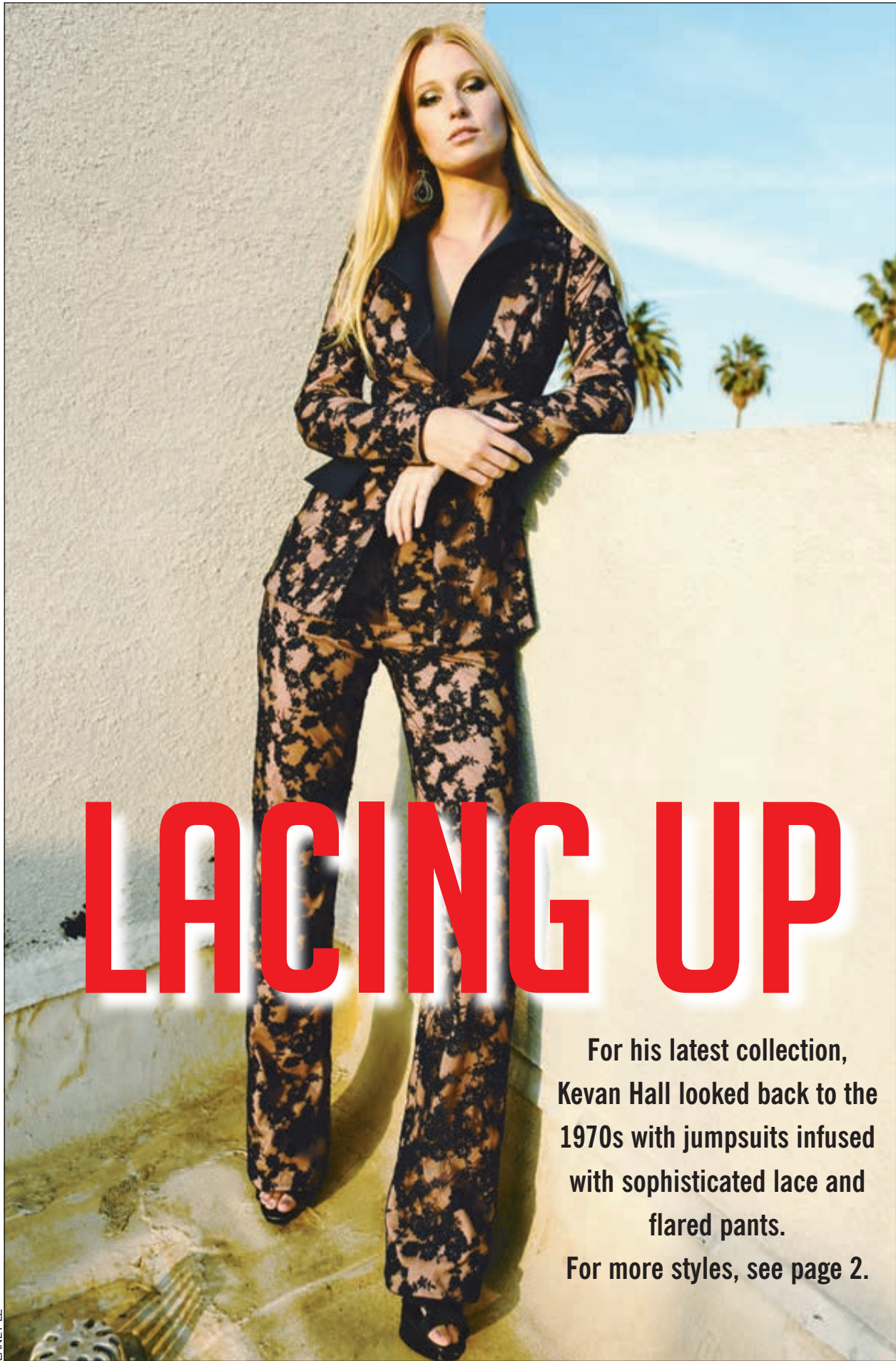


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For his latest collection, Kevan Hall looked back to the 1970s with jumpsuits infused with sophisticated lace and flared pants. For more styles, see page 2.

Agenda Vendors Ponder Show's Future After Founder's Exit

By Andrew Asch *Retail Editor*

Agenda celebrated its 15-year anniversary with talk of what will happen to the streetwear, action sports and lifestyle trade show now that its founder, Aaron Levant, is leaving.

A few days before the Jan. 4-5 event started at the Long Beach Convention Center, news broke that Levant would be leaving Agenda and its parent company, Reed Exhibitions, to start a new, unnamed venture.

Hervé Sedky, Reed's regional president for its Americas

➔ Agenda page 8

A Father-Daughter Team Launches a Los Angeles Denim Line

By Deborah Belgum *Executive Editor*

The constant whir of sewing machines and the drumbeat of downtown LA traffic echo through the second-story design studio occupied by Su Kim and her father, Jim Kim.

Mannequins attired in some of the latest creations crafted by designer Su Kim dot the vast space while racks filled with patterns constructed by patternmaker Jim Kim are strategically placed around the design studio.

In the back of the studio, three garment workers are

➔ Father's Daughter page 6

INSIDE

Where fashion gets down to businessSM



After the Boardriders acquisition ... p. 2

Shoppers and technology ... p. 4

New Lines ... p. 5

UBM Fashion partners with CFDA ... p. 9

Fashion and Finance Resources ... p. 9

Textile Preview & Resource Guide ... special pullout section

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What's Next for Boardriders?

By Andrew Asch Retail Editor

With the announcement of **Boardriders Inc.**'s purchase of **Billabong International**, the surf business's two biggest rivals are now on the same team, which means people in the surf industry are asking whether the deal is going to be a wave that lifts all boats or if it is going to be a wipeout.

"Together they are stronger," said Joel Cooper, chief executive officer of the surf brand **Lost** and a career surf-industry executive. "They can source better. They can be more profitable."

Greg Weisman, an attorney with **Ritholz Levy Fields LLP** who has specialized in working with action-sports brands for more than 20 years, said that better sourcing may not be the remedy the surf industry needs. A bigger corporate structure could squeeze out any special differences between the surf brands. "When you further consolidate and add additional ownership and corporate hierarchy to these brands, it suggests a move to better efficiencies but not necessarily a more compelling product or marketing story," Weisman said.

Just after the New Year, Boardriders, formerly called **Quiksilver Inc.**, announced it would acquire the Australian-headquartered Billabong. Billabong was founded in 1973 and is currently sold at 10,000 locations around the world.

For fiscal 2017, Billabong's revenues totaled \$762.28 million and is listed on the Australian Securities Exchange. From 2001 to 2010, the company went on a shopping spree, acquiring popular American brands

and retailers such as **RVCA**, **Element** and **Swell.com**.

But changing fashion trends and the Great Recession set the once hard-charging company up for a fall. In 2013, Billabong had a net loss of \$673.3 million, and it struggled to pull itself out of the red.

Ian Pollard, Billabong's chairman, said that the surf giant had made progress in restructuring, but it needed help to wipe out its \$116 million debt that had accumulated by June 2017.

When the deal was announced, Pierre Agnes, president of Boardriders, said the combined strengths of Quiksilver and Billabong would create more opportunity.

"Creating one integrated global platform will enable the combined company to enhance its investments in product innovation and quality, digital marketing, consumer engagement and e-commerce, which ultimately will benefit our consumers and strengthen the company and industry," he said in a statement.

Quiksilver started in 1969 as an Australian company. Former company Chairman Bob McKnight brought the Quiksilver line to America in the mid-1970s and guided the company to become an international brand with \$2 billion in sales by 2009. But it started to stumble when it acquired French ski company **Rossignol** for \$560 million in 2005. The French brand never fit in with Quiksilver's family of brands, which includes **DC Shoes**, **Roxy** and the Quiksilver label. Quiksilver took a hit and in 2008 sold Rossignol for \$37.5 million.

Changing tastes in fashion also hurt Quik-

silver. Major specialty retailers such as **Pacific Sunwear** cut orders for surf brands. In 2015, the publicly traded Quiksilver filed for Chapter 11 bankruptcy protection. **Oaktree Capital Management** then took it out of bankruptcy and made it a private company. In March 2017, it was renamed Boardriders Inc.

Lost's Cooper said this new deal is a shot in the arm for the two most powerful surf brands in the world. "Both Quik and Billabong will have more resources than they had in the past five years," Cooper said. "These guys are smart and know that product is king, and in my opinion they will keep the independence in their brands' marketing, merchandising and sales."

The deal will bring more money into the surf industry and attract more attention to the category, which will help independent surf brands, he said.

New wave

Cooper also forecasts that the recent five years of tough times for the surf business could be coming to an end.

Now that surf will be an official sport in the 2020 **Olympic Games** in Tokyo, there will be a bigger focus on surf. In addition, surf star Kelly Slater recently introduced the **Kelly Slater Wave Co.**, which will produce wave pools in areas located far away from beaches.

Cooper predicts that in the near future wave pools will popularize the sport and the

lifestyle far beyond the coasts. "2018 could be the start of a growth curve," he said. "We may have hit rock bottom, but look at the history of the surf industry. We have gone through many cycles over the years, but the beauty of our industry is that it never goes away. The sport has never been stronger."

If the surf business wants to recapture its glory years, attorney Weisman said that it needs to go back to being an industry of independent designers fueled by their own inspiration.

"Arguably what is happening today is not that grand of a change," Weisman said. "Billabong and Quiksilver have been large, corporate entities for years. But they have to go back to what makes them special. It is their human capital. It remains to be seen if yet another slate of corporate executives is able to rekindle the magic that the original founders and visionaries had."

So far, corporate leadership for surf brands has not saved the category from hardship, Weisman said. But hope may be on the horizon for surf. Surf brands made their design reputation on being graphics heavy and often featuring several details and bold colors. Fashion for the past decade has been minimalist, veering toward smaller graphics and more restrained colors.

"I am hopeful that with a 1990s aesthetic returning in trend, there will be a change in fits and embellishments away from years of slimmer basics, and it will mark a return to glory for surf and skate brands," Weisman said. ●

FASHION

Flora and Fauna Infuse the Latest Collection by Kevan Hall



This season, Los Angeles designer Kevan Hall took his design cues from the 1970s and infused them with embroidered flowers sprinkled over light fabrics that move with the body.

"I sprinkled flowers throughout the collection, using them on sleeves and bodices or layering over fabric," said Hall, whose collection is sewn in his Los Angeles atelier.

He also added fringe accents. "The fringing was actually in the fabric, which was engineered with floating yarns and then clipped.

Those dangling yarns evoke the feeling of a withering flower," the designer said.

For his latest Spring/Pre-Fall collection, Hall added more separates to his usual stable of dresses and jumpsuits.

His favorite fabrics are ponte—a double-knit, interlock fabric—and point d'esprit—a tulle with oval or square dots.

The collection's palette runs from hot-house pinks and reds to lots of black and white, grays and floral prints engineered into plaids.—*Deborah Belgium*



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NEW YORK WOMEN'S
& CHILDREN'S
FEBRUARY 26-28, 2018
CHILDREN'S CLUB OPENS FEBRUARY 25

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NEW YORK WOMEN'S
JUNE 10-12, 2018

NEW YORK
MEN'S & WOMEN'S
JULY 22-24, 2018

CHILDREN'S CLUB
NEW YORK
AUGUST 5-7, 2018

MAGIC LAS VEGAS
AUGUST 13-15, 2018
SOURCING AT MAGIC OPENS AUGUST 12

NEW YORK WOMEN'S
SEPTEMBER 15-17, 2018

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January 19

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2017 Financial Review/
2018 Financial Forecast
T-Shirt Report
Technology Industry Voices

T-Shirt Advertorial Technology Advertorial

Bonus Distribution

Imprinted Sportswear Long Beach
1/19-21
Fashion Market Northern California
1/28-30
Atlanta Apparel 2/5-9
Outdoor Retailer 2/25-28

January 26

Cover: Fashion
New York Textile Coverage

Las Vegas Resource Guide

Bonus Distribution

Atlanta Apparel 2/5-9
OffPrice Show 2/10-13
Sourcing at MAGIC 2/11-14
Agenda LV 2/12-14
CurveNV 2/12-14
Liberty Fairs NV 2/12-14
POOL 2/12-14
Project 2/12-14
Stitch 2/12-14
WWD/MAGIC 2/12-14
WWIN 2/12-15

February 2

Cover: Fashion
Surf Expo Wrap
New York Textile Coverage

Sourcing & Fabric Special Section with Tech & Denim

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OffPrice Show 2/10-13
Sourcing at MAGIC 2/11-14
Agenda LV 2/12-14
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Stitch 2/12-14
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WWIN 2/12-15

February 9

Cover: Fashion
Eco Focus
Denim Report
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Retail Focus Fashion Advertorial Denim Advertorial Finance Advertorial

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RETAIL

Shoppers Favor Stores That Have Technology on Hand

Shoppers may be letting their fingers do the walking by snapping up fashions online, but a recent survey shows that consumers are willing to hit the stores if time-saving technology is involved.

That was the conclusion of a survey by Soti, a New York company that provides mobile and IoT (the Internet of Things) device-management solutions.

According to the survey of consumer shopping habits, 76 percent of those who participated said they have a better in-store experience when retail sales associates are armed with technology. In addition, 67 percent of respondents said they like this because they are able to save time.

"The in-store technology experience is no longer in its infancy and if retailers aren't utilizing these innovations they are putting themselves at a competitive disadvantage," said Carl Rodrigues, chief executive and president of Soti.

Consumers had a better experience when technology was integrated, whether it was through self-service kiosks or salespeople using mobile technology on the sales floor. "However, consumers don't want technology because it provides a 'cool' or 'wow' factor. They favor mobile technologies that save time," Rodrigues added.

The survey found that 66 percent of shop-

pers prefer self-service technology over interacting with a sales associate. When it comes to self-service technology, self-checkout is the preferred way to go with 53 percent of people opting for it. More than 20 percent said they like to use digital kiosks to check prices.

Rodrigues said that until now self-checkout has been prevalent among big-box retailers, but that could change. "In 2018, we expect smaller retailers to adopt more of these technologies to meet shopper demands as innovation on mobility management provides the opportunity for retailers of all sizes to transform the way they operate," he said.

In another area, goods delivered through technology was gaining acceptance. Some 60 percent of consumers surveyed said they would be very or somewhat comfortable with new shipping methods offered by retailers. Drone delivery was accepted by 29 percent while autonomous-vehicle deliveries were favored by 28 percent.

"There is still a whopping 40 percent of consumers who have yet to embrace these innovations within the supply chain," Rodrigues said. "This indicates that it is incumbent upon innovative retailers to develop consumer trust and familiarize their customer base with the benefits of these new delivery methods."—Deborah Beltrum

Calendar

Jan. 15

Los Angeles Fashion Market
California Market Center
The New Mart
Cooper Design Space
Gerry Building
Lady Liberty Building
Academy Awards Building
Primrose Design Building
824 Building
Los Angeles
Through Jan. 17

**Select X Emerge
LA Kids' Market
Transit**
Los Angeles
Through Jan. 17

Designers and Agents
The New Mart
Los Angeles
Through Jan. 17

Brand Assembly
Cooper Design Space
Los Angeles
Through Jan. 17

Hong Kong Fashion Week
Hong Kong Exhibition Center
Hong Kong
Through Jan. 18

Jan. 16

Première Vision
Pier 94
New York
Through Jan. 18

Printsource
Hotel Pennsylvania

New York
Through Jan. 17
Intermoda
Expo Guadalajara
Guadalajara, Mexico
Through Jan. 19

Jan. 17

DG Expo Fabric & Trim Show
Penn Plaza Pavilion
New York
Through Jan. 18

Jan. 19

Imprinted Sportswear Show
Long Beach Convention Center
Long Beach, Calif.
Through Jan. 21

Jan. 21

Project MRket
Jacob K. Javits Convention Center
New York
Through Jan. 23

Jan. 22

**Texworld USA
Apparel Sourcing USA**
Jacob K. Javits Convention Center
New York
Through Jan. 24

Jan. 23

Liberty Fairs
Pier 94
New York

Through Jan. 25

Jan. 24

Active Collective
Metropolitan Pavilion
New York
Through Jan. 25

**Dallas Apparel & Accessories
Market**
Dallas Market Center
Dallas
Through Jan. 27

FIG
Fashion Industry Gallery
Dallas
Through Jan. 26

Jan. 25

Surf Expo
Orange County Convention Center
Orlando, Fla.
Through Jan. 27

Outdoor Retailer
Colorado Convention Center
Denver
Through Jan. 28

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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The auction will take place on January 29, 2018 at 11:00 a.m. at Titan Offices located at 1055 West 7th Street, Los Angeles, CA, 90017 (33rd Floor).

The minimum bid will be \$1 million. Any bidder wishing to bid must bring to the auction and deposit with the escrow agent at the auction a cashier's check in the sum of \$500,000 payable to N.Y.A., Inc. issued by a national or regional bank before the bidding begins. Any failure by the winning bidder to pay the balance of the winning bid within two business days of the auction will result in forfeiture of the \$500,000 deposit. Any prospective bidder may receive certain financial information of the corporation and may also review the inventory to be sold at the corporation's facility in downtown Los Angeles, California, by sending an email to auction@nyaincorporated.com and signing a non-disclosure agreement.

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NEW SHOWROOMS & LOCATIONS

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NEWS

Father's Daughter Continued from page 1

hunched over sewing machines, running fabric through needles that race at a non-stop pace to create premium blue jeans for **Father's Daughter**—a label created by the father-daughter team.

Father's Daughter is a return to handcrafted garments that are part of the slow-fashion movement looking for well-made items produced domestically. The denim label was started two years ago with the first collection launching early last year.

"We are doing small-batch production and looking at every piece from the time it comes off the machines," the young designer said. "We are doing all the washes here in Los Angeles."

Kim and her father are sticking to the tried-and-true formula for quality blue jeans that transformed Los Angeles into the center for premium-denim jeans at the turn of the century when brands such as **True Religion**, **7 For All Mankind** and **J Brand** marched onto the fashion scene.

At that time, these pricy brands, which commanded up to \$300 for a pair of pants, were completely manufactured in Los Angeles, keeping denim factories and wash houses on a busy production schedule. But now that big corporations and private-equity firms have taken over these name brands, much of that high-end blue-jeans production has gone to Mexico and other overseas areas in search of lower costs.

"Jeans quality is going downhill," said Su Kim. "But people want 'Made in LA' denim, and there will always be a demand for that."

The Kim family has a long history of working in the Los Angeles denim industry. Jim Kim came to the United States in 1992 as a patternmaker after he and his wife, Jong, ran a custom-made dress shop in Seoul, South Korea.

For years, Jim Kim was a much-sought-after patternmaker who worked for such brands as **J Brand**, **Vince**, **Taverniti So**, **Antik Denim**, **Azteca Production**, **Mother**, **Calvin Klein**, **Tommy Hilfiger**, **Tom Ford**, **Alexander Wang**, **AG** jeans and currently **Redone**. Five years ago, he opened his own pattern-making studio on Ninth Street in the hub of the Fashion District in downtown Los Angeles.

With his years in denim, it was only natural that his daughter would follow him into the business. Su Kim graduated from the **University of California, Davis**, in 2008 and then enrolled in **Esmold**, a private French fashion school in Paris where she studied for two years. "I grew up with my father doing denim, so I was like the daughter whose father was a baker and I grew up with pastries," the younger Kim said. "When I would go back to Davis from visiting my parents, I would have all these old samples of Taverniti So."

As soon as she returned to the United States, the budding designer went to work at **AG** jeans, a premium brand made by **Koos Manufacturing**, a major denim factory in

South Gate, Calif.

Kim started out as an assistant designer, then an associate designer and moved into various jobs during her six years there. When Kim's mentor, Masaaki Matsubara, left to become the creative director for **J Brand**, Kim soon left to pursue her own line.

"I told my dad I was thinking of starting my own label and could he create a couple of patterns for me?" she recalled.

From there, a new company was formed. The first collection shipped for Spring 2017. The inaugural collection was filled with novelty looks that took a different view at denim. "We have basic denim but layered with more personality," the designer said.

In the collection, which retails for \$180

to \$250, there are various silhouettes including skinny jeans, high-rise jeans, ripped jeans, cropped denim with wide legs and denim with rough edges and impeccable washes. The brand now goes beyond blue jeans to create denim jumpsuits; denim tops with a girly, girly look; dresses; and knit tops.

The typical Father's Daughter customer is a creative woman in her 30s and 40s who doesn't shop department stores or online but frequents small boutiques that are into well-crafted, small-batch products with a unique quality. "There is this idea of slow fashion that has created this product of opportunity for us," Su Kim

said. "We are the alternative high-quality denim brand made by people who have been in the denim industry for a long time."

Anthropologie ordered a few styles during that first season, and **Shopbop** carried it on its e-commerce site.

Myrtle, an independent Los Angeles boutique that focuses on women's apparel made by female designers, was the first store to carry the Father's Daughter label, Su Kim said.

Now, several small boutiques carry the brand. **Cristov** in El Segundo, Calif., near Los Angeles, stocks the brand. "I love the brand," said store owner Christina Ristovski, who tries to carry only Los Angeles labels. "I love the way they are made. The fabrics are great, and they are stretchy. I feel if you are the girl in between sizes, which is common, it is the perfect thing. When you wash them, they are not easily damaged. They don't stretch out."

For Spring 2018, **Free People** ordered two styles, online website **Revolve** will be carrying the line, and several small boutiques around the country will continue to hang the label on their racks. The brand is represented by the **Hasson Costa** showroom in **The New Mart**.

Right now, the brand is producing about 400 blue jeans a month, about double what it did last year, but Jim Kim said he can make up to 1,500 pair of jeans a month before he has to find an outside contractor.

Down the road, Su Kim would like to branch out to select areas of department stores and be in more doors. "The clothes speak for themselves," she said. ●



Su and Jim Kim



Jeans and top by Father's Daughter

FMNC Ushers In a New Executive Director With Ideas to Spare

When Fashion Market Northern California, better known as FMNC, went looking for a new executive director, it needed go no further than one of its own, Mary T. Taft. As a veteran fashion representative and, later, a member of both the board of directors and executive board of FMNC's precursor, the Golden Gate Apparel Association, Taft not only knows the buyers and sellers but also knows this market floor like the back of her hand.

The show floor was, in fact, Taft's "main focus" as a board member—and a preoccupation she promises to indulge in unashamedly in her new position. "My goal," she says, "is to have buyers walk into the show and say, this place looks so great I want to buy things here."

FMNC puts on five shows a year at the San Mateo Event Center south of San Francisco, showcasing an ever-increasing number of apparel, accessory, and shoe brands from the West Coast and as far as the East Coast. Finding vendors is never a problem. "We're always maxed out," Taft says, and the next show is already sold out, with a growing waitlist. However, she says, "we would love to broaden our buyer base." Half the reps now come from the Los Angeles area, and "it would be great," she notes, "to have more buyers from the South come to our show." Meanwhile, buyer traffic from the Northwest is increasing with every FMNC market.

Taft, whose upbeat and energetic manner is the perfect vehicle for the many ideas that coming spilling out of her, has big plans for FMNC. The priorities, she says, include "always making it easier and more pleasant" to attend and enjoy the show, which has benefited from its casual, easy, buyer-friendly atmosphere. Taft wants to bring new excitement to the look of the floor and to introduce new and engaging market events.

Many of those plans place her in the role of hospitality organizer-in-chief. Some have to do with the event-center venue itself. Accommodating but vast, the San Mateo Center can benefit from some warming up and clear and creative organization, she says. It starts with graphics that adorn the entry, giant fashion images that evoke a lifestyle—"It makes you feel like you're coming to a really fabulous show like Vegas," Taft says. "Inside, we are using large-format fashion shots on the market's unique booth system." Taft also wants to create casual seating nooks—couches, café tables with chairs—where buyers can relax and take stock. High on her list of priorities: "we are always striving to improve the food," she says. "It's a little challenging in that building, but we can't really be lacking in that area."

The big picture, for Taft, is to amp up the social aspect of the show to "meld the buyers with the reps."

"I want to do more events—we are working on some new ideas, and my goal is to produce a fashion show. I would love to do that." More consistent outreach—constant contact" she calls it—is also on her to-do list. "I will also start a Market Wrap email newsletter after the show



Mary T. Taft

—it will be a quick read with fun facts/photos about the show, such as what color is trending, things like that," she says. "Something quick, interesting, light-hearted."

Taft points to already-popular and notable attractions FMNC offers: free parking before 10 a.m., lunch coupons, "a nice spread in the morning with muffins, bagels, and fruit cups," and the "ginormous cookies we wheel around at 3 p.m.—perfect timing." There's late-afternoon wine, which continues to 7 p.m. on Monday so attendees can avoid traffic, a concession "that continues to grow." Last August, there was a great barbecue dinner—"super fun, everyone loved it," Taft reports.

Another important perk FMNC makes available on a first-come, first-served basis are discounted rooms at the local Marriott. For the January 28–30 Summer market show, 178 reps are already signed up, with five on the waitlist, and a typical 450–500 buyers, "10 to 15 new

people every time." There will be new accessory lines, two new jewelry designers, a growing shoe category, and "really great lines of performance and active apparel," a category that also is burgeoning.

For Taft, the change from being a member of the all-volunteer executive board to executive director, the only paid position at FMNC, is substantial. "I'm going to be the face of the show," she says. "That wasn't a real focus before, but I like that part of it. We want to constantly be putting our name out there. I'm going to travel to markets and stores and get buyers and reps to visit. I'm going to rep the show."

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Agenda *Continued from page 1*

division, announced that Levant would continue to serve as an adviser to Agenda and Reed. But vendors felt change was in the air.

Jeff Staple, founder of the **Staple** brand and a veteran Agenda vendor, wondered if Agenda would be the same show after Levant's departure.

"Aaron had all of the relationships and the vision. The onus is on Agenda, the organization, to show that it cares more than Aaron. That will be the challenge. He put his head on the rails for this," said Staple, who was born Jeff Ng.

But in many ways, Agenda was still the same show it has been for years. Veteran exhibitors such as **Vans**, **Obey** and **The Hundreds** had booths at the long-running event.

Buyers seen at previous Agendas shopped the show. This group included action-sports shops **Jack's Surfboards**, **Sun**

the recent run of Agenda. "But people have been coming by," Yang said. "It's quality, not quantity," he said of Agenda's buyers.

Reasons for declining traffic included Agenda's schedule. It took place only a short time after the holiday retail season, when retailers typically put in their longest hours. Some retailers might have wanted to take a long break after the holidays. Also, harsh weather around much of the country made it difficult to travel.

However, many vendors said that buyer traffic and business were great. "We saw everyone we hoped to see," said Chris Pollock, president of the **Lost** brand.

Tom Law, sales manager for **Icons of Culture** and **Z Supply**, said his booth was busy throughout the show. He had 30 appointments with retailers looking at Icons of Culture's capsule collection for **Maui and Sons** women's styles.



Long Beach Convention Center



Jeff Staple



Meeting at Cookies brand booth



Brixton's jeans



Meeting at Brixton brand booth

Diego, **Tilly's** and **Zumiez**. Also reported at the show were retailers **Nordstrom**, **Urban Outfitters** and San Francisco-headquartered **Azalea**.

Core surf and skate shops represent an important buyer group at Agenda, and lately business seems to be slightly improving for them, according to **ActionWatch**, a market-research group that reports on the business of independent action-sports shops.

For its most recently released results, overall sales on the ActionWatch panel saw a year-over-year decline of 1 percent in November. It was an improvement from October and September, with both seeing year-over-year declines of 7 percent.

If there's growth in December, it will represent the first time since April 2017 that there were sales increases for ActionWatch's panel of independent shops, said Patrik Schindler, the group's president.

The pace of buyer traffic seemed to be much lower than the busy ambience seen at the January 2016 show. Sam Yang, owner of veteran Agenda exhibitor **Vast**, conceded that the show floor did seem quiet during

Agenda's Long Beach show was the site of some brand debuts. After years of making chino and twill pants, the **Brixton** brand unveiled its first line of denim pants for men. Popular athleticwear brand **Champion** introduced its first full line of high-end sneakers. **Patagonia** introduced **Uprisal**, a sustainably made sweatshirt constructed out of recycled polyester, recycled cotton and elastic.

Also taking a bow was **Raga Man**, a men's shirting line that takes inspiration from the lifestyle of Los Angeles' Venice Beach and the tradition of India, said Sahil Chaudry, the company's creative director.

Long Beach, Calif.-brand **Polymer** was introduced at Agenda. Eric Basangan, the brand's founder, made a line of elevated basics, which include collared shirts, T-shirts and pants.

Also at the show was **Vans**, which expanded its program for its **Versa QZP DX** clothing made out of tough, waterproof fabrics. High-end denim brand **G-Star** exhibited at the show as did prominent cap brand **New Era** and workwear brand **Carhartt**. ●

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UBM Fashion Partners With the Council of Fashion Designers of America to Help Emerging Designers

UBM Fashion, organizers of the various MAGIC trade shows in Las Vegas and other apparel events, is working with the **Council of Fashion Designers of America** to promote the growth of emerging talent in the fashion industry.

The two will create key programs to link new designers with retailers and help showcase their work. Key programs include enhanced retailer matchmaking services at trade shows, special events and cost assistance at UBM Fashion trade shows for new CFDA members.

The partnership launches this month and will start with the UBM Fashion trade show **Project**, featuring men's and women's fashion, with **Coterie**, the trade show for contemporary women's styles, and

at the recently launched MAGIC Japan trade show.

"The CFDA is always looking for partnerships that help designers reach new retailers and consumers," said Steven Kolb, the president and chief executive of CFDA. "UBM Fashion's portfolio of programs and extensive contacts with retailers both large and small will help fuel the industry's growth."

UBM Fashion and the CFDA will also coordinate the timing of **New York Fashion Week** with the various men's and women's trade shows in New York. In addition, they will work on educational and mentorship programs to help CFDA members in areas such as marketing, sales, distribution, manufacturing and finance.—*Deborah Belgium*

Resource Guide

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Products and Services: California Market Center (CMC) is the hub of LA's fashion and creative communities. Located in the heart of Downtown LA's Fashion District on 9th & Main, the 1.8-million square foot complex is home to premier fashion industry showrooms, creative office spaces, and the city's busiest special event venues. CMC is host to a year-round calendar of Markets and Tradeshow, including: LA Fashion Market, the new Label Array at LA Fashion Market, LA Textile Show, LA Majors Market, LA Kids Market, LA Men's Market, Capsule, and more.

Cooper Design Space

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Products and Services: The Cooper Design Space, at the corner of Ninth and Los Angeles streets in the heart of L.A.'s Fashion District, hosts a space that embraces cross-pollination among L.A. lifestyle businesses in fashion, media arts, and publishing. The building is 11 stories tall and, having been built in 1927, represents the city's history of creative commerce. It's a space that encourages fluidity across functions by offering an event venue, offices, and showrooms in a single location.

Fashion Market Northern California

www.fashionmarketnocal.com
Contact: Mary Taft

Products and Services: Fashion Market Northern California is favored for its open-booth format and offers choices from 2,000 apparel and accessories lines in every category: European, contemporary, updated, casual, and junior. Buyers love the complimentary continental breakfast, coupons for lunch, and afternoon treats. Parking is free on Monday and Tuesday mornings for arrival before 10 a.m. The fun "Sip & Shop" continues late night Monday with complimentary beer and wine. In January, FMNC will be giving away a calendar with past fabulous show book covers. New buyers are eligible for one free hotel night during the show. Also visit us on Facebook and Instagram.

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www.ubmfashion.com

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TEXTILE NOTES

**Athleta Offers New
Tights With Lycra Sport
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**Lenzing CEO Is
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**New Functional-Fabric
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Athleta Offers New Tights With Lycra Sport Technology

For the activewear woman who likes wearing her clothes to the gym or her favorite coffeehouse, **Athleta** has developed a new style of tights made with **Lycra Sport** technology.

The tights offer zoned compression technology to provide real support where needed; have wider, unpinchable waistbands; and are more flexible for freer movement in

the knees.

There are also mesh panels and cutouts for better ventilation and reflective details for safety at night. Some of the tights also have **Coolmax** fibers with moisture-wicking technology for better breathability.

Athleta, which is owned by **Gap Inc.**, has several stores across the United States specializing in activewear and other clothing.

Lenzing CEO Is Reappointed

At its Dec. 13 meeting, **Lenzing's** board reappointed Stefan Doboczky as its chief executive.

His new contract begins June 1, 2018, and runs until the end of 2022. Doboczky joined Lenzing, a provider of premium cellulose fibers, in 2015. The company is based in Austria. "In recent years, Stefan Doboczky and his colleagues on the management board have been able to make excellent use of the favorable market conditions on the basis of the previous restructuring in order to trans-

form an Austrian company with foreign investments into a truly global player with strong Austrian roots," said Hanno Bästlein, chairman of Lenzing's supervisory board. In addition to Doboczky, the management board consists of Robert van de Kerkhof, chief commercial officer; Thomas Obendrauf, chief financial officer; and Heiko Arnold, chief technology officer.

Last year, Lenzing announced it was opening a new **Tencel** fibers facility in Mobile, Ala. When open in 2019, it will be the largest Tencel fiber factory in the world.

New Functional-Fabric Fair Being Launched This Summer

Reed Exhibitions has announced it is organizing a new functional-fabric fair this summer in New York to be held during New York market week. Called the **Functional Fabric Fair by Performance Days**, it is being organized in partnership with **Design & Development GmbH Textile Consult**, which organizes a twice-a-year functional-fabric fair in Munich called **Performance Days**. "This is the first of its kind [of fair] during New York's market week to provide an opportune sourcing platform for performance materials and technical textiles in fashion, sportswear and athleisure collections," said Marco Weichert, general manager of Design & Development GmbH Textile Consult.

The July 23–24 fair at the **Jacob K. Javits Convention Center** will showcase the latest trends in fabric development for the functional textile industry and provide an opportune marketplace in the United States for sourcing high-performance functional fabrics and accessories.

There will be exhibits, workshops, industry presentations plus professional networking and matchmaking programs.

"Following the successful launch of a performance and sports-textile sourcing program within the **PGA Merchandise Show** and through considerable industry research, a need for a U.S.-based functional-fabric fair has become apparent," said Steve McCullough of Reed Exhibitions.

Texworld USA Launches 'Explore the Floor' Series

An added feature this year at **Texworld USA** is the new "Explore the Floor" series, which features tours for attendees to walk the show floor with industry experts. These tours will allow attendees to gain knowledge on different exhibitors that are relevant to what they need and be able to ask questions in an open format.

Texworld USA, which will be held Jan. 22–24 concurrent with **Apparel Sourcing USA** at the **Jacob K. Javits Convention Center** in New York, also offers three days of seminars and speaker lineups on trending industry topics including sustainability, Spring/Summer 2019 color and fabric trends, and more.

"Textile Talks" returns with three days of discussions organized by **StartUp Fashion** and **Lenzing Fibers Inc.**

Texworld USA's trend showcase will take place for the Winter 2018 season. It is created by Texworld USA art directors Louis Gerin and Gregory Lamaud.

Highlights from the Texworld USA seminars include a session called "Fash-

ion 101: How to Start a Fashion Line," by Mercedes Gonzalez, founder and director of **Global Purchasing Companies**. A seminar dedicated to "Supply Chain Traceability & Transparency + Explore" will be held by Jeff Wilson, senior business development manager of sustainability at **NSF International**. Other speakers will be Edward Hertzman, founder and chief executive of **Sourcing Journal**; Leonardo Bonanni, founder and chief executive of **Sourcemap**; and Megan Meiklejohn, sustainable materials and transparency manager for **Eileen Fisher Inc.**

A "Spring/Summer '19 Trends for Women's & Junior Markets" will be presented by **Trend Council**. In addition, the importance of a circular economy for the future of fashion will also be discussed.

"Attendees can look forward to topics that will keep them on the cusp of what is happening in our ever-evolving industry. Our seminars and Textile Talks are perfect for anyone, no matter their level in the business," said Jennifer Bacon, show director, **Messe Frankfurt North America**.—Deborah Belgium



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Fabulously Floral

Just as spring brings new life and joy, floral fabrics bring expressions of nature's wonder. Once thought as showing the feminine side of nature and a symbol of European status, fashion designers now use florals for men and women.



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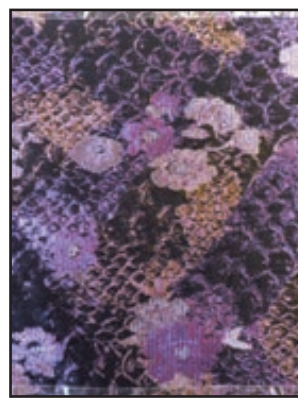
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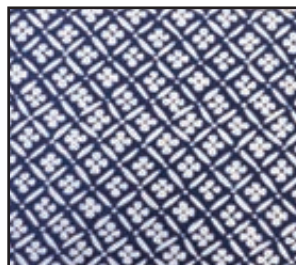
Eusebio SpA #8707-10443/DV



Robert Kaufman Fabrics London
Calling 8 #SRK-17693-205



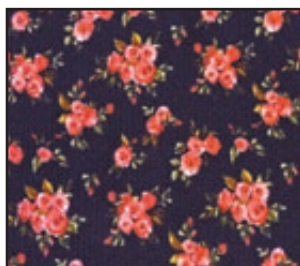
Confetti Fabrics 100% Viscose
Saten #18369-1



Eusebio SpA #4710 10443/
DV



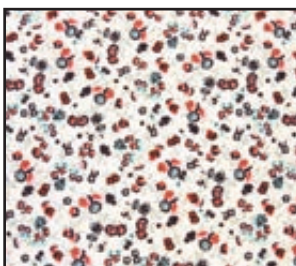
Sprintex 97% Cotton 3%
Elastane #18712 W6188A
No.2



Fabric Selection Inc. 95% Poly
5% Spandex #DU1340



Fabric Selection Inc. 95% Poly
5% Spandex #SR70519



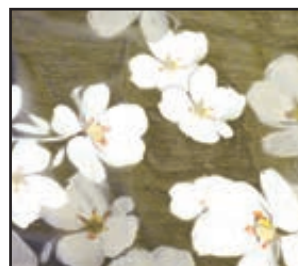
Fabric Selection Inc.
97% Cotton 3% Spandex
#SE502376



Confetti Fabrics 100% Polyester



Eusebio SpA #10072-10446/
TR



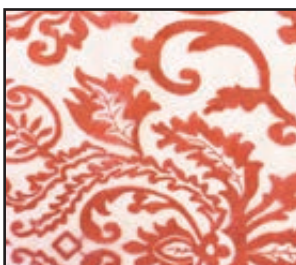
Confetti Fabrics 100% Viscose
#18433-1



Fabric Selection Inc. 97%
Rayon 3% Spandex #SE61129



Sprintex 100% Poly
#18973-W5774A



Spirit Lace Enterprises
#16052UW/O



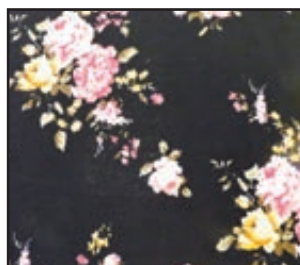
Spirit Lace Enterprises
#16015WX Tan



A Plus Fabrics #EMT-09



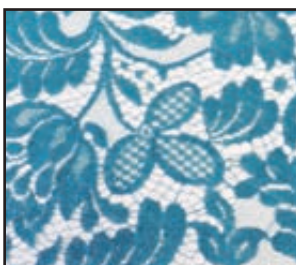
Eusebio SpA 91303ID/
T411EXP



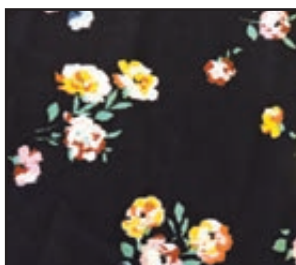
Fabric Selection Inc. 100%
Rayon Challis #SE51017



Sprintex 100% Poly
#18973-W5774A-NE7



Solstiss #870226 Ocean



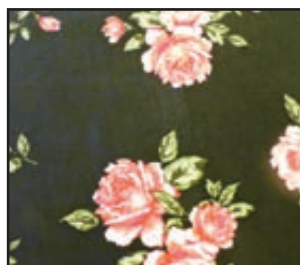
A Plus Fabrics Rayon Challie
Print #W30-print



Kalimo Textil 913031D/
T411EXP



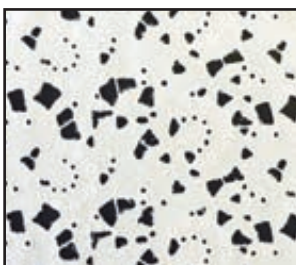
Kalimo Textil



Fabric Selection Inc. 95% Poly
5% Spandex #SR70458



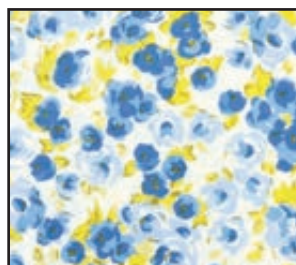
Spirit Lace Enterprises
#14039EM



Solstiss #870226 Ocean



A Plus Fabrics #EMT14



Robert Kaufman Fabrics London
Calling 8 #SRK-17695-4



Robert Kaufman Fabrics London
Calling 8 #SRK-17689-12



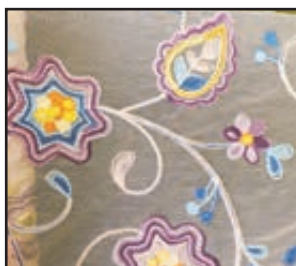
Sprintex 100% Poly #18864-
W6411 NE3



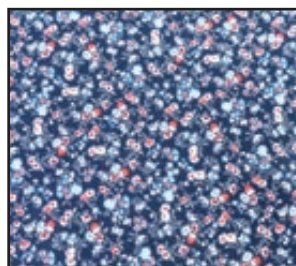
Spirit Lace Enterprises #1709
HW/OB Black Lace and Net



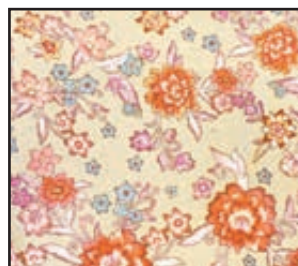
Solstiss #B04561



A Plus Fabrics #EM03



Fabric Selection Inc. 97%
Cotton 3% Spandex #SE50376



Fabric Selection Inc. 97%
Rayon 3% Spandex #SE61129

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A collage of images. On the left, a vertical strip shows various fabric patterns. On the right, a man with a beard and a black cap is working on a sewing machine. A circular logo is overlaid on the left side of the collage.

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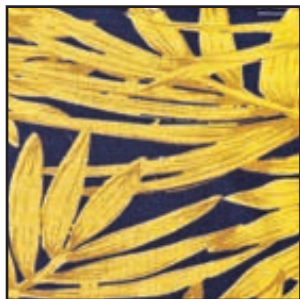
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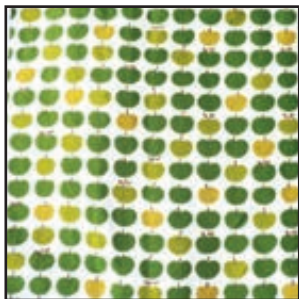
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Jammies and More...

Pajama designs and other leisure styles offer textile designers lots of room to create for an array of prints.



Cinergy Textiles Inc. #RSJ-6413-604 #1



Robert Kaufman Fabrics Laguna Jersey Prints #SRK-17436-7



Robert Kaufman Fabrics Laguna Jersey Prints #AUI-17422-398



Cinergy Textiles Inc. #FTERRY-P-73-506



Robert Kaufman Fabrics Laguna Jersey Prints #SRK-17426-364

Wild About Nature

Animal prints come in silk, rayon, poly blends and lace, perfect for the “wild side” collection.



Vaaritex #WF D99016 P10



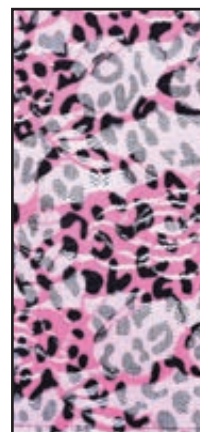
Varun Textiles Inc. #15511



Cinergy Textiles Inc. #PM-6567M-856 Black/Gray/Ivory



Cinergy Textiles Inc. #PM6566M-856 Ivory/Black



Cinergy Textiles Inc. #Lace-4921-277 Fuchsia/Black

Winged Beauty

Textile designers use a variety of images to show winged nature at its finest.



Robert Kaufman Fabrics Sevenberry Island Paradise #SB-4B2D1-1



Kalimo Textil #911188D/9072



Kalimo Textil #913127D/T117 EXP #2



Kalimo Textil #913127D/T117 EXP #1



Sprintex #W6041E-JU3



Sprintex #W6041E-JU2



Sprintex #W6190A-NE2



Sprintex #W6212A-NE1

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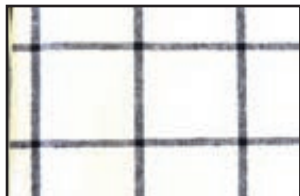
Worn by the Scottish Highlanders for centuries, plaid has now become an everyday textile for all occasions. Textile designers use wool, polyester, cotton, linen and flannel to express tradition for everyday use.



Sprintex Figuro #18863 100% Polyester



Kalimo Textil 100% Rayon #913383D/T411



Robert Kaufman Fabrics Essex Yarn-Dyed Classics #SRK-17585-15



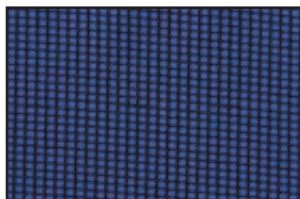
Cinergy Textiles Inc. Flannel 100% Cotton #Flannel-1860



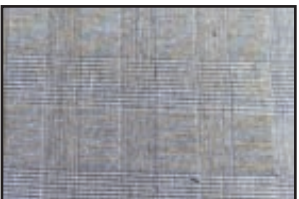
Cinergy Textiles Inc. Poly/Rayon/Wool #Wool-4615



Cinergy Textiles Inc. Poly/Acrylic/Wool #Plaid-90441



Texollini #636234DZ



Fabric Selection Inc. Poly/Cotton #POP3924



Robert Kaufman Fabrics Essex Yarn-Dyed Classics #SRK-17585-2



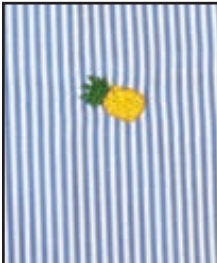
Cinergy Textiles Inc. Lurex / Polyester/Wool #Wool-12657



Cinergy Textiles Inc. Acrylic/Wool #Plaid-2247

Hues of Blues

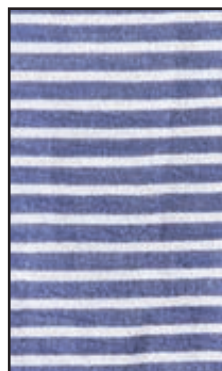
Varieties of blue differ in hue. Textile designers use tints and shades of blue—such as indigo, ocean, sky and navy—to make blue a universal favorite.



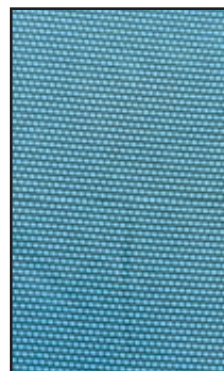
Fabric Selection Inc. 100% Polyester #EMBO-WP0005



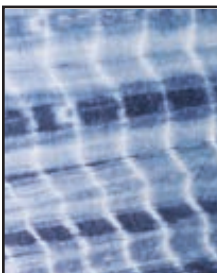
Eusebio SpA #1584S-TF



Fabric Selection Inc. #POP 3889



Eusebio SpA #7066



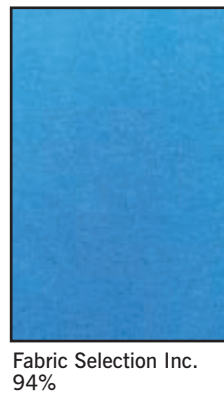
Cinergy Textiles Inc. Printed Tie-Dye French Terry #FTerry-6434-1523#4



Robert Kaufman Fabrics Sevenberry Kauri #SB-83022D2-3



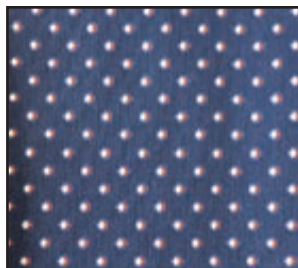
Texollini #3348D2



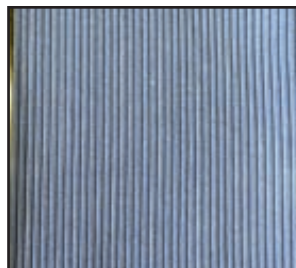
Fabric Selection Inc. 94% Poly/3%SP #HIMLT-3132



Texollini #797JYD2



Robert Kaufman Fabrics Sevenberry Micro Classics #SB-82118D9-2



Robert Kaufman Fabrics Sevenberry Micro Classics #SB-82117D8-2

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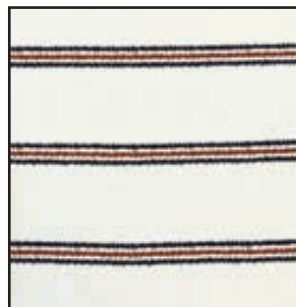
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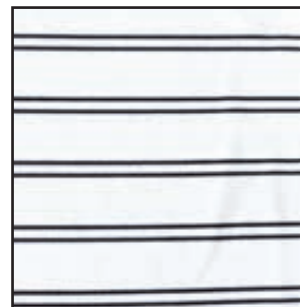
TEXTILE TRENDS

Stripes Are the Standard

Textile designers have long
used stripes for military
uniforms, business attire or
just for fun.



Asher Fabric Concepts Crispy
Viscose Blend Stripe #VXC30



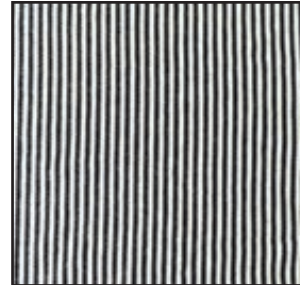
Texollini #62A6SYD3



Robert Kaufman Fabrics
Laguna Jersey Prints #SRK-
17395-205



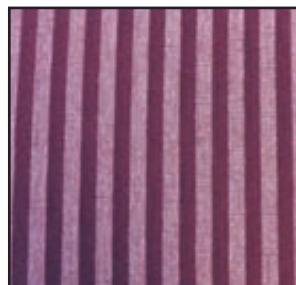
Kalimo Textil 100% Polyester
#913032D/T501



Silver Vision Textiles RBK 2X1
Rib Stripe #51306RB



Asher Fabric Concepts
Brushed Viscose Stripe Jersey
#VPX40AS-S3



Silver Vision Textiles PR
Double Knit #37007 PR



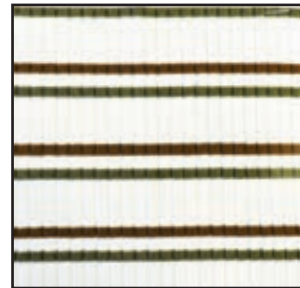
Silver Vision Textiles Bamboo/
Cotton/Spandex #79512PH



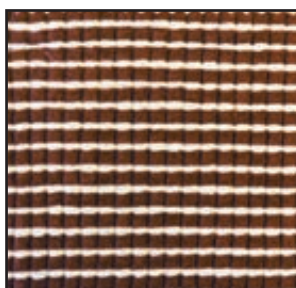
Asher Fabric Concepts F Terry
Stripe #MCF180-CD



Asher Fabric Concepts Cotton/
Poly Rayon #CPF19-GP



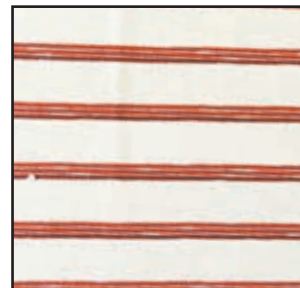
Asher Fabric Concepts Viscose
Spandex #VXR50-ST



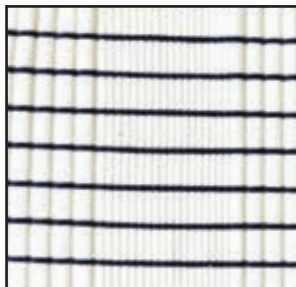
Asher Fabric Concepts
Viscose Poly Cotton Stripe Rib
#VCR10



Mectex Fabrics #003271NE



Asher Fabric Concepts Viscose
Cotton Slub Rib Spandex
#VCXR11



Asher Fabric Concepts Varigate
Viscose Cotton Spandex Stripe
#SMS186



Silver Vision Textiles PR CH
Metallic Stripe #89507CHS



Kalimo Textil Rayon
#9132020D/T33



Asher Fabric Concepts
Jersey Viscose H. Grey/White
#VJ108-HG



Robert Kaufman Fabrics Essex
Yarn-Dyed Classic Wovens
#SRK-17586-407



Asher Fabric Concepts Heavy
Cotton Rib Stripe #CRX22-ST

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TRI-BLENDS



Bandanna

Designers are taking a fresh look at bandanna patterns, that classic blend of Americana and traditional paisley patterns. Look for new colors and new fabrications as well as traditional versions on woven cotton and chambray.



Cinergy Textiles Inc. #JACQ-18482 Baroque Jacquard Knit



Texollini #796F



Fabric Selection Inc. #SE50704 Rayon Crepon Print



Robert Kaufman Fabrics #SB-82103D2-2 Sevenberry Bandanna



Robert Kaufman Fabrics #SB-82103D1-3 Sevenberry Bandanna



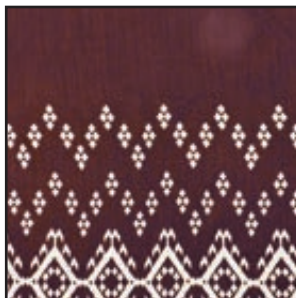
Cinergy Textiles Inc. #HMC-G13030-3241 Printed Chiffon



Fabric Selection Inc. #SE60562 Ghost Crepe Print



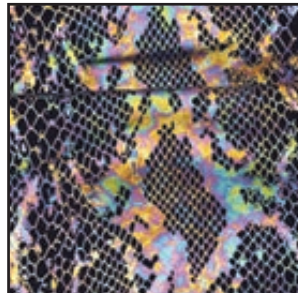
Fabric Selection Inc. #DU1464 Hi Multi Chiffon Print



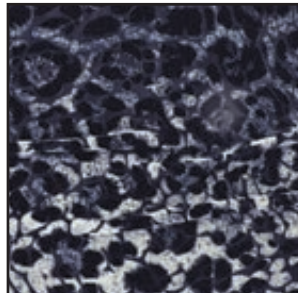
Fabric Selection Inc. #SE60455 Rayon Crepon Print

Animal Magnetism

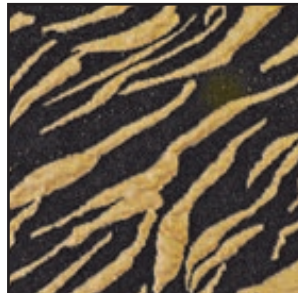
In classic colorways or rainbow shades, animal prints are a perennial favorite for novelty knits, wovens and velvets.



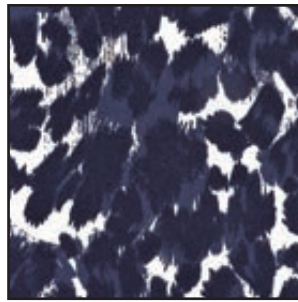
NK Textile "Hypnotic"



Solid Stone Fabrics #SE3714



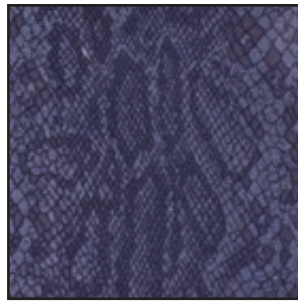
NK Textile #GW13770



Cinergy Textiles Inc. #DTY-AET1662-792 Printed DTY



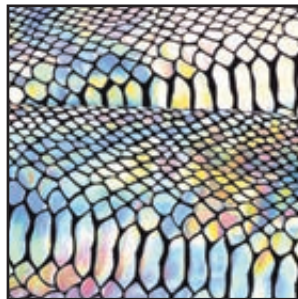
Cinergy Textiles Inc. #FLOCK-6039 Flocked Chiffon



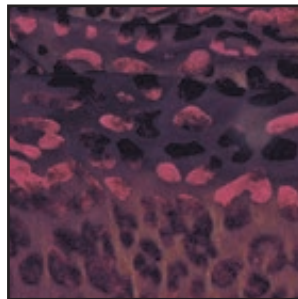
Cinergy Textiles Inc. #SUEDE-8279 Animal Printed Stretch Suede



Fabric Selection Inc. #SE303111 Poly/Spandex FDY



Pine Crest Fabrics #FTF113C1



Cinergy Textiles Inc. #VEL-BOUT-10085 Stretch Velvet Burnout

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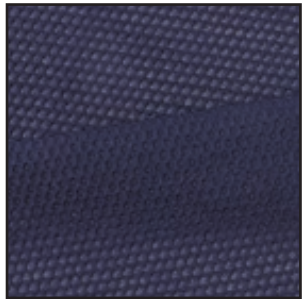
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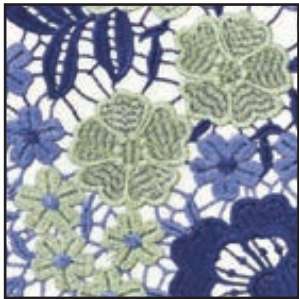
 **messe frankfurt**

Indigo Blues

Textile designers have the blues, coloring novelty knits, crochet laces—and, of course, denim—in deep indigo and navy shades.



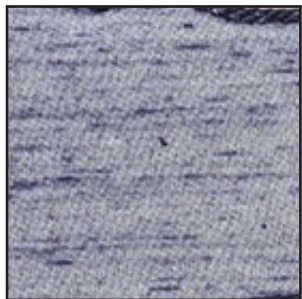
Pine Crest Fabrics #FTM108C1



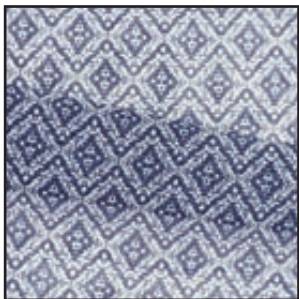
NK Textile #ZZ160130



Asher Fabric Concepts
#CPF612 Cotton/Poly Blend
Fleece



Asher Fabric Concepts
#CPF88-NV Diagonal Navy
French Terry



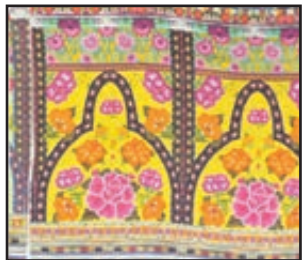
Fabric Selection Inc.
#SE50471 Poly Hi Multi
Chiffon Print



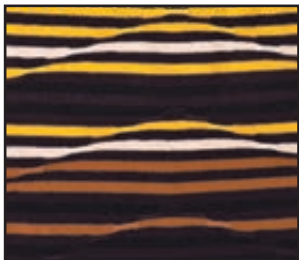
DNA Textile Group #T5288
3x1 RHT Stretch "Abyss"

Goldenrod

Saturated, sunny yellow shades turn up in exuberant novelty prints, sophisticated knits and ultra-soft solids.



Kalimo Textil #912097D/T33
EXP "Bossa Flex Estampado"



Tricots Liesse Inc. #55038



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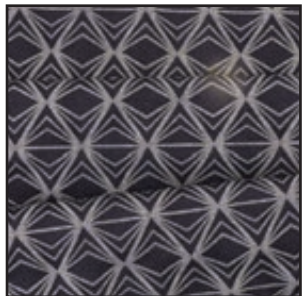
Texollini #62A5D3



TLD Textiles de la Dunière #161 609 "Kemy"
Interlock

Neo Geo

Abstract geometrics take on the look of modern art with updated colors and oversize scale.



Eclat Textile Co. Ltd.
#RT1412114 Single Jersey
Reflective Printing



Confetti Fabrics #K1774
"Trento"



Fabric Selection Inc.
#SE40323 FDY Print



Solid Stone Fabrics #Puzzling1 "Puzzling"



Kalimo Textil #912977D/T411 EXP "Kate
Estampado"

swisstulle's Latest Innovation: What if You Could Wear Pure Color?

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 last 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."

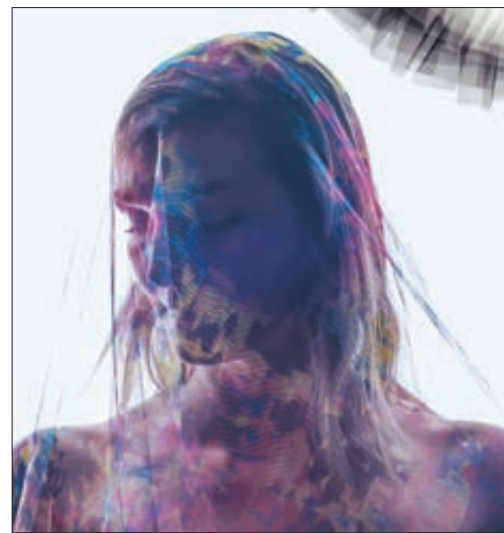
In order to produce this seven-gram tulle, the company invested half a year and significant manpower to rebuild its manufacturing equipment, a complicated process, says Callegari. When swisstulle reached the testing phase, things didn't get any easier as the fabric would often tear. But the results were 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 tulles, 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 VVY, 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.



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Embroidery

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Confetti Fabrics #K1544 "Nonçin"



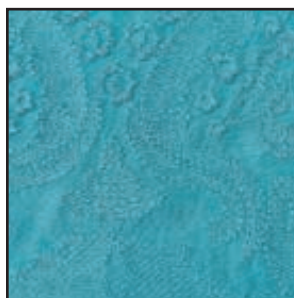
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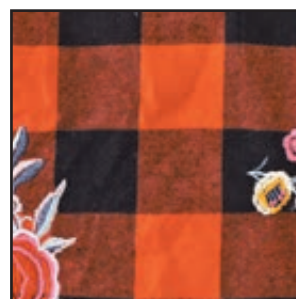
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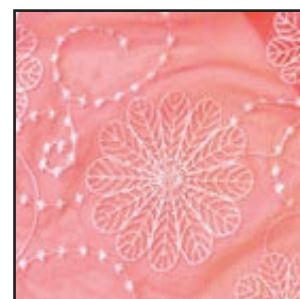
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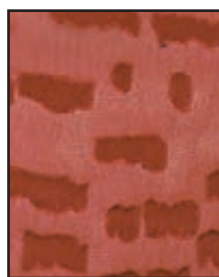
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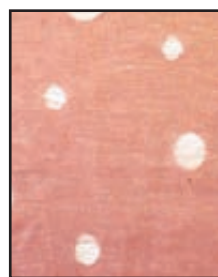
Cinergy Textiles Inc. #MESH-
18353-EM Embroidered Mesh

Shred It

Shredded, destroyed, burnout—and patterns that mimic the look—give textiles an organic, textured quality.



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Burnout Chiffon



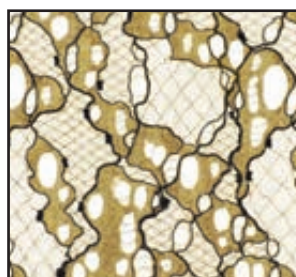
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French Terry



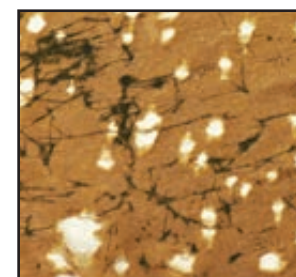
Solid Stone Fabrics
#Odessa4 "Odessa
Lace"



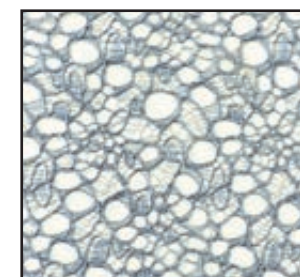
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Asher Fabric Concepts #LIN21
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TEXTILE TRENDS

Confetti

Rainbow slubs, multi-colored beading and novelty prints add a dash of color to lace, chambray and knits.



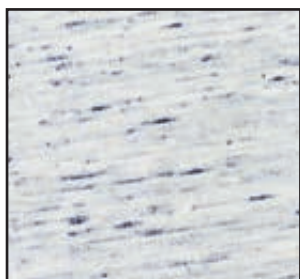
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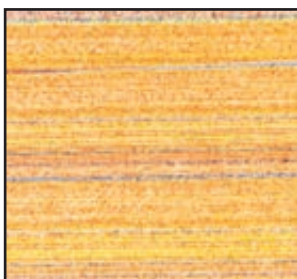
Robert Kaufman Fabrics #SRK-
17237-184 "Neon Neppy"



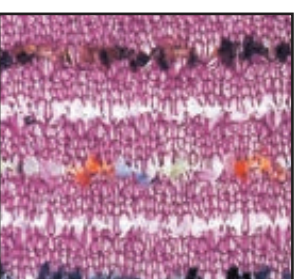
Asher Fabric Concepts
#VCF3S-G Gray French Terry
Slub



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Sweater Mesh

Lace It Up

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Cinergy Textiles Inc.
#LACE-228 Stretch
Lace



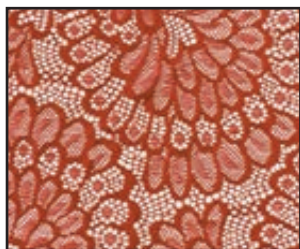
NK Textile #LL028
"Allen"



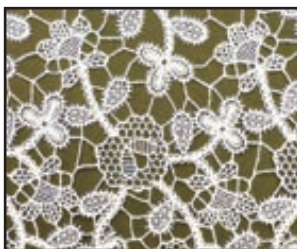
Cinergy Textiles Inc.
#LACE-113 Woven
Brushed Lace



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