



# 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**  
**Apparel Sourcing  
USA**



## With its complete end-to-end RFID solutions, ITL—Intelligent Label Solutions—helps retailers succeed by improving their inventory accuracy, managing pricing, reducing time at checkout, and improving the customer experience

ITL is a global provider of Apparel Label Solutions with over 40 years experience supporting the best-known names in the industry globally with a comprehensive range of products and services all aimed at optimizing brand identity and supply-chain performance including labels, packaging, trends and insights, product engineering, and RFID solutions.

Never in the history of fashion has the industry seen such exciting and dynamic changes. With today's connected consumer enjoying greater choice and information at their fingertips, now more than ever retailers need to build robust pricing, product availability, and customer-experience strategies. ITL's 360 RFID Solutions help brands, retailers, and manufacturers succeed in this new age.

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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## DEFINING THE FUTURE OF PERFORMANCE

**FUNCTIONAL FABRIC FAIR Portland**—powered by **PERFORMANCE DAYS®**—will launch in the Fall of 2019 as a standalone event addressing a market need for a curated, sourcing platform dedicated to outdoor and performance functional textiles and accessories. Alongside expert-led education, the sold-out event hall will showcase products and technologies that will enter the market for the Winter 2021 season—all in a minimal-waste exhibition.

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## SOURCING & FABRIC

### Fine Florals

Floral textiles have transcended many thousands of years and cultures, and remain fashionable today. Finding uses in all aspects of fashion—from apparel to footwear—the use of floral textiles appears poised to continually evolve.



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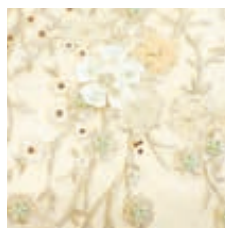
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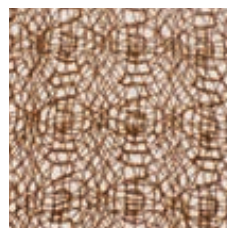
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### Lovely and Lacy

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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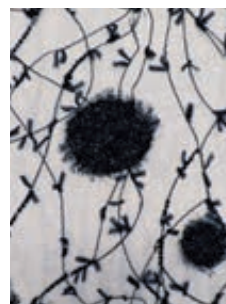
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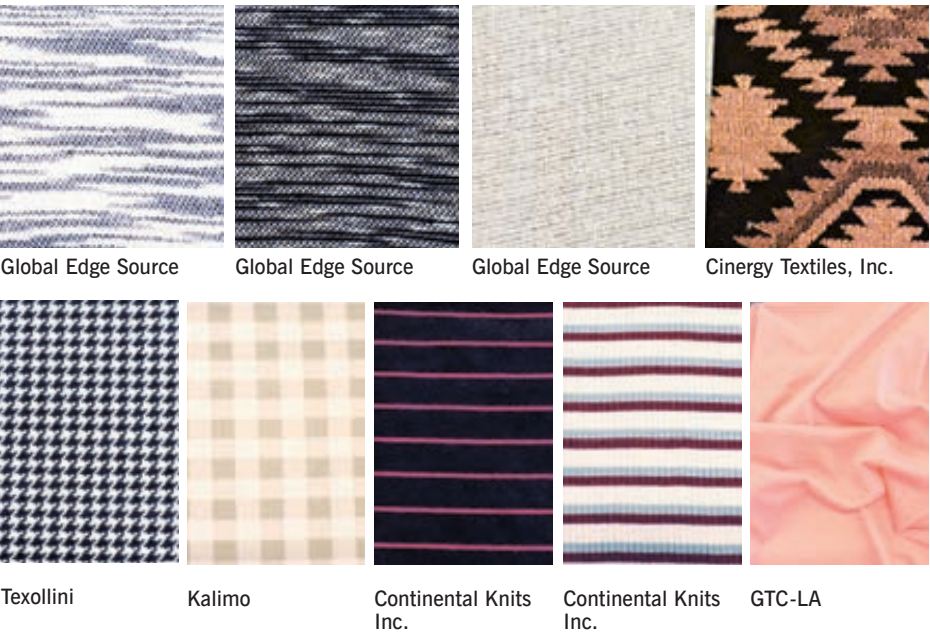
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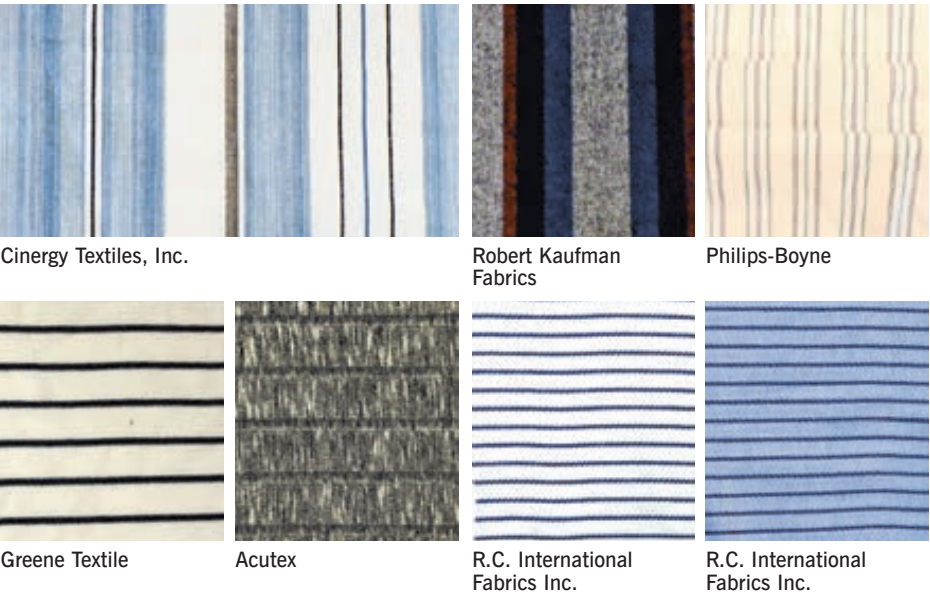
Notable Knits

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.



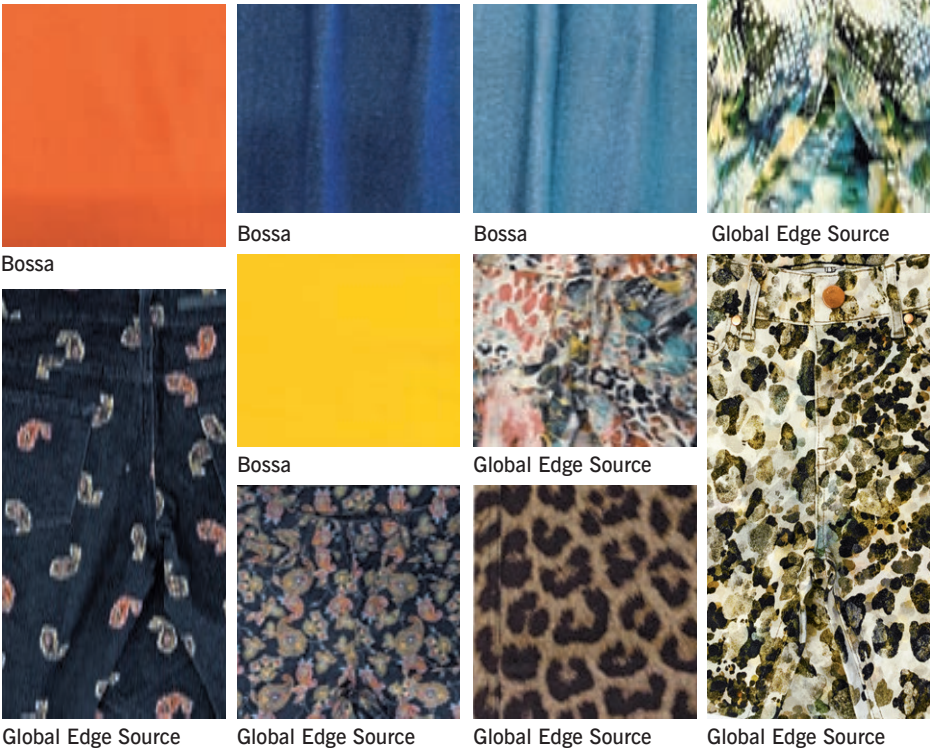
Bars and Bands

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.



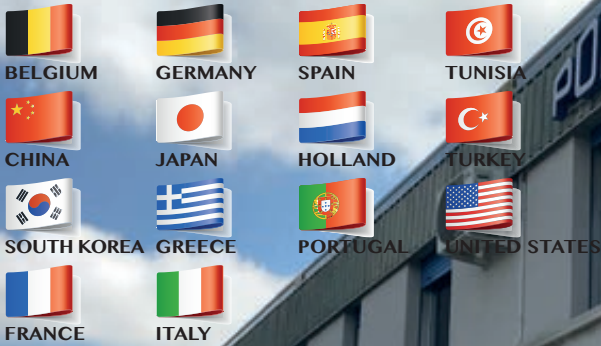
The Art of Denim

From denim’s beginnings as a fabric used to simply manufacture utility clothing, it has evolved into making an array of artful fashion statements. Textile designers have created beautifully printed and boldly colored denim, providing options that are as fashionable as they are durable.



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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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PUBLISHED BY  
TLM PUBLISHING INC.

APPAREL NEWS GROUP

Publishers of:  
California Apparel News  
Waterwear  
Decorated

EXECUTIVE OFFICE  
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110 E. Ninth St., Suite A777  
Los Angeles, CA 90079-1777  
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# Sourcing & Fabric Resource Guide

## 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, accessories, home furnishings, and other sewn products), plus private-label retailers, fabric stores, and event/party planners. In conjunction with our trade shows, we also offer a series of seminars focused on business growth. Our next show is Aug. 27–28 in Chicago. Visit our website for details and to register.

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**Products and Services:** FUNCTIONAL FABRIC FAIR—powered by PERFORMANCE DAYS®—is a highly-curated sourcing event showcasing the latest innovations in fabric and accessories development for the functional textile industry. Open free of charge to industry professionals, the fair includes curated exhibits, industry presentations and professional networking. Register today for the launch of Functional Fabric Fair Portland taking place Oct. 22–23 at the Oregon Convention Center featuring products and technologies that will enter the market for the Winter 2021 season.

## 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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**Products and Services:** With a 40-year track record, ITL specializes in enhancing your brand image and helping you share essential information about your products. Whether you are a retailer, brand owner or garment manufacturer, our integrated range of products and solutions are designed to support your needs throughout the supply chain and ensure that whatever you

need from your labels, you can count on us to make it happen.

## Pontex Spa

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**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 company produces extreme light weights and soft handfeels from cotton and silk, textured chiffrons and organzas. Clients from around the world use Pontex fabrics in everything from dresses, loungewear, shirting, pants and jackets. Visit us at Munich Fabric Start Sept. 3–5, Premiere Vision Paris Sept. 17–19, and L.A. Textile Oct. 2–4.

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**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.

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**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, tencel, chambray, rayon,

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**Products and Services:** TNI is not just a button company; it's an arbiter of taste and fashion. We give designers the freedom to create freely and not have to worry about the little parts and trims. Connecting our clients with reliable and trustworthy garment factories in the world has been the foundation of our system and our networks. By joining our network, you no longer need to search for garment manufacturers. We have done the research for you. We enjoy serving all brands in different parts of the world, such as the U.S., China, Italy, Japan, Israel, Sri Lanka, Pakistan, and India. Our facility can accommodate brass, zinc, and aluminum products. Our products are constantly tested by some of the most well-known laboratories in the world. We can provide you with all types of test results within a few days. We are in touch with over 2,000 garment and denim factories. The good water quality of Canton has also enabled us to create some of the most exciting colors in electro plating. Over 300 wash houses are scattered in this rich province, which in return can provide some of the newest colors in fashion today. In addition, our strategic location south of the Delta River gives us plenty of resources to all types of raw-material suppliers. Visit our booth at the Intertextile Shanghai Tradeshow, Sept. 25–27, 2019.

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