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## TRADE SHOW REPORT

### Imprinted Sportswear Show: Serving the Boutique Biz at a Crowded Show

By Andrew Asch *Retail Editor*

LONG BEACH, Calif.—Designers Freddie Rojas and Tina Rani walked the recent **Imprinted Sportswear Show** at the **Long Beach Convention Center** to research machines that could tailor their printing services to boutique lines. “People want customization,” Rojas said. “It doesn’t look like everything else.”

For them, small is beautiful. “Screen-printing on demand is where it’s at,” Rani said. “We’re thinking about taking everything in-house to make small lines.”

Many other designers, garment printers and entrepreneurs at the show were searching for ways to support making small garment runs at the large show, which took place Jan. 19–21.

This annual show focuses on screen-printing techniques,

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## TRADE SHOW REPORT

### Hong Kong Fashion Week Downsizes to One Hall This Year

By Deborah Belgum *Executive Editor*

HONG KONG—Amidst the endless rows of lacy evening gowns, printed dresses, puffy jackets, ripped blue jeans and fur coats lined up inside the **Hong Kong Convention Centre**, exhibitors were seeing a shift in buyers.

European buyers were scarcer this year while more retailers and manufacturers were coming from Malaysia, Myanmar, the Middle East and Australia, exhibitors said.

The shift in buyers comes as European retailers are transferring their sourcing to other countries such as Vietnam and Indonesia. For some time, U.S. buyers have been a rare commodity as Chinese wages have risen by double-digit percentages in recent years.

But the decades-old show still attracts a number of steady U.S. production and sourcing managers, such as Noelle Ersparmer and Morgan Davis, who work for **Star of India Fashion**

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## HONG KONG FASHION FOR FALL/WINTER

Hong Kong label Gregorius Vici, with feminine creations, was one of the first on the runway during Hong Kong Fashion Week. For more from the shows, see page 8.

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# Artificial Intelligence Overarching Theme at NRF's Big Show

By Jerry Inman *Contributing Writer*

NEW YORK—The **National Retail Federation's 2018 Retail's Big Show** at the **Jacob K. Javits Convention Center** Jan. 14–16 was bigger than ever with 35,000-plus walking the aisles. It had more of a feeling of a New York City subway at rush hour than a trade show. Many attendees were still buoyant from 2017 holiday sales and seemed ready to buy new technology.

There was definitely a sense of relief that the “retail apocalypse” storyline has not played out the way many doomsayers predicted. Retailers in the United States raked in a record \$7.9 billion in online sales on Black Friday and Thanksgiving weekend, up 17.9 percent from a year ago. And Cyber Monday hit a new record of \$6.59 billion in sales, making it the largest U.S. online shopping day ever, according to a report released by **Adobe**.



Visitors to the Innovation Lab get a look at Kimetric's consumer-behavior analytics.

Thousands of traditional chain stores closed in 2017, and online sales are expected to keep chipping away at the bricks-and-mortar, but traditional e-commerce companies are also taking a step into physical stores. Challenges and shake-ups will continue, and broken old models will need to be rebuilt, but one thing seems sure—the connected consumer is in charge. Retailers and brands have to create exciting experiences and have to keep consumers engaged, all while streamlining the shopping journey.

It was apparent the customer journey was top of mind in the aisles at NRF, with new technology a major step in removing the friction from the shopping journey to help better understand customer wants and expectations. So it was no surprise that artificial intelligence (AI) was an overarching theme throughout the show.

Nowhere was it more evident than in the special section of the show called **Innovation Lab—Retail 2020**. It featured an interactive showcase of the most innovative technologies transforming the way retailers market to, connect with and service customers. The featured companies seek to transform each stage of the shopping journey using the most recent advances in artificial intelligence, machine learning, facial recognition, big data, robotics, conversational commerce/digital assis-

tants and more.

The Israel-based **Mystor-E** brings the e-commerce experience into bricks-and-mortar stores by enabling retailers to tell relevant and personalized stories to their customers. By shifting the effective online advertising model into the physical space, Mystor-E's platform enables retailers to use real-time data to drive relevant personalized content to their in-store customers via digital screens. The more the digital experience and content match the shopper's needs at a given moment, the more likely the shopper is to buy.

The New York-based **Satisfi Labs** creates end-to-end artificial-intelligence solutions for enterprise brands that want an easier way to communicate the right information, at the right place, in real time, to their customers. Customers talk with a brand on the Satisfi platform in a comfortable and conversational manner. No menus or multiple-choice questions, just the answer the customer is seeking. Answers are served in real time, any time, and customers avoid the frustration of waiting for available business hours or for a live person to respond to their question.

**Findmine's** outfitting engine blends the art of styling with the scale of automation, giving retailers and brands the ability to show shoppers complete looks. The New York-based company services over 4.5 million requests for outfits per day across e-commerce and mobile platforms. It also empowers sales associates to effectively be stylists, suggesting outfits consistent with a brand's vision. Drawing from analytics, it can recommend the highest-performing looks across a store. It can also “Complete the Look” via digital displays, magic mirrors and consumer apps that draw from products in a shopper's size and location in real time.

**Slyce** uses image recognition to power retail visual search. Its technology can efficiently and accurately find nearly any product from an image and enable customers to snap a



A bird's-eye view of the exhibit floor of the National Retail Federation's Big Show

photo with a smartphone to buy something or find it in a store. The Philadelphia-based company's advanced technology converts a photograph into hyper-specific product descriptions, which are utilized to search a retailer's product application programming interface (API) or product database.

**Strypes**—with offices in Bulgaria, Germany and the Netherlands—leverages dynamic 3-D visuals to power an interactive shopping experience for brands, helping them collaborate with customers on product design and styling. An interactive view into a product catalogue allows shoppers to craft not only a complete outfit but also the perfect living-room design and more. Consumers on average are willing to pay up to 20 percent more for personalized goods, and involvement in the design process creates a sense of ownership before products ever hit a shopping cart.

The Chicago-based **Tangiblee** helps online businesses gain more-engaged, confident shoppers who convert more often, increase their average order value and hold onto items purchased rather than return or exchange them. Its e-commerce visualization service transforms retailers' online catalogues into interactive shopping experiences. Using a retailer's existing onsite content, Tangiblee's service creates visual context and comparison features for every SKU and SKU variation. Online shoppers can easily understand how an item will fit their body and how it looks compared to another item. ●

## National Stores Discloses Data Breach

**National Stores Inc.**, the parent company of more than 300 value stores, disclosed Jan. 22 that its computers had been the subject of a malware attack.

Michael Fallas, National Stores' chief executive officer, said the attack gave hackers access to shoppers' payment-card information. The attack took place between July 16 and Dec. 11, 2017.

“We have been working closely with the **FBI**, cyber-security experts and payment-card brands to contain the incident and protect our customers' payment cards,” Fallas said in a statement. “The malware has been removed from our system, and no customers will be responsible for any fraudulent charges to their accounts. We are in the process of strengthening the security of our point-of-sale systems to prevent this from happening in the future.”

The affected payment-card information may have included names, payment-card numbers, expiration dates and security codes. Fallas did not disclose the number of payment cards affected.

National Stores is encouraging customers to carefully review and monitor their payment-card account statements. If a customer believes his or her payment card may have been affected, the customer should immedi-

ately contact his or her bank or card issuer.

Further information for customers can be found at the National Stores website at [www.fallasstores.net/home-1](http://www.fallasstores.net/home-1) or by calling (833) 214-8746.

National Stores currently does business as **Fallas, Fallas Paredes, Fallas Discount Stores, Factory 2-U, Anna's Linens by Fallas** and **Falas** (spelled with a single “l” in Puerto Rico).

National Stores is not the only big retailer to be the victim of a malware attack in the past few months. In November, fast-fashion giant **Forever 21** announced that some of its point-of-sales devices were hacked when the devices' encryption programs were not in operation.

Data breaches could potentially force heavy costs on retailers. In May 2017, **Target Corp.** announced an \$18.5-million multistate settlement for a data breach disclosed in December 2013.

About 70 million people may have been affected, according to a statement from the major retailer.

California Attorney General Xavier Becerra said that California would receive more than \$1.4 million from the settlement, which found that Target failed to provide reasonable data security.—*Andrew Asch*

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## Hong Kong Fashion Week *Continued from page 1*

Co. in Arizona.

The two have been attending the show for at least a decade to find new suppliers and meet current factories producing their bohemian-style womenswear made under the **Angie** label. "This is a one-stop shop," Davis said.

This season they were looking for knitwear, prints and artwork for the company's Fall/Winter 2018 season.

As they wandered through the booths, they were surprised to see the show seemed to have shrunk. Last year, the January show occupied two huge convention-center halls. This year, it filled only one hall. "The show is half of what it used to be," Erspermer said.

At the recent show, which ran Jan. 15–18, there were nearly 1,400 booths in the Fall/Winter 2018 edition of the exhibit. Last year, there were 1,515 booths. In past years, the show included a **World Boutique** section, which highlighted about 250 designers and brands. That was moved a few years ago to a September exhibit called **Centrestage**, which focuses more on fashion collections and has numerous runway shows.

Organizers admit that China is not producing as much clothing as it used to nearly 20 years ago when it became a popular sourcing area after it joined the World Trade Organization in late 2001. Chinese and Hong Kong vendors have always made up nearly 90 percent of the exhibitors.

But with many sourcing agents shifting their production to lower-cost countries such as Vietnam, Bangladesh and India, fewer Chinese vendors are participating in the show. "The trouble is that retail customers want lower costs," said Lawrence Leung, chairman of the Garment Advisory Committee to the **Hong Kong Trade Development Council**. He is also the managing director of **Sun Hing Knitting Factory Ltd.**

At one time, he had three knitting factories that made sweaters in China. Now he has one factory, which still does high-end sweaters that aren't necessarily being produced in countries with lower wages.

To keep the show fresh, organizers added a new exhibit section for fashion uniforms and fashion accessories as the service-industry world increases its demand for crisp uni-

forms. "This is a big industry," Leung said, counting off the number of commercial sectors such as hotels, restaurants, retailers and airlines that require their workers have uniforms. "Each person has to have two to three sets of uniforms. No country dominates this."

### Marketing opportunity

Hong Kong Fashion Week has always been a place where businesses try to expand their reach to find new customers or launch new brands or manufacturing options.

That was the case for **Innée-Sedona International Ltd.**, a Hong Kong company that has partnered with the **Bugatti Group** and **Global Licensing** in Canada to produce and distribute various fashion items with the **Céline Dion** brand attached to them.

The new label debuted last February at the Las Vegas trade shows, but now the group is introducing the singer's collection of handbags and luggage to mostly the Asian market and Australia, said Gary Gardner, a director with the Bugatti Group.

The music-inspired handbags and luggage are targeting the luxury market that falls somewhere between **Michael Kors** and **Coach**, Gardner said. High-end leather purses retail for \$250 to \$500, and the luxury line goes for \$385 to \$800 while a more affordable collection made of PU leather retails for \$68 to \$200.

"The reaction to the label has been very good," said Jennifer Chan, managing director for Innée-Sedona International. "We have a Chinese group that wants to open stores in China and invest in the market in Hong Kong."

Eventually, Céline Dion wants to expand into fashion, cosmetics and a home collection, Gardner said.

New business was the reason that **Plume Nova**, a small company in Jaipur, India, that makes scarves and shawls, made this their second visit to the show. "We started to feel like we were not able to expand remaining in India," said Anuj Khandelwal, who started the 16-year-old company



Showing the way to Hong Kong Fashion Week



May Lu of Guangmei Garment Co.



Evening gowns were predominant at the show.



The sportswear section is always growing.

with his wife, Vinita.

He said they branched out to the international market two years ago to sell their pashmina and wool scarves and shawls, which are hand embroidered by 450 workers in their factory.

At the Hong Kong show, they were seeing mostly buyers from Thailand, Malaysia, Myanmar and a smattering from the United States.

May Lu, whose father started the **Guangmei Garment Co.** more than a decade ago, said her family had heard that the Hong Kong show was a good place to meet new customers. By the third day, she had seen 20 buyers—mostly from the Netherlands, Australia and England—who were interested in getting samples of the womenswear the company made outside of Guangzhou. "People are looking at styles and choosing samples to be made," she said.

First-time exhibitor **Shanghai Joyfly Import & Export Co.** was one of the vendors inside the new uniform section. The company makes school uniforms for customers in Australia and New Zealand, but company directors were hoping to expand to new territory. "We haven't seen too many buyers from the United States, but there are a lot from Asia," said Xu Jiajun, general manager. ●



The entrance to Hong Kong Fashion Week



Some of the handbags from the Céline Dion collection



Anuj and Vinita Khandelwal from Plume Nova

## Band of Hong Kong Designers Heading to New York Fashion Week

Designer Harrison Wong is in love with black. He has been wearing the same color for the past 20 years, and it is the go-to color in his men's and women's collection, which is always on the forward edge of fashion.

Wong is one of four Hong Kong designers who will be showing their Fall/Winter collections on the same runway together on Feb. 9 at the upcoming **New York Fashion Week**. Wong's self-named collection is now 4 years old, and this will be his third time exhibiting on the New York runway. There will be plenty of oversized sweaters and unisex-looking sweatshirts to see as well as boxy tops and bottoms

made with high-end fabrics and clean lines. "It is minimal and classy," said Wong, who received a master's degree from the **London College of Fashion**. "I would describe my style as understated elegance."

Chan, who is originally from China, has been living in Hong Kong for decades and started her collection 11 years ago in a collaboration with the high-end department store **Lane Crawford**. She has since branched out on her own and now sees her clothes carried by **Harvey Nichols** in Hong Kong and **Galleries Lafayette** in Beijing.

Most of her soft leather comes from Italy and is so pliable it seems as if it were fabric. For this season, the opera was her inspiration with her color motif concentrating on burgundy, black and white. Some unique characteristics include texturized leather that has been twisted or silk inserts to leather on dresses and skirts.

Today her main markets are Hong Kong, Japan and Taiwan, and

since 2013 she has been selling in the United States, where her wholesale price points are \$350 to \$555.

Cheung and Chan of **Heaven Please** + have their own store in the Causeway Bay area of Hong Kong, where their eccentric collection of clothing is displayed on mannequins and on clothing racks. For years, Cheung worked as a menswear designer at the labels **Kent & Curwen** and **Aquascutum**, and Chan was a fashion editor at **Marie Claire**.

Their womenswear label is heavy on classically constructed pieces accented with ruffles on the edges of jackets and pants. Skirts are tiered and ruched or full at the waist. Raw silk is one of the fabrics used in the collection, seen in an oversized jacket decorated with swans.—*Deborah Belguem*



Lary Cheung and Yi Chan



Annette Chan



Harrison Wong

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## NEW RESOURCES

### Improvisation Leads to Polymer

Eric Basangan was short of room in his house in Long Beach, Calif., when relatives showed up to attend his daughter's high-school graduation last year.

He improvised by buying a more than 50-year-old **Franklin Trailer**, turning it into a temporary living space for him and his wife, Sarah. Once the relatives left town, he remodeled the 1962 trailer again and re-configured it into an office and a store on wheels for his recently introduced men's clothing line, **Polymer**.

Like the trailer, the line is inspired by a spirit of improvisation. Basangan said it was the only way to navigate the rapidly changing world of selling clothes, an industry he knows having worked for three years as a brand manager for the menswear label **Comune**.

"I've been watching retail like everyone else for the past five years. It's a confusing situation now. There are a lot of different avenues coming into play. It is kind of exciting. There is not one answer to what's going to happen. It's going to be a hybrid of what is going on," Basangan said.

Shortly after his daughter, Rachel, graduated from high school last year, he introduced Polymer directly to consumers through the website [www.thepolymerprogram.com](http://www.thepolymerprogram.com). This year, he branched out to wholesalers by showing at the Jan. 4–5 **Agenda** trade show at the **Long Beach Convention Center**.

Building brand awareness means combining grass-roots effort with slick marketing campaigns. Likewise, a clothing line

can't serve one audience; it has to appeal to many groups. For Polymer, it meant appealing to skateboarders, artists working on a masterpiece or a dude putting together a look for a restaurant.

Putting together various elements was the inspiration for the brand's name. Polymer is a chemistry term for something that bonds different materials.

The line's style was inspired by high-end men's looks with a functional point of view. Significant Polymer looks include the "Essential Shirt." The long-sleeve and short-sleeve versions feature smaller collars, which

Basangan said accentuates the shoulders more as well as the overall look of the garment. It is constructed of viscose fabric for a relaxed fit with a tailored style.

The label's pants are made out of wool and twill. There are marks placed in the inside of the pants, which serve as a guide for those with a do-it-yourself attitude toward hemming.

The self-funded 60-piece line is designed in Long Beach and man-

ufactured in India. Other pieces include fleece and T-shirts with graphics designed by Long Beach artists. Polymer labels are made with **Tyvek**, a heavy paper fabric. In the future, Basangan will make the material to put together caps and tote bags.

Retail price points range from \$28 for graphic tees to \$60 for a long-sleeve woven shirt.

For more information, contact [eric@thepolymerprogram.com](mailto:eric@thepolymerprogram.com).—Andrew Asch



CHRIS VELASCO

## Calendar

### Jan. 27

**West Coast Trend Show**  
Embassy Suites, LAX North  
Los Angeles  
Through Jan. 29

### Jan. 28

**Fashion Market Northern California**  
San Mateo Event Center  
San Mateo, Calif.  
Through Jan. 30

### Feb. 6

**Atlanta Apparel**  
Americas Mart  
Atlanta  
Through Feb. 9

### SpinExpo

Cité de la Mode et du Design  
Paris  
Through Feb. 7

### Feb. 10

**OffPrice**  
Sands Expo and Convention Center  
Las Vegas  
Through Feb. 13

### IFJAG

Embassy Suites  
Las Vegas

Through Feb. 13

### Feb. 11

**Sourcing at MAGIC Footwear Sourcing at MAGIC**  
Las Vegas Convention Center  
Las Vegas  
Through Feb. 14

### Texworld

Le Bourget  
Paris  
Through Feb. 14

### Feb. 12

**Agenda**  
Sands Expo and Convention Center  
Las Vegas  
Through Feb. 14

### Pooltradeshows

**Project Women's Stitch at Project Women's The Collective**  
The Tents  
CurveNV  
Mandalay Bay  
Las Vegas  
Through Feb. 14

**Children's Club MAGIC FN Platform WWD MAGIC**

Las Vegas Convention Center  
Las Vegas  
Through Feb. 14

### Liberty Fairs

Sands Expo and Convention Center  
Las Vegas  
Through Feb. 14

### Capsule

Sands Expo and Convention Center  
Las Vegas  
Through Feb. 14

### WWIN

Rio All-Suite Hotel & Casino  
Las Vegas  
Through Feb. 15

**TPC MAGIC Networking Event**  
Skyfall Lounge, The Delano Hotel  
Las Vegas

### Feb. 13

**Première Vision**  
Paris Nord Villepinte  
Paris  
Through Feb. 15

There's more on ApparelNews.net.

For calendar details and contact information, visit [ApparelNews.net/calendar](http://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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## TRADE SHOW REPORT

# Color and Fabric Trends Highlight Première Vision Textile Show

By Jennifer DeMeritt Contributing Writer

NEW YORK—Color trends and the push for local manufacturing were two of the main themes at the 36th edition of the **Première Vision** New York international textile show.

When visitors entered the exhibit, held Jan. 16–17 at Pier 54 in Manhattan, they were greeted by a color display that showed PVNY's official color range for the Spring/Summer 2019 season.

The range of 26 hues—a selection of greens, offset by deep blues, vivid pinks and burnt orange tones—highlighted the offerings.

“Première Vision is not only a show organizer,” said Thierry Langlais, vice president of operations. “Twice a year we meet with the best weavers and yarn spinners, and we put together the color range that most of our exhibitors will be influenced by in their collections.”

The process of creating a color range for each season is not new at Première Vision, but it has moved more to the front with the show's organizers sharing information about its inner workings.

Associate Fashion Director Julie Greux explained that this color-trend process starts months before the show, with Première Vi-



The Première Vision color range

production in New York, which was again a focal point at the show. Seven companies based in New York were showcased at Première Vision through its partnership with the **Council of Fashion Designers of America's** Fashion Manufacturing Initiative. “It's about going back to smaller teams and smaller companies that are willing to do the work and create things firsthand,” Bono said.

Guglielmo Olearo, Première Vision's international exhibitions director, echoed this view of local manufacturing. “It would be



Florals at Nikki Martinkovic

sion's team meeting with its partners from around the world to discuss color ideas. Inspiration, she says, “is a mix of everything. It could come from the street but also from art exhibitions.”

Based on these discussions, the season's color range is created, then shared with Première Vision's exhibitors as they plan their offerings, leading to a unified trend story throughout the show.

At the “Trend Tasting” seminars, which included a session on the highlights for the season, the story was expressed in a half-dozen different themes or moods for Spring/Summer 2019 fabrics. The “Freshness and Innocence” theme brought the color range's warm pink and orange hues to crisp, sunny stripes balanced by cool blue tones.

The “Creamy Suppleness” theme focused on texture with fabrics in a variety of colors, from grass green to rich reddish orange to ecru, displaying a soft, silky finish.

“Hybrid Nature” showcased subtly whimsical animal motifs and graphic florals. The overall feeling of these themes explored was one of sunny warmth and playful sophistication.

Graphic florals made a bold statement on the exhibition floor with several vendors showcasing fabrics with vibrant blooms and blossoms. “Colors are a bit brighter and lighter rather than being saturated. We're also exploring more-artistic strokes, things that are more painterly,” said Ray Bono, co-founder of **Nuprimary**, a Brooklyn, N.Y.-based textile design studio.

Bono also spoke to the revival of local



Craig Tudhope and Ray Bono of Nuprimary

a niche market, for limited volume, playing on proximity.”

General Manager Gilles Lasbordes added that local manufacturers can have “closer collaborations with creative people to develop products in a different way—maybe more accurate. The time to market could be shorter instead of manufacturing far away.”

The local manufacturers on display with the CFDA reflected this trend. They included the pattern service **Werkstatt**, the sample development and production house **David Wolfson and Associates**, the custom fabric flower maker **M&S Schmalberg** (which has been in business in New York City for more than a century) and **New York Embroidery Studio**—all specialty operations that capitalize on their location in New York's design center.

David Llewellyn, vice president of knitting-machine manufacturer **Shima Seiki USA**, said that new technology is playing a role in local manufacturing. He was displaying a 3-D knitting machine that could knit an entire sweater in one piece. “The sleeves, the body, everything—there's no sewing at all,” he said. “The idea is reducing labor costs and reducing material waste.”

While most of these machines are sold in Asia, Llewellyn said, “We see a trend now for domestic [sales], which is positive. It's about reducing inventory by reducing orders in Asia. It still costs more to manufacture in the U.S., but you can do a quick-trend order. The retailer can reduce orders overseas and fulfill shortages domestically, so it's a cost savings in the long run.” ●

# REGISTER

NEW YORK MEN'S  
**JANUARY 21-23, 2018**

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MAGIC LAS VEGAS  
**FEBRUARY 12-14, 2018**  
SOURCING AT MAGIC OPENS FEBRUARY 11

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NEW YORK WOMEN'S  
& CHILDREN'S  
**FEBRUARY 26-28, 2018**  
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# SAVE THE DATES

NEW YORK WOMEN'S  
**JUNE 10-12, 2018**

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

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

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

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NEW YORK WOMEN'S  
**SEPTEMBER 15-17, 2018**

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# Big Lineup of Asian Fashion Designers at Hong Kong Fashion Week

HONG KONG—**Hong Kong Fashion Week** was filled with 13 fashion parades that carved out a runway area on the trade-show floor for exhibitors and buyers to glimpse some of the latest styles coming out of Hong Kong, China, Indonesia and other Asian countries.

The Fall/Winter 2018 collections seen at the Jan. 15–18 trade show ran a wide gamut of styles and interpretations. Lacy dresses and evening gowns were front and center, but other designers tried their hand at more avant-garde styles that had boxy looks or crazy styling or were infused with traditional fabrics.

Other fashion events at the show included a trend-forecasting seminar by Michael Leow of **Fashion Snoops**, which had a standing-room-only crowd to get the latest on the men's and women's trends for Spring/Summer 2019.

Other forums and seminars explored sustainability, footwear design, brooch making and growth opportunities in workplace uniforms.—*Deborah Belgium*



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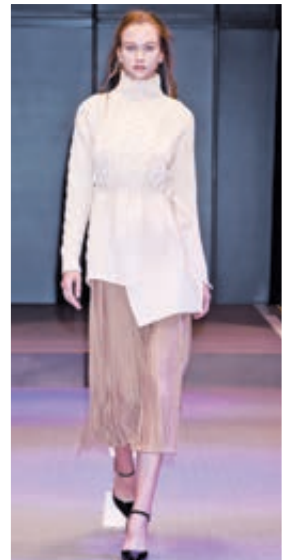
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## ISS *Continued from page 1*

machines and ideas for T-shirts and basic clothing that employ graphics, embellishments and embroideries. The exhibit has been a traditional showcase for big screen-printing machines that deal with more volume.

This year, more than 24,000 people pre-registered for the show, where booth space was sold out, said Joshua Carruth, a trade-show director for **Emerald Expositions**, which organizes ISS.

Attendance almost doubled over last year, when ISS took place during one of the worst rainstorms of the year. Rain was so heavy that the 110 Freeway flooded a few miles north of Long Beach. Still, 14,000 people reportedly attended last year's show, according to ISS management.

Even though more people are searching for machines for smaller runs, traditional screen printers, which cater to businesses doing big volume, were still a large presence at the show, ISS vendors said. But there were many exhibitors looking to work with smaller businesses.

Brothers Ryan and Mark Palmer of **CalIDTG** in La Habra, Calif., reshaped their garment-printing business in 2016 by investing in smaller garment printers, riding a wave of businesses doing smaller orders for the direct-to-consumer market.

Ryan Palmer said this business is growing because many larger screen printers won't work on an order unless it has a minimum of more than 500 pieces.

With smaller runs in mind, **S.Roque** of Portugal exhibited the **Roq Hybrid**, a direct-to-garment machine that can work with glitter and foil details to print on shirts.

Technology company **Epson** also got involved in the direct-to-garment-printing game. At ISS, it exhibited its new direct-to-



ISS attendees check out a Kornit Avalanche HD6 printer.



Next Level booth at ISS



Dov Charney at ISS booth for Los Angeles Apparel



Tiffany Rader Spitzer, a technical screen-print consultant, speaks at ISS's Arena section.

garment printer, the SureColor F2100. Tim Check, senior product manager of **Epson America Inc.**, said the SureColor F2100 was an improvement on past models. "The SC-F2100 delivers on reduced maintenance while providing increased speed and efficiency with newly developed print modes to help customers increase business needs."

Israeli manufacturer **Kornit Digital** exhibited the **Avalanche HD6** direct-to-garment printing system. It was the North American trade-show debut for the printer, which uses less ink than other machines and requires little setup time,

new velour garments and its "destroyed" T-shirts.

"The show is growing," said Kevin Kelly, US Blanks' chief executive officer. "Getting premium space is impossible. When this thing opened up, we were front and center."

A traditional exhibitor at the show is **Gildan**, headquartered in Montreal. The company, which acquired the **American Apparel** brand name last year, introduced the **Gildan Heather** line, featuring a heavier cotton with a softer feel.

**Los Angeles Apparel's** Dov Charney showed T-shirts made with an enzyme wash. ●

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