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HONG KONG STYLE

Hong Kong Fashion Week is always a blend of fashion and factory booths. This year, six young designers showcased their creations. For more looks, see page 14.

Yeung Chin

TRADE SHOW REPORT

Digital Printing Is All the Rage at ISS

By Andrew Asch *Retail Editor*

LONG BEACH, Calif.—Customization is on the rise. That was the message at the **Imprinted Sportswear Show**, where exhibits pointed to the trend where consumers increasingly seek to shape the cuts and styles of their clothes.

The annual Southern California show, which ran Jan. 18–20 at the **Long Beach Convention Center**, is a sprawling event for T-shirt blanks, hoodies and embroideries, as well as for machinery to screen-print graphics on clothing.

The trade show this year covered 115,000 square feet of the convention-center floor while last year it encompassed 111,000 square feet, said Joshua Carruth, a trade-show director for **Emerald Expositions**, which owns ISS.

Attendance at this year's show was basically even with last year's show, which is frequented by printers, decorators, brand executives and people starting new brands.

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TRADE SHOW REPORT

Hong Kong Fashion Week Downsizes Amid U.S. Tariff Tiff

By Deborah Belgum *Executive Editor*

HONG KONG—**Hong Kong Fashion Week** had a subdued air this year as U.S. buyers have become more cautious about placing orders with Chinese factories, which make up the bulk of the exhibitors.

That also was reflected in the number of companies participating in the Fall/Winter 2019 trade-show event and fashion fair, which ran Jan. 14–17 in the **Hong Kong Convention and Exhibition Centre**. This year, there were only 1,400 booths from 11 countries, which is the same as last year but down from the 1,515 booths at the show two years ago. The usual contingent of about 25 Indian companies that usually exhibit at the show did not participate this year because their guild grant to attend the show didn't arrive in time.

While U.S. buyers were not as abundant as in the past, there were a number of attendees from Europe, Indonesia

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Première Vision Launches New Sportswear Event With The Materials Show Collaboration

By Dorothy Crouch Associate Editor

Global fashion trade-show brand **Première Vision** announced this week its launch of **Première Vision Sport** to elevate the athletic-apparel buying experience.

The new show, scheduled for Aug. 14–15 at the **Oregon Convention Center** in Portland, Ore., will highlight apparel trends in the sportswear segment aimed at the American market.

“When you see the maturity of the sportswear market, you can see a great opportunity for growth, and we thought it was the right time for **Première Vision**,” said Guglielmo Olearo, **Première Vision**’s director of international shows.

The announcement was made on Jan. 22 following the introduction of the Sport & Tech

sector during the Paris edition of **Première Vision** in September. The new exposition in Portland will run alongside the Northwest edition of the **American Events**—produced athletic-sourcing event **The Materials Show**.

“It makes sense. The show facilitates the life of the exhibitor and those who are visiting,” Olearo said. “We are creating a show in terms of product that is extremely useful for the buyer, designer, product manager and others who are developing a new collection every six months.”

Trends that have brought athletic wear into mainstream fashion have also produced a demand for fashionable designs that are made using fabrics that withstand the strenuous activities of athletes who require high-performance apparel. A collaboration with

Première Vision and **The Materials Show** will allow buyers to find high-performance goods and materials within one event, according to the **The Materials Show** organizer Hisham Muhareb.

“The brands have been looking for a one-stop trade show for both their apparel division, accessories and footwear,” Muhareb explained. “The most pertinent side of our show is the footwear and accessories, but the representatives from **Nike**, **Adidas**, **Reebok** and **New Balance** don’t have one show dedicated to raw materials for their products.”

Combining **Première Vision**’s reputation as a major fashion resource and **The Materials Show**’s status as a leader in sports-materials sourcing, the two event brands are hoping to establish the new show as the destination for

high-performance fashionable sportswear.

“We’ve been trying to bring back apparel suppliers to our show for many years,” Muhareb said. [**Première Vision**] is a well-established, well-known international show that is going to bring their own suppliers and have high-performance fabrics and materials for the apparel industry.”

With a deep connection to **The Materials Show**, **Première Vision** looks forward to giving sports-apparel brands their own space to explore the highest-quality sourcing options to satisfy the demands of their athletes.

“The collaboration is a story of friendship with Hisham Muhareb,” Olearo explained. “It was important for our show to provide a wide and complete offering for the sports and footwear brands.” ●

WWD MAGIC’s Partnership With PETA x Coalition LA Expands Into February Show

With a growing partnership that kicked off last November during a vegan Thanksgiving brunch in Los Angeles, **WWD MAGIC** and **PETA x Coalition LA** are strengthening their collaboration during the Las Vegas trade show taking place Feb. 5–7 at the **Las Vegas Convention Center**.

As a Los Angeles–based, ethically manufactured apparel brand, **Coalition LA** has a history of working toward promoting alternatives to animal-based materials. The company’s collaboration with animal-rights group **PETA** (People for the Ethical Treatment of Animals) yielded a popular “Go With the Faux” vegan leather jacket in 2018.

“It’s a big statement for us,” **WWD MAG-**

IC President Kelly Helfman said. “**WWD MAGIC** sees an opportunity to bring awareness to the fashion community and our attendees about their options when shopping.”

During this February’s installment of **WWD MAGIC**, attendees will have the opportunity to explore more options in cruelty-free fashion through experiences such as a panel named “Conscious Fashion Choices Are Getting Trendy.” On the show’s first day, the **WWD Social House** will host the panel, which includes Christina Sewell, **PETA**’s fashion campaigns manager; Molly Tuttle of “Fashion Veggie”; and “Victorious” actress and activist Daniella Monet.

“[They] will show retailers their options

when it comes to comparing real and faux leather and bringing awareness to these options,” Helfman explained. “This will show stores how important it is to have a variety. Some consumers might want those options that you might not have.”

In addition to alternatives in vegan fashion, the show will offer more vegan cuisine throughout the show floor.

The message about animal-friendly style is also making its way to the show’s products and branding. This event’s complimentary bag will allow buyers to have their own experience with vegan fashion during the show.

“We’re going to have a faux-leather show bag,” Helfman said. “We’ve always selected our show-bag sponsor specifically, so **PETA** and **Coalition** did the show bag. It’s a giant tote that is quality faux leather, which provides another opportunity for buyers to touch and feel the product.”



Rendering of the Coalition LA booth



Citing the animal-friendly stance of design houses including **Stella McCartney**, **Diane von Furstenberg** and **Chanel**, Helfman wants to help her attendees recognize a trend that has become a lifestyle for a particular segment of consumers.

“This is something that the younger generation cares about,” she said.

“We have to start simply thinking about it. Everyone is at their own stage, and there is no judgment.”—D.C.

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Calendar

Jan. 23

Brand Assembly
Dallas Market Center
Dallas
Through Jan. 25

Jan. 26

Dallas Men’s Show
Dallas Market Center
Dallas
Through Jan. 28
West Coast Trend Show
Embassy Suites LAX North
Los Angeles
Through Jan. 28

Jan. 27

Fashion Market Northern California
San Mateo County Event Center
San Mateo
Through Jan. 28

Jan. 29

CALA San Francisco
Fort Mason Center
San Francisco
Through Jan. 30

Jan. 30

Outdoor Retailer Snow Show
Colorado Convention Center

Denver
Through Feb. 1

SIA Snow Show & Sourcing Show
Colorado Convention Center
Denver
Through Feb. 1

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.

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Vuori Hires First VP of Women's Product Design

Four years ago, Joe Kudla, an athlete turned model turned finance person, started **Vuori** as a brand that made performance wear for men.

Soon after that, the Encinitas, Calif.-based company started making women's clothing—sports bras, hoodies, leggings.

Last week, the brand confirmed it was serious about expanding its women's collection by announcing that activewear veteran Sarah Carlson would join the company as its vice president of women's product design, a new position for the company, Kudla said.



Vuori women's collection

Carlson served as vice president of design and product innovation at **Athleta**, a division of **Gap Inc.**, from December 2013 to July 2018. At Athleta, she supervised a team of 30 designers, oversaw sustainability efforts and developed partnerships.

During that time, the brand introduced products such as the Empower Bra, Sculptek, Powervita and NeoShell. She also worked as a senior director of design for the Gap and **Banana Republic** brands.

Other design gigs included stints at **Levi Strauss & Co.**, **Tommy Hilfiger** and **New York & Company**.

"I have always been passionate about designing apparel that supports women to lead active, healthy and vibrant lifestyles," Carlson said. "With its refreshed perspective on performance apparel, Vuori undoubtedly shares those passions with me as they continually break the boundaries of traditional activewear."

Kudla said that Carlson would be an important addition to the company's women's line.

"Her decorated background and track record of success speak for themselves. Perhaps most importantly, Sarah's passion for innovation, sustainability and the creative process are well aligned with the values that we cherish and have built this business around," he said.

Vuori also is adding stores to its bricks-and-mortar retail division. Later this year, Vuori is scheduled to open a store in Del Mar, Calif., just north of San Diego.—*Andrew Asch*

The NRF's 2019 Big Show Features Innovative Solutions—and Robot Attendees

By Paula Levy Contributing Writer

The **National Retail Federation's Big Show** at the **Javits Center** in New York, which ran Jan. 13–15, was bustling with more than 40,000 retailers and brands walking the aisles while the other prominent attendees included multiple variations of robots.

Two of the must-see areas were the NRF Innovation Lab and the Startup Zone. Gone are the days when retailers and brands wait for proven solutions as more and more seek out new and exciting technologies to provide personalized experiences and omni-channel capabilities to their customers.

The NRF Innovation Stage held panel discussions and seminars on leveraging data science and creating unique customer experiences as well as a look into the store of the future.

At the Innovation Lab, the overlying theme was "the frictionless shopping experience" for the "always-on consumer" and personalized-shopping engagement.

Companies featured at the show are using the most recent advances in artificial intelligence, machine learning, image recognition, big-data analytics, robotics, conversational commerce and mobile.

42 Technologies is a cloud-based data-analytics solution that works out of the box for retail merchants, e-commerce, inventory, wholesale and third-party analytics. 42Technologies is designed for business users to easily build and run reports with images and drill-down capabilities that can consolidate big data from multiple systems for centralized views of products, sales and inventory.

Purple.ai provides a retail-hosted guest **Wi-Fi** that can gather customer data directly from retailers' customers while on their shopping journey. Analytics can be collected based on social sharing or customer input to retail-designed questions. Purple.ai can also be integrated into

proximity marketing, customer-relationship management and email providers.

MySizeID creates a unique sizing identification for shoppers based on their personal measurements to find items that will fit them best. Customers can easily create their own sizing ID using their mobile phone by scanning their body to record measurements. Retailers and brands use a dashboard to view sizing and sales statistics, add inventory and update sizing charts.

Perfitly is an AR/VR (augmented reality/virtual reality) platform for apparel e-commerce that creates a 3-D body image using a mobile app. Consumers can easily enter their measurements in the app and create their own personalized avatars when online shopping. Soon to be released, consumers will have the ability to scan their own bodies using their mobile devices for a virtual fitting-room experience during their online shopping journey.

Radius8 is a cloud-based localization platform creating store-centric online experiences and in-store experiences based on local digital demand. The platform provides real-time data and insights to improve visual merchandising, inventory allocation and planning. Based on the location of customers relative to a store, the solution merchandises the right products based on local trends, incorporating a brand's merchandising goals.

Trendalytics' proprietary machine-learning and image-recognition technology provides retailers and brands with a 360-degree lens on consumer demand and market-supply inflection points by classifying and translating product and customer data across social-influencer buzz, online product searches, consumer shopping patterns and SKU data, resulting in actionable merchandise insights.

HEASE Robotics' Heasy is a mobile robot kiosk designed for public areas. Heasy is the newest form of a kiosk interacting in a fun and digital way to deliver experiences to the customer's shopping journey. Heasy greets, informs and entertains customers and is hard to resist! ●

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Première Vision New York Looks Ahead to the Future of Fashion

By Karen Rose Stave *Contributing Writer*

NEW YORK—**Première Vision New York** offered fashion professionals an inside glimpse into the colors and trends that will imbue the Spring/Summer 2020 season in textiles and fashion.

The trade show, which this year ran Jan. 14–16 at **Pier 94**, provides the opportunity to meet a curated international group of textile and leather producers, accessories companies, design studios and manufacturers. “Première Vision is for the buyer, for the designer, for the creative people,” said Guglielmo Olearo, international exhibitions director, “because we primarily focus on the materials.”

Key among the show’s selling points is its expertly prepared color range, presenting 21 colors delineated by Première Vision as key for the Spring/Summer 2020 season.

Associate Fashion Director Julie Greux presented an overview of the season’s colors in a Trends Tasting seminar. At another seminar, she highlighted top design and product trends for the season, including sophisticated rawness; enhanced naturals; personalization, exemplified in offbeat, misleading tones; and voluptuous fluidity, with designs in pearly shine, wet reflections, iridescent yarn, firefly and sandfish effects; plus watercolor patterns “reminiscent of Monet’s *Water Lilies*,” Greux said.

She noted that a hydrangea design is expected to be a breakout bestseller for Spring/Summer 2020. Another noted theme was a gleeful mobility, focusing on lightness in fabric and tone, graceful shivering designs and spontaneous graphics.

Several design styles highlighted in the seminar—including cutout botanicals and color blocks with a new way of graduating colors—were on display at the booth of Brook-

lyn, N.Y.-based **Moonshake Studio**, a relative industry newbie launched in January 2018. “It’s all about textures and perspectives,” said Marika Kandelaki, the brand’s artist and creative director.

In Première Vision’s Smart Creation program, sustainable-development products were showcased, along with a Smart Wardrobe with finished outfits by fashion brands. The event also featured Smart Talks on sustainability initiatives, future fashion, fashion technology and 3-D printing.

High-tech textiles exhibited at the show included **Kyor-**

1931 and is often used as luxury suit-jacket liner material.

Portuguese brand **Lemar** exhibited new eco-friendly offerings with fabrics incorporating two recycled fibers—**Seaquial**, made from plastic captured from the ocean off the Spanish coast, and **Newlife**, made from plastic bottles recovered on land in Italy. “We love to develop new things,” said Lemar Chief Executive Manuela Araújo. She said Lemar offered eco-friendly products a decade ago, but customer interest had waned until recently. “Now people are afraid for our planet,” she said.

Turkey, the largest textile producer in Europe, had a strong presence at the show with 29 exhibitors. “Turkey is quite competitive nowadays,” said Ishak Aydın Öztürk, general manager of the Turkish fashion-knit company **Ekoten Fabrics**. He noted that although it is still important to attend trade shows, the seasonals can’t quite match the pace of fast fashion and the need for new collections every few weeks. “Everything in Europe is very fast,” he said. “Now more U.S. companies are switching to this philosophy.”

Indeed, traditional American brands have been influenced by fast-fashion brands such as **Zara** and **H&M**, Olearo said. Also, fashion is not the No. 1 budget item for most families. “Consumers are more interested in going out, well-being and electronics,” he said. “Fashion has been overcome. In the United States, the largest brands are still struggling to recover.”

Also, consumers want to know about the origins and production processes that go into their products. “Customers want to know where the product is coming from, who is producing it, and they want an affordable price because their income hasn’t increased a lot,” Olearo said. “The industry is trying to find the right model for the future. Brands are trying to reinvent themselves and find a new formula to be successful.” ●



The Bemberg booth



The show's curated Trends area

ene, a fiber made from graphene, a thin layer of graphite first isolated in 2004 at the **University of Manchester** in England. “Most of the development of graphene has not been in textiles but in solar panels, cell phones and hundreds of other applications,” said Matt Reid, director of sales for Kyorene maker **Graphene One**. But expanding into textiles was a natural progression, Reid said, with enticing benefits including UV absorption and body-thermal regulation as well as mosquito and mite repellence. “We thought, these are really good properties for fiber.”

The Japanese company **Asahi Kasei** showcased its eco-fiber **Bemberg**, made of **Cupro**, a biodegradable cotton by-product and vegan silk alternative that has been around since

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Chinese Tariffs on U.S. Cotton Have Major Effect on Growers

By Deborah Belgum *Executive Editor*

A tariff war between the United States and China is playing a big part in the health and well-being of the U.S. cotton market.

Last July 6, China imposed a 25 percent tariff on all imported U.S. cotton, selling at about 72 cents a pound for upland cotton, amounting to an approximately \$525-per-ton tax.

Cotton-industry observers said the tariffs have been extremely destructive to the U.S. cotton market, whose biggest export country after Vietnam is China. In the 2017/2018 marketing year, the United States shipped 2.6 million bales of cotton to China, valued at nearly \$1 billion.

"China has a very healthy consumption of cotton. They are the largest consumers in the world," said Karin Malmstrom, director of China and northeast Asia for **Cotton Council International**, which was presenting a cotton seminar Jan. 14-17 at **Hong Kong Fashion Week**. "They grow 24 million bales a year, but they have a gap."

cause, like the United States, it uses machines rather than hand labor to harvest its cotton, resulting in less debris in the picked cotton.

Once manufacturers get used to importing cotton from another country, it is hard to get them to switch back. Knowing this, Brazil is trying to gain more market share in China by upping its cotton production by 19 percent. For the 2018/2019 crop season, which runs from August 2018 to July 2019, the country is expected to harvest 11 million bales of cotton.

Meanwhile, three years ago, Vietnam became the top importer of U.S. cotton. "Over the past few years, some of China's mills found it prohibitive to get U.S. cotton because of quotas," Malmstrom said. "So they went to Vietnam to set up spinning mills. Half the cotton used in Vietnam is from the United States. Some of our largest customers in Vietnam are Chinese companies that shifted their mills to produce yarn in Vietnam and then they ship it back to China."

There was a glimmer of hope about cotton tariffs at the beginning of the year when

World Cotton Production

million 480 lb. bales	2014/15	2015/16	2016/17	2017/18	2018/19 November	2018/19 December
India	29.5	25.9	27.0	29.0	28.0	27.5
China	30.0	22.0	22.8	27.5	27.5	27.0
United States	16.3	12.9	17.2	20.9	18.4	18.6
Brazil	7.2	5.9	7.0	9.2	10.0	11.0
Pakistan	10.6	7.0	7.7	8.2	8.0	7.4
Turkey	3.2	2.7	3.2	4.0	4.5	4.3
Uzbekistan	3.9	3.8	3.7	3.9	3.3	3.3
Australia	2.3	2.9	4.1	4.7	2.5	2.5
Mexico	1.3	0.9	0.8	1.6	1.7	1.7
Burkina Faso	1.4	1.1	1.3	1.3	1.4	1.4
Mali	1.0	1.0	1.2	1.4	1.4	1.4
Greece	1.3	1.0	1.0	1.2	1.4	1.4
Benin	0.7	0.5	0.9	1.1	1.3	1.3
Rest of World	10.5	8.6	8.8	9.7	10.0	10.0
African Franc Zone	4.8	4.0	4.9	5.2	5.5	5.5
EU-27	1.7	1.3	1.3	1.5	1.7	1.7
World	119.2	96.2	106.7	123.7	119.4	118.7

Source: USDA

The 25 percent tariff on cotton is part of the \$50 billion in tariffs China levied on various U.S. commodities including soy beans, autos and seafood after the Trump administration imposed a 25 percent tariff on \$50 billion of Chinese goods including cars, motorcycles and various machine parts.

Then, in September, the U.S. tacked on a 10 percent tariff on \$200 billion worth of Chinese products, which included fabric, handbags and electronics.

Cotton is a big moneymaking product for the United States, which exports almost all its domestic crop and is the largest cotton exporter in the world. Its biggest market area is Latin America, where cotton gets shipped to Central America to be spun into yarn and then made into fabric for clothes that come back to the United States. The country's second-largest cotton export area is northeast Asia.

With tariffs making U.S. cotton cost more, Chinese cotton importers are looking to other countries—including Brazil, Australia and India—to fill their needs at a lower cost.

"Brazil is the country that everyone is expecting China to buy from," said Jon Devine, senior economist at **Cotton Inc.**, the research and marketing company representing U.S. upland-cotton growers. Brazil is preferred be-

cause, like the United States, it uses machines rather than hand labor to harvest its cotton, resulting in less debris in the picked cotton.

talks took place between the United States and China during the week of Jan. 7. But so far there have been no immediate tariff reductions or a hint that things will change.

The tariff problem comes at a bad time because China will probably have to import more cotton this year than in previous years. China's cotton inventory last year was less than 6.5 million tons, which is half the reserve it had in 2014.

That's because, in 2011, China started hoarding cotton for its farmers to guarantee them premium prices at a time when cotton prices were peaking at about \$2.27 a pound, the highest since the U.S. Civil War. But in 2015 China started selling down its reserves to get rid of its deteriorating cotton sitting in warehouses.

Also, the Chinese government is forecasting that domestic cotton output this year will fall 5.8 percent.

U.S. cotton experts had expected China to start up its U.S. cotton imports this year because its reserve will not be enough to handle its production needs. "China has a production deficit in cotton," Devine said. "That deficit is around 15 million bales. Recent imports have been about 7 million bales. They need to increase their imports dramatically, but no one knows when that is going to happen." ●

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The Secret Is in the Science for Saint Haven Soft

By Dorothy Crouch Associate Editor

Creating a line of clothing that is nontoxic, hypoallergenic, antimicrobial, soft, breathable and ecologically sound was the goal of **Saint Haven**'s Jacqueline Sacks, but once she researched the process of apparel production, she wanted to do more.

With one child who has eczema, another who has sensory issues and a third who simply likes soft fabrics, Sacks wanted simple, quality basics that were affordable and gentle on the skin.



Saint Haven founder Jacqueline Sacks, second from left, examines a prototype with her team.

"Saint Haven was born because I wanted families to trust a name again," she said. "I want everyone to associate the name with quality, comfort and the type of company that is doing good through products that are sustainably produced."

In December, Sacks launched her brand of women's and children's basics, which relies on a proprietary fabric blend she named Saint Haven Soft. Using a finely tuned combination of **Tencel** Modal fabric with four-way interlock stretch

that is treated with an enzyme wash, Sacks focused on producing her own beechwood blend of fabric to create her designs.

"The way we dye and treat the fabric makes us unique," Sacks said. "That is something that I haven't personally seen elsewhere and we worked really hard to achieve for this kind of hand."

The main challenge she encountered when developing the fabric was the perfect ratio of durability, softness, weight and washable properties. Designing for families, Sacks wanted to create fabric that was strong enough to endure the demands of daily life yet remain soft enough for sensitive skin while looking beautiful.

"There are different components of our fabric that you'll find in other fabrics, such as the same composition," she explained. "You might even find a similar dyeing process or a similar but not exact treatment, but all of these things come together to make it Saint Haven Soft."

When thinking about how to process the fabric, Sacks was extremely particular about how to approach creating material that yielded a soft hand. Rather than finishing her textiles with silicone to soften the touch, she wanted to use an alternative, which is how she chose an enzymatic wash to



follow the dyeing process.

"With other companies that have something similar, often they use silicone, which makes fabrics softer," she said. "Technically it's safe to use, but I don't want it on my clothes or my kids' clothes."

Other clothing brands might rely on similar techniques to process their fabrics, but Sacks notes that her entire production process sets apart the brand from others.

"It's not necessarily a secret sauce. It's the right mixture or recipe," she said. "Even changing one of our manufacturers that provides our fiber to be woven in a certain way—if that is off, it changes the durability."

Saint Haven Soft is produced in Portugal because Sacks wanted to manufacture the fabric according to old-world standards in production

and business practices. Forging trusted relationships with her partners was extremely important because it would allow Sacks to move closer to her goal of providing apparel whose name would be recognized as a trustworthy clothing brand.

"The reputation is worth more than money. Finding good people is important and critical," she said. "These factories have been owned for hundreds of years by these families, who understand each part of the recipe."

Saint Haven Soft will be used in the company's new offerings, which will include men's designs, hoodies and blazers. Saint Haven is available online at www.sainthaven.com but will expand from a direct-to-consumer model to welcoming select retail partners throughout 2019. Wholesale prices range from \$15 to \$35. ●

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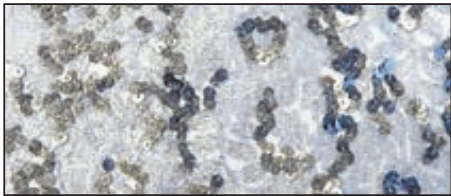
The embellishment of fashion designs with lace has long been common in bridal wear. Today, it's not unusual to see lace with denim. The use of opposing elements creates visual interest, excitement and drama.



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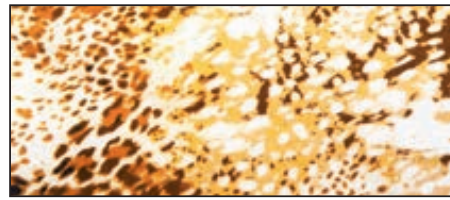
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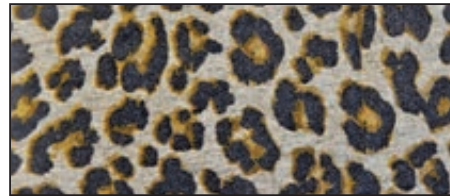
Patterns of the world's big cats are constants in the fashion world. Animal prints are used in everything from high fashion to loungewear.



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Tricots Liesse



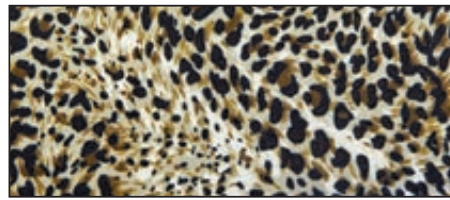
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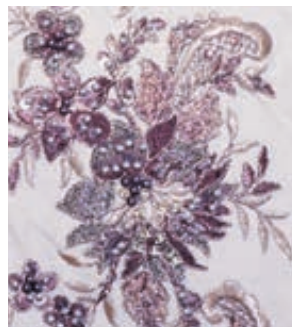
Ever-popular floral fabrics are used for men's and women's fashion as well as interior-design textiles for the home. "Wearing" nature evokes happy feelings and is pleasing to the eye.



Ezgl Tekstil



Ezgl Tekstil



Spirit Lace Enterprise



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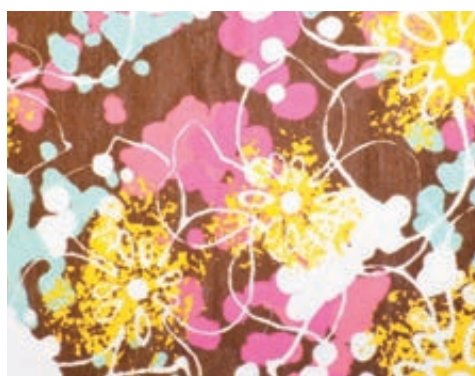
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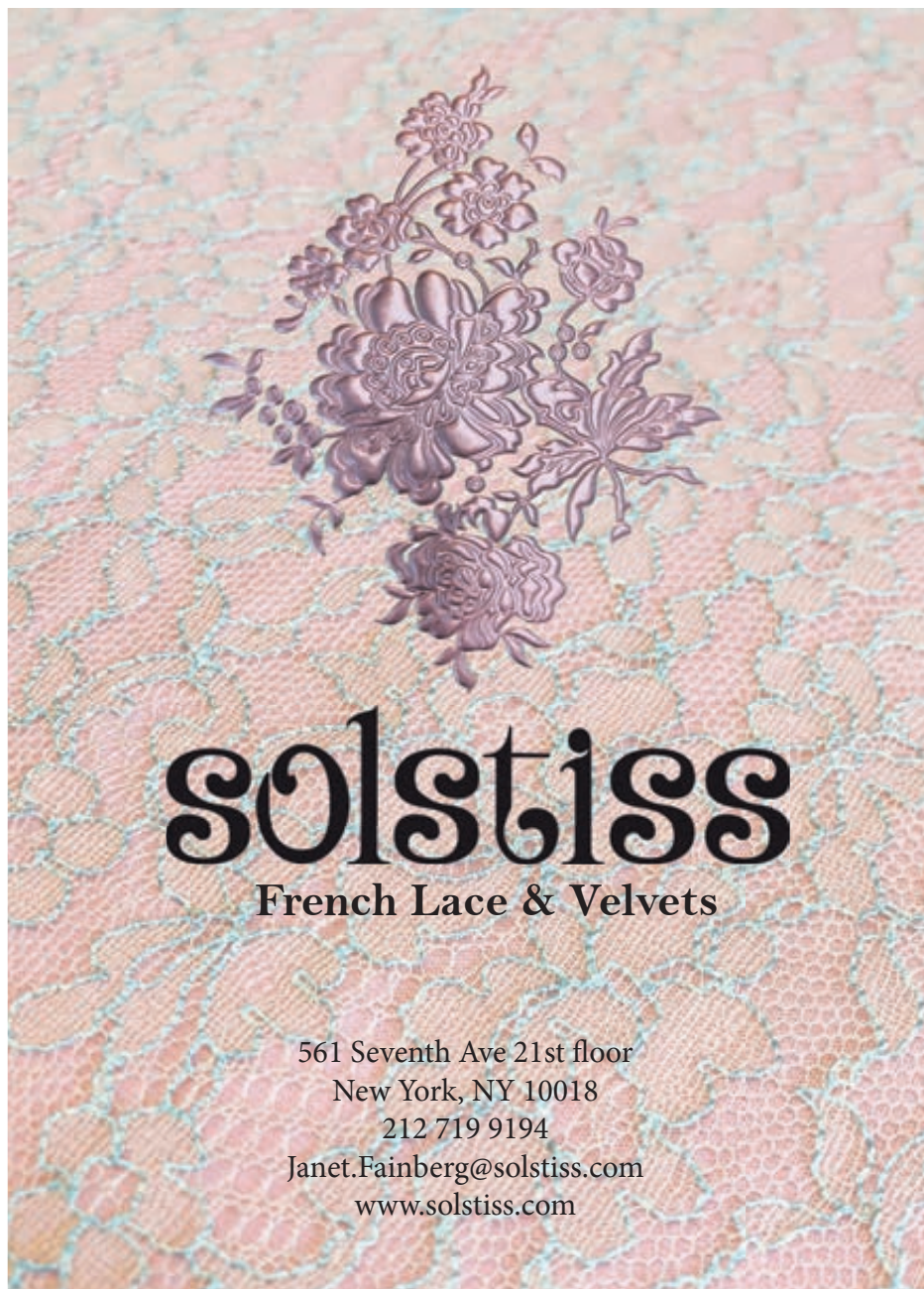
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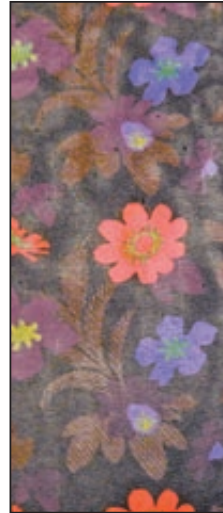
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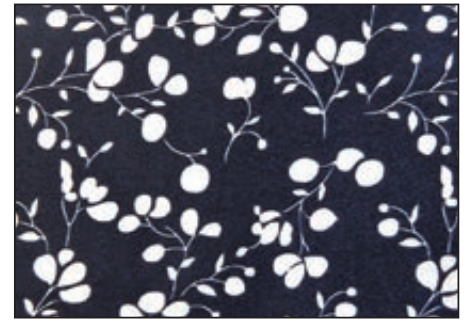
A varied mixture of fabrics allows designers to choose from a number of textures and colors, including prints and solids, cotton and polyester.



Bennett Silks



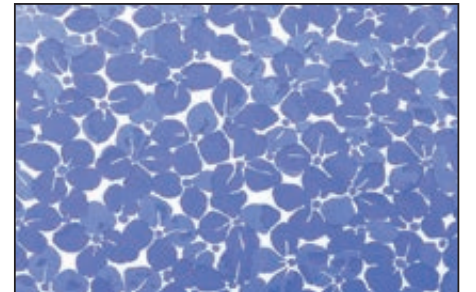
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Sunsetty

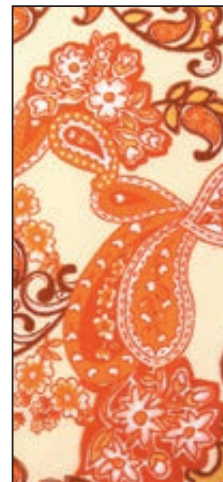
As the sun sets in the western sky, its reflection through the clouds provides beautiful pale tints of orange and red. These same colors provide a warmth to textiles.



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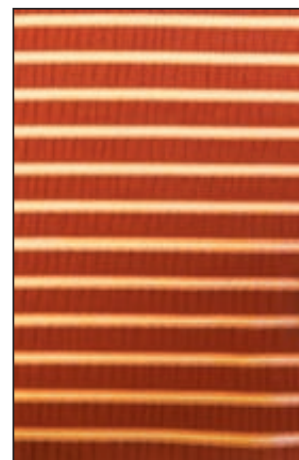
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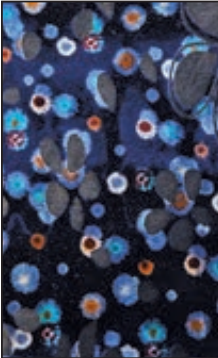
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Tricots Liesse

Blues News

The oldest-known fabric dyed blue dates to 6,000 years ago and was discovered in Peru a decade ago. Once a rare and expensive textile color, today blue is commonly used in everything from workwear to high fashion.



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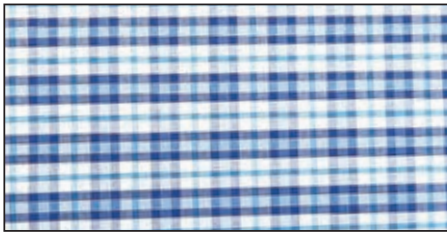
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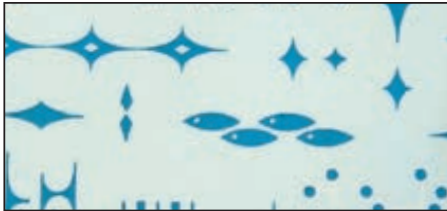
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Viridescent

From the Latin “viridis,” viridescent is a greenish hue. Years ago, to create green fabric, fabric developers used yellow dye from saffron and then soaked the textile

in blue dye from the roots of the woad plant. Green-colored textiles have become popular in everything from home décor to the runway.



Bella Tela



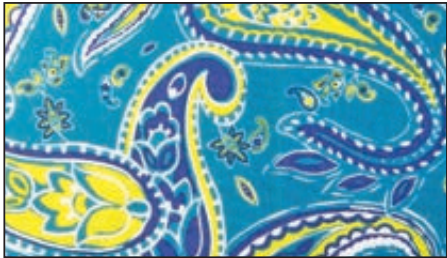
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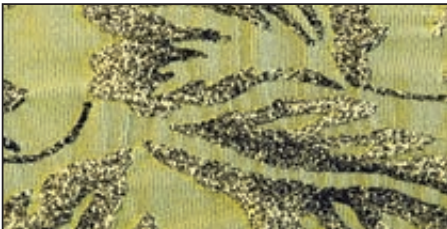
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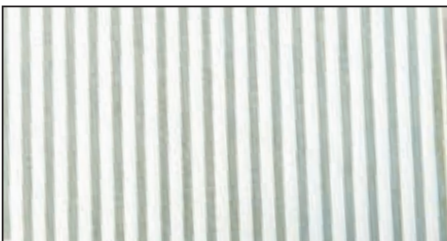
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TRADE SHOW REPORT

ISS *Continued from page 1*

For the past couple of years, designers have shopped ISS to find out which tech company could help them produce small runs of clothing for a market interested in customization. For this year's show, the topic of customization gathered more momentum.

"Everything is about customization," said Michael Sanders of **True Value Fabrics**, a textile supplier headquartered in Carson, Calif. "This used to be a show about blanks. Now it's more of a digital show."

Steve Nanino, president of the Los Angeles-based **Kid Dangerous**, which makes small runs of clothing as well as third-party brands, said that even though there are more digital printers around, he didn't expect them to take over the industry.

"People are interested in digital printers. But they are inherently slower and more expensive than screen-printing. Until the digital side is able to get better, there is still a role for screen-printing. The biggest hurdle for digital is speeding up," Nanino said. Many screen-printers have an advantage of offering quick return, he said.

ISS embraced that both technologies can co-exist. Show management exhibited an installation called the Innovation Zone,

was displayed at the show. At the **Los Angeles Apparel** booth, brand founder Dov Charney exhibited blanks made from coarser threads, which produce heavier T-shirts. It was a change from the lighter, fitted blank that was popular at **American Apparel**, Charney's previous company.

Champion, a division of **Hanes Brands**, celebrated the 100th anniversary of Champion by reissuing some of its most popular looks from past years but with new fabrics. Looks included ringer tees and three-quarter-sleeve baseball tees.

Gildan released a polo shirt that wicks away sweat. Jeff Cooper, Gildan's vice president of marketing, described the garment as a polo made with performance fabrics. The company also released new colors for its fleece program, including azalea, mint green, orchid and violet.

Downtown Los Angeles-headquartered **Blanks Plus** showed its **Moco** brand. The line of T-shirts, manufactured in Los Angeles, is made with MicroModal fabric and the company's Eco-Hybrid fabric.

Irwindale, Calif.-headquartered **Lane Seven Apparel** exhibited its new, heavy-weight pullover hoodie. Los Angeles-based **Next Level Apparel** displayed a new line of relaxed women's tops.



The Champion booth display



Abdul Rashid and Dov Charney



Tim Check of Epson talks with Matt Earl.

which documented the journey of a garment through a production cycle and featured both digital and screen-printing machines.

Israeli-headquartered **Kornit Digital** unveiled the Atlas print system at the show. The direct-to-garment printer includes a new ink set called Eco-Rapid, which offers more colors and is more durable. The machine introduces an intelligent-user interface to support self-service.

Also at the show, Irvine, Calif.-headquartered **Roland DGA** released the VersaSTUDIO BT-12. It's a direct-to-garment desktop printer made for printing directly onto cotton products.

Technology company **Epson** displayed products such as its direct-to-garment polyester pretreatment. Tim Check of **Epson America Inc.** in Long Beach said the pretreatment solution was similar to putting a coat of primer on a wall. It ensures digital prints stick to polyester.

Danvers, Mass.-based company **Inkcups** exhibited a Brite Tagless printer, which is designed for printing highly opaque, white-colored inks on dark fabrics.

Making small runs of clothing was stressed at some brands displaying tees and blanks. **Bayside Apparel** showed garment-dyed crew-neck T-shirts, which could be produced at a run of 100 shirts at a time, said Jessica Escobedo, a brand representative.

A myriad of looks and styles of blanks



The Next Level booth

While all sorts of styles of tees were offered, heavy, box-shaped T-shirts were en vogue, said Justin Bautista, co-owner of **Tilted Brim**, a San Francisco boutique. "T-shirts with extended hems have come and gone," he said.

Popular graphic styles included big logos on the back of T-shirts, as well as chest hits and a graphic on the top left-hand side of the chest, he said.

Cotton Heritage, headquartered in Commerce, Calif., offered new categories including a women's line of pullovers, zip hoodies and jogger pants. Previously, Cotton Heritage only produced unisex hoodies and jogger pants. "They will be better-fitting garments," said Ken White, Cotton Heritage's vice president of sales. The brand also introduced new garment colors including artichoke, dusty rose, agave green, shale blue and antique gold.

Business was good at ISS, White said. "It was well attended. There were great meetings with customers and potential customers. We worked with screen-printers who we have worked with for a long time. We saw a lot of brands looking for new blanks. They were looking for new colors and new silhouettes," he said. ●

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Hong Kong *Continued from page 1*

and Australia who roamed one vast hall filled with sparkling evening gowns, scads of sweaters, beaded handbags, rows of denim and pint-sized clothing for children. In past years, the trade show has filled two large halls.

Benjamin Chau, the deputy executive director of show organizer **Hong Kong Trade Development Council**, noted exhibitors were facing uncertainties from the ongoing trade conflict between the United States and China, as well as rapid changes in sourcing and retail models.

Recently, the U.S. imposed a 10 percent tariff on \$200 billion in Chinese imports and has threatened to expand that by another \$257 billion, which would include almost everything imported from China. He urged clothing companies to grasp the opportunities presented by emerging-market buyers and stay competitive by improving design quality.

Laurence Leung, chairman of the Garment Advisory Committee of the Hong Kong Trade Development Council, and other officials acknowledged that U.S. tariffs on Chinese goods is affecting buyers' confidence levels in placing orders with Chinese factories. "Right now they may be equally balanced in sourcing from Vietnam and China," Leung said. "But this is becoming a no-brainer. They must be out of China. On the good side, the Chinese currency has depreciated more than 7 percent in the last year. So that helps."

This was the 50th edition of Hong Kong Fashion Week, which is held every January and July as a trade show for womenswear, menswear, childrenswear, lingerie, swimwear, evening wear, handbags, shoes, accessories, fabrics, buttons and labels.

Last year, the show added a corporate fashion and uniform zone, popular for its offerings of stylish and tailored company uniforms. That section was back this year as were sections



Vivian Fan



Akshat Bubna

for fashionable sportswear, thermal clothing, bridal and evening wear, intimate wear and swimwear.

This year, exhibitors were having a hit-or-miss experience at the show. "I have met some good buyers," said Rong Mao Cai, a sales manager for **Shishi Greenlander Garment Co.** in Fujian, China, which does stylish T-shirts with graphics and garment-dyed shorts.

He said the 20-year-old company, which has a factory with 150 workers, has most of its clients in Europe, South America and Asia. It doesn't have a lot of customers in the United States. "I think the tariff is a big problem for retailers



Entrance to Hong Kong Fashion Week



The trade-show floor

and consumers," he said. While he was talking, a buyer from Mexico stopped by to peruse his apparel collection.

This was the seventh time that Oliver Huang, the business manager for **Jiaxing Kailsilk Knitting** near Shanghai, attended the show. He noted there were fewer U.S. buyers but more customers from Europe and the Middle East. But he did find the show slower than usual.

His family's sweater factory has about 400 workers, which has held steady for the last few years. Most of his business is with Europe. Thirty-five percent of his business is with U.S. customers.

He said sweater sourcing is one business that is hard to shift if you are not a large-volume buyer because China is the biggest sweater producer in the world. "Our lead time on sweater

orders is 70 days with LDP [landed duty paid] terms," he said, noting his wholesale prices range from \$5 for a polyester sweater to \$60 for a cashmere coat. "If you place an order in Bangladesh, the lead time is 120 days, and they cannot do small orders."

This was the first time that Vivian Fan and her company, **Zhejiang Serand Mido Import & Export Co.** in China, had attended the show to display leggings and athletic tops. Normally the athleticwear company with 60 workers attends the big **Canton Fair** in Guangzhou, China.

A few buyers had wandered by, attracted by the 3-D printing on many of the company's leggings, but the sales manager was disappointed with the traffic flow. She was hoping to expand the 8-year-old company's business beyond the United States. "About 80 percent of our customers are from the United States, and we have gotten them through the business-to-business platform **Alibaba**," she said. "We have low minimums of 100, and that includes mixing sizes because we stock our fabric." Her wholesale prices range from \$5 to \$9.

One of the few exhibitors from India was Akshat Bubna, the owner of **Only For U Designs Pvt. Ltd.** in Mumbai, India. He was showing colorful tunic tops made in his family's factory. "I have been doing this show for the last five years," he said. "It is a very slow show. If there are fewer exhibitors, then there will be fewer attendees. They need a special section for resortwear." ●

Hong Kong Designers Take an Artsy Approach to Showing Their Styles

HONG KONG—Traditionally, **Hong Kong Fashion Week** shows have been down a long catwalk surrounded by spectators interested in the latest trends.

This year, Hong Kong Fashion Week Fall/Winter 2019 organizers decided to take a different approach and have designers display their creations in theatrical settings with a plot and theme. The stage design, props and story sequence were all orchestrated by the designers.

So, during the Jan. 14–17 run of the show, there was a bit of theater on the exhibition floor.

The show kicked off with three designers—Yeung Chin, Jane Ng and Alea Lee—taking an avant-garde look at fashion. Models moodily wandered around metal bunk beds before sitting on them or swinging from the bed posts. Musicians in costume wandered around playing the accordion and an electronic recorder.

Later in the day, Carrie Kwok, whose brand name is **CAR/2IE**, showed her poetic and feminine designs of floral print dresses in a garden setting with a picnic tea. Models walked out and circled wicker chairs before sitting down to drink tea with other models.

Designer Arto Wong had her models walk in front of large contemporary paintings that matched the vibrant blues, greens and reds in her debut collection.

Jason Lee took his high-end streetwear collection to a gallery setting with Chinese furniture, a large white vase and Chinese paintings.—*Deborah Belgum*



Arto Wong



Jane Ng



Jason Lee



Arto Wong



Carrie Kwok

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Products and Services: See U Soon is a French brand that offers luxe clothing at an affordable price point. With four stand-alone stores in France (two in Paris), See U Soon has become a staple for their classic European aesthetic and chic Parisian girl style influence. The label was created in 2006. It is defined by subtle vintage cues blended with 1960s/70s silhouettes all while staying faithful to the sharpest trends. Currently the brand can be found in all Galeries Lafayette as well as key retailers and specialty boutiques. TheKorner is another French brand, one dedicated to invoking a notion of rebellious and inspired femininity. The label is centered on claiming an optimistic and harmonious dress code that stays efficient and accessible. Make sure to catch us in Las Vegas (Feb 5–7) at WWD/MAGIC, Booth #74511. Other upcoming shows are Coterie in NY (Feb 25–27) and Atlanta Apparel (Feb 5–8).

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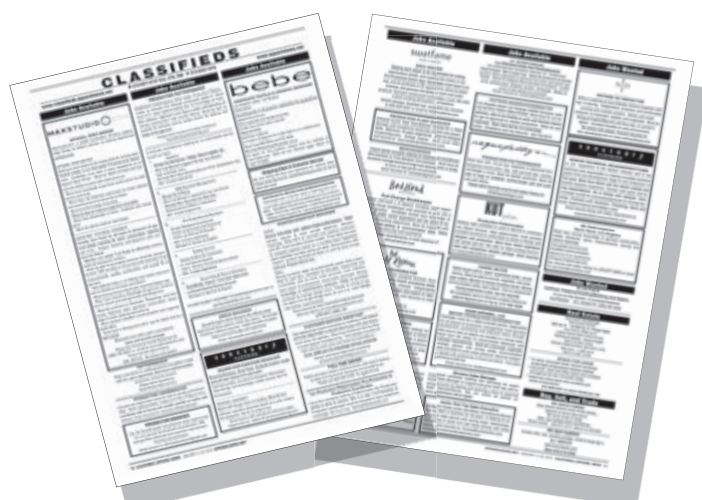
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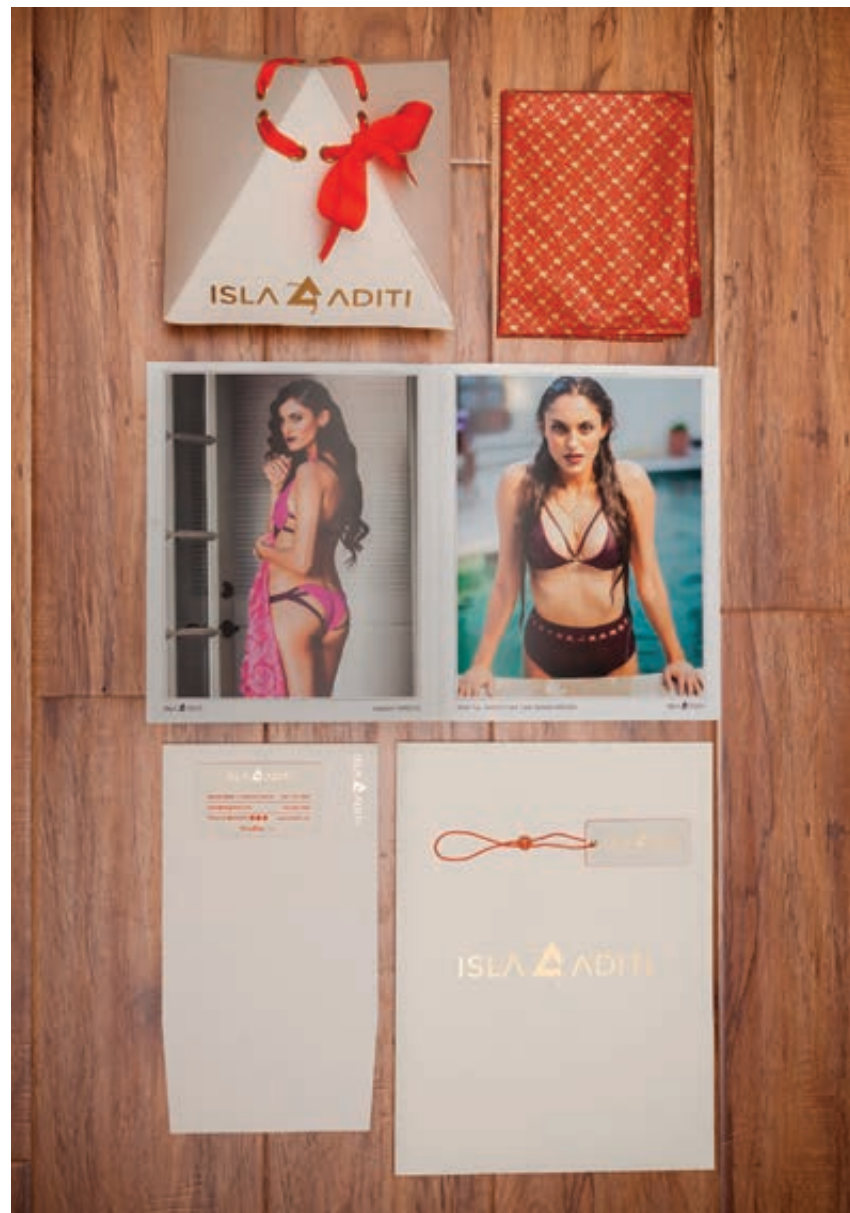


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