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Left to right: Alena Akhmadullina, Roksanda, Ulla Johnson (top right), Asai

FALL TRENDS AHEAD

The look of Fall fashion blends quirky with classic and takes the bohemian look to another dimension. Trend forecaster MintModa has visited the fashion capitals' runways and has this vision of what Fall styles will look like in 2019 and 2020. For more, see page 4.

Measuring Omni-shopper Habits Brings Together Nielsen and The NPD Group

By Dorothy Crouch Associate Editor

Shifting consumer behavior has left many retailers and brands wondering how to develop the perfect formula for successfully engaging shoppers.

To that end, data analytics firms **Nielsen** and **The NPD Group** recently announced a joint investment to better measure omni-shopper habits and gather insight into consumers' needs.

"[The joint investment] creates the holistic view of what is going on," said Marshal Cohen, who serves as the chief retail-

industry adviser at Port Washington, NY-based The NPD Group. "Nielsen does a great job of tracking some of the businesses that we don't track, and we get into certain categories and industries that they don't track."

To understand the omni-shopper, brands must examine the consumer mind-set that demands a new shopping experience. By combining their efforts, The NPD Group and New York City's Nielsen are able to study the customer experience across

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Big Challenges for Shipping Industry in 2020

By Deborah Belgum Executive Editor

Apparel and textile importers have spent the last year challenged by rising shipping rates and tight vessel space as cargo owners scrambled to bring in merchandise earlier than normal to beat an expected tariff rise on certain Chinese goods.

That tariff on \$200 billion worth of imports, scheduled to increase from 10 percent to 25 percent on March 2, has been postponed while trade negotiators try to forge a possible agreement.

While importers worry about whether tariffs will rise or fall, they have another problem looming on the horizon.

Next year, shipping rates could skyrocket as a new regulation on bunker fuel goes into effect on Jan. 1, 2020. Known as **International Maritime Organization 2020**, or IMO 2020, shipping vessels will be required to use cleaner fuel with a lower sulfur content to reduce air pollution. This cleaner fuel

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Entrupy Expands Its Reach to Combat Counterfeit Goods

By Dorothy Crouch Associate Editor

With counterfeit goods estimated to carve out \$461 billion in global trade, technology firm **Entrupy** has an anti-counterfeiting solution that proves authenticity for luxury resale outlets and decreases return fraud.

New York-based Entrupy started gathering data in 2012 on the authentic characteristics of **Louis Vuitton** monogrammed canvas handbags. The company eventually grew to include a roster of 15 luxury brands whose products it's able to authenticate today.

"We've spent a lot of money on counterfeits and shopping at the brands themselves as we built the data sets to train the algorithms," said Deanna Thompson, director of business development. "We have data collectors all around the world who have fed us more information."

With the release of its technology in 2016, the company

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INSIDE

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Gap Inc. Acquires Janie and Jack Stores

One week after **Gap Inc.** said it would be splitting into two separate, publicly traded companies, the company announced it had purchased the **Janie and Jack** retail chain from children's retailer **Gymboree Group Inc.** for \$35 million.

Janie and Jack, a higher-end childrenswear purveyor, operates more than 100 stores in the United States as well as an e-commerce site. The store will continue to operate as a stand-alone operation based in San Francisco, where Gap Inc. is also headquartered.

Under the new agreement, which was

completed on March 4, Gap Inc. will also purchase the Janie and Jack inventory at cost plus additional fees and expenses.

"I am pleased to welcome Janie and Jack into the Gap Inc. family and to expand our portfolio into the premium kids' and baby business," said Art Peck, president and chief executive of Gap Inc., in a statement. "Janie and Jack has a strong and loyal customer following that complements our existing brands with a clear path for growth ahead."

Janie and Jack stores offer well-crafted children's fashions for boys and girls. Think

boys in pastel plaid jackets and girls in bouclé dresses, ruffled tops and ballet-slipper flats. The stores stock sizes 0 to 6 years and online sizes up to 12 years at janieandjack.com.

In recent years, Gymboree has been having major financial problems. In June 2017, it filed for Chapter 11 bankruptcy protection but emerged from bankruptcy five months later.

Then, on Jan. 17, the company again filed for Chapter 11 bankruptcy, closing all its Gymboree, **Gymboree Outlet** and **Crazy 8** stores, which have more than 900 locations. At the time, it announced it would be selling

its more profitable Janie and Jack stores.

In a recent bankruptcy-court filing, Gymboree stated that **Children's Place Inc.** will pay \$76 million for Gymboree's Crazy 8 and Gymboree brands.

Next year, Gap Inc. plans to split into two separate companies. One will consist of the **Old Navy** brand and be called Old Navy. The other new company, which for now is being referred to as **NewCo**, will include Gap Inc.'s other brands of Gap, **Banana Republic**, **Athleta**, **Intermix** and **Hill City**.

—Deborah Belgun

Technology *Continued from page 1*

industries and give brands greater insight into building retail strategy.

"We are bringing to the table a fundamentally new approach that starts with gaining a solid understanding of the omni-shopper, built to capture a consumer's 'share of life' and end with a framework for clients that is truly future proofed," John Tavolieri, Nielsen's chief product and technology officer, said in a Feb. 21 statement announcing the joint investment.

Understanding the omni-shopper doesn't end with developing options for consumers to buy online, on a mobile phone or at a store. Cohen explained that retail success lies in a brand's ability to blend digital and in-store experiences to develop an omnipresence.

"Almost every retailer today offers an omni-channel experience," he said. "This doesn't guarantee success. What does guarantee success is when you see a retailer marrying the online experience with the in-store experience."

Cohen also noted that bricks-and-mortar outposts remain an important part of the omni-

shoppers' experience as seen in the success of **Target**, **Kohl's** and **Costco** during the holiday season. While the younger generation might find alternatives to purchasing high-ticket items, such as renting formalwear or trading goods, Cohen reminds retailers that the tactile component of shopping for apparel remains an important consideration for brands and transcends the generational gap.

"Take the pure-play online retailers—how many of them are looking to open up stores? Omnipresence works in both directions," he said. "It's not about age, it's about the mind-set of the consumer that they want to be able to touch, feel, try on and experience it in a very different way than what online offers. It also adds credibility."

With the change in traditional brand loyalty, establishing direct-to-consumer companies as a credible source for quality remains important. By giving a bricks-and-mortar experience to consumers as well as a strong digital presence, direct-to-consumer brands are able to move into a more omnipresent business model.

To develop a successful strategy for attract-

ing the omni-shopper, Cohen urges brands and retailers to examine the new resources available to them as he feels that embarking on the task alone could prove unsuccessful.

"As retailers and brands try to navigate the challenges that today's environment has

brought forth, there are new tools, partnerships and alliances that exist to make their jobs easier and better," he said. "It's no longer good enough to read your own tea leaves. You need to look at the tea leaves that are surrounding yours to understand the whole story." ●

RETAIL

Charlotte Russe Is Closing All Stores

After a 44-year run, young-women's clothing retailer **Charlotte Russe** is going out of business with a liquidation sale starting March 7 at all its stores.

The San Diego-based retailer filed for Chapter 11 bankruptcy protection on Feb. 3. Later it put out the word it was seeking a prospective buyer to make a bid by March 3 to save it from closing down and liquidating its merchandise. The March 3 deadline came and went but no one stepped forward. An auction to start the process of liquidation began on March 5.

Two days later, **SB360 Capital Partners** was named by a U.S. Bankruptcy Court judge as the agent to handle the retail chain's liquidation.

Charlotte Russe's site was taken down with a notice that there would be no further online sales. A statement from SB360 Capital Partners said that Charlotte Russe has \$160 million worth of inventory to liquidate at the retailer's current fleet of 416 stores around 44 states and Puerto Rico. The rights to the company's leases and its intellectual property will be sold separately.

Charlotte Russe had already started laying off employees. In early February, it filed a notice with the California Employment De-

velopment Department that it plans to lay off 87 employees in Ontario, Calif., where it has a warehouse, 85 employees in San Diego and 161 employees in San Francisco. All the layoffs are effective on April 5.

Charlotte Russe was started in 1975 by brothers Dan, Frank and Larry Lawrence in Carlsbad, Calif. It was named after a French dessert.

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

While the retailers became a player in the juniors-fashion game, Charlotte Russe lost its relevancy in the e-commerce and social-media age, said Frances Harder, author of the book "Fashion for Profit." She also runs a retail consultancy with the same name.

"People are not shopping at malls anymore. They are buying online. It's not just Charlotte Russe but all of the bricks-and-mortar stores that are in trouble," Harder said.

In particular, the juniors market is part of a vanguard that looks for new ways of shopping and finding fashion outside of a mall, Harder said.—Andrew Asch

Calendar

March 10

JA New York

Javits Center
New York
Through March 12

MJSA Expo

Sheraton Hotel Times Square
New York
Through March 12

March 11

Label Array

California Market Center

Los Angeles
Through March 13

Designers and Agents LA

New Mart
Los Angeles
Through March 13

LA Market Week

California Market Center
The New Mart
Cooper Design Space

Gerry Building
Lady Liberty Building
The Primrose Design Building

Los Angeles
Through March 13

LA Kids' Market

California Market Center
Los Angeles
Through March 13

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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Shipping

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costs about twice as much as the marine bunker fuel being used today and could lead to a temporary shortage in cargo-container vessels as shippers adapt.

The new regulation will cut the maximum amount of sulfur in bunker fuel from the current 3.5 percent to 0.5 percent, meaning the new bunker fuel will cost the shipping industry about \$15 billion next year.

No one is sure how much of that will be passed on to customers, but estimates predict that shipping rates could jump \$100 to \$250 per 20-foot container.

The new bunker-fuel regulation was a hot topic at the recent **Trans-Pacific Maritime Conference**, held March 3–6 at the **Long Beach Convention Center** in Long Beach, Calif., and organized by the *Journal of Commerce*.

“Fuel prices will go up substantially and be passed on to the clients,” said Philip Damas, director and operational head at **Drewry Supply Chain Advisors**, a maritime-research consultancy. He was speaking on a panel addressing the container-shipping outlook for 2019 and beyond.

But the big question mark is how much of that fuel-price jump will actually be folded into higher cargo rates. Some felt that the shipping lines might try to absorb some of that cost to gain more market share. That would be particularly true of state-owned shipping lines such as the **China Ocean**

Shipping Company, which don’t have to answer to private investors.

“What happens if one or two shipping lines break rank and don’t pass on their fuel costs?” asked Neil Glynn, head of European transport equity research and global transport research coordinator for **Credit Suisse**. “Do carriers break rank because of a lack of discipline or a market-share strategy?”

In all this confusion, one thing is certain. Shipping lines will be taking vessels out of operation while they make accommodations for the new fuel. Some shippers will be putting scrubbers—exhaust-gas cleaning systems—on their ships, which would allow them to continue to use high-sulfur fuel oil that is cleaned.

But adding scrubbers, which costs about \$5 million to \$10 million per ship, requires about four to six weeks of downtime to install. **Maersk**, the largest container shipping line in the world with a global market share of 17 percent, noted earlier this year that it will be investing in new scrubber technology on a limited number of its 750 container ships.

“About 1 percent of the container fleet will be out of service with tank cleanings,” noted Uffe Ostergaard, president, North America, of **Hapag-Lloyd**, the largest container shipping line in Germany. “These are things we foresee and will impact the supply-and-demand balance.”

At the same time, refineries will have to produce more

low-grade sulfur fuel than in the past, which could take time, resulting in fuel shortages.

Experts are predicting that many cargo owners will accelerate their shipping schedules and bring in imports earlier than Jan. 1 to avoid higher shipping costs. “We could see another front-loading action to get ahead of the low-sulfur-fuel surcharge,” Ostergaard said.

This kind of front-loading activity was seen last year when importers rushed in container loads of merchandise to beat tariffs, resulting in a huge spike in shipping activity, which started in the third quarter of last year and continued into the fourth quarter.

In October, cargo-container volumes rose 13.6 percent over the previous year and set a monthly record when 2 million 20-foot cargo containers passed through the major ports in the United States. November was equally as busy with cargo-container activity up 14 percent.

“January is still quite robust with activity up 4 percent over last January,” Ostergaard said. “But we see that softening now.”

Still, the U.S. economy is expected to be on solid ground this year with the gross domestic product edging up about 2 percent. “We have heard that big retailers will have 3 percent to 5 percent growth in import activity,” Ostergaard said. “And we see a pretty good balance between supply and demand [of vessel space] but with seasonal factors playing in there.” ●

Entrupy

Continued from page 1

introduced its **iPod-enabled** tool, which uses the device’s microscopic camera lens to take images of the smallest details only featured on authentic handbags and certain accessories from different luxury brands. Today, Entrupy is able to authenticate goods from **Balenciaga, Bottega Veneta, Burberry, Celine, Chanel, Chloé, Coach, Dior, Fendi, Goyard, Gucci, Hermès, Louis Vuitton, Prada and Yves Saint Laurent/Saint Laurent**.

Clients pay a one-time \$299 setup fee for a device that Entrupy will send, in addition to a subscription rate that ranges from \$99 to \$599 a month, \$950 to \$5,750 a year, or a customized Enterprise subscription for resellers who do high-volume authentications. (Hermès pieces are subject to a different pricing structure and could incur a longer authentication time.)

Once clients are ready to use the device, they are led through prompts to take pictures of different product features such as the logo, outer materials and inner fabric. Users can also include the product’s serial number and an internal SKU, if available.

“If you don’t have a serial code, it’s okay as it’s only one of the factors. We’re just not looking at one thing on the item. It’s not just the stitching or the logo—we’re taking everything into consideration,” Thompson said.

After all pictures are generated, users ensure the files are usable and submit the product information for authentication. After waiting 60 seconds to 60 minutes for the device to either verify authenticity and generate a certificate for the

item—or report that the piece is counterfeit—a client is able to decide whether or not to add the product to its inventory. Entrupy is so confident in its 99.1 percent accuracy rate that the company will purchase a piece from a client if the product is incorrectly authenticated.

Founded by Mark Schechter in 2013, Tustin, Calif.’s **Ideal Luxury** is a consignment and short-term lending business that specializes in premium goods. As a trusted reseller and lender, who deals in Louis Vuitton, Chanel and Hermès, Ideal Luxury has built a reputation as a business that not only resells but also offers authentication services for customers who want to ensure their goods are real.

“As we started seeing more and more bags come in, it was important that we could authenticate them,” Schechter said. “We needed to make sure we had a bona-fide product so in the event that we were reselling or there was a loan default we knew that we had an authentic bag that we could promote, sell and put our name on.”

Schechter compares Entrupy’s offerings with a jeweler’s loupe used to examine jewelry and watches. He feels the company’s certification for handbags is comparable to the **Geological Institute of America’s** gem expertise.

“Entrupy is doing the same thing with much more advanced technology. It takes that highly magnified photograph and compares it to a very particular database,” Schechter explained as he described how Entrupy had helped him purchase and sell bags that cost well into the five-figure price range.

“When you take something of quality and you look at it under great magnification, you’ll either confirm its quality

or the weaknesses will be exposed,” he said.

Growing from approximately 80 to more than 500 authentication clients globally since 2016, Entrupy has processed more than 45 million product images and secured \$90 million in customer inventory. Following the influx of luxury donations to its site, **ShopGoodwill.com** in November partnered with Entrupy.

“They were having the same authentication issues that any resale company would have,” Thompson revealed. “They weren’t hitting the numbers they thought they should and it was all due to authentication.”

During the latter part of 2019, Entrupy will expand its authentication reach when it introduces services for examining high-end sneakers that have become a hot resale item. At the moment, the brand is still riding on the momentum from the September launch of its fingerprint technology.

“The fingerprinting technology works for everything else we don’t authenticate. It’s great for retailers or anyone who is worried about counterfeiters entering their supply chain,” Thompson explained. “You take one image—a label on clothing or a logo on a watch—ship out the product and if it comes back [as a returned item] we can tell you 100 percent whether it’s the same item or not.”

Without adding any security tags, such as those used for RFID systems, Entrupy helps retailers ensure returned items originated with a retailer and not through a counterfeit operation.

“The way it will be done with major retailers will be in the warehouse, starting small, when an item is packed and shipped, it will be fingerprinted,” Thompson explained. “Then the fingerprint can be taken at the point of sale so when someone returns it, just take that fingerprint and you know whether to process that return or not because return fraud is massive.” ●



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NEW LINES

California Market Center

110 E. Ninth St.

NEW SHOWROOMS & LOCATIONS

LINDI AND JON KATZ Suite A394
TIMMY KIM (TNT SALES) Suite A801

NEW LINES

GIFT/HOME BY DEBBIE/DEB & DAVE Suite B530
Starlight Home Goods Accessories

KIDS’

RANDEE’S SHOWROOM Suite A679
Greige Apparel
No Biggie Apparel
Three Hearts Apparel Accessories

MINI MOD MODE Suite A682
Mayaya Apparel

WOMEN’S

UTE AND JIM’S SHOWROOM Suite A318
Little River Sock Mill Accessories
Pedro Anton Footwear
Zkano Accessories

ADDITION/TRUE AFFAIR Suite A351
Bluebella Intimates/Undergarments
Comfort & Co. Intimates/Undergarments
Donna Karan Sleep Intimates/Undergarments
Eileen West Intimates/Undergarments
Gossard Intimates/Undergarments
Hauty Intimates/Undergarments
Honeydew Intimates/Undergarments

Kensie Sleep Intimates/Undergarments
Lou Bras Blush Intimates/Undergarments
Pretty Polly Hosiery Intimates/Undergarments

JON KATZ AND ASSOCIATES Suite A394
Bleu Bayou Apparel
KB Shoes Footwear
Terra Apparel
TRIBAL Apparel

The New Mart

127 E. Ninth St.

NEW SHOWROOMS & LOCATIONS

5 SEASONS SHOWROOM Suite 400
RD Style
Unpublished
DEAR JOHN SHOWROOM Suite 406
Another Love
Dear John Denim
Poppy Secrets

MELODY FAST SALES Suite 609
Cheyenne
Christopher Calvin
Citron
Ficklesticks
Grizas
Harubella
Kekoo
LUUKAA
Match Point
Mill Valley
PRISA
Transparente
URU
Yuvita
LAPIS Suite 705
Lapis
ZZAN JEWELRY Suite 1004

NEW LINES

ECHO/GASP! LA Suite 404
CoFi Leather
LISA LENCHNER SALES Suite 603
Thimble & Thread
Zaket & Plover

CORINA COLLECTIONS Suite 702
Kargo
Quilted Koala
Vannucci
JANELLE MOORE SALES Suite 702
Halo-Heart Designs
STEVEN LEVINSON Suite 703
Mao Mam/Mona Lisa
Yaza
EMBLEM SHOWROOM Suite 707
8pm–9pm
BTFL
Candidtz
Guadalupe Designs
Inga
Kindom
OMA
VALERIE HAMBAS SHOWROOM Suite 800
Buki
Clo Intimates
Zoe Couture

TREND REQUEST Suite 803
Circlex
Gray LA
JOKEN STYLE Suite 808
Autonome
Etalon
Fetch Eyewear
Georgy Collection
Just Madison
JVL Los Angeles
Reykjavik Raincoats
Seidenmann
Twin Palms Clothing Co.
Two Men
Two Women
Zivia Beachwear
NICHE SHOWROOM Suite 901
Capote
Wash Lab
LA RUE SHOWROOM Suite 904
Malvados
Primp
Week&
S.A.M. SHOWROOM Suite 906
JOCELYN

THE RESIDENCY Suite 921
Jennifer Michelle Sales/
Kerisma Knits
THE LAN2DA SHOWROOM Suite 1001
Dex Clothing
Nu Vintage
Pink Martini
MARY MINSER SALES Suite 1005
SKFK
FASHIONLINK Suite 1011
Hana San
Marei 1998
WBC CLOTHING Suite 1101
Everyday Ritual
Recycled Karma
Stark x
ARLENE HENRY SALES Suite 1200
Chiara Cocol
Heart
Ozai N Ku

Cooper Design Space

860 S. Los Angeles St.

NEW SHOWROOMS

ROBERT RODRIGUEZ Suite 415
MAJESTIC FILATURES Suite 611
TSS Suite 612
VERONICA BEARD ROOM Suite 632
DAY & MOOD Suite 1009

NEW LINES

ONE OF EIGHT Suite 400A
Habitual
GINNY WONG Suite 413
Lazy Paris
Sui by Anna Sui
Whim

At Atlanta Apparel, Classic Lines Show Their New Colors for Fall

The brights of Spring are about to mellow into the rich, deep tones of Fall 2019, where the palettes of autumn leaves and brilliant gem tones animate earthy hues. Texture and structure take center stage in updated shapes and silhouettes.

Chan Luu

Chan Luu is known for her exquisite beadwork and brilliant color mixes in delicate necklaces and multi-strand wrap bracelets—an expertise she cultivated as a young girl stringing shells she found on the beaches of Nha Trang, Vietnam. For Fall 2019, her niece Tessa Tran, who now leads as creative director, finds “pearls are definitely having a moment!” Baroque, Keshi and other freshwater pearls in intriguing shapes are finding their way into charm necklaces and bracelets, thin layering necklaces and bracelets, hoops, and short, chunky necklaces. The line’s signature gems are sourced from all over the world and worked together with metals for textural play. Tessa is going with a rich, earthy color-mix palette for Fall. Bestsellers include the charm necklaces as well as scrunchie bandannas and cashmere pieces.



Matisse

Los Angeles-based Matisse footwear is a lifestyle brand known for its craftsmanship and artisanal touches, bringing versatility and comfort without sacrificing a touch of trend. Fall 2019 promises to be no different, with updated silhouettes and interesting materials injecting its collections with a fresh point of view that individualizes the look of the modern woman. Vintage inspires its designs and neutrals its color palette. Look for neutrals in exotics, with deep red and green offering an edgy counterpoint to Matisse’s casual aesthetic. Speaking of silhouettes, “Tall boots are back!” Matisse says, as are more-aggressive heel heights. Asked which pieces will be the trendsetters, designer Marant declares “anything goes these days.” Unapologetically herself, she provides “great inspo to keep on keeping on.”



Pixie Mood

Pixie Mood bags are inspired by elements of everyday life—nature, architecture, interior design. Equally inspiring, however, is Pixie Mood’s commitment to sustainability and social responsibility in the creation of its collection. The company sources the most innovative and eco-friendly



materials they can find, introducing special materials exclusive to each season. For Fall 2019, the color palette takes its cue from the changing colors of autumn leaves—rich red, cognac, and deep gray. Silhouettes take on a more structured, simple, and clean line, and the incorporation of vegan Nubuck leather lends texture and substance. Key for the season are backpack styles that convert to cross-body or shoulder, with bestsellers including the Carrie, Oscar and Janice styles, with the mini Ashton cross-body responding to the small-purse trend.

Toms

Is there anyone who does not own a pair of Toms? The shoe company that donates a pair for every pair bought continues to evolve fashion-wise. For Fall 2019, Toms has a fresh take on cold-weather wear with waterproof men’s and women’s boots and sneaker hybrids that bridge fashion and function. Men’s TRVL LITE high and low in seasonally inspired premium tumbled Nubuck and distressed leathers pair lightweight construction with all-day comfort. The company continues to build on The Venice Collection with updates on its iconic silhouette, but these are edgy yet accessible, with touches of irreverence and whimsy. Look for them and the expected bestselling Mesa boot and Leilani bootie for women, along with the reimagined Alpargata, Cordones, and Botas, and new hiker-inspired boots that are sure to be instant winter favorites.



Virgin Saints & Angels

“You’re going to LOVE this collection,” says Virgin Saints & Angels. “It’s got a lot of color, attitude, and meaning.” VSA has named its Fall 2019 collection “Calling All Saints,” harkening back to its roots and “all the images that are near and dear from the birth of VSA.” VSA is tapping into the resurgence of belt buckles, headpieces, statement necklaces, and brooches seen on the runway this season. VSA is all over the trending multilayered look, taking it to a new level with multicolored and multi-sized beads within each strand. VSA Fall is also loaded with colors within the imagery on each piece, revealing at a distance a beautiful array of hues—“the perfect tie-in with what is relevant to fashionistas.”



The next edition of Atlanta Apparel will take place at AmericasMart in Atlanta April 2–6, 2019.

Atlanta Apparel
AmericasMart Atlanta

FASHION TRENDS

The Top 10 Messages for Fall 2019 With an Eye Toward Fall 2020

By Sharon Graubard *Contributing Writer*

Fall collections are considered the most exciting of the fashion calendar because of the many more clothing options the cooler season offers. The lush materials, the chunky sweaters, the outerwear pieces, the mix of textures, the opportunities for layering—all add up to a season rich in expressive possibilities.

The Tie-Dye Knit Top

Tie-dye has grown up the last few seasons, becoming more artisanal and less hippie in its connotations. For next Fall, the technique is used in all classifications, but a top is the easiest way to include tie-dye’s signature swirls and splotches. Sheer knits with exposed seams are key, but there are also tie-dye sweatshirts and gently dip-dyed sweaters. The color combos can be anything from earthy vegetal tones to monochrome brights and pastel tints. Tie-dye also appears on snug mock-turtle tops in ribbed knits or stretch velvets.



Collina Strada

Asai

Collina Strada



Molly Goddard

Prabal Gurung

Ulla Johnson

The Crafty Sweater

More handcrafted charm comes from textural sweaters. A mix of both crochet and knitting techniques combines with dimensional stitchery or space-dyed effects to provide visual as well as tactile interest. Sleeves can offer a completely different texture than the sweater body. Thick-and-thin or other novelty yarns—used all over or for fringe details—bring even more dimension. Motifs are created with contrasting yarns used for rough embroideries or “bad” mending stitches. Even when there are classic elements, like argyles or Fair Isle motifs, the sweater is patchworked to produce a DIY, rustic effect.

The High-Neck Blouse

The modesty movement of the last few seasons has sparked a trend toward covered-up styles, especially for woven tops. The newest blouse is high necked but not frilly; the inspiration is more 1970s working girl than 19th-century Victorian.

There are dress-for-success bow blouses, gathered-neck poet styles and somewhat tailored looks with built-in scarves. Fabrics range from menswear shirting stripes to fluid silks, which can be solid, printed or have a jacquard pattern. Burnout velvets, missing from fashion for several seasons, make a welcome return for next Fall.



Christopher Kane

Noon by Noor

Ulla Johnson



Alena

Akhmadullina

Carolina Herrera

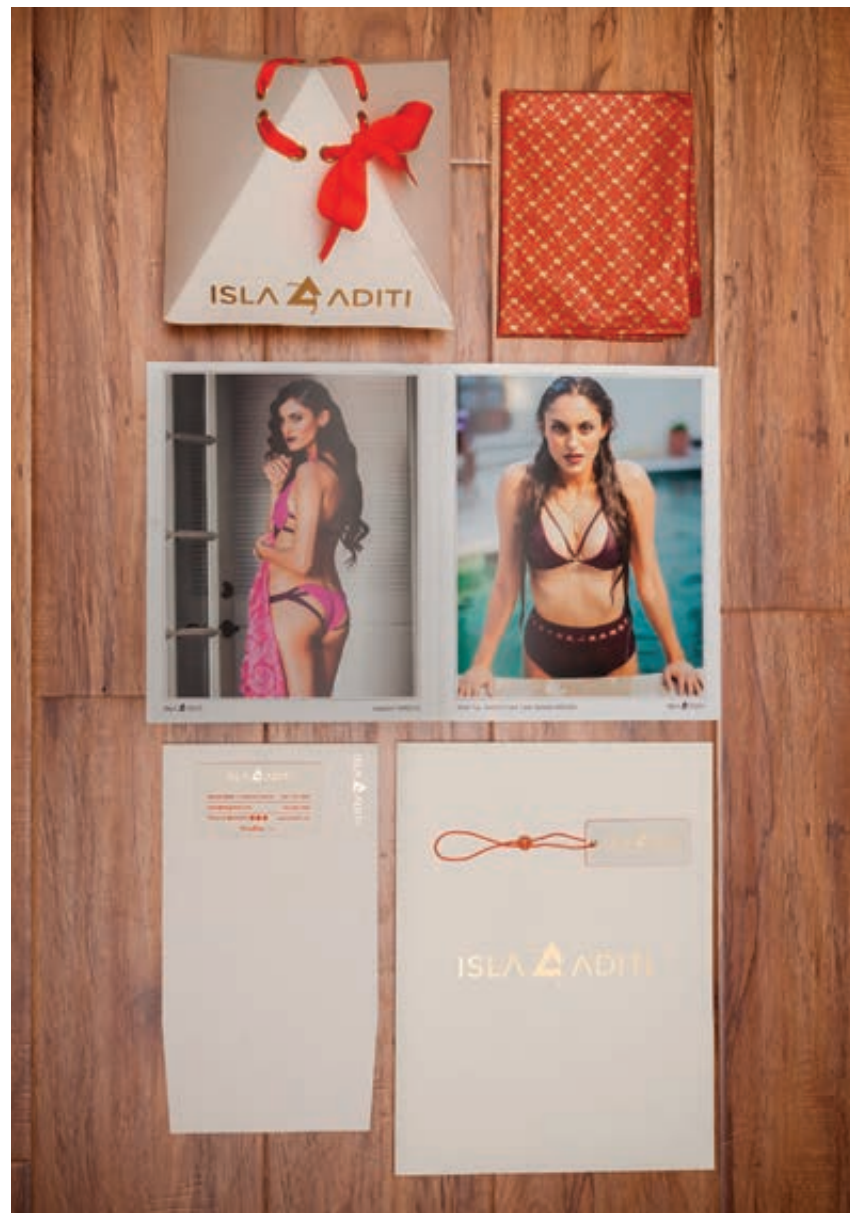
Rebecca Taylor

The Demure Dress

Dresses have now become seasonless pieces as customers understand how to “winterize” their favorite floral-printed frocks by layering them over (or even under) sweaters and pairing them with pants or high boots.

For next Fall, the palette gets a bit more autumnal, with rust-colored or flame-orange grounds for florals. Necklines are high and sleeves are elbow length or longer, but hemlines can hit anywhere from mid thigh to low calf. Whether mini or midi, the mood is well-mannered and polished. Many of these dresses have soft bows at the neck, either as an attached self-fabric tie or a separate contrasting sash, underlining the demure mood.

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FASHION TRENDS

Trends *Continued from page 4*

The Easy Midi Skirt

In fashion there is always a moment when a shifting proportion takes hold—a widened shoulder, a fuller sleeve or a higher waist—and suddenly nothing else looks “right.” Such is the case with the midi skirt. When it first started appearing several seasons ago, it was part of a general mix of hemlines—a multiple choice of mini, knee skimming, below knee, midi or maxi. While all of these lengths are still valid, and women will choose what suits them, the low-calf midi length seems to stand out as the length du jour.

For next Fall, these longer skirts have a swingy, easy attitude. The silhouette can be A-line, pleated or gathered, and materials range from tweed, denim or leather to chiffons and printed silks.



Balenciaga Dior Michael Kors



AG Jeans Pringle of Scotland Tory Burch

The Plaid Pant

There's something about plaid pants—collegiate yet cool, nerdy yet swaggering, classic yet festive, prim yet slightly punky. For next Fall, any plaid or check on any silhouette will do.

There are windowpane and Prince of Wales checks, tartans and houndstooths. Pant shapes include paper bag-waist baggies, trim and tailored trousers, flare legs or stovepipes. There are even distressed plaid pants with holes in the knees, making them a new alternative to jeans. The pants can be cropped or floor dragging, high waist or hip slung. Subtle details like slit hems add more newness.

The Cool Pantsuit

The mood of fashion seems to be slowly shifting from boho flowing dresses and mismatched separates to smart, tailored pieces that mean business.

Part of this shift is the renewed interest in wear-it-to-work clothes, with mail-order companies offering kits containing work-appropriate ensembles and Rent-the-Runway drop-offs at WeWork locations.

That increased desire for tailoring is reflected in the white pantsuits worn by women in Congress and in the increased sightings of a few pantsuits amid the sea of frothy gowns on recent red carpets. These new suits can be in neutrals, pastels or brights, matte menswear fabrics or rich jacquards. Pants can be slim or slouchy, but jackets, in general, are sharp.



Roksanda Alena Akhmadullina Rag & Bone



Alexandre Mattiussi Dion Lee Balenciaga

The High-Gloss Slicker

A new coat is often the centerpiece of Fall wardrobes—the must-have item that elevates and refreshes everything beneath it.

For next Fall, the shiny coat will confer an up-to-the-minute aura on its wearer. Many of these wet-look toppers are trench styled, giving the coats a film noir—heroine mystique. Jet black is always right, but these are also shown in lipstick reds, inky blues or greens, creamy camels and browns. True patent leather is for luxe versions, but pleather, vinyl, nylon or even plastic-coated poplins work too.



Awake Dior Gabriela Hearst

The Flat Puffer

The puffer has evolved far from its skiwear roots. New, elegant versions are as flat as an envelope and as weightless as dandelion fluff. Most of these minimalist styles come without buttons or closures of any kind and are worn open or secured with a self-belt, bathrobe style.

Some have shawl collars, emphasizing the house-robe feel. These wraps are perfect for modern nomads. They provide just enough warmth, can roll up into a suitcase or a tote bag, and bring fresh style to any ensemble. They can also work as a lining “shell” under a heavier coat, either completely covered by a long style or worn as a longer layer under a hip-length jacket.



The Colors

For Fall 2020, color moves fully into an orange moment. There are bright tangerines, red-orange persimmons, deep rust and brick tones that function as neutrals. Bright pink is key and looks fresh when coordinated with red. Olive greens take on a bright or neutral character, often worn with teal or brown. Purple-cast blues uptrend, and gray returns to fashion after a long absence.

1. Archroma 101-540 / 2. Archroma 104-980 / 3. Archroma 106-540 / 4. Archroma 110-630 / 5. Archroma 215-980 / 6. Archroma 547-860 / 7. Archroma 108-970 / 8. Archroma 544-250 / 9. Archroma 544-970 / 10. Archroma 326-950 / 11. Archroma 433-420 / 12. Archroma 655-210

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S-Team: Looking for an Active Difference

When Leo Leedy founded **S-Team** in 2015, he thought the label should have something for everyone. So it was only logical that the Los Angeles brand would expand on its vast collection of eveningwear, ready-to-wear and accessories to design an activewear line to keep in step with the growing demand for that category.

According to a study by **The NP Group**, 24 percent of all apparel sales in 2018 were in activewear.

To get a better grasp on consumers' demand, Leedy decided to test his line on men who go to two **Planet Fitness** locations, one in downtown Los Angeles and the other in Inglewood, Calif.

During early summer 2018, Leedy tested his new line on different types of athletes: one a muscular body builder, another a slim guy and a third a middle-aged man of average build.

Something that almost all of the men requested was breathable fabrics, Leedy said. "A lot of synthetic fabrics look good, but they don't fit well. Sometimes they have a funny odor. Because of that, we used 100 percent cotton," he said.

There also was an overwhelming request for colors that matched. For example, the line uses green to mesh with beige and white.

Leedy said the informal test group responded well to the line's unique styles, such as elongated sleeves on long-sleeve tops. The extra fabric can be used as a substitute for weightlifting gloves.

The line's tops have high-low hems with the low end guarding

against showing too much skin at the gym.

The trial group's critiques influenced the look of the brand's Fall 2019 activewear line.

S-Team's 22-look line includes sleeveless tops, short-sleeve hoodies, leggings and long-sleeve tops made of waffle fabric. Other looks include drawstring sweat shorts and sweatpants. The bottoms have stripes on the side and S-Team's double S logo.

Some of the tops have one-word slogans such as "Attitude" and "Beyond," which are intended to give encouragement to those working out.

The brand's name is meant to give support. "It's a play on the words self and esteem," Leedy said of S-Team. "I



also didn't want to call the line by my name. I wanted it to be very team focused."

Because Leedy didn't want the emerging brand's activewear styles to get lost in a giant array of stores selling activewear, he started last summer to sell his emerging activewear collection online at www.s-teamla.com/men/.

Now the line will be exhibited at the **California Market Center** during **Los Angeles Market Week**, running March 11-13, and at the **LA Men's Market**, taking place March 26-27. These markets will be S-Team's first foray into wholesale, with wholesale price points ranging from \$19 to \$29.

In addition to activewear, eveningwear, and ready-to-wear for men, S-Team also produces a womenswear line but as of yet it does not include activewear.—*Andrew Asch*



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NEWS

Salesforce Releases 'Trends in Retail and Consumer Goods Marketing' Report

By Dorothy Crouch Associate Editor

Marketing professionals in retail and consumer goods are harvesting tons of data to monitor consumer habits, but that data often remains unorganized and unused.

That was the conclusion of a report compiled by CRM software provider **Salesforce**, which unveiled its "Trends in Retail and Consumer Goods Marketing" study during the **Shoptalk** trade show in Las Vegas on March 5.

The report by the San Francisco venture was compiled by surveying approximately 900 retail-and-consumer-goods marketing professionals from around the globe. The survey showed that there is a growing responsibility of marketers to lead planning for the customer experience. By working across departments and using new tools that optimize data, marketers can create actionable results to strengthen relationships with customers.

"According to our research, only 25 percent of retail-and-consumer-goods marketers leverage AI [artificial intelligence] in some form or fashion today," Salesforce Vice President of Industry Strategy for Retail Rob Garf said. "I think it's important to step back and think about why that is. The answer is that the data is an absolute mess."

While companies are investing in digital resources to monitor consumer habits, the

data that is gathered often remains unorganized.

"The data, particularly around consumers and products, is sitting in various systems across the enterprise," Garf said. "The fuel to AI is data, and if you don't have your data house in order AI will break down. There is a major push for more-mature data management."

This need for more efficient methods of organizing data is leading to more focus on unification through data-management platforms, or DMPs. Over the next two years, DMP use is expected to grow 63 percent as marketers in retail and consumer goods plan to use these tools for more efficient marketing analytics and advertising-performance measurement (76 percent), content personalization (64 percent), media buying and optimization (63 percent), identity resolution and management (60 percent), and creative testing and optimization (56 percent).

The importance of harnessing the power of consumer data is increasing, but marketers remain focused on balancing research with customer trust as 80 percent of the report's respondents prioritize privacy and personalization.

Another primary concern lies within marketers' ability to efficiently connect with consumers as many respondents emphasize the importance of real-time customer en-

➔ **Salesforce** page 9

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Salesforce Continued from page 8

agement while also revealing this as the No. 1 challenge.

"I constantly hear the idea of making the data actionable," Garf explained. "It's one thing to get some interesting insights and another to actually make that actionable by putting it in the hands of the marketer, sales associate and merchandiser."

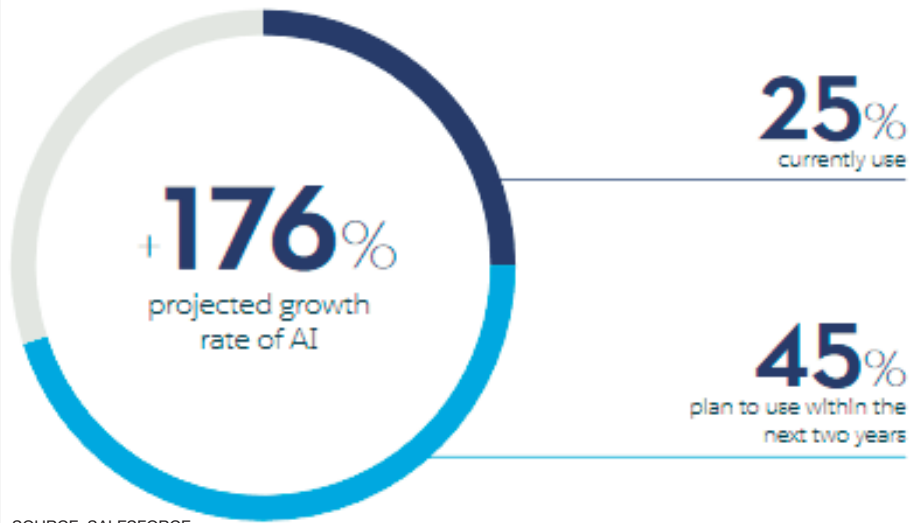
Despite Salesforce's findings that only 25 percent of marketers in the retail-and-consumer-goods segment use AI, the report shows that number will increase by 45 per-

cent within the next two years. As companies become more data organized, it will allow them to find greater value in new technologies and to use this knowledge across all departments.

"The training for the home-office personnel and the next generation of workforce is being able to understand data and know how to act on it," Garf said. "The other important aspect is 90 percent of sales in retail is still happening in the physical store. Artificial intelligence [should] empower the associate as part of the check-in process, which should be about interaction, engagement and service." ●

Marketing Is Undergoing an AI Revolution

Retail and Consumer Goods Marketers Who Use or Plan to Use AI



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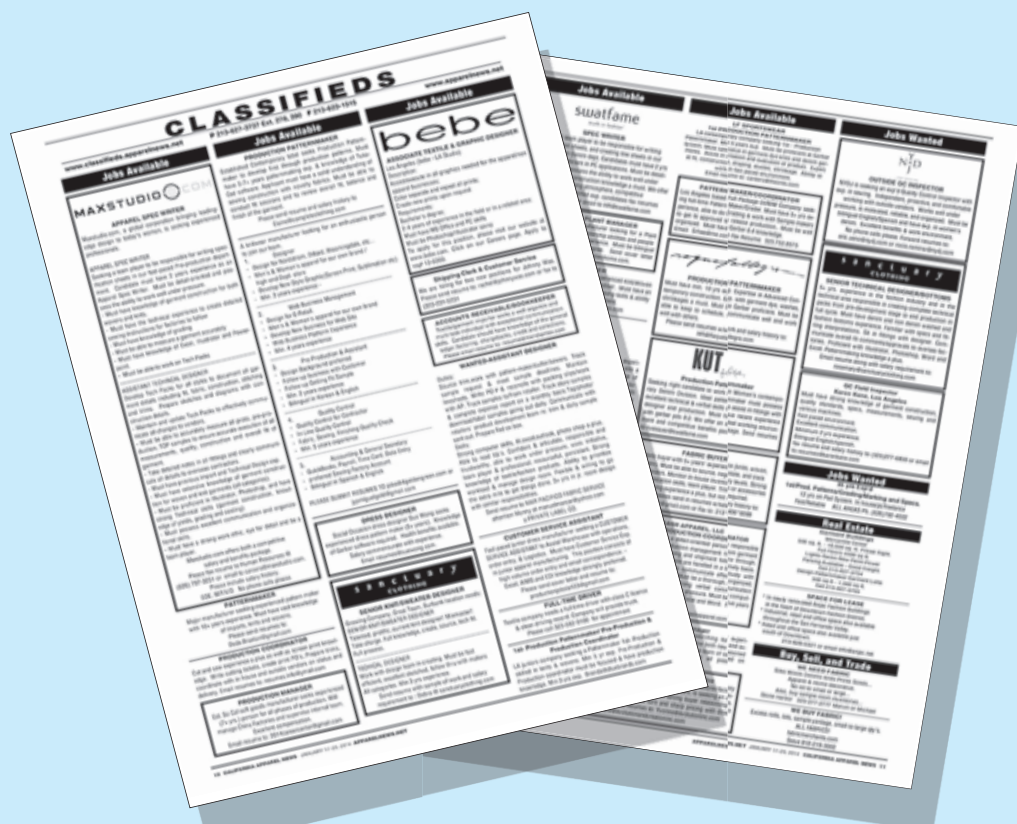
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