

CALIFORNIA Apparel News

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CRUISE AHEAD

The Cruise 2018 collections bowed on the runways in Miami at events produced by Swim Miami, Funkshion and Art Hearts Fashion. For more from the shows, see pages 8-9. For extended coverage of Miami Swim Week, see ApparelNews.net.

Luli Fama

FABIANO SILVA/GETTY IMAGES FOR LULI FAMA

TRADE SHOW REPORT

Quiet August Market in LA Yields Immediate Orders, Out-of-Town Business

By Andrew Asch, Deborah Belgum and Alison A. Nieder

August market in Los Angeles is typically a quiet affair, with exhibitors and buyers navigating a crowded trade-show schedule that includes the massive Las Vegas trade shows later in the month.

The recent run of **Los Angeles Fashion Market** featured light foot traffic, but many exhibitors reported meeting with a mix of local and out-of-state buyers and landing orders ranging from Immediate deliveries out to Spring.

For showrooms at the **California Market Center**, the August market was all about scheduling.

Long-held questions about the market were asked again: Is it scheduled too close to **MAGIC** and its satellite shows
 ➔ **LA Market** page 10

TRADE SHOW REPORT

Outdoor Retailer Hosts Last Show in Salt Lake City, Prepares for Move to Denver

By Jeff Thrope *Contributing Writer*

SALT LAKE CITY—There were mixed emotions at the July 26-29 run of **Outdoor Retailer**. For the past 20 years, Salt Lake City has been home to the biannual show, but in January 2018 Outdoor Retailer will move to Denver. Some were sad to be leaving Salt Lake City, while others were excited to head to Colorado next year to start a new chapter.

Earlier this year, Utah governor Gary Herbert petitioned the Trump administration to rescind the newly created **Bears Ears National Monument** in Southeastern Utah. Several
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Where fashion gets down to businessSM



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INSIDE: A CALIFORNIA APPAREL NEWS SPECIAL SECTION

SOURCING & FABRIC with TECH

New Owners Take Over BCBGMaxAzria and Other Labels

The brand is still around, but the owners are new.

On Aug. 1, **Marquee Brands** announced it had acquired the entire portfolio of brands once owned by the **BCBG Max Azria Group**, the Los Angeles fashion house that filed for Chapter 11 bankruptcy protection on Feb. 28.

Marquee Brands, headquartered in New York, acquired for \$106 million the intellectual-property rights to **BCBGMaxAzria**, **BCBGeneration** and **Hervé Leger**.

Marquee Brands already owns the **Bruno Magli**, **Ben Sherman** and **Body Glove** labels, which were recently snapped up.

"BCBGMaxAzria and BCBGeneration each speak to a very specific woman who has come to rely on these brands to help express her unique style and personality. Few women's contemporary brands carry this much affinity among consumers and retailers alike," said Cory Baker, chief operating officer of Marquee Brands.

Marquee will expand the BCBG stable of brands to additional lifestyle categories on a global basis through existing and newly signed strategic partners and product licensees. The New York company plans to keep offices in Los Angeles for its new acquisitions.

It is also working with **Global Brands Group**, which paid \$23 million to secure certain operating assets and inventory of BCBG and will serve as licensee to Marquee Brands to oversee the wholesale and retail platforms for the labels in North America. Global Brands intends to keep 40 to 50 stores operating of the 71 BCBG locations that still exist. Earlier this year, the bankrupt BCBG closed 120 unprofitable outposts.

With other affiliates, the total purchase price paid by Marquee and Global Brands was \$165 million.

Already, a going-out-of-business sale—with 70 percent off—is taking place at the BCBG store in the popular Sunset Plaza area

of Sunset Boulevard in West Hollywood, Calif.

Meanwhile, days before the BCBG deal closed, the bankrupt company on July 28 filed a complaint in U.S. Bankruptcy Court against **Nyam LLC**—a licensee of handbags, luggage and woven shirts made under the **BCBG Paris** and **BCBGeneration** labels—alleging Nyam hadn't paid \$575,000 in royalty payments due to the Los Angeles fashion company. The money is for a contract in effect between February 2016 and April 2017. It called for a minimum royalty fee of \$1.5 million.

BCBG was founded in 1989 by Max Azria. It was a contemporary fashion brand that sold women's clothing—first in department stores and later in its own retail chain, which numbered as many as 550 locations around the world. BCBG also has in-store shops at department stores such as **Macy's**, **Bloomingdale's** and **Lord & Taylor**.

At one time, BCBG employed 1,300 full-

time workers and 1,400 part-time employees at its headquarters, warehouse and stores. Most of those employees have been laid off.

For years, BCBG borrowed heavily to finance its operations and keep some of its unprofitable stores open. At one time, its debt totaled more than \$685 million. Much of that was held by **Guggenheim Partners** and its affiliates.

In 2015, there was a restructuring of the company's debt with Guggenheim Partners and affiliates carrying more than \$324.4 million in BCBG loans but owning 80 percent of the apparel company's common equity while Max Azria and his family maintained a 20 percent interest.

Marquee Brands is a relatively new brand-management company started a few years ago as a division of **Neuberger Berman** private equity. Its goal is to acquire brands with strong consumer awareness and grow them across several channels around the world.

—Deborah Belgun

West Coast Longshore Workers Approve Contract Extension to 2022

It looks like it will be all quiet on the waterfront for the next couple of years.

Members of the **International Longshore and Warehouse Union** approved a three-year extension to their five-year contract with the **Pacific Maritime Association**, which means their contract won't expire until July 1, 2022.

Early reporting from voting union workers shows that 67 percent approve of the change, the ILWU said. Final results will be

announced on Aug. 4.

The contract covers some 20,000 full-time and part-time ILWU employees who work at 29 ports from San Diego to Bellingham, Wash. It is the first contract extension of its kind in ILWU history.

"There was no shortage of differing views during the yearlong debate leading up to this vote, and members didn't take this step lightly," said ILWU International President Robert McEllrath in a statement.

Extending the labor contract was a topic that has been bandied about since the beginning of 2016 and came after West Coast ports were crippled with a labor slowdown and a chassis shortage during the 2015/2016 holiday season. The paralysis at the ports led to importers, manufacturers and retailers losing millions of dollars in sales during the crucial holiday season, which accounts for 20 percent to 30 percent of retailers' annual sales.

The Pacific Maritime Association, which represents the port terminal operators and shipping lines that hire the longshore workers, said that it proposed talks on a contract extension to provide stability at West Coast ports.

"With this contract extension, the West Coast waterfront has a tremendous opportunity to attract more market share and demonstrate that our ports and our workforce are truly world class. We are fully committed to delivering the highest standards of reliability and productivity for years to come, said PMA President James McKenna.

Under the extended contract, workers will see a 3.1-percent-per-year wage increase from 2019 to 2022, taking their base rate of pay from \$42.18 an hour to \$46.23 by 2022.

Longshore workers would be eligible to retire early during the three-year contract extension. Instead of a minimum retirement age of 62, they could retire at 59.5 without an early-retirement discount. Workers would be eligible to retire after 13 years of employment.

No change would be made to the ILWU's topnotch health plan, meaning workers don't pay monthly premiums, only make a \$1 copay for prescriptions and have limited deductibles. Employers would also make additional contributions to workers' pension plans.

West Coast ports and longshore workers are following in the footsteps of similar actions taken by East Coast and Gulf Coast ports and the **International Longshoremen's Association** to extend their labor contract, which was scheduled to expire Sept. 30, 2018.—D.B.



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Fred Segal Announces Flagship In-Store Shops

Fred Segal is moving along toward a fall 2017 opening—perhaps in mid-September—for its new flagship in West Hollywood, Calif., located near the **Sunset Plaza** high-end retail enclave.

On Aug. 3, Fred Segal announced a slate of 10 in-store shops scheduled to open in the flagship. The in-store shops will be brand spaces

showcasing limited-edition pieces, exclusives and classics from brands such as **Levi's** and **Double RL** as well as new leather outerwear brand **LTH JKT**, the street- and art-inspired **Libertine**, hemp clothiers **Seeker**, upcycling shop **Atelier & Repairs**, accessories brand **Bamford Watch Department**, **Unfortunate Portrait** T-shirts, footwear and clothing by Brooklyn, N.Y.-based **Suzanne**

Rae, and footwear from **Esquivel**.

The in-store shops will be located in spaces ranging from 50 square feet to 600 square feet. Previously announced shops include permanent multi-brand shop **The Collective**, the first West Coast retail space for **The Council of Fashion Designers of America**, hipster florist **Flower Girl LA** and in-

spiration shop **The Pancake Epidemic**.

The Fred Segal flagship will be located on the ground floor of a recently completed residential and retail complex at 8500 Sunset Blvd. According to media reports, the more than \$250 million development was recently sold by **CIM Group** to **Korman Communities** and **Brookfield Property Group**.

—Andrew Asch



Rendering of interior of Fred Segal flagship



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This Quartet of Suits Is as Socially Responsible as They Are Stylish

What makes the perfect swimsuit today? As these designers will attest, a suit that makes a woman feel good about herself and her body, gives freedom to express a personal style while allowing her to enjoy an active lifestyle under the sun. This season's offerings are all about empowerment, with a dazzling array of trend-worthy options.

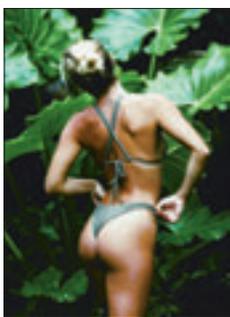
Goddess Swimwear

The ideal customers for Goddess Swimwear are "free-spirited women who love living life in a bikini, with salt in their hair and sand on their toes." Designer Trish Michaels, born and raised on the beaches of Florida, "wanted to live my life in a bikini" so she turned her true passion into a thriving company. The vibe here is boho chic for a woman who is sexy and feminine in an effortless way—a goddess, in other words. The 2018 collection, called Bohemian Shores, offers a range of custom bohemian and tropical prints, with rose gold and neutral tones paired with braided strap details for the ultimate in boho luxe. All the suits, which feature anti-microbial linings, are hand-cut and hand-made in Florida and California, with wholesale price points ranging from \$25 to \$95. Michaels expects her Eden one-piece—her first ever—to be hot, as well as the versatile Jewel top.



Mizuchi Swimwear

At Mizuchi Swimwear, the designers are inspired by "the exquisite islands of Hawaii" and the "beach babe who rolls out of bed and tosses on a bikini." That image of effortless beauty and lifestyle is seductive, indeed, and Mizuchi suits do their best to create that ambience no matter where in the world they are worn. The ideal Mizuchi customer is active and fun-loving and looking for style as well as comfort. The company's mission is to provide "timeless and unique" swimwear that is dependable and also affordable, as the \$15-to-\$35-per-piece wholesale price point demonstrates. Keeping it classic, Mizuchi opts this season for a matte and pastel color palette that accentuates the customer's natural beauty. Mizuchi expects its Color Block bikini set and the Lanikai crochet bikini set to be bestsellers. I'm in love with the free spirit and ease of the Lanikai, while the Daphne set is all about comfort and dependability.



Sun Anarchy

Moe and Mona, the cofounders of Sun Anarchy, believe firmly that "anyone could and should rock a swimsuit, so our designs and styles are suitable for all bodies and shapes, from new moms to world-class models." Style is key to Sun Anarchy's collection of suits and wraps, but it is not its only asset. With the environment under siege, they explain, "we had to find a midpoint between protecting the planet and staying fashionable." They found that midpoint in making good use of recycled, high-quality Italian fabrics for their pieces—combining elegance and the latest trends with environmental sensitivity, a win-win all around. Sun Anarchy's latest offerings make great use of colored tassels, which enliven even the black pieces. The Marilyn and Kiki Jungle bikinis are looking to be bestsellers because "their design is special." Wholesale prices range from \$50 to \$80 for suits and \$20 to \$25 for wraps, "depending on the designs and quantity."



TUTUBLUE

The connection between sun exposure and skin cancer is well understood at this point. For Sarah Buxton, founder of TUTUBLUE, that connection was personal. She conceptualized her swimwear company after a melanoma scare. It wasn't an option for her to stay out of the sun entirely as her doctor recommended, so she created a suit that would offer complete coverage and protection. TUTUBLUE's suits, wholesale priced at \$37.50 to \$110, feature UPF 50+ fabric with figure-flattering silhouettes that work with all body types. Buxton's signature full-body beach suit, with full coverage from neck to ankle, continues to be a bestseller and sets TUTUBLUE apart from its competition. Mix-and-match zip-up rash guards and leggings are perennially strong as well. Bright colors and earthy patterns mark this season's look for TUTUBLUE's fabrics, which are breathable, cooling, fast drying, and comfortable. TUTUBLUE continues to be all about keeping people safe, healthy, active, and protected while enjoying their favorite activities under the sun.



The next edition of Surf Expo takes place Sept. 7-9 at the Orange County Convention Center in Orlando, Florida.

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E X P O

TRADE SHOW REPORT

Outdoor Retailer *Continued from page 1*

outdoor organizations, retailers and brands—including Outdoor Retailer owner **Emerald Expositions**, the **Outdoor Industry Association**, **REI**, **Patagonia** and **The North Face**—spoke with the governor in February about the petition and Utah's stance on public lands. Dissatisfied with the result of the meeting, the group decided to look elsewhere for a new home for Outdoor Retailer. Utah stands to lose \$45 million annually with the departure of the show.

On the first day of Outdoor Retailer, many attendees left the show early for a 4 p.m. demonstration and march on the Utah State Capitol calling for the state to protect its federal land. Protestors from the show carried signs and spoke to the audiences on the importance of protecting this land for future

home for Outdoor Retailer for many years, we are excited to see the new energy Denver will bring. The combined winter show [held with Emerald Expositions' **SIA Snow Show**] should be strong, and we expect more of our East Coast and Midwest accounts to make the trek to Colorado."

The larger companies at OR—such as The North Face, **Mountain Hardware**, **Keen** and **Columbia Sportswear**—were at the recent show showing new product for Spring/Summer '18 in some of the show's biggest and most elaborate booths.

For up-and-coming brands, one of the highlights of recent Outdoor Retailer shows has been Venture Out, the section of the show located in the outdoor tents. Venture Out exhibitors included outdoor brands such as **Cotopaxi** and **Topo Designs** and surf brands



generations.

Missing from this year's show were several big brands—including Patagonia, **Arc'Teryx**, **Peak Design**, **Ibex**, **Polartec**, **Teva** and **Bedrock Sandals**—which announced they were pulling out of the show due to the public-lands dispute.

Still, despite the bittersweet feelings about leaving Salt Lake City, spirits were still high at the recent show, with many outdoor brands and buyers reporting business as usual.

"Change can be a good thing," said Will Pennartz, senior marketing manager at **Danner**, the Portland, Ore.-based boot manufacturer. "While Salt Lake City was a great



such as **Mollusk**. A few larger established brands, including **Pendleton** and **Herschel**, showed in Venture Out as well.

"We love being a part of the Venture Out space at OR," said Jedd Rose, cofounder of **Topo Designs**, an apparel and accessories brand based in

Colorado. "It is a well curated set of brands that as a group tell a much larger cohesive story than just one brand alone. The fact that we are in a space with like-minded brands that are relatively new to the industry also creates a spot where buyers know they can come and get a fresh perspective on the outdoor industry." ●

Calendar

Aug. 6

Accessories The Show
Fame
Moda
Intermezzo Collections
Children's Club
Accessorie Circuit
Javits Center
New York
Through Aug. 8
CurveNY
Javits Center

New York
Through Aug. 8

Aug. 9

LA Swim Week
Skirball Cultural Center
Los Angeles

Dallas Apparel & Accessories Market
Dallas Market Center
Dallas
Through Aug. 12

FIG
Fashion Industry Gallery
Dallas
Through Aug. 11

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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South Coast Plaza Buys Sears Land

Sears has run a department store and an auto center at the northeast end of luxe retail center South Coast Plaza in Costa Mesa, Calif., for 50 years.

Sears' parent company, **Sears Holdings Corp.**, owned the real estate where its compound was located. It was recently announced that South Coast Plaza acquired the land for an undisclosed amount. Debra Gunn Downing, executive director for marketing at South Coast Plaza, said that there are no current plans to move a new tenant into the space.

"South Coast Plaza and Sears have enjoyed a long and productive partnership for 50 years. We look forward to continuing that relationship with Sears and the many customers it serves through the South Coast Plaza location," she said in a statement.

Sears has served as an anchor at South Coast Plaza for so long that the wing around the store is called the "Sears Wing." Neighbors include the **Uniqlo**, **Express** and **Bath & Body Works**. South Coast Plaza announced that restaurants **Barilla** and **Tsujita Artisan Noodle** are scheduled to open in the wing before the end of the year.

The South Coast Plaza announcement comes a couple of weeks after Sears Holdings announced that it closed on over \$200 million in real-estate deals, which cut into the company's debt, according to a company statement. "[It] resulted in a pay-down of the April 2016 real-estate loan from \$500 million to \$347 million," Sears Holdings said.

The 131-year-old company has been going through a period of great change. In January, the Chicago-area company announced that it would close 150 non-profitable stores, including 108 **Kmart** stores and 42 Sears locations, to control losses. It also planned to generate \$1 billion in liquidity through a \$500 million real estate-backed loan. In addition, it sold its **Craftsman** tool line for \$900 million to **Stanley Black & Decker**.

A Sears statement noted that the retailer would be transforming itself into a membership-focused retailer. In July, Sears started selling its **Kenmore** appliances on **Amazon.com** after selling the appliances only at its retail locations.

The retailer's **Sears Canada** division started liquidation sales recently. According to media reports, 59 Sears and Sears Home stores have been scheduled to close.

There are changes planned for the Sears property in Santa Monica, Calif. The REIT **Seritage Growth** hopes to turn the 117,800-square-foot area into a mixed-use development with creative offices, retail and restaurants. The project is currently under review by the city of Santa Monica, according to people familiar with the project.

—Andrew Asch

July Sales Up, but Results Mixed

July sales beat forecasts, according to market-research firm **Retail Metrics**.

Ken Perkins, president of the Boston-area Retail Metrics, said that U.S. retail sales increased 4.8 percent in July, which beat a consensus forecast of 3.9 percent. However, Perkins said sales results for many businesses remained mixed in the month before Back-to-School sales start in earnest.

The group of retailers followed by Retail Metrics includes warehouse clubs such as **Costco Wholesale Corp.**, which turned in a 6.2 percent gain in July. **Zumiez Inc.** turned in the best results for apparel retailers reporting monthly sales. Its July same-store sales increased 5.1 percent. Zumiez reported net sales of \$67.5 million.

L Brands Inc.—the parent company of **Victoria's Secret**, **Henri Bendel** and **Bath &**

	\$Sales (in millions)	% Change from yr. ago	Same-store sales % change
The Buckle	\$60.60	-9.0%	-8.4%
Cato Corp.	\$56.10	-8.0%	-9.0%
L Brands Inc.	\$ 767.70	-1.0%	-7.0%
Zumiez Inc.	\$67.50	+8.9%	+5.1%

Information from company reports

Body Works—posted a 7 percent decline in same-store sales. A company statement blamed Victoria's Secret's exit from the swim category among others as a reason why same-store sales were negative. **The Buckle Inc.**, a Kearny, Neb.-based denim-focused retailer, posted a decline of 8.4 percent in same-store sales.

The Cato Corp. also posted a same-store-sales decline of 8 percent. John Cato, the chair-

man, president and chief executive officer, said the Charlotte, N.C.-based retailer will release second-quarter results on Aug. 17, but he signaled that business will remain tough.

"Our negative sales trends persisted in July and the decline in sales continues to put severe pressure on merchandise margins and profitability," Cato said. "We expect a loss for the second quarter and full-year earnings to be significantly below last year."

Business was good for Irvine, Calif.-headquartered **Boot Barn Holdings Inc.** The Western and workwear retailer reported that same-store sales increased 1.3 percent for its first quarter of its fiscal year. The results were reported on Aug. 1. Net sales increased 4.5 percent to \$139.4 million. For the upcoming fiscal year, Boot Barn intends to open 12 new stores.—A.A.

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E X P O

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Reyn Spooner's New Direction, New Leadership

By Andrew Asch Retail Editor

Heritage aloha brand **Reyn Spooner** has been traveling a steady course for decades, but its new creative and executive team plans to steer it toward bigger things.

Since the late 1950s, the Hawaiian shirting, shorts and accessories brand was mostly sold in Hawaii, where the company currently runs a line of eight stores. It gained notoriety for minting the classic island look and was prominently worn by movie star George Clooney in his 2011 Hawaii-based film "The Descendants."

Reyn Spooner is sold at **Nordstrom**, but the company seemed averse to making big waves. Much of its business was invested in selling aloha shirts with classic prints to its devoted fans as well as making limited-edition shirts for groups such as **Disney**, colleges such as the **University of Southern California** and for **Major League Baseball** teams. In January 2015, Charles B. Baxter's **Aloha Brands** took majority ownership in the label, according to media reports. Baxter is a member of the board of directors for the Japan-headquartered Internet company **Rakuten**. He also is chairman of Napa, Calif.-headquartered direct-to-consumer wine logistics company **Wineshipping**.

Recent change came with the low-key hires of two executives who will eventually build a bigger Southern California base for the brand. In June 2016, veteran menswear and action-sports designer Jade Howe signed on as a temporary consultant to the brand. After Howe

gave design and creative advice to the label, the Reyn Spooner board hired him as the label's creative director.

In January, Lynne Koplin was named as Reyn Spooner's chief executive officer. She had previously served as president at **J Brand** and has a résumé that includes executive stints at **True Religion Brand Jeans**, **Tommy Bahama** and **Apparel Ventures**.

Howe presided over the design of new categories such as swimwear and walk shorts, which were previewed at the July 13-14 run of the **Agenda** trade show in Long Beach, Calif. Also taking a bow at that trade show was a six-person sales team. Most of the team was hired a few weeks beforehand. They are led by sales director Shane Wallace. Until October 2009, he was the general manager of retailer **Active Ride**.

Later this year, Reyn Spooner is scheduled to further develop its office in Los Angeles' Boyle Heights neighborhood. It will house sales, marketing, design and product-development teams. Reyn Spooner's Honolulu headquarters will continue to be the office for its retail division and its art studio. Some fabrics will continue to be manufactured in Kyoto, Japan, Howe said. The brand has a devoted following in Japan and is sold in some of that country's most prominent retailers, including **United Arrows** and **Beams**.

The brand will open new categories—including women's styles and home—in upcoming seasons. The company will also continue to add to its men's bottoms program, Howe said.

But don't expect anything that would play



Jade Howe



with Reyn Spooner's brand equity or would make its most loyal fans scratch their heads, Howe said.

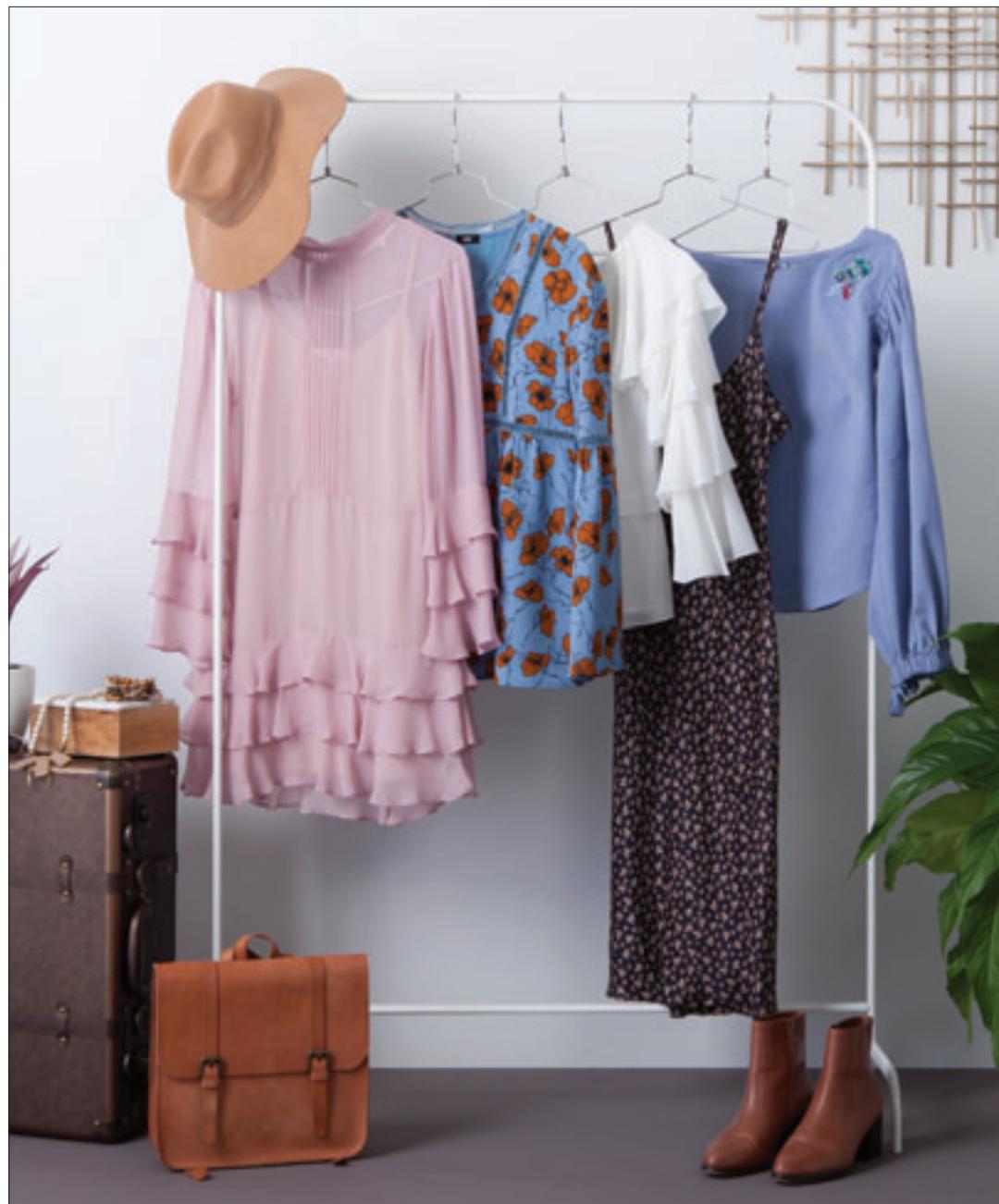
"It doesn't need a new direction," Howe said of the brand. "First and foremost, the brand is 100 percent authentic. It hasn't been messed up. But it has stayed intact to the point that it had been kept from the public. It's a local brand in Hawaii that got globally known. It's something of a 60-year-old brand find that was in pristine condition. It just needed to be updated."

The long-range plan is to steer the brand into more lifestyle categories and more brand collaborations, increase wholesale and build bricks-and-mortar retail on the U.S. mainland. However, upcoming physical stores will be opened when the market climate improves, Koplin said.

"We are different than other resort brands. We are beach to boardroom," she said. "Reyn Spooner is like a great pair of jeans. They get better with age."

Since the Kennedy administration, Reyn Spooner fabrics have been known for their washed-out look, which comes from reverse-pigment prints on fabrics that give it a striated look, distinguished by the appearance of slubs in the fabric.

It also is noted for its nautical themes and bandanna-inspired artwork. Shirt designs have featured aloha themes of oceans, island flora and Polynesian shapes. The brand has a vast archive of prints. Its original designs, such as the "Lahaina Sailor," continue to be popular. Slightly breaking out of its template are its line of MLB aloha shirts, which incorporate logos of teams such as the **Dodgers**, **Angels**, **Mets**, **Yankees**, **Cubs** and **Phillies** into the prints. Reyn Spooner also will continue its relationship with the **Trader Joe's** grocery chain, making uniform shirts for the company's staff. The label's limited-edition shirts for the Polynesian-themed Disney film "Moana" were sold out hours after the film's release. ●



Atlanta Apparel

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Cruise 2018 in Miami Beach

The swim industry descended on Miami Beach in July for a week of swimwear-focused trade shows and runway presentations, where designers from around the world debuted their Cruise 2018 collections. Extended coverage of **Miami Swim Week** can be found at *ApparelNews.net*.



Gottex

Salty Mermaid



Baes and Bikinis

Duskie



Silvia Ulson

Mia Marcelle



Frankies Bikinis

Tavik



Kaohs

Indah



Sports Illustrated

MIAMI SWIM WEEK

GETTY IMAGES



Koa

ALEXANDER TAMARGO/GETTY IMAGES FOR SWIM MIAMI



Angel Brinks

FRAZER HARRISON/GETTY IMAGES FOR SWIM MIAMI



Minimale Animale

RODRIGO VARELA/GETTY IMAGES FOR PREY SWIM BY AUDRINA PATRIDGE



Prey Swim by Audrina Patridge

HAMMOCK



Filthy Haanz Mayrah Bond-Eye Sapia Simone Hot-as-Hell

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Aguaclara

LA Market *Continued from page 1*

in Las Vegas? Is there just enough business during the season to make the market worthwhile?

Lisa Lenchner, owner of the **Lisa Lenchner Sales** showroom, suggested that the market's schedule be changed to after the Las Vegas shows.

"Instead of August, maybe we should look to September," she said.

Rosanne Tritica of the CMC's **Betty Bottom Showroom** said that the August LA Market is valuable for the retailers who do not travel to the Las Vegas shows. At the recent LA Fashion Market, Tritica said she saw Los Angeles boutiques as well as retailers from around the country. However, she estimated that buyer traffic was less than past August markets.

"I'm happy with the business. It's just a little dip," she said. "I expect to make it up at the **WWIN** show [in Las Vegas]."

The pace of retail traffic at the market didn't raise any eyebrows for Kellen Roland, director of sales, USA, for **Herschel Supply Co.**, which has offices in the CMC.

"It was just a normal day for me," he said. "We have our appointments come in as we book them."

In the Fashion Theater, the CMC hosted **The Temporaries**, a group of cash-and-carry exhibitors showing apparel and accessories.

Rachael Broussard was selling pieces from five of the 22 brands carried in her **Posh Showroom**, located down the street from the CMC.

"We have **Immediates** and cash-and-carry," Broussard said, adding that her retail appointments were meeting at the showroom.

Jewelry designer Dani Paquin has shown her **Agapantha** sterling silver and 14-karat-gold jewelry at other CMC trade shows, but this was her first time showing at **The Temporaries**.

"It was totally worth it," Paquin said. "I placed an amazing order with a new account."

Paquin produces most of her collection by hand in Tor-



Showrooms at the California Market Center offered everything from contemporary, misses and children's apparel to menswear and accessories.



New York-based **Rora** exhibited at **The Temporaries** at the CMC.



Carly Barcas and Lanae Mackey of the **Chan Luu** showroom in **The New Mart**

rance, Calif., with the rest produced in Los Angeles. The designer said she met with local buyers at market as well as retailers from Oklahoma, Texas and Georgia.

For Mabel Martinez, designer and owner of **3rd Season**, a Pomona, Calif.-based collection of apparel made from handprinted fabrics, **The Temporaries** was an opportunity to test the wholesale market. The 4-year-old company has been selling direct-to-consumer at markets such as the **Renegade Craft Fair**, but Martinez said she is looking to start selling to retailers.

This was the first trade show in Los Angeles for New York-based **Rora**, a contemporary collection of reversible apparel made from silk, cupro and vegetable leather. Designer Ashley Gill incorporates original prints and bright colors into the collection, which launched in February.

Steady at The New Mart

Grabbing one of the two elevators at **The New Mart** wasn't an issue at this market. Buyers were in the building but not the usual crowd seen during other markets.

"You know, it is August, so it is not too busy. This show is a little early and **MAGIC** is a little early," said Roni Arteaga, the West Coast sales rep at the **XCVI** showroom. "We've had steady appointments that have followed through, and they are leaving paper. But overall it is very quiet."

Kari Carpino, vice president of sales at **Allen Allen USA**, did see some of her major clients, such as **Zappos** and **TJ Maxx**. She had also seen stores from Washington and Oregon that took a look at the LA-made casualwear the line is known for. "But overall, it has been slow," she said.

Appointments were dribbling in at the **Chan Luu** showroom, where traffic was on the minimal side. "It was a little slower this time," said Carly Barcas, senior account manager for the collection of jewelry, scarves and ready-to-wear designed by Chan Luu.

However, retailer buyers with appointments were showing up from Northern California and Colorado. "We opened a few new accounts," Barcas said.

Immediates, international at Cooper

Retail remains challenging. Perhaps that's a good thing for designers, said Fred Levine, a partner in the **M.Fredric** line of contemporary stores. He shopped the **Cooper Design Space** and neighboring showroom buildings during the LA Fashion market.

"In the last couple of markets we've seen designers getting on trends and trying hard to hone skills so lines were trimmed down to the best of the best. We were happy to see our vendors working hard to get it right," Levine said.

Since retailers continue to buy close to season, the Au-

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gust market remains valuable because Fall goods are still available at many showrooms, said Israel Ramirez of the Cooper's **Siblings Showroom**. "We're still getting orders and business," he said.

Alexa Graff-Radford, director of sales for **Cotton Citizen**, worked out of a temporary showroom in the Cooper's lobby during the market. Even if the pace was slow, important business could be completed during the market, she said. During the market, a Dubai-headquartered retailer viewed Cotton Citizen's styles, she said.

Eddie Bromberg, Cotton Citizen's president, said that buyers passed through the showroom hoping to get forecasts on what colors will be in vogue in the next couple of seasons. Cotton Citizen is known for offering a wide palette of colors.

The August market was the right time for the **Bandolier** showroom to unveil a new look. The accessories showroom took a bow at the Cooper in June. For August, it finished the gallery style of the showroom, said Adam Derry, a partner and chief creative officer.

"It was a naked, unlit space," Derry said. Before the August market, directional lighting was installed, and 60 of the brand's cross-body **iPhone** cases and accessories were hung on the showroom walls, gallery-style. The new look of the showroom helped make the August market a success, he said. "It was a phenomenal market," Derry said.



Adam Derry at the Bandolier showroom at the Cooper Design Space



Yoli Villeda from the Zero Degrees Celsius showroom at the Gerry Building



Nina Frank worked with existing Minnie Rose accounts and some new retailers at Brand Assembly at the Cooper Design Space.

She noted that many shows give buyers some financial incentive to attend their events. With hotel prices soaring in downtown Los Angeles, it gets very competitive to attract retailers.

For Yoli Villeda, an account executive at the **Zero Degrees Celsius** corporate showroom, she was filling in the slow times with some appointments. Otherwise, there wasn't much movement on the seventh floor. "It is slow. I am not flooded with customers," she said.

By the second day, she had seen three appointments for the company's contemporary womenswear line. Some were writing orders for Spring 2018 while others were filling in with Winter merchandise.

Brand Assembly's mini show

This season, **Brand Assembly** hosted a small showcase in a space adjacent to its permanent showroom, **The Square by Brand Assembly**, on the mezzanine of the Cooper Design Space—rather than in the sprawling penthouse space on the building's top floor.

Michelle Anavim, an account executive with New York-based contemporary label **Drew**, was showing among the permanent exhibitors in The Square.

"There is definitely consistent foot traffic," she said, noting that she met with retailers from Colorado, Montana and

Washington in addition to local buyers.

This was Kris Mesner's second time at Brand Assembly. The longtime intimates rep was showing several intimates and lounge collections—including **Eberjay**, **Skin**, **Else**, **Asceno** and **Thistle & Spire**—as well as the athleisure line **Yours Truly** and **Stella McCartney** swim and intimates and **Heidi Klum** swim and intimates.

"This is an in-between market," Mesner said. "We're trying to get that crossover business."

Mesner said she saw several buyers at Brand Assembly she had worked with in the past and was getting orders ranging from immediate deliveries all the way out to May.

For Nina Frank and Mags Dombrowski with New York-based **Minnie Rose**, business was brisk.

"We were slammed yesterday," Dombrowski said on the last day of the show.

Frank said all their booked appointments showed up, plus they met with new accounts, including some international retailers.

Designer John Eshaya was showing his **Jet John Eshaya** collection at Brand Assembly with the **Brothers and Sisters Showroom**. This season, Eshaya was showing embellished pieces—"anything that's not a basic; anything that's a 'wow,'" he said. "Everybody has been so safe for three years. Safe is boring. Wow is exciting. That's why embellishment is selling." ●

Preparing for Vegas at Gerry

The halls were pretty empty at the **Gerry Building**, where everyone was talking about the lack of buyers in the building. Showrooms filled in with retailers who made appointments, but otherwise there weren't a lot of bodies.

"This show is always slow. It is right before the Las Vegas shows," said Smadar Clemetson of **Tivoli Paris Collections**, which distributes **Deca** and **MC Planet**, two European lines. "When buyers calculate the cost of going to a show, they take into account the number of outside lines they can see and the price of a hotel room."

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Dress for Success S.F. Raises More Than \$100,000 at Fashion Gala

The recent gala hosted by **Dress for Success San Francisco** featured San Francisco brands **Everlane** and **Margaret O'Leary** on the runway, San Francisco chefs offering special tastings and a live auction as well as a silent one.

Andrew Freeman and Renee Richardson emceed the event, which named Robin Washington, executive vice president and chief financial officer of **Gilead Sciences**, as the event's gala honoree. Freeman is a Dress for Success San Francisco board member and the owner of the **AF&Co.** communications consulting agency. Richardson is a former **KFOG** radio host and development director at the **Blue Bear School of Music**.

"Dress for Success San Francisco is grate-

ful for the generous support demonstrated during our recent gala at the **San Francisco War Memorial Green Room**," said Renee Surcouf, executive director of Dress for Success San Francisco. "Our organization raised over \$100,000 to directly support our career development programs and help women advance in the workplace. Dress for Success San Francisco is proud to serve the Bay Area and help women achieve economic independence—one woman at a time."

Funds from the July event helped support several programs, including Dress for Success San Francisco's Suiting Program, the Job Search Program, the Professional Women's Group and the Career Center.

—Alison A. Nieder



Everlane



Margaret O'Leary

DREW ALITZER PHOTOGRAPHY



Honoree Robin Washington, executive vice president and chief financial officer of Gilead Sciences



Emcees Andrew Freeman and Renee Richardson



The event featured a silent auction (pictured) and a live one.

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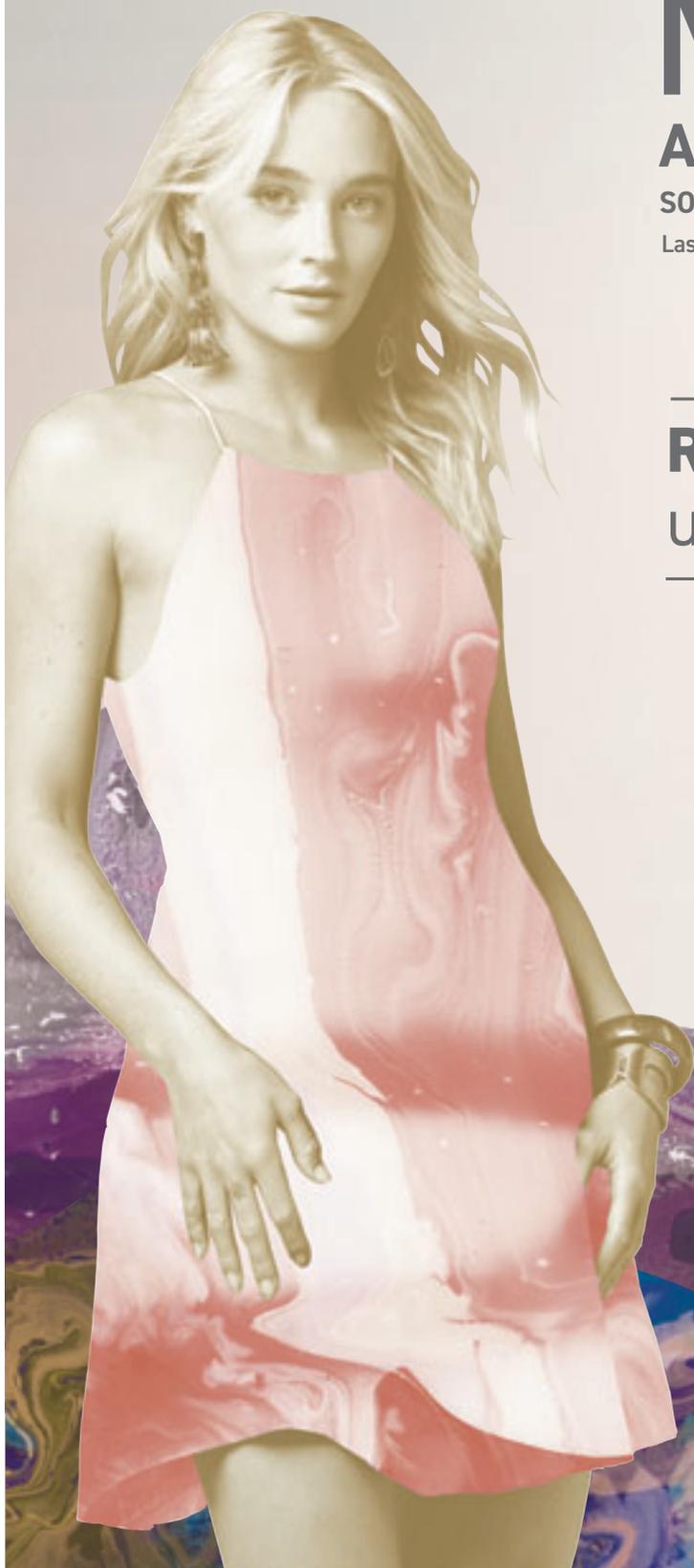
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Cotton Prices Holding Stable as China Continues to Sell Off Its Reserves

By Deborah Belgum Senior Editor

Cotton prices should remain on a level playing field and even decline a bit next year as farmers around the world plant more acreage.

The 2016/2017 cotton season was a banner year for U.S. cotton exports, which were up 50 percent over the previous year as a changing monetary policy in India late last year put a temporary dent in that top-producing cotton country's ability to export more of its product.

"Deeper into the cotton season, India, the No. 2 exporter of cotton, had some macroeconomic reforms announced in November," said Jon Devine, senior economist of **Cotton Inc.**, the research and marketing company in North Carolina that represents upland cotton producers and cotton importers. "The reforms were ahead of cotton harvest time in India and threw a monkey wrench into the international cotton market. India was not there to compete with U.S. cotton."

Because of that, the United States, the largest cotton exporter in the world, sold 14.5 million bales this year compared to 9.2 million bales the previous year after farmers planted 15 percent more acreage as corn and soy prices dipped, Devine said. The U.S. exports 95 percent of its harvest—in the form of fiber and yarn—primarily to Asia and Latin America.

U.S. cotton production should increase again next year because farmers are boosting their cotton acreage, said Leslie Meyer, an agricultural economist with the U.S. Department of Agriculture. "The latest estimate from the USDA is that the U.S. crop will be at about 19 million bales for the 2017/2018 year [which begins Aug. 1]. That's an 11 percent increase over the previous year."

India, the world's largest cotton producer, and China, the second largest cotton producer, will be reserving more land for cotton growth. The USDA estimates that next year, global cotton production will shoot up 9 percent.

Meanwhile, the global demand for cotton next year is expected to inch up 3 percent over this year as yarn-spinning mills in Bangladesh and Vietnam up their production and China continues on a steady course as the world's largest textile manufacturer, the USDA reports. In the last four years, global demand

has grown between 1 percent and 1.5 percent a year.

With supply outpacing demand, cotton prices are expected to remain at around the 70-cents-a-pound mark in the near future and perhaps fall later in the year. Last year, cotton went as high as 82 cents a pound. "In the last couple of years, prices have remained softer," said Karin Malmstrom, director, **Cotton Council International**, for China and Northeast Asia, who recently gave a webinar on the cotton supply-chain situation. "Since last year, the prices have remained firm, which is not a bad thing. In the last few years, the cotton market had a huge roller coaster, which makes it hard to plan and make commitments."

China's cotton storehouse

China, the world's largest cotton consumer and the second-largest cotton producer, has gradually been selling off its huge stock of cotton it started warehousing in 2011 to support its farmers with premium prices. At that time, world cotton prices eventually hit \$2.27 a pound, the highest it had been since the U.S. Civil War.

But cotton can't be hoarded forever because it starts to deteriorate after a few years. So in late 2013, China started selling off its vast reserves, which peaked at 68 million bales and is now down to about 40 million bales, but that is still about twice the annual production seen in the United States. "We see this as a stabilizing factor," Malmstrom said. "In the past, we've had two different balance sheets—one for China and one for the rest of the world. In the next couple of years, we may be working off of one balance sheet."

Chinese textile factories have been buying up this older cotton and mixing it with new cotton to improve the cotton reserves' quality, said Meyer of the USDA.

Even with millions of cotton bales sitting in warehouses,

China is expected to up its cotton harvest next year—primarily in the western Chinese province of Xinjiang—by 5 percent to 8 percent.

With China supplying most of its own cotton in the last few years, the two biggest export markets for U.S. cotton have been Bangladesh and Vietnam as those countries increase yarn production.

"About 80 percent of the spinning capacity in Vietnam has

World Cotton Production million 480 lb. bales	Aug.-July		Aug.-July		2017/18 June	2017/18 July
	2013/14	2014/15	2015/16	2016/17		
India	31.0	29.5	26.4	27.0	28.0	29.0
China	32.8	30.0	22.0	22.8	24.0	24.0
United States	12.9	16.3	12.9	17.2	19.2	19.0
Pakistan	9.5	10.6	7.0	7.7	9.3	9.2
Brazil	8.0	7.0	5.9	6.8	7.0	7.0
Australia	4.1	2.3	2.9	4.4	4.8	4.8
Turkey	2.3	3.2	2.7	3.2	3.7	3.8
Uzbekistan	4.1	3.9	3.8	3.7	3.7	3.7
Burkina Faso	1.3	1.4	1.1	1.3	1.4	1.4
Turkmenistan	1.6	1.5	1.5	1.3	1.4	1.4
Mali	0.9	1.0	1.0	1.2	1.3	1.3
Mexico	0.9	1.3	0.9	0.8	1.3	1.2
Greece	1.4	1.3	1.0	1.0	1.1	1.1
Rest of World	9.8	9.9	7.8	8.2	8.6	8.6
African Franc Zone	4.1	4.8	4.0	4.7	4.9	4.9
EU-27	1.6	1.7	1.3	1.3	1.4	1.4
World	120.4	119.2	96.8	106.5	114.7	115.4

SOURCE: USDA

Chinese investment or is Chinese-owned," Malmstrom said. "The large companies in Vietnam spin that cotton into yarn and export it back to China."

Chinese investors entered the Vietnamese market because they expected Vietnam would become a member of the Trans-Pacific Partnership, a free-trade pact between the United States and 11 other Pacific Rim countries. That would have made it possible to export yarn and even fabric from Vietnam to the United States free of duty.

But even though the United States dropped out of the Trans-Pacific Partnership, China is still strong in Vietnam because China is the largest textile producer in the world and will continue to be for some time. ●

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NetSuite Takes Cloud on the Road

Oracle NetSuite, the San Mateo, Calif.-based, cloud-based enterprise resource planning and omnichannel commerce software owned by tech giant Oracle, has been hitting a number of apparel trade shows this year. The most recent was **Agenda** in Long Beach, Calif., in July.

NetSuite has been focusing on selling to fashion and apparel companies since 2015, said Matt Rhodus, the program's director and industry principal for retail. In June 2016, the company made tech business headlines when it was announced that Oracle had acquired the previously independent NetSuite for \$9.3 billion.

At Agenda and other recent trade shows, Rhodus has been talking about the latest updates in NetSuite's programs such as its customer engagement model and its **Suite-Success** program. The update was officially released in April. SuiteSuccess describes itself as a user-friendly program that offers a one-stop shop for business operations. It offers ERP, financials, accounting, order and inventory management, customer-relationship management, store point-of-sale programs, e-commerce, human resources, and business intelligence—all on a NetSuite cloud platform. Rhodus said that the program has the ability to beat challenges currently affecting the market. NetSuite contends that it even gives small retailers the tools to expand by being omnichannel retailers.

"Omni-channel has a bad rap," he said. "Most people view it incorrectly as just being e-commerce or something to replace the front end of a website."

However, it's something everybody needs, he said.

"Today consumers expect omni-channel shopping. It allows tremendous flexibility," Rhodus said.

The flexibility in business planning comes from NetSuite offering a unified, long-range view of what a business is doing, when it needs to increase inventory and from where

it is selling. This outlook lays the foundation for increased efficiency, where a company can see where it needs to grow and where it needs to cut back. The improved efficiency and the long view of the company will give it the tools to survive in a rapidly changing economy, Rhodus said.

Jill Mazur, a Los Angeles-based business consultant to the footwear and the apparel industries, said that Oracle had recently been making a focus for smaller businesses because cloud-based computing makes obsolete the need for companies to maintain big servers and hardware.

"They're acknowledging that people don't need hardware. It makes it more accessible for business," Mazur said.

Before cloud computing, tech investments were very expensive. It meant purchasing hardware, servers and maybe an in-house IT team to maintain computers. Most business tech has become more cloud-based, which has allowed a global reach to more businesses.

Recent NetSuite updates include SuitePeople. It's a human-resources addition built into NetSuite's unified cloud suite, where human-resources information can be analyzed throughout the system.

NetSuite also recently released **The NetSuite Retail Apparel Edition**. The software offers business-to-consumer features such as "Store Locator" and "Inventory by Item" features. It gives shoppers the ability to track via website to see if a specific item is in stock.

Other features include "Store Pick-up" enhancements, where shoppers receive an email when the item they purchased online is ready for pick-up at a store.

Back-office features include an "Inventory Allocation to Sales Orders" feature, which offers sales reps an opportunity to view real-time inventory availability across a company's supply chain. The software also can provide information on top-selling items, sales-per-hour and sell-through figures.—Andrew Asch



Matt Rhodus

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YuniquePLM's Latest Release Includes Added Functionality, Configurability

The latest release of YuniquePLM's product lifecycle management software, **YuniquePLM 7.1**, includes new features and additions to streamline the design process.

Users are now able to access Artboard support from the **YuniquePLM Design Suite Plugin for Adobe Illustrator CC17**. Users can also work with a multi-page **Adobe Illustrator** document and assign pages to different sections within a product in YuniquePLM, according to the company, which is a division of Tolland, Conn.-based **Gerber Technologies**.

YuniquePLM 7.1 also has improved configurability, allowing users to group pages and "edit pages en masse."

"Bringing the power of the configurability to the user of a YuniquePLM workspace is at the heart of this release," said Clayton

Parker, Gerber PLM product manager.

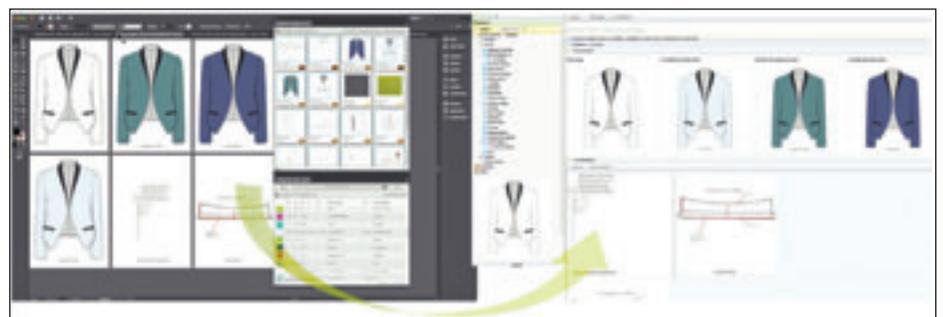
The new release also includes six new **Pantone** libraries.

According to Yunique, the new features were based on customer feedback.

"Using our user-voice feedback system, customers can request, discuss and vote on new features to be added to the core product that will help them in the future," Parker said.

Gerber Technology is gearing up for the **Ideation 2017** conference, set for Nov. 1-3 at the **Sheraton Universal Studios** in Universal City, Calif. The event will feature a speaker series, focus sessions and collaboration activities as well as an interactive studio where attendees can get hands-on experience with Gerber products.

—Alison A. Nieder



Adobe Artboards can be dropped into YuniquePLM.



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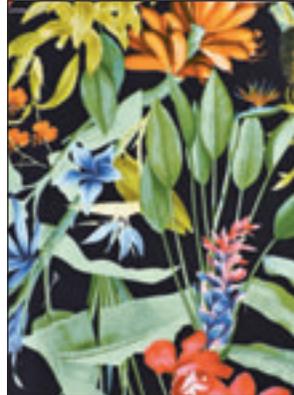
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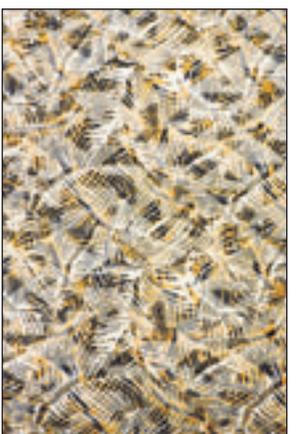
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Friedmans Ltd. — the Best-Kept Secret in Stretch-Fabric Printing

When it was founded in 1962, Manchester, England-based Friedmans Ltd. peddled parachute silks and surplus fabrics left over from World War II. Since CEO David Kaitiff acquired the dormant fabric company some 26 years ago, Friedmans has developed into a major wholesaler of Lycra of a quality once only found in Italy.

Starting “from scratch,” Kaitiff says, “I invested in the correct machinery to master techniques of transfer printing and foil effects so we wouldn’t have to import.” When British retailers found out “there was this little company locally producing these fabrics, majors such as Marks & Spencer came banging on my door,” he goes on. “Which was incredible for a three-person company.”

Kaitiff has kept the employee head count relatively low — about 17 — but Friedmans has expanded into a 30,000-square-foot facility housing nine digital printers that spin out a variety of techniques and color palettes. They employ Italian Lycra print bases, German foil, and “the Rolls Royce” of transfer calendar technology from the Netherlands. Currently boasting clients in more than 120 countries, Friedmans has a strong online presence in its exceptionally comprehensive website, which showcases an inventory approaching 1,500 prints in Lycra — perfect for the swim market — and other fabrications.

Friedmans has distinguished itself among its expansive

client base by virtue of its accommodating nature and its willingness to cede design control to the clients as much as possible. For starters, there are no minimums on clients’ own designs, and it will send five samples free of charge.

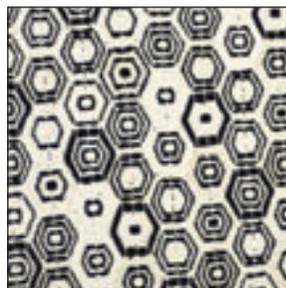
The website’s most recent and exciting feature is its ColourMe application, which allows a designer to choose from hundreds of print patterns from the company’s collection and a palette of 100 colors to create its own custom digital print, which Friedmans will turn into fabric of desired length. “Once designers go to it and have a play, they become addicted to it,” Kaitiff notes.

Friedmans has U.S. clientele in the boutique swim market, “but we are very keen on expanding our U.S. footprint,” Kaitiff says, especially with private-label manufacturers and Internet retailers — places “where the owner/manager is going to appreciate having a bespoke design service employed for their collection.” Friedmans controls production on-site, enabling short lead times, even for bespoke orders.

“We’re everybody’s best-kept secret,” Kaitiff says. “We love to take somebody’s idea and weave our magic onto that idea and show them the full strength of what that partnership can achieve.”



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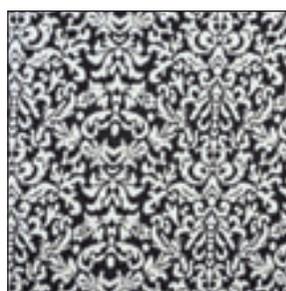
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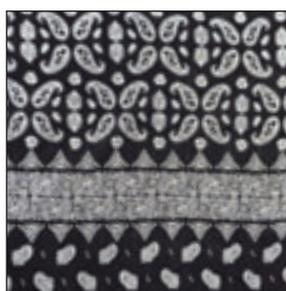
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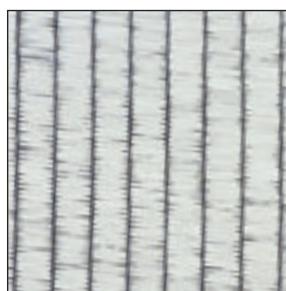
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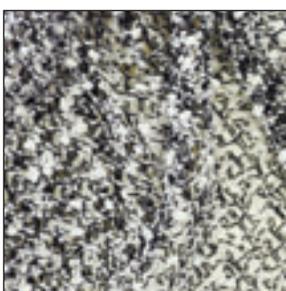
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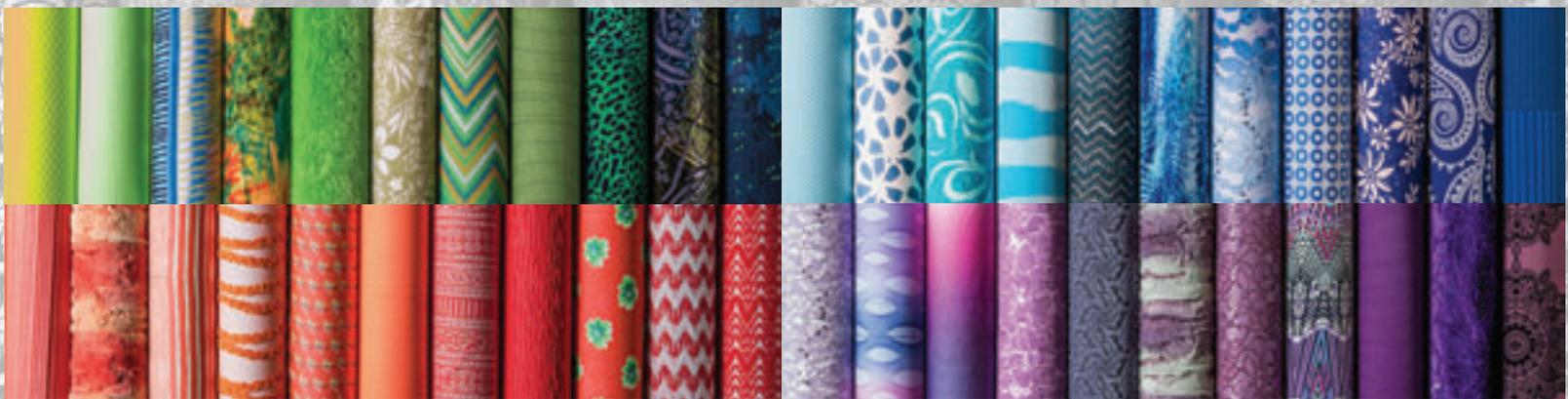
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Sourcing at MAGIC Show, North Hall Booth 61604

swisstulle's Latest Innovation Creates a Chic Color Illusion for Apparel

Color is one of the delights of designing and wearing fashion. As Pantone shows us, there's an almost endless spectrum of hues available—in addition to the fashion industry's beloved black.

Color has to be channeled through the medium of fabric, but what if you could wear pure color? That's right: Imagine something out of a futuristic sci-fi movie that would enable you to push a button and drape yourself in pure color?

swisstulle can't quite do that, but it's developed a pretty amazing approximation. The century-old firm—headquartered in Switzerland's historic region of St. Gallen, which is legendary for its embroidery—spent six months developing the world's thinnest tulle, the delicate fabric associated with ballerina tutus, wedding gowns, and aristocratic ladies of the 18th century. At only seven grams per square meter, it's so thin that from a distance it can be made to look like it's not a fabric at all, just a layer of color.

In conjunction with a German firm that took care of printing on the delicate fabric, swisstulle unveiled the iridescent innovation this spring. "If you print on it, it's just like color on the skin; you don't see the fabric," says Martina Callegari, sales director for swisstulle. "It looks like the bright colors of soap bubbles children make, so light, just like color in the air. All this makes it something very special indeed."

In order to produce this seven-gram tulle, the company invested half a year and significant manpower to rebuild its manufacturing equipment, a complicated process, says Callegari. When swisstulle reached the testing phase, things didn't get any easier as the fabric would often tear. But the results were worth it. When not printed, "the fabric looks like silk voile from far away, so your eye cannot recognize that it is tulle," says Callegari. "And when embroidered, it looks like you're only wearing the embroidery; you don't see the tulle in the background against the skin."

Customers for swisstulle's innovations have traditionally been embroidery companies, especially those catering to the bridal industry. But increasingly fashion brands are discovering swisstulle and using its products in haute couture and even everyday fashion. Clients for the most expensive fabric—bobbinet tulle, typically made of cotton or silk—include Dior, Vera Wang, and Monique Lhuillier bridal divisions, while customers for warp knitted tulle in a range of fibers—such as polyamide, polyester, Lurex, and Lycra—include makers of ready-to-wear and lingerie. "Much of the tulle on the market is basic quality stuff from Asia," says Callegari, "and is not made from natural fibers because it's too costly. But we can make it from silk, cotton, and other natural fibers."

And that's only the beginning. "We have a lot of unique products," she continues, "some 200 different designs. Many designers see that the selection is very big, not what you see everywhere. For fashion customers, this is the most important part of what we offer."

swisstulle is also catering to the

needs of the global marketplace with a radically increased capacity to make silk bobbinet. There are only a few companies left in Europe that can do this, says Callegari, and one of them went bankrupt earlier this year. swisstulle stepped in and purchased the company's manufacturing equipment, boosting its number of bobbinet machines—which operate out of swisstulle's facility in England—from 20 to 50. Most of the machines are a century old and so combine the best

of both worlds: heritage authenticity modified by the latest technology. The haute-couture and bridal industries have high demand for silk bobbinet, and swisstulle couldn't produce it fast enough. Its key accounts got most of it, and there was a waiting time for smaller fashion brands.

Now that's been rectified and designers have another creative ingredient at their disposal. True, there are inexpensive polyester substitutions available from Asia, but they aren't quite the same thing, says Callegari. "They can copy a lot of products in Asia, but they can't copy silk bobbinet."

For designers seeking maximum creativity, swisstulle has an entirely different division, an industrial one that caters to things like the automotive industry (BMW and Audi are longtime customers). Technical tulle, as they're known, are of the highest quality due to strict regulations in the automotive industry, for example, for features such as anti-flammability. "Fashion designers today are looking for new materials like our technical tulle because they're things that not just everybody can get," says Callegari.

One example is the Zurich-based brand YVY, founded by designer Yvonne Reichmuth, who is unexpectedly combining tulle with leather for accessories.

swisstulle is even developing tulle for military applications. Given the fashion industry's ability to adopt just about anything in the service of novelty, don't be surprised to see that on your nearest runway or city street before long.



swisstulle

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www.swisstulle.ch

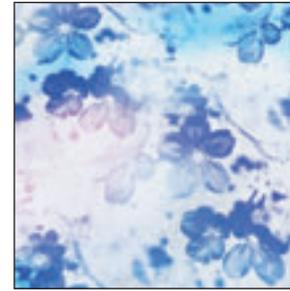
TRENDS

Mad for Purple

Textile designers have gone mad for purple, offering prints, laces and novelties in shades of lilac, plum, raspberry and grape.



Texollini #3212



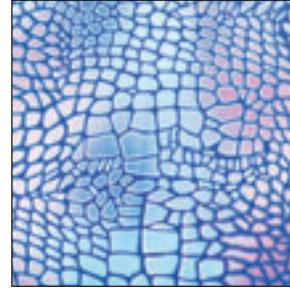
Friedmans Ltd. #TS1431
"Mimosa"



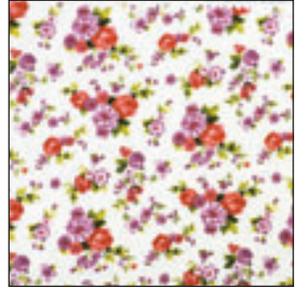
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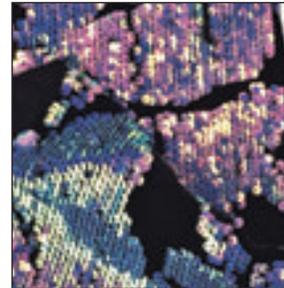
A Plus Fabrics Inc. #232L



Friedmans Ltd. #TS1425
"Komodo"



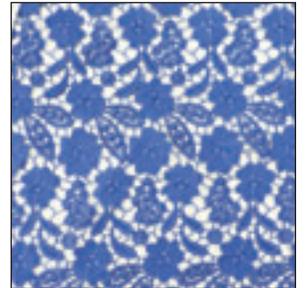
Cinergy Textiles Inc. #SPOP-17576 Printed Stretch Poplin



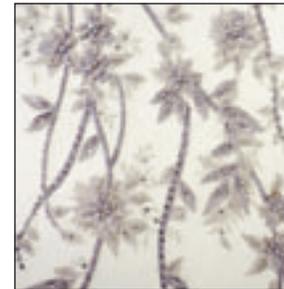
NK Textile #SW18796



NK Textile #WEG5950



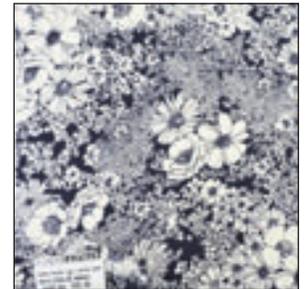
D&N Textiles Inc. #6209



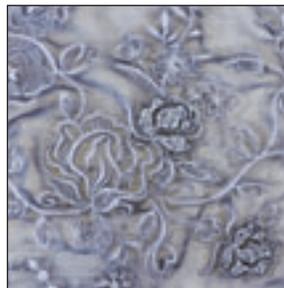
Spirit Lace Enterprise
#16118CO



Confetti Fabrics #18097
K1607



Robert Kaufman Fabrics
#SRKX-17230-62



NK Textile #SW20512



Solstiss #497614.G



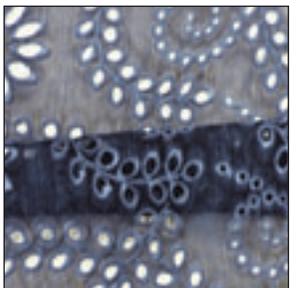
Friedmans Ltd. #TS824
"Dragon Scales"



NK Textile #NK54904



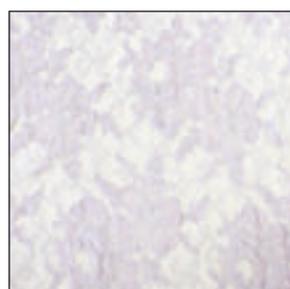
Fabric Selection Inc.
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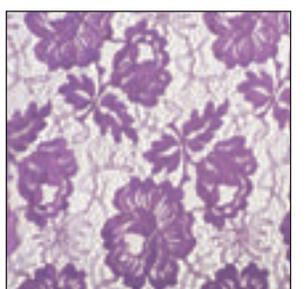
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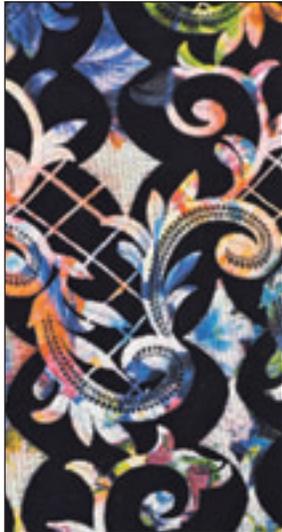
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Free-form

Textile designers take a free-form approach to fabric design with organic shapes and pattern mixing.



NK Textile #EM706009-2



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Bella Tela #33676



Malhia Kent #T 01351 "Pokapic"



A Plus Fabrics Inc. "PSlace"



Malhia Kent #T103350 "Patrioch"



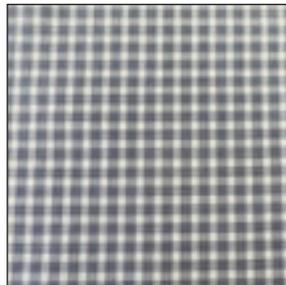
Tricots Liesse Inc. #916894

Stars and Bars

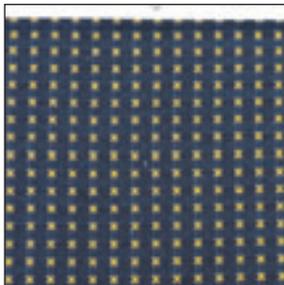
Designers pair star-spangled textile designs with modern plaids and grid patterns.



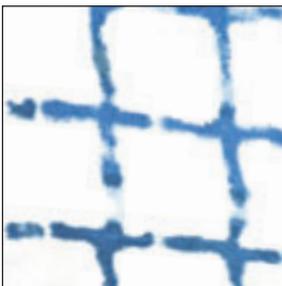
Malhia Kent #T03206 "Pavier" and #T89736 "Pmollie"



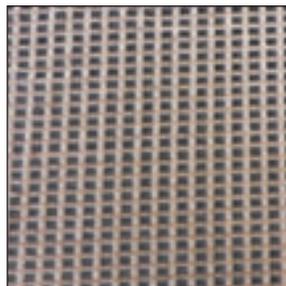
Robert Kaufman Fabrics #AJSM-17068-184 Shimmer On Yarn Dyed



Robert Kaufman Fabrics #SRK-15716-67 Indikón



Cinery Textiles Inc. #Jersey-ET0058 Printed Jersey



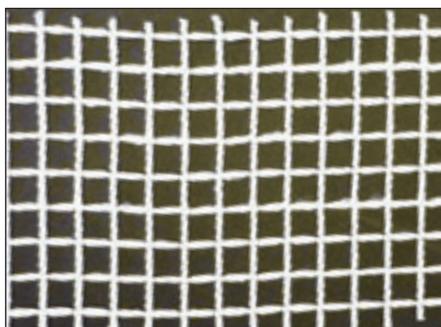
Fabric Selection Inc. #KNT3805



Asher Fabric Concepts #CPJ442-B Brushed Cotton/ Poly Jersey



Robert Kaufman Fabrics #AJSM-17067-14 Shimmer On Yarn Dyed



Swisstulle #2.02743

3-D Florals

Floral designs take on added depth with layered patterns and 3-D laces.



NK Textile #SHTP 1FYLJH



D&N Textiles Inc. #6168



NK Textile #JMSG7416-1



Spirit Lace Enterprise #16117CO

Lash

Textile designers are offering fringed designs and lash-like motifs for edgy novelties and sophisticated prints.



Tiss et Teint #55.6813



Malhia Kent #T102527 "Prongou"



Confetti Fabrics #10791 K1847

Gilded

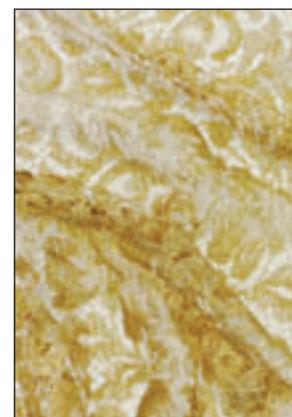
Lace goes luxe in rich, gilded patterns.



D&N Textiles Inc. #6068



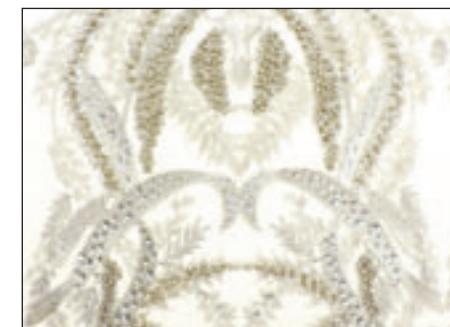
NK Textile #EY14987



Solstiss #477N44.SB



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Blush Pink

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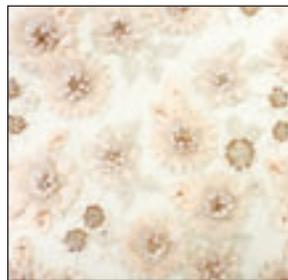
A Plus Fabrics Inc. #RSJ-DW
Rayon/Spandex Mineral Wash



Asher Fabric Concepts
#MMJ50 Laundered Modal/
Cashmere/Silk Jersey



Solstiss #813860



Spirit Lace Enterprise
#14038CO



Spirit Lace Enterprise
#15018J



Asher Fabric Concepts
#CCF22 Brushed Three-End
Cotton/Poly Fleece



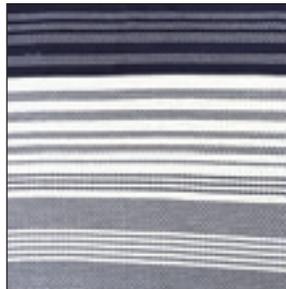
Asher Fabric Concepts
#VCSL103-W Cotton Slub
Viscose Spandex Sweater



Asher Fabric Concepts
#CSXJ40 Cotton Slub Jersey

Modern Geo

Op-art prints and irregular striped patterns give geo prints a modern makeover.



Tricots Liesse Inc. #54747



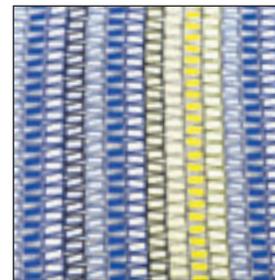
Josi Severson "Life Aquatic"



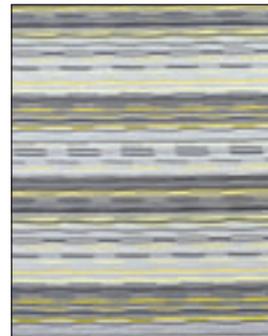
Josi Severson "Whichway"



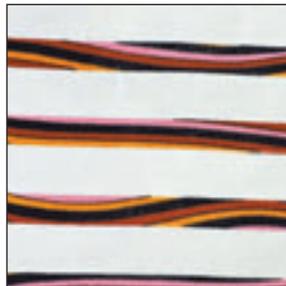
Tiss et Teint #55.5674



Tiss et Teint #55.6800



La Lame Inc. #SP-334P-1



Asher Fabric Concepts
#RSJ6040 Sweater Solid
Heavy



Swisstulle #2.06421



Asher Fabric Concepts
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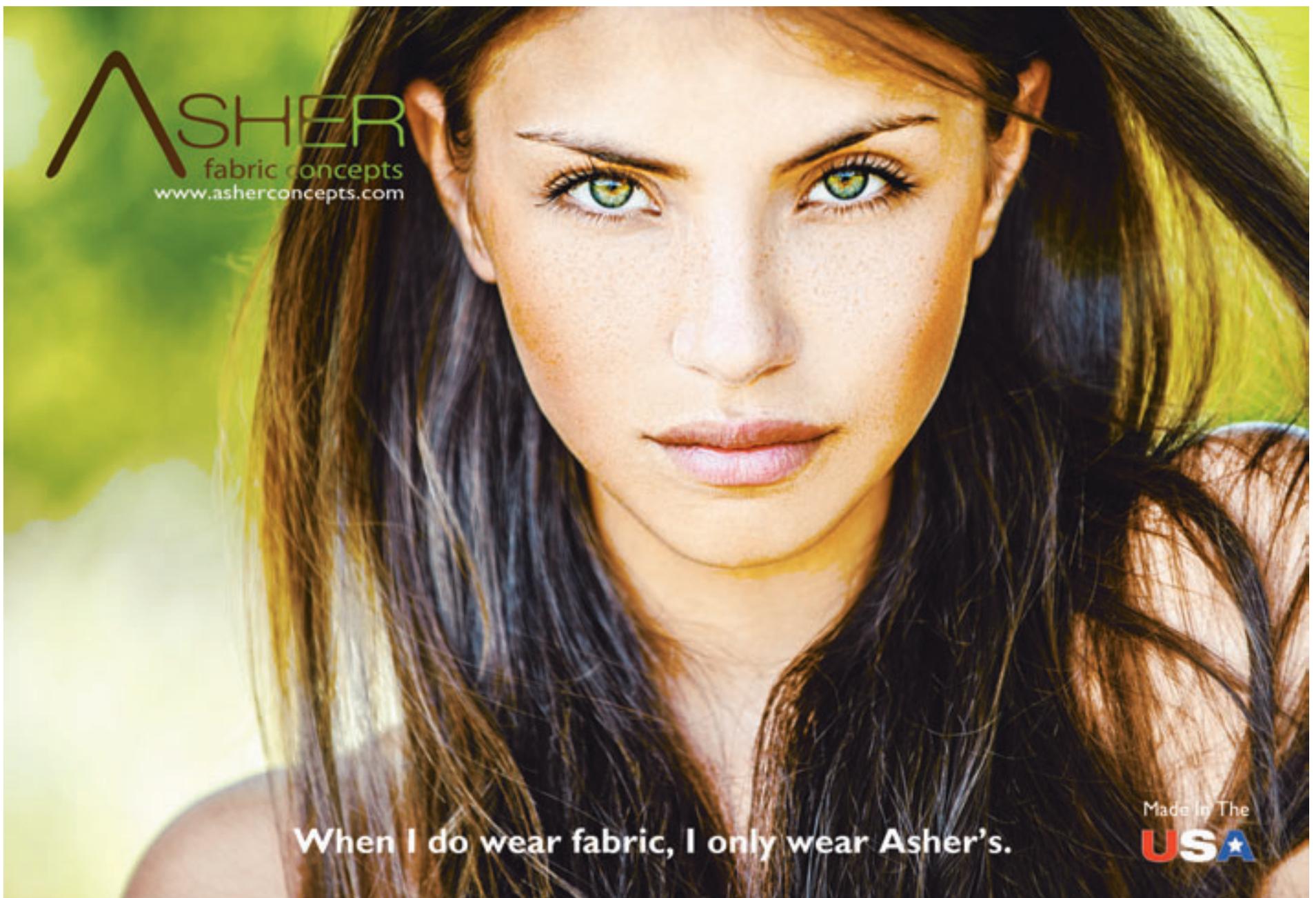
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Sourcing & Fabric Resource Guide

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manufacturer and a premium store fixture distributor where you can source all your hanger store fixtures and garment packaging needs through our worldwide network facilities. At Jerian, we always have in mind to provide our clients with cost-effective plastic hangers and top-quality personalized custom-made wooden hangers specially designed to enhance the highest standards of the fashion industry and to fit the latest trends in the store interior-design market.

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Products and Services: Kagan Trim Center, in business for over 70 years, is proud to be your primary wholesale lace and trims supplier. We offer a complete selection of apparel trim, from the most current designs of the season to all the basics. We have over 75,000 trimming items in stock, including elastic, ribbons, laces, and embellishments of every description. We're able to drop-ship our products from China to anywhere in the world, saving you time and money. Additionally, our team is comprised of experienced professionals in every aspect of the trimming industry, able to provide you with the answers you need, quickly and accurately, thus allowing you to get your finished product to market without delay! Please visit our easy-to-navigate website to see our products. All inquiries welcome.

LA TEXTILE Show

110 E. Ninth St.
Los Angeles, CA 90079
(213) 630-3600
www.latextiletradeshow.com

Products and Services: LA TEXTILE (Los Angeles International Textile Show) is the West Coast's bi-annual trade event for premier textile, design & production resources. Showcasing hundreds of the world's top fabric and trim companies, the caliber of exhibitors and trend direction are edited for a distinct contemporary and lifestyle fashion audience. The Sourcing pavilion spotlights manufacturing & design services, providing brands with the comprehensive range of services needed to manage the supply chain from concept to finished product. LA TEXTILE is hosted by the California Market Center (CMC) in downtown LA's Fashion District. Next show is scheduled for October 2-4, 2017 for the Fall/Winter 2018/19 season.

Philips-Boyne Corp.

135 Rome St.
Farmingdale, NY 11735
(631) 755-1230
Fax: (631) 755-1259
www.philipsboyne.com
sales@philipsboyne.com

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, dobblies, voiles, Swiss dots, seersuckers, gingham, 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 shirt-makers to couture designers and branded corporations.

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.

Spirit Lace Enterprise

110 E. Ninth St., Suite A761-A763
Los Angeles, CA 90079
(213) 689-1999
info@spiritlace.com
www.spiritlace.com

Products and Services: Our fabrics and textiles are carefully chosen from around the world, mainly European and Oriental regions. We carry different types of laces and embroideries such as Chantilly lace, Alencon lace, Venice lace, all over embroideries with or without beads, embroidered fabric with 3-dimensional appliques, handmade appliques, tulle, trims, etc. We work with bridal designers and haute couture fashion brands across the country. Most of our articles are in stock at the California Market Center. In-stock items require no delivery turn time. We help customers to arrange either p/u or delivery; others might vary from three weeks to nine weeks (not including shipping time). Our collection is updated according to forecasting trends every season. More than 20 years of experience.

swisstulle

Contact: Martina Callegari, Sales Director
+41 (0) 71 969 32 32
Fax: +41 (0) 71 969 32 33
m.callegari@swisstulle.ch
<http://swisstulle.ch>

Products and Services: Founded in 1912. We are one of the leading warp knit Tulle and Bobbinet Tulle manufacturers, producing in Switzerland and England. Our expertise is rigid and elastic warp knits for fashion categories such as bridal, haute couture, and lingerie as well as the embroidery markets, including technical applications that excel in performance and quality. We have the latest machinery with a staff that guarantees quality standards. We cover the whole range of widths with special focus on large widths, resulting in exclusive wide seamless fabrics. Integrated dyeing and finishing is an essential part of our quality and service strategy. Swisstulle has just developed the world's thinnest tulle, made of delicate fabric, so thin that from a distance it can be made to look like its not a fabric at all, just a layer of color!

Texollini

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

Products and Services: We at Texollini use state-of-the-art technology to supply the fashion and garment industries with innovative and trend-driven fabrics. Speed-to-market, trend insights, and quality control have been the cornerstones of our Los Angeles-based facility for over 25 years. Our in-house vertical capabilities include knitting, dyeing, finishing, and printing, and our development and design teams are unparalleled. Contact us to find out how our quality-driven products will enhance your brand.

Twin Dragon

14600 S. Broadway
Gardena CA 90802
(310) 715-7070
www.twindragonmarketing.com
info@twindragonmarketing.com

Products and Services: Twin Dragon is a multinational textile company specializing in premium denim, piece dye woven fabrics, denim washing, and fashion trends—an internationally recognized lead supplier of premium denim to a vast portfolio of the most sought-after American brands. In operation since 1980, Southern California's Twin Dragon Marketing Inc. (Denim) launched Q2 2017 leading-edge ecological improvements in their Northern Hemisphere Mexican mills and at their Asian facilities. We have introduced pre-reduced LIQUID INDIGO and ECO-FINISHING, which, when used together, have achieved an 85 percent reduction in environmentally hazardous chemical discharge. This could become the new gold standard in the denim textile industry.

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