

# CALIFORNIA ApparelNews

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## CALIFORNIA CLASSICS

Rich textures in bold colors and striking prints tell Catherine Gee's new California story of luxurious pieces inspired by the state's central region.

PHOTO: HAGOP KALADJIAN; STYLIST: MADELEINE ZOELLER

### Inspired by Central California, Catherine Gee Creates New Classics for Fall/Winter 2019

Remaining true to her Central California story, Catherine Gee unveiled her Fall/Winter 2019 campaign, which elevates the luxury brand to a new level through an expanded collection of pieces. After a stay at San Louis Obispo, Calif.'s **Madonna Inn**, Gee became inspired to create the Fall/Winter 2019 collection for her eponymous Santa Barbara-headquartered, Los Angeles-manufactured brand.

"We started in all silks, now we have cotton velvets—all made in L.A.—and a bit of vintage-inspired wide-leg trousers with big cuffs and a tank with lace detail on the side," she said. "When you see a silk piece with lace details in this texture and quality, it's more of an experience."

Since 1958, the landmark hotel has welcomed guests who seek respite in the rolling hills of San Louis Obispo, and it allured Gee with its grounds, which hearken back to an era of California glamour.

With this latest collection, the designer used design details from that bygone moment in time, yet she elevated the styles to create modern classics such as a new take on her silk dress, now in a hue that she refers to as "high-risk red," a light bronze and an animal print. To complement the season, Gee also created silk tanks—some with hand-drawn prints—pajama-inspired styles, a women's smoking jacket and a cotton-velvet cropped jacket.—D.C.

#### TRADE SHOW REPORT

## July L.A. Market Serves Buyers Filling In and Looking Toward 2020

By Andrew Asch and Dorothy Crouch

The July 28–31 market in Los Angeles attracted buyers placing orders for everything from Immediates to Fall 2019 fill-in pieces as well as those springing ahead to next year. Showroom buildings visited by buyers included the **California Market Center**, **The New Mart**, the **Cooper Design Space** and its resident show **Brand Assembly**, and the **Gerry Building**.

#### Color, workwear and niche looks popular at CMC

Mimo Boghossian of the **Rue de Mimo** boutique in South Pasadena, Calif., can be found shopping at almost every **L.A. Fashion Market**. For Boghossian, this market was bursting with color at the CMC.

"I'm seeing a lot of bright color palettes," she said. "I'm seeing a lot of pinks. Mustards are still strong."

Boghossian was going through the styles at the **Sharon Koshet Sales** showroom, where owner Sharon Koshet said the  
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#### TECHNOLOGY

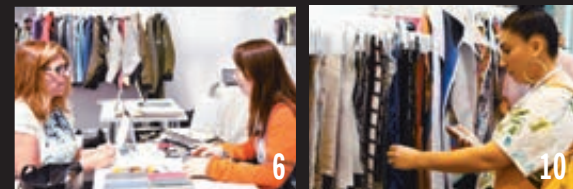
## Epson Finds Universe of New Uses in POS Technologies and the Cloud

By Andrew Asch *Retail Editor*

The pace for updating business software is unrelenting. Unless retailers employ a chief information officer, it's impossible to keep up, according to Mauricio Chacon, group product manager, business systems group, **Epson America, Inc.**, headquartered in Long Beach, Calif.

Instead of a CIO, Epson hopes to help retailers manage their retail tech with its new cloud service, Epson OmniLink Merchant Services 3.0. It was formally introduced July 29 at the **RetailNOW 2019** conference in San Antonio, Texas. Epson's OMS and the machines working with this cloud are part of a larger direction in retail technology, which includes a greater reliance on getting information from the cloud and using ma-  
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# Amazon Launches Fashion Subscription Service Personal Shopper by Prime Wardrobe

**Amazon.com** jumped into the subscription-retail game when it introduced **Personal Shopper by Prime Wardrobe** on July 26.

The retail giant's personal shopper will be made available through its Amazon Prime subscription service. It will be able to be accessed through the Amazon application, according to an Amazon statement.

Amazon's subscription service will work with emerging brands as well as established lines such as **7 For All Mankind**, **Calvin Klein**, **Levi's**, **AG Adriano Goldschmied**, **Rebecca Taylor**, **Champion**, **Adidas**, as well as the retail giant's house brand, **Amazon Essentials**. To participate, Prime mem-

bers will pay \$4.99 a month for the Personal Shopper service. They'll also fill out a survey that will reveal their style and fit preferences. Then Amazon's human stylists and the retailer's algorithm will put together boxes filled with fashions for each individual subscriber.

Developing a subscription-retail service is a good idea, said Syama Meagher, chief executive officer for the **Scaling Retail** consulting agency. It's been embraced by people who do not live in major metropolitan areas and may not have easy access to new fashions. "It will grow similarly to how the outlet business has grown," she said.

Years ago, many dismissed the outlet business, but the public voted with their dollars and gave a lot of support to the off-price outlet stores. Currently, many brands make products specifically for outlet stores. Meagher forecast that eventually brands will make product specifically for subscription services.

Meagher also forecast that specialty retailers would not find a lot of competition from Amazon's new services. While Amazon has become a dominant force in commodity retail, she said that it hasn't emerged as a major competitor in specialty. "Fashion shoppers want to have a curated experience. Amazon was built for commodity products.

It's a marketplace," she said.

While Amazon built its initial reputation on being a disrupter and driving physical bookstores out of business, boutique stylist companies may not be affected by Amazon's new subscription service, said stylist Nicole Pollard Bayme.

She did not think Amazon would compete with her Los Angeles-headquartered luxury-fashion styling firm **Lalaluxe**. "My customers are accustomed to a level of service, creativity and personalization that Amazon could never emulate," Pollard Bayme said. She is founder and chief executive officer of Lalaluxe.—*Andrew Asch*

## Administration's New Tariffs Draw Mixed Responses

The United States trade war with China heated up this week when the Trump administration said that the U.S. would place a 10 percent tariff on an additional \$300 billion worth of Chinese imports.

The trade war jolted markets when it started in 2018 and remains controversial for businesses affected by it.

"Tariffs are taxes on American consumers. The president's decision to proceed with adding these additional costs for hard-working American families is truly shocking," said Rick Helfenbein, president and chief executive officer of the **American Apparel & Footwear Association** in a press release. "This decision will increase the tariff bill on all clothes, shoes and home textiles like blankets and sheets—products that already account for the vast majority

of the duties collected by the U.S. government."

The **National Council of Textile Organizations** applauded the Trump administration's new tariff, said Kim Glas, the NCTO president and chief executive officer.

"China's rampant abuse of intellectual-property rights and IP theft has gone on far too long at the direct expense of the U.S. textile industry and its supply chain, resulting in the loss of U.S. manufacturing jobs in this critical sector," Glas said in a statement.

Glas also saw opportunity in the tariff announcement. "We believe this move will lead to more re-shoring of production to the United States and the Western Hemisphere production platform and will also address and mitigate China's rampant trade distortions," Glas said.—*A.A.*

## Vans Names New Exec

The Costa Mesa, Calif.-headquartered **Vans** brand named Michel Bilodeau as vice president and general manager for Vans' Europe, Middle East and Africa regions.

Bilodeau will be based in VF's European office in Stabio, Switzerland. He started his VF career in 2009 working as a director in Van's Canada office, said Doug Palladini, Vans' global brand president.

"Michel has played an instrumental role

in spearheading the growth and development of not only our Vans brand throughout Canada but also other brands in the VF portfolio," Palladini said in a statement. "As EMEA continues to be a critical growth region for the Vans brand, his extensive background and understanding of the marketplace will further enable our ability to grow and authentically connect with our consumers across the region."—*A.A.*

## Calendar

### Aug. 4

#### Accessorie Circuit

Javits Center  
New York  
Through Aug. 6

#### Accessories The Show

Javits Center  
New York  
Through Aug. 6

#### Children's Club

Javits Center  
New York  
Through Aug. 6

#### Curve New York

Javits Center  
New York  
Through Aug. 6

#### Fame

Javits Center  
New York  
Through Aug. 6

#### Moda

Javits Center  
New York  
Through Aug. 6

### Aug. 6

#### Atlanta Apparel

AmericasMart  
Atlanta  
Through Aug. 10

#### Northeast Materials Show

Aleppo Shriners Auditorium  
Wilmington, Mass.  
Through Aug. 7

### Aug. 10

#### IFJAG

Embassy Suites  
Las Vegas  
Through Aug. 13

#### OffPrice

Sands Expo and Convention Center  
Las Vegas  
Through Aug. 13

### Aug. 11

#### Footwear Sourcing at MAGIC

Las Vegas Convention Center  
Las Vegas  
Through Aug. 14

#### One MAGIC

Las Vegas Convention Center  
Las Vegas  
Through Aug. 14

#### Sourcing at MAGIC

Las Vegas Convention Center  
Las Vegas  
Through Aug. 14

### Aug. 12

#### Agenda

Sands Expo and Convention Center  
Las Vegas  
Through Aug. 14

#### Children's Club

Las Vegas Convention Center  
Las Vegas  
Through Aug. 14

#### Curve Las Vegas

Las Vegas Convention Center  
Las Vegas  
Through Aug. 14

#### FN Platform Womens, Mens/

#### Lifestyle, Fast Fashion/Trend,

#### Childrens

Las Vegas Convention Center  
Las Vegas  
Through Aug. 14

#### International Fashion Week

#### (IFW) Las Vegas

Venue tba  
Through Aug. 14

#### Kid's Hub Las Vegas by Playtime

Flamingo Hotel & Casino  
Las Vegas  
Through Aug. 14

#### Liberty Fashion Fairs

Sands Expo and Convention Center  
Las Vegas  
Through Aug. 14

### MAGIC Mens

Las Vegas Convention Center  
Las Vegas  
Through Aug. 14

### Pooltradeshaw

Las Vegas Convention Center  
Las Vegas  
Through Aug. 14

### Project, Project Womens, Stitch

### @ Project Womens

Las Vegas Convention Center  
Las Vegas  
Through Aug. 14

### The Tents

Las Vegas Convention Center  
Las Vegas  
Through Aug. 14

### WWD MAGIC

Las Vegas Convention Center  
Las Vegas  
Through Aug. 14

### WWIN

Rio All-Suite Hotel & Casino  
Las Vegas  
Through Aug. 15

### Aug. 13

#### VegasEdge

Alexis Park All-Suite Resort  
Convention Centre  
Las Vegas  
Through Aug. 14

### Aug. 14

#### Northwest Materials Show and

#### Première Vision Sport

Oregon Convention Center  
Portland, Ore.  
Through Aug. 15

There's more  
on ApparelNews.net

For calendar details and contact information, visit [ApparelNews.net/events](http://ApparelNews.net/events).

Submissions to the calendar should be emailed to the Calendar Editor at [calendar@apparelnews.net](mailto:calendar@apparelnews.net). 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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## STYLE Bangkok

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STYLE Bangkok October 2019 sports all sorts of lifestyle products, from gifts, home decor and furniture to textile, leather and fashion products and household goods. At STYLE Bangkok, not only can you find an unbelievably wide range of products crafted to meet exact lifestyle needs of style-conscious customers, whether it be creative craft products with powerful functions, leather products from thoughtful design, products from functional textiles with cutting-edge properties or products from nature-derived or innovatively recycled materials that encourage waste reduction, but you can also find a whole host of designers participating in the trade fair with the aim of showcasing their latest award-winning collections.

**Don't forget** to save the date for STYLE Bangkok, Asia's most comprehensive trade fair, to be held from 17 to 21 October 2019 at BITEC (Bangna, Bangkok). For more information, please visit [www.stylebangkokfair.com](http://www.stylebangkokfair.com) or contact the Department of International Trade Promotion call center 1169

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## TRADE SHOW REPORT

### L.A. Market *Continued from page 1*

market was fairly steady.

"Even though it is a slower show, I still do my phone calls. It brings in people who don't go to Las Vegas," she said of **MAGIC** and its satellite shows, which are slated for Aug. 12-15.

Barbara Fields of the **Barbara Fields Buying Office** also weighed in on trends. Floral prints have been big, she said. She also flagged some silhouettes that have been trending for juniors. Tube tops and bra tops in solid colors, stripes and prints have been popular. "The workwear trend is hot," she said. "It's been big in belted cargo pants, rompers and joggers."

Having an individual point of view is important for any showroom, said Rosanne Tritica, co-owner of the **Betty Bottom Showroom**. Tritica's customers typically look for jackets and other items with unique details.

"We developed our own niche," she said. "It is the details that make an item great."

### Fall into Spring at The New Mart

At The New Mart, shopping for the San Carlos, Calif., boutique **Holly Hill Urban Style**, Holly Hill and store manager Shelley Hill were searching for Spring 2020 collections with wholesale prices falling within the \$30 to \$50 range but found that they were a bit ahead of the game searching for Spring goods.

"Not a lot of people have Spring yet. It's too early, and we're bought up for Fall. We're looking for a bit of fill-ins for Fall and Immediate in jewelry and accessories," said Holly Hill. "For Fall, we're looking for good burgundies, berries and golds."

At his eponymous showroom, Michael Bush saw buyers who wanted Immediate and were looking toward the future as he showed his lines **Qué**, **Insight** and **Last Tango**. He saw buyers from California and Idaho who were buying through March 2020.

"Half of my sales are Immediate and half are for the future. That is every single market," he said. "If I have compelling product and it's six months out, they'll buy it."

In town to see **Eileen Fisher**, Beth Bauerle, who owns the 6,000-square-foot **Main Paige The Store**, located in Grand Junction, Colo., also wrote orders at **Johnny Was** and other showrooms during her visit to L.A. Market Week. Stocking her high-end boutique, which serves women ages 30 to 60, with more sophisticated styles was her goal for this market.

"I come to Los Angeles three times a year for Eileen Fisher, and I write lines all day. I needed some fill-ins for Fall, for October/November and some Holiday," she said. "Blush is huge right now—people love it because it looks pretty with their faces. Blues are always the strongest because they are the easiest hues to wear."

### Tie-dye, sequins, animal prints trending at Cooper Design Space

Israel Ramirez, owner of the **Siblings Showroom** at the Cooper, said that tie-dye was an important look for Resort and pre-Spring, with sequins and prints also strong.

Big trends played a role in the small market. Ramirez said he saw a lot less traffic than at other L.A. Markets but that traffic was steady. "It was in line with what I'm accustomed to seeing this time of year," he said.

Retailers visiting the market included the specialty boutique **M.Frederic**, which runs eight standalone bricks-and-mortar locations and six locations in airports. Also seen at the market was **Ambience San Francisco**, which runs four boutiques in San Francisco.

Nicole Friedman Mariani of the Cooper's **Collective Showroom** also agreed that traffic was good for a small market. "Retailers are coming here to catch up and make reorders," she said.

The **Brand Assembly** trade show produced its third July market show at the Cooper, said Adam Eisenhut, the event's vice president. Twenty brands exhibited this time, while some Brand Assembly shows can see 150 brands



Clockwise from left: Minnie Rose brand booth at Brand Assembly, Michael Bush Showroom, California Market Center registration desk, Siblings Showroom in Cooper Design Space

exhibit, he said.

Shelda Hartwell, vice-president of **Directives West**, the merchandising consulting division of **The Doneger Group**, said that Brand Assembly styles were colorful and feminine.

"Centerstage is still color, from blended shades of tie-dye, bright pops of color and textured, warm neutral tones," she said. "Luxurious sweaters, easy-wear lounge and daywear lingerie stood out. Label highlights; **Mate the Label**, **Jet**, **Scotch & Soda** and **Monrow**, to name a few."

### Gerry sees traffic from luxury retailers

Showrooms within the Gerry Building saw buyers who were visiting their trusted wholesale partners for a more personalized experience in a calmer atmosphere. At the **Joey Miller Sales Showroom**, buyers were investing in versatile one-size-fits-all knits in hues of icy blue and red from Istanbul's **B & K Moda**, priced at \$33 to \$42 for Fall pieces.

"We had a lot of Colorado, Indiana, Hawaii and locals from Pasadena," said Miller.

Traveling to Los Angeles to shop for their Tucson, Ariz.-based **Showcase at Canyon Ranch**, a boutique at the famed luxury property, Peter Molk and Robyn Molk were searching for specialty-driven merchandise and new lines.

Interested in fabrics that offer a soft hand for their affluent clientele, they visited the **Jamie Prince Showroom**, where they found linens for Spring and ordered T-shirts from the **Stewart Archer Showroom**.

"We like to buy things that are closer to our season, and some of these lines have Immediate merchandise," said Peter Molk, but he mentioned that they were also interested in Spring 2020. "Our Fall is bought up, so we're also looking for January through February deliveries for Spring."

The pair finds this market useful as it allows them to bypass attending shows in Las Vegas and instead head south to attend the **Active Collective** show running July 31-Aug. 1 in Anaheim, Calif.

"We come three or four times a year," said Robyn Molk. "We'll come again in October, which is the big one." ●





# SOURCING & FABRIC

A CALIFORNIA APPAREL NEWS SPECIAL SECTION

AUGUST 2019

## TEXTILE TRENDS

**The Art of Denim**  
**Bars and Bands**  
**Notable Knits**  
**Fine Florals**  
**Lovely and Lacy**

**Trade Show  
Report  
From NYC**  
**Première Vision**  
**Functional Fabric  
Fair**  
**Texfusion**  
**DG Expo**  
**Texworld USA**  
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ITL understands that adopting RFID can sometimes be complex and stressful. That's why they offer a complete, integrated, and customizable range of RFID solutions that guide their customers across a number of key areas to ensure deployment is not just best positioned at the roll-out stage but continues to provide maximum benefit throughout the RFID journey.

### Step 1: Offering expertise

The ITL RFID journey begins with ITL getting to know each customer's needs, issues, and requirements to then provide an RFID business case and proof of concept to calculate ROI. ITL even has their own testing material, which allows them to test in a retailer's own environment.

### Step 2: Offering a wide range of RFID tags and labels

The next step is choosing the right RFID tags and labels. The beauty about working with ITL is their extensive range of products in a multitude of formats for various product applications. They even offer sustainable options. In addition, because they recognize the importance of branding for their customers, they also offer customized inlay sizing and sew-in options to incorporate RFID into garments so that it becomes more than just a sticker and tracker—it becomes an anti-theft and anti-counterfeit aid.

### Step 3: Offering global capacity

No matter how large and global a retailer is, with ITL's widespread, wholly owned printing and encoding bureaus across a number of key needlepoint locations including China, Bangladesh, India, Sri Lanka, Vietnam, Turkey, Mexico, South Africa, and Ethiopia, ITL can activate any RFID requirements locally and provide retailers with a source tagging solution that allows seamless integration within their supply chain and continuity in the process.

### Step 4: Offering unique inventory management software

Once the tags and labels are implemented, the customer can also use them to improve availability and stock accuracy. Enter ITL's scalable, cloud-based software and easy-to-deploy application—ReflectRFID. Designed to help retail store managers raise the level of inventory accuracy, enable daily/

weekly stock counting, as well as making the process more staff friendly, requiring less time, skill, and cost, ReflectRFID is extremely scalable and can be deployed in weeks as an out-of-the-box proof of concept. The best part is, because ReflectRFID lies in ITL's cloud structure, it doesn't require heavy investment in an IT infrastructure to integrate with a customer's ERP systems.



### Step 5: Offering a data management application

Finally, once RFID is deployed, ITL guarantees the integrity and accuracy of what they produce and ensure that what customers send is what they produce with their integrated online ordering platform, LabelVantage™. Managing complex global retail labeling programs requires a reliable supply-chain platform. LabelVantage™ is designed to integrate with ITL's inventory-management software to allow a seamless addition of RFID tagging with the more-regular label production process and the variable data for each item.

ITL recently partnered with South African retailer TFG to roll out RFID across their 22 brands over 24 months. The effective deployment and close partnership saw a double-digit sales increase and also contributed to immediate cost savings through reduced costs on staff and associated stock-counting expenses.

"It's an exciting time for ITL and RFID as we are on the brink of releasing our latest Android version of ReflectRFID with improved functionality, data management, and reporting to better answer the new age retailers' requirements. With the case for RFID being proven, we are also seeing the added benefits of deploying RFID such as better item location, faster checkout, enhanced customer experience, and reduced shrink management," says Philip Lassner, North America VP RFID for ITL.



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## TRADE SHOW REPORT

# Textile Shows in NYC Attract Business With Sustainable Options

By Dorothy Crouch *Managing Editor*

From July 16 through 25, New York City was home base for an array of different textile shows. During these summer events, attendees showed consistent interest in materials that can support a sustainable business.

### Planet-care and color consciousness at Première Vision

The North American installment of **Première Vision** was held July 16–17 at Manhattan's **Pier 94**, showcasing Fall/Winter 2020–21 trends. During this edition, the focus was on natural fibers to create ecologically sound textiles with a softer hand, said Deputy Fashion Director Julie Greux.

Exhibiting her Brooklyn, N.Y.-based **Sogé Studio** brand of colorful prints that can be applied to designs in a variety of categories, including swimwear, athletic wear and women's contemporary, Stephanie Ogé is a regular exhibitor at the show. Tie-dye patterns in different applications were still trending, she said, as were florals and scenic prints.

"We do the show to pick up new clients or see out-of-state clients who might attend the show, and we placed orders and sold prints," she said. "It's still one of the shows at the forefront in terms of apparel and design."

Nikki Martinkovic founded her eponymous New York company with her husband, Kyle Naughtrip. She exhibits here due to the show's connection with trends in an elevated atmosphere. She recognized "dark, moody, floral" themes similar to those from her own recent collection in the "Magical Nights" section of the show's trends area.

"Première Vision has picked up the concept of sharing color, which is important and captivating for a lot of attendees and exhibitors. We are definitely a color-focused studio," she said. "It was refreshing for Première Vision to share their color vision."

In January, show organizers are planning a major change for 2020 when Première Vision will move from Pier 94 to **Center415**, said Vice President of Operations Thierry Langlais.

### Functional Fabric Fair grows and expands

This year's **Functional Fabric Fair** expanded in many ways for its July 22–23 show. Organizers reported an increase in exhibitors, growing from 66 to 131 and 1,100 attendees to 1,600 during its **Javits Center** show.

"We do booth packages for all of our exhibitors. We wanted to leave the smallest carbon footprint of any trade show," said Event Manager Steve McCullough. "And we used **Ve-loce**, which is made from recycled materials."

This year, many attendees and exhibitors were focused not only on sustainable fabric sourcing such as recycled fibers but also eco-friendly finishes for apparel.

Working with the Functional Fabric Fair team, from partner and **Performance Days** organizer **GmbH Textile Consult**, General Manager of Design and Development Marco Weichert said that the trend is not simply about sustainability.

"This is such a curated show with a lot of content," said Weichert. "A lot of the work and presentation goes into explaining technology with sustainability. This edition went beyond the sustainability conversation of the past."

The event's growth isn't limited to the New York edition's attendee and exhibitor numbers. Launching this fall, Functional Fabric Fair will

find an additional home in Portland, Ore., Oct. 22–23.

### Texfusion—New York adds seminars to push sustainability

Following its debut in January 2019, the John Kelley-produced **Texfusion—New York** hosted a summer event July 24–25 at the **Penn Plaza Pavilion** to showcase Spring/Summer 2020 collections. During this second edition of the New York event, sustainability took center stage.

"There is more attention by the industry about the impact of production on the environment," said Genny Cecchini, organizer for Texfusion. "The buyers are looking for sustainable products and ask for certification from the exhibitors."

Explaining the sustainable focus of the mostly European exhibitors, Cecchini noted that demand was strong for raw materials such as certified-organic cotton, recycled materials, biodegradable products and intensive fibers such as linen, hemp and bamboo in addition to green production practices. These eco discussions took place on the show floor and moved into information sessions—including "Design for Sustainable Manufacturing" and "How Brands Are Marketing Their Sustainability Story"—which are a new offering of Texfusion—New York.

"The core of the show remains the trade, however this July we have introduced a series of seminars," said Cecchini. "The panel of speakers was international, and the central topic was sustainability within the fashion industry."

### DG Expo offers a diverse sourcing selection

At **Hudson Yards** for the first time, **DG Expo** ran July 22–23 to accommodate buyers who were searching for fabrics, trims and accessories without the requirement of high minimums.

"It's always a little concerning moving to a new venue, but I think it worked well," said Trish Concannon, director of communications for the **American European Textile Network** and **DG Expo Corporation**. "Regarding the attendee numbers, we were pretty equal to January and up a bit from last July."

Focused on North American and European collections, DG Expo saw attendees from companies big and small, including **Walt Disney**, **Anna Sui** and several fabric retailers.

One of those attendees was Marcy Tilton, owner of **MarcyTilton.com**, whose business is headquartered near Cave Junction, Ore. She was looking for colorful, higher-end, fashion-forward Fall fabrics that will serve her clientele who create women's clothing.

"I do a lot of buying through the DG show. The vendors are great," she said. "It is set up for smaller quantities, and I see this apparel world shrinking with the state of ready-to-wear now with the tariffs. I am always looking for fabrics for my customers, and this is a great way for me to meet with a diverse group of vendors."

Exhibitor Sally Gordon, head of merchandising at her family's 60-year-old business, **Gordon Fabrics**, traveled from Vancouver to exhibit. She mentioned that buyers from New York and the West Coast were excited about the brand's offerings.

"We have a lot of washed linens in our collection that we've been doing really well with," she said. "Customers were excited to see that." ●



DG Expo



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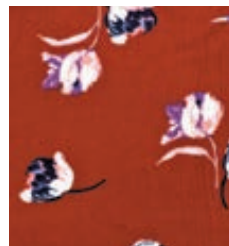
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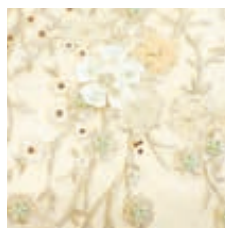
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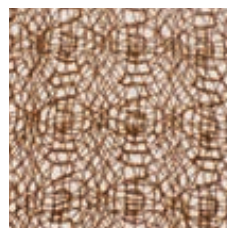
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### Lovely and Lacy

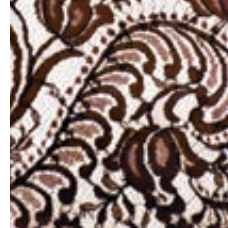
A classic fabric with a touch of glamour, lace is one of the most beautiful textiles in the world. Modern technology has enabled designers to create lace for any kind of garment, making it a design staple in the fashion world.



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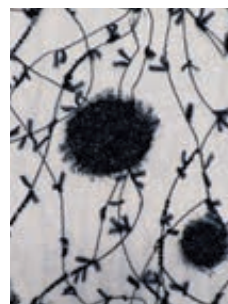
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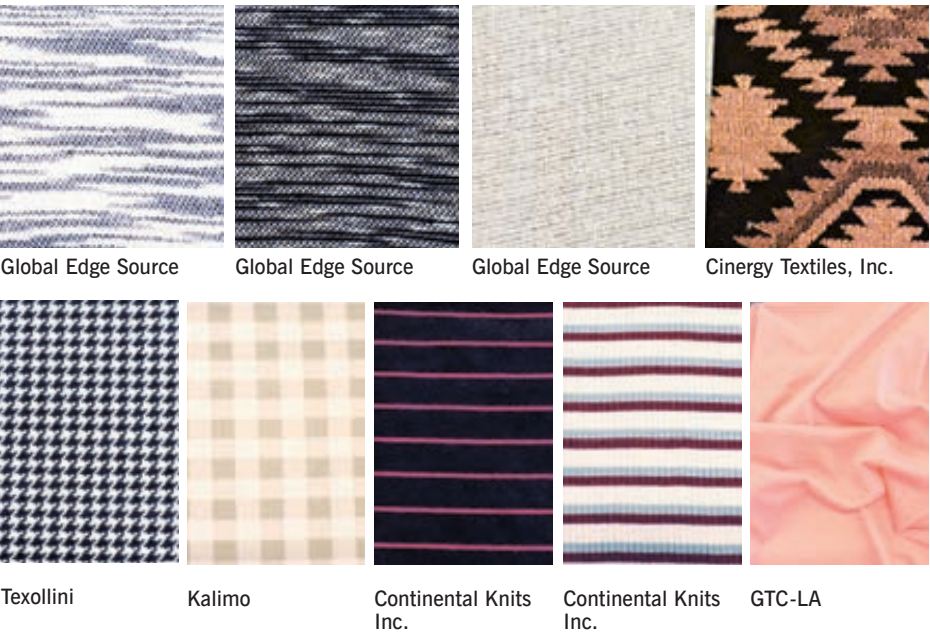
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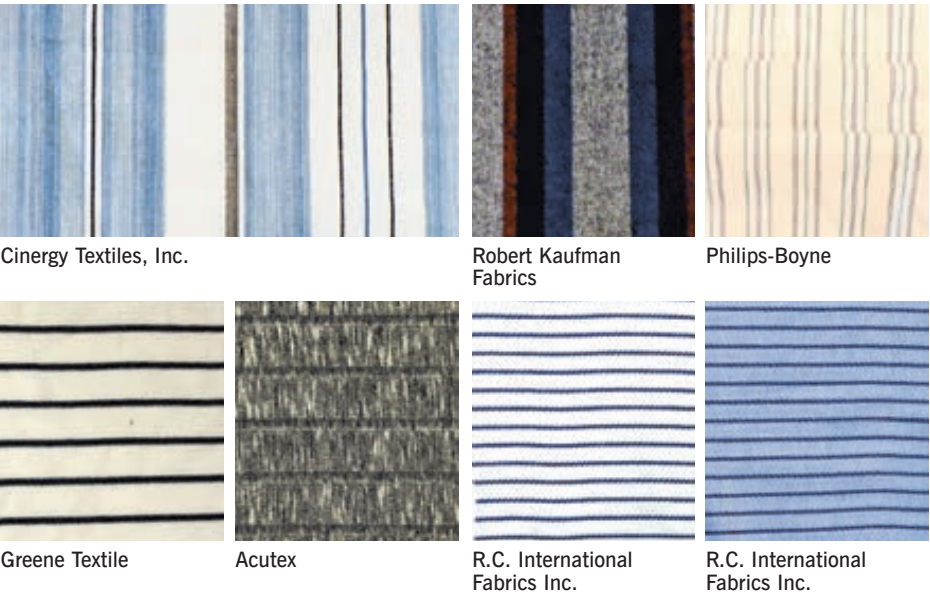
Notable Knits

Once the product of a craft in most households, knitted fabrics have become a staple in the fashion world. Knitted fabrics provide more elasticity than woven textiles, allowing them to contour to the body’s curves in sportswear, performance wear and high fashion.



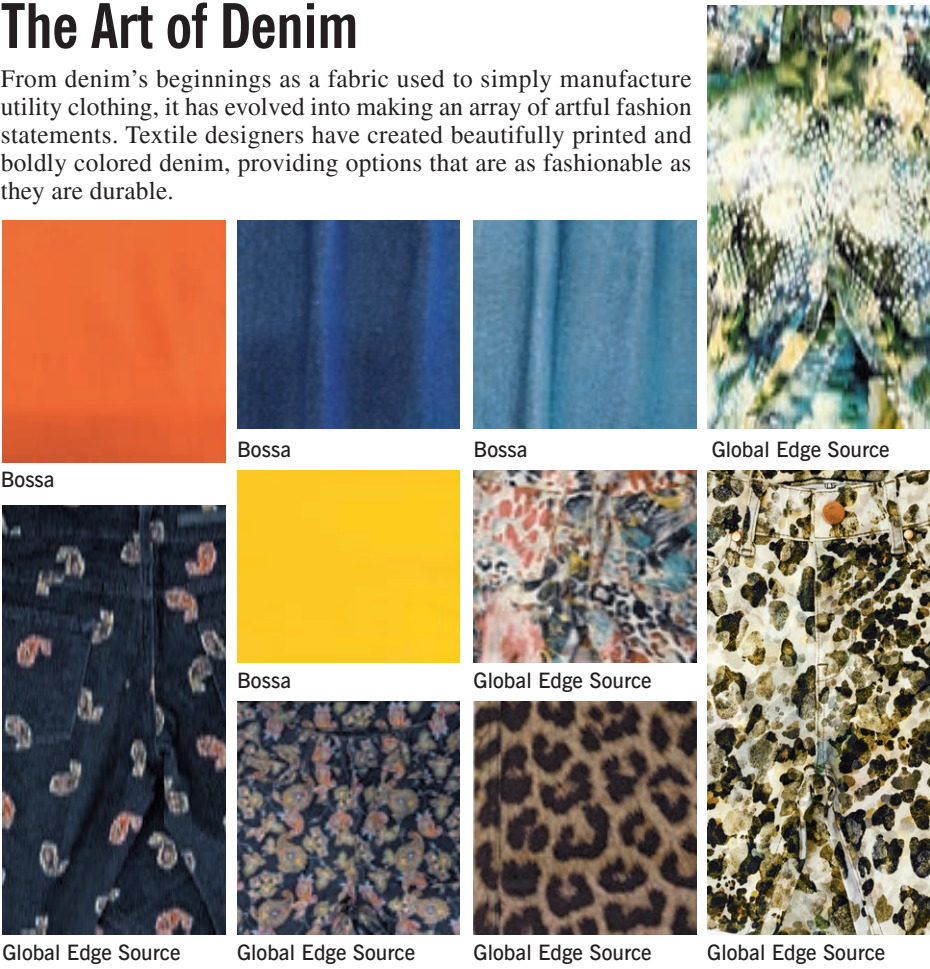
Bars and Bands

An early extant of woven textiles, striped fabrics are more than just the natural consequence of the color variability of wool. Found in cultures around the world since ancient times, striped fabrics can be found in everything from casualwear to fashions on the runway.



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## TRADE SHOW REPORT

### Fostering Collaboration for Sustainability at Texworld USA and Apparel Sourcing USA

By Dorothy Crouch *Managing Editor*

At the **Javits Center** in New York City, event producer **Messe Frankfurt** held its summer 2019 edition of **Texworld USA** and **Apparel Sourcing USA** July 22–24 with a large push toward sustainability.

“We had three times more ecologically sound exhibitors than in 2018—with 60 as eco-friendly or sustainable certified, we reduced the use of carpet and our signage on 90 percent of the show floor was recyclable,” explained Messe Frankfurt’s marketing manager of fashion and apparel, Lauren Klopfenstein. “We also used approximately 2,500 feet of recycled banners from 2018 that were turned into our show bags.”

In addition to these eco-friendly components, Texworld USA and Apparel Sourcing USA launched a sustainable-education session called **Fashionsustain**. The one-day sustainability conference was inspired by Messe Frankfurt’s Berlin-based **Neonyt** event.

“Attendees were really looking for ways regarding how to become sustainable and how to get started with sustainable practices in the fashion industry, so we included talks and panels on those topics,” said Klopfenstein.

Attendees filled the space, which quickly became standing room only, to hear speakers



“Sustainability is not just a buzzword thrown around to make yourself sound like you are making a difference—there is actually tangible movement in this arena,” he said. “At our booth, we had a bunch of new and emerging designers and brands come by and talk to us because ethical sourcing is at or near the top of priorities for them.”

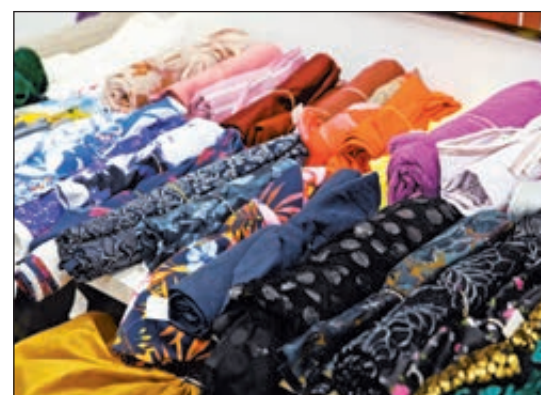
Looking to expand his reach in the United States, Daniel Mota Pinto chose to work with Texworld USA and Apparel Sourcing USA because of his company’s commitment to sustainable-apparel-production standards. As director of strategy and business development for the Cavaleos, Portugal-based textile-manufacturing company **Scoop**, Mota Pinto believed the events could serve as resources to forge strong connections with partners to help reach these goals.

“The U.S. is a target market for our company, and we believe we can bring to the U.S. innovation and best practices in the industry,” he said. “We want to be part of shows that align with our own dimension and customer target, and be closer to the U.S. universities where we aim to develop relationships and partnerships to research new fabrics.”

Looking for more-sustainable solutions to increase capability for eco-friendly apparel manufacturing, attendees found solutions for a circular-clothing-production system.

Most striking was the rise in a fresh atmosphere of collaboration rather than a shroud of secrecy, noted Alice Redmond, who is the social media manager at fashion-sustainability, nongovernmental organization **The New Fashion Initiative**.

“A lot of commentary was focused on the increasing number of brands—small or large—who are prioritizing important initiatives and collaborating with like-minded brands,” she said. “Brands, which intuitively would be classed as competitors in the space, are now partners in creating and sustaining change through a holistic and authentic approach.” ●



from major companies such as **Athleta**, **PVH**, **Vince**, **Eileen Fisher** and **Walmart** e-commerce to discuss topics including upcycling, traceability and transparency.

“We did a spotlight on sustainability because the whole industry is talking about it,” said Klopfenstein.

One ecologically conscious exhibitor was the Arlington, Va., organization **Worldwide Responsible Accredited Production**, whose communications manager, Seth Lennon, noted that he saw a lot of traffic due to a shift that has changed sustainability from a specialty segment to a major component of apparel manufacturing.

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## Interfilière

[www.eurovetamericas.com](http://www.eurovetamericas.com)

**Products and Services:** INTERFILIÈRE is the leading trade show for intimates, beachwear, and swimwear fabrics. The show takes place Oct. 16–17 in New York and Sept. 26–27 in Shanghai. EUROVET is the undisputed world leader in lingerie and swimwear, with international events in Paris, New York, Shanghai, Hong Kong, Las Vegas, Cannes, and Moscow. It is also the French reference for sports textiles and equipment trade shows.

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# Mitchell Evan Brand Looks at New Directions With Women's Styles

By Andrew Asch *Retail Editor*

When men's high-end basics line **Mitchell Evan** planned to release a women's collection, the Los Angeles-headquartered brand's executives did not want to take a one-silhouette-fits-all approach, said creative director Jarret Levin. After recently opening to wholesale, the new women's line is scheduled to be delivered to specialty stores and be available on [mitchellevan.com](http://mitchellevan.com) in February 2020.

"We often get women who want to wear the men's line, but we wanted to give them items that would fit them properly," Levin said. "Women have more shape. So, a lot of what we did was play with proportion. One of our looks is the Jet Wide Leg sweatpant."



The wide leg gives the illusion of a smaller waist."

The foundation of the basics line was the masculine silhouette for men's styles, which includes T-shirts, sweatshirts and hoodies. Silhouettes for men were typically slim, while unique dyes and washes have been a signature of the brand. It also makes bomber jackets, overcoats and swim trunks.

It's a new direction, said Mitchell Evan's founder and president, Mitchell Sandler. He said that the brand had always intended to make clothes for women, but he wanted the brand to have a strong experience producing its inaugural focus—men's clothing—before it produced another category.

Theresa Metzler, the brand's development and production consultant, had worked with Mitchell Evan since 2014, before its first deliveries were made in 2017. The brand has been placed in boutique retailers such as **Ron Herman**, **American Rag Cie** and **Planet Blue**. Metzler worked closely with Sandler and Levin on the new women's styles. "You

don't have to have a tighter fit," she said of women's basics. "You can make them adjustable. You can wear it loose or tight."

Women's looks include five different bottoms. In addition to the Jet Wide Leg sweatpants, looks include sweatpants with some of the designs created with slits around the calf. Other wide-leg pants have a wide stripe panel that appears along the length of the leg, while another pant silhouette features a three-quarter-length bottom with a hem that falls above the ankle.

The line also includes dresses with spaghetti straps and tops that are tightly



cropped just below the navel. For the first womenswear delivery, colorways were kept basic. Most of the styles are in black, gray, white or navy.

When Sandler started working on Mitchell Evan, he thought that the line would fill an opening in the high-end basics market that he called "Soft Sunday." These clothes would feel like loungewear, and they would be made out of soft fabrics such as cotton, rayon, linen and hemp. However, the Soft Sunday clothes would have a high-end appearance, where they would be appropriate at a café or brunch.

The clothes are cut, sewn and dyed in Los Angeles with retail price points ranging from \$70 to \$225.—Andrew Asch

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More information regarding the auction items is available by contacting MBK Apparel, Inc., 1800 Essex St., #204, Los Angeles, California 90021, Attn: Mark Bronson, (213) 275-1289 or mark@mbkapparel.net. Also, on Thursday, August 15, 2019, from 11:00 a.m. to 3:00 p.m. (the day before the auction), interested bidders can inspect the items located at the Sale Location. The inspection also will take place at 5008 S. Boyle Ave., Vernon, CA 90058.

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## TECHNOLOGY

### Epson *Continued from page 1*

chines such as point-of-sales systems to help manage operations at a retail company.

"[Retailers] need an honest broker that captures information and makes it available to them," Chacon said of OMS. With this cloud, retailers can download software for customer-relations management, inventory management and fraud management, among other functions.

The cloud service will be accessed through Epson's point-of-sale system, OmniLink TM-T88VI single-station thermal-receipt printer. This POS system also can be used to wrangle

T88VI receipt printer, which extracts data from receipts. The printer then sends data to the OMS cloud, which converts it to an industry-standard data format and then makes it available to business-application services. Retailers select cloud-based software applications on a subscription basis and use those business-intelligence tools through a browser or mobile app.

Using apps and programs to manage various back-office tasks is a crucial part of running a retail company, said John Deery, a senior retail technology consultant for **One Step Retail Solutions**, headquartered in Phoenix, whose company has sold new Epson receipt printers.

A company doesn't specifically need to depend on something like a cloud-management system to maintain and update programs, Deery said, but if the company is engaged in e-commerce or omni-channel commerce, there is no choice but to work with retail tech in some way. Those who don't employ a cloud service would have to find other ways of managing technology.

"That could mean hiring a chief information officer," Deery said. "It's \$100,000 just to get this guy on board." Epson executives Chacon and Steiger declined to say how much their service cost. They did say it costs thousands of dollars compared to the millions of dollars that would be required to maintain an information technology department.

The cloud is one way the retail-tech market is changing. It is also growing through an expansion of the capabilities and uses of POS systems, Deery said. "Point-of-sale systems have morphed into commerce systems. They used to be just physical registers. They are now much more than that," he said. Rather, these machines can handle different retail-management systems.

Epson said that its POS systems could be defined as "intelligent receipt printers." They can crunch data gleaned from customer receipts and handle analytics that could assist with marketing. They could also be used in operations management and billing tasks, according to Epson.

Retail printers are forecast to become a growth market, according to a study by tech market researchers **Future Market Insights**. It forecast that the market for these printers will reach half a billion dollars by 2026. ●



Epson's OmniLink TM-T88VI printer

information about a company's performance, sales and other information.

The apps distributed by this cloud are developed by third-party groups. Epson currently works with 30 groups providing software for POS systems, said Matt Steiger, strategy and business development, for Epson's cloud. Epson hopes to increase the number of services its cloud offers, according to a company statement.

"Epson can utilize data from most major POS providers. As more POS systems enter the market, Epson continues to develop technology to support the data needs of retailers," according to a company statement.

OMS leverages the Epson OmniLink TM-

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