

CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR 74 YEARS

\$2.99 VOLUME 75, NUMBER 27 JULY 5-11, 2019



The Book of Judith

Cult Gaia x
Adriana Degreas

Sidway Swim



Swimwear seems to never change and always change. Designers are always putting their own interpretation on prints and cuts. On the left, Candice Cuoco models her new swimwear line in the gardens of Versailles. Take a look on pages 2 and 4 at some of the new swimwear brands diving into the market.

Swimwear Market Grows With New Fashion Options

By Deborah Belgum *Executive Editor*

The swimwear market in the United States is expected to generate about \$3.8 billion in sales this year and jump to \$4.2 billion by 2023, according to **Statista**, a New York provider of market and consumer data.

No one would find it hard to believe that U.S. shoppers are the No. 1 consumers of swimsuits, followed by Great Britain, Germany and China.

Not only are people buying more swimsuits because they are traveling more, but events like the **Coachella Valley Music and Arts Festival** near Palm Springs, Calif., have given concertgoers another reason to wear swimwear to soak up the desert sun.

California has always been at the forefront of swimwear manufacturing, which hasn't changed in decades. Some of the largest swimwear companies in California include **Manhattan Beachwear**, **Raj Swim**, **Speedo USA**, **Tyr** and **Lunada Bay**.

But there are always new brands bubbling up. Inside, we take a look at some of the new labels providing their particular take on swimwear. See pages 2 and 4.

FINANCE

U.S. Economy Expands, but Tariffs Wait in the Wings

By Deborah Belgum *Executive Editor*

With the United States entering into a historic economic expansion period, tariffs and the threat of more tariffs on Chinese imports could be the bump in the road to financial good times.

Retailers and manufacturers already are inching up prices on some merchandise after a 10 percent tariff on \$200 billion in Chinese goods went into effect on top of existing tariffs last year. In May, the Trump administration upped that 10 percent tariff to 25 percent, affecting hundreds of imports including textiles, luggage, handbags, toys and chemicals used to dye fabric.

Tariffs threatened on another \$300 billion in goods, which would include apparel and footwear, is on the back burner after President Donald Trump and Chinese President Xi Jinping met recently in Japan and agreed to resume trade talks.

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Retailers Often Misfire When Trying to Reach Consumers

By Andrew Asch *Retail Editor*

Retailers and brands must become more nimble in the digital world, be better editors of merchandise and become more sincere on social issues to be relevant to consumers.

That's the opinion of a recent report called "WGSN Future Consumer 2021," released by London trend forecaster **WGSN**. The annual report charts changes in consumer tastes, needs and desires and analyzes how shoppers from around the world want retailers and brands to engage with them.

While many entrepreneurs worry that consumers—especially younger consumers—are buying less, there is still a lot of opportunity and new business to be cultivated online, said Andrea Bell, the Los Angeles-based director of insight for WGSN Insight, the marketing research arm of WGSN.

For example, one teenager interviewed by WGSN said that many retailers continually misfire when they are trying to sell their merchandise. According to Bell, the teenager held up her phone and said: "All of these retailers say we don't go to malls. We do. You just don't go to my mall."

Every generation of consumers is immersed in the digital world, the report found. To reach them, businesses must go where they are. The paper called it finding "third spaces," or digital forums not previously considered.

Swedish brand **Carlings** was a pioneer in finding new digital forums, Bell said. In November 2018, it released a digital-only collection of clothing. It made a splash because

people put Carlings's digital clothes on their social-media pages. Businesses noticed this because the digital world gives a lot of space to experiment.

"We call it a 'test or invest' model. [Businesses] can figure out whether it works and if they want to make a long-term investment in producing it," Bell said.

WGSN's proprietary research methods used in the report divided consumers into several groups. One was the time-starved "compressionists," who reward companies offering them convenience and tightly edited merchandise.

Another group was the entrepreneurial "market makers," who are looking for corporate innovation and interaction through peer-to-peer markets. There are also "kindness keepers," who reward companies that wear their values on their sleeves.

"There is a shift in people really wanting to support companies that align with an internal belief or value," Bell said. "They either boycott or 'boycott.' They'll actually buy with the company that aligns with their brand values." If businesses want to appeal to this consumer, they have to prove they are committed over the long term to a specific cause.

While this consumer report found digital is a big deal, groups such as the **National Retail Federation** said that physical stores will continue to be crucial in the near future. In April, the NRF forecast that by 2021 online will comprise 25 percent of the total retail market, leaving a lot of space for bricks-and-mortar stores.●

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Sidway Swim: Looking to the Glamour of the 1990s for Inspiration

The path to creating **Sidway Swim** had a lot of twists and turns that took designer Sarah Sidway Godshaw on a long learning experience.

She honed her skills working at Los Angeles-based **Apparel Ventures**, a swimwear concern acquired nine years ago by **Manhattan Beachwear** in Cypress, Calif.

At Manhattan Beachwear, one of the largest swimwear makers in the United States, Godshaw designed swimwear collections for well-known labels including **Nanette Lepore**, **Bikini Lab**, **Rampage** and **Puma**.

In 2015, the swimwear designer left Manhattan Beachwear to work for **Nasty Gal**, where she was put in charge of launching the online company's swimwear and intimates line. "After I had been at Nasty Gal for a while and working with other women who were starting their own side brands, I started to branch out," said the graduate of **Otis College of Art and Design**. "I felt I wasn't maxing myself out. I felt in my 20s it would be good to work my butt off."

So, on a free-lance basis, she helped grow **Show Me Your Mumu**, a mumu maker expanding into other categories including swimwear, lingerie and activewear lines.

Meanwhile, with a small bank loan, she quietly started Sidway Swim with the angle that its silhouettes and style would be fashioned after the super-model styles of the 1990s—think Naomi Campbell, Linda Evangelista and Claudia Schiffer.

"I wanted to start a swimwear company that embraced the natural body type seen in models who were curvier and not so **Photo-**

shopped," the designer said. "I wanted to produce these suits that were glamorous but not overdone."

Her silhouettes are flattering and often cover more territory than the skimpy bikini, which can make women feel uncomfortable. "I don't want to be glamorizing these unreal-

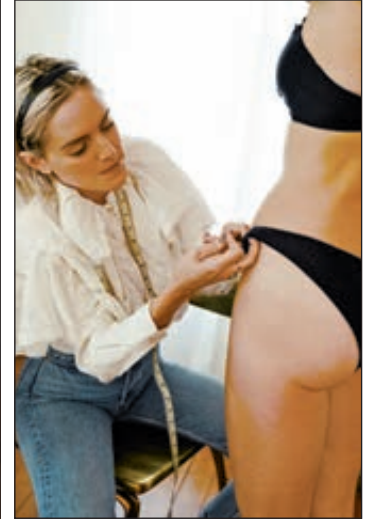
on-brown-background print that took off on **Instagram**. "It put us on the map," she recalled. "It was inspired by the dress Julia Roberts wore in the movie 'Pretty Woman.'"

With that polka-dot venture, prints became more integral to the collection, with the latest offerings now featuring a subtle leopard-

sexy in but that adjusted to my body."

Other silhouettes include high-rise bottoms and more-skimpy bottoms as well as bandeau and triangle tops.

Sidway Swim, whose retail prices range from \$90 to \$95 for separates and \$145 for one-pieces, is sold at various swimwear stores



Sarah Godshaw

istic body types," she explained.

In all her suits, she uses a luxe and lustrous jersey knit with a high spandex content that molds to the body and sculpts your shape. The hems are filled with a premium full-flex rubber that doesn't sag over time. "It will hold you up without digging into your sides or create tension at the hem," she said. "It is smooth on your body and still stays on."

There are one-piece and two-piece suits that started out in solid colors, but last year Godshaw introduced a white-polka-dot-

ard/tortoiseshell print, a black-and-white dot print and a tropical print called the **Islander**.

One of the designer's favorite silhouettes is a one-piece suit à la the popular TV series "Baywatch" that has adjustable sash ties at the shoulders and a high-rise leg. "I am petite but kind of busty. I wanted something I could feel

across the country, including **Coast by Coast** at the **Platform** shopping center in Culver City, Calif., and **Isalis** in San Francisco. In Florida, it is sold at **Sal Las** in Coral Gables and **Love Shack** in Delray Beach. Online it can be found at **bikini.com**, **baiae.com** as well as **sidway.com**.—*Deborah Belgium*

Cult Gaia: Diving Into a New Swimwear Line

Los Angeles-headquartered **Cult Gaia** started business in 2012 making bags and floral crowns, later branching out to larger pieces such as dresses. Now founder Jasmin Larian wants to take a big leap forward by launching swimwear.

She is doing that with the introduction of a contemporary collaboration label with Brazilian designer Adriana Degreas called **Cult Gaia x Adriana Degreas**.

Larian has worked before with the Brazilian designer, who mixes swimwear and couture standards. Degreas has developed a reputation for making imaginative beach and poolside styles that are reminiscent of an Esther Williams movie. "She brings an artful, couture sensibility to swimwear," Larian said of Degreas. "She celebrates the feminine figure."

The collaboration line features bikinis, a one-piece, a cover-up dress and, of course, bags. The collaboration's bags and the swimwear share a number of prominent details. Cult Gaia designs bags made from tortoiseshell acrylic with open-air panels, which give the accessory a summery feel. Taking inspiration from the tortoiseshell bag, the swimwear collection the Shalese features a tortoise bandeau bikini. In this piece, a band of tortoise-colored acrylic sits over the front of a sheer, tulle bandeau and is

matched with a bikini bottom featuring side ties. The collection also has a triangle bikini and a cutout swimsuit that feature tortoise acrylic hardware and hoops.

Other looks include a strapless swimsuit



featuring a tulle panel bearing the graphic of a macaw and tropical foliage. Other swimsuits feature pleating as well as tropical prints.

Cult Gaia and Adriana Degreas also collaborated on something that gives coverage to the whole body. It's a long dress with a V-neck. The dress has a green tropical foliage print displaying bright pops of red flowers.

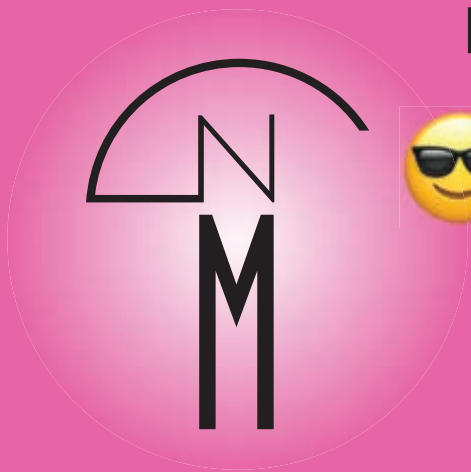
Retail price points range from \$350 for a bikini to \$1,260 for a long dress. The collaboration collection is sold at select retailers and on the e-commerce channels **cultgaia.com** and **adrianadegreas.com/en**—*Andrew Asch*



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The Book of Judith: Going Goth With a New Swim Collection

Brightly colored bikinis and summery swimwear are not for every woman, said Los Angeles designer Candice Cuoco, who was a “Project Runway” finalist and has a label with a reputation for making made-to-measure leather jackets and corsets.

Cuoco introduced her label’s first swim line, **The Book of Judith**, for the woman who does not fit into any of the standard swim looks designed by many labels.

There are a number of women who don’t want to play the ingénue and look like they are posing for a swimsuit pictorial at a beachside resort. There are others who don’t want swimwear’s sturdy, athletic looks either.

Cuoco thought her kind of woman would be interested in another aesthetic associated more with Goth nightclubs instead of swim parties.

“There’s a darker, romantic side, which my line is known for,” Cuoco said. “The images in this line tell a story in themselves. It’s about triumph through loss,” she said about persevering through adversity.

The Book of Judith was introduced last year during **Miami Swim Week** in Miami Beach, Fla. Since its debut, it’s been a work in progress as Cuoco introduces new pieces to the now 14-piece line. She relies on customers telling her what they like and what they’d drop from the line.

Mostly through social media, fans told her to cut string bikinis. “People don’t come to Candice Cuoco for simple. They come for the depth, the romance and the design,” she said.

The influences of Cuoco’s swim line veer sharply from swimwear’s typical obsessions with sun and good times. The line was named after the biblical heroine Judith, who liberated her people by ingratiating herself

with a general from an invading army. Later, she chopped off the general’s head.

The swimwear’s prints were inspired by the blue-and-gray woodcuts of 19th-century French artist Gustave Doré, who was famous for his artwork depicting literary epic scenes from Cervantes’s “Don Quixote” and Dante’s “Inferno.”



Cuoco printed the designs on swim fabric with the **Epson SureColor F-Series** dye-sublimation printer.

The line’s silhouettes include triangle bikini tops. There are also bikini tops shaped like the mid-20th-century bullet bra that actress Jayne Mansfield helped popularize in the 1950s and Madonna wore during her 1990 “Blonde Ambition” world tour.

Cuoco made the bullet top her own by sewing custom stitching on the bullet bra-style tops. Another one of The Book of Judith’s pieces resembles a corset.

Retail prices for the collection, sold at candicecuoco.com/shop, range from \$95 to \$125.—Andrew Asch

Calendar

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

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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Textile Preview

and Resource Guide

A CALIFORNIA APPAREL NEWS SPECIAL SECTION

JULY 2019

TEXTILE NOTES

**Orta's Sustainability
Formula Blends Biology,
Design and Technology**

**Calik Denim Increases
Accessibility Through New
Mobile Application**

**Hyosung Introduces Creora
ActiFit Spandex With a
Focus on Fashion and
Function**

TEXTILE TRENDS

Floral Blooms

Blues News

Standard Bearers

The New Neutrals

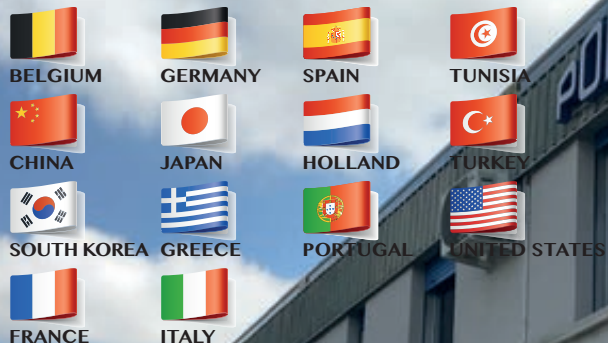
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TEXTILES

Orta's Sustainability Formula Blends Biology, Design and Technology

By Dorothy Crouch Associate Editor

Istanbul textile manufacturer **Orta Anadolu** is on a mission toward greater sustainable denim manufacturing, inviting industry leaders to hear about how the company is contributing to a more ecologically sound denim supply chain.

On hand at the June 27 meeting at the **Ace Hotel** in downtown Los Angeles were representatives from Los Angeles denim makers **Current/Elliott** and **Citizens of Humanity** as well as a number of consultants, city-government officials and industry leaders.

The intimate gathering was organized on the heels of a June 21 stop in New York at **The Museum of Modern Art**, where the company awarded its Biodesign Challenge prize to a team of ambitious **Royal Melbourne Institute of Technology University** students who created a washing-machine filter that captures micro-plastics, eventually allowing enzymes to consume the collected waste.

"The next generation includes using biology, design and technology under the umbrella of sustainability to create the new denim eco-system," explained Orta's global director of sales and marketing, Sedef Uncu Aki. "For so long we've discussed the scarcity of natural resources. We are now in an era to discuss abundance and scalable solutions. We can change the narrative from scarcity to abundance."

During its first sustainability seminar covering "Sustainable Actions From Design to End Use," the mill sought to educate its Los Angeles brand partners regarding greener

officer for Geneva-headquartered BCI. Silva explained how working with cotton farmers to promote responsible cotton cultivation creates a more sustainable start for the denim supply chain.

"All [BCI] members should have a common goal, which is to help improve farming practices, lower farming costs, and increase productivity and better profitability for farmers," he said. "Orta has been a long-standing member of BCI that has used our system."

Event attendees, who have worked in



Orta denim

many different areas of denim production, welcomed the opportunity to learn more about improving their businesses.

"We're working more with sustainable products, so I am here to become more knowledgeable," said Annabelle Lee, associate designer of denim for Vernon, Calif.'s **Current/Elliott**. "There are many different elements involved, such as encouraging consumers. It's not just vendors and farmers—it's a full circle of awareness that needs to happen."

Utilizing more-sustainable raw materials at the beginning of the supply chain and less harmful processes during production is a major concern for many denim textile manufacturers and jeans brands that want to be responsible.

Discussing how denim mills are promoting more sustainable manufacturing practices by cleaning up traditionally dirty industry practices, Amanda Cattermole—a sustainability and chemical management consultant who worked for many years with **Levi Strauss & Co.**, made the connection between cleaner practices and conserving resources.

"From a mill-processing perspective, we're seeing them create ways to reduce water use, and they're also looking at things like foam dying and pre-reduced indigo," she said. "If you're using less water, you're using less energy. We're seeing a big push toward energy reduction and much safer reduction agents being used."

Noting the upcycling programs of brands such as **Guess**, **Levi's**, **Nike**, **H&M**, **Patagonia** and **Eileen Fisher**, Cattermole also explained how brands are able to bypass the need for creating new goods by promoting a circular economy that relies on giving new life to products in their post-consumer states.

Attendees noted that greater attention needs to focus on using scrap material and dead stock and recycling old products once consumers no longer need them.

"We look for fabrics we bought a long time ago that were in our inventory to patch into the jean instead of going out and purchasing new material," said Dana Kelly, a fabric manager at Huntington Park, Calif.-based **Citizens of Humanity**. "If we can use post-consumer goods, break them down and repurpose into fabrics, we could give them new life—a denim rebirth." ●



Sedef Uncu Aki, left, and Sebla Onder field questions from guests.

denim throughout the product lifecycle. Stepping outside the larger format of trade shows and forums, the company wanted to connect with brands on a more personal level.

"We will shape other series according to how this first seminar goes," said Orta's sustainability specialist, Sebla Onder. "We believe in the power of collaboration, and, for sustainability to work, everyone in the entire value chain must work together."

As part of its push to promote an eco-friendlier industry, Orta is not only talking about using technology to facilitate connections along the supply chain, but the company is also implementing changes to remain transparent. Using a Lifecycle Assessment QR code printed on its labels, Orta leads its brand partners through its denim sourcing, affording greater insight into how its textiles are produced.

"For the last two collections, we've put a QR code on every article," said Uncu Aki. "It's nice, because you can quantify, and when you quantify you can develop objectives and have goals to reduce impact."

With the help of the **Better Cotton Initiative**, Orta was able to show how the company has been contributing toward the sustainable shift, before sustainability was stylish. A member of BCI since 2011, Orta introduced Carlos Silva, the USA program

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Design Knit Launches Studio DK in Its Latest Initiative to ‘Give Back’

How best to give back to the industry that has been your lifeblood?

This is the question that has preoccupied mother and daughter Shala and Pat Tabassi and their dedicated staff at Design Knit Inc., the family-owned knitting mill CEO Shala built from the ground up beginning in 1986. Widely acknowledged as a premier purveyor of high-quality knit fabrics for the contemporary, athleisure, sportswear, and loungewear markets, Design Knit, almost from the start, has been focused on giving back to the fashion community as much as it has endeavored to build its business.

In particular, the Tabassis, who run one of the rare local mills in the city, have concentrated on students and young designers, whom they regard as the industry's future. “We have long supported the next generations of designers,” says Pat, who serves as head of product development and community outreach. “That’s really important to us beyond the business end.”

Design Knit more than a decade ago began offering to students scholarships and mentorship internships as well as regular factory and showroom tours. Pat, a frequent lecturer at the various fashion schools in Los Angeles, got the idea from an experience she had when she happened to sit in on a textile class. “Textile-oriented classes can be incredibly technical,” she says. “I realized we needed to get them over to our facilities to see how it all worked, show them firsthand knit-fabric production.” Students who have a better understanding of how a fabric is made, the Tabassis believed, will have more success in employing those fabrics in their designs.

Over the years, this highly successful outreach illuminated for the Tabassis a big issue for those starting out and “identified a void that wasn’t being filled,” Pat explains. Up-and-coming designers with a need for high-quality fabrics were often stymied by the high minimum orders required at the better mills, including Design Knit itself. “We’ll meet really talented designers or students ready to graduate,” Pat relates, “and they have to go to closeouts only and can’t always repurchase the same fabrics, so there’s a lack of consistency in their product.”

Could there be a way, they wondered, to offer their high-quality goods at lower minimums?

Studio DK is Design Knit’s answer to the challenge. When it opens in mid-July, Studio DK will offer a curated collection of about 300 fabrics, both yarn-dyed and prepared-for-garment-dye, hand-picked by the staff from the thousands in Design Knit’s stable. These fabrics, which include a large number of novelty fabrics and new styles added seasonally in different weights as appropriate, will be offered at a “significant reduction” in the minimum and faster turnaround time for a nominal surcharge. Timing depends on the availability of yarn and machine space, but an order that normally would take four to six weeks can be turned around in as little as three to four weeks.

Studio DK also will carry a steady in-house stock of ten of Design Knit’s bestselling fabrics, all prepared-for-garment-dye, also available at a low minimum for immediate use. The fabrics—“a good range, a good variety,” Pat notes—include jerseys, French terry, rib, thermal, and jersey spandex, including fine-quality Buhler yarns and TENCEL™ fibers. “These are products we’ve seen do really well for us,” she explains. “To have ten core styles available is a wonderful benefit.”

Also among the Studio DK offerings will be fabrics made with sustainable fibers

and recycled yarns plus a collection fabricated from discontinued yarns. In an effort to reduce waste, fabric overages will also be available for purchase “with the hopes of giving the products a second life,” Pat says.

While located at the same mill facility as Design Knit, Studio DK has a separate entrance, parking lot, and newly constructed showroom—a tranquil place awash in neutrals. There will be garment-dyed samples to inspire and a yarn-dye color card. And while the assortment is a “honed-down collection from our line,” Pat explains, “we are still able to tweak some of these fabrications as well.”

The advantages of Studio DK can work in many scenarios. “They are working with shorter lead times, and I will get a lot of inquiries for quick response,” says

Sarvey Tahmasebi Rector, director of sales and marketing. “This is a great way for them to produce goods in a fast way. If they can get samples done quickly and show them closer to lead time, it’s definitely good for a quick-response program.”

For all intents and purposes, Studio DK is a separate entity from Design Knit, which continues its business unchanged. “We are evolving and adding to our business,” she points out. “Design Knit is very strong; we just want to cater to a different area of the market.”

What Studio DK and Design Knit will share is their near-obsessive attention to customer service and building strong relationships that withstand the ebb and flow of industry demands. “It’s the ambience, and the way we treat people,” Pat says. “The new showroom is a reflection of that. It’s cheery and a space people will really enjoy.”

Visits to Studio DK will be by appointment only, and appointments are being taken now prior to the grand opening. The Design Knit website includes a drop-down for Studio DK, where requests for appointments can be submitted there. The ideal client is a new label ready to go. “You want to start with a company and grow with them,” Pat says, which has worked so well for the Design Knit parent.

For Shala Tabassi, who cannot say enough about her dedicated staff and their collaborative and supportive spirit, this new chapter has her “looking forward to seeing so many of the new designers who come here and see what we have and help their future.”

Pat echoes the feeling. “We hope we’re able to service this side of the business that feels they are low on options,” she says. “We look forward to helping our industry thrive.”



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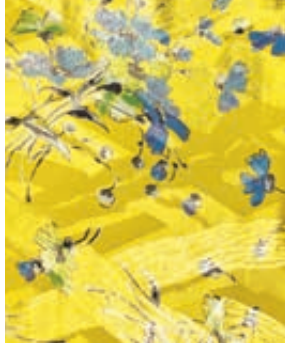
TEXTILE TRENDS

Floral Blooms

Floral textiles have a long history in fashion design. From bold statements to muted prints, they give fashionistas a chance to express their personality. One thing is for sure—floral prints are almost always in style.



Texollini



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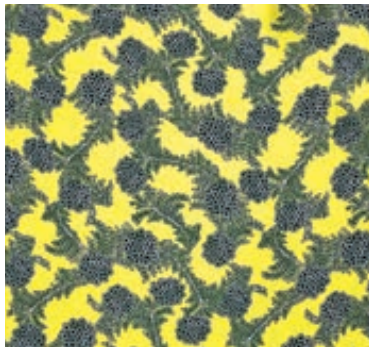
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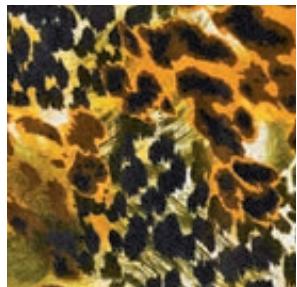
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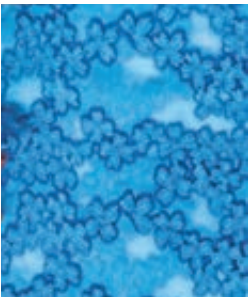
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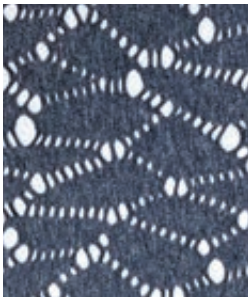
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Blues News

Greeks, Romans, Egyptians and early modern Europeans have all used the color blue. Probably the most popular color in history, it maintains its strength in today’s fashion world. Whether it’s denim, silk, cotton or synthetic fabrics, it rules in apparel and home fashions.



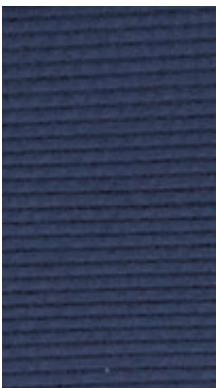
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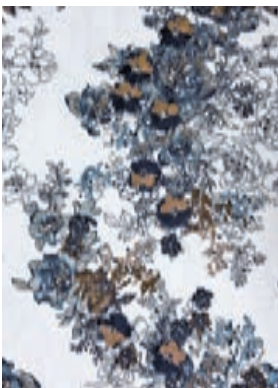
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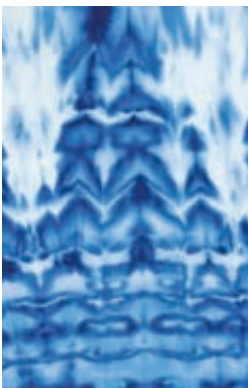
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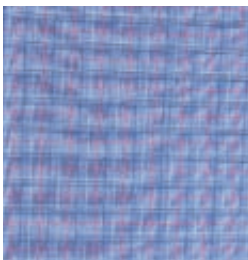
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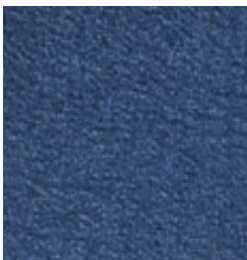
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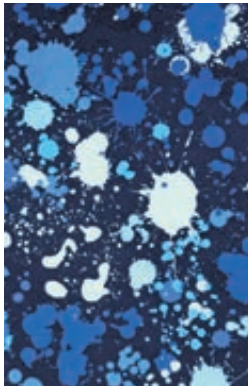
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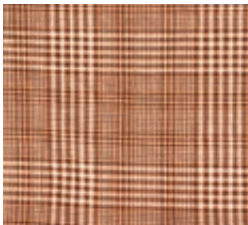
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Standard Bearers

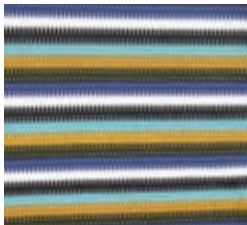
Striped and plaid fabrics have long been “go-to” textiles for designers. Finding a place in home décor, apparel and quilting, stripes and plaid prints are as popular as ever.



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Greene Textile



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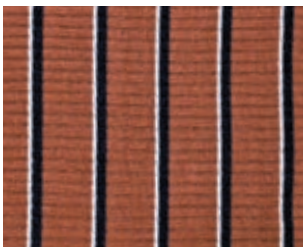
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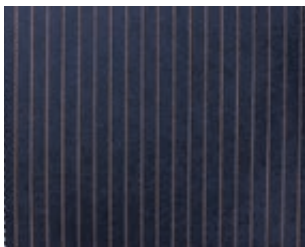
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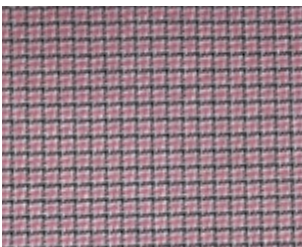
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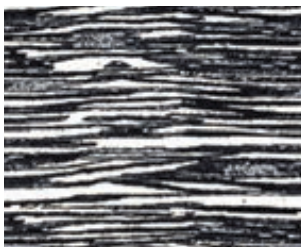
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Texollini

The New Neutrals

Known as the “quiet authority,” nude and beige textiles provide a back-ground for bold print statements. The popular trend is suitable for everyday as well as on the runway.



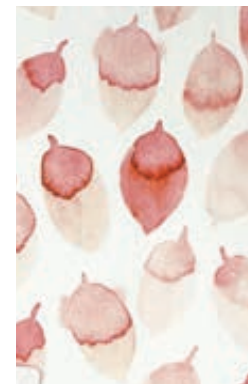
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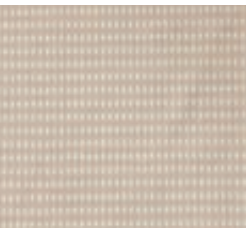
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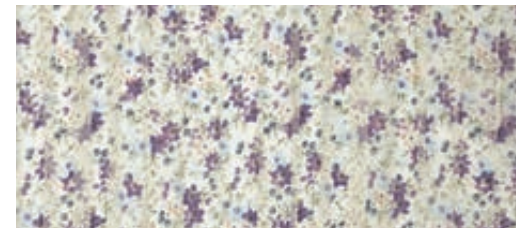
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Calik Denim Increases Accessibility Through New Mobile Application

Easing the customer experience through fresh technology, Istanbul's **Calik Denim** introduced a new mobile application that allows users to remain current with the latest industry trends and match them with the company's products.

The new technology is available through the **App Store** for iOS and **Google Play** for Android. It allows customers to work with Calik Denim any time of day from anywhere around the globe.

Launched during **Denim Première Vision** in Milan, held May 28–29 at **Superstudio Più**, the application has been made available via a link sent to customers and subscribers. The company reported a positive response to the launch, with attendees at the show downloading the application during the event. By allowing customers to reach the company via email or telephone directly through its application, Calik Denim is expanding its accessibility to bring its clients closer to its business.

In addition to matching specific trends with Calik Denim styles, the application al-

lows manufacturers and designers to search for specific fabrics with filters that search the company's products according to color, elasticity, weight, construction and finish. Through this technology, customers are also

able to explore the different washing recipes available.

The application leads users beyond the shopping and manufacturing processes by providing news regarding Calik Denim and information covering the most recent trends. With the technology, Calik Denim's customers are able to remain informed regarding the company's Top 5 Fits, which are published every quarter and generated according to region and gender.

To keep clients updated regarding the denim mill's latest products, Calik Denim will make available its three most current collec-

tions. Users will be able to access videos, photos, stories and technical details, affording a greater understanding of each fabric's weight, width and composition.

—Dorothy Crouch



Hyosung Introduces Creora ActiFit Spandex With a Focus on Fashion and Function

Addressing the demand for textiles that meet the needs of endurance-sports enthusiasts, Seoul, South Korea–headquartered **Hyosung** recently introduced its latest offering in high-performance fabric.

The world's largest manufacturer of spandex unveiled its Creora ActiFit during **Outdoor Retailer's** Summer market, held June 18–20 in Denver at the **Colorado Convention Center**.

"The last thing an endurance athlete or outdoor enthusiast wants to worry about is if their gear is going to hold up in a race or even over time," said Hyosung Global Marketing Director of Textiles Mike Simko. "Multi-sport apparel made with Creora ActiFit spandex will give athletes the confidence they need to focus on their sport and not be bothered by what they are wearing."

As a greater number of athletes seek increased physical challenges, Hyosung set out to create a spandex that would work as hard as the consumers who wear it. The end product was Creora ActiFit spandex, a highly durable textile that resists ultraviolet rays and chlorine. Designed to endure demanding conditions, such as saltwater, powerful sunlight and challenging terrain, the spandex is ideal for athletes who engage in challenging activities such as cycling, swimming, triathlons and adventure racing.

In addition to launching Creora ActiFit spandex during Outdoor Retailer's Summer market, Hyosung was one of a number of ex-

hibitors that heavily promoted eco-friendly products. The trade show not only saw the launch of Creora ActiFit spandex, but Hyosung unveiled its 2020 Megatrends Connected Beyond presentation at the in-house Fashion Design Center, focused on the theme of "Protect the Body and Eco-nomy."



According to the company, the theme illustrates how garments have become "connected between the human body and the environment" and "connected with responsible thinking." These two ideas emphasized the business of sustainability and a need for performance fabrics to not only withstand the elements but also look fashionable.—D.C.

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Finance Review *Continued from page 1*

But the constant threat of tariffs on apparel has big U.S. clothing manufacturers worried about the economic wallop it could deliver to their companies. That was brought home in June when representatives from **Columbia Sportswear Company**—with revenues of \$2.8 billion in 2018—testified before the office of the U.S. Trade Representative that tariffs would be a burden on the 81-year-old company, headquartered in Portland, Ore.

“The products that we continue to manufacture in China are highly specialized and tied to significant investments that we have made in tooling, machinery and personnel training,” said Katie Tangman, Columbia Sportswear’s director of global customs and trade. “We also own and operate a wholly owned subsidiary in China, which is one of our largest foreign markets with more than 700 retail locations throughout the country. Having local production helps us remain competitive in the local China market, which in turn supports U.S.-based innovation jobs.”

Tangman noted that the cost to move the company’s remaining operations out of China, purchase new machinery and train a new workforce would cost millions and take

at least one year.

The threat of additional tariffs, she added, would give the company no choice but to either pass on the additional cost to consumers or curtail investment to cover the additional tariffs on top of current tariffs. “Some of Columbia’s products are subject to import taxes as high as 37.5 percent,” she said. “Adding a tariff of up to 25 percent on goods from China means that our import taxes would be as high as 62.5 percent, an untenable amount.”

Full house

With higher tariffs going into effect last year, and more threatened, importers started bringing in goods before the tariffs went into effect. The result is that warehouses all around the Los Angeles area and the Inland Empire are filled to the gills with merchandise.

“There is less than 1 percent vacancy in the warehouses and logistics spaces located in the area,” said Michael A. Smith, the director of international trade at the **World Trade Center Los Angeles**. “You have a huge glut in inventory from companies front-loading their imports and holding onto their supply.”

Warehousing merchandise longer means companies’ storage expenses are going up, which is another factor pushing up prices. And, with so many cargo ships to be unload-

ed at the ports, more containers are sitting on the docks longer, resulting in higher demurrage fees. For some companies, demurrage fees are adding up to \$3,000 a container.

“It has been 15 months since this whole trade battle started, and I now feel the consumer more than ever is going to feel the burden of this,” Smith said.

China is very important to the **Port of Long Beach** and the **Port of Los Angeles**, which account for receiving nearly half the seaborne trade between the United States and China.

China last year was the Port of Los Angeles’ top trading partner, accounting for \$203 billion in business. Way down on the list in second place was Japan, bringing in \$49 billion in business.

Eugene Seroka, the Port of Los Angeles’ executive director, said last month he fears “the prolonged presence of tariffs on trade with China may cause American businesses to source materials and goods from other countries, which may result in trade volumes shifting away from the U.S. West Coast and the Los Angeles trade gateway.”

Long economic ride

Despite the constant threat of more tariffs on the horizon, the economy has continued to expand at a steady pace. The U.S. is now

in its longest economic expansion, surpassing the previous record of 120 months of economic growth. “We just set the record,” said Robert Kleinhenz, executive director of research at **Beacon Economics** in Los Angeles. “In general, economic conditions are looking good, whether it is on the national, state or local level.”

The national unemployment rate is at 3.6 percent, which is the lowest it has been since the 1960s. California’s 4.2 percent unemployment rate is also at a near record low.

The Federal Reserve’s recent decision not to raise benchmark rates is pushing down mortgage rates, which have sunk to a 31-month low. As of June 27, 30-year mortgage rates were at 3.84 percent compared to 4.55 percent a year ago.

Despite lower mortgage rates, housing sales in Los Angeles County fell 2.9 percent in May compared to the same period last year.

“Lower interest rates haven’t ignited the housing market, which is puzzling,” said David Shulman, senior economist with the UCLA Anderson Forecast. “In the past, you would have seen a lot of activity. The housing market is still squishy.”

The general consensus among economists is that the Federal Reserve will lower the benchmark interest rate two more times before the end of this year. ●

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DG Expo Fabric & Trim Show

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Products and Services: DG Expo Fabric & Trim Show is a two-day show featuring American and European companies with low minimums and many with in-stock programs. DG Expo focuses on the needs of designers, manufacturers (producing apparel, acces-

sories, home furnishings, and other sewn products) plus private-label retailers, fabric stores, and event/party planners. Our next show is the New York Fabric Show, July 22–23, at The Hudson Mercantile, followed by the Chicago Fabric Show, Aug. 27–28, at the Palmer House Hilton.

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Pontex SPA

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Products and Services: Preface NYC started as a seed of an idea between two friends who share over 40 years of fashion design and fabric experience. The show on July 17–18 was created as an intimate new way to be inspired. Preface NYC presents trend merged with fabric collections, printed textiles, visionary speakers, a curated book selection and vintage garments — bringing innovative concepts and sourcing together. A specialist group of exhibitors in an intimate & relaxed setting offer meaningful and relevant design inspiration. Exhibitors include a complementary mix of mills from Asia and Turkey, in addition to full-service garment manufacturers, including Vector Apparel Project from Los Angeles and Global Edge Sourcing with Turkish production.

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needs. We successfully launched production of RFID price tickets last year. This demand is being greatly driven by the big retailers such as Macy’s and Target. Our growth and market dynamics have resulted in opening up a production center in Tijuana, Mexico. We have also added advanced die cutter technology in our Los Angeles production center to streamline our production efforts and to strengthen our packaging capabilities. A very important part of our business is FLASHTRAK, our online ordering system for price tickets, custom products and care labels. Our mission is to deliver high-quality products at competitive prices, wherever they are needed for production. We understand the rush nature of this industry and strive to meet the tight deadlines facing our customers.

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Fax: (213) 228-5555
www.hanafinancial.com
Contact: Kevin Yoon
kevin.yoon@hanafinancial.com

Products and Services: Established in 1994, Hana Financial is a specialized nonbank financial institution that offers factoring, asset-based lending, SBA lending, home mortgage banking, investment banking, wealth management, and insurance services. Hana Financial evolved from a local startup serving a niche market of Southern California to a top 10 factor in the U.S. and a member of Factors Chain International, with offices in Los Angeles and New York.

White Oak Commercial Finance

555 West 5th Street, Suite 3380
Los Angeles, CA 90013
Contact: Gino Clark
Phone: (213) 226-5201
Fax: (213) 226-5374
www.whiteoaksf.com

Products and Services: White Oak Commercial Finance, LLC (WOCF), formerly Capital Business Credit/Capital Factors, is a global financial products and services company providing credit facilities to middle-market companies between \$1 million and \$30 million. WOCF’s solutions include asset-based lending, full-service factoring, invoice discounting, supply-chain financing, inventory financing, U.S. import/export financing, trade credit-risk management, account-receivables management, and credit and collections support. WOCF is an affiliate of White Oak Global Advisors, LLC, and its institutional clients. More information can be found at our website.

Swim

Collective Shows

activewearcollective.com
swimcollective.com

Products and Services: Collective Shows has three upcoming shows. Swim Collective and Active Collective California take place July 31–Aug. 1, 2019. The co-located shows feature two marketplaces in one convenient location, at the Anaheim Convention Center. Swim Collective is the premier West Coast swimwear and accessory marketplace featuring luxury and boutique swimwear, plus higher-end resort wear, cover-ups, accessories and footwear in its Beach segment. Active Collective is the first and only show dedicated solely to fashion-forward activewear and athleisure apparel, featuring performance wear, athleisure, accessories and footwear— plus a new Wellness section. Active Collective New York takes place at the Metropolitan Pavilion, Aug. 22–23, 2019. Entry is free for qualified retailers.

Kendall + Kylie Beachwear

www.Kendallandkyliebeachwear.com
Contact: Sherwin “Ace” Ross
ace@kendallandkyliebeachwear.com

Products and Services: What would you expect when you marry the most famous supermodel brand in the world with a licensee who has seen his share of amazing ups and downs in the most uncertain times of the apparel industry? If the global success of Ed Hardy means anything, then you can place a wager that Kendall + Kylie Beachwear is the most exciting product line in the swim arena to come to market in decades. “Kendall + Kylie Beachwear is here. Please join us, let’s shake hands, and meet outstanding buyers from around the world,” says Ace Ross. Please stop by Booth 705 at Miami Swim and Booth 1202 at Swim Collective Anaheim to say hello. We have in-stock goods, we are ready for immediates, we are ready for 10/15 and excited to show 11/ 15 and SS 2020! Life’s a Beach!

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