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Creating Thread DNA to Ensure Apparel Authenticity

By Dorothy Crouch Associate Editor

To decrease the threat of counterfeit products in different industries, **Applied DNA Sciences** has introduced a biochemistry-based innovation in apparel authentication. By partnering with North Carolina–based thread manufacturer **American & Efird LLC** (A&E), Applied DNA Sciences unveiled

a DNA-tagged thread that includes a DNA marker, which can test authenticity by adding a small amount of activator fluid to a swab that has been brushed on the product to collect a sample.

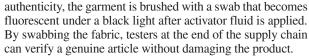
"Up until now, people used RFID [radio frequency identification], which is a very typical technology, but it's not specific to the brand," said MeiLin Wan, Applied DNA Sciences' vice president of textile sales. "You can't use the RFID to go to court. DNA has the real big benefit of being considered in court as forensic evidence."

Through investing in anti-counterfeiting science at the beginning of the supply chain, manufacturers will not only deter counterfeiters but increase retailer confidence when selling to consumers. To test its technology and garner credibility for its work, Applied DNA Sciences, based in Stony Brook, N.Y.,

partnered with the largest thread manufacturer in the United States and second largest in the world.

"More than a year ago, we began to discuss with American & Efird the possibility of building in authentication into the thread that is used to make the garment," said Dr. Michael Hogan, vice president of life sciences at Applied DNA. "Our goal, from a technical perspective, was to build two kinds of identification into the thread."

The technology Hogan and his team developed was a method of applying a brand-specific DNA to thread during the manufacturing process, but it also includes Beacon, the company's proprietary invisible dye. To activate Beacon and prove



"If you're a buyer and a garment shows up, it should pass two tests," Hogan explained. "One, it should have the Beacon on the seam that shows up with the swab. Secondly, they

could do the test and see that it has the brandspecific DNA tag. We can produce a different DNA for every supply chain."

Across different industries, Applied DNA Sciences has provided DNA tagging as a type of verification to ensure authenticity of an array of products—from military electronics to Pima cotton. With a growing segment of consumers valuing product quality, sourcing and manufacturing transparency, this type of technology provides peace of mind to customers.

"The technology has become smaller and more portable. For the first time, now a garment can show up at a retailer, be swabbed and have a DNA test done there," Hogan said. "We've just entered a world where it will be quite ordinary to ask whether my **Brooks Brothers** or **Lacoste** shirt or my **Versace** bag has the right DNA on it."

By partnering with A&E, Applied DNA Sciences found a trusted partner that has been in business since 1891. With its array of thread products, A&E's broad client base includes customers who use threads for industrial sewing, embroidery, consumer products and technical textiles.

"Part of our customer base has a need for traceability, whether it be for anti-counterfeiting or—if a brand contracts a manufacturer or full-package supplier—they want assurance that the thread they are specifying ends up in the garments they produce," said Chris Alt, A&E's executive vice president. "Applied DNA had a unique and revolutionary solution."

Over the course of the past 127 years in business, A&E has seen its share of innovative technologies in apparel produc-

tion as the industry evolved. With its own legacy to maintain and reputation to uphold, A&E was discerning about the technology partner it would choose to develop anti-counterfeiting products.

"We were very careful about the technology that we wanted to associate our sewing thread with," Alt said. "One of the biggest things that we vetted in the beginning was safety and the effect on the end user or consumer as well as our people and our own associates in our operations."

Among its clientele, A&E counts major fashion brands that rely largely on a reputation for quality and unique approaches to apparel manufacturing. This customer base includes makers of luxury apparel and accessories, a segment extremely vulnerable to counterfeiting.

"We've had positive feedback especially on the luxury side of the leather-goods industry, where there are a lot of counterfeit products, specifically in the handbag market," Alt explained. "Thread is in a high proportion of the product. When you think about the input going into a sewn product, thread is one of the lower costs in proportion to the whole article."

With the apparel resale market growing in popularity, manufacturers of luxury goods that utilize this type of thread can increase the secondhand-marketplace value of their products. There is also potential for the use of Applied DNA Sciences' technology in another growing textile segment—fabrics manufactured from recycled materials.

"We have customers that want to tell their recycled story. We have a recycled line of sewing thread," Alt explained. "To round out that sustainability recycled story, we could tag it all the way down to the sewing thread to know that the sewing thread is indeed a recycled product."

To be certain that his company chose the best technology to enhance its thread, Alt explained that there were three factors that were most important during the decision-making process.

"We want to ensure that it's safe, globally available and that it can be used across our stable of brands so that it is not limited to one type or construction of sewing thread," he said. "[DNA] has versatility, which allows it into all the end markets and product categories that we sell into."



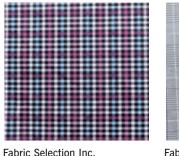


American & Efird's DNA thread

TEXTILE TRENDS



Checks and plaids are beloved classic patterns, which evoke feelings of tradition and nos-talgia dating back to the 18th century. In recent years, plaids have been a growing trend seen on the runways for every kind of consumer. Hipsters and surfers have made plaid a part of their uniform. Plaid is one pattern that may never go out of style.



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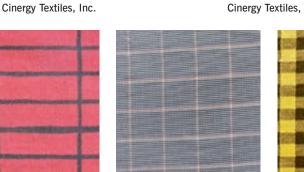
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Talk About Fun

In the 1800s, textile manufacturers began making print fabrics with recognizable images. The practice became more popular in the early 20th century. Conversation prints and other fun fabrics allow the buyer to express the lighter side of life.



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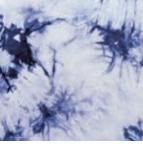
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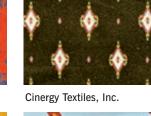


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With its new Polyester Offering, Pantone proves why it became and remains the world leader in global color standards

When your brand name becomes synonymous with your product category, you know you are doing something right. So it is with Pantone, the name everyone knows when it comes to thousands of color standards. Since the early 1960s, when Pantone first became the tonal touchstone for the graphics industry, Pantone hasn't simply joined a market category, it has defined it.

That was then, and this is now, when Pantone's influence has extended way beyond ink and the print world and into, among its many venues, fashion. In June, the New Jersey– based company announced its latest creation, a 203-color-palette collection of super-saturated, eye-popping colors designed specifically for polyesters and the many iterations of new man-

made fabrics that make up the explosively popular athleisure, swim, and fitness markets.

The Polyester Swatch Set is a natural evolution for Pantone, which first waded into textile and apparel waters in 1987, offering fabric-appropriate pigments in addition to print inks. That step was followed closely in the 1990s by its expansive cotton swatch collection and in 2011 with Nylon Brights.

"We do see it as an evolution," says Laurie Pressman, vice president of the Pantone Color Institute, Pantone's trend-tracking division, which annually comes out with its influential Color of the Year.

"With the trend toward man-made materials exponentially increasing, we saw this as more in line with what the market is doing now."

The unique colors of the Polyester Swatch Set complement, but do not intersect with, Pantone's Cotton Swatch Library of 2,310 colors, for good reason. As Lisa Charkowick, product manager for Fashion, Home and Interiors products, explains it, "You want to have a standard that is closest to the end use of what you are doing." While cotton is the most stable fabric for color reproduction, "the depth of saturation of color wouldn't be there," she continues. "The palette for polyester materials is different than cotton—the colors achieved in polyester is different than what you can achieve with cotton."

The 203-color swatch set, dyed on 100 percent polyester knit, was the product of more than a year of selection, experimentation, and testing. There are eyepopping brights, to be sure, but also a range that includes softer neutrals, blush tones, and pastels to mid-tones and dramatic darks.

The mix "is based on what we thought were the most important color ranges we had to bring out in the market," Pressman says. "Our goal is to ensure that our clients have in their hands the colors consumers would be looking for. It had to be a strong collection that crossed all color families that we thought were salient, what was critical. It's like what we do with our color forecast each season—calling out the particular yellow or blue that will be on trend."

Key to the development process was collaboration: the trend spotters and prognosticators both within and outside the Pantone company, forecasters on synthetic material





trends, and the clients themselves with whom, Pressman says, "we work closely to better anticipate what people will need."

The colors are rigorously tested in-house to ensure their reliability—"far be it for us to put something out there our clients can't achieve in the real world," Charkowick says.

And so, it came down to 203 colors—not 200 or 225. "There's a lot of thought process behind choosing the colors," Charkowick says. In fact, she notes, Pantone's careful curation of colors is the collection's true strength. "It's not about having thousands of colors," she says. "These are the right colors for what the market needs."

The complete 203-color Polyester Swatch Set, which sells for \$749, is available in a storage case of 2" x 2" removable

swatches, as well as individual colors in 4" x 4" swatches costing \$14.25 each that unfold to 4" x 8" for visualization, specification, and instrumental evaluation. Polyester Spectral Data—the exact dye recipes for each color—will be available late August.

Having standards with set color recipes builds a level of instant communication that is increasingly valuable in time and cost savings, with manufacturing sometimes taking place around the world and speed-to-market accelerating at a lightning-fast pace. "When everything is speed, speed, speed, to have a color standard in these intense, saturated colors, it's good for the design team, good for the factory," says Charkowick.

And color, as Pressman points out, is becoming an even more important selling tool in the fast-paced world of fashion, influencing, she says, 50 percent to 85 percent of "ideas and product-purchase decisions." For the 20-year Pantone veteran, color education is both her "mission" and her "passion."

"Color influences everything, how we feel psychologically and physiologically," she says. "It's the first thing we see when we open our eyes in the morning, it's the first thing that will engage you. We live in a very visual world, even more so now. Color is what connects us to our environment and the things we love."

Not all of the appeal is purely visual. "Everything is in the naming," Pressman says. "I look at some of the more interesting colors that stand out—Blueberry Pancake, Lime Zest. It absolutely engages you, it speaks to the lusciousness of that blue, the freshness of the yellow-based green. You want that swatch."

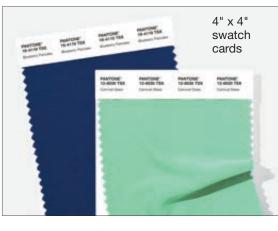
The recent launch of the Polyester

Swatch Set was "welcome," Pressman says, and the response "happiness—it gives people the depth of color they are looking for in the market."

"One of the things burned into our brains," Pressman goes on, "is this is not about 'right now' for the consumers. It's based on trends, looking forward, forward, forward. We are leading the market, and we are listening. Our clients expect us to have the right colors in the palette, not just navy blue but the right navy blue. So when someone walks in to buy that shirt, it's different, it's on trend. We are informing our clients of the colors they will need to have in their product to best engage consumers to purchase."



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Polyester Swatch Set

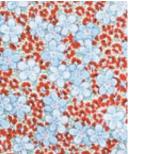
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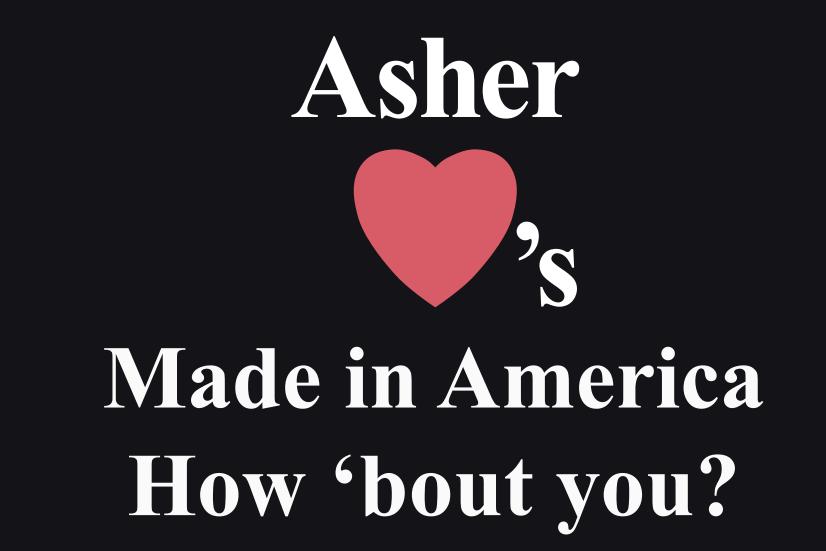
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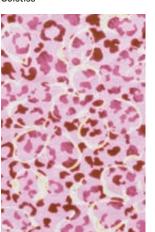
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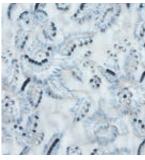
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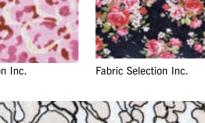


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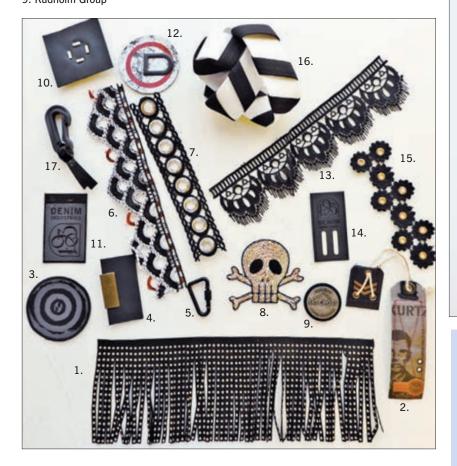
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NEWS

H&M Launches Collection With Recycled Cashmere, Velvet and Eco-Conscious Fabric

By Deborah Belgum Executive Editor

With sustainability the buzzword for responsible fashion, **H&M** has launched a collection for Fall/Winter 2018 that incorporates recycled textiles, which include cashmere and velvet made from recycled polyester.

The collection, with romantic silhouettes with a modern edge, debuts Sept. 27 and will be sold online only.

The conscious-exclusive collection has a range of womenswear, lingerie, shoes and accessories. Key separates include a full-length black coat with an oversized collar and waist-high side slits made from a recycled wool blend. A sequined flora jacket made from recycled PET bottles is great for more-formal occasions, and a long, printed dress with voluminous sleeves and a deep-V back is made from 100 percent organic silk.

Accessories include sculptural earrings made from recycled plastics, black-sock booties made from recycled polyester and **Tencel**, a printed scarf with long fringe in a Tencel blend, and a black-shoulder piece with recycled velvet circles attached to long ribbons and a black-sequined hoodie/balaclava.

'We are absolutely thrilled to be launching a Fall/Winter conscious-exclusive collection," said Ann-Sofie Johansson, creative adviser at H&M. "It started with a desire to create a statement coat in a sustainable material that could be worn for both special occasions and day-to-day life but then evolved into something more substantial by merging the journey of historical artifacts with a modern design sensibility."

The collection also uses leftover **Econyl** from H&M's Spring/Summer 2018 collection.

Other manufacturers are joining the effort to recycle and be ecologically conscious. In 2016, Zara launched a sustainable collection made of organic cotton, recycled polyester and Tencel.

Most of Zara's sustainability efforts before were focused on



eco-efficient stores and decreasing electricity and greenhousegas emissions.

In 2015, it started reusing packing supplies as part of its 2020 goal of zero landfill waste.

Since 1993, **Patagonia**, based in Ventura, Calif., has been making recycled polyester from plastic soda bottles.

Today, the company also recycles unusable manufacturing waste and worn-out garments into polyester fibers to produce clothing. Patagonia's recycled polyester goes into **Capilene** base layers, shell jackets, board shorts and fleece.







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 www.philipsboyne.com
sales@philipsboyne.com
Products and Services: Philips-Boyne Corp.
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diate shipping, and highest-quality textiles. Philips-Boyne serves everyone from at-home sewers and custom shirt-makers to couture designers and branded corporations.

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3001 S. Main St. Los Angeles, CA 90007 (213) 744-0777 Fax: (213) 744-0940 ray@rcfab.net www.rcfab.net www.rgarmentdyefabrics.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 stocked in Los Angeles with low minimums. We have solids. yarn dyes and 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 Cyrous 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, echo friendly fibers to create beautiful, soft, and comfortable fabrics. Visit us the LA Textile show, CMC building, 110 E. Ninth St., Oct 3-5.

Robert Kaufman Fabrics

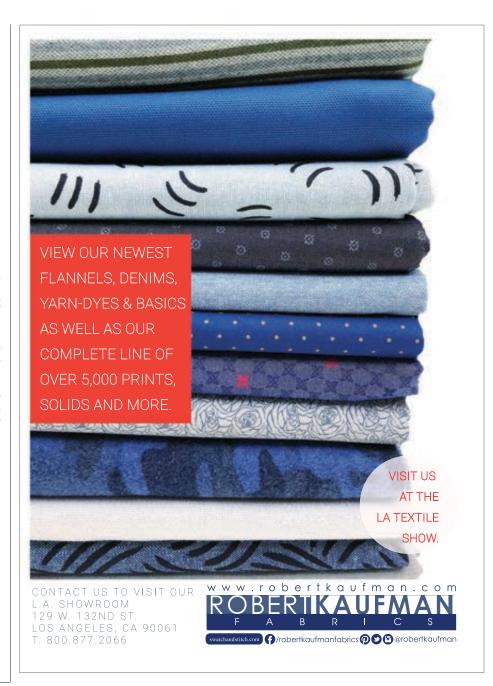
129 West 132nd St. Los Angeles, CA 90061 (800) 877-2066 Fax: (310) 538-9235 www.robertkaufman.com info@robertkaufman.com

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.

Spirit Lace Enterprise

110 E. Ninth St., Suite A761-A763 Los Angeles, CA 90079 (213) 689-1999 info@spiritlace.com www.spiritlace.com Products and Services: Our fabrics and textiles are carefully chosen from around the world, mainly European and Oriental regions. We carry different types of laces and embroideries such as Chantilly lace, Alengon lace, Venice lace, all over embroideries with Resource Guide page 14









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Resource Guide

Continued from page 13

or without beads, embroidered fabric with 3-dimensional appliques, handmade appliques, tulles, 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. Please visit us at the LA Textile show, California Market Center (CMC), Oct. 3–5, Booth #800.

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Contact: Martina Callegari, Sales Director +41 (0) 71 969 32 32 Fax: +41 (0) 71 969 32 33 m.callegari@swisstulle.ch S.Godinho@swisstulle.ch swisstulle.ch Products and Services: Founded in 1912. We are one of the leading warp knit Tulle and Bobbinet Tulle manufacturers, producing in

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crubinfeld@actiontagsandlabels.com Products and Services: Kagan Trim Center proudly announces the opening of a new Brand ID division, Action Tags and Labels. Along with Fulflex Elastomerics, manufacturer of the highest-grade rubber elastic made worldwide, we bring well over 150 years of apparel supply experience and expertise. Action Tags and Labels provides the very best in Brand ID, backed by the world-renowned and most respected name in the apparel supply-chain industry. Let's collaborate to make your brand stand out from the rest. Convenient locations in the USA, China, Hong Kong, and Central America providing competitive pricing. We look forward to building a long-term, mutually beneficial business partnership with you.

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Products and Services: We at La Lame have

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Progressive Label Inc. 2545 Yates Ave. Commerce, CA 90040

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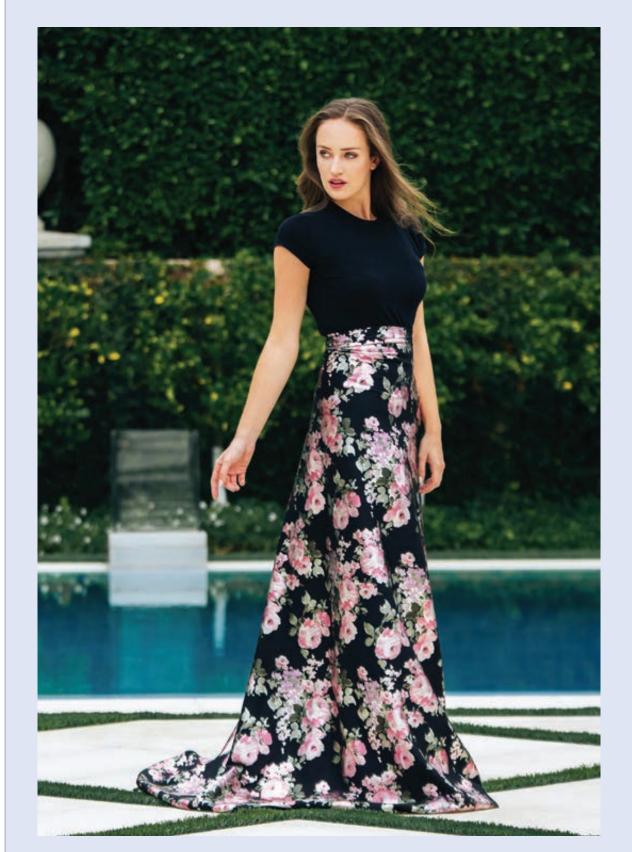
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