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KEEPING ACTIVE

Active fashions and swimwear showed at Swim/Active Collective at the Anaheim Convention Center



Fashion Star Simon Spurr to Lead 7 For All Mankind's Design

By Andrew Asch Retail Editor

Simon Spurr, a seasoned fashion designer who has worked at **Ralph Lauren**, **Tommy Hilfiger** and **Kent and Curwen**, has been named global creative director of Los Angeles-headquartered denim brand **7 For All Mankind**.

The award-winning English designer will move to Los Angeles to develop the collection beyond its premium-denim base.

"It will be a collection-driven denim brand," Spurr said in a telephone interview. "Denim will always be paramount for us. It will always be the spine of the brand. But there are

glaring opportunities in ready-to-wear and creating a presence as a more cohesive lifestyle aesthetic."

His first collection for the brand will be introduced for the Spring 2020 season.

Tim Baxter, the chief executive officer of **Delta Galil Premium Brands**, said that Spurr had the right fashion vision, entrepreneurial spirit and brand experience to lead the denim brand.

Delta Galil, the parent company of Delta Galil Premium Brands, bought 7 For All Mankind, **Splendid** and **Ella Moss** in 2016 for \$120 million.

"Importantly, Simon also has a strong directional per-

➔ **Spurr** page 2

Swim Collective and Active Collective Offer an Opportunity for Brands to Plan for 2019

By Dorothy Crouch Associate Editor

ANAHEIM, Calif.—During the **Swim Collective** and **Active Collective** shows held Jan. 7 and 8 at the **Anaheim Convention Center**, buyers and manufacturers from the swimwear and activewear industries met to plan their 2019 partnerships as the two segments become increasingly intertwined.

Despite its smaller scale compared with the August event, this January's show saw buyers placing orders for **Immediates** in the active and swim categories as vacationing ski-and-snowboard enthusiasts hit the mountains and hot tubs and retailers prepare for spring break.

"When we started merging the shows together, it would be 40 percent crossover where now we're closer to 70 percent," said Rachel Nobles, the buyer-relations manager for Swim Collective and Active Collective, organized by **Emerald Expositions**. "The January show is traditionally a little smaller than August. The active side has been consistently growing while swim is always larger in the summer, based on buying cycles."

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Top-10 Trends for Pre-Fall 2019

By Sharon Graubard Contributing Writer

Pre-Fall collections are usually a great place to research emerging looks that will satisfy consumers' hunger for newness while remaining approachable and wearable.

Oversized sweaters are looking strong for the season, with long sleeves and oodles of knit fabric. That is translating into longer blouses with that "tunic look" becoming so popular to wear with blue jeans or dress pants.

When it comes to pants, the cropped bottom and flares are making a strong run around the fashion block.

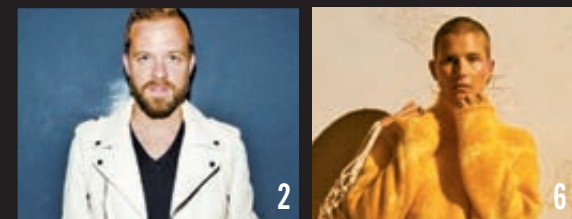
And A-line midis are taking a page from the 1970s fashion book to wear with just about anything in your closet.

Take a look at the Top-10 trends that will be very popular for pre-Fall 2019.

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Where fashion gets down to businessSM



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Could Charlotte Russe Be Up for Sale or Headed for Bankruptcy?

After restructuring its debt by more than 50 percent last year, **Charlotte Russe Holding Inc.** could be up for sale or headed for bankruptcy restructuring.

According to reports in the *Wall Street Journal*, the decades-old, San Diego-based retailer is considering a sale or filing for bankruptcy protection. Reportedly, the retailer has hired **Guggenheim Securities** to explore strategic alternatives.

Charlotte Russe executives did not immediately reply to inquiries about a possible sale or bankruptcy.

Last year, Charlotte Russe reduced its term-loan debt from approximately \$214 million to \$90 million, which in turn reduced its annual interest expense by nearly half. The loans' maturity date was extended with term lenders to February 2023, with the lenders receiving 100 percent of Charlotte Russe's equity.

At the time of the loan reduction, Charlotte Russe operated 532 mostly mall-based stores in 45 states and Puerto Rico. A few years earlier, Charlotte Russe expanded to include **Peek Kids**, with 11 stores and an e-

commerce site.

Over the past several years, Charlotte Russe has seen increased competition from other retailers including **Forever 21** and other mall-based stores that target young female customers.

Charlotte Russe has been led by Jenny Ming since she became the chief executive in 2009, taking over from Mark Hoffman, who left after some merchandising missteps and declining same-store sales. She previously had led **Old Navy** as its president.

Charlotte Russe, named after a French des-

sert, was founded in 1975 by three brothers—Dan, Frank and Larry Lawrence—who grew up in the retail business in Brooklyn, N.Y. They opened their first store in Carlsbad, Calif. The concept grew slowly over the next 20 years into a 35-store chain and was acquired in 1996 by the investment firm **Saunders, Karp & Megrue** and Bernie Zeichner, who at the time was Charlotte Russe's chief executive.

The company went public in 1999, trading on the NASDAQ market until the company's debt was acquired by lenders.

—Deborah Belgium

Hybrid Apparel Names New CEO

Hybrid Apparel, the Cypress, Calif., company that does all kinds of casual clothing, announced it has a new chief executive.

Taking over the top position at the more-than-20-year-old company is Bill Hutchison, who joins the company on Jan. 14. He will be responsible for all of Hybrid's business and will report to the board of directors.

Hutchison previously was at the **AM Retail Group**, where he was president since 2011, leading the organization's retail division, which included **Wilson's Leather**, **G.H. Bass**, **DKNY**, **CK Performance** and **Karl Lagerfeld Paris**.

During his time there, he overhauled the brands' organizational structures and go-to-market approaches, growing revenues from \$100 million to more than \$500 million in seven years through incremental growth and acquisitions.

Hutchison began his career in merchandising and sourcing in the buying office at

Dillard's, where he led the creation of a private-label brand. He later worked in product development and led the entire merchandising organization for Wilson's Leather, then transitioning into the AM Retail Group to lead merchandising, marketing and design.

"I am thrilled and beyond excited to join Hybrid Apparel," Hutchison said in a statement. "Hybrid is an industry leader, and I look forward to working with the talented and experienced team in building a best-in-class organization."

Jarrod Dogan founded Hybrid Apparel in 1997 in the back of a print shop in East Los Angeles. It quickly expanded from a small T-shirt supplier to a full-service apparel house, designing and distributing branded, licensed and private-label apparel to a diverse retail base.

Dogan was the chief executive until last year. He now works with the company's board of directors to focus on acquisitions

and further strengthen Hybrid's relationships with studios, licensors, retailers and other partners.

In 2014, **Altamont Capital Partners** in Palo Alto, Calif., made a strategic investment in the company.

Two years ago, Hybrid Apparel acquired childrenswear maker **Evy of California**, which used to be headquartered in downtown Los Angeles. Hybrid, through its acquisition of **JMJD Ventures**, also owns **Junkfood Clothing** in Culver City, Calif.—D.B.

RETAIL SALES

Retail Sales in December See Mixed Results

December's business is a crucial part of the holiday season's sales, but for some retailers sales dipped from last year.

Macy's Inc., the country's largest department-store chain, said soft sales undercut its holiday business during December.

"The holiday season began strong—particularly during Black Friday and the following Cyber Week—but weakened in the mid-December period and did not return to expected patterns until the week of Christmas," said Jeff Gennette, Macy's chairman and chief executive officer.

Growth for Macy's was seen in categories that included outerwear and activewear, but that was counteracted by soft performance in women's sportswear and fashion watches. Macy's said its same-store sales for Novem-

ber and December were up only 0.7 percent.

The denim-focused retailer **The Buckle Inc.** saw its same-store sales for the five-week period ending Jan. 5 slide 0.2 percent while net sales for the period were up 6.7 percent to \$134 million.

Meanwhile, **L Brands Inc.** reported its same-stores sales for the month were flat, and net sales dipped to \$2.477 billion from \$2.5 billion the previous December.

Action-sports retailer **Zumiez Inc.** had more-positive results with same-store sales edging up 4.9 percent for the five-week period ending Jan. 5. The action-sports retailer reported its net sales for the five-week period were up 2.9 percent to \$164.6 million compared with last year.—Andrew Asch

Spurr *Continued from page 1*

spective on how we can modernize the brand and position it for accelerated growth while sustaining our legacy as a premium-denim brand," he said.

Spurr was hired as part of a new 7 For All Mankind design team. Margaret Maldonado, co-founder of the women's brand **L'Agence**, recently joined 7 For All Mankind as senior design director for women's ready-to-wear.

Formerly with the **Diesel** brand, Alessandra Pesavento joined 7 For All Mankind's international team as director of design and merchandising. Based in Switzerland, she is responsible for distilling Spurr's creative direction with a product relevant to consumers in Europe, the Middle East and Africa.

Larissa Noble, 7 For All Mankind women's design director, and Wes Austin, the brand's men's design director, will also report to Spurr. "The direction will be based on a great foundation," Spurr said. "I am here to unify the global divisions and add some halo product and icing to the cake. We will further increase the brand's revenue where we can become a leading force not only in denim but in the ready-to-wear market."

Spurr first gained acclaim as the creative director of his self-named New York-based **Simon Spurr** denim and menswear label.

He worked there from 2005 until 2012, when he said he resigned after disagreements with his business partners. During those years, he visited Los Angeles every six weeks to inspect factories and dye houses where Simon Spurr denim was produced.

Spurr also served as the design director for Ralph Lauren's Purple and Black labels,

as a creative consultant for Tommy Hilfiger, and as a creative director for the Kent and Curwen label.

Prior to joining 7 For All Mankind, Spurr was the creative director for **Eidos**, the New York-headquartered division of the Italian-suiting brand **Isaia**.

Spurr has received several menswear award nominations from the **Council of Fashion Designers of America** and was a winner of **Fashion Group International's** Rising Star award.

"The challenge is to wrap my arms around womenswear," Spurr said. "I've been fortunate to dress a lot of leading men. But on every leading man's arm there's a leading lady. There is a natural progression for me to start womenswear. The market is also embracing gender-neutral looks. The timing could not be any better."

7 For All Mankind was founded in 2000 by Peter Koral, Jerome Dahan and Michael Glasser just as the premium-denim market was beginning to gain strength. It was sold to VF Corp. in 2007 for \$775 million. ●



Simon Spurr

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Swim/Active Collective

Continued from page 1

This sentiment was reflected by buyers who walked the show floor. With locations in North Dakota, Illinois, Iowa, Minnesota, South Dakota, Montana, Wisconsin, Nebraska, Nevada, Utah, Kansas, Colorado and Texas, **Scheels** sporting-goods stores carry both active and swim categories, but its buyers were focused on activewear during this show.

"Our swimwear buyers come in August but don't come to this one. January is not a time when they're buying," said Kathy Botnen, the retailer's line leader, who was walking Swim Collective to report on trends to her colleagues.

Botnen, waiting to place orders after she returned to her office in Fargo, N.D., was searching for activewear pieces that transition from the gym to work to leisure. "We're looking for multiuse things you can wear for yoga and working out but also fashion. It's a bonus if you can wear the piece to work," she said.

On the manufacturing side, Andréa Bernholtz, former chief executive of **Rock & Republic**, was showing her Calabasas, Calif.-based **Swiminista** brand, made from sustainable fabrics and offering versatile sizing, that wholesales from \$25 to \$48. She felt that traffic was heavier on the first day but was happy with the way show organizers accommodated attendees and planned the floor layout to promote buyer focus.

"It's a place to get discovered," she said after meeting with buyers from Texas, Louisiana, Northern California, Canada and online retailers. "This show is easy to shop. It's not too big, not too small, and they have nice amenities for buyers."

Northern California native Akasha Marie launched her made-to-order, ethically manufactured swimwear brand **Naked Swim** in 2017. The January 2019 edition of Swim Collective is her first trade show as she prepares for the **Cabana** show in Miami later this year.

She enjoyed meeting representatives from e-commerce site **Net-a-Porter** and smaller boutiques as she promoted her swimwear, which wholesales from separates at \$37.70 to one-pieces at \$62.

"For smaller designers, I think this is a good show for getting your brand out there and getting your foot in the door," she said.

Established brands were happy to see an uptick in swim interest following a slower sea-

son in September. At the **Beach Bunny Swimwear** booth, Chief Operating Officer Stephanie Iannazzone was fielding Summer orders through June but also had traction for Immediate from the Costa Mesa, Calif., brand.

"For January it's been really good. In August, our lines are larger because we're pre-viewing Resort and Spring," Iannazzone said. "We do at-once buying here. We have current accounts that were quiet because Fall was rough for swim. They came in and are ready to make at-once buys because we hope there is a light at the end of the tunnel."

Entering swim for its first season, Los Angeles fashion brand **Johnny Was** reported a lot of buyer interest during the show. The brand saw this show as a good starting point before entering swim season.

"We're really going into the swim world, and it was important to do this show to let people know that we're here and prepping for Miami in July," said Rose Macke, a sales representative for the brand. "**Neiman Marcus** is already a customer, and they are doing fantastic with it. Now we're going into swim-specific stores at this show."

Get active

On the activewear side, exhibitors had mixed opinions about traffic. For Carlsbad, Calif., après-workout brand **Alp-n-Rock**, its first Active Collective show yielded high traffic from buyers, who came from California, Arizona, Texas, Alaska and the online shop **ASOS**.

Vice President of Global Sales Kerry Vail said many retailers were taking notes for Fall 2019, but others needed Immediate for ski- and snowboard enthusiasts who are headed to winter-resort areas such as Aspen.

"We didn't bring the collection with us, but because we use **Nu Order**'s new mobile app we were able to go back to our Fall 2018 line sheet. If someone wanted a jacket right now, we could put it in their cart right away," Vail said. "If I had to do it all over again, I would bring some Immediate."



In addition to the January Active Collective show, Vail will head to the New York edition, being held Jan. 24–25 at the **Metropolitan Pavilion**, where she will tell the story of the post-workout label, which also has a philanthropic arm benefiting the global girls' education initiative **Room to Read**.

For Nicole Zabal, owner of the Sherman Oaks, Calif.-based activewear brand **Nicole Alex**, the show was an opportunity to transition from direct-to-consumer to wholesale. After launching in May 2018, Zabal chose to take her line to the wholesale market and was offering pieces from \$35 to \$60. As a made-in-Los Angeles brand, she received attention for her

commitment to domestic manufacturing.

"I've had a lot of people say, 'Oh, you're made in L.A.?' I love that," she explained. "The buyers care.

Maybe it's because they can get it quicker because shipping isn't an issue."

Buyers were also searching for offerings that would help their clients optimize performance. As the founder and chief executive officer of Chicago-based ballet-apparel and pointe-shoe brand **Russian Pointe**, Aleksandra Efimova and her associate Sasha Danilishen wanted to learn about new trends in fabric technology during their first time at the show.

"They [show organizers] said there were

250 brands. We didn't count, but it kept us very busy for two days," Efimova said. "The diversity and quality of craftsmanship with the stitching and fabrics was high. The competition is so tough."

For the pair, a few brands such as **Alo Yoga**, **Prana** and **Naked Princess** stood out. "The quality of the design, it was simple but sophisticated," Danilishen said of the qualities that attracted her to Naked Princess.

Representatives from the new eco-friendly activewear line **Oshen Active** wished traffic had been a bit heavier and more aligned with their brand, but they saw the show as an opportunity to educate buyers regarding their bamboo-fabric alternative to traditional activewear textiles.

"We have such a different product, so we're trying to enlighten people to this non-plastic product," co-founder Tammy Keller said. "Buyers are so used to their go-to people. They don't always understand that nylon is plastic."

The Marina del Rey, Calif., brand will travel to New York in February and was hoping to utilize Active Collective as part of its entrance into the industry with wholesale price points ranging from \$50 to \$118. As part of its efforts, Oshen will show at the New York edition of Active Collective and return to Los Angeles for **The Fit Expo** being held Jan. 26–27 at the **Los Angeles Convention Center**.

"We just launched," co-founder Jeffrey Gold said. "Our first New York showroom appointments will be in February. So this is still part of the prelaunch process, getting to know the people." ●

Calendar

Jan. 14

LA Market Week
California Market Center
The New Mart
Cooper Design Space
Gerry Building
Academy Awards Building
Lady Liberty Building
Primrose Design Building

Designers and Agents LA

New Mart
Los Angeles
Through Jan. 16

Label Array

Cooper Design Space
California Market Center
Los Angeles
Through Jan. 16

Brand Assembly

Cooper Design Space
Los Angeles
Through Jan. 16

There's more
on ApparelNews.net.

For calendar details and contact information, visit ApparelNews.net/events.

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.

NEW LINES

California Market Center

110 E. Ninth St.

NEW SHOWROOMS & LOCATIONS

ABSOLUTELY LINGERIE
A659

JESSMYN
B882

PINK RIBBON
B886

NEW LINES

WOMEN

SHARON KOSHET SALES
A303
Claire Desjardins *Apparel*
Sooniya *Apparel*

SYMPLI / THE MORRIS
AGENCY
A339
Robell Pants *Apparel*

KRISTINE CLEARY
LIFESTYLES
A398
TRIBAL Apparel

DOLLHOUSE
A807

OATNewyork Apparel

PERLMANREP
B535
Mahila Apparel

KIDS'

ELEPHANTS & AMPERSANDS
A648

Patt'touch Footwear

REBECCA R. EBERSHOFF,
INC.
A656

Nick & Nellie Apparel

CHANTIQUE'S
SHOWROOM
A663

Kanz Apparel

KIDS DU MONDE
A678

Beyond Creations
Accessories

RANDEE'S SHOWROOM
A679

Creamie Apparel
La Lovie Gift/Home
Sweet Wink Apparel

BOW AND ARROW
SHOWROOM
A683

Anarkid Apparel
Sunday Soldiers Apparel
Sunuva Swimwear/
Activewear

NICKY ROSE KIDS

A683
PAIGELAUREN baby
Apparel

ROCHELLE PERLMAN
SHOWROOM
A684

Tiny Treats by Zomi Gems
Handbags

WENDY'S CLOSET
A691

Blu and Blue Apparel
Tao and Friends Apparel
Yo Baby / Sassy Minor
Apparel

The New Mart

127 E. Ninth St.

NEW SHOWROOMS & LOCATIONS

LULU DHARMA
Suite 411
Lulu Dharma

JV ASSOCIATES
Suite 605

Baciano
Cubism
Cut Loose
G9C United Knitwear
Kleen
Lior Paris
Luca Vanucci

Mitzi Collection
Shana Apparel
Snapdragon and Twig
Tulip Clothing

BARBARA NOGG, INC.
Suite 703

Brodie Cashmere
Equestrian Designs
Escape from Paris
Petit Pois by Viviana G
Vitamin

CAROL HERZOG
Suite 703

AMB Designs
Gershon Bram
Planet

STEVEN LEVINSON
Suite 703

Dressori
Nusantara
Pure Design
Saragossa
Van Klee

BARBOUR
Suite 805
Barbour

JOKEN STYLE
Suite 808

Baruni
Dossena
Fashion Drug
La Luna Bali
Nancy Rose Performance
Philippe Audibert

RCSLA by Moustapha
Rory Longdon
Virginie Darling

MAMBA JEANS/HOOK
& EYE
Suite 809

Mamba Jeans/Hook & Eye

MICHAEL BUSH—LA
APPAREL Suite 1110
Lola Jeans

THE M SHOWROOM
Suite 1110

Paparazzi by BIZ

ARLENE HENRY SALES
Suite 1200

Beau Jours
Lauren Vidal
Staple Made in Los Angeles

KATHLEEN KEYES SALES
Suite 1200

Anatomie
Dog & Boy
Erin Knight Designs
Finley Shirts
Henny & Paulie
Lisa Todd
Peace of Cloth
Southcott Threads

NEW LINES

ECHO/GASP! LA
Suite 404
Intentionally Blank

ENGEL'S SHOWROOM
Suite 509
Lady Lord West

LISA LENCHNER SALES
Suite 603

Femme Fatal
Suzy D
Yest

HONEY PUNCH
Suite 607

Wild Honey

HASSON COSTA/
CULTIVATE SHOWROOM
Suite 700

A la plage
Goldie's

JANELLE MOORE SALES
Suite 702

Accessorizit
Nakamol Chicago

SHOWROOM SHIFT
Suite 708

Ronen Chen

NEW DESIGNERS SPACE
Suite 810

CenturyCLO
Marymond

NICHE SHOWROOM
Suite 901

Grey State
KnitWit
Wash Lab

S.A.M. SHOWROOM
Suite 906

Unsweetened

SUE GOODMAN
SHOWROOM
Suite 909

All Things Fabulous

MARY MINSER SALES
Suite 1005

Alka A aka California Dress
Company
Aunt Wanda

WBC SHOWROOM
Suite 1101

Brooke&Goldie
Conditions Apply
Eva Franco
Haris Cotton

Cooper Design Space

860 S. Los Angeles St.

NEW SHOWROOMS

2448 AGENCY
Suite 322

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Parrish
Suicoke
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After 10 years, UniqueMarkets and the California Market Center continue to forge a partnership that is a win-win for local designers, artisans, and the community

In 2008, former HGTV interior designer and all-around creative media person Sonja Rasula had a lightbulb moment as she crisscrossed L.A. traffic in search of gifts. Why, in this town of so many talented designers, artists, and craftspeople, was there no large-scale local shopping event?

There were flea markets and sample sales, but, she realized, “there was a hole in the market.” What if all those small business owners and artisans could be brought together under one roof for a short-term shopping opportunity, a grand gathering where the public could experience the diversity of wares L.A. has to offer?

“The whole idea I had was to create something that would help people understand the value of design and the value of buying local,” Rasula says, “and buying an item that has been made with a lot of care as opposed to mass produced. It would help the community, and it would help the city.”

With that notion, UniqueLA—now UniqueMarkets, as it has expanded—crystallized. Rasula would curate a pop-up retail event, encompassing everything from furniture to fashion to jewelry—just about everything you can think of—for a December shopping extravaganza. It would be a win-win: The public would discover and support the small businesses in their community, and the entrepreneurs, designers, and artists would have new opportunities to increase their profiles as well as their bottom lines.

With her concept in place, first on her to-do list was “Where would I hold it?” She envisioned at least 200 vendors and hoped for thousands of shoppers over a two-day pre-holiday December run. Friends were advising her to head to Hollywood or somewhere on the Westside of town, but Rasula resisted. “I really loved downtown L.A.,” she says. “I trusted my gut.”

And so she found herself at the California Market Center, the showplace of the city’s fashion industry. She took the elevator to the penthouse, and it opened to an eye-popping 90,000 square feet of open space. It was bigger than Rasula needed, “but my kind of philosophy is go big or go home—let’s just try this.” Sealing the deal for her were the banks of big windows that circled the entire space, with unencumbered views in every direction. “I loved that you could see all of L.A.,” she says. “You see a view of the city you rarely get.”

While the expanse was initially daunting, Rasula was captivated. “It’s a beautiful, beautiful empty space—it really is a blank slate,” she says. “You just need imagination and vision.” She was intent on using the space in a way that “showcases the beauty of the building, and downtown, too.”

For its part, the CMC helped Rasula plot her way through an enormous undertaking, providing a CAD floorplan that facilitated the layout and placement of the initial 225 vendors.

“I definitely remember they were very enthusiastic and excited,” Rasula says. “They understood what I wanted to do. I was venturing into a new way of bringing people in.”

UniqueMarkets was, in fact, exactly the kind of event the



CMC not only was keen to host but also particularly suited to do. “For years, the CMC has been home to both established and emerging businesses in the heart of the Fashion District,” says Emilie Lewis, Director of CMC Events. “So, when the Unique platform was created over 10 years ago in support of entrepreneurs, designers, and artists here in Los Angeles, a partnership was natural.”

It was the perfect match of venue to event. Ten years later, the relationship is still going strong and getting stronger. Rasula cites the level of customer service and professionalism and was “really impressed” with the CMC’s Instagram story about the recent holiday market. “They managed to capture the market’s energy and vastness, which is hard to do with such a large space and the number of people,” she says.

UniqueMarkets does two events a year at the CMC, a spring market on Mother’s Day weekend and a holiday market in early December. From 225 vendors that very first market in 2008, “we grew to a max capacity of 300 in year two and have been there ever since,” Rasula notes.

The markets bring in between 7,500 and 10,000 shoppers over two days, and this year’s holiday market “was packed the entire time.” In addition to the diverse collection of vendors, Rasula has effectively used the bountiful space to carve out lounge areas with food and drink available, and a variety of DIY corners—this latest market for water coloring and gift wrapping—“for times you could just be creative yourself, not just shopping.”

The success of the initial UniqueLA has enabled Rasula to host events in eight other cities—showcasing some 10,000 small businesses and generating more than \$25 million in sales. But the L.A. event holds a special place in her heart, and the CMC is a big part of it. “It’s great they see the value I bring,” says Rasula, “and they have been such a great partner with their support for the markets from the very beginning, which was absolutely amazing.”

With owner Brookfield Properties investing \$170 million over the next two years to turn the CMC into a mixed-use creative space and fashion-industry landmark, the CMC is setting its sights on becoming an important venue for all types of significant cultural events. Its experience with UniqueMarkets demonstrates the exciting possibilities this landmark building can bring as a very special gathering spot for organizers with a vision, people like Sonja Rasula.

“Sonja’s dedication and support for small businesses that together create the diverse and inspiring DNA that is Los Angeles is remarkable,” Lewis says. “The Unique team genuinely impacts our district, our city, and so many amazing makers with each event. We are thrilled to have been a vital part of their Los Angeles story to date and look forward to the next 10 years.”



Sonja Rasula

“The CMC managed to capture the market’s energy and vastness, which is hard to do with such a large space and the number of people. They have been such a great partner with their support for the markets from the very beginning, which was absolutely amazing.”

—Sonja Rasula

CMC

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PRE-FALL TRENDS

Continued from page 1

The Knit Set

Knit dressing goes head to toe with coordinating sets comprising a knit tee, tunic or polo top matched with a skirt, pants, or both. Some knitted ensembles are made up of three or more pieces—top, skirt, leggings, cardigan—for a complete multilayered look.

The dress over pants, a key styling effect for pre-Fall, is reflected in the long-over-long combos of tunic or dress over slouchy pants. More interest comes for marled or sparkly yarns, tie-dyes, or engineered patterns. The look works for both cut-and-sew and fully fashioned knits and can be adapted for ready-to-wear, studio sports or lounge.

MintModa is an online trend-forecasting service and consultancy. It is led by noted forecaster Sharon Graubard. For more information, contact studio@mintmoda.com.



The Tunic Shirt

While the button-front shirt has been a key fashion item for several seasons now—in seemingly endless novelty variations—the new shirt is fairly classic except for its roomier dimensions.

The cut can be big and boxy or long and slim, detailed with extended collars, flap pockets, ties or drawstrings.

These shirts are versatile. They can be worn as tunics over pants or skirts, layered as a light-weight jacket or worn simply on their own as an easy shirtdress. Hems can be straight across or with shirtdetails, and lengths range from mid thigh to mid calf. Clean, dense poplins hold their shape and keep it crisp.



The Vintage Dress

Last season's flowered prairie dress slims down to a more wearable shape, a gentle fit-and-flare with a '30s-meets-'70s vintage attitude. Flounces are key, whether it's a ruffled neckline, butterfly sleeves or a deep gathered panel at the hem.

Silky printed fabrics are key, mostly scattered blossoms against a pastel or mid-tone ground. While the feeling is demure, these frocks are not as modest as last season—slits show a glimpse of leg, and necklines are wide enough to drift off a shoulder for alluring dishabille. Hems hit at mid to low calf.



The XL Sweater

The sweater goes extra big in both cardigan and pullover styles. Since pre-Fall is often thought of as Back-to-School, it makes sense to see the continued influence of oversized varsity sweaters, complete with arm stripes, contrast edging and letter patches.

Another reference for the big sweater is the grunge aesthetic, renewed this season with a more refined attitude, as in an oversized cardigan over a satin slipdress.

Textured yarns and space-dye patterns add more interest and dimension. These cozy sweaters come in brights, neutral ivory or gray, or autumnal golds, browns and oranges.



The Workwear Onesie

A popular street-style look that is showing up in pre-Fall collections is the utility jumpsuit. Some are cut like farmers' overalls but are slimmer and with cropped, pegged or flare legs. Others are more like authentic "boiler suits"—full-coverage coveralls that can be worn over other clothes as a protective layer or to function as outerwear.

Short-sleeved, trim-fitting versions are worn as jumpsuits and can be worn on their own or styled with a tailored blazer for a work-ready ensemble. Flap pockets and a self-belt add more authenticity, as do sturdy khakis, canvases or new light-wash denims.



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PRE-FALL TRENDS

The Easy Cropped Pant

Cropped pants, while often maligned on fashion blogs, remain a favorite of fashionistas as well as with classic customers, perhaps because, contrary to common perception, the cut flatters the ankles, lengthens the leg and shows off the shoe, whether flats or a low heel.

The pants usually sit at the natural waist, with straight legs, slight flares or A-line silhouettes. These breezy trousers look particularly right in fresh spring colors like apricot, pink and violet.

Fancy matelasses are trend right, but plain poplins, denims or suiting fabrics also work, as do fluid wovens, which give the pants an almost culotte feel.



The Shirt Jacket

A lightweight topper is always right for those early days of fall, not only for warmth but to give ensembles that extra layer that adds complexity and brings proportion to an ensemble.

The shirt jacket is beginning to replace the trucker as the must-have wear-it-with-everything layering piece. The jacket can be slim or boxy but gets its shirt-like attitude from a point collar, button-up front and flap or patch pockets.

The pre-Fall 2019 collections showed these fashion workhorses in every material—from firm knits to lustrous satins to brushed buffalo checks, as well as leather and pleather, suede and shearling.



The Flare Leg

The flare leg gains momentum as a new pant silhouette for both tailored trousers and jeans styles. Most of these have a natural or high waist and fit smoothly over slim hips, balancing the wide hemline.

The look gets a career-dressing 1970s mood when cut from clean suitings and styled with a feminine blouse and knitted vest. These tailored versions get more polish from center creases or sewn-in seams.

For casual options, there are dark-blue denim versions or denim alternatives including corduroy or canvas cut into five-pocket styles. Extra-long lengths are key here—from shoe covering to floor sweeping.



The A-Line Midi

Another '70s favorite that looks right for pre-Fall is the A-line midi skirt. These are simple skirts that flare out gently and hit just below the knee to low calf. The skirt can go fashion forward when layered over new flare legs or slim pants or can appeal to more classic customers when styled over bare legs, tights or high boots.

Details include contoured waistbands, zip or button fronts, or border effects like a dip-dyed hem. Firm materials, whether wovens, leathers or double knits, are best for expressing the slightly triangular silhouette.



The Colors

Pre-Fall colors hint at autumn while still being vibrant and lively.

A softer green updates olive drab. Teal and dull aqua are new neutrals. Light blue uptrends for washed denim or works as a ground for prints.

Yellow ochre is used as a camel alternative or for accents. Soft oranges emerge, including ginger and peach tones. Purple and green work in a new combo for prints and stripes.

1. Archroma 321-520 / 2. Archroma 328-910 / 3. Archroma 326-510 / 4. Archroma 214-630 / 5. Archroma 330-220 / 6. Archroma 431-570 / 7. Archroma 545-250 / 8. Archroma 108-840 / 9. Archroma 106-340 / 10. Archroma 110-240 / 11. Archroma 322-560 / 12. Archroma 437-450

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Friday, February 8

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TEXTILE NOTES

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Collection for
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Lenzing and Hyosung to Launch Sustainable Collection at ISPO Munich

By Dorothy Crouch Associate Editor

Austrian textile firm **Lenzing** and South Korea's **Hyosung** fabrics are partnering on a new collection that brings greater comfort through more options in activewear and intimate apparel manufactured through a process that reduces the impact on the environment. The new collection combines Lenzing's **Tencel** Modal and Hyosung's **Creora** elastane.

Fabrics from the collection will be promoted for the Spring/Summer 2020 market and unveiled at **ISPO** (the International Trade Fair for Sports Equipment and Fashion) Munich 2019, the German edition of the global trade-show brand that caters to the sportswear business. The show will be held at **Messe München** Feb. 3–6.

"This Lenzing and Hyosung collaboration fits perfectly under the slogan 'Better Together,'" said Andreas Guertler, Lenzing's head of active and outdoor global business development. "The combination of natural softness, comfort and performance from Tencel and the power, fit and recovery of Creora elastane allows us to offer customers new products for sports and leisure clothing with unrivaled sustainable credentials."

The joint venture will not only afford more comfort to activewear consumers but will also ensure clothing made with the new fabrics will provide high-performance qualities through a sustainably produced product.

"We are delighted to partner with Lenzing with this innovative fabric collection to deliver enhanced performance with products that use less energy and water and offer the improved environmental care today's informed consumers demand," said Simon Whitmarsh-Knight, EMEA (Europe, the Middle East and Africa) marketing director for Hyosung's performance-textiles business, in a statement.

Through the collaboration, Lenzing is introducing new versions of three of its products using Creora: Lenzing Ecovero with Creora Eco-soft, Tencel Modal and Creora

PowerFit, and Tencel Modal Black and Creora Black.

The Lenzing Ecovero viscose enhanced with Creora's Eco-soft yields a softer hand to the viscose fibers as the elastane is able to overcome the limitations of low-heat-settable properties that manufacturers encounter with certain synthetic fibers. It also allows apparel manufacturers to reduce carbon emissions through lower heat finishing while providing greater durability by reducing shrinkage, improving shape, retaining color and maintaining the brightness of white fibers.

"Lenzing's Tencel Modal Black fibers with Hyosung's Creora Black elastane and Lenzing's latest fiber technology, Ecovero, with Hyosung's Creora Eco-soft elastane lead to a perfect sustainable combination, together offering natu-



Hyosung Lenzing Spring/Summer 2020

ric that is soft with the cooling and drying properties that are popular with consumers who shop the activewear category. The new offering also brings to market a product with greater color fastness, improved ability for redyeing and chlorine resistance.

By introducing Tencel Modal Black and Creora Black, Lenzing and Hyosung are offering a solution to the "grin-through" problem, which has often plagued the activewear segment of the industry. The new product will afford the comfort of Tencel Modal with a color

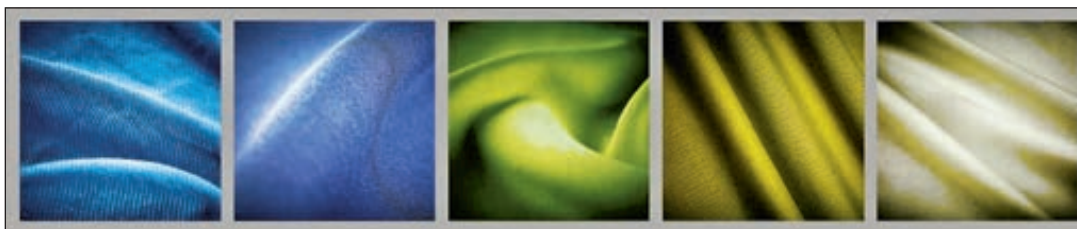
depth that will leave black garments darker longer.

"Tencel Modal Black and Creora Black lead to a deeper black and softer touch while using less energy and water," Guertler explained. "Lenzing Ecovero with Creora Eco-soft offers a softer touch and whiter whites at a lower heat setting for reduced energy consumption. Tencel Modal and Creora PowerFit stand for superior shaping, compression and a natural feel."

Growing interest in ecologically responsible apparel among activewear consumers is a major driving force for major fabric manufacturers to develop new solutions. By working together on these enhanced fabrics, Lenzing and Hyosung are able

to create new sourcing solutions to meet the needs of their clients and expand business to other clothing manufacturers, especially those who make undergarments and active apparel.

"Collaboration is the way forward as the textile industry seeks creative performance solutions throughout the value chain to meet changing market dynamics," Whitmarsh-Knight said. "This is just the start of our cooperation with our friends at Lenzing." ●



Hyosung x Lenzing colors

ral softness, comfort and performance from Tencel and the PowerFit and recovery of Creora elastane," Guertler said.

With the introduction of Tencel Modal and Creora PowerFit, the companies are creating a new option for active-apparel makers that will afford high-performance pieces that are more durable. A Tencel Modal created with Creora PowerFit spandex yields apparel that is more resistant to heat—allowing it to maintain its shape—but creates a fab-



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Coats Thread Company Acquires ThreadSol and Opens Innovation Hub

By Deborah Belgum *Executive Editor*

Coats, the British industrial-thread manufacturer who has been on an acquisition binge, recently acquired for \$12 million **ThreadSol**, a cloud-based digital-applications provider, which becomes a part of **Coats Global Services**.

ThreadSol's technology focuses on fabric-usage optimization in apparel manufacturing and helps customers reduce fabric waste and cost and establish accurate product costing.

Coats's existing network.

Coats recently made a strategic investment in **Twine**, an Israeli-based technology startup, which has developed a revolutionary digital thread-dyeing system.

Its recent acquisition of Patrick Yarn Mill in North Carolina adds high-performance engineered yarns to its product lineup. It also purchased Gotex, a Spanish company that designs and manufactures high-tech industrial yarns and tapes used in the telecommunications, energy, and oil and gas sectors.

In October, Coats opened the first of three innovation hubs it has planned for around the world. That first innovation hub was formally christened in October at its Sevier manufacturing site in North Carolina.

Sometime in early 2019, Coats will open an innovation hub in Bursa, Turkey, and another in



The Coats Innovation Hub in North Carolina

"ThreadSol is an exciting acquisition that supports a key aspect of our growth strategy: to build an innovative software-solutions business for the apparel and footwear industries," said Rajiv Sharma, group chief executive. "We will be able to draw upon our demonstrable track record of successfully integrating bolt-on companies following the acquisitions of **Patrick Yarn Mill**, **Gotex** and **Fast React Systems**."

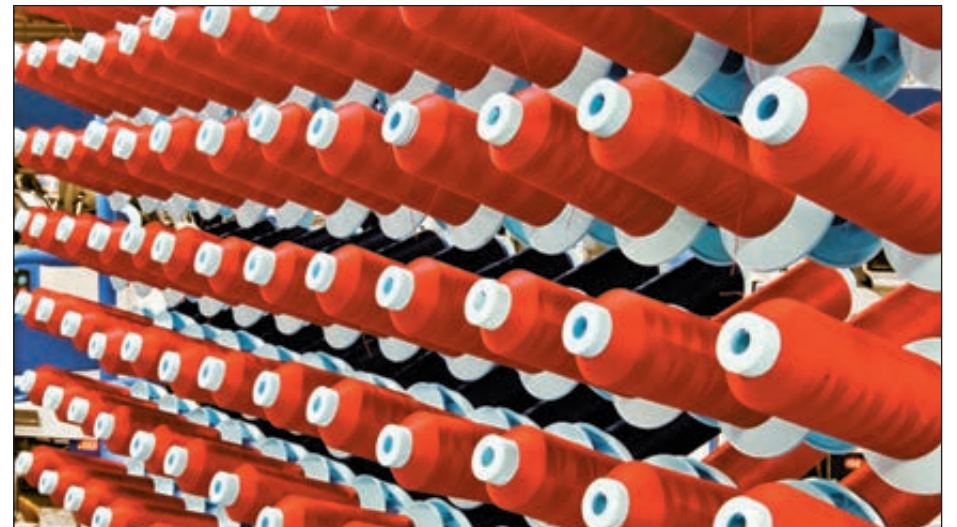
ThreadSol, headquartered in Singapore, was founded in Delhi, India, in 2013 and now has development centers across India

Shenzhen, China.

These innovation hubs will develop pioneering products and processes in apparel, footwear and performance materials, which encompass hi-tech products for end uses in the automobile, oil and gas, protective-wear, and telecom industries.

The hubs comprise three zones.

The innovation gallery features a video wall, display pods of recent product developments and a timeline tracing Coats from its beginning in Paisley, Scotland, to the major corporation it is today.



Coats's industrial threads

as well as offices in Bangladesh, China, Indonesia, Sri Lanka and Vietnam. Its sales in 2018 were expected to be \$2.3 million.

ThreadSol has more than 100 employees, services some 130 businesses in 13 countries and plans more than 1.5 billion garments a year through its platform.

"We are very excited to become part of the Coats family, which is a major step in the growth and development of our business," said ThreadSol co-founder Manasij Ganguli. "We will be able to leverage Coats's unrivaled global footprint and strong corporate brand and have the opportunity to collaborate with and gain additional levels of expertise and insight from a global industry leader."

Coats's growth plan recently has been to collaborate with companies that have unique capabilities that can leverage off

The materials lab is where customers are able to collaborate directly with research-and-development technologists in the ideation and creation processes.

The prototyping area is where ideas and prototypes can be created. It includes a pilot factory with a full range of manufacturing machinery used to fine-tune production processes in a controlled, stand-alone environment.

Coats is a major player in the industrial-thread business with 19,000 employees across six continents and annual revenues in 2017 of \$1.5 billion.

Each year the company makes enough thread to go into 8 billion pairs of blue jeans, and more than 450 million pairs of shoes are made every year using Coats's threads. It is also the official thread supplier to the **Royal Shakespeare Company**. ●



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Ebon Hued

Originally made popular by 14th-century European royalty, clergy and government officials, black fabrics became widely used in 20th-century high fashion. The dramatic use of black, contrasting with white and colors, creates bold statements in modern fashion design.



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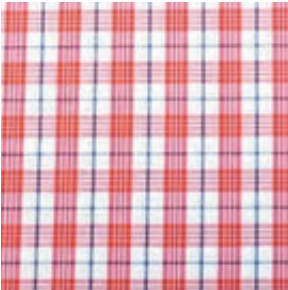
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Check It Out

A classic fabric staple, checked textiles are used in everything from uniforms and day-to-day wear to high-fashion designs. With origins in 17th-century Europe, its modern uses are limitless.



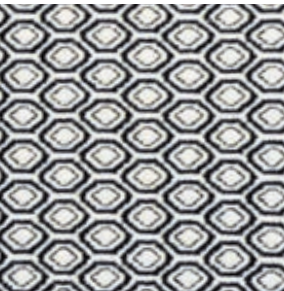
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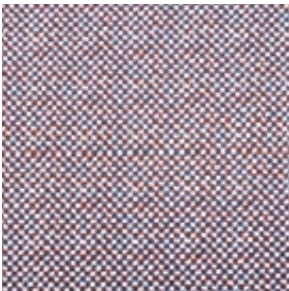
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Impressions

Cultures across the world have been printing on textiles for centuries. The development of computerized digital printing has eased the process and allowed for more-personalized products. Fashion designers utilize printed textiles in all aspects of fashion.



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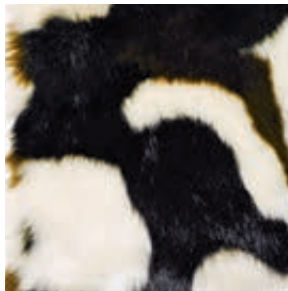
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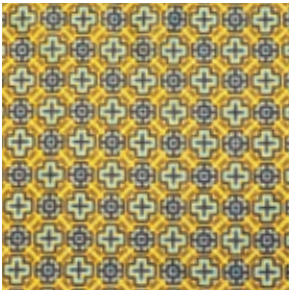
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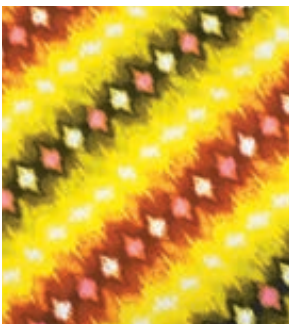
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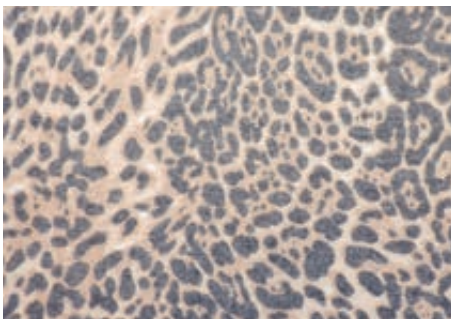
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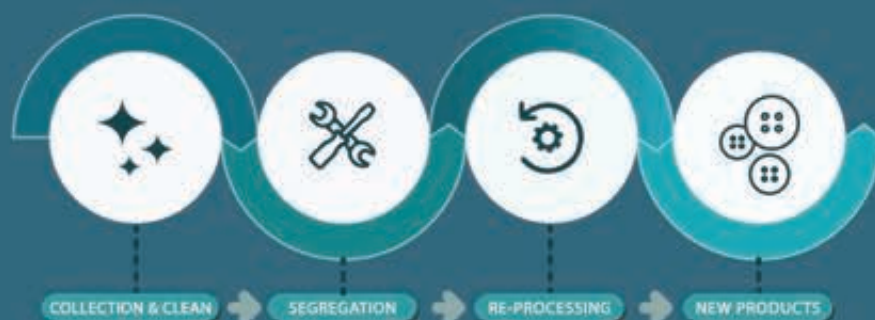
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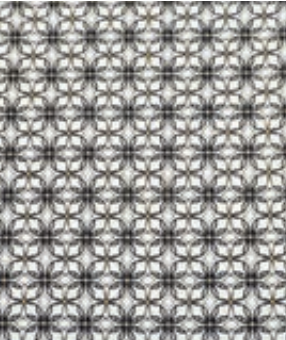
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In the Pink

Once the reserve of femininity and girls, the popularity of pink fabrics these days can be found in every aspect of fashion design, including men's. The color invokes passion and cheerfulness.



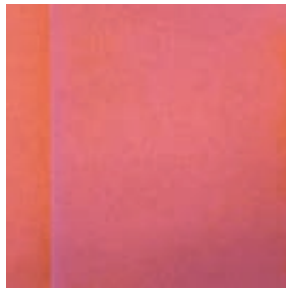
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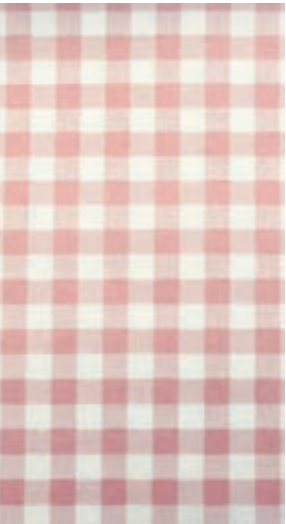
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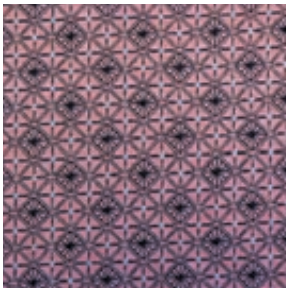
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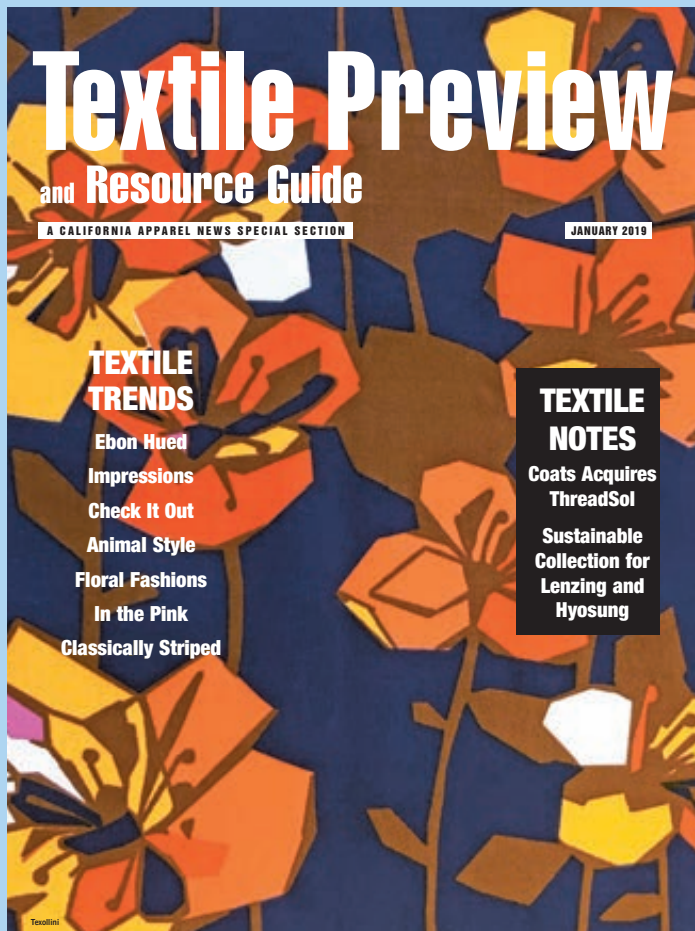
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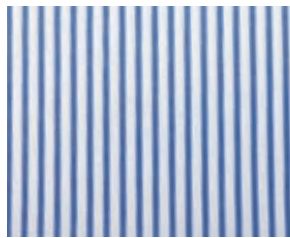
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Stripes are one of the most classic textile patterns around. Whether bold, wide or skinny, stripes are available in an extensive variety of fabrics.



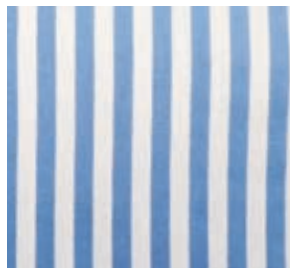
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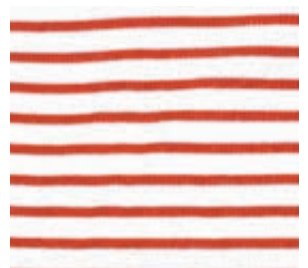
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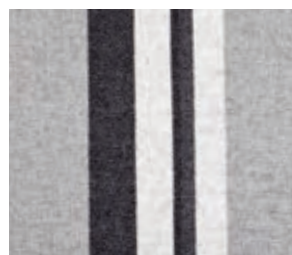
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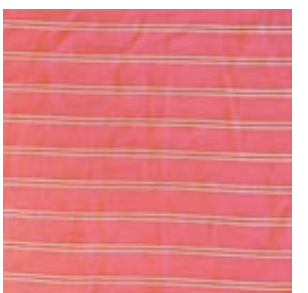
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Products and Services: Design Knit, Inc. is a knit-to-order mill based in Los Angeles specializing in the development and production of high-quality, sheer to heavyweight knits for the designer and contemporary markets. They will be featuring new innovations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

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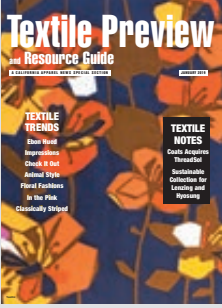
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