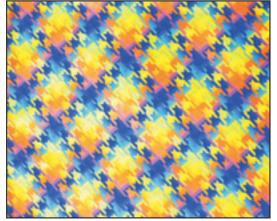
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Not So Mellow Yellow

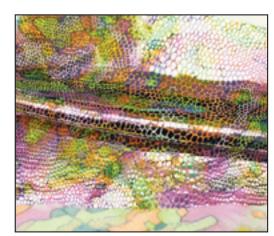
Yellow goes bright and bold for standout laces, metallic foil prints and modern updates on classic designs.



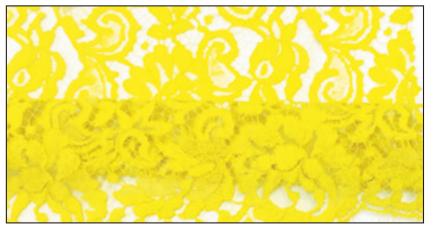
Pine Crest Fabrics #FTP01647C1 "Houndstooth Digital"



Taiana Cult #FILE10 PE17



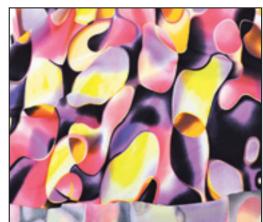
Triple Textile Inc. #FH-14-L



Solstiss #813465



NK Textile "Striped Lace" 720/721



Triple Textile Inc. #L-624-A

Black & White

Laces, prints and stripes go classic and cool in black and white.



NK Textile "Floral Check Crochet"



D&N Textiles Inc. #5898



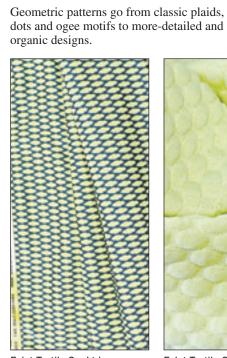
Robert Kaufman Fabrics #AJS-16378-184



Asher Fabric Concepts
#QJ420 Athletic Micro Poly



Cinergy Textiles Inc. #HMC-MX3667G Hi Multi Chiffon Print



Geo

Eclat Textile Co. Ltd. #RT1404322 Piqué



Eclat Textile Co. Ltd. #RT1406178 Double Jacquard



Robert Kaufman Fabrics #SRK-16358-190



Texollini #3329SYD2 Jersey Stripe



Asher Fabric Concepts #QJ420 Athletic Micro Poly Spandex



Asher Fabric Concepts #QJ424S Sanded Athletic Cationic Poly Spandex



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Sourcing at Magic Booth #FTP 64207

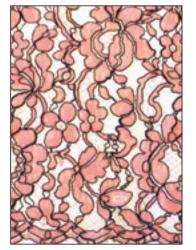
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Texollini #62A3D2 Polyester/ MicroModal/Lycra Spacer



Texollini #3330D2 MicroTencel/ Lycra Jersey



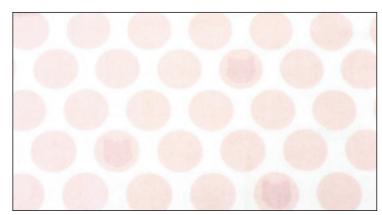
Cinergy Textiles Inc. #GZLRX-16902 Printed Gauze With Lurex



Cinergy Textiles Inc. #BONLC-19636 Bonded Lace



Eclat Textile Co. Ltd. #RT1505200 Single Jacquard



Robert Kaufman Fabrics #SRK-19195-10 "Little Prints" Double Gauze





Fine Wines

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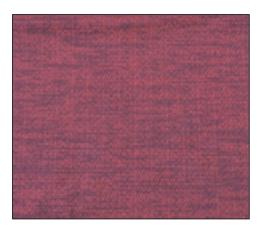
Eclat Textile Co. Ltd. #RT1412099 Piqué Moss



Pine Crest Fabrics #FVH0426C1 "Velvet Feathers"



Texollini #6605D2 Polyester/Nylon/Lycra Spacer



Eclat Textile Co. Ltd. #RT1511271 Single Jacquard Moss



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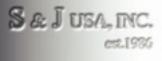
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Products and Services: Philips-Boyne Corp. offers high-quality shirtings and fabric. The majority of the line consists of long-staple Egyptian cotton that is woven and finished in Japan. Styles range from classic stripes, checks, and solids to novelties, Oxfords, dobbies, voiles, Swiss dots, seersuckers, ginghams, flannels, and more. Exclusive broadcloth qualities: Ultimo, Corona, and Superba. Knowledgeable customer-service team, immediate shipping, and highest-quality textiles. Philips-Boyne serves everyone from at-home sewers and custom shirtmakers to couture designers and branded



Progressive Label

2545 Yates Ave. Commerce, CA 90040 (323) 415-9770 Fax: (323) 415-9771 Info@progressivelabel.com

www.progressivelabel.com

Products and Services: Progressive Label is dedicated to helping companies develop and showcase their brand identity. From logo labels and hangtags to care/content labels and price tickets, we will develop, produce, and distribute your trim items worldwide. We specialize in producing custom products that will meet your design and merchandising needs. We successfully launched production of RFID price tickets last year. This demand is being greatly driven by the big retailers such as Macy's and Target. Our growth and market dynamics have resulted in opening up a production center in Tijuana, Mexico. We have also added advanced die cutter technology in our Los Angeles production center to streamline our production efforts and to strengthen our packaging capabilities. A very important part of our business is FLASHTRAK, our online ordering system for price tickets, custom products and care labels. Our mission is to deliver high-quality products at competitive prices, wherever they are needed for production. We understand the rush nature of this industry and strive to meet the tight deadlines facing our customers

ROBERTIKAUFMAN

Robert Kaufman Fabrics

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

Products and Services: Robert Kaufman Co., Inc. is an importer and converter with national and international representation. stocking a wide variety of printed, yarn-dyed, and solid wovens and knits as well as denims. In business for over 70 years, Robert Kaufman Fabrics has been delivering the highest-quality service to manufacturing clients in the U.S. and around the world in a variety of markets, including childrenswear, nenswear, contemporary, juniors, men's sportswear, maternity, uniforms, special occasion, accessories, and home fashions. In addition to an extensive catalog of on-trend design collections released every quarter, we offer domestic in-stock programs with low minimums, as well as customized fabric design, development, and sourcing for prints, yarn-dyes, and solids. All fabrics are available for sampling. We also drop ship for customers with off-shore production needs. Robert Kaufman Fabrics sells wholesale and to the trade only. Our fabrics are available

and fabric stores. To find a retail store that carries Robert Kaufman Fabrics, please see our website. To see what's available and our latest collections in a fully searchable format, please visit our website. If you're a customer looking to see our fabrics in person, please contact our office to schedule an appointment to visit our LA showroom.



S & J USA, Inc.

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

Products and Services: S & J USA. Inc. has been a major, authorized distributor of YKK zippers for over 25 years. We carry a vast array of zippers, and we have an in-house factory that allows us to complete orders quicker than our competitors. S & J USA, Inc. also specializes in snaps, tack buttons, eyelets, and elastics, among other trims. Our customers range from the U.S. to Asia, and we hope to expand even further in the future. We are known for great customer service and quality materials.



SAS Textiles

3100 E.44th Street Vernon, CA 90058 (323) 277-5555

Products and Services: SAS Textiles is a knitting mill based in the heart of Los Angeles, serving the industry for over 25 years. We knit qualities ranging from very fine 40 gauge styles to coarse sweater knits. We stock a variety of natural yarns, heathers, and dyed yarns for our extensive yarn-dye stripe lines. We have an expansive open line and offer custom fabric development services in a variety of qualities from novelty knits to basic PFD and solid dye knits. Micromodal, Tencel, Supima cotton, viscose rayon, triblends, eco yarns as well as Synthetic blends are available, just to name a few. We offer reliable and efficient customer service and delivery times combined with a large variety of products making SAS a major resource for garment manufacturers of any size. We have styles for multiple markets from fashion to performance fabrics. We welcome new customers and ask that you please contact us and arrange to visit our modern facility

symbiont **Symbiont** Technologies, LLC

2315 NW 107th Avenue Suite 1M28B117 Doral, FL 33172 (305) 424-8840

sales@symbionttechnologies.com **Products and Services:** What is Symbiont all about? Symbiont Technologies is a software development company dedicated to creating software solutions satisfying the specific needs of apparel and garment screen printers around the world. Our company is founded on the idea that mutually beneficial relationships are possible in the business world. We strongly believe that great things will be achieved when we work together Our software products are designed with the clear purpose in mind to help our customers

texollini

Texollini

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

Products and Services: We at Texollini use state-of-the-art technology to supply the fashion and garment industries with innovative and trend-driven fabrics. Speedto-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.



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TECHNOLOGY

Continued from page 4

you're using Corizon," Schuring said.

Companies can use "virtually any fiber" in the machine, Schuring said. For the recent demonstration, Terrot used **MicroModal** for the core yarn.

Tricia Carey, director of business development for **Lenzing**, the Austrian maker of **Tencel** and Lenzing **Modal** fibers, was not on hand to see the demonstrations, but she has seen fabrics made on the Corizon machine.

"The swatches that I saw are gorgeous. There's a certain refined quality to them," she said. "The hand on the MicroModal is beautiful and you get that slight luster. There was no compromise at all in the hand or quality. For our products, it's really about the color, the luster and the hand—and you can achieve the finer weights."

In addition to MicroModal, Carey said testing has begun on Modal and Tencel as well.

novation here [and] it allows us to do some testing as well."

The Corizon machines are made in Germany and will be priced at \$250,000, a price that Terrot estimates will amortize in about three years once a company realizes the cost and time savings.

"We are very much at the initial stage of introducing Corizon to the market," Schuring said. "We want the market and our potential customers to be familiar with the product, what they can do with it."

All the companies that attended Terrot's demonstration will be given an opportunity to test out the Corizon machines at N.C. State.

"We have invited them to do the trials at the university to become familiar with Corizon," Schuring said, adding that some companies that couldn't attend the demonstration have already booked appointments to test the machines later this summer.



Terrot also manufactures knitting machines, but its new Corizon machine can be used with an existing knitting machine.

There are so many steps in the apparelindustry supply chain that any improvement in speed-to-market is a benefit to the industry, Carey said.

"For Lenzing, we're always looking for new technology and how it impacts using our fibers," she said, adding that she appreciated how Terrot opted to introduce the new machine by inviting the brands to test the Corizon machine at N.C. State. "When you bring the partners together and link the supply chain—fiber, yarn, equipment, fabric and you get the brands—it makes it all happen so much faster."

Carey said she also was pleased that Terrot chose to host the demonstrations in the U.S.

"I'm glad that was done on this side of the world," she said. "It provides an opportunity for keeping manufacturing and in"They can do their trials at the university with the assistance of people from Terrot or the university," he said.

Valerie B. Cooper, president of **Heart Hunters Consulting**, is coordinating appointments for testing the Corizon machines at N.C. State.

"They'll contact me and give me their wish list of what they will be doing," she said.

"They will work with the university and also they will have complete access to the Terrot research team."

By setting up testing at N.C. State, Terrot has created a "no-pressure, no-competition environment for the brands and mills to work with the university and try different concepts and put this machine through its paces," Cooper said. "Everybody who's seen it says that it's a game changer."



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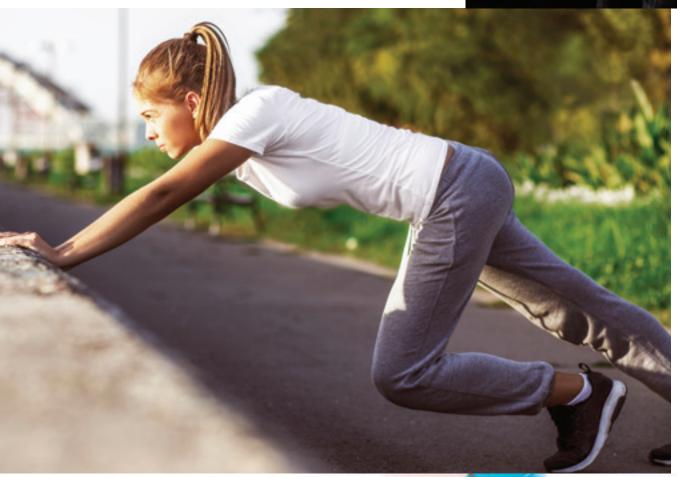


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