# CALIFORNIA Appare VOICE OF THE INDUSTRY FOR 74 YEARS

Creative director Jeremy Scott did his own interpretation of Resort and Spring for the Italian brand Moschino. For looks rom the runway show at Universal Studios, see page 6

\$2.99 VOLUME 75, NUMBER 24 JUNE 14-20, 2019

# **Integrating AI Into the Shopping Experience** Isn't One Size Fits All

By Dorothy Crouch Associate Editor

Much of the technology buzz over the last few years has surrounded artificial intelligence, or AI. As some brands and retailers wonder how to implement the tools that fall under the AI umbrella, they are up against competitors already leveraging these technologies.

Last week, Amazon unveiled its StyleSnap tool, a feature that allows users to take a picture of a product on their phones, which will produce a search for similar products available. With this expansion, Amazon has incorporated a technology in use for a few years by other companies, and by adding it the commerce giant has made shopping easier for its customers.

Other companies such as Calabasas, Calif.-based Face-Cake Marketing Technologies have been ahead of the curve and are building more-customized shopping tools for brands ► AI page 3

# **Faster and Cheaper Digital Printing Shakes Up the T-shirt Business**

#### By Andrew Asch Retail Editor

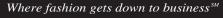
For many T-shirt companies, business once solely revolved around the labor-intensive job of silkscreening a graphic onto a blank tee.

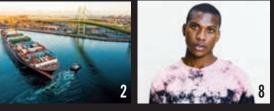
But digital printers and direct-to-customer retail shook up the business for a lot of these silkscreen companies, which vary in size from the person working out of a garage to established big businesses.

These newer machines and the popularity of direct-toconsumer retail are helping a number of graphic-T-shirt companies expand beyond their traditional strengths by expanding into product fulfillment, distribution and brand consulting.

The downtown Los Angeles-headquartered Kid Dangerous brand spent \$25,000 in 2010 on a Brother 381 digital printer for its own use. While learning how to use the ma-Digital Printing page 9

# INSIDE





New 7 For All Mankind exec ... p. 2 Hot CALA show ... p. 3 Mexican tariffs ... p. 4 New lines ... p. 9 Fashion Resource Guide ... p. 9

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# Southern California Ports Tell a Tale of Two Traffic Stories

Business at Southern California's seaports has been looking a little schizophrenic.

In May, cargo-container volumes at the **Port of Los Angeles** were way up over last year while cargo moving through the **Port of Long Beach** was way down.

The dichotomy in performance was indicative of the topsy-turvy trade climate that has pervaded the industry ever since the Trump



Port of Los Angeles

administration last year started imposing tariffs on imported goods coming from China.

At the Port of Long Beach, cargo-container volumes in May were off by 16.6 percent compared to the previous May. A total volume of 573,623 20-foot containers moved through the docks. Imports decreased 19.5 percent to 290,568 20-foot containers, exports declined 15.3 percent, and empty containers shipped overseas dipped 11.7 percent.

Since the beginning of the year, cargo-container volume has slid 6 percent to 3 million containers.

The port's chief executive, Mario Cordero, said the trade war and escalating tariffs pushed retailers to order goods early, resulting in packed warehouses filled with inventory. "We are hopeful that Washington and Beijing can resolve their differences before we see long-term changes to the supply chain that impact jobs in both nations," he said. Another contributing factor, said the port's spokesman, Lee Peterson, was that an alliance of ocean carriers in recent years has joined forces to share ocean routes and vessels to save money. That means that some ships that might have previously docked in Long Beach in May called instead at the nearby Port of Los Angeles.

For example, Maersk Line and Mediterranean Shipping Co. formed the 2M Alliance and Ocean Network Express; Yang Ming and Hapag-Lloyd formed THE Alliance.

"There may have been a couple of [alliance] services that shifted over to the Port of Los Angeles for May," Peterson said.

He also noted that cargo volume in May 2018 was particularly high. "It shows when you have a good month one year, it is hard to surpass or even meet it," he explained.

Meanwhile, the Port of Los Angeles was boasting that another record had been set at its docks. May was the busiest month in the port's 112-year history with May cargo-container volume jumping 7.8 percent over last year.

"I'm extremely pleased with another record month of throughput and am grateful to our supply-chain stakeholders, terminal operators and unparalleled labor force for their performance," said Port of Los Angeles Executive Director Gene Seroka. "As we prepare for our traditional peak shipping season in the months ahead, we're closely monitoring global trade tensions, which have created heightened unpredictability."

In May, the Los Angeles port saw imports increase 5.5 percent over last year to 427,789 20-foot containers. Exports decreased 0.8 percent to 167,356 20-foot containers, and empty containers were up 20 percent to 233,515 containers.

Since the beginning of the year, cargocontainer volumes have increased 5.2 percent.

The twin port complex in Long Beach and Los Angeles is the largest seaport in the United States with 32 percent of the nation's cargo containers arriving at the two facilities.—*Deborah Belgum* 

# New President Hired to Lead 7 For All Mankind

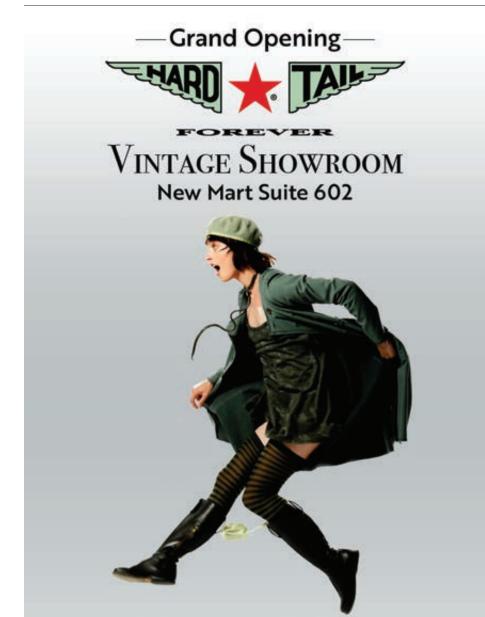
The parent company of **7 For All Mankind** has hired Suzanne Silverstein to be president of the premium-denim brand.

**Delta Galil Industries**, the Israeli apparel manufacturer that acquired 7 For All Mankind from **VF Corp.** three years ago, announced Silverstein would assume her new role June 24.

Most recently, Silverstein has served as president of the New York City contempo-

rary women's line **Parker**. Prior to her role at Parker, she served as vice president of U.S. wholesale at 7 For All Mankind.

"We are very pleased to welcome Suzanne back to 7 for All Mankind to lead the brand as it approaches its 20th anniversary," Delta Galil's chief executive officer, Isaac Dabah, said in a statement. "Her demonstrated leadership skills—particularly as evidenced by the growth of the contemporary fash-



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ion brand Parker, coupled with her deep understanding of the brand's heritage—will be extremely valuable as we continue to expand 7 For All Mankind into its next phase of growth."

A graduate of Indiana University, Silverstein has enjoyed a career with other apparel and retail brands including Haute-Look, Saks Fifth Avenue and Parisian. The new role will be based in New York, with Silverstein leading

7 For All Mankind is the founder of pre-

mium denim and forged the way for other brands that followed," Silverstein said in a



coming home. I know the brand, and I am thrilled to have the opportunity to work with the incredible team as we continue to execute the global brand's existing growth strategy and really focus on getting to know and serving our customers better." Founded in 2000 in Los An-

press release. "This feels like

geles, 7 For All Mankind was bought by Greensboro, N.C.–

based VF Corp. in 2007 for \$775 million. In 2016, the brand was part of a \$120-million sale to Delta Galil that also included Los Angeles contemporary brands **Splendid** and **Ella Moss**.—*Dorothy Crouch* 

# Gap Inc. Announces Water-Saving Initiative With Textile Supplier

Moving closer to the sustainable goals it set in 2018, **Gap Inc.** announced a new water-saving initiative with its sourcing partner **Arvind Limited**.

Included in the San Francisco apparel retailer's plan was the conservation of more than 2.5 billion gallons of water by the end of 2020.

To facilitate this transition, Gap Inc. and the Ahmedabad, India–headquartered textile manufacturer will launch an 18,000-square-foot innovation center. By educating apparel and sustainability leaders using new techniques and technology, the partners will use the new site to promote responsible textile manufacturing for a cleaner global clothing-manufacturing industry that relies on the reduction of water use.

"The world is facing a water crisis, and Gap Inc. is committed to finding meaningful, scalable ways to reduce our water use. Traditionally, manufacturing apparel has been a water-intensive, water-wasting process," Art Peck, Gap Inc.'s president and chief executive officer, said in a statement. "This partnership with Arvind Limited is an important step toward changing that, and we look forward to collaborating across the industry to accelerate the transformation to more efficient and sustainable water-use practices."

In addition, the partners will invest in Arvind's denim mill to develop a new water-treatment facility that will eliminate the use of fresh water in its manufacturing. As the first denim mill in India, Arvind currently utilizes more than 2 million gallons of fresh water each day. Within the new facility, it will transition to using 100 percent reclaimed water, which will be sourced from the community's wastewater and treated through membrane bio reactor (MBR) technology, a technique that uses no chemicals. By moving away from current manufacturing practices, nearly 1 billion gallons of fresh water will be saved by the end of 2020.

"Arvind is committed to eliminating the use of fresh water from its textile production operations. We have made significant investments in water reduction and recycling activities over the past two decades," Arvind Limited's executive director, Punit Lalbhai, said in a press statement. "Gap Inc. is our key strategic customer, and this partnership is valuable for us to achieve our water goals collectively. The partnership will also help in expanding the scope of water savings to the broader industry."

The partnership news comes on the heels of Gap Inc.'s recent announcement that the company by 2025 will source 100 percent of its cotton from more-sustainable sources.

This week, the **Better Cotton Initiative** recognized its 2018 Better Cotton leaders, which included Gap Inc. in the categories of Top 15 Retailer and Brand Members by Sourcing Volumes, Fastest Movers by Increased Sourcing Volumes, All Retailer and Brand Members Sourcing Cotton as Better Cotton, and Retailer and Brand Members with Public 100 Percent Sustainable Cotton Targets.—*D.C.* 

# **Record-breaking San Francisco Heat Slows First-Day Traffic at CALA**

#### By Dorothy Crouch Associate Editor

For several years now, the nearly 100-year-old Fort Mason Center on the San Francisco waterfront has been the idyllic location for the Bay Area edition of CALA, which was held June 11-12.

But record-breaking high temperatures scorched the area and had the thermometer hitting the low 90s the first day of the show, which slowed traffic and had some buyers rescheduling their appointments or heading to the event's open bar.

"It's so beautiful here, but we've never seen this kind of heat," said Gerry Murtagh, owner and president of CALA, a show for contemporary women's brands. "Mary Joya, who represents Free People, said that some of her appointments on the first day canceled to reschedule for the second day.'

Buyers in attendance from major brands and popular boutiques included Stitch Fix, Macy's, Ambiance San Francisco, Pure Barre, Punch, The Foundry and Joey Rae.

On the first day of the event, Murtagh reported a slight 7 percent decrease in attendees over the June 2018 show, but he said the 127 exhibitors, who represented approximately 400 brands and lines, were happy.

The convenience of the CALA show and its intimate at-

mosphere were major draws for Jennifer Schiessle, account executive for the Los Angeles luxury shirting brand Frank & Eileen.

"It's easy to get to and there is a lot of light and it's easy to walk around," she said. "It's an easy flight up from L.A., and it's easy for our buyers to get here. They can take more



CALA San Francisco entrance

CALA San Francisco show floor

time to see the collections than they can at the bigger shows, where they become busier."

While she mentioned the heat seemed to slow traffic toward the end of the day, Schiessle saw consistent traffic. She said other booths were focused on Holiday, but she was showing Resort, and buyers were interested in seeing pieces in neutral tones including denim, black, white and blues.

'We're showing Resort right now, and we have a following up here of people we consistently work with, so they're

TECHNOLOGY

looking for their core pieces, their bread and butter," she said. "For us, we do shirting, so it's pretty consistent."

Sales Manager Dominique Demato of the Los Angelesbased basics brand n:Philanthropy met with a lot of buyers, mainly from Northern California and a few from the Pacific Northwest.

> "It's important to go to the small, regional shows to have a presence," she said. "Given the climate with so many different brands, if we're able to meet everyone halfway, it's nice to meet in a more intimate setting."

> Many of her clients placed orders for pieces that wholesale from \$36 to \$113 as they looked through the brand's line, which puts a fresh spin on such pieces as its locally made, hand-distressed sweatshirts, sweatpants, T-shirts and cottonblend dresses and jumpsuits.

> "Buyers want something to give their customers a reason to buy new pieces," she said. "Everyone needs

their basics, but they want something that is going to make it special and stand out-something fun." Noting that her brand's philanthropic mission remains

popular with consumers, Demato said that buyers were interested in working with a brand that customers can feel good about buying.

CALA holds shows five times a year in San Francisco and three times a year in Denver and is launching a new Las Vegas show at the Hard Rock Hotel & Casino Aug. 12–13.

#### **A** Continued from page 1

by enhancing their artificial-intelligence products. By incorporating augmented reality, or AR, into their online platforms, retailers and brands allow customers to move closer to an instore experience while shopping online.

"We are an AI and AR shopping platform. We combine the ability to either try on products and receive recommendations

or visually search for a product and try it on," said founder and Chief Executive Officer Linda Smith. "[These] platforms make shopping easier, more engaging and, of course, increase conversions through all the personalization that comes from that."

This type of personalization is the next phase in the push to adopt artificial intelligence within the apparel space. While many in the fashion industry have wanted to engage with customers through new technologies, the saturation and overuse of the terms "artificial intelligence" and "AI" have led to misunderstandings regarding the potential for these tools.

At New York-based **Zoovu**, focus is placed on helping brands understand each customer's needs through more-conversation-driven AI. Chief Technology Officer Jonathan Taylor feels there has not been enough attention placed

on creating a meaningful online experience for customers. "Quite a few fashion brands devoted a lot of their shortterm investment on streamlining the digital online/offline divide with tools that make it easier to buy online," he said. "Where their customers are underserved is actually having a meaningful experience with a brand on the digital channel. You engage with a customer the same as you would in a store."

#### A return on investment

Both Smith and Taylor recognize one of the biggest challenges faced by retailers and brands is the rate of returns. Yet they advise their clients to use AI to limit returns by learning more about their customers.

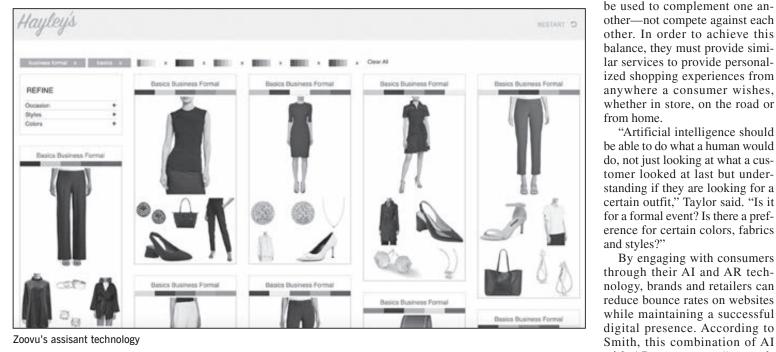
"It's not just about getting people to buy a product; it's getting them to buy a product they actually want. Consumers buy three or four variants and return everything but the one that fits," Taylor said. "We can use AI to review and understand data and product images. By using those factors, it can recommend a product as you expect a human to do.

Through machine learning, the capabilities of AI have become so advanced that technology is able to understand the in shopping for online mobile and in store and are able to provide interactive solutions across the board with our platform," she said. "Stores aren't going away. Bricks-and-mortar isn't going to go away entirely, it's just changing. Shopping is changing.'

While bricks-and-mortar is transforming, AI is also changing. As they simultaneously shift, evolve and become more advanced in the ways they serve consumers, they will

'Artificial intelligence should

By engaging with consumers



needs of customers by using data. Going beyond simply recommending additional products based on shopping habits, AI should be able to perform operations such as advising customers with information generated from the online reviews of other consumers. It is also helping retailers and brands read their customers even better than the experience on the floor.

"They're able to put a face on the customer, and you get a lot of data about items that were tried on, that were popular or left on the fitting-room floor, which you don't have in the real-world dressing room," Smith said.

Despite her role as the leader of a technology company, Smith feels that these tools are helpful for leading the evolution of bricks-and-mortar stores-not destroying it.

"With bricks-and-mortar changing, we're positioned at the intersection of what is happening with the change

with AR promotes a "try-andbuy" atmosphere, thereby decreasing the amount of visitors who quickly exit a website while increasing the amount of product customers add to their shopping carts and eventually purchase.

"Whether brands are established or up and coming, if someone hits a website and they don't engage, it's one of the biggest problems," she said. "We're able to decrease bounce rate exponentially, and for the fashion audience that is pretty key.'

When considering how to use artificial intelligence, an important factor is to think about the experience a brand or retailer wants to give its customers. None of the technologies that fall under AI can offer a one-size-fits-all solution, but when brands devote time to exploring the possibilities of these tools, their customers will come closer to an experience that fits their needs.

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# Mexican Tariffs Are Off for Now but Manufacturers Still Cautious

The Trump administration's threat to impose a 5 percent tariff on all goods imported from Mexico did not go into effect on June 10 as threatened.

But trade worries over Mexican tariffs are not over. President Trump is only shelving his tariff proposal, which could eventually rise to a 25 percent tariff on imported Mexican goods if Mexico doesn't curtail the number of migrants coming from Central America, passing through Mexico and arriving at the U.S. border to seek refugee status.

Apparel and textile manufacturers are watching and still concerned because the recently renegotiated North American Free Trade Agreement, now called the United States-Mexico-Canada Agreement, was expected to put some certainty into trade between the three countries and had eliminated tariffs on many imported goods.

"NAFTA was predictable and solid for decades. The negotiations concluded and it looked like we were moving toward a situation that would offer a predictable future," said Steve Lamar, executive vice president of the **American Apparel & Footwear Association**, which represents hundreds of U.S. companies that manufacture garments in overseas factories. "Now you can be in Mexico but not know that tariffs aren't going to be a constant threat."

Even though 5 percent doesn't sound like that much, it can be a make-or-break situation for many apparel makers who are operating on very tight margins. Even though it wasn't implemented, many manufacturers were already putting together a game plan to move out of Mexico if tariffs got worse.

"All last year there was talk of a NAFTA withdrawal, and no one knew what was going to happen next," Lamar said. "People were making their plans to move. For the last six months, they put those plans away, but now they are at the front of the desk again." With the Trump administration thinking about slapping additional tariffs on apparel products coming from China, Mexico was hoping that U.S. sourcing managers would take a look at factories south of the border in a country that has a strong garment-manufacturing industry.

But that hasn't happened so far. According to the U.S. Department of Commerce, the United States imported \$3.3 billion in apparel from Mexico for the 12 months ending April 2019, down 3 percent over the previous 12-month period. Still, that country does a considerable amount of business in blue-jeans manufacturing and has several denim mills, including one owned by U.S.based **Cone Denim**.

When the Mexican tariffs were threatened, a long list of trade groups sent a joint statement to the U.S. Trade Representative, Robert Lighthizer, opposing the tariffs. They noted the tariffs would harm U.S. consumers, workers, farmers and businesses of all sizes across all sectors. "Tariff-free trade in North America is a cornerstone of U.S. economic growth, supporting over 12 million American jobs and lowering prices for American consumers," the joint statement said.

It was signed by the California Chamber of Commerce, the Los Angeles Chamber of Commerce, the **National Retail Fed**eration, the American Apparel & Footwear Association and the U.S. Fashion Industry Association.

Despite the ongoing threat of tariffs, many manufacturers importing goods from Mexico don't believe new tariffs will be imposed. Robert Krieger, president of the Los Angeles customs brokerage company **Krieger Worldwide**, said he has talked to his customers about the issue. "I think the general consensus is there won't be punitive tariffs against Mexico."—Deborah Belgum

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Callifornia Market Cente The New Mart Cooper Design Space Gerry Building Lady Liberty Building Academy Awards Building Los Angeles Through June 19 Brand Assembly Cooper Design Space

Calendar

Los Angeles Through June 20

June 18 Outdoor Retailer Colorado Convention Center Denver Through June 20 Paris Fashion Week Men

Carrousel du Louvre Paris Through June 23

June 19 Kidsworld Dallas Market Center Dallas Through June 23 Dallas Total Home & Gift Market Dallas Market Center Dallas Through June 25

June 20

Denver International Western/ English Apparel and Equipment Market

Denver Merchandise Mart Denver Through June 21

> 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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# Moschino Does the Monster Mash for Its Men's and Women's Collections

Mummies, skeletons and corpse brides took center stage at the **Moschino** runway show highlighting the womenswear Resort and men's Spring collections for 2020.

The location for the ghoulish gathering of garb was a **Universal Studios** back lot once used to shoot the very suburban TV series "Desperate Housewives." Celebrities and fashionistas including Kate Beckinsale, Paris Jackson, Lana Condor

and Marcia Gay Harden turned out for the June 7 event. The models' makeup had a Halloween vibe as did the collections created by the Italian label's creative director, Jeremy Scott, who lives in Los Angeles. The acid-bright colors and costume-like silhouettes emphasized the fact that Scott is often called "pop culture's most irreverent designer."

There were plenty of cartoon-character graphics to go

around, with loopy-looking bunny rabbits, spooky faces and spider webs all on brightly colored outfits or just plain black. Neon colors were predominant on leather jackets in orange and green. Plain dresses were turned into fashion statements with painted-on graphics or wild prints. Ripped fishnet stockings were the go-to accessory for many styles. —Deborah Belgum





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# Veteran L.A. Dye House to Release High-End Basics Line

For 20 years, **Premiere Laundry** sewed blank tees, hoodies and sweats and developed intricate dyes for clients at its factory and dye house in Vernon, Calif.

For its next chapter, the company is going to release a new fashion line called **Premiere Apparel**, which will take its inspiration from popular trends selling in Japan, said Chris Josol, Premiere Apparel's partner and vice president of sales.

He is launching the project with Premiere Laundry's owner, Marc Boutayer, whom Josol met years ago when he was looking for a blank-T-shirt source for his T-shirt-focused brand **Surf Is Dead**, launched in 2015.

The pair brainstormed about what the market needed and thought the fashion world was hungry for a higher-end basics brand.

Before designing the line, the two researched what stylish people in Tokyo were wearing, discovering they favored





to \$88, Boutayer

perience selling

high-end basics.

His Surf Is Dead

brand, which start-

ed from a conversation the founder

had with friends

about the state of

surfwear, was se-

lected last year by

Gap Inc. to be part

of a new exclusive

menswear collec-

tion called GQ's

"Coolest Design-

The program

which recognized

menswear design-

ers on the Planet."

Josol has ex-

said.

oversized silhouettes. "It's more boxy," Josol said. "They [the garments] are heavier weights; collars are bigger."

But Premiere Apparel's point of difference would be bold, unique colors and tie-dye patterns, Josol said, with Premiere Laundry's washes intended to give the pieces a soft feel. The apparel col-

lection's tie-dye designs range from relatively minimal looks such as a sweatshirt featuring blue tie-dye

hues at the shoulders that then blend into white around the waist. There are also detailed tie-dye ring patterns with other patterns looking like night skies.

Premiere Apparel's inaugural line will feature 54 styles of unisex basics looks, which will include T-shirts, polo shirts, sweatshirts and hoodies as well as beanies and baby tees. Wholesale price points will



ers from labels including Balmain, Dsquared2, MSGM, No Vacancy Inn, Officine Générale, Opening Ceremony and Stampd, had designers doing their take on the classic Gap sweatshirt.

Surf Is Dead developed a capsule collection that was sold at select Gap stores. It featured a neon-colored graphic of a comicbook super-villain figure and showing the Surf Is Dead and Gap logos.—*Andrew Asch* 

#### Digital Printing Continued from page 1

chine, Kid Dangerous President Steve Nanino realized that his company could expand into other areas.

"As we started to get [newer] printing equipment, we realized that we could print for other companies," Nanino said. "It was an alternative way to generate revenue."

Kid Dangerous continues to work on its own brand, but it also does fulfillment for brands that sell their goods online. In addi-



The Kornit Avalanche Poly Pro printer was introduced in April

tion, it makes special-events merchandise for retailers such as Bloomingdale's and concert merchandise for celebrities such as Common.

Nanino got the Bloomingdale's job done in one month, which led to the job with Common to make a 32-piece merchandise line to be sold at the musician's performances as well as online.

Nanino estimated digital printing and associated businesses now make up 40 percent of

his company's revenues. However, competition is growing. Amazon

got in the market more than a year ago when it introduced its Merch by Amazon division. People upload artwork to Amazon and then Amazon handles production, shipping and customer service for those customers.

Entrepreneurs involved with on-demand printing predict that business will continue to grow. Kornit Digital is one of the dominant companies making digital printers that can print quickly and in small quantities. Gilad Yron, Kornit's executive vice president of global business, estimated that digital printers this year will be used to make more than 14

billion impressions on T-shirts, hoodies, totes and signs. He forecasts that this kind of production will grow by more than 6 percent a year.

#### **Getting cheaper**

More entrepreneurs have been able to enter the direct-to-garment market because printer prices are declining, said Tim Check, product manager at Epson America. More than 10 years ago digital printers cost around \$25,000 and were hard to use if the user wasn't technically inclined.

But in the past few years the technology has become more user friendly. "We saw more people embrace the technology, and we saw more unit sales," Check said.

The list price for a faster-printing Epson SureColor F2100 printer is \$18,000.

However, the current trade war with China has increased the cost of these printers because imported printer parts from China last year were slapped with a 25 percent tariff

Even with the price hike, these newer digital printers are predicted to take a bigger bite out of the market share occupied by the silkscreen-

T-shirt business. Customization and the ability to make small T-shirt runs is another important feature of digital printing of tees.

Downtown Los Angeles print-ondemand T-shirt company Apliiq has made appliqués for T-shirts since 2008. In 2016, Apliiq Chief

Executive Officer Ian Gruber bought a Kornit brand Storm Hexa printer to start a digital division to take advantage of direct-to-consumer business.

Digital printing also opened up the possibility of doing business with brands that could not afford to place minimum orders of more than 100 units. Now you can order just one piece.

"Working with direct-to-garment printing opens up possibilities of doing business with brands that may not be able to afford minimums that conventional screenprinting bulk buys demand. For a startup brand, having to pay upfront for 100 to 300 units can be a huge obstacle to business," Gruber said.

Gruber said his clients send their designs and orders to an Apliiq app downloaded from the company's website, www.apliiq.com/pro. Then Apliiq fulfills the orders and distributes the goods.

Textile companies started testing digital printing more than 19 years ago, said Michael Sanders, director of digital printing and finishing technologies at Top Value Fabric, head-



Kid Dangerous used digital printers to produce a merchandise line called the Let Love Collection for the performer Common.

quartered in Carson, Calif.

He became interested in digital printing when screenprinting jobs for U.S. textile companies were increasingly being sent overseas. He thought digital-printing jobs could remain in the country because they required computerliterate workers.

Both silkscreening and direct-to-garment models have their benefits. Sanders said that digital printing is much better for the environment. Workers don't work with dyes and then look for ways to dispose of them in an environmentally responsible way.

However, the silkscreening process can produce superior images on garments, offer more colors and generally be used for jobs where large T-shirt volumes are printed.

Eric Basangan, founder of Polymer in Long Beach, Calif., said silkscreening and older forms of printing graphics on T-shirts will continue to be widely used. "Silkscreening is an art," he said. "Silkscreening is never going to go away." •

**NEW SHOWROOMS** 

BRAND ASSEMBLY

Emblem Showroom

Mezzanine 3

BTFL

Paper Plain Apparel California Market Patrick Brand Apparel Center Petite 'n Pretty Accessories Sparkle by Stoopher Apparel 110 E. Ninth St. AB SPOON NEW LINES Suite A677 Abalulu Apparel JUNIORS **BIBs Pacifiers** Accessories Donsje Amsterdam Footwear ELLEQ INC Lemon and Lucy Apparel Suite A809 Tun Tun Appare Bonded Apparel Apparel RANDEE'S SHOWROOM Laced with Love Apparel Suite A679 **KIDS**<sup>3</sup> Albetta Accessories SHAYNA MASINO SALES THE GLITTER BOX Suite A689 SHOWROOM Coccoli Apparel Suite A602 Global Love Apparel Be Girl Clothing Apparel Bebe Gabriella Apparel **KIDS'/WOMEN'S** Bee Loop Apparel BY DEBBIE/DEB & DAVE Bibi Footwear Callalilly *Apparel* Heart Me Accessories Suite B530 Deb & Dave Handbags Handbags Accessories Starlight Home Goods Jill Yoga Apparel Quimby Apparel Accessories Starlight Sunglasses Eyewear Up Baby Apparel Ruyi Accessories Accessories We Love Gloss Apparel THE DRESSING ROOM WOMEN'S Suite A610 Jagged Culture Apparel SHARON KOSHET SALES Suite B557 New People Company

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**NEW LINES** 

Suite 1205

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# Fashion Resource Guide

ARB Apparel

## CALA Shows

Accessories

www.calashows.com Products and Services: CALA Shows, the contemporary apparel show best known for its five-times-yearly San Francisco trade event at Fort Mason Center, and its more recently added Denver show, is pleased to announce the addition this August of CALA Vegas, which will be located at the Hard Rock Hotel Ballroom and run simultaneously with the other Vegas shows. CALA Vegas plans to set itself apart from the already busy Las Vegas apparel exhibition scene in a strategically curated show featuring the best contemporary brands in the industry. A distinctive all-inclusive package includes free hotel rooms for qualified buyers at the fashionable boutique Hard Rock Hotel plus fully catered complimentary cocktails and hors d'oeuvres passed by waiters during show hours. Other amenities will include free WiFi, drayage, and booth power.

## **Electric Yoga**

5620 Washington Blvd. Los Angeles, CA 90016 (213) 550-2950 service@electricyoga.com electricyoga.com

Products and Services: Electric Yoga's activewear is made for ladies who like feeling trendy and confident. With bold, vibrant colors and original designs, Electric Yoga delivers chic comfortable pieces to be worn in and out of the gym. Our leggings and tops are versatile enough to cover all of your physical activities. Electric Yoga will hold a sample sale June 20-23 at 257 N. Canon Drive, Beverly Hills.

#### Hardtail Forever

Contact: Elaine Hernando elaine@hardtailforever.com www.hardtailforever.com/

Products and Services: Hard Tail is a Santa Monicabased premium active and lifestyle clothing brand that is internationally renowned. Founded in 1992 by Dick and Patty Cantrell, Hard Tail guickly became a leader in the evolution of lifestyle clothing by offering a delicious color palette, insanely soft fabrics and signature design elements. The husband and wife team's vision was to create an innovative brand that would motivate young women to defy stereotypes break barriers and achieve their dreams. Hard Tail's evolution is rooted in its easy. relaxed, and casual lineage of the Southern California lifestyle. The made-in-the USA brand embodies an active woman, allowing her to feel confident, comfortable and sexy. Visit us at the grand opening of our Vintage Showroom, New Mart, Suite 602.

#### IFJAG

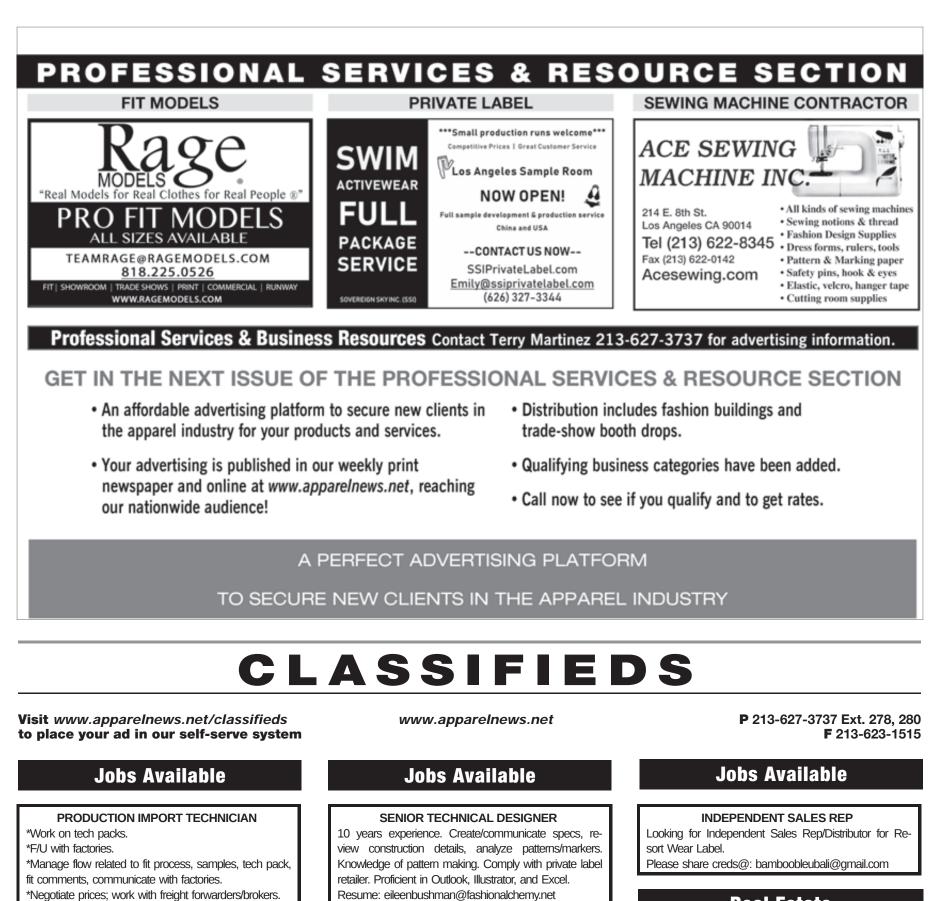
www.ifiag.com Products and Services: The IFJAG trade shows feature fashion jewelry and accessories from around the world. Our exhibitors bring the finest brands and private-label products, and our unique venue of private showrooms offers buyers a private, professional environment. The upcoming Las Vegas show runs Aug. 10-13 at the Embassy Suites hotel so you'll have plenty of time to stop by while you're in the area. You can preregister at our website. We welcome new exhibitors who would like to participate in our show for the first time! We offer buyers complimentary lunch as well as transportation from any Las Vegas location. In addition our following Las Vegas show is February 2020 at the Embassy Suites hotel.

### The New Mart

127 E. Ninth St. Los Angeles, CA 90015 (213) 627-0671 Fax: (213) 627-1187 www.newmart.net

Products and Services: In the heart of Los Angeles Fashion District is the landmark New Mart Building. The showrooms of The New Mart represent the most exclusive and coveted contemporary lines from an international array of designers and manufacturers. The New Mart is unique in both architecture and style. The intimate setting creates a user-friendly experience for visitors. Each of its glass-fronted, uniquely designed showrooms provides a buying adventure that cannot be experienced at any other showroom destination. The New Mart is open year-round to the wholesale trade only and we host over 100 showrooms that carry over 500 collections.

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