# and **Resource Guide**

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**JULY 2019** 

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## **TEXTILE TRENDS**

Floral Blooms Blues News Standard Bearers The New Neutrals Walk on the Wild Side



**Experts in Textile Research and Product Development** 



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## 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 Universi**ty 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



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 ecofriendlier 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 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 longstanding 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."

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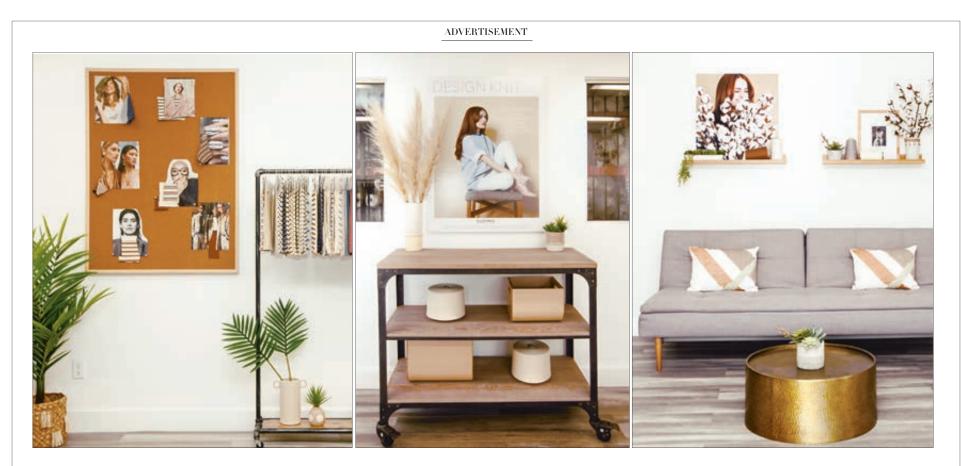
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## Design Knit Launches Studio DK in Its Latest Initiative to 'Give Back'

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. "Textileoriented 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<sup>™</sup> 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 dropdown 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 surefloral prints are almost always in style.





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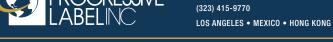












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## Walk on the Wild Side

Long a favorite of designers, novelty prints also are popular with quilters and home sewers. Paired with solid fabrics, they are a staple of fashion design.





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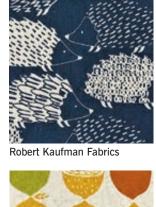
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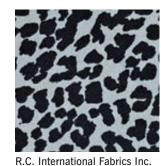


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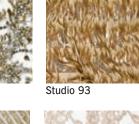
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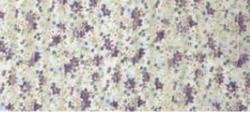


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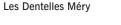
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## **Calik Denim Increases Accessibility Through New Mobile Application**

Calik Denim

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Calik Denim

Easing the customer experience through fresh technology, Instanbul'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

B"H

directly through its application, Calik Denim is expanding its accessibility to bring its clients closer to its business.

About this app

to Calik Denim fabrics

Business

The first mobile app. in the industry to link trends

In addition to matching specific trends with Calik Denim styles, the application allows 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. "Multisport 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 exhibitors 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 unloaded 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. ●

## **Resource** Guide

#### <u>Textiles</u> California Market Center

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#### Design Knit Inc.

1636 Staunton Ave. Los Angeles, CA 90021 Phone: (213) 742-1234 Fax: (213) 748-7110 www.designknit.com info@designknit.com Contact: Shala Tabassi, Pat Tabassi Products and Services: Design Knit, Inc. is a knit-to-order mill based in Los Angeles specializing in the development and production of high-quality, sheer to heavyweight knit fabrics for contemporary, athleisure, sportswear, and loungewear markets. The collection includes but is not limited to: Supima Cotton, TENCEL<sup>™</sup> Lyocell. TENCEL<sup>™</sup> Modal, Organic Cotton, ECOLIFE ®, cashmere blends, linen blends, rayon, mélange, triblends, etc. Fashion-forward athleisure collection. Cut-and-sew sweater knits. Now introducing STUDIO DK, the fabric source for your growing brand. Lower minimums and some stock items available.

## DG Expo Fabric & Trim Show

**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.

#### **Fabric Selection Inc.**

4940 Triggs Street Commerce, CA 90022. (213) 747-6297 Fax: (213) 747-7006 www.fabricselection.com info@fabricselection.com Products and Services: Fabric Selection Inc. is a premier wholesale fabric supplier, providing the highest quality textiles and in-house designs to designers and manufacturers in the Los Angeles area and beyond. Our assortment and specialty is vast, including basics, novelties and prints in both knits and wovens. All of our print designs are copyrighted. We have polyester, spandex, rayon/spandex and more unique fabrics to inspire your next fashion collection, and will work with you to get a price that will fit your bottom line

#### La Lame, Inc. (212) 921 9770

www.lalame.com

Products and Services: We at La Lame have captured the attention of a fabulous Italian digital printer and source for very exclusive print and "FOIL" solids for use in swimwear, sportswear dresses and intimate loungewear. Our "Beat Goes On" is the French assortment of woven/stretch This collection is unique in its attraction of yarn-dye fabrics that apply to many apparel lines. Also, we are proud to claim our post-surgical fabrics with great compression and recovery are performing very well with leading medical garments. some with copper varn that enhances their performance. We are now linked with a major knitting and finishing company in the USA that is the source for all apparel companies that must have a MADE IN THE USA label. We also supply beautiful lace fabrics from the finest mills in Europe Sustainable Fabric Options Available Visit the new La Lame showrooms at 215 W. 40th St. in New York by calling Glen Schneer @212-921=9770.

#### Pontex SPA

www.pontexspa.it Letizia@pontexspa.it Sergio@pontexspa.it **Products and Services:** For fall and winter collections, Pontex SPA skillfully weaves together yarns of cotton and silk into finished fabrics with soft and warm handfeels. For spring and summer, the Modena, Italy—based comnany produces extreme light weipths and

company produces extreme light weights and soft handfeels from cotton and silk, textured chiffons and organzas. Clients from around the world use Pontex fabrics in everything from dresses, loungewear, shirting, pants and jackets. Visit us at: View Premium Selection, Germany 7/16-17, DG Expo NY 7/22-23, Munich Fabric Start 9/3-5, Premiere Vision Paris 9/17-19, LA Textile 10/2-4

#### **Preface NYC**

www.prefacenyc.com info@prefacenyc.com

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.

#### Progressive Label Inc.

2545 Yates Ave. Commerce, CA 90040 (323) 415-9770 Fax: (323) 415-9771 *info@progressivelabel.com www.progressivelabel.com* **Products and Services:** Progressive Label is dedicated to helping companies develop and showcase their brand identity. From logo labels and hangtags to care/content labels and price tickets, we will develop, produce, and distribute your trim items worldwide. We specialize in producing custom products that will meet your design and merchandising needs. We successfully launched production of RFID price tickets last year. This demand is being greatly driven by the big retailers such as Macy's and Target. Our growth and market dynamics have resulted in opening up a production center in Tijuana, Mexico. We have also added advanced die cutter technology in our Los Angeles production center to streamline our production efforts and to strengthen our packaging capabilities. A very important part of our business is FLASHTRAK, our online ordering system for price tickets, custom products and care labels. Our mission is to deliver high-quality products at competitive prices, wherever they are needed for production. We understand the rush nature of this industry and strive to meet the tight deadlines facing our customers.

#### R.C. International Fabrics Inc. 3001 S. Main St.

Los Angeles, CA 90007 Tel: (213) 200-4957 Fax: (213) 744-0940 info@rcfab.net

www.rcfab.net and www.garmentdyefabrics.com Products and Services: R.C. International Fabrics, Inc. has been inspiring the fashion industry since 1990. We are an importer and converter of domestic knit and woven fabrics carrying novelties and basic items such as Gauze, Voile, Lawn, Poplin, Twill, Corduroy, Denims, Embroidery, Chambray, Rayon, Tencel, Linen, and much more. We offer solids, yarn dyes, and textures in Stretch and non-stretch. ALL IN STOCK in Los Angeles with low minimums. We also specialize in PFD fabrics (Prepared For Garment dye). Please visit us at our Downtown Los Angeles showroom or call us for an appointment at vour office

#### 3A Products of America

1006 S. San Pedro St. Los Angeles, CA 90015 (213) 749-0103 www.us3a.com Contact: Wayne Jung **Products and Services:** 3A Products of America is a symbol of quality, serving you since 1975. Send your samples to us. We will help you save money. Custom orders to meet your needs: snaps, knitted elastic, zippers, webbing, buckles, and buttons with your Jopo. We offer threads. Jabels. accessories. interlining, display equipment, fabric and product sourcing, website design, printing, and promotional items. Fast services are our first priority.

#### <u>Finance</u> Hana Financial, Inc.

#### 1000 Wilshire Blvd., 20th Fl.

Los Angeles, CA 90017 (213) 977-7244 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.

#### <u>Swim</u>

## Collective Shows

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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