

# CALIFORNIA ApparelNews

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## FROM L.A. WITH LOVE

Fernando Alberto was one of the Los Angeles designers who showed at Art Hearts Fashion in New York. For more looks, see page 4.

## PI Apparel's L.A. Conference Dispels Tech Fears and Promotes Innovation Collaboration

By Dorothy Crouch *Associate Editor*

Bringing its **Apparel World Series** brand conference to Los Angeles for the second year, event-and-conference producer **Market Key** invited apparel-and-footwear industry leaders to its **Product Innovation Apparel** (PI Apparel) event to discuss how the future of the business will be shaped by technology.

Held at **The L.A. Grand Hotel Downtown** Feb. 19 and 20, the event challenged industry insiders to examine whether they are adopting the major technologies available to their companies. As the fashion and apparel presales manager for French technology firm **Lectra**, Alisa Schreiber was happy to see the camaraderie among other fashion professionals in this fashion city, which doesn't always receive its appropriate

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## LAEDC Economic Report Sees U.S. Growth Over the Next Two Years

By Deborah Belgum *Executive Editor*

Many are worried that the United States may be headed for a big economic slowdown or recession.

But the economists at the **Los Angeles County Economic Development Corp.** are optimistic that California and the rest of the country will see positive growth over the next two years.

The LAEDC, a nonprofit created in 1981 to attract and retain businesses to the area, predicts in its annual forecast released on Feb. 20 that the U.S. economy will expand 2.2 percent this year and 2.4 percent in 2020. While that is down from the country's 3 percent gain last year, it is still a healthy sign that the country is not headed for a recession.

There were, however, some caveats. "One source of con-

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A CALIFORNIA APPAREL NEWS SPECIAL SECTION

## Textile Preview

with Tech and Resource Guide

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# Analysts Scratch Their Heads About the Missed Holiday Sales Forecast

By Andrew Asch Retail Editor

Experts were wondering how the **National Retail Federation** could have been so wrong about its holiday sales forecast in late 2018.

The trade group had predicted a robust increase of 4.3 percent to 4.8 percent over the previous year. Instead, sales only grew 2.9 percent during the crucial business period where some retailers account for up to 30 percent of their annual sales.

After the numbers came in, economists and retail analysts began reevaluating the results from the holiday season and asking if this was a sign the economy is shifting into low gear.

One of those included Jack Kleinhenz, the chief economist at the NRF. But he considered spending in December an anomaly. "We had a strong October and November. The December numbers didn't seem to connect," he said. "It's hard to believe that consumer spending collapsed or has been collapsing."

He said the economy in 2019 is expected to slow down but will still be healthy.

David Shulman, a senior economist with the UCLA Anderson Forecast, agreed. He said the business school's current forecast maintains that the U.S. and California economies will grow moderately this year and next.

He predicted that the disappointing holiday 2018 numbers will be revised because the NRF gets its data from the U.S. Census Bureau. The bureau's economists may have made errors because they were slammed with a tidal wave of information after the recent 35-day government shutdown ending Jan. 25. The announcement of holiday busi-

ness results was delayed because of the shutdown, which was the longest government closure in U.S. history.

"The numbers made no sense," Shulman said of the data released by the U.S. Census Bureau. One of America's dominant retailers, **Amazon**, reported that its holiday 2018 business broke records with fourth-quarter sales increasing 20 percent to \$72.4 billion.

If the entire economy were slowing down, there is no reason why Amazon would have enjoyed good business during the holiday and others didn't, Shulman reasoned. "We'll find out more when retailers start releasing numbers for the fourth fiscal quarter," he said.

The U.S. Census Bureau numbers also seem to be in conflict with holiday sales results announced by **Mastercard SpendingPulse**, a division of the **Mastercard** payments network. Its reports are based on data from Mastercard payments. On Dec. 26, Mastercard SpendingPulse announced that U.S. retail sales grew 5.1 percent during the holiday season.

However, holiday business may more accurately describe changes in the way American consumers shop, said Jeff Van Sinderen, a retail analyst with **B. Riley FBR**. Even though foot traffic at many malls and stores dropped during the holiday, it doesn't mean that people were not shopping. Rather, ongoing consumer trends, such as shopping through digital commerce channels such as e-commerce and mobile phones, accelerated this past season.

"Omni-channel and e-commerce have had a bigger influence because it is easy and convenient. The shift to mobile is enormous," Van Sinderen said. "Bricks-and-mortar suffered. Bricks-and-mortar will continue

though. It's playing a different role. The death of bricks-and-mortar has been called prematurely."

Part of what hurt bricks-and-mortar commerce was the long lull between the heavy shopping days of Black Friday weekend and the 10 days before Christmas. Van Sinderen said the lull was more pronounced at bricks-and-mortar stores compared to other retail channels during the holiday season. "You just can't overcome that at the end of the day. It was too deep. It was too long," he said.

The reports of soft business were a surprise. The 2018 holiday season started with a robust outlook. But it may have been upended by turmoil in politics and the stock markets as well as the severely cold weather in the Midwest. "Severe weather and turmoil hit at the same time," Van Sinderen said.

"There was a lot of uncertainty floating

around in December, right during the peak for holiday shopping," he said. "Whether it was concern for trade and tariffs and the stock market in decline, all of this stuff going on made consumers a little less confident. Not everything came up roses in Q4 and the holiday."

U.S. consumer confidence dropped in December and in January, according to **The Conference Board's** Consumer Confidence Survey, which was released on Jan. 29. But Lynn Franco of the Conference Board said that economic conditions remain good.

"Shock events such as government shutdowns tend to have sharp but temporary impacts on consumer confidence. Thus, it appears that this month's decline is more the result of a temporary shock than a precursor to a significant slowdown in the coming months," she said. ●

## Charlotte Russe Looking for an Angel to Buy the Retail Chain

**Charlotte Russe**, the San Diego-based teen retailer who filed for Chapter 11 bankruptcy protection on Feb. 3, is accepting bids from prospective buyers in hopes of not liquidating the company and closing all its stores.

Bids are due by March 3 and an auction is scheduled for March 5, the company said in a press release.

Charlotte Russe executives said they are in active discussions with prospective bidders to make a going-concern sale of the business to avoid liquidating substantially all of the company's assets.

At the same time, Charlotte Russe will seek court approval for a "stalking horse" liquidation agreement put forth on Feb. 20 by retail liquidators **Gordon Brothers Retail Partners** and **Hilco Merchant Resources**.

If a bidder is not selected, the company will start an "orderly wind-down of all its store locations and operations beginning on or about March 7, 2019."

Currently, Charlotte Russe has about 500 stores located primarily in malls and outlets in 49 U.S. states and Puerto Rico. Previously, the company said it would shutter 94 of its stores, but no additional store closures have been announced.

Under its Chapter 11 filing, Charlotte Russe continues to pay its workers and mon-

ey due to shippers, warehouse personnel, utility-service providers and tax authorities.

However, it recently filed a notice with the California Employment Development Department that it plans to lay off 87 employees in Ontario, Calif., where it has a warehouse, and 85 employees in San Diego.

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.

Over the past several years, Charlotte Russe has seen increased competition from 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. Ming had led **Old Navy** as its president.

Charlotte Russe, named after a French dessert, 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.—*Deborah Belgum*

## Barbara Fields Buying Office to Leave Downtown L.A.

Since 1984, the **Barbara Fields Buying Office** has been putting together trend forecasts on juniors and contemporary clothing from an office in the **California Market Center** in downtown Los Angeles.

But after 35 years in the same building, Barbara Fields, the founder of the buying office that bears her name, announced she will be closing her CMC office on March 1 and reopening her office in Los Angeles' Westwood neighborhood, where she lives.

Fields held her biannual forecasting seminars in the CMC during every **LA Majors** market, but upcoming seminars will be produced in Westwood.

Every fashion season, Fields ratchets millions of miles traveling to fashion cities such as London and Tokyo to gather intelligence

for her reports. However, the commute from her home to her office down the Santa Monica Freeway ended up being a deal breaker because of the time spent in traffic.

For years, the Barbara Fields Buying Office was located on the 12th floor of the CMC's A wing. Due to the extensive remodel of the CMC building, management moved her buying office at the beginning of the year to a temporary space on the fifth floor of the A wing.

Fields may be cutting her day-to-day commute, but she won't be scaling back her research travels. "My new chapter

will still include travel to various fashion destinations, where I will continue to research trends for my valued clients that are cost effective and profitable," Fields said in a statement.—A.A.



Barbara Fields

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## PI Apparel *Continued from page 1*

recognition.

"It's not just a trade show where people show up, go to the booths and leave," she explained. "There is a collaboration between providers and the brands and retailers, which comes out of the workshops. Everyone thinks of New York, but there is so much that goes on in Los Angeles that doesn't get as much publicity as it should."

While many professionals in the fashion industry are excited about how new and future technologies can create a more efficient supply chain, others are far behind adoption of these tools. A familiar face at PI Apparel conferences since the event's July 2013 conception in London, Pam Buckingham exhibited at the event with Boston-based **PTC**, where she works as the director of product management, retail.

"I look at the 3-D digital disruption and it's the same as it was in 1989 when we had the digital transformation from flat patternmaking with paper and scissors to CAD systems," she said. "3-D, AR, VR—all those acronyms that people are hearing—are not the future, they are now. You need to get on the bus or your brand is going to be in the wasteland."

Whether they feel overwhelmed regarding the array of new tools or view these technologies as fads that will not gain traction, industry veterans must begin falling in line with the technology-heavy fashion industry.

Seeing greater collaboration between industry veterans who can overcome their fear of working with the tech-savvy younger generation is important to Demetrius Chisholm, **Old Navy's** director of men's, kids' and performance-tech design.



Lectra's Alisa Schrieber (left) leads a panel covering "The Product Development Comeback: How Taking Control of Fit & Quality Can Help You Increase Brand Loyalty" during a discussion with her colleague, Carlos Jimenez, and Alvanon's Tracy Rickert.



"This is going to happen. This is the direction the industry is going, and it's not going to stop," he said. "You might as well start thinking about how this will affect you in the future and how can you get to a place where this becomes useful for your brand."

Touching upon artificial intelligence replacing human workers, Chisholm encouraged brands to investigate how they can help employees work more efficiently by using new tools.

"It's not about eliminating jobs. It's about fine-tuning jobs and finding better efficiencies for ways to work and taking the knowledge you have now and having tools to make you better," he explained.

Tracy Rickert, a senior consultant for **Alvanon, Inc.**, was in support of greater employee education throughout the industry. With the launch of its Motif initiative in the fall of 2018, New York-headquartered Alvanon is working with apparel-industry leaders to create courses that will help workers learn how to use new tools.

"We need to do a better job of looking at ways to train the industry," Rickert explained. "We don't do a lot for continuing education. What about those people who have five to 20 years of experience and they don't know any of the new stuff? We don't have a lot of venues for that to take place."

By bringing together the apparel industry as one community, the conference melted the ice that divides competing brands and provided opportunities for them to learn from one another.

### On the tech horizon

A big takeaway from the event was that apparel brands can start small when adopting new technologies. This was relayed by Shaul Cohen, executive vice president at New York's **Jordache**, during his presentation covering the adoption of artificial intelligence to evolve the apparel industry.

"We're using AI to start trend forecasting through

looking at pictures from the street, runway and social media to understand what is good and what is not," he said. "With trend tracking, we see what is selling with the competition, what is not selling, and expand what is important and avoid trends that we see dying slowly."

One facet of incorporating AI into fashion has been the adoption of 3D technology. From 3-D design to samples and printing, adopting these tools to enhance speed to market was a major topic of conversation.

"3-D has been the main theme that we've noticed here," said Alicia Hart, global marketing and public relations manager for apparel solutions, retail branding and information solutions for Los Angeles-headquartered **Avery Dennison**. "Also, people are thinking about speed to market and how do we speed up the supply chain to get customers what they need and how technology is changing how customers are requesting things."

While businesses can decide whether or not to adopt new technologies, the real indicator of success is consumers' engagement with these innovations. Chief Product Officer David Macy of Tolland, Conn.-based **Gerber Technology** revealed that 80 percent of the profit in this industry is created by only 20 percent of the businesses. He also found that consumers spend 40 percent more when shopping experiences are personalized.

"Most businesses are really struggling, but the ones that are doing well and making all the profit are the ones that are adapting to new technologies and answering consumer needs of shorter time from design to production, high quality and low cost," he said.

Lucy Liu, vice president of product at Los Angeles-based **FabFitFun**, supported this idea by citing the personalized service the company's consumers have enjoyed.

"The personalization that we see today is trying to represent what would happen if you had a relationship with your customer so long that you have enough data to make educated decisions on what that customer would like," she said. "We're making investments in our data-science team to understand the types of data that we want to personalize." ●

## LAEDC *Continued from page 1*

cern continues to be the trade standoff between the United States and the People's Republic of China," the report said.

Currently, negotiations with an early March deadline are going on between U.S. and Chinese trade representatives to determine whether a 10 percent tariff the Trump administration put on \$200 billion in Chinese goods imported into the United States could be upped to a 25 percent tariff. That tariff includes fabric, fur and handbags. "It is reasonable to presume the Chinese government will respond in kind and impose tariffs on American exports to China [if the 25 percent tariff goes into effect]," the report said.

On the economic front, things were looking a little rosier for Los Angeles County. Economists predicted the county would see 3 percent growth this year and a 2.7 percent increase in economic activity in 2020.

"This expansion [in Los Angeles County] will be on the back of robust employment increases in key service sectors such as healthcare and professional business services, which will drive an additional increase in roughly 60,000 jobs per year," the report noted.

One hurdle to the region's economic expansion is a lack of affordable housing in the area. "This crisis poses the greatest long-term threat to local economic mobility and bottom-up prosperity," LAEDC economists wrote.

Rents in the region have continued to rise. Currently, a one-bedroom apartment's rent can start at \$1,800 a month but frequently hovers toward \$2,500 to \$3,500 a month in popular neighborhoods including downtown Los Angeles.

The **California Association of Realtors** estimated that in the third quarter of 2018 only 22 percent of households in the county could afford a home, meaning they made at least \$134,160 a year to afford the median home price of \$628,940. And more than 57 percent of renter households in the Los Angeles metropolitan area, which includes Orange

County, are considered rent burdened. That means they are spending one-third or more of their income on rent.

To help relieve this problem, Los Angeles this year is issuing more residential-housing permits than in the past, totaling a possible 23,000 new units this year and 24,000 units next year. But that may not be enough to keep rents down.

Another economic concern is the large number of homeless people who live in the region and the cost to care for them. Currently, the estimate is that 53,000 homeless people resided in Los Angeles County in 2018. That is down 4 percent from the previous year, but homelessness is near an all-time high. In 2013, fewer than 40,000 people were considered homeless.

### The golden state

The outlook for the state's economic well-being was even better than for the United States and Los Angeles County.

Economists predicted that the state's economy would rise by 3 percent both this year and in 2020 after growing 3.4 percent in 2018.

In turn, that means wages for California residents will rise 2.9 percent this year and 2.8 percent the following year, translating into the average Californian earning more than \$52,000 a year.

The largest job gains for California will be seen in construction, logistics, utilities, business services, education, health and tourism.

Silicon Valley has been a major generator of high-tech jobs as **Apple**, **Google** and **Facebook** have grown their workforces. But competition could be in the wings as other regions of the country try to grab a part of that tech pie by offering lucrative incentives for companies to move, as seen in **Amazon** opening a new campus in Arlington, Va., where at least 25,000 jobs will be created.

LAEDC economists also warn that venture capital could be gravitating away from the seed-stage system and shifting toward later-stage investments, which would stifle new ventures trying to get off the ground.

Important to California and the rest of the United States is the Chinese economy, which seems to be slowing after two decades of galloping growth. China was the third-largest export market for California farmers, who in 2016 exported to that country \$4 billion worth of goods including pistachios, almonds, wine, oranges and dairy products.

Economists expect China's gross domestic product to rise between 6 percent and 6.5 percent this year, which is on par with last year but down considerably from the 7.8 percent increase experienced in 2013.

Also important to California and the U.S. is the North American Free Trade Agreement between the United States, Mexico and Canada. It was renegotiated and signed last year under its new name—the United States Mexico Canada Agreement.

Not too many changes were made to the agreement in apparel. But the deal saw major changes for the automotive industry.

Under NAFTA, cars made in Mexico had to have at least 62.5 percent of their parts made in North America to be duty-free. That percentage has been upped to 75 percent by 2023.

Mexico is a big manufacturer of apparel exported to the United States, particularly high-end blue jeans made by Los Angeles companies including **True Religion**, **Hudson**, **Joe's Jeans** and **7 For All Mankind**.

For the one-year period ending in November 2018, the United States imported \$4.67 billion worth of clothing from Mexico, a slight decrease from the \$4.7 billion brought in during the same time period in 2017.

The U.S. Senate has until mid-2019 to ratify the renegotiated free-trade accord or withdraw from it. ●



## Los Angeles Designers on the Runway at Art Hearts Fashion in New York

**Art Hearts Fashion** is organized by Los Angeles resident Erik Rosete, who takes his runway shows across the country.

He is a regular twice a year in New York during **New York Fashion Week**. This February, he had three days of shows, held Feb. 8–10, at the **Angel Oresnanz Foundation** event space in lower Manhattan.

Los Angeles designers on the runway included Kentaro Kameyama, Fernando Alberto, Grayling Purnell and Rosete's own label, **Triple X**.

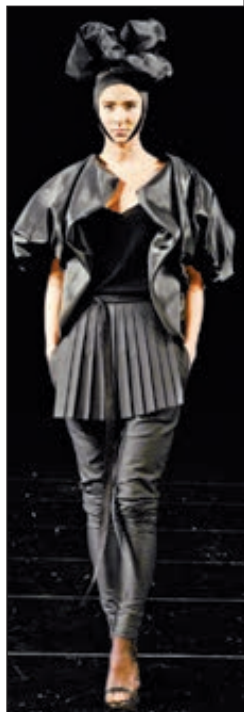
Art Hearts Fashion also shows during **Los Angeles Fashion Week**.—*Deborah Belgum*



Fernando Alberto

Fernando Alberto

Fernando Alberto



Kentaro Kameyama



Kentaro Kameyama



Grayling Purnell



Triple X

Triple X



Grayling Purnell

Grayling Purnell

## NEWS

### Sustainable Fashion Forum Will Examine How to Help the Environment

A one-day **Sustainable Fashion Forum** looking at solutions for designers, manufacturers, factories and retailers to reduce their environmental impact, cut waste and maximize their profits will be held March 7 at the **California Market Center** in downtown Los Angeles.

The forum is being organized by **LA Textile** and **Fashionindex** and will look at digital and tech-based solutions for companies to be more eco friendly.

Topics at the forum, taking place from 9 a.m. to 5 p.m., include creating digital and mass-customization solutions for designers and product developers, exploring e-approvals versus samples, using artificial intelligence, and measuring environmental and

social impacts.

Speakers include Eva Reale, lead colorist at **Levi Strauss & Co.**; Shona Quinn, sustainability leader at **Eileen Fisher**; Lewis Perkins, president of the **Apparel Impact Institute**; and Alex Katz, manager of supply-chain social responsibility at **Patagonia**.

"Sustainability is no longer a buzzword, it's a necessity," said Emilie Lewis, director of the California Market Center and LA Textile. "In every aspect of our lives, through both the manufacturer and consumer lens, there's a collective need to create and consume in smarter ways."

For tickets and more information, go to [www.fashionindex.com/digitalforum/](http://www.fashionindex.com/digitalforum/).

—*Dorothy Crouch*

### New CEO Named for the National Council of Textile Organizations

Kimberly Glas, a former deputy assistant secretary for textiles, consumer goods and materials at the U.S. Department of Commerce, was named the new president and chief executive officer of the **National Council of Textile Organizations**.

Glas, who starts her new job on April 29, will be replacing NCTO head Auggie Tantillo, who in early February announced his retirement after heading up NCTO since 2013.

The board of directors at NCTO, a trade group for some of the largest textile manufacturers and filament and fiber producers in the United States, began a long process last spring to find someone to replace Tantillo, who previously had been the executive director of the **American Manufacturing Trade Action Coalition**, which several years ago merged with NCTO.

Glas brings 20 years of experience in the textile industry and government-policy development. During her five years with the Department of Commerce under the Obama administration, she managed three offices of nearly 40 employees and oversaw programs and strategies to improve the domestic and international competitiveness of the U.S.



Kimberly Glas

textile and apparel industries.

Most recently, Glas served as the executive director of the **BlueGreen Alliance**, a national partnership of labor and environmental organizations working to create U.S. jobs in the clean-energy economy.

"We are fortunate at this time of change and challenge to have Kim take the helm of this organization," said Marty Moran, the current NCTO chairman and the CEO of **Buhler Quality Yarns** in Jefferson, Ga. "The U.S. textile industry is experiencing an exciting and dynamic period. A new policy environment has evolved in Washington that places a greater emphasis on domestic manufacturing, and Kim is an excellent choice to steer industry through these new opportunities."

During her years with the Obama administration, from 2009 to 2014, Glas worked with the government to make changes to the Dominican Republic–Central America Free Trade Agreement to grow the U.S. textile industry.

"I could not be more excited about taking on this role," Glas said. "I know how critical this industry is to so many across the United States and the value it represents."

—*Deborah Belgum*

## Calendar

### Feb. 22

**Denver Apparel & Accessories Market**  
Denver Merchandise Mart  
Denver  
Through Feb. 25

**GTS Florida Jewelry & Resort Expo**  
Osceola Heritage Park-Exhibition Building  
Kissimmee, Fla.  
Through Feb. 24

### Feb. 23

**Capsule New York**  
Pier 94  
New York  
Through Feb. 25

**Brand Assembly**  
Pier 94  
New York  
Through Feb. 25

**Designers and Agents NY**  
Javits Center  
New York  
Through Feb. 25

**Edge Designers NYC**  
Stewart Hotel  
New York  
Through Feb. 25

**Woman New York**  
Spring Studios  
New York  
Through Feb. 25

There's more  
on [ApparelNews.net](http://ApparelNews.net).

For calendar details and contact information, visit [ApparelNews.net/events](http://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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# Save the Date!

## MARCUM RETAIL SYMPOSIUM

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[www.marcumevents.com/retail-symposium](http://www.marcumevents.com/retail-symposium)

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# ATSM Changes 2019 Dates to Coincide With Miami Fashion Week

Affording greater opportunities to apparel-industry professionals, organizers of the **Apparel Textile Sourcing Miami (ATSM)** show announced the event will now take place May 28–30 at the **Mana Wynwood Convention Center**, which is one week later than originally scheduled. The calendar change brings together apparel sourcing and fashion with **Miami Fashion Week** being held May 29–June 2.

Jason Prescott, chief executive officer of **JP Communications**, which produces ATSM, explained how the show serves as an important resource for fashion- and clothing-related businesses to learn about the rapidly changing apparel-industry climate.

“The overwhelming response to the show is a reflection of the success of last year’s event as well as a market need for apparel and textile professionals to adapt to changing trade realities and keep up with the future of the industry,” he said in a statement.

During ATSM’s second edition this May, organizers expect more than 12,000 industry professionals to visit South Florida for the sourcing event and Miami Fashion Week.

“It’s very exciting and fitting that Miami, once again, was selected to host this major trade show for the apparel, textile and fashion industries,” said David Hart, executive vice president of the **Florida Chamber of Commerce**. “This presents Florida with an excellent opportunity to grow those sectors and showcase our state’s quality of life, strong business climate and strengthen our position as a global hub for trade.”

In addition to showcasing trends in apparel and textiles, ATSM will provide opportunities to learn more about the influence of micro brands, trade policy, e-commerce, business and finance, and supply-chain strategies. There will also be a new Footwear Pavilion, Technical Textiles section and demonstrations of innovative machinery.

“The apparel businesses throughout the supply chain that will succeed in the future will be those with a magnified understanding of their sourcing and selling algorithm,” said Chase Vance, international director at **Apparel Textile Sourcing**.

—Dorothy Crouch

## Splendid Names New Creative Director

The Los Angeles premium label **Splendid**, which was acquired by **Delta Galil Inc.** nearly three years ago, has named a new creative director to help grow the brand.

Holly Shapiro, who has nearly 20 years of design experience, will step in and succeed Pamela Protzel-Scott, who has been the vice president of design and creative director at Splendid for more than 17 years. Protzel-Scott will work as a consultant to ensure a smooth transition.

Previously, Shapiro served as creative director of private brands for **Gilt Groupe** and was responsible for a number of categories including apparel, footwear, swimwear and accessories.

Prior to that, she designed for **Calypso St. Barth**, **Haute Hippie**, **Roller Rabbit**, **Martin + Osa**, **Liz Claiborne**, **Laundry by Shelli Segal** and **Dana Buchman**. She has an associate degree in applied science from the **Fashion Institute of Technology** in New York and a bachelor’s degree of science in textile and apparel design from the **University of Wisconsin, Madison**.

“Holly is both a creative designer and proven leader who will bring fresh, new product strategies and perspective to modern-



Holly Shapiro

ize the Splendid brand,” said Tim Baxter, Delta Galil’s premium brands chief executive officer. “Her expertise in curating product from her time at Gilt, building a brand from her time at Calypso St. Barth and working with cross-functional partners at Roller Rabbit will be instrumental in repositioning Splendid to accelerate growth.”

Shapiro said she has long admired Splendid as a brand for its premium soft tees. “I see significant potential to expand the brand and look forward to taking Splendid to new levels of growth,” she said.

Housed in downtown Los Angeles, Splendid’s offices share space with contemporary label **Ella Moss** and denim brand **7 For All Mankind**, the other two labels Delta Galil acquired in 2016 from **VF Corp.** for \$120 million.

Delta Galil, founded in 1975 and headquartered in Tel Aviv, Israel, manufactures and markets branded and private-label apparel for men, women and children. Delta Galil’s portfolio also includes **P.J. Salvage**, **Schiesser**, **KN Karen Neuberger**, **Nearly Nude**, **LittleMissMatched** and **FIX**.—Deborah Belguem

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As the Sky**

**Blossoming Beauties**

**Gold Offerings**

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# Planet Rehab Shows How Working Together Benefits the Planet

If it takes a village to raise a child, the same could be said about creating a sustainable capsule collection.

During **Munich Fabric Start**, the international textile trade show held Jan. 29–31 in Germany, a partnership of several companies unveiled the **Planet Rehab** capsule collection.

The partnership brought together sustainable-apparel specialists from around the globe, including Guatemalan designer Juan Carlos Gordillo, Austrian textile company **Lenzing**, Spanish fabric producer **Tejidos Royo**, Italian sustainable dye maker **Officina+39** and **Tonello**, an Italian wash specialist.

The Planet Rehab collection incorporates Lenzing's **Tencel** and Tencel x Refibra lyocell fabrics manufactured by Tejidos Royo and dyed using Officina+39's Recycrom process, with Tonello providing the finishing process.

"Personally I could see the whole process, and this gives me confidence to show and say that Planet Rehab is transparent and 100 percent earth friendly," Gordillo said.

"As a designer, it is important for me to try to show this message to the industry but also to the public because all the actions we do to nature, especially water, come back to each one of us."

From design to manufacturing, all companies that participated in this collaboration

was a genuine synergy between companies that are investing huge efforts in green innovations during the last few years with a sustainable-oriented designer like Juan Carlos Gordillo."

The womenswear capsule includes blouses, pants, shorts, skirts and outerwear that

purple, gray, light green and different tones of blue.

"Juan Carlos has proven Planet Rehab's premise that global collaboration of sustainability-minded companies can result in gorgeous designs that are made with respect for the environment," Tricia Carey, Lenzing



recognized the importance of showing how sharing ideas and coming together to produce more ecologically created clothing can be done successfully.

"We strongly believe in this type of co-operation. Planet Rehab was a real catalyzer for a positive change," Officina+39's chief executive officer, Andrea Venier, said. "It

feature details such as ruffling and a unique use of buttons and bows. Through this Latin-inspired collection, Gordillo was able to showcase the capabilities of sustainable-apparel supply-chain practices with innovative fibers and fabrics, safer dyes and washes that can provide unique accents. The Planet Rehab capsule has pieces in hues of red, yellow,

Group's director of global business development for denim, said in a statement.

"Companies who want to be in business 100 years from now must become cleaner and more sustainable right now," noted Jose Royo of Tejidos Royo. "Planet Rehab represents the business model of the future."

—Dorothy Crouch



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## TECHNOLOGY

### University of Maryland Researchers Create Fabric With Environment- Dependent Insulation

Researchers at the **University of Maryland** have developed a new fabric that would make your body cooler when the weather warms up.

The new textile regulates its insulation capabilities when exposed to different environments, according to the school's Department of Chemistry and Biochemistry.

Through coating polymer yarns with a conductive metal, researchers found that infrared radiation can be "gated"—a term that means it can transmit or block heat.

"This is the first technology that allows us to dynamically gate infrared radiation," YuHuang Wang, a University of Maryland professor of chemistry and biochemistry and a coauthor of the paper, said in a statement.

Wang and other scientists conducted research that contributed to the report, called "Dynamic Gating of Infrared Radiation in a Textile," released Feb. 8 by *Science*, a journal published by the **American Association for the Advancement of Science**.

Within the yarn exist two synthetic components. Each one has a different relationship with water—one that absorbs and a second that repels. The triacetate-cellulose bimorph fibers are coated with a lightweight

metal, which is carbon nanotubes responding to stimuli by either permitting the passage of infrared radiation or blocking the energy.

"When the fibers are brought closer together, the radiation they interact with changes," Wang explained. "In clothing, that means the fabric interacts with the heat radiating from the human body."

When heat and humidity rise, these yarn fibers compress, opening their pores and releasing heat, which cools the body. As the human body cools, the process will operate in reverse to conserve heat.

The fabric can be woven, washed and dyed, researchers said. While additional studies must be conducted before the fabric is introduced for commercial use, the research team believes this new innovation could benefit the apparel industry.

"[This] fabric is a true bidirectional regulator," said Min Ouyang, a University of Maryland physics professor and coauthor of the paper. "I think it's very exciting to be able to apply this gating phenomenon to the development of a textile that has the ability to improve the functionality of clothing and other fabrics."—*Dorothy Crouch*

## SUSTAINABILITY

### Polartec to Increase Recycled and Biodegradable Materials Across Entire Product Line

Building upon its Eco-Engineering process, which produces high-performance sustainable fabrics, **Polartec** has launched a new campaign to utilize recycled and biodegradable materials throughout its entire product line.

The eco-engineering initiative is a collaboration that will see Polartec of Andover, Mass., work with the San Francisco Bay Area's sustainable-textiles company **Intrinsic Advanced Materials** and **Unifi**, the Greensboro, N.C., company that produces Repreve and Profiber.

"By collaborating with the best in the business, Polartec is committing to the pursuit of a future where everything is eco engineered to use recycled inputs and to be biodegradable," said Polartec Chief Executive Officer Gary Smith in a statement. "This is the culmination of more than 25 years of Polartec investment and innovation."

Using Intrinsic Advanced Materials' Ciclo technology and Unifi yarns, Polartec will set out to create fleeces and breathable, waterproof membranes that are fully recyclable and biodegradable.

"By working with leaders from our industry, we strive to create innovative products that are synergistic with key technologies like recycling," Kevin Hall, Unifi's chief executive officer, said in a press release. "We look forward to this journey toward developing biodegradable materials and for more industry partners to join the sustainable pathway."

Unifi's fibers and Ciclo—the technology that supports sustainable-apparel manufacturing through minimizing microfiber and plastic pollution—are key elements in Polartec's investment in more-ecologically sound textile manufacturing.

"After years of R&D to create a solution for biodegradability, we're thrilled to partner with the inventor of technical fleece and leader in performance knits to bring Ciclo to market as part of Polartec Eco-



Engineering," Intrinsic Advanced Materials Chief Executive Officer Andrea Ferris said in a statement.

As Polartec commits to creating the first line of fleece, additional knits, insulation fills and breathable, waterproof fabrics that are 100 percent sourced from recycled and biodegradable materials, the company will build upon its mission, which began in 1993 when it used post-consumer recycled plastics to create performance fabrics.—*D.C.*



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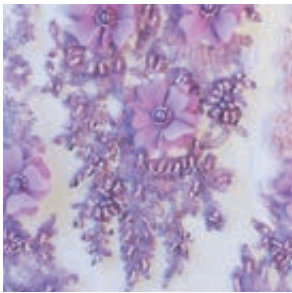
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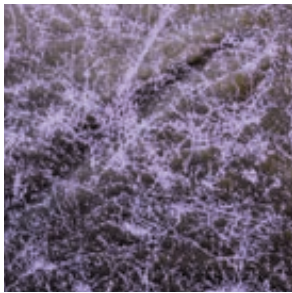
By the 4th century B.C., the color purple was worth its weight in silver. The use of purple-dyed textiles became a status symbol, and in today’s fashions purple has become a popular textile choice.



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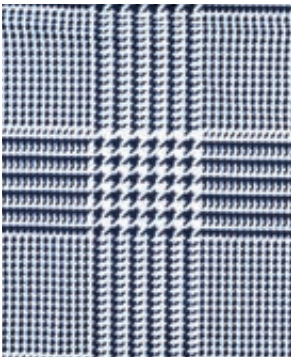
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Midnight Delight

In the 14th century, black was a very expensive color to produce and so it was worn primarily by the extremely wealthy merchant class. In modern times, it is often donned for formal events and business attire. Pairing black with white provides a vivid contrast in today’s fashions.



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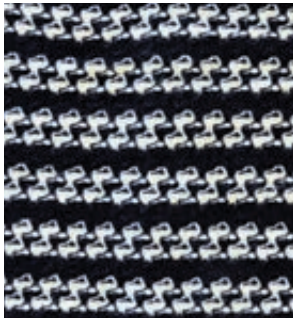
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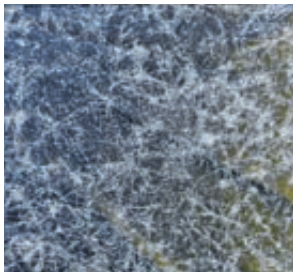
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Gold Offerings

Once considered a fabric befitting a princess and popular for ecclesiastical use for centuries, gold fabrics are used in today’s fashion designs because the richness of the color adds glamour to everyday garments.



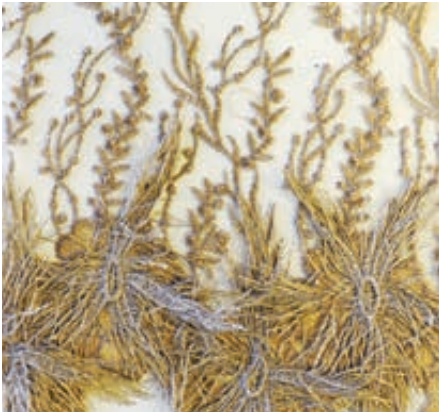
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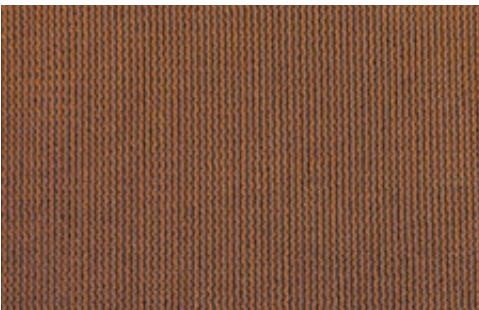
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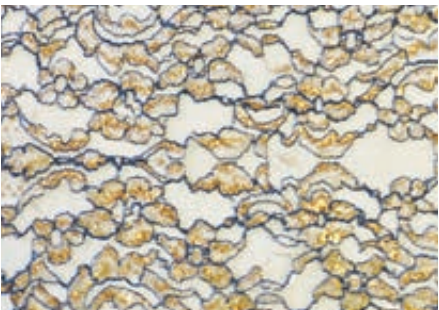
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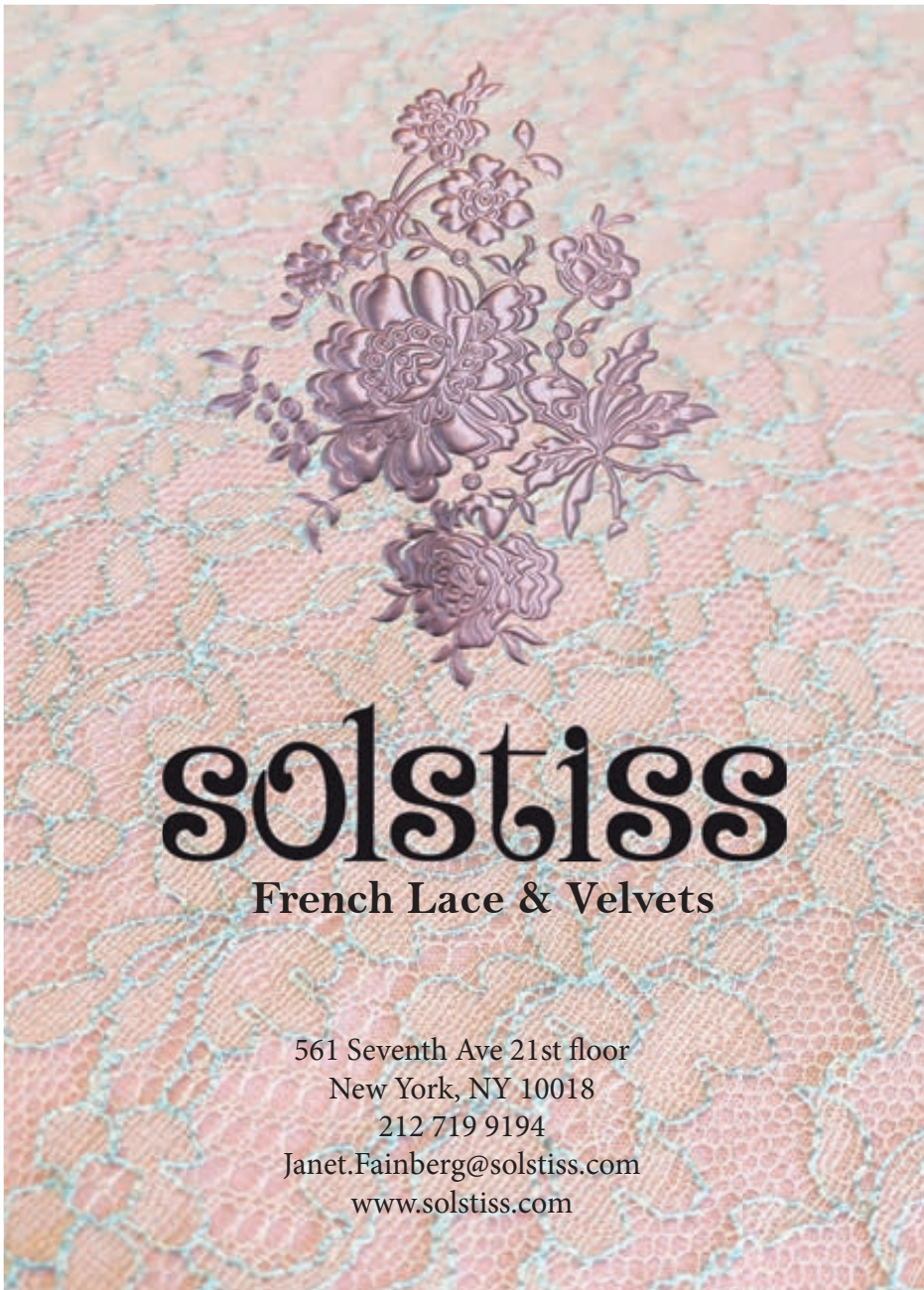
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## TEXTILE TRENDS

### As The Sky

From denim to chambray, blue is one of the colors most often used in textiles and fashion. Used in workwear, casualwear and haute couture, blue textiles are perfect for any occasion.



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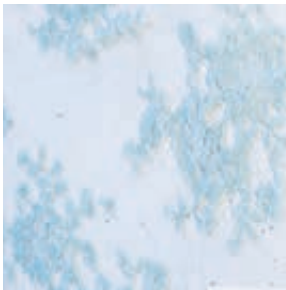
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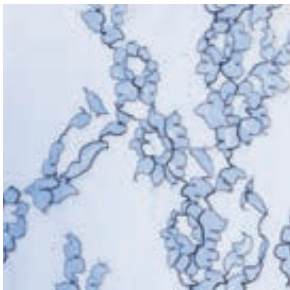
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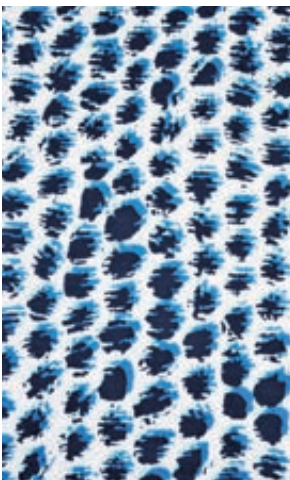
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### Putting On the Green

Once a dangerous dye to work with because it contained arsenic, green has become the color of prosperity, freshness and nature. It is also the color used by ecologically oriented movements.



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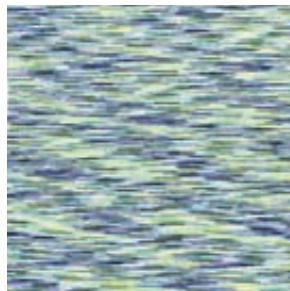
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# Paraiso

Before air travel was ubiquitous, tropical prints were popular as people fantasized about exotic getaways. Commonly referred to as Aloha prints, tropical prints are worn as business attire in tropical settings and are widely worn in casual settings.



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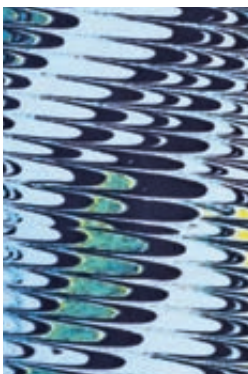
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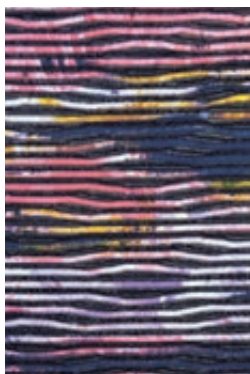
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# Polychromatic

The use of multiple colors adds interest to fashion designs. Whether in random patterns or structured lines, the use of multiple colors has become a hot fashion trend.



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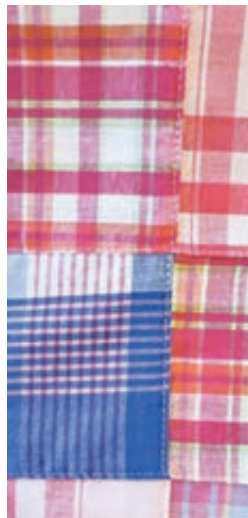
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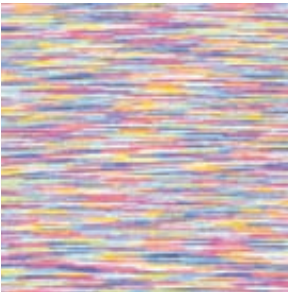


Roseate

Once considered to represent all that is quintessentially girly, pink has crossed gender boundaries and today is a color choice for men, often seen in preppy styles and streetwear.



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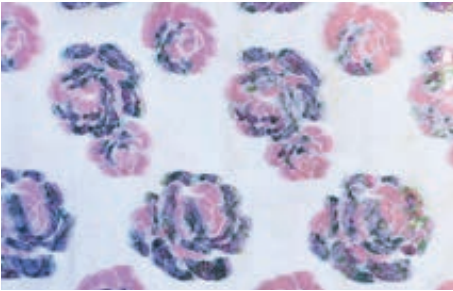
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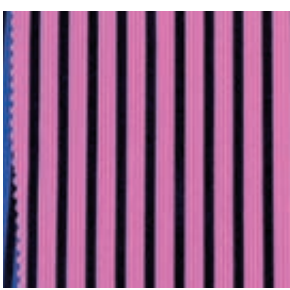
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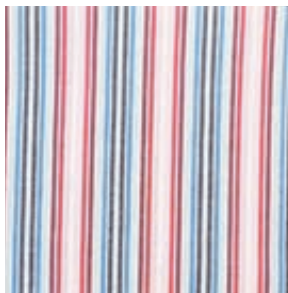
During a trip to the French Riviera, French designer Coco Chanel was inspired by workers' uniforms. She soon began applying navy-and-white stripes to her fashionable designs. In the 1950s, movie stars began wearing striped shirts. Today, stripes are still popular.



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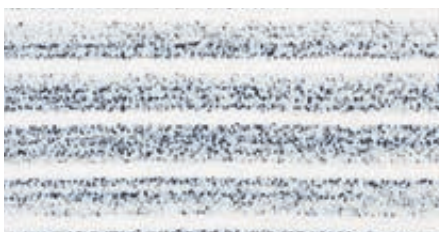
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[sales@asherconcepts.com](mailto:sales@asherconcepts.com)  
[www.asherconcepts.com](http://www.asherconcepts.com)

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

### BOSSA

Turkey  
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[bdozek@bossa.com.tr](mailto:bdozek@bossa.com.tr)  
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[STornaci@bossa.com.tr](mailto:STornaci@bossa.com.tr)  
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**Products and Services:** Bossa Denim's leading fully integrated fabric manufacturing mill has been actively involved in the protection and preservation of the environment since its startup. We adopted the following procedures aimed at reducing our environmental impact: Sustainable Materials, Energy Efficiency, Water Saving, Process Engineering, Certification, Social Responsibility, Re-Usage, Collaboration, and Co-Creation. Taking a step further, Bossa launched the entirely ecological RESET collection in 2006, which not only uses organic cotton, but utilizes ecological dyes, chemicals, and finishes throughout the entire production. Widening the range, recycled denim fabrics were also added to RESET in 2010. Although the process to convert denim scraps to reusable yarn has a higher cost than using cotton, the cost of sending all these scraps to landfill has a much bigger and irreversible impact on our lives and the ecosystem. Today, Bossa focuses on the different steps in the lifecycle of the product that have a particularly high impact and identifies key changes that need to be made. This whole approach, Bossa Cares, includes

every step in the lifecycle both inside and outside the company, from design, to the disposal of the product, and to the design again. Bossa continues to launch valuable projects for different stages of the lifecycle.

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**Products and Services:** For over 25 years, Cinergy Textiles has been specializing in stock and order-based programs consisting of hundreds of solid and novelty knits, wovens, and linings. Our product line provides piece goods for all apparel markets, including children's, juniors, contemporary, activewear, uniforms, and special occasions. Our fabrics are imported from Asia and stocked in Los Angeles. We have a one-roll stock minimum. Orders are generally processed on the same day and ship out within one or two business days, depending on the size of the order and availability of the particular style ordered.

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(213) 742-1234  
Fax: (213) 748-7110  
[www.designknit.com](http://www.designknit.com)  
[shalat@designknit.com](mailto:shalat@designknit.com)  
Contact: Shala Tabassi

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

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(213) 689-1999

[info@spiritlace.com](mailto:info@spiritlace.com)  
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**Products and Services:** Our fabrics and textiles are carefully chosen from around the world, mainly European and Oriental regions. We carry different types of laces and embroideries such as Chantilly lace, Alençon lace, Venice lace, all over embroideries with or without beads, embroidered fabric with 3-dimensional appliques, hand-made appliques, tulles, trims, etc. We work with bridal designers and haute couture fashion brands across the country. Most of our articles are in stock at the California Market Center. In-stock items require no delivery turn time. We help customers to arrange either p/u or delivery; others might vary from three weeks to nine weeks (not including shipping time). Our collection is updated according to forecasting trends every season. More than 20 years of experience. Visit us at the Los Angeles Textile Show, California Market Center, March 6–8, Booth #700.

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### California Label Products

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Fax: (310) 523-5858  
Contact: Tasha  
[www.clp.global](http://www.clp.global)

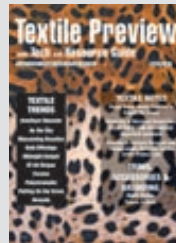
[info@californialabel.com](mailto:info@californialabel.com)

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### Progressive Label Inc.

2545 Yates Ave.  
Commerce, CA 90040  
(323) 415-9770  
Fax: (323) 415-9771  
[info@progressivelabel.com](mailto:info@progressivelabel.com)  
[www.progressivelabel.com](http://www.progressivelabel.com)

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



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