

# CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR 73 YEARS

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NEW NAME: At Agenda, Pete de Gail shows off Charlie Holiday, the new name for his brand of T-shirts.

## TRADE SHOW REPORT

## Agenda Enters a New Era

By Andrew Asch *Retail Editor*

LONG BEACH, Calif.—**Agenda** marked its first show without its founder, Aaron Levant, during its June 28–30 run at the **Long Beach Convention Center**.

Levant took Agenda from a small, independent streetwear show that was launched in 2003 to a biannual event where some of the biggest action-sports and streetwear brands exhibited. Levant left the company this year to start a new retail platform called **NTWRK**.

In March, Ron Walden became the new Agenda chief and instituted some changes that were seen at the recent show.

Compared to previous shows, there was more space for installations by art and media groups, such as surf magazine **Stab** and book publisher **Deadbeat Club**. There also was a changing of the guard in the show's exhibitors. Some of Agenda's tried-and-true veterans did not return for its most

➔ **Agenda** page 6

## MID-YEAR FINANCIAL REVIEW

## A Budding Trade War Could Harm a Growing U.S. and California Economy

By Deborah Belgum *Executive Editor*

Despite rumblings of a trade war, the U.S. economy is marching forward at a nice pace as the U.S. unemployment rate hits a low not seen for almost 50 years.

Jobs are still being created every month with no end in sight. Even with inflation heating up to 2.4 percent during the first five months of this year, everything seems to be under control. In May, the U.S. unemployment rate was at 3.8 percent and the California unemployment rate stood at 4.2 percent.

"It is steady as she goes for the regional, state and U.S. economy," said Robert Kleinhenz, an economist and executive director of research for **Beacon Economics** in Los Angeles. "Here in California, it has been a good year, outpacing

➔ **Mid-Year Forecast** page 3

## The Natural Connection to Cotton-Seed Selection

By Dorothy Crouch *Associate Editor*

The apparel and textile industries are under a lot of pressure these days.

Consumers are becoming more vocal about sustainability, where products are sourced and how they are made. Shoppers are more sensitive about the use of genetically modified organisms used in cotton production and often bristle at any mention of GMOs.

On top of this, insects and dry weather in California and Texas have inhibited cotton-crop production in these regions.

But a solution to some of these problems is being developed by **Indigo Ag**, a Boston-based company that has identified a natural, non-GMO approach to using microbes to ease the burden of problems associated with dependence on cotton-crop yields.

"We saw a 14 percent increase in [cotton] yield in water-stressed regions in our 2017 crop year," said Elizabeth Fastiggi, Indigo Ag's head of market development. "That was an increase over the 11 percent increase in yield that we saw the previous year."

During its trials, Indigo Ag monitored the effect of its microbes on crop output in one of the hardest-hit cotton-producing regions—Texas.

"We are always expanding our acreage year over year and expanding to new regions and territories, but most of our cotton production is focused in states located in and around the Cotton Belt, including Texas, Georgia and Mississippi," Fastiggi explained.

While the innovation found within the company's solutions aid farmers in their quest for more consistent crop yields that help the apparel industry, Fastiggi emphasized that Indigo Ag's core values monitor consumer behavior to calculate the market climate.

"We are building what we consider to be the first consumer-focused agriculture company," she said. "It's really looking at the shifting consumer preferences and their demand for healthier, more sustainably produced food and apparel and how that is changing the industries."

Indigo Ag has laid a foundation based upon fortifying farmers' profitability, expanding the reach of sustainable fiber resources, and ensuring agriculture and farming align with the trend in nontoxic, feel-good fibers driving consumer demand.

"Our model is really developing what we call demand-led agriculture as opposed to the system that we've had for the

➔ **Indigo Ag** page 3

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INSIDE: A CALIFORNIA APPAREL NEWS SPECIAL SECTION  
**TEXTILE PREVIEW** With **TECH FOCUS**



# Welcome to the Sthenos Concrete Jungle

As an artist, personal trainer, fitness model and figure competitor, it was only natural that Johanna Stavrakaki would gravitate toward starting her own activewear line after she moved from Canada to Los Angeles in 2015.

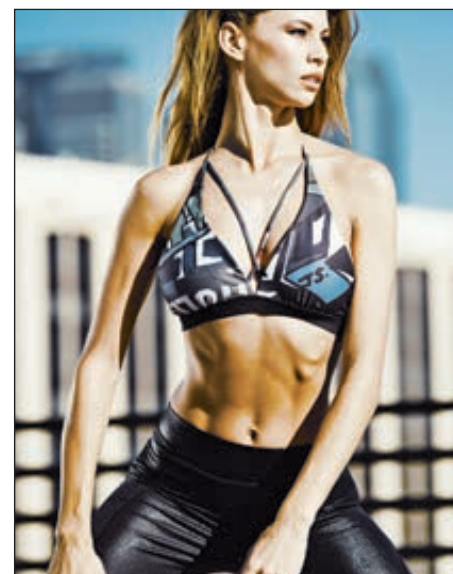
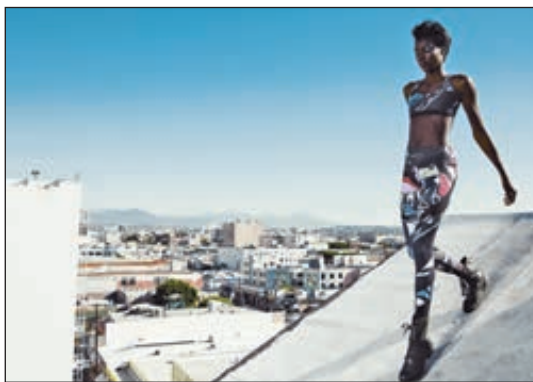
As a new resident, Stavrakaki embraced the city's gritty beauty, channeling it into her art and funneling it into her activewear brand, called **Sthenos**, which is Greek for strength and a nod to the designer's Greek heritage.

"The brand combines my passion for art and fitness," the Ottawa native said. "Production brought me to Los Angeles. Everything is produced here in L.A. It's diverse and the perfect place for my brand."

From Stavrakaki's artistic inspiration to her manufacturing and fabric partners, the Sthenos brand is developed in a downtown showroom where three employees work. Using only high-end and sustainably sourced fabrics such as those created from bamboo, Stavrakaki works with fabric supplier **Sport-ek International** in Commerce, Calif., to incorporate materials that will complement her artwork when it is applied to activewear. For Stavrakaki, dressing customers in her activewear is another step in the artistic process.

"Being an artist is in my blood; it's what I do," she said. "At one point I was competing and doing competitions. You sculpt your body like a sculpture. Your body is your canvas."

For her "Concrete Jungle" collection, launching at the end of July, Stavrakaki



dives into her adopted city's past, mining the culture of L.A.'s punk scene and the evolution of its graffiti, which served as inspiration for her latest activewear pieces. "Downtown is a concrete jungle," she said. "I still find it difficult to navigate, and I think it fits as a collection title."

The fitness expert turned designer has always loved rock and punk music, which she considers her thing. "It's very colorful and fun," she said. "I think it works really well with what I was trying to go for. Also, I wanted to create a collection that showed my transition to L.A."

While Stavrakaki's designs are created from her hand-painted and sketched artwork, she also incorporates current trends. "I noticed a lot of '80s-style prints and abstract designs were coming back, so I thought this was the perfect time to create this kind of artwork," she explained. "It's still very much my own entirely, but I want it to stay in the trending calendar of what's hot right now."

Stavrakaki's studies in painting and drawing for her fine-arts degree in New York and

an appreciation for Los Angeles' passion for fitness-apparel design come together in the brand's details. A graffiti-style "JS" appears on a sports bra from the "Concrete Jungle" line and the campaign was shot atop buildings showing off the city's skyline.

The Sthenos formula of using quality fabrics and unique prints makes an attractive combination for activewear retailers such as **Laguna Activewear**.

"We have a cutting-edge activewear store in Laguna Beach that we are trying to turn into a lifestyle store. It [Sthenos] is not only true activewear, but it's where fashion meets fitness," said Gila Leibovitch, the owner of Laguna Activewear. "Those fabrics are always ahead of everyone else. The prints are very exciting."

When the "Concrete Jungle" launches this summer, the 12-piece collection will include a jacket, bottoms, sports bras, short-sleeved tops and long-sleeved shirts. Priced at \$30 to \$100 wholesale, the line is sold through select retail partners and online at [www.sthenos.com](http://www.sthenos.com).—Dorothy Crouch



Johanna Stavrakaki



## NEWS

### More Luxe Fashion Stores to Open at South Coast Plaza

**South Coast Plaza**, one of the longest-surviving malls in Southern California, keeps adding stores.

Recently, **Alexander McQueen** and **Givenchy** opened boutiques at South Coast Plaza in Costa Mesa, Calif.

This fall, British retailer **All Saints**, California retailer **Eve by Eve's** and New York-headquartered **Lafayette 148** will be joining the crowd.

The Givenchy outpost at South Coast Plaza is the fashion house's only branded store on the West Coast, according to a South Coast Plaza statement.

Inside, the interior is reminiscent of the boxes used by founder Hubert de Givenchy to deliver his couture pieces to patrons.

Before the South Coast Plaza store

opened, Givenchy was typically available in such department stores as **Saks Fifth Avenue** and **Neiman Marcus**. The new Givenchy store will offer the retailer's men's and women's lines.

Alexander McQueen is a little more prolific in California. Earlier this year, it opened a Rodeo Drive boutique in Beverly Hills, Calif. The Costa Mesa shop will be the fashion house's seventh shop in the United States.

South Coast Plaza, owned and run by the Segerstrom family, focuses on bringing luxury brands to its Orange County shopping mecca. Other luxe fashion houses at South Coast Plaza include **Balenciaga**, **Canali**, **CH Carolina Herrera**, **Chanel**, **Prada**, **Dior** and **Dolce & Gabbana**.

—Andrew Asch

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## Indigo Ag *Continued from page 1*

last 100 years,” Fastiggi noted. “This is more supply fed. We are looking at a demand-driven system. Our core mission statement is ‘harnessing nature to help farmers sustainably feed and clothe the planet.’”

The Indigo Ag approach to “harnessing nature” requires looking at plant compositions and examining the microbes that affect different biological processes. Due to modern agricultural methods of crop cultivation, the health and survival of these microbes could be threatened.

Using science, Indigo Ag has developed seed coatings comprising microbes that are most conducive to cultivating healthy plants. Comparing the treatment as “probiotics for plants,” Fastiggi explained how the health of certain microbes can promote efficient water use.

“We have a whole product portfolio of microbes that naturally occur in these plants, which we evaluate to [identify and] understand the microbes that can help with water-use efficiency,” she said. “This process makes plants more efficient in their water use, therefore making them use less water or allowing them to be grown on nonirrigated acres or rain-fed acres to decrease that pressure that we have on our freshwater resources.”

One issue that affected California cotton-crop yields last year was the threat of an insect known as the lygus. Many might use pesticides to rid their fields of the insect, but Indigo Ag advises that a better and more natural solution to hazardous pesticides exists.

“We also have microbial products in our pipeline that can make crops more resistant to pests and disease pressures, minimizing the need for chemical pesticides,” Fastiggi said.

In addition to decreasing the need for water and pesticides



Technicians monitor Indigo Ag seedlings.



Scientists develop solutions for sustainable agricultural practices.



Caring for Indigo Ag seedlings



Early in the cultivation process of Indigo Ag crops

in cultivating cotton crops, Indio Ag cultivates a variety of different microbes to provide solutions for other crop issues.

When a healthy plant grows with a strong source of healthy microbes, the need for additional nutrients added by farmers—including synthetic nitrogen—will diminish.

The use of synthetic nitrogen has polluted more water

sources, such as the infamous algae bloom seen in fresh water from New York to Oregon and along coastlines from Southern California to southwest Florida.

“Greenhouse-gas emissions associated with the production of synthetic nitrogen is very often overused in farming practices because historically it’s been difficult to understand how much was really needed,” Fastiggi said. “Nitrogen runoff has become a real issue throughout our country and around the world, polluting a number of waterways.”

Indigo Ag is not alone in its mission. It has partnered with the **Better Cotton Initiative**, whose goals for sustainable cotton production align with Indigo Ag’s mission to naturally improve cotton seeds from the ground up.

“U.S. Indigo Cotton will be produced in accordance with the Better Cotton standards system,” she said. “They take a very holistic approach to cotton production, covering three specific pillars of sustainability: environmental, social and economic. Indigo’s mission and the three pillars of farmer profitability, sustainability and better health are in close alignment.”

Though Fastiggi emphasizes the consumer-driven approach of Indigo Ag’s model, she explained that the solution is based in partnerships with agriculture professionals and the farmers who are growing these crops.

“The growth in product categories that are perceived as healthier or more sustainable has taken market share from a lot of the more

conventional consumer products,” she said. “Some of them [farmers] don’t fully realize how they can tap into a more sustainable form of agriculture that can be done at scale. What we’re demonstrating and showing them is that we can deliver the crops they need with enhanced sustainability attributes, but we do it at scale and meet their supply needs.” ●

## FINANCE

### Mid-Year Forecast *Continued from page 1*

the U.S. in terms of job creation. We have seen 1.8 percent to 2 percent growth in jobs over last year compared to 1.6 percent for the nation as a whole,” he said.

In California, industries that have been expanding the most rapidly include healthcare, leisure and hospitality (mostly restaurants), and the construction industry, Kleinhenz said.

One cloud on the horizon is a possible trade war, which could have a ripple effect on the Los Angeles/Long Beach port complex, the largest in the United States. Nearly 40 percent of all cargo containers that come into the United States are processed by these two ports.

Recently, the **Port of Los Angeles** calculated that U.S. tariffs on items including aluminum, steel, washing machines, solar panels and possibly cars would have a big effect on its business. Gene Seroka, the port’s executive director, recently calculated that U.S. tariffs on Chinese goods and retaliatory Chinese tariffs could affect 15 percent of shipments passing through the watery gateway.

A 25 percent tariff on \$34 billion in Chinese goods is scheduled to begin July 6, along with Chinese retaliatory measures of the same value on U.S. goods.

There are also plans for the U.S. to impose 25 percent tariffs on an additional \$16 billion worth of Chinese goods, and 10 percent tariffs on \$200 billion more, but the timing of those tariffs is still up in the air.

This comes at a time when the local ports are showing healthy cargo-container volumes. Last year was a record-breaking year for both the Port of Los Angeles and the **Port of Long Beach**. Together, both ports handled 16.8 million 20-foot cargo containers compared to 15.57 million containers in 2016.

But container traffic at the Port of Los Angeles is down 4.4 percent this year while volume is up 16.2 percent at the Port of Long Beach.

Paul Bingham, an economic consultant who specializes in trade and transportation at the **Economic Research Development Group** in Boston, said there is no doubt that trade

was damage economies. “When you have imposed tariffs and barriers to trade, just the uncertainty to transactions around trade raises business risks, which has costs,” he said. “It leads to hesitation and exploration of trading alternatives. And for an important gateway like we have in Southern California, it means that there will be less business, less hours for longshore workers and less employment for companies that handle products.”

Foreign businesses thinking of setting up a factory or office in the U.S. might shift their plans, feeling their investment might be in jeopardy if they plan to sell their goods around the world.

Bingham estimates that a trade war could reduce the nation’s gross domestic product by one-tenth of a percent to one-half of a percent this year. Currently, the nation’s GDP is expected to grow by about 2.9 percent in 2018. “This could shake businesses, consumer confidence and tip us into a recession,” the economist said.

### Shop till you drop

With more money in their pockets, consumers have been on a major shopping spree recently. In May, consumer spending at retail stores was up 5.6 percent over last year while clothing and clothing accessories stores did better with an 8.2 percent jump from one year ago, according to the **National Retail Federation**. “I haven’t seen this much economic confidence since Ronald Reagan was president [in the 1980s],” said Britt Beemer, a retail analyst and founder of **America’s Research Group**, which polls 1,200 consumers a week to take the pulse of their retail-spending attitude.

But he said any retailer who wants to survive needs to get out of a shopping mall. “Mall traffic is dropping like a rock. The anchors are pulling the malls down,” he said. “It’s an economic mess.”

In a recent survey, he said that 56 percent to 58 percent of consumers said they don’t want to shop in a mall because it was so inefficient. “You have to park, walk through the park-

ing lot, walk through the mall to get to the stores and walk back through the mall to get to the parking lot,” he explained. “And the under-35-year-old crowd is incredibly impatient. If you waste 15 minutes of their time, they get angry.”

He believes more malls will be converted into lifestyle centers and you will see reproductions of successful larger

### APPAREL AND TEXTILE EMPLOYMENT

	May 2017	May 2018
<b>CALIFORNIA</b>		
Cut & sew apparel manufacturing	38,700	36,200
Textile mills	6,700	6,200
Wholesale trade	40,000	40,000
<b>LOS ANGELES COUNTY</b>		
Cut & sew apparel manufacturing	30,400	28,200
Textile mills	5,000	4,800
Wholesale trade	26,000	26,200
<b>Source: California Employment Department</b>		



**SHIPPING NEWS:** The Port of Los Angeles, one of the busiest ports in the country, predicts that a trade war could take a big chunk out of business and idle workers on the docks.

stores such as **Macy’s** at Herald Square in New York. “People like that experience. They love the selection, but they don’t want to go to a mall.”

Retailers have to be wherever the consumer is, said Paul Zaffaroni, managing director and co-head of consumer investment banking at **Roth Capital Partners** in Newport Beach, Calif. “Sometimes the customer wants to shop online and sometimes they want to go to the store,” he explained.

A good example of a retailer that has embraced both sides of the commercial aisle, he said, is the clothing chain **New York & Co.** “If you look at their business, they have close to \$1 billion in sales, but 30 percent of their business is e-commerce, which is high,” he noted. “They started making investments in technology before a lot of the others. They have done a lot better job of adapting, and they are more omni-channel than ever.” ●



# Beach at Swim Collective: the hottest ticket under the sun

The new beach category at Swim Collective is catching the eye, and commitment, of exceptional premium resort brands such as the four spotlighted below. Their enthusiasm is clear. For Koy Resort, "It captures a crucial audience of specialty retailers, boutiques, department stores, and online venues all in one trade show." Sea Star Beachwear loves "the exposure to not only West Coast buyers but also many international retailers." It's "a natural fit" for Peter Grimm Headwear, while Skova looks forward to "increasing brand awareness and networking with other like-minded brands." Fun in the sun, indeed!



## Koy Resort

Koy Resort's designers of resort- and beachwear are inspired by "our love of travel, exploring new cultures, art and architecture, food, music, fashion, and nature." Stands to reason that its ideal customers are women who travel, who are looking for chic clothing that easily transitions "from the beach to the bar and into the night." Designed to be effortless and flattering for all ages and body types, Koy Resort has a distinctly practical side, fabricated from airy and easy-care fabrics that are versatile and compact for packing. With a soft, beachy palette and price points ranging from \$61 to \$91, the bestselling style is the Miami Kaftan, in white, black, and, new for 2019, indigo—an easy-fit boho style in soft crinkle rayon with touches of lace. Koy Resort's ruched dresses "are on fire," and "we are excited about our floral and palm prints in soft, drapy rayon."

## Peter Grimm Headwear

The Peter Grimm Headwear customer is "the individual, the rebel, the outsider, and the free thinker." Quality, style, and effortless cool are the brand's hallmarks, along with the company's innovative culture, which resulted in the first straw hats with wire brims. Peter Grimm was born 29 years ago on the beaches of Southern California with one hat—the Original Lifeguard, a perennial bestseller. That, plus wide-brim fedoras and fedoras are expected to be big sellers, with wholesale price points ranging from \$8 to \$26. Peter Grimm sources the highest quality materials from around the globe for its meticulously designed hats, which are subject to rigorous quality control. "Our products are both functional and fashionable," according to the company, "offering many different features ranging from UPF 50+ sun protection



to being water resistant as well as crushable/packable"—making Peter Grimm Headwear the perfect travel companions.



## Sea Star Beachwear

"We are a true beach shoe!" says Sea Star Beachwear about its classic espadrille refashioned as a fashionable and functional water shoe out of fast-drying neoprene uppers and non-skid rubber deck-shoe soles. Says cofounder Libby Fitzgerald, who, with partner Michael Leva, started Sea Star in 2015, "I was looking for a shoe that I could wear into the water that would protect my feet from coral, rocks, and broken shells and was also chic enough to wear to lunch, around town, for boating. I found that no shoe existed that could serve all these purposes at once." This ultimate summer water-sport shoe is unique in the marketplace. Sea Star also boasts a broad beachwear collection, which, for resort and its S/S '19 lines will feature "a lot of metallic and denim neoprene" and "floral embroidery."



## Skova

Skova is mainly about towels, and Skova's designs are like no towels you've seen. Bold and exotic, they are inspired by the travels of designer Michaela Moryskova. Each collection takes its creative cue from a specific trip, such as the Cappadocia Collection in brilliant indigo and red, inspired by her trip to Turkey and the rugs made in Goreme. Skova's square travel towels, double the size of a standard towel, will be bestsellers, she predicts. Ditto the recently launched lively Picnic Rug, with a "super-lightweight" cotton canvas top and waterproof canvas base. The perfect representative of the collection, however, is the silky, one-size-fits-all Kimono, fashioned from original prints—a versatile piece that can be worn over swimsuits, jeans and a tee, or even dressed up for a night out. Wholesale price points for travel and round towels are \$28, resort towels are \$24, the Picnic Rug is \$78, and Kimonos are \$95.



See these brands in the new Beach category of **Swim Collective**, Aug. 1–2, 2018, in Anaheim, California. For more information, visit [swimcollective.com](http://swimcollective.com)

## NEWS

# Online Retailer Acquires Wellen Surf Brand

**Huckberry**, the online men's retailer based in San Francisco, has acquired the LA premium men's apparel brand **Wellen**, which gives a sophisticated look to casual surfwear.

Wellen was founded in 2007 by Matthew Jung, who has been surfing ever since he could drive. Born and raised in Los Angeles, he attended **Whittier College**, where he started Wellen his junior year.

The brand started out making clothes and surfboards but transitioned later to just clothes. Jung originally started the company because he wanted to ride less traditional surfboards and wear more artistically driven apparel that was not found among current surfwear labels.

He later started a second apparel company called **Grover**, which focuses on made-in-LA basics as well as supplying a monthly subscription box filled with those basics. Grover was not part of the acquisition.

Huckberry, founded in 2011 for adventurous men, will begin unveiling new Wellen collections in 2019. "Through the years, Wellen consistently inspired us to hit the beach and their gear ensured we were equipped for whatever the sand and surf sent our way," said Huckberry co-founder Richard Greiner. "We've always felt that they shared our vision for making adventure approachable, so we're excited to bring the company under our wing."

—Deborah Beltrum

# Gordon Brothers Buys Streetwear Retail Brand

**Gordon Brothers**, the Los Angeles restructuring and investment firm, announced it has acquired the **Bench** brand and all its related intellectual-property assets.

**Bench Limited** was a streetwear fashion retailer launched in Manchester, England, in 1989 that, until recently, was found in 20 countries in Europe and North America. As recently as 2017, the brand had more than 80 Bench-branded stores and more than 2,000 doors where it was sold.

But liquidity problems forced the British venture to file for bankruptcy protection in England. The women's, men's and childrenswear brand had been owned since 2014 by private-equity firm **Emeram Capital**,

which acquired the brand from **Americiana International**. Over the past two years, Bench has been struggling to turn around its business after being hit by a slowdown in demand.

In the short term, Gordon Brothers, which recently acquired the **Wet Seal** brand, will focus on re-establishing the brand's European e-commerce presence while rebuilding the business's wholesale footprint in that region.

In North America, Gordon Brothers will continue the brand's long-term partnership with **Freemark Apparel Brands Group**, which has built Bench into a multi-channel business through distribution in Bench retail stores, wholesale and e-commerce.—D.B.

## Calendar

### July 11

**Art Hearts Fashion**  
Faena Forum  
Miami Beach, Fla.  
Through July 16

### July 12

**Paraiso Miami**  
Collins Park  
Miami Beach, Fla.  
Through July 16

**The Professional Club's Summer Social**  
The Commissary at the Line Hotel  
Los Angeles

### July 14

**SwimShow**  
Miami Beach Convention Center  
Miami Beach, Fla.  
Through July 17

### Cabana

Collins Park  
Miami Beach, Fla.  
Through July 16

### Hammock

1 Hotel South Beach  
Miami Beach, Fla.  
Through July 16

### July 17

**DG Expo Fabric & Trim Show**  
Penn Plaza Pavilion  
New York  
Through July 18

### Première Vision

Pier 94  
New York  
Through July 18

### Spinexpo

Brooklyn Expo Center  
Brooklyn, N.Y.  
Through July 19

### July 22

**Project Mrket**  
**Project Women's Accessories The Show**  
**Fame Moda**  
Javits Center  
New York  
Through July 24

### July 23

**Apparel Sourcing**  
**Texworld USA**  
Javits Center  
New York  
Through July 25

### Liberty Fairs

Pier 94  
New York  
Through July 25

### Outdoor Retailer

Colorado Convention Center  
Denver  
Through July 26

### July 28

**Westcoast Trend Show**  
Embassy Suites LAX North  
Los Angeles  
Through July 30

### July 29

**CurveNY**  
Javits Center  
New York  
Through July 31

### ASD MARKET Week

Las Vegas Convention Center  
Las Vegas  
Through Aug. 1

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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ART HEARTS FASHION  
presents

# MIAMI SWIM WEEK

Art ♥ s  
Fashion

JULY 11<sup>TH</sup> - 16<sup>TH</sup> 2018  
WWW.SWIMWEEK.NET

JULY 11<sup>TH</sup> MANSION EVENT  
JULY 12<sup>TH</sup> - 15<sup>TH</sup> FAENA FORUM RUNWAY  
JULY 14<sup>TH</sup> VIP MANSION PARTY  
JULY 15<sup>TH</sup> SWIM GALA AT E11EVEN  
JULY 16<sup>TH</sup> SAKS FIFTH AVENUE VIP EVENT

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## MIAMI SWIM WEEK SCHEDULE

### WED | JULY 11<sup>TH</sup> 2018

3:00 PM - 9:00 PM

OFFICIAL MODEL CASTING &  
VIP MODEL EVENT

PRIVATE ESTATE LOCATION  
(PRIVATE EVENT / KEY HOLDERS ONLY)

PRESENTED BY SAKS, PROSECCO PRINCIPESSA,  
& EXECUTIVE STYLES

### THU | JULY 12<sup>TH</sup> 2018

6:00 PM - 11:00 PM

6:00 PM DOORS OPEN

7:00 PM RUNWAY

HALE BOB

JUST BONES BOARDWEAR

CANDICE CUOCO

7:30 PM ART RECEPTION

8:30 PM RUNWAY

MAGALII ARAVENA COLLECTION

9:00 PM ART PRESENTATION

10:00 PM RUNWAY

SILVIA ULSON

VICHI SWIM

LYBETHRAS

### FRI | JULY 13<sup>TH</sup> 2018

6:00 PM - 11:00 PM

6:00 PM DOORS OPEN

7:00 PM RUNWAY

TAMMY RIVERA

DRIP SWIMWEAR

GYV ME BODY

LUXE ISLE

7:30 PM ART RECEPTION

8:30 PM RUNWAY

SURF GYPSY

SAUVAGE

HONEY BEE SWIM

9:00 PM ART PRESENTATION

10:00 PM RUNWAY

OMG MIAMI BIKINI

ARGYLE GRANT

STELLO

### SAT | JULY 14<sup>TH</sup> 2018

6:00 PM - 1:00 AM

6:00 PM DOORS OPEN

7:00 PM RUNWAY

ROSE PAULINO

K8 SWIM

FERNANDO ALBERTO ATELIER

7:30 PM ART RECEPTION

8:30 PM RUNWAY "EVENING WITH SAKS"

CAROLINE CONSTAS

VILEBREQUIN

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9:00 PM ART PRESENTATION

10:00 PM RUNWAY

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TRINA TURK

11:00 PM VIP MANSION EVENT

### SUN | JULY 15<sup>TH</sup> 2018

6:00 PM - 11:00 PM

6:00 PM DOORS OPEN

7:00 PM RUNWAY

ALAIA EVE

CIRONE SWIM

WILLFREDO GERARDO

7:30 PM ART RECEPTION

8:30 PM RUNWAY

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9:00 PM ART PRESENTATION

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## TRADE SHOW REPORT



**TAKE A MEETING:** Business at the 10 Deep booth



**CROWDED FIELD:** Attendees line up to register for Agenda



**SHOW BIZ:** The cat's meow at the RipNDip booth



**TALK TIME:** A gathering at the Soulstar booth



**SALES PITCH:** McKenzie Stuart shows off styles from the Dickies Girls line.

### Agenda *Continued from page 1*

recent edition.

Prominent fashion and footwear brand **Vans** did not produce its typical large booth. In January 2017, it had a 4,200-square-foot booth, which was noticeable in a show where smaller booths have been the norm. Top action-sports brands and surf brands **Volcom** and **O'Neill** also were no-shows.

**Obey Clothing** was also not around. The popular brand had been exhibiting ever since Agenda was an indie trade show. **Staple**, another influential Agenda exhibitor, was not on the show floor.

At the most recent show, there were more than 300 exhibitors compared with more than 500 exhibitors in January, according to Agenda's show programs.

However, making a return were top streetwear and athletic brands such as **The Hundreds**, **Champion**, **Levi's** and **DC Shoes**. Workwear brand **Dickies** also exhibited, providing blue coverall uniforms to Agenda workers registering attendees during the show.

For many of Agenda's current exhibitors, the show didn't miss a beat. "The key accounts are still here," said Joel Cooper, chief executive officer of **Lost International**, another veteran exhibitor.

Reportedly seen at the show were retailers such as **Nordstrom**, **Dillard's** and **Tilly's** and prominent action-sports boutiques such as **Sun Diego** and **Jack's Surfboards** as well as

retailers from Japan and Latin America.

Agenda's position as a top trade show remains unchallenged, Cooper said. Bobby Kim, cofounder of **The Hundreds**, agreed. "We still do business there. A lot of companies and brands don't write orders there. But we write orders. We get appointments back to back. That's why we've always done Agenda."

Kim said that the culture of Agenda has changed. "Agenda brought people together. It was a community. It's hard to replicate," he said. "In the early days of Agenda, it was about the entire streetwear community starting wholesale. We were trying to get into core boutiques. This was before e-commerce was so pervasive, and now a lot of brands do not need to wholesale."

Many vendors said the show's business was solid. "Attendance seemed to be down a little," said Ken White, vice president of sales and marketing at **Cotton Heritage**, a Los Angeles basics and blanks T-shirt vendor. "But we had some really good meetings. It was quality versus quantity."

The past six months has been relatively good for retail, said Patrik Schmidle, president of **ActionWatch**, which does market research on action-sports and core action-sports retailers.

In the first quarter of this year, sales for these retailers increased 3 percent year-over-year. However, sales started dipping in April. Inclement weather in the South and Northeast during the past six weeks also kept consumers from buying. "Hopefully we'll see pent-up demand being fulfilled,"

Schmidle said of buying in June and later this year.


Agenda also featured some trade-show debuts. For the first time, the **Wildfox** brand exhibited at the show, said Tina Fleming, a sales representative. "We were busy all day," she said of the first day. Wildfox exhibited its Spring '19 as well as Holiday '18 styles in a 20-by-30-foot booth.

Peter de Gail unveiled a new name at the show for his clothing company. It is now **Charlie Holiday**. Formerly it was **Tee Ink**. Also debuting at the show was **Environmentally Conscious Outfitters**, a brand designed in Los Angeles' Venice district. The sustainable brand received orders from a Japanese retailer, said the brand's founder, Alexander Reagan.

Agenda has been influential as a place to show new styles in action sports and streetwear, but there was no overarching or dominant styles, said Daniel Antonio, a designer who walked the show. "I'm not seeing anything that really excites the market. Everyone is in the same zone as the past season," he said. "[Brands] are pretty much doing their own takes on current looks and focusing on self-branding."

Some trends seen at the show that seemed to be spreading were animal prints—think leopard spots and tiger stripes—and also sequins for women's streetwear, said Antonio, who designs the brand **Dirty Milk**.

On June 30, the day after the Agenda trade show wrapped up, the show organizers put on **Agenda Festival**, a consumer day featuring pop-up-style retail, brand installments and concerts. ●



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## NEW SWIM RESOURCES

### Siren by Seven 'til Midnight: Lingerie Brand Launches Swimwear for Any Hour

For **Seven 'til Midnight**, the third time is the charm when manufacturing swimwear. The lingerie manufacturer introduced a boutique swimwear line years ago, but the company's focus was forced to shift when the economy crashed.

After last year's successful swimwear launch under its **Spreegirl** juniors brand, Seven 'til Midnight decided to once again focus on a women's line. Staying true to its roots, the company decided to build upon lingerie designs when creating **Siren by Seven 'til Midnight**, according to Vinh Luong, who serves as the vice president for Seven 'til Midnight.

"We wanted to incorporate our lingerie heritage into our swim style," she said. "There are a lot of silhouettes that are similar to lingerie, and we could use this heritage in lingerie to deliver a fresh take on swimwear."

While the introduction of a swimwear line might seem to be a natural step for a lingerie manufacturer, Luong sees the launch as a business strategy to cultivate Seven 'til Midnight's presence as a fashion-forward lifestyle brand. During festival season, Luong has noticed the company's **Instagram** followers and influencers experimenting with the versatility of wearing lingerie and swimwear pieces as part of an outfit, providing a greater opportunity for Seven 'til Midnight to expand its reach.

"They style it like a little bra top or bandeau top and pair it with shorts or a skirt and jeans," she said. "The categories are much more fluid, and customers are mixing and matching."

With the success of Siren, Seven 'til Midnight will add to its line in 2019. The compa-



ny will add designs for plus-size customers and accessories such as cover-ups, allowing more women to enjoy these edgier swimwear designs that include lingerie-inspired looks with perforations, strappy details and lace overlays.

The El Monte, Calif.-based company manufactures its swimwear in Colombia and Mexico, using polyester and elastane for its inaugural swim collection. Comprising 12 pieces, wholesale pricing for Siren by Seven 'til Midnight ranges from \$4 to \$25. The collection is available at select specialty retailers and at [www.seventilmidnight.com](http://www.seventilmidnight.com).

—Dorothy Crouch

### Ookioh: Fun and Sustainable

Vivek Agarwal joined a swimwear club he wishes weren't so exclusive.

He makes sustainable swimwear, as seen in his Los Angeles-headquartered line called **Ookioh**. The brand uses **Carvico**, an Italian fabric that has a swimwear-like feel but is made from polyamide.

The fabric is made from fishing nets, fluff from rugs and scraps generated from the production of nylon—items that would end up polluting oceans or clogging up landfills. Carvico said the fabric is resistant to sun creams, oils and chlorine.

Agarwal believes that interest in sustainable swim labels is growing but not enough swimwear brands are paying attention to it. He also doesn't believe that the category is the sole domain of rich hippies.

"There is a misconception that sustainable brands are expensive," Agarwal said. "It is marketed as high end, which gives it limited access. But it defeats the whole purpose. The more people use sustainable brands, the



more it will be made affordable." With more access to sustainable clothing, the more avenues people will have to become good environmental citizens, he added.

The swim line also is supposed to be about fun. The brand's name is inspired by the Japanese art movement that made paintings and art pieces of geishas, kabuki actors and people having fun.

For its design, Ookioh took inspiration from the sizzle of the early-1990s super-model scene. For its colorways, it took inspiration from **Benetton**, which used bright colors and was very popular in the early 1990s. "You want something fun but not bold. You don't want an 'in-your-face color,'" Agarwal said of the brand's sensibility.

The brand was introduced in March. The inaugural line comprises six tops, five bottoms and a one-piece. Retail price points range from \$49 for a bottom to \$98 for a one-piece suit.—Andrew Asch



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## Nayali Challenges Swimwear's Accessibility Issue

As an active woman who has a larger bust size, Shilpa Rajpara's mission was to create swim styles for women who need supportive, attractive designs. Reflecting on her career spanning 14 years, she remembers trying to introduce designs that would make women more comfortable in swimwear.

"There were such limited choices for me. I tried to push designs for larger-busted women, and they [the brands] weren't quite ready. It wasn't the direction they were going, or we might have only one option to fit these women," she recalled.

The **Nayali** designer and chief executive focuses on creating pieces that accommodate a bust that measures from a D cup to a G cup. Due to her own challenge of finding swimwear that fits, Rajpara test-wears Nayali designs to ensure maximum comfort.

"I travel a lot and try to add in an inspiration trip and a testing trip," she said. "I took [my swimwear] to Iceland and wore it during an underwater dry-suit dive in Iceland."

For her swimsuits, Rajpara is now using custom-designed, antibacterial fabrics sourced from Taiwan. She is creating pieces that promote convenience for an active lifestyle but also reduce water consumption that is often necessary to wash activewear in order to keep pieces fresh.

"We're moving to a new fabric that has been in development for the last 2½ years," she revealed. "It has an amazing hand feel, more compression and it uses anti-bacterial,

nylon yarns with a different percentage of spandex to give more support to the breasts."

Many swimwear companies try to accommodate this segment of the market by relying only on too much spandex or adding underwires to cups—both of which lead to other issues, such as inadequate support and painful wires poking skin.

"We are using a new technology with our elastics partner. They make a lot of elastic and components for all the big brands," she said. "We are doing something a little bit different using no wire but another material instead."

Moving forward, Nayali's mission will become more focused on its core collection of tops. In addition to ensuring that these designs accommodate a woman's body, Rajpara wants to give customers more options. These swimwear tops are now made to easily match with bottoms from other swimwear manufacturers, creating a retail environment of "in addition to," not "instead of."

"We picked some neutral colors for our core that can mix and match with a lot of other brands," she said. "Giving customers a mix-and-match, neutral option is an additional selling point."

Wholesale pricing for the brand ranges from \$30 to \$70. By September 2018, Nayali will have new retail partners, as the line has only been available via e-commerce at [nayali.la](http://nayali.la) and through **Amazon.com**.

—Dorothy Crouch



## Mary Jane Swim: Making a Statement Through Swimwear

After moving to New York from Stockton, Calif., Diane Walker studied design at the **Pratt Institute** in Brooklyn. A 15-year career in creating private-label designs for brands gave Walker a solid foundation for launching the swim and activewear company **Sweeney Manufacturing Corp.** with Stacey Demar, a membership director at the **Chelsea Piers Sports Center**.

Now, after meeting 11 years ago, the New York-based duo is ready to launch a brand of swimwear that is reflective of how the women view wellness. In addition to designing their own line of quality bathing suits, Walker and Demar are attempting to destigmatize how consumers view marijuana plants and promoting cannabis-based products as wellness solutions.

Once it launches in July 2018, the **Mary Jane Swim** capsule collection will showcase the plants through chic designs, such as a long-sleeved racerback swimsuit perfect for board sports and a traditional triangle-top bikini with cheeky bottom.

"We're just trying to help change the perception of it and make it more mainstream," Walker said. "I wanted to make it subtler and not in your face, through prints that were beautiful and they don't necessarily read as a marijuana plant."



Not only are Demar and Walker creating swimwear designed to change the perception of the marijuana plant in fashion, the two athletes are also supporting **Athletes for Care**. The organization promotes cannabinoid wellness products as alternatives to addictive opioids.

"They [Athletes for Care] are trying to push the legalization of cannabis as an alternative to opioids for wellness and recovery in

healing, especially in the major sports leagues that have an opioid epidemic—the **National Hockey League**, **National Football League** and **Major League Baseball**," Demar explained.

Mary Jane Swim offers a women's line that is manufactured in Colombia, where pieces are made using nylon, **Lycra** and **Tencel**. Men's swim trunks and boardshorts comprise a 100 percent poly quick-dry woven fabric and are made in Guatemala. For future collections, Walker and Demar are open to exploring the use of hemp-based fabrics for new items such as beach bags.

Wholesale pricing for the line ranges from \$22 for women's tops and bottoms to \$57 for one-piece styles. The men's line wholesales for \$32 to \$33.75. Additional information about Mary Jane Swim can be found at [www.maryjane-swim.com](http://www.maryjane-swim.com).—D.C.

## A Day at the Races

Put a bugle to your lips and herald White Oak Commercial Finance's 5th annual "Day At The Races."

On a lovely Friday, June 22, 70 lucky invitees and WOCF personnel gathered at the Directors' Room in Santa Anita Park. The adjacent dining terrace opens to an amazing view that sweeps from the San Gabriel Mountains to the beautifully landscaped racetrack.

Needless to say, the setting, combined with an opulent food spread, was appreciated by bankers, CPAs, attorneys, and other business associates of WOCF—the professionals involved in finance, lending, and other services crucial to the apparel and textile industry. And so, there was much conviviality and conversation. Everyone took the opportunity to network and catch up with colleagues and simply have a good time.



Haze Walker, Lawrence Financial

Attendees from the Bank Leumi group were all in concert that the gathering was all about enjoying the weather, the people, and building

partnerships and relationships in a nice setting—and looking forward to continuing to build a great relationship with White Oak Commercial Finance.

The interior of the Director's Room is old-school, wood-paneled grandeur. The walls are decorated with murals and paintings of—bugle call, please—horses and riders bedecked in even greater grandeur.

Attendees navigated between the Directors' Room, where the buffet was set up, and long, elegantly set tables on the dining terrace. And the food: Dungeness crab cakes, grilled pawns and veggies, beef tenderloin, and spinach ravioli. Also on hand, a variety of cold cuts, salads, and desserts. No



Elisa Trevezio, Office Manager, White Oak Commercial Finance

one left hungry. A broadcast of the Switzerland vs. Serbia soccer match drew a crowd as well.

"It's a great way to say thank you for all the professionals in this industry who support us," said Robert Grbic, President of White Oak Commercial Finance, "and to get reacquainted with a lot of people we don't see as often as we'd like to. And, it is an opportunity for our guests to interface with each other. So from that point of view it's becoming



Lou Sulpizio, Sales Manager, Gino Clark, Regional Manager, White Oak Commercial Finance

an event that our people look forward to once a year. Our only downside is we always hope the horses race and our friends make some money!"

To that end, WOCF enjoined veteran Santa Anita handicapper George Ortuzar to also attend. He guided guests on betting intricacies, how to place a pick, and learn "what's an Exacta exactly?" Race #4 was officially named the "White Oak" race, and hopefully lucky bets were placed.

Joe Foster of the KF Professional Group, CPAs, grew up in Ireland around horses and greatly appreciated an "iconic" track like Santa Anita. His colleague Norman Ko added, "The

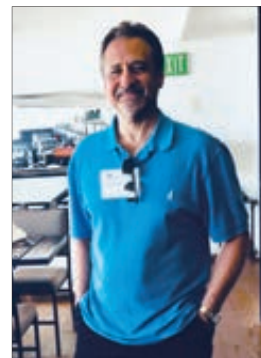


Michal Miron, Daniel D. Allen, Elsa Burton, Bank Leumi

racetrack is great for networking, with nice food, crowd, and entertainment."

Nick Susnjar, Vice President, Comerica Bank, loves that the event is "during the day, and relaxing, brings good referral sources, and is lots of fun."

Mingling, betting, thundering hooves, great food, a lively vibe, camaraderie—the 5th Annual Day At The Races hosted by White Oak Commercial Finance was a total win for everyone.



Matthew Piccolo, Account Executive, White Oak Commercial Finance



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## Avec Les Filles: Diving Into Swim

With fringe and lace, Joyce Azria plans to bring French flair to her new California swim line.

Her brand, **Avec Les Filles**, started business as an apparel line in 2016 and sold at a range of retailers from **Macy's** to **Revolve**. In the past 18 months, the brand added categories including footwear and accessories.

Now, on July 14, Avec Les Filles is introducing its first swim line at the **SwimShow** in Miami Beach, Fla., Azria said.

"We come with Parisian roots, South of France wanderlust and California cool," she said, adding that Avec Les Filles' swim line will not be throwaway fashion.

The brand aims to find a sweet spot between fashion, fit and functionality. "It takes more than having a great idea. It is not about trends. Swimsuits have to be functional and last vacation after vacation," Azria said.

Avec Les Filles' looks include patterns that Azria called Parisian striping. Also seen on the line's swimwear are lace-like mesh, ruffles and crochets that look like lace doilies. California inspirations include denim indigo colors on some pieces and some tie-dye prints.

Avec Les Filles also finds inspiration in American fits. The line provides more coverage than some French swimwear, but it didn't ignore the need to be alluring. For example, Azria said her team worked on silhouettes that would make the wearer's legs seem longer.

There are 50 swim styles in the inaugural collection as well as six cover-ups and accessories.

Retail price points range from \$58 to \$88 for tops and bottoms. One-pieces range from \$108 to \$158.

This is not Azria's first dip into the swimwear world. Her first professional design project was designing some swim pieces for **BCBGMaxAzria**, the company founded by her father, Max Azria.—*Andrew Asch*



## We Are HAH: Looking for Sexy in Sustainable

After 13 years of helming lingerie and swim departments for brands such as **Victoria's Secret** and **Guess**, Sharleen Ernster wanted to make her own design statement.

That statement was to make "naturally fitting" garments, or swimwear that didn't rely on padding to give shape. It was also to make swimwear out of sustainable fabrics and deliver them in a sustainable way, even if it meant using materials and supply-chain methods that cost more.

Her label's name is **We Are HAH**. The HAH is an acronym, which means that sustainable fashions are "Hot As Hell." The acronym also is meant to read like laughter and stands for mocking doubts about an independent venture, she said.

"When the brand came to life three years ago, people thought I was crazy," Ernster said. "Why are you bothering with sustainable clothing?"

Ernster said that she doesn't get the same questions now as when she started HAH in 2014 because interest in sustainable clothing is growing. But there are still concerns about the cost.

For example, she didn't want her brand to contribute to filling up garbage dumps with waste from single-use plastic bags and decorative packaging.

As an alternative, she uses reusable plastic bags costing \$1.50 a bag made out of recycled materials rather than traditional plastic bags, which cost pennies.

The added costs and experimenting with new fabrics might give heart palpitations to others. "I've been waiting years to use these fabrics. Now I don't have to ask anyone to use them except myself," she noted. "Every business owner should be thinking about their footprint."

Her line's swimwear styles attempt to be natural and sexy. "Our swimwear is unique. We carry what we call naturally fitting product. There's no padding," she said, explaining it is for the woman who isn't looking for push-up tops or to contort their bodies.

Retail price points range from \$88 for a bottom to \$300 for a one-piece suit. Looks include a DIY, or Do It Yourself, top that can be styled in more than eight ways. There is also

the GHAHdless one-piece, inspired by classical Greek draping. It features straps in back and covers the front like a gown with a deep, plunging V-neck.

The designer uses fabrics that include EFL, a sustainable fabric made out of a base element of corn sugar. Ernster said the fabric feels like Italian nylon but is strong enough to be resistant to chlorine. It also is strong enough to hold up to digital printing. HAH digitally prints floral designs on some of its swimwear.

The brand is sold at **Planet Blue** and **SwimSpot** and is also available on its direct-to-consumer site at [www.wearehah.com](http://www.wearehah.com).—A.A.



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# Resource Guide

## SWIM RESOURCES

### Art Hearts Fashion

<https://artheartsfashion.com>  
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**Products and Services:** Liberty Fairs presents Paraiso, created by the marketing team behind Cabana. Paraiso is a multi-day festival taking over the Collins Park area of South Beach that will present immersive brand activations, dynamic events for influencers and VIPs as well as consumers and each night will have an exclusive headlining music performance. Falling two days before the opening of Cabana, book your tickets to arrive early and be a part of the adventure. Paraiso opens its doors in South Beach, the premier destination for resort, swim, and fashion industries. A multi-day fashion fair, Paraiso presents groundbreaking events in four categories: Style, Vitalize, Taste and Revel.

### Swim Collective

[www.swimcollective.com](http://www.swimcollective.com)  
**Products and Services:** Swim Collective is debuting Beach at Swim Collective at its Aug. 1–2 show in Anaheim, Calif. Beach at Swim Collective will offer a curated assemblage of apparel and accessories selected to complement the show's current swim offering and enhance the buying options for retailers. The new category will be centrally located within Swim Collective, in the center of the show. Swim Collective once again will be co-located with Active Collective, adding even more options for buyers. The juried collection of brands will include higher-end resort wear, cover-ups and sun-protection apparel as well as unique towels, hats, footwear and other accessories. The new category is attracting top brands including Koy Resort, Reef, Sea Star, Jordan Taylor, Peter Grimm, Skova and Coolibar; all who'll be exhibiting in August. To learn more about Beach at Swim Collective, visit our website.

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**July 13**

**Cover:** Denim  
Technology  
Company Profile

**Tags & Labels Advertorial**

**Bonus Distribution**

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7/22-24  
Project NY 7/22-24  
Apparel Sourcing USA 7/23-25  
Texworld USA 7/23-25  
Outdoor Retailer 7/23-26



**July 20**

**Cover:** Miami Swim Wrap  
Activewear

**Activewear Advertorial**

**Bonus Distribution**

Curve NY 7/29-31  
LA Fashion Market 7/30-8/1  
Active Collective 8/1-2  
Swim Collective 8/1-2  
Atlanta Apparel 8/7-11



**July 27**

**Cover:** Swim Fashion  
New Lines  
Texworld Wrap  
Premiere Vision Wrap  
Industry Focus: Finance  
Technology Industry Voices: Frictionless  
Shopping

**Las Vegas Resource Guide  
Finance Advertorial  
Technology Advertorial**

**Bonus Distribution**

LA Fashion Market 7/30-8/1  
Active Collective 8/1-2  
Swim Collective 8/1-2  
Coast Miami 8/5-6  
Atlanta Apparel 8/7-11  
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Sourcing@MAGIC 8/12-15  
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CurveNV 8/13-15  
Liberty Fairs LV 8/13-15  
POOL 8/13-15  
Project 8/13-15  
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A CALIFORNIA APPAREL NEWS SPECIAL SECTION

# Textile Preview

July 2018

& RESOURCE GUIDE  
with TECHNOLOGY

## TEXTILE TRENDS

Animal Kingdom • Denim Nation •  
Best of the Blooms • Rooted in Wales •  
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## TEXTILES & TECH

Artisan Cloth and  
Lenzing Hit the  
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Polartec Reveals  
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# Approaching Eco-Friendly Denim With Artisan Cloth and Lenzing

During a recent “Innovation Celebration” event at **Artisan Cloth**’s downtown Los Angeles showroom, founder Brad Alden Mowry—who co-owns the company with his wife, Danielle—explained that he and his partners were interested not in sales but showcasing their sustainability options.

“My idea was to bring not only a handful of better suppliers but really good people and just have a gathering,” he said. “We really didn’t have an agenda to sell. We just wanted to share what we’re doing and come together.”

The event was co-hosted by **Lenzing**, the Austrian manufacturer of **Tencel**, which has been a crucial resource for eco-conscious apparel manufacturing. To promote transparency that will facilitate greener sourcing for designers, the company has been sharing the stories of its partners. Over the last two years, through its “Carved in Blue” media platform, Lenzing Director of Global Business Development Tricia Carey has made available the stories behind the products.

“Designers want to know what is new, but they need it in a package that is easy for them to adopt,” she said. “They



can’t take a lot of time to do all of it. The storytelling is there. Everyone has their own story. Each of these mills has its own story.”

The gathering brought together denim companies and label suppliers, including Mexican denim maker **Tavex**, Japanese company **Kurabo** and its partner **HW Textiles**, and **Labeltex**, which specializes in branding and packaging.

When discussing Tavex’s LSD, or Laser Sensitive Denim, the company’s director of design, Tony Carnot, revealed how using this process allows the company to choose cleaner manufacturing that bypasses traditional processes, which can harm the environment.

“This is all washed by laser. No wash, no water, no waste,” he said. “It’s a special dye process that we do.”

At Kurabo, Satoshi Toyama, who serves as the company’s apparel and fabrics trade department manager, explained the benefits of the brand’s **Aquatic** fabric, which was released in Fall 2017.

“We have a new item, Aquatic. It’s a new fabric. It’s like

a denim but broken in very well without fading,” he said. “Aquatic is almost the same as piece dyeing.”

At Lenzing, the company adheres to a sourcing process that promotes comfort, performance and sustainability. Central to this effort is adhering to specific sourcing criteria, such as focusing on resources that have natural origins—renewable tree supplies, minimizing the environmental impact from chemicals on water and reducing energy use. While the fiber might shed after customer use, it’s sourced from trees, which means that the microfibers are biodegradable.

“Our new brand launch is ‘Tencel feels so right,’ which we came out with in February,” Carey explained. “We’re highlighting this connection to not only the softness and comfort that you have with Tencel but also it feels so right to do the right thing from a sustainability standpoint.”

Of the 100 million tons of fiber produced worldwide every year, 6 percent comprises the type of manmade cellulosic material produced by Lenzing. The company manufactures 1 million tons of fiber annually, yet Carey wants her partners and customers to know that while the \$2 billion company might share a small portion of the textile market, it wants to make a large, positive impact.

“We’re very small in the scheme of things, but we see a high potential for growth,” she said. “A lot of it has to do with sustainability.”—*Dorothy Crouch*

## TEXTILES

# Polartec Introduces Upgrade to Its Insulation Fabric

Call it Polartec 2.0.

**Polartec**, the textile company known for its synthetic fleece, recently introduced its new **Polartec Power Fill** insulation, which has been used as an alternative to wool. Polartec said it is a fleece that provides more heat and is less bulky than other insulation fabrics.

The new Power Fill is made from 100 percent post-consumer recycled materials. It’s an upgrade from the company’s earlier Power Fill insulation, which was made from 80 percent recycled content.

Polartec Power Fill is manufactured from proprietary hollow fibers, which are durable, soft and whose material reduces environmental impact, said Gary Smith, Polartec’s chief executive officer. “Finding sustainable solutions is a core objective of our science of fabric. We’re proud to have ‘cracked the code’ required to produce premium-quality insulation from 100 percent PCR materials.”

The first company to use Polartec Power Fill was **Triple Aught Design**, headquartered in San Francisco. Triple Aught used the insulation fabric in its puffy jackets for cold weather.

Other companies scheduled to use Power Fill include Italian ski-clothing label **Crazy Idea**, South Korean outdoor company **Blackyak**, Ukrainian military uniform maker **PIG-Tac** and Santa Cruz, Calif.–headquartered bicycling-wear company **Giro**.

Polartec is based in Andover, Mass. In 1981, it invented modern, synthetic fleece. Its products include lightweight wicking and cooling fabrics that have been used in workwear, military uniforms and the contract upholstery market.

—*Andrew Asch*

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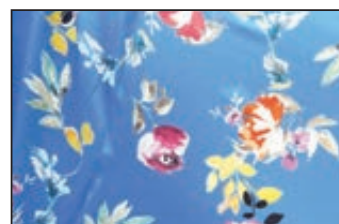
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## TEXTILE TRENDS

### Best of the Blooms

Country, aloha, calico, paisley and embroidered pieces are some examples of floral textiles. Floral fabrics have traditionally had a number of uses in fashion.



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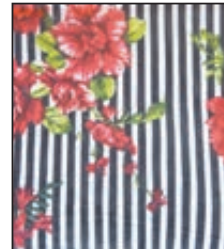
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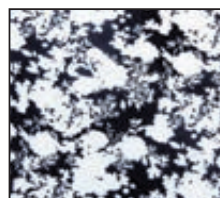
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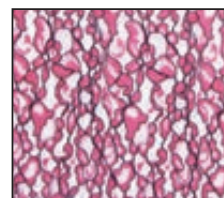
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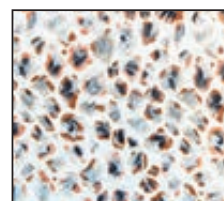
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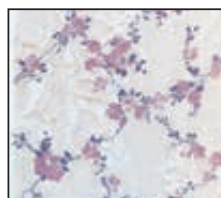
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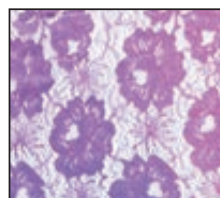
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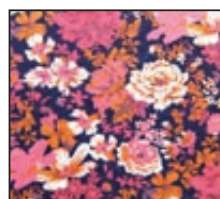
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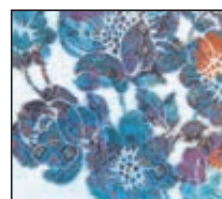
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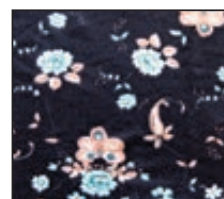
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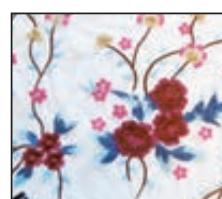
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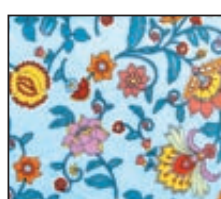
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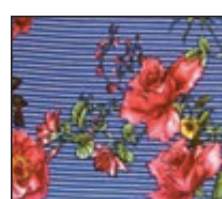
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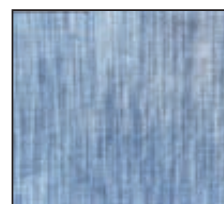
## TEXTILE TRENDS

### Denim Nation

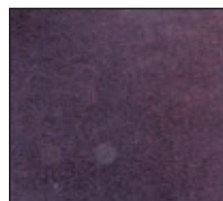
For work or for play, denim textiles are durable. Denim comes in many colors. It can be embroidered or adorned with embellishments.



Studio 93



Studio 93



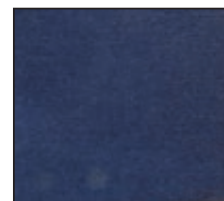
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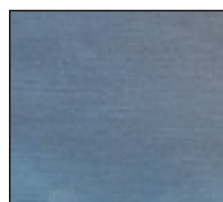
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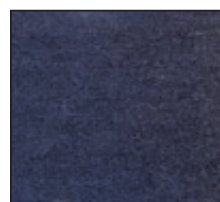
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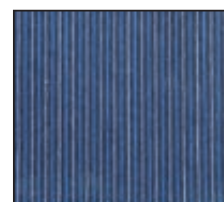
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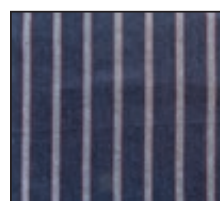
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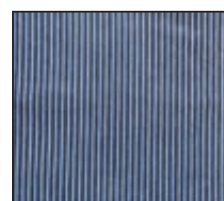
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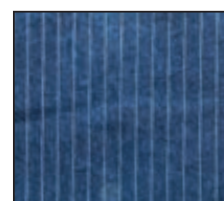
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Studio 93



Studio 93



Studio 93

### Rooted in Wales

Tracing its history back to the 16th century, flannel was originally made of corded wool or worsted yarn. Flannel is now made from wool, cotton or synthetic fiber. Whether it's a blanket, bedsheet, sleepwear or clothing, flannel has become a staple in fashion design.



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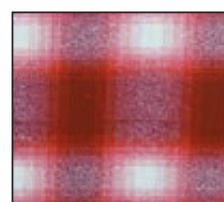
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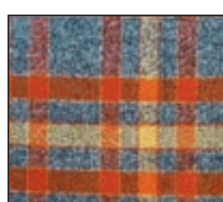
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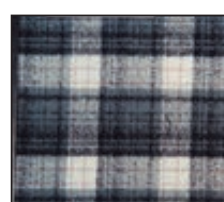
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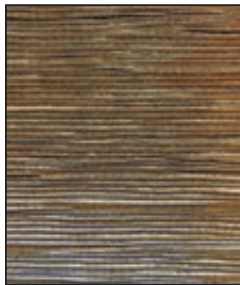


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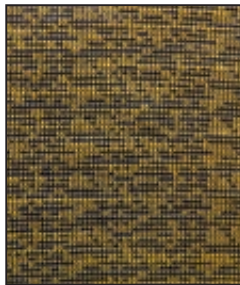


# Glittered and Gold

Textile designers embellish fabrics with gold and shiny adornments, adding a richness enhanced by light.



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Studio 93



Les Essentiels de Malhia



FCN Textiles



Malhia Kent



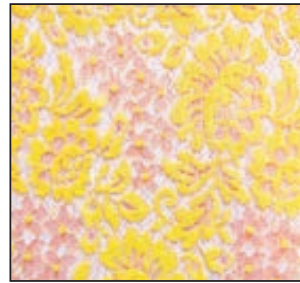
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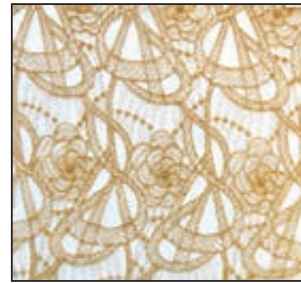
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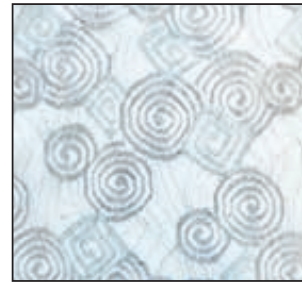
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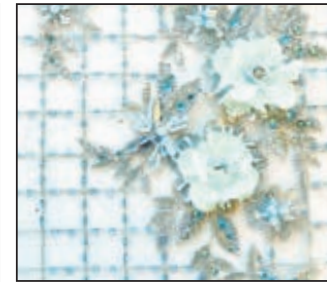
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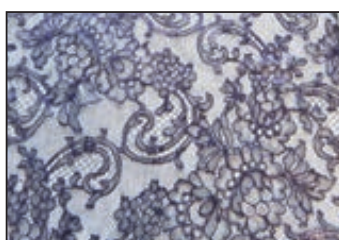
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### Fashionably Fun

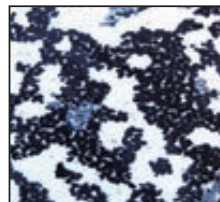
Novelty prints and conversational fabrics add playfulness to fashion. Whimsical, odd and downright crazy prints are available in all types of finishes, piles and colors.



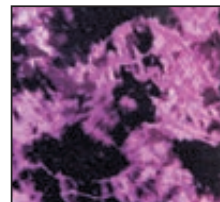
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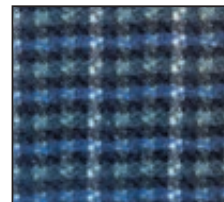
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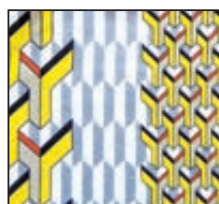
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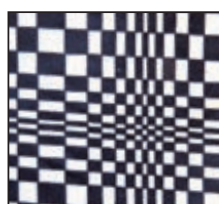
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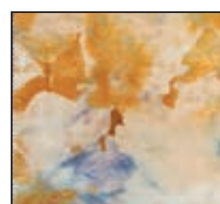
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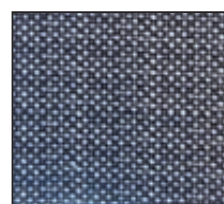
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Pontex spa



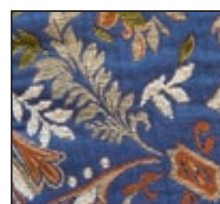
Pontex spa



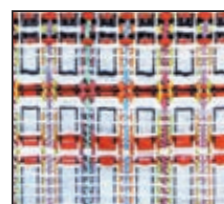
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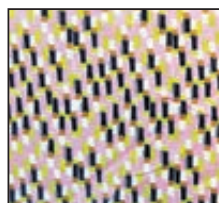
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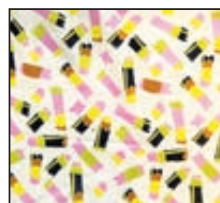
Philips-Boyne Corp.



Malhia Kent



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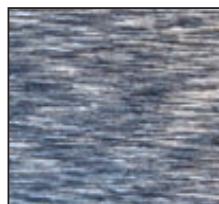
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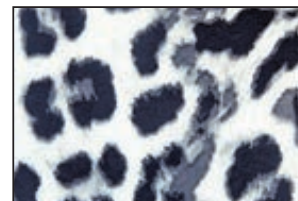
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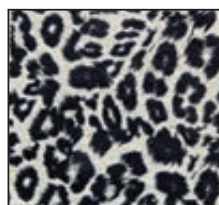
Fabric Selection Inc.

### Animal Kingdom

Animal prints have long been a staple for textile designers. Once a symbol of wealth and status, animal prints have been popular in the United States since the 1960s, a result of the bohemian movement.



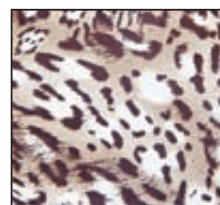
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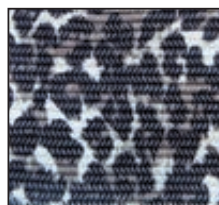
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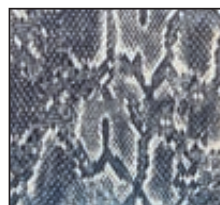
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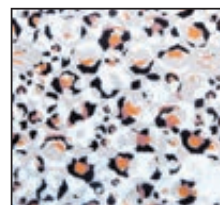
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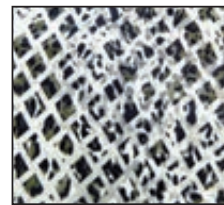
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