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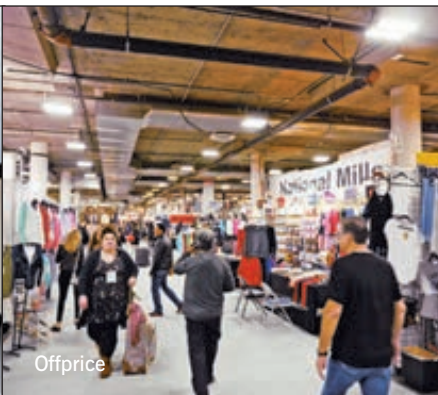
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WWDMAGIC



Todd Kellogg at Project



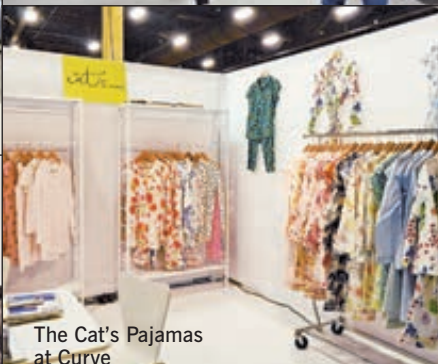
Offprice



WWIN



The Cat's Pajamas at Curve



POOL



Bella Dahl at Project Womens



Liberty and Agenda



The Tents



Berc Karakas at IFJAG



Marilyne Baril at Stitch

California's Economy Will Continue to Outshine Most of the United States

By Deborah Belgum *Executive Editor*

The California economy has been going gangbusters over the past few years and should continue to march along nicely over the next two years.

As one of the most populous states in the country, California contributes slightly more than 14 percent to the nation's gross domestic product—far more than any other state. And that should continue with the state's economy predicted to grow 2.7 percent this year and 2.6 percent next year, according to the recent "Economic Forecast & Industry Outlook for 2018/2019," released on Feb. 21 by the **Los Angeles County Economic Development Corp.**

➔ **Economy** page 4

TRADE SHOW REPORT

Buyers Pack Las Vegas to Peruse Some 15 Trade Shows

By Deborah Belgum *Executive Editor*

If retailers couldn't find what they were looking for in Las Vegas, they probably couldn't find it anywhere.

The vast array of apparel, textile, accessories and footwear trade shows held between Feb. 10 and Feb. 15 stretched on for miles at five different locations.

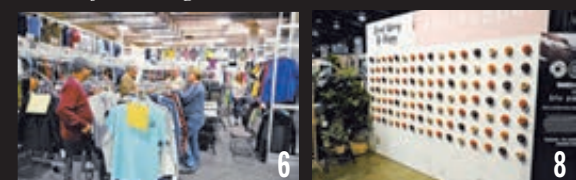
The **Las Vegas Convention Center** was ground zero for young contemporary clothing, sourcing and shoes. The **Mandalay Bay Convention Center** hosted a slew of shows that appealed to menswear buyers, lingerie retailers, womenswear boutiques and anyone interested in buying a new product with a different angle or sustainable bent.

The **Sands Expo and Convention Center** kept up with the hip world of streetwear, sportswear and menswear. And every ballroom at the **Rio All-Suite Las Vegas Hotel & Casino** was packed with exhibitors of women's apparel, accessories and hats.

At the **Embassy Suites Hotel**, there were three floors of jewelry makers and their collections to visit without having to leave the building while two swans glided through the lobby pond.

For our extensive coverage of each show in Las Vegas, start reading on page 3.

INSIDE

Where fashion gets down to businessSM

Marciano steps down ... p. 2

Gap president fired ... p. 2

Millennials help apparel sales ... p. 2

Textile Preview with Tech Focus and LA Resource Guide ... special pullout section

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INSIDE: A CALIFORNIA APPAREL NEWS SPECIAL SECTION

TEXTILE PREVIEW

With TECH FOCUS

Guess Chairman Stepping Down During Investigation of Sexual-Harassment Accusations

Paul Marciano, a cofounder of **Guess? Inc.** and the Los Angeles company's chairman and chief creative officer, is taking a leave from his day-to-day duties while an investigation is being conducted following sexual-harassment accusations by model Kate Upton.

It was announced on Feb. 20 that Marciano will relinquish his day-to-day responsibilities on an unpaid basis while the investigation is being conducted.

"I have pledged my full cooperation to the company, and I have the utmost confidence in our CEO, Victor Herrero, to continue leading the company during this time," Marciano said in a statement. Marciano was the chief executive until 2015.

On Feb. 7, the company's board of directors formed a special committee with two independent directors to oversee an ongoing investigation into recent allegations by Upton of improper conduct by Marciano. Marciano denies the accusations. The investigation is being conducted by the law firm of **O'Melveny & Myers**, and the special committee has retained the law firm of **Glaser Weil**.

On Jan. 31, supermodel Kate Upton posted accusations against Marciano, saying he abused his power at the denim and fashion company where she once modeled.

"It's disappointing that such an iconic women's brand @GUESS is still empowering Paul Marciano as their creative director,"

she posted on her **Twitter** and **Instagram** accounts. She ended the post with the hash tag #MeToo, the movement demanding that powerful men in the media and politics answer to sexual-harassment accusations.

Later she posted another tweet. "He shouldn't be allowed to use his power in the industry to sexually and emotionally harass women," she wrote.

Upton gave no further explanation of her grievances. Upton worked as the advertising face of Guess from 2010 through 2011.

—Deborah Belgum



Maurice and Paul Marciano with Patricia Malka

Growth Slows in Key Fashion Categories

Business driven by millennials, athleisure styles and e-commerce resulted in \$215 billion in U.S. apparel sales in 2017, according to market-research firm **The NPD Group**.

The buying power of millennials, or those born between 1982 and 2004; skyrocketing e-commerce sales; and the continued cool of athleisure were bright spots for the fashion business in the past year. However, Marshal Cohen, NPD's chief industry adviser, said it wasn't enough to stop a dip in U.S. apparel sales in 2017, which were down 2 percent from 2016.

"The apparel industry is being challenged to respond to the latest changes being driven by the broader consumer and retail environment," Cohen said. "The rapid pace of change in millennial consumption is one major change

that points back to the importance of evolving consumer segmentation. The future of the apparel business depends on manufacturers and retailers refocusing on the current needs of each critical consumer segment."

Last year, business driven by millennials grew at a 4 percent rate. It represented \$2 billion in incremental sales. In previous years, business from this generation grew at double-digit increases. However, millennials and Gen Xers, or those born from 1961 to 1981, demonstrated increases in spending in the last year. Baby boomers and Generation Z, the group born after the millennials, showed declines in spending.

Athleisure made up 22 percent of total industry sales. In 2017, athleisure sales climbed 2 percent to \$48 billion. But the category's

growth was not as robust as it has been in past years, according to The NPD Group.

While physical stores compose more than three-quarters of total industry sales, e-commerce continues to gain market share. In 2017, online apparel sales grew just 4 percent over the previous year. But in the past two years, the category experienced double-digit growth.

"Categories like active apparel bottoms,

undershirts and swimwear—which indicate the consumer's concentration on comfort, the staples and niche products—are the few sources of consistent, long-term growth in today's apparel market," Cohen noted. "Retail is changing, the consumer is changing, and every industry must understand where spending habits have moved and adapt to the shifting market dynamics that are impacting their business."—Andrew Asch

Clarion Events and Premium Exhibitions Reveal Partnership

Under their new agreement that was finalized in October 2017, Berlin-based **Premium Group** and **Clarion Events** in England produced their first events as partners in January 2018.

Through this partnership, Clarion brings more than 70 years of event-production experience to cultivate the Premium brand's expansion into the international market. As a global-events brand, Clarion is seeking to expand its fashion segment of the market by working with Premium Group, which was founded in 2002 and is behind leading trade shows in Germany—including **Premium**, **Seek**, **Show&Order**, **Bright** and **Premium Order Munich**—in addition to the **FashionTech** conference.

"The global fashion sector is highly dynamic but remains one of the world's largest markets, and we believe there is a huge opportunity to provide events and other digital media around the world that better serve the evolving needs of brands and retailers," said Clarion Events Executive Chairman Simon

Kimble in a statement.

Premium Group's previous partner, **Waterland Private Equity**, no longer retains any of its stake that it bought in 2014. Premium founder and **Premium Exhibitions** Co-Chief Executive Officer Anita Tillmann will remain in her role as managing partner. In addition to Tillmann, other members of the Berlin team, which includes managing director, Joerg Arntz, will also stay on. Florian Bachelin, who co-founded Premium, will not work with the company under the new partnership.

As the partners begin 2018 by collaborating on their first events together, Tillmann said she is looking forward to growing the Premium brand through Clarion Events' expertise in global expansion and cultivating a strong digital presence.

"Clarion shares our passion for innovation and dynamism and is therefore an ideal partner to support our international growth, the rollout of our digital platform, as well as continuing to improve the existing business," she said in a statement.—Dorothy Crouch

Gap Brand President Steps Down

Jeff Kirwan, the president and chief executive officer of **Gap Inc.**'s namesake **Gap** brand, will leave the company, it was announced on Feb. 20.

Art Peck, Gap Inc.'s chief executive officer, said that the Gap brand achieved a number of improvements since December 2014, when Kirwan started his job as the Gap brand's leader.

"While I am pleased with our progress in brand health and product quality, we have not achieved the operational excellence and accelerated profit growth that we know is possible at Gap brand. As we move into the brand's next phase of development, Jeff and I agreed it was an appropriate time for a change in leadership," Peck said.

The San Francisco company has started a search for his replacement. Serving as the acting Gap brand president and chief executive officer will be Brent Hyder. He is Gap's executive vice president, global talent and sustainability. He previously served as chief operating officer.

Kirwan's departure was announced a day before the brand introduced **Gap | Sarah Jessica Parker**, a limited-edition childrenswear collection with Sarah Jessica Parker, an actress who appears in the current **HBO** series "Divorce" and was in the 1990s TV series "Sex and the City."

Gap Inc. is scheduled to report its fourth-quarter earnings for 2017 on March 1.

—A.A.

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A Promising Outlook at Project Womens

Throughout the **Project Womens** space at the **Mandalay Bay Convention Center** vendors felt a strong sense of optimism as they showcased their pieces and fielded orders from retailers who were ready to buy yet made selections carefully. Many exhibitors at the Feb. 12–14 show in Las Vegas observed retailers who would explore the area and, if the line was right, return later to commit.

“Retail in general is just trying to find new, fun things that aren’t too expensive. Something exciting,” observed Diane Davis, an independent sales representative for **LA-made**, a contemporary fashion label.

This demand for unique pieces was confirmed by buyers who were exploring booths along the show floor. To set apart their offerings from the competition, representatives from the retail section of the **Multnomah Athletic Club** in Portland, Ore., searched

for lines that would excite clients and secure their relationships.

“It’s important for us to keep things new and fresh. Definitely keep with the staples and labels that have a following. Something will drop off and then we have to replace it but not become boring,” said Pete Jeter, assistant buyer and retail coordinator. “Lines look good this year.”

Tonya Mitchell, a buyer and manager of the club, was looking forward to doing business with brands from the show—if they could adhere to trends while adding distinctive details.

“There are other shows that I go to also. For fashion, everyone is doing the same thing but in a slightly different way, so I like to look before I confirm orders to see who executed it better than someone else. Here, we’ve only placed probably four or five orders. The rest, I have notes and when I go

home I have to see how much I can afford and am open to buy.”

California-influenced lifestyle brand **Bella Dahl** has a unique approach to its retail partnerships, said Chief Executive Officer Kerry Jolna. “We are very careful about where we represent our product,” he said. “We make sure that the specialty stores are all protected, that they are not over-distributed. If you buy it in a particular town, we don’t sell it to somebody else.”

With this approach, it also allows bricks-and-mortar retailers to build demand. As this traditional retail presence continues to grow, vendors are noticing a new attitude from certain buyers.

“We’re seeing a Main Street coming back again. People are talking about community. We feel it is very important to reach out that way, and I don’t think they are as afraid of **Amazon** as they were before,” said Steven



Project Womens

Millman, **Bella Dahl**’s vice president of sales.

Though the show was abuzz with buying and selling, Project Womens organizers encouraged breaking from business to unwind in the Love Lounge for a bit of fun, such as the launch of **BB Dakota**’s loungewear, which was celebrated with complimentary cappuccinos and a visit from the **Instagram** star canine Tuna Melts My Heart.

—Dorothy Crouch

Project and The Collective Run Giant Shows

Spreading over the sprawling show floor of the **Mandalay Bay Convention Center**, a wide variety of menswear brands exhibited their Fall ’18 looks at **Project** and **The Collective** during the shows’ Feb. 12–14 run in Las Vegas.

Clothes ranging from underwear to tuxedos as well as apparel for almost every activity were exhibited at the two massive shows. More than 350 brands exhibited at Project, where denim remained an important anchor, with brands such as **Levi’s**, **Paige** and **AG** showing their latest work.

In a first for Project, apparel and fashion from Montreal were showcased in a new section called Mmode. It took up 1,200 square feet of space. Looks ranged from activewear to contemporary looks, said Eric Wazana, president of **Yoga Jeans**, one of the brands that exhibited at Mmode, and president of the **Apparel Québec** trade group.

The 3-year-old Collective show was de-

voted to a range of young men’s fashions, including camouflage clothing and licensed apparel, which featured the images of superheroes. Hip-hop star Ghostface Killah made an appearance at The Collective, where his brand **Cherchez La Ghost** had a booth.

Making its debut at The Collective was Los Angeles-based **Cotton Heritage**. The brand showed new looks featuring its oil washes, burnout shirts and an extended collection of women’s looks.

Groups coming by the Cotton Heritage booth included concert producers **Live Nation**, **Sierra Nevada Brewing Co.** and entertainment conglomerate **Warner Bros.** “It exceeded our expectations,” said Ken White, the brand’s vice president of sales.

Fashion socks turned out to be a big deal at both the shows with vendors saying they saw more brands selling socks at the events this year than before. Eric Martin of the Los Angeles-headquartered **Park Showroom**

debuted the showroom’s first sock lines, **Sock It Up** and **Oooh Yeah Socks** at Project. “Stores tell us that it’s the easiest thing to sell,” Martin said. “It’s an easy buy and an easy gift.”

Harold Robison, founder and chief executive officer of sock vendor **Pacific Manufacturing**, said that the value of socks has increased in recent years. Previously, consumers spent \$12 for a sock five-pack. Now they are willing to spend that same amount on a single pair.

This year, a number of companies at Project introduced some new concepts and labels. High-end jeans brand **Robin’s Jean** unveiled **Robin’s Red Label**. It was a diffusion line of jeans and tees from the Los Angeles-headquartered brand founded by French designer Robin Chretien.

British-based brand **Ishu** made its North American trade-show debut at Project, said Saif Siddiqui. “We’re in the middle of some



Levi’s Denim Wall

of the biggest brands in the world, and we still made a lot of noise,” Siddiqui said.

Men’s brand **Lira** made a return to Project after a five-year absence, said Lira founder Todd Kellogg. “Buyers are more serious,” he said of the show. “People are still being cautious.”—Andrew Asch

Luxury’s Legacy at The Tents

Tucked away from the chaos of other show areas, **The Tents** in at the **Mandalay Bay Convention Center** in Las Vegas offered a more refined buying experience for selective men’s retailers who searched for pieces appealing to a discerning clientele. Among the brands showing at the Feb. 12–14 show, the consensus was that retailers were interested and investing in these heritage-caliber clothiers.

“What we’ve found is they’re product driven; they’re really merchants. They have a very old-school mentality of finessing the merchandise,” said Matthew Singer, who was showing his line, **M. Singer**. “The show has been phenomenal. In general, between the **Project** shows and Chicago, we’ve picked up close to 20 actual retailers this season, and we picked up close to 30 last year, which is pretty great.”

As exhibitors of luxurious labels led clients through their collections, retailers wanted to take their time making choices that would ensure the satisfaction of their customers.

“Seeing what is new and getting a feel for what our client base will like makes us sure we bring in the right items for them,” said



Kelvin Robertson, president and chief executive officer of premier men’s clothing store **Karsons of Dallas**, who also made note of the show’s location by saying, “It’s separated, but that is not necessarily a bad thing.”

At the show, exhibitors were seeing clients from different regions, including buyers from outside the United States. For his first time at The Tents, **RH45** owner Josh Lanyon felt that the experience was extremely productive, as he met with retailers from the United States, Germany, Hong Kong, Japan and Canada.

“There’s been a good feeling here. I think it’s been pretty positive. I think there is a positive attitude at the moment. I think the feeling is pretty good. If, obviously, they think something is beautiful or special, then they think their customer is going to think it’s beautiful and special; therefore, they’re going to buy it,” he said.

One consistent trend throughout The Tents was the shift from formal luxury to luxe comfort. New lines are investing in quality fabrics, expert tailoring, exquisite finishing and fine details for comfortable pieces such as T-shirts, shorts, jeans, Henleys, polos and parkas.—D.C.

Stitch Experiences Vary at Show

At **Stitch**, held Feb. 12–14, the atmosphere was a mixture of zealous vendors, optimistic retailers and a few disappointed exhibitors.

For first-time exhibitor **Marigold by Marilyne Baril**, banding together with fellow Montreal-based brands to the left and right of her booth afforded a sense of camaraderie. Though she was off to a slow start on the first day, by day two, Baril was taking orders and enjoying her newly established partnerships with retailers.

“Every time we tell our mini story—we are four designers, new in the area and representing Montreal—they [retailers] open up and are happy,” she said.

The optimistic newcomer outlook was also found among retailers who were attending the show Feb. 12–14 at Las Vegas’ **Mandalay Bay Convention Center** for the first time, excited about finding products that will help grow their businesses. For Rae-shawn Bumpers, owner of the **Pink Poodle Dress Lounge**, an online business based in Detroit, the show was an opportunity to discover additional lines that she would like to offer in her bricks-and-mortar store, which will launch this spring. “When I planned the trip, I wanted to find new vendors,” she explained.

For Bumpers, the benefits of attending the show were found not only through estab-

lishing relationships with exhibitors but also the educational tools provided. “I attended six seminars. Very helpful. I am learning a lot here,” she said. “This is my first rodeo. It’s a great experience. I learned a lot and will come back, for sure.”

At **O Marché**, showroom manager Lizanne Lawless said that she saw a variety of different types of buyers whose distinctive buying styles required a personalized approach.

“Some people will be very receptive to seeing the whole collection and looking at each piece and understanding it. Other people will be like, ‘I just want to see the best pieces and I need to get out of here,’” she noted.

At **Stitch**, the exhibitor experience was also dependent on booth location, which determined accessibility to retailers as they passed through the aisles. Serena Johnson, Caribbean representative of the surf-lifestyle line **Jams World**, voiced her own frustration and shared the sentiments of her neighbors who were located at the far end, in the back of the convention center.

“It’s one of the slowest shows I’ve ever been to, and we were here in August. I think the location of it here in the back has not been good for any of us,” she said. “When we were on the other side, it seemed better.”—D.C.

Economy *Continued from page 1*

The LAEDC report outlined a good-news scenario for the state and the nation despite recent bad-news headlines about the wildly fluctuating stock market and the uncertainty of tax cuts on California residents.

The good news is that the state is expected to see job growth in almost all major industry sectors for the next few years with an increase of 324,700 new jobs this year and 311,800 jobs in 2019. That means that California's unemployment rate should continue to hold steady at 4.2 percent through 2019, leading to more pressure for wage increases to attract qualified employees.

Major industry winners will be in the area of administrative and support services, which will add 137,400 this year, and healthcare and social assistance, which will see 100,300 new jobs take shape in 2018.

Amazingly, the manufacturing sector, which has been losing jobs at a rapid pace over the last several years, is expected to grow with 30,040 new positions through 2019. However, that still won't make up for the 166,700 jobs that disappeared between 2007 and 2017.

Manufacturing includes apparel factories and textile production, which recently have been shedding jobs at a rapid pace, particularly in 2017 when **American Apparel** shuttered its Los Angeles factory and sold its brand name to **Gildan Activewear**, laying off nearly 3,500 workers.

BCBGMaxAzria also declared bankruptcy in 2017, laid off more than 500 employees and sold its intellectual-property rights to **Marquee Brands** and **Global Brands Group**.

On a more positive note, the construction industry in California saw positive growth in 2017 with new residential construction showing moderate gains last year and the value of nonresidential construction permits jumping by 8.5 percent to \$29.9 billion. The strongest gains in construction by sector were retail and new industrial buildings, while office, hotels and motels saw decreases.

In Los Angeles County, the number of permits issued for new home construction saw an 8.9 percent uptick in 2017 from the previous year for 22,010 units. But that is far behind the number issued in 2004, when 26,935 units were permitted.

Still, new home construction is not keeping pace with demand, resulting in the median home price in Los Angeles County rising 8 percent last year to \$560,860, which is 75 percent higher than in 2011.

On the national front, there is also room for optimism. The economy is expected to move along nicely, although stepping back from previous predictions of strong growth.

Even with regulatory and political uncertainties, the nation's gross domestic product is expected to surge ahead with 2.3 percent growth this year and 2.1 percent growth in 2019. For a while, some economists foresaw a healthy 3 percent rise in the GDP.

Clouding the future is the Federal Reserve's expected three increases this year to the benchmark interest rate, leaving businesses and individuals worried that it will cost more to borrow money after years of rock-bottom interest rates on everything from mortgages to car loans.

The interest-rate increases are in response to the 2.5 percent rise in inflation last year. Inflation will continue its upward course and is expected to jump 2.4 percent in 2018 and 2.3 percent in 2019 as wages inch up with a tightening labor market.

Across the country, the boom in housing construction, which was so hot between 2012 and 2016, seems to be dissipating with only 0.017 percent growth last year in construction.

That's because millennial workers are flocking to urban centers, such as downtown Los Angeles, and living in apartments or condominiums rather than populating the suburbs. The anemic growth in new housing is predicted to continue through 2019, particularly if there is a drastic rise in interest rates.

Unemployment rates across the country will continue to fall, dropping as low as 3.9 percent in 2019 from the current 4.1 percent. ●

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Through Feb. 26

Feb. 25

Designers and Agents
Starrett-Lehigh Building and Cedar Lake
New York
Through Feb. 27

Children's Club
Jacob K. Javits Convention Center
New York
Through Feb. 27

Feb. 26

Coterie
Stitch @ Coterie

**Fame
Moda
Sole Commerce**
Jacob K. Javits Convention Center
New York
Through Feb. 28

Brand Assembly
Studio 450
New York
Through Feb. 28

Curve New York
Jacob K. Javits Convention Center
New York
Through Feb. 28

Paris Fashion Week: Femme
Carrousel du Louvre
Paris
Through March 6

March 5

LA Textile Show
Sourcing at LA Textile

California Market Center
Los Angeles
Through March 7

March 8

Style Fashion Week
Pacific Design Center
West Hollywood, Calif.
Through March 11

March 11

ASD Market Week
Las Vegas Convention Center
Las Vegas
Through March 14

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Exhibitors See Mixed Results at Agenda

Vendors at the Feb. 12–14 run of the **Agenda** trade show at the **Sands Expo and Convention Center** reported mixed results for the three-day event.

Executives for the **Champion** brand said that buyer traffic was busy on the first day of the trade show. On the last day of the show, Josh Kameo of **XRay Jeans** said buyer traffic was diverse enough to make it worthwhile for a contemporary brand such as XRay to exhibit its jeans and outerwear at a trade show historically focused on streetwear and action-sports styles. Traffic was even with last year's February show, Kameo said.

Some Agenda veterans said that changes in the fashion business contributed to a drop in traffic at the recent show. For the past few years, e-commerce has been on the rise and wholesale business has declined.

The result has been lighter retail traffic at trade shows, said Jeff Staple of the **Staple** menswear collection. "We might see five new accounts at this show. Do we need to pay six figures to see five new accounts?" Staple said, questioning the cost of buying booth space and traveling to Las Vegas for the show. "And we may not close all of the accounts."

The speed of e-commerce also can undercut the wholesale business. Staple said that inventory sells out through e-commerce

business long before trade shows even start.

Josh Fishel, sales manager of the **Brooklyn Projects**, said that most retailers order online and the value of trade shows lies in networking. "It's more about seeing buyers you only see through emails," Fishel said.

Ahmed Jouni, owner of the **Raised in Los Angeles** brand, which has a boutique in downtown Los Angeles, shopped **Agenda** and the **Project** trade show, which took place at the **Mandalay Bay Convention Center**. He also said that buyer traffic seemed lower than it had in previous years.

In the past, retailers had to make appointments to see new fashions in a booth. Not this season. "Dealers were sitting alone in their booths looking for buyers," Jouni said. He ordered fewer goods this season because nothing stood out and there were no must-have items on the trade-show floor.

But he did anticipate going to future trade shows in Las Vegas. "There's always something," he said of the sprawling collection of brands at the shows.

The recent Agenda show marked the last trade-show run by Agenda founder Aaron Levant. At the beginning of the year, he announced he would be leaving the trade show he founded in 2003 to start some new entrepreneurial ventures.—*Andrew Asch*



Meeting at Agenda's Champion-brand booth

OffPrice Unveils a New E-trade Show

At its recent Feb. 10–13 event, the **Off-price** show reported a slight dip in exhibitors for the organization's 47th show at the **Sands Expo and Convention Center** in Las Vegas, but vendors said that didn't affect business, which was booming.

"It was a fantastic show," said Eli Pirian, the owner of **Bacciano**, a Los Angeles-headquartered manufacturer of sweaters and outerwear. "I had customers placing large orders at the very end of the show."

While the size of orders from some retail-

group of boutiques, headquartered in Laguna Beach, Calif.

"I like the Offprice show because it gives me an opportunity to purchase accessories for less," said Gila Leibovitch of The Vault. "You can find all of the same stuff here as you can at the other shows. You can find lots of basics at this show, such as tees, cover-ups, basic dresses, socks and scarves. They even have a very busy cash-and-carry section, which means you just buy it there and bring it home ... no minimums."

Off-price deals are a help in a highly competitive retail market, Leibovitch said. "Business is getting tougher each year," she said. "However, the trick is to get good deals and offer them to your customer. Everyone wants a deal and a great experience."

The past decade has been a boom time for off-price retailers. Major discount retailers have been opening scores of stores across the country. In 2016, prominent market researchers **The NPD Group** released a study showing that two-thirds of Americans shop at off-price retailers.

Krogulski plans on extending the reach of the show. On Feb. 10, he unveiled an online market for the show at www.offprice365.com. The business-to-business e-market will be open to vendors who exhibit at the physical trade show and retailers who attend the show.

Retailers who do not attend the physical show can buy subscriptions to the site, Krogulski said. "Our community can host sales almost every day of the year," he said.—*A.A.*



Scene at Bermo booth at Offprice

ers declined compared to previous Offprice shows, orders from new customers made up for the shortfall, he said.

Steve Krogulski, Offprice's chief executive officer, said 475 vendors exhibited at the recent show compared to 500 vendors last year. Attending the show were major off-price retailers including **Ross Stores Inc.**, **CitiTrends Inc.** and **Gabriel Brothers Inc.**

Offprice e-tailers shopped the show as did hospitals, school districts and retailers, including **Amazon.com** and **The Vault**



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Liberty Moves in New Direction to Expand

In 2013, Sam Ben-Avraham introduced **Liberty Fashion & Lifestyle Fairs** to fill a hole in the trade-show market.

“We built a bridge between the best menswear, the best denim and the best sportswear under one roof. My vision was to create a show that was design-driven and felt like more of a curated environment,” he said.

Liberty marked its 10th season at its Feb. 12–14 run at the **Sands Expo and Convention Center** with more than 350 brands exhibiting. High-end retailers such as **Nordstrom**, **Neiman Marcus**, **Revolve**, **Barneys Japan**, **Ships** and **Ron Robinson** shopped the show.

In celebration of five years in business, the show prepared for some changes.

Ben-Avraham and Sharifa Murdock, Liberty’s co-owner, said that Liberty would become a dual-gender show. “It’s important for us to have women’s brands,” Murdock said. “It will be slowly rolled out.”

On Feb. 24, Liberty will produce the inaugural run of **Liberty Women’s** in New York City. The show will be devoted to women’s fashions.

The new dual-gender direction for the Las Vegas show attracted **Hudson Jeans** to participate in the recent Liberty show, said Hudson spokesperson Andia Bayandor. Hudson had previously exhibited at the competing **Project** trade show. “We were looking to switch up what we wanted to do with trade shows,” she said.

New looks for the recent Liberty show in Las Vegas included the introduction of new sections. At the back of the hall, Liberty produced **The Five Pillars**. It was a special exhibition on product collaborations and special products that symbolized the best aspects of the fashion industry: innovation, activation, social responsibility, collaboration and exclusivity.

Liberty collaborated with neighboring trade shows **Agenda** and **Capsule** to produce **Assembly**, a forum between the trade shows devoted to panel discussions and seminars on the fashion business. Speakers included Ronnie Fieg of New York–headquartered **Kith**, which opened

a West Hollywood, Calif., location a few days after **Assembly** wrapped up. Other speakers included Doug Paladini, global brand president of **Vans**, and Harley Finkelstein, chief executive officer of **Shopify**.

Also taking a bow at Liberty was a new section called **Indigo**, devoted to premium and contemporary jeans. Denim brands making a trade-show debut at Liberty included **Edwin**, a prominent Japanese brand looking to expand its sales in North America.

Australian brand **Outland** made its North American trade-show debut at Liberty. It is designed in Australia but manufactured in Cambodia, in part by women rescued from sex trafficking. New, boutique and emerging jeans brands such as **Railcar Fine Goods** and **Golden Denim** also exhibited at the show.

At the show, vendors reported good traffic and business. Vince Gonzales of **Edwin** said he was pleased with the pace of buyer traffic. “Traffic has been steady. It’s been more quality than quantity,” he said.

Unityb, based in San Diego, relaunched at Liberty. Marcy Grismer, Unityb’s director of sales and marketing, said business was good. “I thought we’d do five orders a day, but we exceeded our expectations,” she said.

Don Zuidema, a cofounder of the **LASC** boutique in West Hollywood, Calif., said buyers shopping Liberty experienced a good start to the year. “January and February 2018 was much better than 2017. Our weather is so good. When weather is good, people go shopping. When it is rainy, they don’t want to go out,” Zuidema said.

Last year, consumer confidence was not so good. “Last year, we were looking at a president that in California was not the popular choice. No one knew what was going to go on. For better or worse, we have adapted to it. We are making the best of it,” he said.

At Liberty, fashion trends included a continuation of the high/low look as well as styles where people mix designer clothes with basics, fast-fashion or low-end pieces, said Wil Eddins, head of business development for the e-commerce emporium **Wanderset** and owner of the Las Vegas boutique **Institution 18b**.—*Andrew Asch*

Womenswear in Nevada Keeps the Beat Steady

This was only the second time that the **Yak & Yeti** label exhibited at the **Womenswear in Nevada** show Feb. 12–15 at the **Rio All-Suite Las Vegas Hotel & Casino**.

But Satish Bhattachgan, who previously has exhibited at **WWD-MAGIC**, thought it would be easier for retailers to make their way to his booth to find the tunics, tops, dresses and backpacks that make up his brand. The show is known for easy-to-navigate ballrooms and free box lunches provided to registered attendees. “At this show, there are always a lot of buyers and exhibitors,” said the native of Nepal, whose company is based in Torrance, Calif.

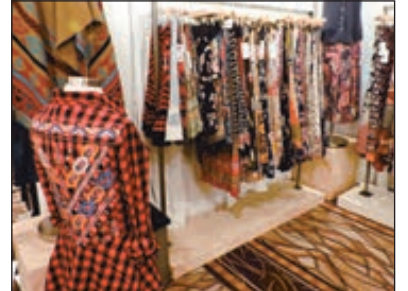
He was seeing retailers from all over the country—the Midwest, the Northwest, California, Alabama and Texas. “We have been selling a lot of tie-dye goods,” he said. “We always try to do something with some handiwork in it.”

Retailers were buying, but he didn’t believe they were spending any more than last year.

Shelly Tolila of **Lola P.** likes the WWIN show, organized by **Urban Expositions**, because it is one of the few shows in Las Vegas for misses apparel. “A lot of my stores don’t want to go to New York to go to the misses shows there,” she said. “So we have had a great show with repeat customers. Stores need goods right now.”

For Natalie Modugno, senior account manager for **Benjamin International**, a line of new-age products and apparel, the show felt a little slower than in past years. “We used to make the whole cost of the booth for this show on the first day,” she said. “But this year, that isn’t happening.” She noticed that orders were smaller this year than last year.

At the **Lindi by Aria Collection** booth, a line of apparel from Los Angeles, sales rep Margaret Cox said orders were slightly up from last year. The line, however, was having a big success with its newsprint jacket, which the label brought back after a three-year hiatus. It is water repellant, reversible and wholesales for \$69.—*Deborah Beltrum*



Looks from the Lola P. collection

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Imagination Blossoms at WWD-MAGIC Show

Creativity was thriving at the **WWD-MAGIC** show, held Feb. 12–15 at the **Las Vegas Convention Center**.

Entering the vast hall is like attending a series of parties filled with clothes. Exhibitors had creative booth designs and were always thinking of clever ways to reel in



Blu Pepper's donut display

customers. **Blu Pepper**, a label designed for the young, bohemian-influenced woman, set up a wall of donuts hanging on pegs near its booth and invited people to grab a donut and have a cup of coffee.

Other booths were serving up popcorn and making chocolate-chip cookies. Hip music played throughout the show.

Michael Kye, a regular exhibitor at the show, had a vibrant booth for his **Miley +**

Molly young contemporary label, which always takes a space near the front. "This show has been awesome for us," he said. "It has been slow for some of my friends, but people are now familiar with the brand and we have a consistent location."

He said retailers seemed to be riding an upbeat wave and were interested in his wholesale prices, which range from \$8 to \$15. "We hear from stores that we are their margin makers," he said. "One positive note has been people are buying in January and February instead of waiting until early spring."

Not far from the Miley + Molly exhibit area was the **Kori America** booth, another Los Angeles young-contemporary label. Fred Hong, the trade-show manager, said his average orders were up 20 percent this year over last year. "If they had a good holiday season, they are working with higher budgets," Hong said.

An attractive selling point for his brand was that wholesale prices ranged from \$11 to \$18.

One discontent exhibitor was Jay Lee, the sales manager for **Blush Pink**, who had a booth toward the back of the main exhibit area. "This is our first time here, and it has not been good," he said. He was going to make sure that he had a booth next time in a busier area with more foot traffic.

—Deborah Belgium

Chinese New Year Puts a Dent Into Sourcing at MAGIC

Curtains around the edges of the **Sourcing at MAGIC** show marked the boundaries of a smaller exhibiting area at the Feb. 11–14 event at the **Las Vegas Convention Center**.

With Chinese New Year starting on Feb. 16, two days after the show closed, that meant many Chinese exhibitors decided to remain in China to celebrate the holiday with their families. Organizers estimated that participation by Chinese companies was down as much as 25 percent.

Still, there were hundreds of Chinese apparel and textile companies that didn't want to miss the opportunity to pick up new clients. Xie Lihua and Coco Wang were exhibiting for their ninth time at the Sourcing show, representing **Shaoxing Tainyun Garment-Making Co.** "We're here to meet all our old customers and meet some new good customers," Wang said, noting that the show was a little slower than in the past.

About 60 percent of the company's apparel exports go to the United States while another 20 percent is shipped to Europe and the rest to South America. Some of their larger customers are **TJ Maxx**, **Ross Dress for Less**, **Nordstrom** and **Macy's**.

David Chen, a manager for **Zhejiang**

Zhongda Novotex Co. in China, was at his seventh Sourcing show. "We've seen many people at the show," he said. One company representative who dropped by was from **Picadilly**, a Canadian label founded in 1975, which gave Chen hope for some good sales.

Raju Subbarow from Noida, India, was



Repreve's Turn It Green mobile tour

exhibiting for the fifth time at the show. His **Shri Ram Exports** does many styles, but the collection he brought with him was his Western-wear shirts with different fabrics and treatments. It was years ago at the show that he met **Skully**, which has been selling Western wear since 1906. They are now a client. "Skully doesn't want to come to India, so I am here," Subbarow said.

This year, Sourcing at MAGIC focused on automation and the microfactory as well as technology and 3-D printing. Special sections were carved out for a Denim District and a Fabric Zone.—D.B.

A Practice in Sustainability at Pool

Delivering on its usual promise of independent lines and unique pieces, **Pool** offered alternatives to the mainstream brands that exhibited in other areas. The show included collaborations by **Next Level Apparel** with **AKA** at a live screen-printing booth and a custom-pocket-tee session by **QMULATIVE**. Next Level Apparel's live screen-printing initiative also commemorated the introduction of its Made in America collection.

Throughout the space at the **Mandalay Bay Convention Center** in Las Vegas, dif-

ferent brands shared stories regarding how they support initiatives that ranged from social to political. Yet, many companies were focused on a common issue—sustainable manufacturing and sourcing in fashion.



Free Reign booth at Pool

ferent brands shared stories regarding how they support initiatives that ranged from social to political. Yet, many companies were focused on a common issue—sustainable manufacturing and sourcing in fashion. "This is our very first time showing, so we really didn't know what to expect, but I am very pleasantly surprised at the reaction to not only eco fashion but also the fact that it is ethical and socially conscious," said Melanie Pederson, owner and designer at **Free Reign**, a line of easy unisex basics and accessories for adults and children.

The only drawback that Pederson noticed was that her brand didn't fit into every price point, but as a line that didn't fall within the fast-fashion category, she didn't mind this position in a certain niche. Walking through the aisles, attendees wanted to know more about the inspiration that drove designers to launch their lines.

"I think it's so interesting to find out what is behind a brand," said Marcia Meyer, founder and chief executive officer of **The Be Kind People Project**. "People can do it just for other reasons, and I found, over the years, when someone has a unified social stance that is not the sort of thing that comes from 'Oh, let's make a bundle of money.' There is something behind it."

Representatives for the sustainable brands at Pool welcomed opportunities to discuss how their pieces were different from the fast-fashion that has dominated the market for many years. These brands also used the show as a platform to introduce company expansion into new lines.

"We really wanted to reach out to the right buyers when we expanded our menswear line and ball-cap line, so we decided to come back and launch that here at Pool," explained Jacob Wollner, operations director of **Flipside Hats**, which uses reclaimed fabric to manufacture its pieces. "The market has been somewhat conservative but very optimistic, and people are putting pen down and writing orders."

The show closed with the announcement of the "Best Booth Merchandising Award" winners, who will receive a complimentary booth at the August show. It was awarded to leatherworkers **Made in Mayhem** and jewelry maker **We Are All Smith**, which shared one space.—Dorothy Crouch

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Curve Engages Retailers in an Intimate Setting

During the **Curve** show, held Feb. 12–14 at the **Mandalay Bay Convention Center**, exhibitors and retailers were hopeful. From award-winning lines to retail expansion, Curve's small size didn't hinder its potential. Attendees from lingerie, swimwear and other categories examined new products and—ideally—put pen to paper.

At his first show since assuming the role of general manager at **Eurovet Americas**, which produces Curve, Raphaël Camp noted his responsibility to create an environment for relationship building.

"As professional matchmakers and the leading intimate apparel trade-show organizers, we can do a curated work here for the brands. Being part of **Project Womens** brings an interesting fashion component."

Some exhibitors felt that Curve Las Vegas afforded greater opportunities to meet their perfect retail matches when compared to other

events. For **Silent Arrow** founder and creative director Kelly Barrett, her first time at Curve Las Vegas yielded more buyers who aligned with her brand's mission. "Our lingerie and swim are designed to be layered and seen. We have a very defined message, and either you like it or dislike it. So for us, it's finding our people. ... We've found a lot of that here."

Though some of Curve's swimwear exhibitors noted the challenge of selling their products in February, they also knew that being ahead of the season was integral to experiencing a successful Summer 2018 with regional buyers.

"We had a lot of interest from people in the Midwest, like Chicago, places we don't normally see. We have a lot of faithful men's customers who come to this show. It's good timing for Spring and Summer for them," noted **Sauvage** Chief Executive Officer Simon Southwood.

Retailers looked for comfortable pieces, such as wire-free bras, revealed Joseph Smith, who is director of sales for specialty accounts and international logistics at **Wacoal**. He also expressed his satisfaction with buyers who are choosing new product over replenishment orders. "This time they actually sat, wrote and left paper, so that's encouraging," he said.

Some retailers were a bit cautious as they considered their options. On the verge of expanding her San Juan, Puerto Rico-based business, Lourdes Medero of **Zafiro Clothing Co.** saw lines that she liked but wanted to wait until returning home to place orders.

For one exhibitor, a last-minute plan to attend the event was rewarded with an impressive order and buyer interest. "I started the day with a fabulous order," said JoAnne Grazzini, national sales director of **The Cat's Pajamas**. "No matter what, I got that."

—Dorothy Crouch

IFJAG Vendors Keep Busy at Hotel Venue

The **International Fashion Jewelry and Accessories Group** took over three floors at the **Embassy Suites** near the **Hard Rock Hotel and Casino** for their third show in Las Vegas, held Feb. 10–13.

The group has decided that Las Vegas is a great venue for an annual February show at the same time the other Las Vegas trade shows are being held. IFJAG also organizes two shows a year in New York for its group of manufacturers, designers and importers of fashion jewelry and accessories. "There are 85,000 buyers here in Las Vegas," said Don Valcourt, the show di-

rector and IFJAG's managing director. "It's good to piggyback on that."

R.M. Manufacturing, which has been in business since 1983 in Chicago, took three suites to show its fashion jewelry and accessories. The jewelry business has become as tough as the apparel business, said sales representative Don Kang, so vendors spend a lot of time on the road to meet clients as well as participate in trade shows. "The buyers aren't buying like they used to, but they do have to have merchandise," Kang said.

Linda Chu, the chief executive of **J**

Goodin fashion jewelry in Brea, Calif., said she had a successful show after seeing 25 to 30 buyers in the first two days. "It was definitely productive," she said. "We met so many new customers, and there was a lot of crossover from the other shows."

Berc Karakas, president of **Alexis K. Inc.**, was introducing his **Birch + Steel** line of men's stainless-steel jewelry, which is a popular trend right now. "This trend has been building in the last two years, but this last year has been the best for men's jewelry," he said.—Deborah Belgum

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Textile Preview

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FEBRUARY 2018

TEXTILE TRENDS

Green With Envy • Dungaree and Lace
• Feeling the Blues • Onyx and Slate
• Days of Wine and Roses •
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Cooling Fabrics Are Becoming Really Cool

By John McCurry *Contributing Writer*

Companies involved in the development of fabrics that achieve a cooling effect are proliferating in the U.S. to meet demands by apparel makers and other manufacturers.

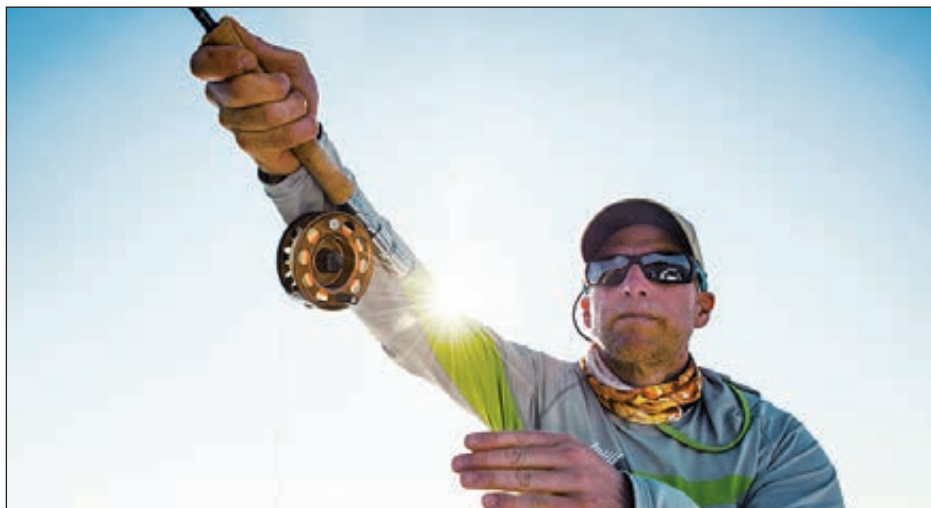
Some use unique construction to achieve cooling while others employ some kind of chemical additive. These products, most of which have been developed over the past few years, are advancing all along the supply chain, from fiber to chemical manufacturers to fabric developers.

Founded in 2014, **Brrr** is an Atlanta-based startup cooling-fabric company whose chemical-free technology is embedded into

constructed a fabric with hydrophilic yarns that hold just the right amount of sweat on your skin to experience prolonged evaporative cooling. The fabric also employs raised knit structures and highly breathable hydrophobic areas so you never get that clammy, sticky-shirt feeling."

Delta products became commercially available for Spring 2017. Brands that have adopted it include **Oiselle**, **Rhone**, **Outdoor Research** and **Fox Racing** in the U.S. These are specialists in running, cycling and training garments.

In the fiber category, Israel-based **Nilit** is among the cool-category pioneers with its **Breeze** technology. The nylon 6,6 fiber came



A fishing shirt made with Brrr fabric

garments at the nanotech level.

Cofounder and Chief Executive Mary-Cathryn Kolb said Brrr's technology is superior because it doesn't involve chemicals. She is one of the inventors of the technology, which came about from research done at the **University of Georgia**, the **University of Kentucky** and the **Massachusetts Institute of Technology**.

Most cooling fabrics, she noted, are a lot of hype with the mechanics behind it being moisture wicking. Other ventures dip fabrics into chemicals, which are applied to the surface.

But Brrr's technology has an all-natural mineral compound that acts as the cooling agent. "In suits or sheets or blankets, we feel we can do better and make them more comfortable and more pleasing in our everyday life," Kolb said. "It's part of the DNA of the fibers. They never wash out and never diminish."

The company is currently producing fabric for men's suits, women's dresses, men's dress shirts, undershirts, socks, underwear and bedding.

Brrr's fabrics have achieved high ratings in tests conducted by the **Hohenstein Institute** in Germany, and the company was asked to be a charter member of **Advanced Functional Fabrics of America**, a nonprofit institute near the Massachusetts Institute of Technology and a member of the **National Network of Manufacturing Innovation Institutes**, which is trying to bring back manufacturing to the United States.

Also in the cooling-fabric business is **Polartec**, the longtime company known for its **Delta** product. Karen Beattie, the product manager who drove Delta's development, said it is different because it helps provide real metabolic cooling for the life of the garment. She asserts that other technologies provide temporary or sensorial cooling or they can wash out over the life of a garment.

"It's based on science, but it's simple," Beattie said. "Use fiber choice and fabric construction to amplify what our bodies do naturally to provide cooling. Evaporative cooling is the single biggest way our bodies dump excess heat when we sweat. We've

to the market about four years ago.

Molly Kremidas, marketing manager at **Nilit North America**, said the goal with Breeze is to achieve comfort through moisture management. She said it is consistent with trends of lighter fabrics.

"We do create our own polymer with an additive inside the polymer that we can't disclose," Kremidas explained. "We developed this. We went to a laboratory in Belgium [**Centexbel Textile Research Center**] for testing. There's not really a true standard in the industry right now on how to measure cooling."

Breeze yarns feature a flat cross-section structure with a wide surface that transfers body heat. Kremidas said initial tests showed that Breeze resulted in a temperature change on the surface of 1 degree centigrade.

That was enough to impress two performance-apparel brands. Fast-forwarding a few years, **ExOfficio** launched a line using Breeze in both tops and bottoms. It's also used in **Adidas' Climachill** products, in **Puma** shoes and in **Playtex** intimate apparel. Kremidas notes that it has applications in knits, warp knits and wovens.

Coolcore, a company headquartered in Portsmouth, N.H., has been around a little longer, having been launched in 2011.

It is different in that its cooling effects are achieved by fabric construction rather than chemicals. Coolcore's first products were cooling towels and ice wraps for medical uses, but it has gradually moved into an array of fabrics used in performance apparel.

The technology dates back to 2008 and was discovered purely by accident, said Kevin McCarthy, the company's chief executive.

Coolcore's chief technology officer, while working at **Malden Mills** on sublimation fabric for printing, discovered that the fabric evaporated moisture and created a cooling effect. This technology eventually became the basis for Coolcore.

Coolcore has working arrangements with a couple of mills to produce fabrics to its specifications. Either Coolcore or the mills buy specific yarns, and the mills either knit or weave the fabrics. ●



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Mark Zunino Bridal 2017

Supima Cotton's Origin to Be Verified in New Program

In the world of cotton, it is an open secret that some products labeled 100 percent Egyptian or Pima cotton are not what they appear and are really cheaper cotton.

This is an issue that American Pima growers have been trying to address for the past decade. Now they have a solution.

Supima, the nonprofit marketing organization that represents American Pima growers, has partnered with **Oritain Global Ltd.** to provide testing to identify and verify the origin of Supima cotton, which is Pima cotton grown by licensed Supima-cotton companies. "We have been trying to find different solutions for the last 10 years," said Jason Thompson, brand development manager for Supima. "When a product bears the Supima trademark, we want to ensure the cotton is verified."

Oritain will use scientific technology to measure the naturally occurring elements that exist within the cotton fiber, which is based on the geographical production area where the cotton is grown.

"The unique fingerprint analysis identifies different levels of chemical attributes that are found in the product itself and enables the cotton to be verified against its claimed origin," said Grant Cochrane, the chief executive of Oritain.

The identification process is done by mapping the geographical region where the cotton is grown and identifying the trace elements in the soil, the water and the air. "In California, you will find remnants of gold," Thompson said. "They are taking samples from every Pima farmer to build a database."

About 85 percent of the American Pima cotton grown in the United States comes from California with the rest cultivated in Arizona, New Mexico and Texas. There are more than 500 American Pima growers in the United States whose extra-long-staple cotton sells for twice the amount as other U.S. cotton.

The advantage of the Oritain method is that it doesn't need to apply any identifiers or tracers during the manufacturing or processing phases, which makes it a simple solution that measures what is naturally found inside the fiber.

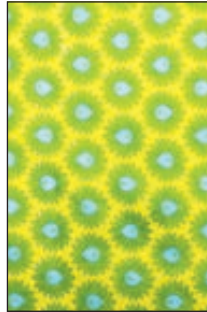
Oritain originally started working last year with California-based **J. G. Boswell Co.**, one of the largest growers of Supima cotton in the United States. From there, it has now expanded to all Supima cotton growers.—*Deborah Belgum*

Green With Envy

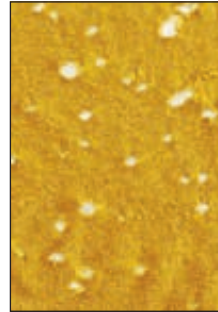
Green is everywhere. It's the most common color in the natural world and the second most favorite color. Green is associated with regeneration and vitality. Today, green is commonly used in textiles for all occasions.



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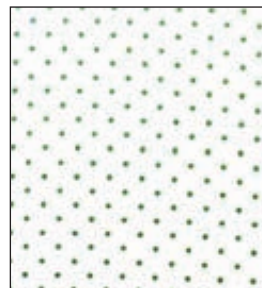
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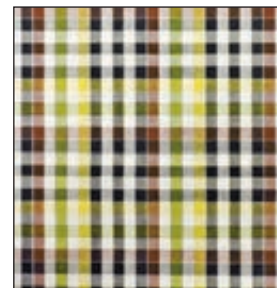
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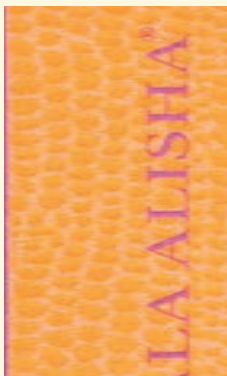
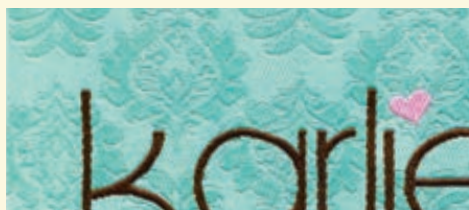
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TEXTILE TRENDS

Dungaree and Lace

Going back to the 17th century, dungaree fabric was a cheap, coarse and thick cotton worn by common people. Today, fashion designers are pairing it with lace fabrics to provide a contrast in color and texture. Together, dungaree and lace have become one of the hottest fashion trends.



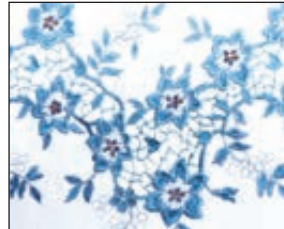
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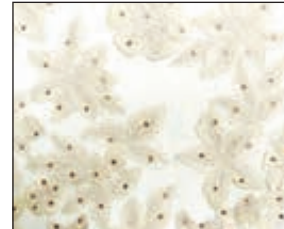
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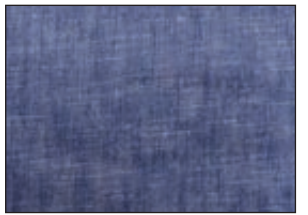
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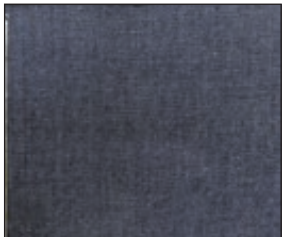
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Orta Anadolu #8810A-37



Orta Anadolu #8830A-30



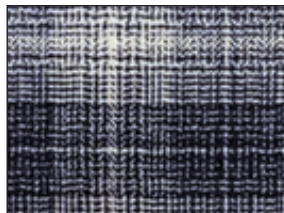
Orta Anadolu #8839A-35



Orta Anadolu #8858A-45

Feeling the Blues

Blue, the favorite color of many people, was once the most expensive pigment, made of the semiprecious stone lapis lazuli. Associated with harmony, blue is the color of choice for flags around the world. Whether it's uniforms, business suits or high fashion, the color is widely used because it is very appealing to the human eye.



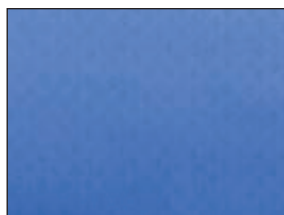
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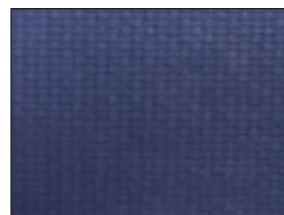
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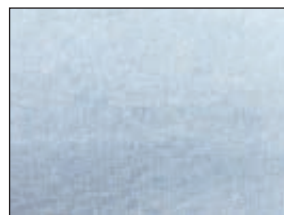
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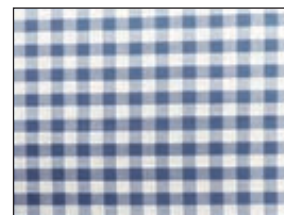
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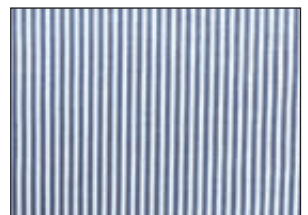
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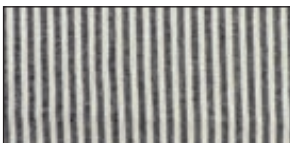
An achromatic color, black is literally a shade without hue. With many uses throughout the ages, it has been most associated with mourning. Gray is seen as an intermediate color between black and white. Both black and gray textiles are commonly used in all aspects of fashion.



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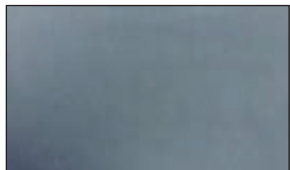
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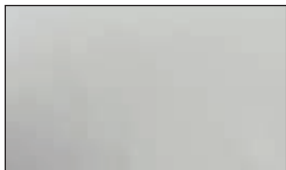
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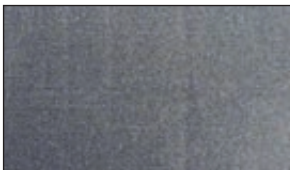
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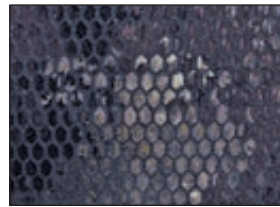
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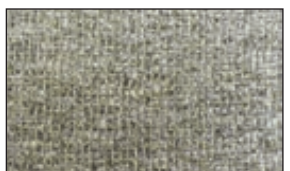
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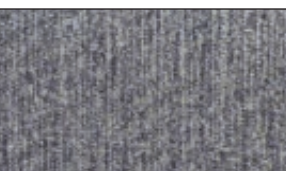
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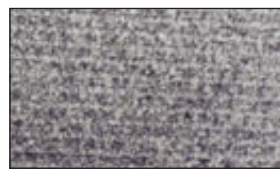
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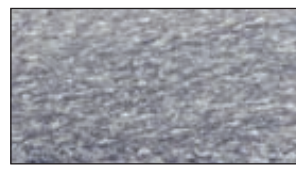
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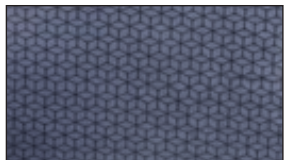
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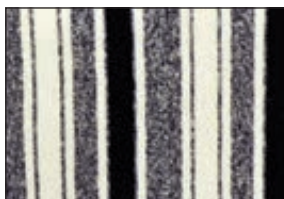
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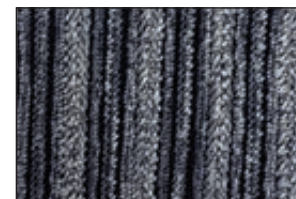
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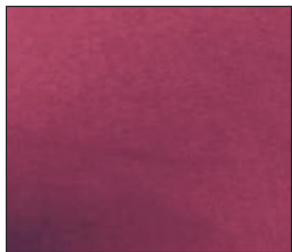
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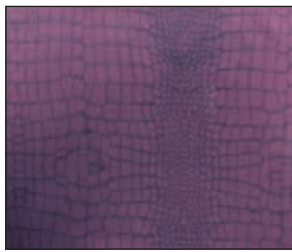
Once a color that represented power, red was very expensive to make and reserved for the wealthy. Red—and variations of red, such as burgundy and pink—is used to express a variety of moods from passion to sweetness. All have become popular textile colors.



Creora #HS-AE02729



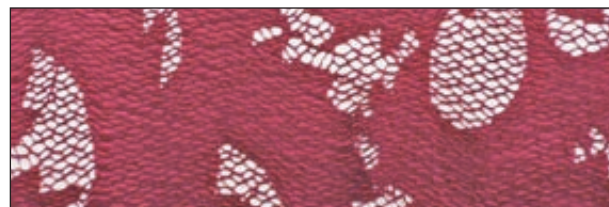
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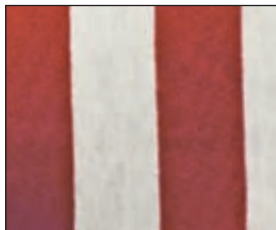
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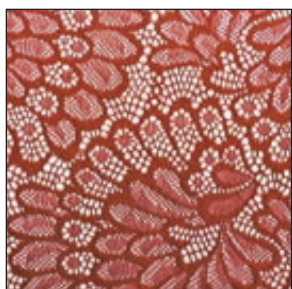
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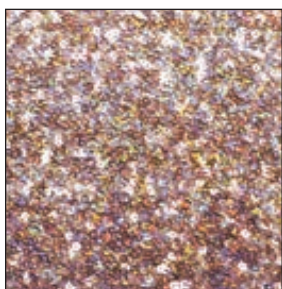
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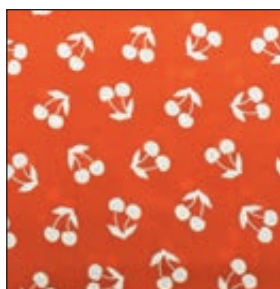
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Solid Stone Fabrics



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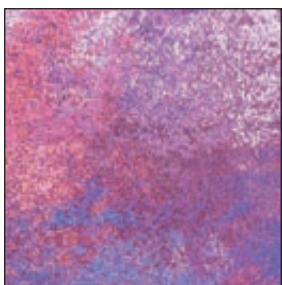
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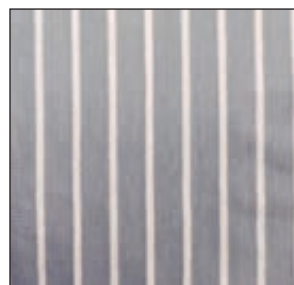
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#AHR-17399-4



Varun Textiles #15101



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Varun Textiles #15609



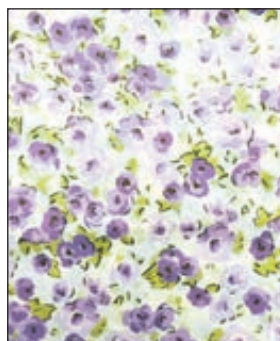
Cinergy Textiles Inc.
#17102CP



Cinergy Textiles Inc. #P-39



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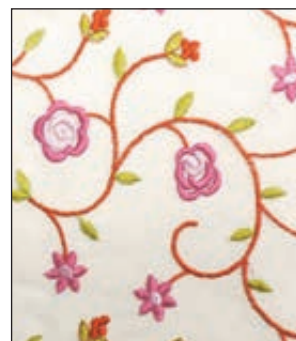
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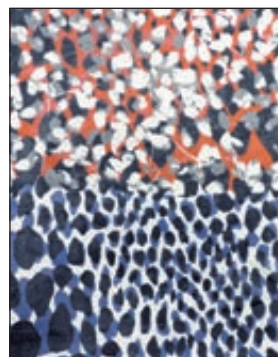
Fabric Selection Inc.
#SE61019



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#SR70231



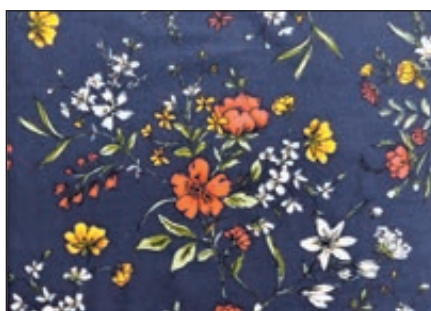
Confetti Fabrics #12883



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Fashionably Fun

Conversation prints come in a wide variety of motifs, such as holiday prints, animal prints, everyday items, cars and many more. Very popular around the turn of the 20th century, they are widely sought today.



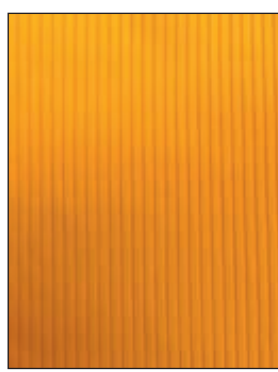
Malhia Kent #T107398



Malhia Kent #T108612

Rusty Gold

Considered a valuable find, rusty gold is more than an object, it's a popular color. Whether it's yellow, orange, red, shiny or matte-finish gold, these hues evoke emotional responses. From passion to joy, enthusiasm to compassion, textile designers use these shades for all occasions.



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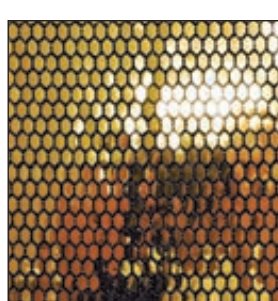
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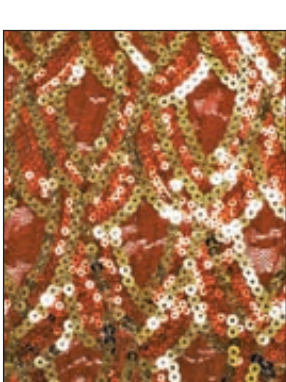
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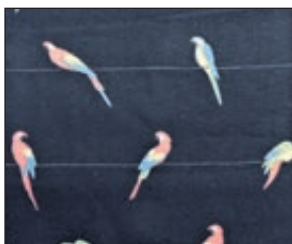
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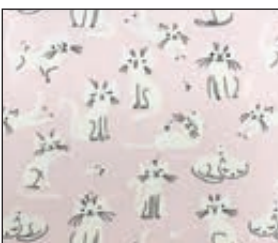
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www.asherconcepts.com

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Products and Services: To address the need for innovative temperature-regulating knit fabrics in the activewear market, Asher is introducing Cool Sport, spun on Asher's new Santoni knitting machines, which create micro gauge knits for pure smoothness and compression. In 1991, Asher Fabric Concepts, based in Los Angeles, transformed the apparel industry by offering cutting-edge, high quality, "Made in U.S.A." knits for the contemporary fashion, athletic, and yoga markets. Since then, the company has become internationally known for its premium quality, knitted constructions with and without spandex, along with its creative print design and application. Asher Fabric Concepts provides fabric development, knitting, dyeing, and finishing in addition to fabric print design and printing capabilities based on each customer's needs. The company differentiates itself from the competition by offering proprietary textiles and by continually updating and innovating every aspect of textile design and production. With an in-house design team, new prints are constantly added to its collection, and color stories are updated seasonally.

Buhler Quality Yarns Corp.

1881 Athens Highway
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Los Angeles, CA 90061
(310) 523-5800
Fax: (310) 523-5858

Contact: Tasha

www.clp.global

info@californialabel.com

Products and Services: California Label Products has been servicing the apparel industry for 18 years. Our In-House Art Department can help develop your brand identity with an updated look or provide you with a quote on your existing items. Our product list not only consists of woven labels, printed labels, heat transfers, size tabs, RFID price tickets, and custom hangtags, but we also have a service bureau with quick turn time and great pricing. We are dedicated to setting the highest standard of excellence in our industry. Above all,

we value quality, consistency and creating solutions that work for you. Call or email us for more information.

Design Knit Inc.

1636 Staunton Ave.
Los Angeles, CA 90021
(213) 742-1234
Fax: (213) 748-7110

www.designknit.com

shalat@designknit.com

Contact: Shala Tabassi

Products and Services: Design Knit, Inc. is a knit-to-order mill based in Los Angeles specializing in the development and production of high-quality, sheer to heavyweight knits for the designer and contemporary markets. They will be featuring new innovations including, but not limited to: cashmere, cotton, linen, silk, wool, rayon and Modal blends. ProModa, Tencel, MircoTencel, Supima blends including our luxe collection. Denim-inspired knits. Cut-and-sew sweater knits. Fashion-forward activewear/athleisure collection.

Fabric Selection Inc.

800 E. 14th St.
Los Angeles, CA 90021
(213) 747-6297

Fax: (213) 747-7006

www.fabricselection.com

info@fabricselection.com

Products and Services: Fabric Selection Inc. is a premier wholesale retailer, supplying the best quality fabrics and in-house designs to designers and manufacturers in the Los Angeles area and beyond. Whether you need the common fabrics that you rely on, such as wholesale polyester, spandex, rayon/spandex, novelty, solid, print, knit, woven or more unique fabrics to inspire your next great fashion creation, we can work with you to get a price that will fit with your bottom line. All of our print designs are copyrighted. Visit us the LA Textile trade show, CMC building, Booth #808–#814, March 5–7.

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Montreal (Quebec)
Canada H3B 4W5
(514) 448-2234
Fax: (514) 448-5101

info@jerianhangers.com

www.jerianhangers.com

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La Lame

www.lalame.com

Products and Services: We at La Lame have captured the attention of a fabulous Italian digital printer and source for very exclusive prints and "FOIL" solids for use in swimwear, sportswear, dresses, and intimate loungewear. Our "Beat Goes On" is the French assortment of woven/stretch. This collection is unique in its attraction of yarn-dye fabrics that apply to many apparel lines. Also, we are proud to claim our post-surgical fabrics with great compression and recovery are performing very well with leading medical garments, some with copper yarn that enhances their performance. We are now linked with a major knitting and finishing company in the domestic USA that is the source for all apparel companies that must have a MADE IN THE USA label. We also supply beautiful lace fabrics from the finest mills in Europe. Visit the new La Lame showrooms at 215 W. 40th St. by calling Glen Schnee, Adrian Castens, or Joel Goldfarb at (212) 921 9770.

Philips-Boyne Corp.

135 Rome St.
Farmingdale, NY 11735
(631) 755-1230
Fax: (631) 755-1259

www.philipsboyne.com

sales@philipsboyne.com

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

➔ Resources page 14



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Continued from page 13

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info@progressivelabel.com
www.progressivelabel.com

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

R.C. International Fabrics Inc.

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Los Angeles, CA 90007
(213) 744-0777
Fax: (213) 744-0940
ray@rcfab.net
www.rcfab.net
www.garmentdye fabrics.com

Products and Services: R.C. International Fabrics, Inc. has been inspiring the fashion industry since 1990. We are an importer and converter of domestic knit and woven fabrics, carrying novelties and basic items such as gauze, viole, lawn, poplin, twill, corduroy, denims, and much more. Fabrics in stock consist of solids, yarn dyes, textures and are available as stretch and non-stretch. We also specialize in PFD, prepared for garment dye fabrics. RCIF works close with design teams and mills to create the newest and most creative textures and novelty items. Divisions consist of Junior Line, managed by Cyrus Gabbay, and the Contemporary, Missy, and PFD lines (PFD Heaven), managed by "Ray" Gabbay. The company's direction has been leaning toward using more and more of organic, bamboo, modal, tencel, eco friendly fibers to create beautiful, soft, and comfortable fabrics. Visit us the LA Textile trade show, CMC building, 110 E. Ninth St., Booth #804/806, March 5-7.

Robert Kaufman Fabrics

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

Products and Services: Robert Kaufman Co., Inc. is an importer and converter with national and international representation, stocking a wide variety of printed, yarn-dyed, and solid wovens and knits as well as denims. In business for over 70 years, Robert Kaufman Fabrics has been delivering the highest-quality service to manufacturing clients in the U.S. and around the world in a variety of markets, including childrenswear, womenswear, contemporary, juniors, men's sportswear, maternity, uniforms, special occasion, accessories, and home fashions. In addition to an extensive catalog of on-trend design collections released every quarter, we offer domestic in-stock programs with low

minimums, as well as customized fabric design, development, and sourcing for prints, yarn-dyes, and solids. All fabrics are available for sampling. We also drop ship for customers with off-shore production needs. Robert Kaufman Fabrics sells wholesale and to the trade only. Visit us at the LA International Textile Show, Booth #901.

Spirit Lace

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

Products and Services: Our fabrics and textiles are carefully chosen from around the world, mainly European and Oriental regions. We carry different types of laces and embroideries such as Chantilly lace, Alencon lace, Venice lace, all over embroideries with or without beads, embroidered fabric with 3-dimensional appliques, handmade appliques, tulle, trims, etc. We work with bridal designers and haute couture fashion brands across the country. Most of our articles are in stock at the California Market Center. In-stock items require no delivery turn time. We help customers to arrange either p/u or delivery; others might vary from three weeks to nine weeks (not including shipping time). Our collection is updated according to forecasting trends every season. More than 20 years of experience. View our latest collection at LA Textile show March 5-7, 2018, Booth #407-411.

swisstulle

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

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

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www.texollini.com

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

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