

CALIFORNIA Apparel News

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COURTESY, FMNC

Fashion Market Northern California had an upbeat vibe this year at the San Mateo County Event Center. Clockwise from top left: Bali Queen, Carol Munson and Jennie Munson of 5th Street Clothing, Carrie Martin and Wendy Sabins, Janelle Moore Sales

Denim Making a Rebound After Activewear Challenge

By Andrew Asch Retail Editor

For years, denim reigned as the unrivaled monarch of the market for casual styles.

Demand for jeans grew beyond its original market of clothes for laborers and those who wanted something casual to relax in.

The introduction of premium denim was embraced by a luxury market where people didn't hesitate to spend more than \$250 for a pair of jeans. Denim was dominant.

But in the past 10 years denim has been knocked off of its perch, challenged by the skyrocketing popularity of activewear. Think yoga pants, leggings and sweats.

In a recent study, market researchers **The NPD Group** found that in 2018 activewear represented 24 percent of total apparel sales while sales of men's and women's jeans represented 25 percent.

Addressing the decline of denim, NPD recently issued a report called "The Denim Evolution," which confirmed that consumer choices have grown and changed the way they are purchasing denim.

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TRADE SHOW REPORT

Fashion Market Northern California Nurtures a Buyer-Friendly Vibe

By Dorothy Crouch Associate Editor

The recent **Fashion Market Northern California** saw a crowd of buyers ready to place orders for Holiday, Resort and Immediates. Many seasoned retailers were excited to see familiar brands, while show organizers worked to maintain an atmosphere allowing buyers to have fun while working to stock their shops.

"We're bringing everyone together, and they are all important to form this lovely environment," FMNC Executive Director Mary Taft said of the June 23-25 show held at the **San Mateo County Event Center**. "We want to work with everyone to create a joyful experience."

Cultivating this "joyful" atmosphere has been a focal point of the show's development. Organizers are increasing the show's social-media presence, particularly on **Instagram** and **Facebook**, to spread the news of the event's

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Smart Manufacturing May Be Next Step for Factories

By Andrew Asch Retail Editor

Get ready for big changes in manufacturing of all kinds. Factories will be automated. Robots will be a common sight in manufacturers' factories—and many workers will be concerned about losing their jobs.

This scenario was one of the big issues in a June 26 panel called "The Future of Manufacturing," organized by the **Los Angeles County Economic Development Corporation**, a nonprofit group focused on economic development and living-wage jobs.

The forum was held in a **Cross Campus** coworking space in El Segundo, Calif., and presented in conjunction with **California State University, Dominguez Hills**, which runs an Innovation Incubator for entrepreneurs, startups and existing businesses at its sprawling campus in Carson, Calif.

Event moderator Rik Reppe of **PricewaterhouseCoopers** told the audience that human workers will continue to play a significant role in future factories. "We still need the people. We just don't need them doing the jobs that they are doing now," Reppe said. Human workers have skills and knowl-

edge about a company's customers that a machine can't replace, he said.

The event's three panelists agreed that manufacturing will offer a lot of opportunity to human workers and to entrepreneurs. But one big issue to resolve is educating workers in high-tech skills, which might include developing skills in coding. "It's not going to be about pulling levers anymore. It's going to be a much more stimulating workplace," said Fynnwin Prager, a CSUDH assistant professor of public administration.

It also will include working with entrepreneurs to transform their facilities into high-tech workplaces, said panelist Shekhar Chandrashekar, the smart-manufacturing practice lead of the Torrance, Calif.-based **California Manufacturing Technology Consulting**, a group that advises companies on manufacturing practices.

"It's not about blowing up the factory," Chandrashekar said. Entrepreneurs won't be starting from scratch and building entirely new facilities. Rather, they will be adding new

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INSIDE

Where fashion gets down to businessSM



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L.A. Streetwear Brand Tests Limits of Language in Trademark Case

Streetwear brands have a long history of placing parody and anti-authoritarian viewpoints on T-shirts.

But when the U.S. Patent and Trademark Office deemed the name of the Los Angeles **FUCT** brand too immoral and scandalous for trademark protection, brand owner Erik Brunetti took his case to the U.S. Supreme Court and won.

In a 6-3 decision handed down June 24, Supreme Court justices ruled that the brand could register its name, FUCT (Friends U Can't Trust), with the Patent and Trademark office because it did not break a provision of the Trademark Act of 1946, also known as the Lanham Act. This provision bars registration of a trademark when it is considered "immoral or scandalous."

Writing the opinion for the majority, Justice Elena Kagan said that the provision creates a bias based on viewpoint and therefore violates the First Amendment.

"If the 'immoral or scandalous' bar similarly discriminates on the basis of viewpoint, it must also collide with our First Amendment doctrine," Kagan wrote.

She also noted that the Lanham Act did not specifically draw the line at lewd, sexually explicit or profane trademarks.

In a statement, FUCT's attorney, John R. Sommer, wrote that the decision gets the government out of the business of deciding what language is moral and immoral. "The Supreme Court, and many Americans, are uncomfortable with Brunetti's trademark. But that is not the question. The question is whether any government gets to impose its views about what is moral and suppress those it finds distasteful," he wrote.

In a dissenting opinion, Chief Justice John G. Roberts, along with justices Sonia Sotomayor and Stephen Breyer, argued that the ban on "scandalous" trademarks was

constitutional when read to cover trademarks that were vulgar and obscene.

Roberts said that core free-speech rights were not threatened because no one was preventing Brunetti from using the controversial logo, just denying his right to get a trademark for the brand.

"The government...has an interest in not associating itself from trademarks whose content is obscene, vulgar or profane. The First Amendment protects the freedom of speech. It does not require the government to give aid and comfort to those using obscene, vulgar and profane modes of expression," Roberts wrote.

Brunetti in 2011 wanted to file for trademark protection to prevent others from knocking off his brand. The trademark, he thought, would strengthen his position if he wanted to sell the brand, according to "Vice News."

The market will eventually decide whether goods and services bearing trademarks

with profane words will be big sellers, said trademark attorney Doug Lipstone of the law firm **Weinberg Gonser LLP**.

More than anything, the recent decision reflects changes in society and the interpretation and application of laws. "The Trademark Act was not enacted to allow censoring of the marketplace," Lipstone said. "However, it was reflective of the time when it was enacted. But as society changes, the way that the Trademark Act allows applications to be rejected has been seen as functioning to censor free speech. This is because those decisions can be based upon the personal interpretations of the individual examining attorneys at the Trademark Office."

Social mores on what is acceptable change over time. "Tell me what 'immoral' means," Lipstone said. "And should an examining attorney at the trademark office make that determination?"—*Andrew Asch*

Obituary

John Marshall, Owner of JM International Group

John Marshall, a longtime Los Angeles resident and president and owner of **JM International Group**, passed away on June 15 from natural causes. He was 52.

During his more than 30 years in the industry, he had a number of positions. Marshall started out as a fabric and trim buyer at contemporary clothing companies **Carole Little** and **Francine Browner** before transitioning to fabric sales in 1999.

He was the West Coast sales manager for

French lace and fabric mill **Solstiss/Bucol**, where he worked for nearly a decade before starting his own textile sales agency in 2009. He represented several European mills including **Malhia Kent**, **Euromaglia**, **Bella Tela**, **Vema** and **Confetti** as well as an array of knits, novelties, embroideries and prints.

He worked with a number of contemporary and luxury brands that included **Monique Lhuillier**, **Rodarte**, **St. John**, **Seven For All Mankind**, **Levi's**, **Karen Kane**,

Black Halo, **August Getty**, **Bob Mackie** and **Nolan Miller**.

Marshall had a vibrant personality that lit up every room he entered. He was a conversationalist extraordinaire who could talk about movies, photography and one of his favorite subjects—travel.

He had been to 57 countries on six continents, pursuing his goal of seeing the most breathtaking spots in the world. One of his most life-fulfilling experiences was seeing the mountain gorillas of Rwanda.

Adrienne Infante, a design director at Monique Lhuillier, said Marshall was everything: an artist, a photographer, an adventure seeker, a brother, an uncle and a dear friend. "There was and will always be only one John Marshall. When you entered the **Los Angeles Textile** show, he was the first smile you saw and immediately you felt welcomed. I always looked at him as the 'Mayor of the **California Mart**.' I would visit him at the mart and it was like being with royalty. Although we met through work, my relationship with John was beyond fashion. On a personal level, I will miss my teddy bear of a friend who had always been there. His light will forever shine on."

Adam Taubenfligel, the creative director and designer for **Triarchy Denim**, who often bought Malhia Kent fabrics from JM International, moved to Los Angeles and found it was hard to make friends until he met Marshall, who was always upbeat about everything. "We had a special relationship," Taubenfligel said. "He was kind of my therapist. I would go to a meeting to look at the line, and then we would sit for hours with him schooling me on my personal problems."

Taubenfligel said he was enamored with Marshall's travel photography, which was displayed all over his office walls. "I couldn't be around him and not smile," the designer said. "There was never a down moment with him. I loved John."

Kathryn Thomas, the designer and creator

of the childrenswear line **Alice Kathleen & Company** in Raleigh, N.C., said Marshall was diligent in his work and had high ethical standards. "He valued relationships and nurtured them as well," she recalled. "He was highly dependable and caring. I feel like I have lost not only a colleague but a friend too."

Andrea Brown, the founder and designer at childrenswear line **Hannah Kate**, said Marshall was passionate about his work and his travels. "When he took us to his showroom, we thought we were in heaven," she noted. "Never had we seen so many beautiful, unique, quality fabrics in one spot."

Marshall's level of excellence and detail matched her company's desire to deliver a high-end product. "He was a man of character, a fighter, and he will be missed terribly," Brown added. "When I picture John, I picture his black glasses, black jacket, perhaps a scarf...always impeccably dressed, and I can hear his unmistakable laugh."

Marshall was born in Port of Spain, Trinidad, and moved with his parents, Antonia and William Marshall, and siblings to St. Croix, U.S. Virgin Islands, at the age of 5, where he later graduated from **Good Hope School** in 1984.

He attended **Otis Parsons School of Design** and the **American College of Applied Arts** in Los Angeles, where he won the senior design competition and graduated in 1989.

He lived for 10 years at the **Park Plaza Hotel**, a Gothic Revival structure now called **The MacArthur**, built in 1924. He swore to friends there were ghosts he had to tell to be quiet because he had to go to sleep.

Marshall is survived by four siblings: Christine, Colin, Catherine and Colvin, as well as four nephews and three nieces and countless cousins in Trinidad and Canada. He was preceded in death by his parents.

His two Russian Blue cats, Ripley and Bishop, are entertaining his niece and nephews in Pasadena, Calif.—*Deborah Belgum*



John Marshall



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FMNC *Continued from page 1*

improvements.

Also, by incorporating more eco-friendly show operations, such as encouraging attendees to bring reusable water bottles, providing breakfast and snacks, and enhancing the buyers' lounge, FMNC organizers are remaining competitive among larger trade shows. To relay their appreciation for attendees and exhibitors, FMNC staff organized a contest where buyers who placed orders totaling \$500 or more were entered into a raffle to win \$500. The booth that took the winning order received \$100.

"We want our exhibitors to feel as special as our buyers. We've made so many changes to this show. There are strong, positive vibes here," Taft said. "June is always a smaller show than April, but we are consistent with participation and attendance."

There was also great appreciation for the seemingly small gestures made by event organizers to welcome buyers to the show, explained Dedra Bennett, who owns **Zinnia's**, located in Scotts Valley, Calif.

"They really upped the game with the buyers' lounge," she said. "It might seem trivial, but it's a big deal since I am coming from Santa Cruz, which is an hour drive for me. Getting a refill on that coffee and a fresh bagel is always nice."

These benefits prepared Bennett to shop for her clientele of women, who range in age from 40 to 80. The Zinnia's customer typically spends \$70 to \$90 for clothing that is more traditional, but she also searches for a few pieces that can add unique options to her merchandise.

While searching for Holiday, Resort and some Immediate, Bennett saw trends in chartreuse and paisley.

For Chico, Calif.-based designer Amy Waltz, this was

her first time exhibiting her line of handcrafted, California-made jewelry under her **Amy Waltz Designs** brand.

While she launched her eco-friendly collection online in 2011 and opened a bricks-and-mortar location in 2014, Waltz wondered why she waited so long to exhibit at the event after having a successful initial showing.

"Sharing the experience with buyers so they can try it, touch it and feel it is critical. You don't have that opportunity online," she said. "At the show, you can express the meaning behind your brand so they can share that with customers, which is extremely important."

Many buyers were impressed with her reasonable wholesale prices, ranging from \$6 to \$35 for 14-karat yellow-gold-filled pieces and designs made with recycled silver. After this first experience at the event, Waltz is looking forward to the October show.

Rebuilding Northern California's economy

In the small, wine-country community of Murphys, Calif., **Sac à Main** store owner Dana Milgrim sells a variety of goods including handbags, accessories and apparel for women and goods that fit the clientele for her Man Cave space, which caters to male shoppers.

A fifth-generation retailer who has been in busi-

ness for 19 years, Milgrim has learned to navigate the changing retail landscape. She considers FMNC to be an invaluable resource to her business, despite the 150-mile journey to attend the show.

"The retail business is not what it used to be. I am not competing with **Amazon** because if it's on Amazon I don't want to carry it," she said. "The people at FMNC are so nice. The workers who greet you are friendly, and I love my vendors. It's comfortable. I like to shop locally, and FMNC makes me feel that I am shopping locally."

Due to 2018's devastating California wildfires, Milgrim noted that the economic downturn for many businesses in the state's northern region was considerable. During the show, she placed orders for Immediate and winter pieces, remaining hopeful that as these towns rebuild, businesses in Northern California will see a healthier retail climate.

As an event that is less hectic than larger trade shows, FMNC allowed Milgrim to enjoy a comfortable shopping trip with brands that she has come to trust. "I used to go to New York five times a year. I did Las Vegas and L.A. We really are lucky to have FMNC here," she said. "Everything is under one roof. It's not crazy, and the people are so nice."

Sharing this hopeful sentiment at the booth for her eponymous Fairfax, Calif.-based showroom, Jacqueline Stone represented lines including **Sympli**, **Mycra Pac** and **UBU**. In a surprising change, she noticed a shift toward shorter jackets as buyers placed orders for Fall and Holiday but were already discussing Spring.

"It was encouraging. It's a great marketplace," she said. "There was a nice amount of buyers who came, and it seemed they stayed a little longer this time. It's going to be a great end of year and a good Spring." ●



Fern Liberson Sales



Amy Waltz Designs



Erin Turko of Erin Mavis Clothing



Love Token

Denim *Continued from page 1*

Despite stiff competition, NPD analysts found that denim remains a highly popular category, with growth seen in 2018 when American women spent \$8.8 billion on jeans, up 6 percent over the previous year.

The report also found that while apparel choices have expanded, denim shopping remained the bailiwick of bricks-and-mortar stores. About 70 percent of consumers prefer to purchase jeans at physical stores compared to online.

Men and women who were surveyed said what drives their denim purchases are fit, price and the comfort of a jean.

Denim evolution

Despite the continuing strength of denim, Marshal Cohen, an NPD retail analyst, said the denim business needs to change. "First, make denim more active. Second, make it new and fresh. Expecting consumers to build denim wardrobes as they did years ago is a thing of the past. Building memories rather than wardrobes is the new way of life. So, denim makers need to excite and energize potential customers."

The solutions to the denim market's previous blues can be found in some of the oldest retail strategies—customer service.

Debbie Rudoy, who owns **Goldie**, a shop located in Sag Harbor, N.Y., said that more than 30 percent of her store space is devoted to denim, with brands including **Mother**, **Frame**, **CQY** and **L'Agence**.

Rudoy said that sales have remained consistently strong and have never dipped. "I don't find it's a big challenge," Rudoy said of denim sales. "Everyone has their activewear and goes to spin class and yoga. But people don't want to run around in Lycra every day."

Denim will be a top choice for consumers if retailers represent the category well, she said. If retailers direct shoppers to brands that will give them a superior fit, they'll create long-term customers. "If someone is really curvy, we direct them to a certain brand. They walk out with what works for their body," Rudoy said. "If someone wants to buy jeans and gives us time, they will walk out with multiple pairs of jeans."

Vince Gonzales, a business development consultant who has focused on denim sales, said that sales are making a rebound. But the gains and sales are coming in more slowly than in the go-go days of premium denim.

"It was fast and furious. You couldn't put enough jeans on the shelves for retailers to stock," Gonzales said. "People were buying two to three pairs at a time. New denim brands were popping up all the time."

Consumer behavior changed after the economic slowdown of 2008's recession. Shoppers made fewer purchases, and manufacturers chopped prices by producing jeans in low-wage countries.

While the activewear trend started to sprout in the 1990s, the trend made big strides after the premium-denim boom of the 2000s.

To counter that, denim brands started giving consumers a greater variety of denim fabrics such as lighter-weight denim and manu-

facturing jeans in a more environmentally sustainable way, Gonzales said.

Los Angeles-based designer Rik Guido said that denim brands need to give consumers more novelty. Wardrobes are filled with premium denim. "They're going to be looking for anything that is new," said Guido, who introduced the **La Forme** denim brand during the June **Los Angeles Market Week**.

The La Forme pant looks like an indigo jean but fits and feels like yoga pants, he said. It is made from an Italian fabric that is 86 percent performance cotton and 16 percent polyester/spandex, retailing for \$68 to \$88. "We feel that is the future of the contemporary customer," Guido said. "Women already own \$250 jeans."

Cohen of The NPD Group noted that there is a lot of opportunity in denim. Entrepreneurs just have to look for it and keep their pulse on what the public wants.

"Younger consumers love to discover their own brands or rediscover old ones they can resurrect. Contemporary denim is different than premium denim a good dozen years ago. High-end pricing doesn't cut it as well for the consumer. There are way more things to invest in, both inside and outside of their wardrobe. Brands need to migrate with the consumer today, not try to manipulate them. Denim is the poster child of this need." ●



La Forme'

Future *Continued from page 1*

systems with their current operations.

Because companies won't be entirely reinventing their factories, Chandrashekhar said there still will be a lot of work, opportunities for innovation and a rigorous examination of how a factory can serve its customers, its workers, its investors and its community better. "We are developing a roadmap," Chandrashekhar said. "We need to be part of the solution. How do I make a culture change? How do I develop business strategies that will align with change?"

Another panelist, Dana Morgan, of **DAQRI**, a Los Angeles augmented-reality platform, forecast that changes on factory floors probably won't seem like big changes. "You have to start small," she said. She forecast that transforming factories will rely on the efforts of workers and management. "Change will be malleable and collaborative," she said.

During a question-and-answer session, a few audience members asked the panel about blockchain systems and how they will relate to manufacturing. Blockchain is

defined as a method of recording transactions every step of the way on a peer-to-peer network. It started off in the field of cryptocurrency, but other fields are adopting it.

Prager said that blockchain is being investigated and experimented with as a means whereby companies can mark the development of a project. He forecast that blockchain will nudge companies into becoming more transparent with their operations.

An audience member said that blockchain supporters hope that the system could be used to root out corruption. If blockchain is used in diamond operations, it could put a spotlight on whether precious stones are mined in an area of armed conflict and traded illicitly to finance warfare.

Before the panel ended, Reppe recommended that people be on the lookout for digital twinning. The nascent technology digitally maps a physical plant and then puts it on a computer platform. Entrepreneurs and workers can use the digital twin of their factory to analyze its efficiency and the condition of the plant. ●



From left: Rik Reppe, Shekhar Chandrashekhar, Dana Morgan and Fynnwin Prager

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Calendar

June 28

Santa Fe Fashion Week
Buffalo Thunder Resort & Casino
Santa Fe, N.M.
Through June 29

GTS Florida Jewelry and Accessories Expo
Osceola Heritage Park
Kissimmee, Fla.
Through June 30

June 29

Playtime Paris
Parc Floral de Paris
Paris
Through July 1

July 3

Blossom Première Vision
Carreau du Temple Paris
Paris
Through July 4

July 9

The ASI Show Chicago
McCormick Place
Chicago
Through July 11

The Atlanta International Gift & Home Furnishings Market
AmericasMart
Atlanta
Through July 15

July 11

Miami Swim Week powered by Art Hearts Fashion
Faena Forum
Miami Beach, Fla.
Through July 15

July 12

Paraiso Trade Show/Festival
W South Beach
South Beach, Fla.
Through July 16

Miami Swim Week powered by The Society
Nautilus
Miami Beach, Fla.
Through July 14

July 13

Cabana Miami
Collins Park
Miami Beach, Fla.
Through July 15

SwimShow

Miami Beach Convention Center
Miami Beach, Fla.
Through July 16

Hammock

Hotel South Beach
South Beach, Fla.
Through July 15

Capsule Miami Beach

Miami Beach Convention Center
Miami Beach, Fla.
Through July 15

DestinationMiami

Faena Forum
Miami Beach, Fla.
Through July 16

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Faena Forum
Miami Beach, Fla.
Through July 16

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on ApparelNews.net.

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Los Angeles Sock Maker Increases Production With Licensed Socks

By Deborah Belgum *Executive Editor*

When Alex Ryu founded **Soxnet Inc.** in 2002, his main business came from making private-label socks for big retail chains and brands including **Forever 21, Old Navy, Aeropostale, Gap, Calvin Klein, Costco, Target** and **JCPenney**.

Most of those socks were made in China and South Korea, where he does business with several factories. But some of those socks also were made in his factory in La Puente, Calif.

Ryu got his start in the sock industry when he worked for a Dominican Republic sock manufacturer, where he was the warehouse manager. He returned to his native South Korea before emigrating to the United States in 1995.

With his knowledge of the sock industry, he set up a Southern California company where he was the liaison between sock ventures in the United States and sock factories in China.

Then he branched out on his own with his La Puente enterprise.

Last year, to increase domestic production, he came up with the idea of making his own sock collections and selling them directly from his factory. To get that idea off the ground, he sent his staff to the **Licensing Expo** in Las Vegas to see what kinds of partnerships they could develop.

“We didn’t know too much about licensing and made some meetings,” said Kevin Ryu, a marketing assistant who is the company owner’s son. “We ended up working with a licensing agent.”

The result is that Soxnet this summer is introducing several licensed sock products for **Love Is, Tarzanimals, The Little Prince, Emily the Strange, Zoltar, Puppy In My Pocket** and **Mary Blair**, an artist who produced art and animation for **The Walt Disney Company** and worked on the “It’s a Small World” attraction at **Disneyland**.

About 50 percent of the company’s licensed socks are made on the company’s print machine at its La Puente headquarters, with all print socks made in the United States and

panies that want to have their own sock designs produced. Soxnet can either deliver a sock designed by an outside company or have the company work with an in-house Soxnet designer to fashion art for the socks. “We will give them a few options and design the socks for them,” said Gabriela Vega, the company’s marketing director.

In the United States, 75 percent of the socks found on store shelves are made in China while another 12 percent are produced in Central America. Pakistan is a big source of cotton socks.

There are very few sock manufacturers in California, but domestically there are **Bamboosa Inc.**, an organic apparel and accessories company in Culver City, Calif., that manufactures three or four styles of basic socks on the East Coast; and **U.S. Hosiery Inc.**, founded by Steve Won some 20 years ago in downtown Los Angeles, that imports and distributes all kinds of socks from overseas factories.

Won said that when he started his business, many of the socks he sold came from an Alabama factory. “All sock manufacturers disappeared from the United States 20 years ago,” he said. “They all moved to China.”

For Won, selling domestically made socks were too expensive. A pair of women’s novelty socks made in China can cost as little as 70 cents a pair.

The wholesale price of Soxnet’s domestically made socks range from \$5 to \$8 a pair for licensed socks to \$10 to \$14 for a box of 12 to 15 pairs of knit socks. ●



The Little Prince



Mary Blair



Tarzanimals

licensed knit socks manufactured overseas.

The company has its own digital-printing machine made by **Wuxi Design Digital Science & Technology** for printing onto socks, said Jesenia Quijada, the company’s production manager. “The Wuxi machine will print on the sock as it is placed on a cylinder,” Quijada said, noting that it helps to deliver products faster.

For its large private-label orders, Soxnet still uses factories in China and South Korea as well as its own factory.

Soxnet also does personal orders for individuals or com-

solstiss — USA —

A TRIBUTE TO JOHN MARSHALL

My most sincere condolences for the passing of John Marshall of JM International Group to his family and his loved ones.

John was an iconic textile person. He was Solstiss Lace’s first employee for the West Coast, when we opened our LA showroom back in 2000. Thanks to him and our relationships, we had great success in California and lots of good memories.

I will always remember his great sense of humor, his inexhaustible energy, his imagination, his natural flair to predict new market trends and his unique wit and eloquence.

John loved life to the fullest.

The sudden death of this dear friend deeply saddens me, the company, the textile community and the California fashion industry as a whole. We loved and admired him deeply.

Rest in Peace, John, my Friend. I will miss you.

François Damide, President of Solstiss Inc.



John Marshall (left) and François Damide at a company event, New York, 2004.

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FIDM's Menswear Graduates Mix Art and Science

While menswear is a big business, it is not a major course of study at design colleges.

The Fashion Institute of Design & Merchandising runs one of the few menswear design certificate programs in the United States at its campus in downtown Los Angeles. On June 20, FIDM's menswear program held a reception for students from its 2019 class.

FIDM's menswear certificate program has an emphasis on business. Students must complete courses on supply-chain management and distribution strategies along with design.

In February, the students took a 10-day trip to the Dominican Republic to tour factories and ask executives how they operate major facilities.

With such an emphasis on practicality and technology, it made sense that students were given a senior project to develop fashion with a technological edge. Six students displayed their works at FIDM's annex building. Their wearable-technology styles drew heavily from each student's life experiences, perspectives and social concerns.

Helmer Guevara, whose parents emigrated from El Salvador in the 1980s, drew from Central American art and crafts. One piece he designed had immigrants in mind. He designed a quilted down jacket with several compartments. One is for a life vest. Another has a small water-filtration system to purify water from rivers. The down jacket also has extra fabric and can be rolled out into a sleeping bag.

Aaron Galanza made a nylon jacket to outfit "the urban explorer." She called it a Swiss Army knife for clothing. Around the hem is a light strip that can blink and flash when walking at night. The jacket also has a



Aaron Galanza



August Ortega



Juliana Deintinis



Helmer Guevara



Odalis Garcia



Ramone Payton

flashlight in one pocket and another pocket packed with a detachable rape alarm.

Odalis Garcia, a skateboarder, designed a nylon jacket equipped with a light strip that flashes at night.

Juliana Deintinis, who formerly was a rodeo barrel racer, made clothes inspired by rodeo riders and fashion from Asian countries. For her tech piece, she made a vest with a solar-energy charger that can power a Canon Powershot G7 camera—the camera that is *en vogue* for influencers, she said.

August Ortega's tech-inspired jacket featured solar panels that connect to a battery pack in the front pocket to charge a phone. Other looks in his collection included tuxedo shirts and oversized jackets with floral lining.

Ramone Payton was honored with the menswear department's "most marketable" award. He traveled a hard road to receive his honor. Payton was scheduled to graduate from the menswear program in 2018, but days before he was to turn in his graduate project, thieves broke into his car, stealing his laptop computer and the garments he was to submit for the menswear certificate program.

He felt his future had been stolen because he couldn't complete his coursework, but FIDM allowed him to repeat a semester at no charge.

Payton said at first he was crestfallen, but he got to rethink and polish the project. "I felt it was a blessing to redo it," he said. "I feel like it's a new beginning."

Payton made a luxe streetwear line inspired by prep-school uniforms and fraternities. For his tech piece, he made a jacket outfitted with a battery pack connected to a heater. The wearer can turn it on and heat up the jacket just as one would an electric blanket.—Andrew Asch

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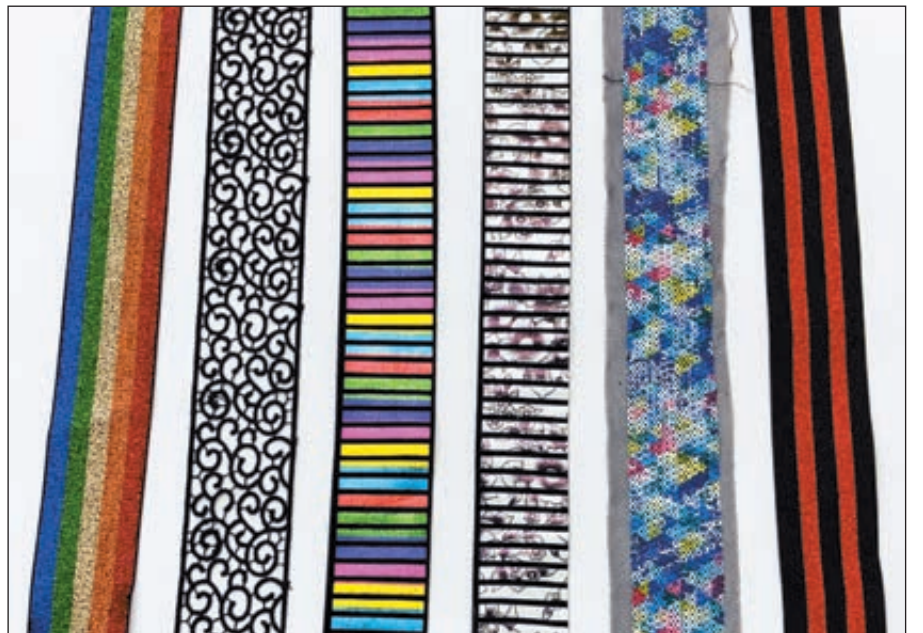
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A Current of Sustainability Runs Through Outdoor Retailer

By John McCurry *Contributing Writer*

DENVER—At the Summer version of **Outdoor Retailer**, sustainability was the theme throughout the **Colorado Convention Center**, where one of the largest gatherings for the outdoor industry was held for the second year. For years,

the show was sustainability.

“As at previous shows, we have our Naton products, which use recycled polyesters, but also our waterless zipper-dyeing technology, Eco-Dye.

YKK recently began selling GreenRise, its new zipper from plant-derived polyester made from molasses. The zipper has applica-

tions that include jackets, outdoor gear, women’s dresses and luggage. Holliday said the next step for YKK’s research-and-development department will likely be more plant-based products.

Jay Hertwig, global sales and marketing manager for **Unifi**, said Outdoor Retailer is Unifi’s primary trade show for

recycling infrastructure or recycling programs and can result in bottles winding up in the seas.

Going the diversity route

Gehring-Tricot Corp., a familiar Outdoor Retailer presence known for its high-performance knit and woven fabrics, touts the company’s diverse capabilities to develop custom fabrics rather than a specific product.

The company’s Tweave division is by far the company’s most familiar brand at the show, said Bill Christmann, Gehring-Tricot’s vice president of sales and marketing. “Tweave’s line of stretch wovens has a lot of recognition throughout this entire industry,” Christmann said.

Gehring-Tricot was booked solid with appointments throughout the three-day run of the show. Most companies were in search of lighter-weight fabrics and multi-performing textiles, Christmann said.

Wigwam, the 114-year-old Wisconsin sock manufacturer, featured its new SynchroKnit sock, available to the public early next year, as being the “next generation” in sock construction. Wigwam says it has reduced bulk and excess yarn to achieve more support and a more comfortable sock.

Paige Boucher, who handles public relations for the sock company, said the new sock, which has been in development for about four years, has the company’s third patent in its history. She described it as a breakthrough development that differentiates the company in a crowded sock field.

“We are very excited about it,” Boucher said. “We have taken the basic sock and eliminated some of the stitches as you go from the top of the sock to the ankle. Fewer stitches around your ankle mean less bulk in the area of your leg, which is thinner, so you don’t have bulk to wrinkle up under your shoes.” ●



Outdoor Retailer took place in Salt Lake City.

More than 1,400 brands and 250 exhibitors featured products both new and old with recycled content, products that offered durability and products made with environmentally sound processes.

The industry also seemed to be at war with plastics as single-use water bottles were discouraged and replaced with thousands of reusable **Nalgene** bottles. And **4Ocean**, a company dedicated to removing plastic from the ocean, provided an educational program encouraging people to reduce their overall use of plastics.

On the floor of the June 18–20 show, companies offered their individual concepts of sustainability. **Cordura**, which had one of the larger stands at the event, touted new product areas for its durable fabric. Cindy McNaull, Cordura’s global brand and marketing director, said sustainability begins with products that last.

“We are showing Cordura’s softer side,” McNaull said. “Cordura has traditionally been well-known in bags, packs and luggage. But in recent years we have come out with a really extensive collection of blends with natural fibers. We have a wide range of knits and knits blended with cotton. We have a really strong portfolio of not only mills but fabrics from those mills, focusing on the softer side of durability.”

John Holliday, senior product development manager for zipper manufacturer **YKK**, said the company’s big theme at

North America.

“Sustainability has been driven by the outdoor market, and it’s been where we have built our brands,” he said. “Outdoor Retailer has been a great platform for us to launch new products.”

Hertwig said Unifi’s primary focus during the show is extending its Repeve brand, which makes performance yarns out of recycled plastic bottles. By 2020, Unifi expects to have recycled 20 billion bottles.

“We are also promoting our Repeve Our Ocean program, which is a product made of post-consumer bottles likely destined for the ocean,” Hertwig said.

This version of Repeve uses bottles collected from coastal areas around the world that do not have a



YKK Booth



Cindy McNaull of Cordura

TECHNOLOGY

Modaris V8R2 by Lectra Features Tools to Increase Patternmaking Efficiency

By Dorothy Crouch *Associate Editor*

Building upon its modeling solutions for apparel manufacturers, Paris-headquartered information-technology and digital-solutions firm **Lectra** announced the launch of **Modaris V8R2**, bringing the latest advancements in digital patternmaking, grading and prototyping 2-D/3-D solutions to the industry.

The company noted that this latest edition of Modaris will

promote greater product-development efficiency through 3-D virtual prototyping. By sharing 360-degree videos compatible with any type of digital device, patternmakers can easily work with designers, who can review styles, provide comment, and approve garment design and fit by using the 3-D Style module.

“What we are aiming to do is make their everyday work environment easier for them by providing the tools to streamline the development process and reduce the number of reworks to achieve the right fit the first time,” Céline Choussy, Lectra’s chief marketing and communications officer, said in a statement.

With the advancements in new technologies, the need for physical prototypes has been reduced by up to 50 percent, according to Lectra.

In addition to improving 3-D simulations, Modaris V8R2 offers an expanded library showing new assets, such as those available in fabrics, 3-D top-stitching effects, realistic scenes, lighting studios, and through **Pantone**

and **Natural Color System**. The solution also brings greater dimension to garments more efficiently by reducing the time spent modifying patterns by 50 percent to 90 percent.

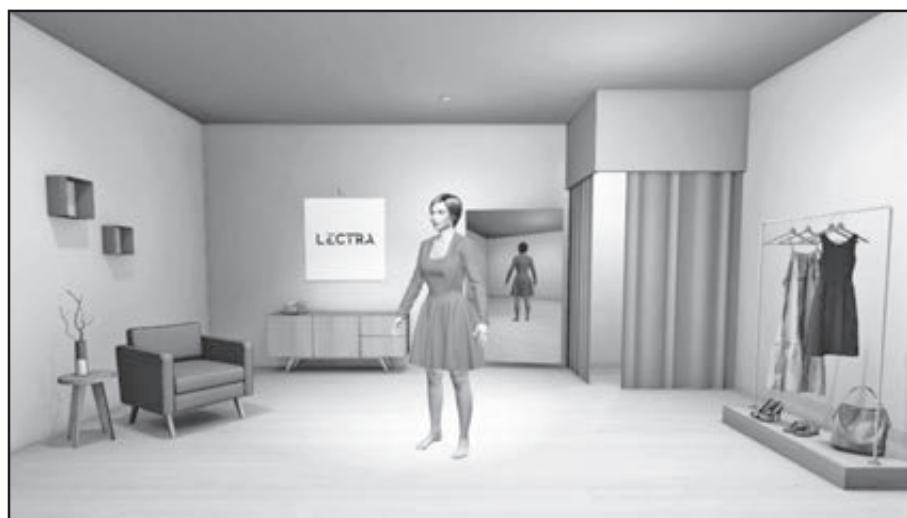
“Modaris’s new dart feature helps us save up to 50 percent of pattern-modification time,” Majla Gottardo, a patternmaker at Italian womenswear company **GGZ**, said in a statement. “Additionally, 3-D prototyping helps us ensure that pattern volumes and proportions correspond to our designers’ expectations early on, dramatically reducing our lead times.”

Lectra’s latest offering provides greater precision and expedites the process for patternmakers working under tighter deadlines. Modaris V8R2 was released to help apparel-industry professionals meet the demand for speed-to-market.

In addition to creating a more efficient patternmaking process, the technology will allow patternmakers to play an important role in accommodating new demands in garment design and sizing for consumers.

“Our patternmakers have hundreds of collections to deliver and no time to spare for errors,” Choussy said. “We are entering the information age, and we are catering to patternmakers who are dealing with consumers with different tastes, of all body shapes and sizes.”

Lectra designed this version of Modaris to be compatible with solutions such as **Vizoo**, **Maya**, **3DS Max** and **Iray**, allowing greater accuracy to afford a more realistic vision during the processes of patternmaking and review by designers. ●



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