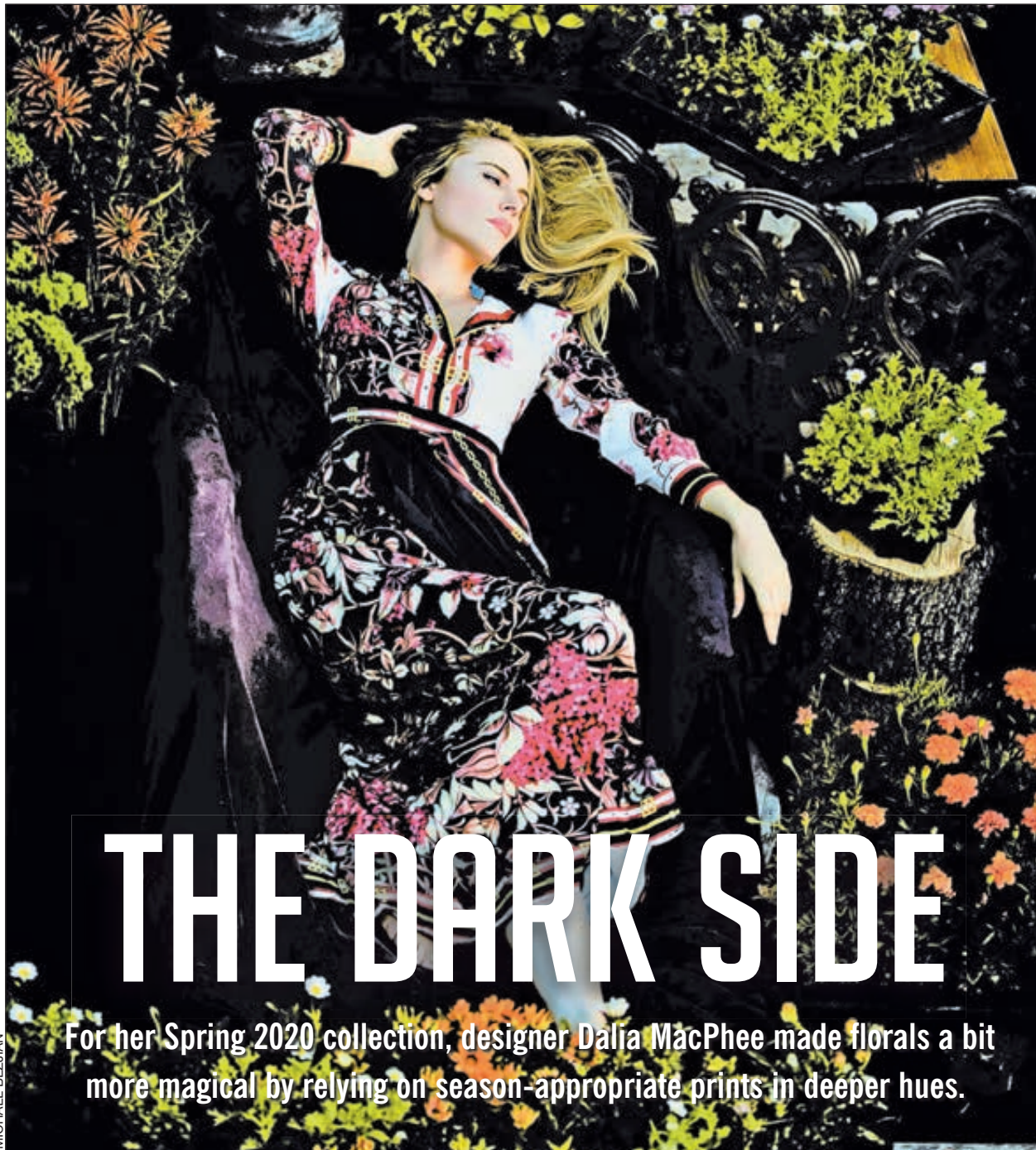


# CALIFORNIA ApparelNews

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MICHAEL BEZJIAN

## THE DARK SIDE

For her Spring 2020 collection, designer Dalia MacPhee made florals a bit more magical by relying on season-appropriate prints in deeper hues.

### Spring Romance Takes a Dark Twist for Dalia MacPhee

Daring to go darker for her Spring 2020 collection, Canadian-born, Los Angeles-based designer Dalia MacPhee recently unveiled her latest collection, which exudes notes of dark romance blended with a bit of fun.

Drawing inspiration for her prints from nature and Art Deco elements, the avid equestrian also incorporated details from the sport, which often influences her work. Relying on florals and unique prints for the line, MacPhee took a turn toward the dark side for some of her pieces, incorporating romantic pinks, golden yellows, rich purples and tempting reds. Other pieces nod to traditional bright Spring hues and equestrian-influenced prints such as images of horses and tack.

Working with a list of celebrity clients that includes Amber Riley, Niecy Nash, Maria Canals-Barrera, Mickey Guyton and Shannon Elizabeth, MacPhee has been a favorite in Hollywood for a number of years. Day dresses in her Spring 2020 collection were created for women to appear chic without feeling confined or restricted when wearing them.

"I wanted my day dresses to be comfortable yet stylish—hence belt and shirt-dress treatments—something she can dress up or down, wear to work and then out later," MacPhee explained.

Committed to creating vegan and cruelty-free designs, MacPhee used chiffons, poly chiffons, satin blends and jerseys.—D.C.

#### RETAIL

### Nontraditional Retail Is Setting Trends in Retail Real Estate

By Andrew Asch *Retail Editor*

Representatives of some of the newest trends in retail took the stage at the **International Council of Shopping Centers' Western Conference & Deal Making** convention, which ran Sept. 16–18 at the **Los Angeles Convention Center** in the city's downtown.

Speaking on the conference's experiential-retail panel were Allison Samek, chief executive officer of **Fred Segal**, and Tony Sekora, director of real-estate development at **Nordstrom Inc.**

Samek said that the brand would build new stores overseas, a plan that was announced earlier this year when the retailer was acquired in March for an undisclosed amount by the brand-licensing agency **Global Icons**.

➔ **Retail Real Estate** page 18

#### SUSTAINABILITY

### DuPont Sorona Makes a Sustainable-Apparel Connection With Farm-to-Table Food Sourcing

By Dorothy Crouch *Managing Editor*

Through establishing parallels between the locally sourced, slow-food movement and the slowing down of apparel production from fast fashion, **DuPont Sorona** hosted an event on Sept. 11 to promote more-responsible approaches to fashion. Bringing together professionals from the apparel business, garment-industry watchdogs and environmental-conservation organizations, Sorona illustrated how principles from farm-to-table food sourcing could be applied to fashion manufacturing.

To make the connection between the practices that made farm-to-table food sourcing more accessible to the average

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#### INSIDE

Where fashion gets down to business<sup>SM</sup>



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A CALIFORNIA APPAREL NEWS SPECIAL SECTION

## Textile Preview

and Resource Guide

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## Boardriders Announces Slate of New Execs and New Campaigns

**Boardriders, Inc.** announced a number of initiatives on Sept. 18 that will put it on a path to growth, according to David Tanner, chief executive officer of the Huntington Beach, Calif.-based action-sports company.

These changes include new executives, expansion into additional categories and closing the books on a turbulent few years that featured a bankruptcy, restructuring and the acquisition of **Billabong**, the former rival of Boardrider's **Quiksilver** brand, Tanner said. Boardriders is the parent company of leading action-sports brands Quiksilver, Billabong, **Roxy**, **DC Shoes**, **RVCA**, **Element**, **Von Zipper** and **Xcel**.

"After a decade of headwinds and restructuring, Boardriders now has that strong foundation and is ready and able to invest strategically at scale in our brands, our people and these targeted growth initiatives," he said in a statement.

These initiatives include increasing speed-to-market capabilities and regional flexibility for product development as well as a new sustainability platform. Tanner also announced a flurry of new executives who will help execute the company's fresh initiatives.

Shannan North will serve in the new role of president for commercial strategy and growth. He was formerly a Billabong global brand president and currently serves as the president of the trade group **Surf**

**Industry Manufacturers Association**. North will coordinate the rollout of the growth initiatives, global retail strategy and cross-brand commercial strategies. He will also oversee Billabong Men's, Billabong Women's, Quiksilver, Roxy and Xcel.

According to a company statement, leadership teams of these lines will continue to serve in their positions, but Mark Weber will assume the new role of global general manager for Billabong Men's, and Katie Singer will serve in the new role of global general manager for Billabong Women's. Dan Levine will take on the new role of global general manager of the street category, which will coordinate the company's efforts in skate and streetwear styles.

Levine will continue to direct DC Shoes and perform global strategy leadership for the Element brand. David Brooks will move out of his job as global general manager of the Element brand and work in the newly created role of global general manager, partnerships and distribution.

At RVCA, Brad Blankinship was named global general manager, while Cathey Curtis will serve as the general manager of RVCA Women's and also the global head of sustainability. Nate Smith will serve as president of the Americas, and Greg Healy will serve as global president of Europe, the Middle East, Africa and the Asia Pacific.

—Andrew Asch



Shannan North

## Houston Duroe to Helm Surf Expo

A new show director will helm **Surf Expo**. It was announced Sept. 18 that Nikki Houston Duroe was promoted to show director and will report to Roy Turner, a senior vice president at **Emerald Exhibitions**, which owns Surf Expo. Turner had previously served as show director.

The biannual trade show focuses on surfwear, swim and beach-culture styles. It is produced at the **Orange County Convention Center** in Orlando, Fla.

"Nikki is a strong, proven leader for Surf Expo and has a great understanding of the multiple markets we serve," Turner said. "Her experience and outstanding track record are assets that will help us continue to build and strengthen the show."

The first show that Houston Duroe will direct is scheduled to run Jan. 8–10. Her new job is rooted in a wide-ranging job experience with Surf Expo and its sibling shows. In 1999, she served as an account executive for Surf Expo. From 2008 to 2013, she worked as a show director for the **Imprinted Sportswear Shows**, which focuses on blank T-shirts and the direct-to-garment printing business.

Emerald Exhibitions also announced other Surf Expo promotions. John "JR" Rosenberg was promoted to senior category manager. Rosenberg will oversee Surf Expo's Coastal Gift, Resort and Souvenir categories. Ryan Nettleton will start as the category sales manager for Surf Expo's Bluewater, Boutique and Wake sections.

The announcement of Houston Duroe's promotion followed the cancellation of the Sept. 5–7 run of Surf Expo. Turner told *California Apparel News* that the highly anticipated trade show was canceled due to safety fears of Hurricane Dorian battering the Florida coast. While Dorian did not make a direct hit on the coast, other major facilities such as **Disney World** and the **Orlando International Airport** were closed during the same weekend Surf Expo's closure was announced.—A.A.



Nikki Houston Duroe

## Week in Review

**Joor**, a New York-headquartered digital wholesale platform for fashion, beauty and home, announced Sept. 17 that it was going to ramp up operations in Europe through a partnership with the Premium Group, a European fashion trade-show organizer. Also on Sept. 17, Joor announced that it had acquired Vee.com, another B2B platform.

**Walmart** announced this week that it has revived the Scoop NYC brand, which was featured on the influential HBO series "Sex and the City." Scoop shuttered its last bricks-and-mortar stores in 2016. Walmart unveiled its Scoop styles on Walmart.com and in its bricks-and-mortar stores this week. It will sell more than 100 Scoop pieces ranging from \$15 for graphic tees to \$65 for a coat, with footwear and handbags also available.

**Lee** unveiled Shape Illusions, an inclusive denim collection patterned on a size-14 form, said Betty Madden, the company's vice president of global design. A brand statement said that the collections use strategically placed seams, shading and contouring to give a fit that will "lift, lengthen, conceal and contour." Retail price points range from \$25 to \$30 and will be sold at Walmart as well as on Lee.com and Walmart.com.

**Marina Schiano**, 77, died Sept. 8. She was a prominent New York City model in the 1960s and a confidante and business associate of Yves Saint Laurent. After running the Saint Laurent menswear boutique on New York's Madison Avenue in the early 1970s, Schiano later served as president of the designer's North American operations. Later, she became the publicity director for Calvin Klein and eventually made the leap into stylist and style editor with publications such as *Vanity Fair*.

## Calendar

### Sept. 22

**The Deerfield Show**  
Embassy Suites Chicago  
Deerfield, Ill.  
Through Sept. 23

**Gift & Home Fall Market**  
LA Mart  
Los Angeles  
Through Sept. 24

### Sept. 23

**Dallas Design Week**  
Dallas Market Center  
Dallas  
Through Sept. 26

**Paris Fashion Week Women**  
**powered by The Society**  
Carrousel du Louvre  
Paris  
Through Oct. 1

### Sept. 25

**China International Fashion Fair**  
**Intertextile Shanghai Apparel**  
**Fabrics**  
**Yarnexpo**  
National Exhibition & Convention  
Center  
Shanghai  
Through Sept. 27

### Sept. 26

**City of Hope's Fashion and Retail**  
**Leadership Council presents the**  
**Women's Leadership Panel**  
Line Hotel  
Los Angeles

**Interfilière Shanghai**  
**Young Label Awards**  
Shanghai Exhibition Centre  
Shanghai  
Through Sept. 27

### Sept. 29

**The Trends Show**  
Phoenix Convention Center  
Phoenix  
Through Oct. 2

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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## SUSTAINABILITY

### DuPont Sorona *Continued from page 1*



Styles created using Sorona

consumer, Sorona served locally sourced dishes from Bay Area companies. For apparel-industry professionals, the main attraction was seeing models outfitted in looks that were created with materials using Sorona fibers.

“Any fashion, from intimates to swimwear and all the way up to high fashion, can be comfortable, can be beautiful and can be sustainable,” said Sorona Global Marketing Director of Biomaterials Renee Henze.

The event was hosted on Angel Island in San Francisco with food sourced from surrounding areas to illustrate the great potential to cultivate crops locally in order to provide resources closer to the manufacturing plants that produce plant-based fibers for textiles.

“Our whole idea around this was to look at the food community that has, for a few decades now, been forward thinking about the local, community, slow-food movement. From a sustainability standpoint, it awakened a thought-provoking conversation,” Henze said. “I thought ‘What can we learn from the food community? How do we bring more textiles into local regions?’”

Prior to her role with Sorona, Henze worked in the sustainable-food industry. The seemingly unlikely pairing of experience in ecological food sourcing with textile production proved to be a reasonable connection to work toward creating more-sustainable fibers.

“First, chefs and the restaurateurs sourced food locally. It made its way to high-end grocery stores like **Berkeley Bowl** and **Gelson’s**. Then, other grocers like **Kroger** said, ‘Oh, I want that.’ It’s approximately a 10-year process,” she said of the time frame to shift from luxury to mass market. “Textiles are heading in that direction, but it is more complicated because of where goods are manufactured and all the steps in the supply chain.”

Relying on plant-based PDO—or 1,3-propanediol—that is combined with terephthalic acid, Sorona is a bio-based polymer that reduces the need for sourcing petroleum. The resulting polymer comprises 37 percent renewable, plant-based material and is used to create textiles for different industries, including apparel.

According to DuPont, the process doesn’t require textiles to be subjected to high temperatures for dyeing and finishing, thereby requiring 30 percent less energy and releasing 63 percent fewer greenhouse gas emissions than nylon 6. It also utilizes 40 percent less energy and releases 56 percent fewer greenhouse gas emissions than nylon 6, 6.

As a bio-based material, Sorona enjoys certification by the United States Department of Agriculture’s BioPreferred Program. It is also a **Bluesign** partner, **Sustainable Apparel Coalition** partner, **Sustainable Brands** member and part of **Textile**

**Exchange** in addition to enjoying **Oeko-Tex** Standard 100 Class 1 certification.

While discerning consumers can be difficult to impress when they are investing in apparel that claims to be green, conservation groups are tougher. A testament to Sorona’s commitment to more-sustainable fibers could be recognized in its inclusion of members from these groups in the event. At Sausalito, Calif.-based conservation organization **The Marine Mammal Center**, Chief Development and Communications Officer John Warner monitors the impact different industries have on the ecosystem and its marine inhabitants.

“[Within our organization,] we had a great conversation regarding how this is a wonderful step in the right direction,” he said. “We want efforts like this to succeed because of what we know about our immediate backyard, the San Francisco Bay, having the greatest micro-plastics pollution according to a report from a few years back.”

While Warner is optimistic regarding Sorona’s advancements and understands that a fully sustainable supply chain is built gradually, he emphasizes that to be successful this type of initiative must be implemented throughout the entire industry.

“DuPont will only be half of the answer. The apparel industry needs to invest in and use these products to support these efforts and get to 100 percent bio-based rather than nearly 40 percent,” he said. “Forty percent is really commendable, but 100 percent is what we want. It is the apparel industry’s opportunity to take this to the next level.”

During her time at the event, Ariel Raymon, who is the brand partnerships manager for apparel and home goods at Oakland, Calif.’s **Fair Trade USA**, enjoyed seeing the presentation of Sorona-based apparel. In her line of work, forging these connections with more-sustainable manufacturers is helpful to work toward a common eco-friendlier manufacturing goal.

“At Fair Trade, we like to be aware of the newest programs and alternatives for sustainable textiles in the industry. It’s important to be aware of the other initiatives even if they are indirectly related to our Fair Trade factory program,” she said. “We also often play matchmaker with prospective clients. We connect them up with factories and sustainable textile sourcing as well.”

Impressed by the variety of professionals who attended the event, Raymon was happy to see a common goal of promoting sustainability among attendees, who hailed from different backgrounds.

“It was amazing to be in a community with like-minded individuals for an evening. Each person there had a different connection to sustainability and fashion, and it was very inspiring,” she said. “I’m glad to see a company like DuPont put so much effort and research into developing a material that could have such a wide reach.” ●



# Textile Preview

## and Resource Guide

A CALIFORNIA APPAREL NEWS SPECIAL SECTION

SEPTEMBER 2019



### TEXTILE NOTES

**Pantone Expands Its Library by Adding 294  
Colors to Matching System**

**YKK Brings Eco-zipper Production to the U.S.**

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**Plush Cozy Cloth**

**Night and Day**

**The Vibe**

**Eco-friendly Fabrics**

**A Floral for All Seasons**

**Delicate Delights**

**Trouser Trends**



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## ACCESSORIES

# Eco-friendly Zippers to Be Manufactured Stateside by YKK

After five years of manufacturing its Natulon zippers from recycled materials, the Tokyo-based notions manufacturer YKK announced that it will bring production of these goods to the United States. While the foundation of YKK's Natulon products has been to create products based upon manufacturing with PET bottles, unused fibers and remnants of other polyester materials, the company is looking to further reduce its carbon footprint by shrinking the distance in the apparel-production supply chain by producing these goods in Macon, Ga.



According to Brian Miller, director and business leader for pants and workwear industries at YKK U.S.A. Inc., this most recent decision by the company is simply an additional step toward the greater good, which has been a tenet of YKK's mission since its founding.

"[Ever] since YKK was founded in 1934, all of our business activities have been guided by our 'Cycle of Goodness' philosophy, which embodies our belief that no one prospers without rendering benefit to others," he explained via email. "Protecting the environment is no exception—in fact, our Environmental Pledge, which says that we will promote 'harmony with the environment as the highest priority of our business activities,' has been in effect since 1994."

For every 10,000 Natulon zippers, which measure nearly 24 inches, YKK utilizes approximately 3,600 plastic bottles. By creating these products in the United States, the company will reduce its negative environmental impact and lead times to afford a more efficient supply chain to its customers. This move reduces the supply chain for YKK's denim partners that rely on the company's Natulon Material Recycled Tape for the production of jeans and related products in North and Central America.

"We feel that supporting our customers by producing our Natulon-material recycled zipper locally in Macon, Ga., is one of the best ways we can fulfill our mission as a company," Miller said.

By including Natulon under its sustainable-trim category, YKK has been able to expand beyond zipper production by also producing snaps and buttons in Lawrenceburg, Ky. These notions are finished through a more ecologically sound process that bypasses electroplating in favor of its Elements finish. This process reduces water waste and water usage by 75 percent, or 150 gallons per production cycle, eliminates chelating agents and reduces electricity. Through this method, creating these products reduces thermal energy, toxic chemicals and overall waste.

The company's commitment to becoming increasingly environmentally responsible also includes reducing carbon emissions that can be directly linked to manufacturing, in addition to indirect causes such as energy consumption at its factories, materials sourcing and transportation. Additionally, the company has offset an annual rate of 896 tons of CO<sub>2</sub> after installing nearly 2,000 rooftop solar modules at its Anaheim, Calif., location in 2015.

"Today, every major brand is dedicated to environmentally friendly materials and manufacturing, sustainability awareness and creating a more sustainable industry," Miller said. "They all have global corporate social-responsibility policies. This is especially important to younger consumers."

—Dorothy Crouch

## NEWS

# Pantone Expands Its Library by Adding 294 Colors to Matching System

Color authority **Pantone, LLC**, recently introduced 294 colors to its library, the first addition to its Pantone Matching System since 2016. The Carlstadt, N.J., organization mentioned that by adding these trend-relevant hues it increased its library to more than 2,100 colors and affords greater cross-referencing capabilities to its Fashion, Home + Interiors system.

"We are always attuned to the changing market and the needs of our creative customers," said Adrián Fernández, vice president and general manager of Pantone. "As a result, we are excited to create an even more efficient workflow as we roll out new colors for the graphic arts and improved cross-referencing between Pantone's PMS and FHI color systems."

Along with its extensive color selection, which includes basics in neutrals, tans, grays, navy and black, Pantone said that its most recent color guides provide consistency across media, whether in physical or digital formats. By using the Pantone Extension for the Adobe Creative Cloud, which relies on the Adobe Exchange for Creative Cloud Marketplace, designers are able to access

all PMS and FHI colors online to work on projects in real time.

"Adding the launch of the Pantone Extension for the Adobe Creative Cloud to this mix will enhance the ability to identify, communicate and verify colors both physically and digitally in the Pantone universe," Fernández said.

As the apparel industry becomes increasingly reliant on solutions that provide more-customized and immediate solutions created to help designers fulfill consumer demand, these creatives require tools that allow them to work efficiently at an increased pace.

"By integrating the full Pantone experience, including the 294 new colors added to the graphics library into Adobe Photoshop, Illustrator and InDesign, the Pantone Extension for the Adobe Creative Cloud delivers simple, intuitive and collaborative color workflow management for designers," said Vijay Vachani, Adobe senior director of partner ecosystems. "Adobe and Pantone are excited to explore more opportunities to improve the everyday lives of our shared customers."—D.C.



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## Italian Quality With Customization Set Pontex SPA Apart in the U.S. Market

In 2002, when Letizia Ferretti, newly graduated, came to work at Pontex, the Modena, Italy-based cotton and linen textile company her father, Pio Ferretti, had founded 30 years earlier, she brought with her a fresh perspective about the textile market in general and Italian textile production in particular.

"The problem with many Italian companies, they thought they could be the super best in the world," she says. Not that they weren't—but Ferretti believed that high quality is only one factor in a now global-based sourcing and manufacturing world where speed and price points are just as critical. There needed to be a different approach that would go beyond an Italian and Euro-centric view. Rather, she thought, Pontex's approach should focus on personalization of service that covers whatever a client requires while always maintaining the high quality that Italian production and finishing is known for.

"Our priority must be to serve the client, who is king," Ferretti says simply.

Now the CEO of Pontex following the passing of her father in March, Ferretti is firmly guiding the company with the outward-reaching, multi-pronged game plan she believes will allow Pontex to expand its market and client base far beyond Italian shores. The last five or six years have found the company, which specializes in taking raw or semi-finished goods and elevating and enriching the finished product with Italian taste and style, sourcing product in China, South Korea, and Japan in addition to its home country to service brands around the world.

In particular, Ferretti explains, Pontex, which produces both Summer and Fall/Winter collections, is intent on making major inroads in the U.S. market, targeting Los Angeles and New York, among other arenas, with local agents and representatives. "This is the place where we like to do business and express ourselves nowadays," Ferretti says. "It is where we are inspired to improve ourselves—our company, our products."

Pontex could easily rest on its prestigious client list—Armani, Versace, Trussardi, Zara, Paul & Shark, Ralph Lauren, Hugo Boss, Marc Jacobs, and Tommy Hilfiger among the many notables. But, as Ferretti sees it, the key to success today is to listen to every



Printed checks on cords and cottons

client's needs, at the high end or lower end of the spectrum, and look to develop solutions in a wide range of ways. That could mean drawing on Pontex's stable of Italian weavers, dye and printing houses, and subcontractors skilled in the application of resins, laminations, and double-sided finishing, or looking to the Asian market for those services. Pontex representatives China, South Korea, and Japan stand watch over quality control. The company's "deep goals," Ferretti says, are "product development and

customization."

At the end of the day, "we aim to be quick to propose a product and develop it in Italy—or at least have Italian finishing—to add more value," Ferretti says, although customers can choose to receive semi-worked material to finish themselves.

"We must not only be quick and at a good price but be proactive," she points out, "understanding what a customer needs and developing it as soon as possible."

Providing an array of services provided in or outside Italy, but maintaining strict Italian standards, sets Pontex apart

from traditional fabric houses. "It's all based on flexibility," Ferretti says. "We can go from basic quality with a high standard to a very rich quality with a high standard. We can do anything—finishing and producing in Italy a grade coming from China, or doing any and all processes in Italy, starting with the yarn."

Pontex began as a purveyor of woven fabrics, primarily linen and cotton, for the region's ready-to-wear market but quickly expanded its offerings according to the demands of the market. Today, it not only specializes in cotton and linen of all types but also velvet

corduroys, and silk and silk/cotton blends. Pontex is also deep into development of a range of organic and recycled fibers and BCI cottons.

"Our range of items is enormous," Ferretti attests. The company keeps in stock around 30 to 40 items, some 2 million meters, "to cover immediate requests."

Ferretti is excited to be in the American marketplace, which the company entered three years ago. "You can learn a lot in this market," she says. "I like a lot the respect they have for Italian suppliers—a huge respect but also huge expectations. You can always do more. It imposes improvement on the company every day."

Pontex is attending all the major textile shows in the U.S. to raise its profile, and the plan is working. "Many did not know Pontex, but every day we are increasing the business," Ferretti says. "Those who try Pontex are still working with Pontex."

For the daughter of the company founder, who is charting her own path in an increasingly complex and high-stakes market, there is an abiding appreciation for her country's storied textile legacy. "The fabric must always represent Italian taste, Italian values," Ferretti says. "There is always a high standard between Italy and fashion. It's like producing something related to art. It's a fantastic feeling to see the final results."

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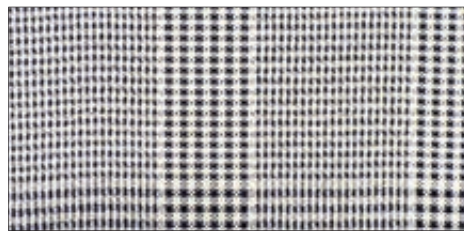


Yarn-dyed stretch Japanese inspirations

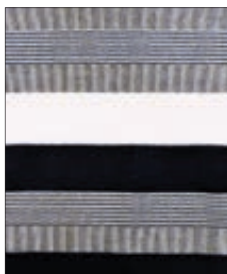
## TEXTILE TRENDS

### Night and Day

The contrast between black and white has classically been used to add dramatic effect in fashion. Whether through stripes or polka dots, silks or linens, black and white continue to provide new twists through this classic combination.



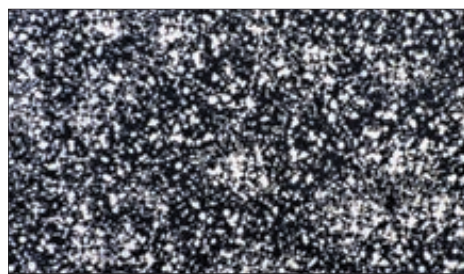
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Bennet Silks



Robert Kaufman Fabrics



RC International Fabrics Inc.



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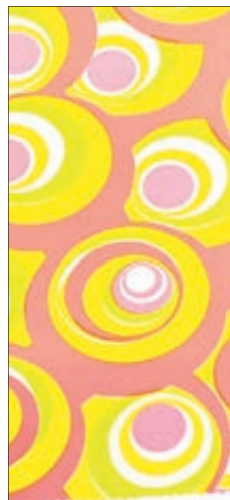
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### The Vibe

Growing interest in vintage clothing has drawn attention from a new generation that is now discovering once-beloved textile trends that have come and gone in and out of style over different seasons. In particular, formerly popular designs in mod prints and tie-dye have recently reappeared on runways and on retail racks.



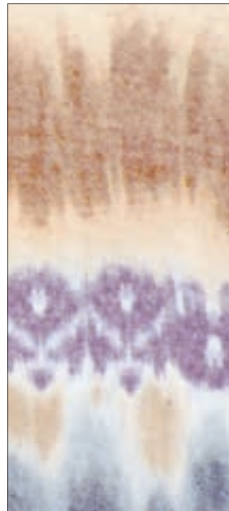
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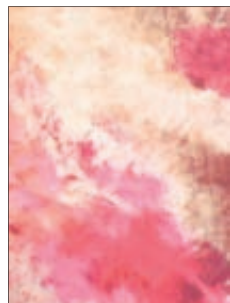
DJ Fabric Mill Inc./BFF Studio



City Textile Inc.



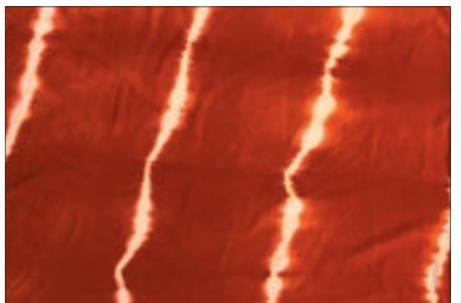
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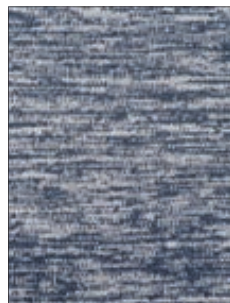
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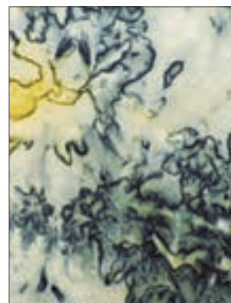
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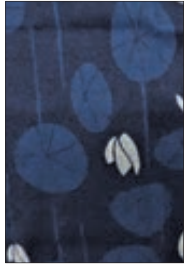


## A Floral for All Seasons

Whether they are available in Spring, Summer, Fall or Winter textiles, fabrics that offer season-appropriate florals can be found year-round. They can be used in textiles featuring bold colors or fabrics with subtle prints, proving there is always a season for floral textiles.

## Check It Out

Formed by crisscrossed lines in varying widths, relying on one, two, three or more colors, plaid can be found in eight common patterns: tartan, gingham, check or checkered, madras, windowpane, houndstooth, Prince of Wales and tattersall. Enjoyed by a wide range of consumers, plaid has become a favorite of many, from suburban dads to punk-culture lovers and everyone in between.



Robert Kaufman Fabrics



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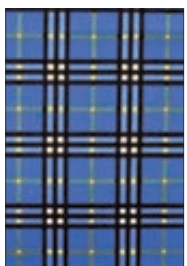
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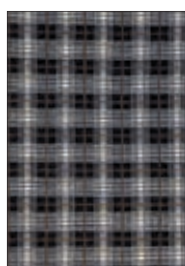
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# Functional Fabric Fair—powered by PERFORMANCE DAYS® Brings Performance and Sustainability to Portland

Textile shows tend to be big, sprawling affairs with booths and fabrics and whatnot spread out over seeming acres of exhibition space. **Steve McCullough**, a 25-year sourcing veteran of both exhibiting at and attending these events, knows well their exhausting aspect, where “you have to spend your day just trying to find the right ones,” he says.

So when McCullough started going to the Performance Days, functional fabric fair in Munich, Germany, he was both surprised and much taken by what he experienced. “I liked that it was very curated and focused,” he says. “It wasn’t a treasure hunt to find someone great—they had all the greats there. I knew that the U.S. did not have this type of show.”

Until now.

McCullough, who is event manager for the Connecticut-based Reed Exhibitions, queried the Performance Days management if they had any interest in expanding to the U.S. The answer was a definitive yes, and a partnership was born.

Officially titled

**Functional Fabric Fair—Powered by PERFORMANCE DAYS®**, this functional textile show got off to an auspicious, sold-out start in July of 2018 in New York City. Now it prepares for its Portland, Oregon, debut October 22–23, showing product and technologies that will enter the market for the Winter 2021 season—a move requested by many of its exhibitors “because their customers wanted us to go there,” McCullough explains. “The R&D teams for so many brands are located in and around Portland—it is such an incubator for the industry. We knew we’d have a built-in audience.”

While Reed owns and runs the show, Munich’s PERFORMANCE DAYS serves as consultant. “We try to emulate the Munich show as much as we can,” McCullough says. “We don’t do anything without consulting them. The DNA they created we wanted to bring here.”

The similarities start with the show’s scope. “The beauty of the show is its size,” McCullough notes. “It is not, and won’t be, a 900-exhibitor show.” Vendors are carefully chosen—“we say no more than we say yes”—with no more than 50 percent from any particular region of the world. They are interspersed—“I don’t allow pavilions,” says McCullough. What links the select exhibitors is the quality of their product and their standing in the performance-textile industry. They are “the movers and shakers in the industry,” he points out. “By having the best exhibitors, by default you will have the best attendees.”

Portland will differ from the New York fair in one distinct aspect. As McCullough explains it, “The core of Portland is performance brands; the core of New York is fashion brands.” Duly noting their customers’ desire for performance fabrications, “typically nonperformance brands absolutely devoured what we had to offer,” he says. “You want your fabrics to do something, your suit to stretch, your

jeans to stretch. But you still want to look fashionable. The line between function and fashion has become completely blurred.”

Portland is all about performance, which is why McCullough counts Nike, Adidas, Columbia, Patagonia, and The North Face among its attendees. To further focus the exhibitor offerings, the fair will have the exhibitors submit swatches of their latest technology, divided into the 12 most important categories such as thermal regulation and waterproofing. A blind jury will pick the top 30 to 50 submissions in each category, and present them on a best-of-the-best wall.

There will also be a series of expert talks from guest speakers, with subjects including color trends, sustainability, and “a deep dive” into different functionalities such as odor management and wicking. Several universities will also give talks about their textile programs “to bring a younger community into the industry,” McCullough says.

And speaking of sustainability, part and parcel of any Functional Fabric Fair is McCullough’s insistence on lessening the industry’s carbon footprint in every way possible. As McCullough explains, “We only bring in factories that exercise sustainable practices. But the hard part as an exhibition company is that everything we do needs to be sustainable as well.” To that end, the fair builds all the booths itself, using walls made from recycled fabrics that will be recycled again. “We have all this strict criteria about what you can bring in to the space,” he continues. For example, no Foamcore may be used for signage. “We want to be an example of how you conduct yourself as a trade-show exhibitor.”

These standards make for a pleasantly egalitarian atmosphere where product speaks for itself. The eventual goal for the fair is two shows in Portland, in October and April, and one in New York City in July, with Portland established as the flagship for the U.S. portfolio. Both New York and Portland have been sold out, and Portland has a long waiting list. With PERFORMANCE DAYS’ guidance, McCullough believes he has the recipe for enduring success.

“There is a beauty in the size of the show,” McCullough says. “Our aisles are filled with decisionmakers, people there to do business. The 2,000 attendees are the right 2,000. There is no smoke in the aisles.”



The New York show opens its doors to its second edition at the Javits Center in July 2019.



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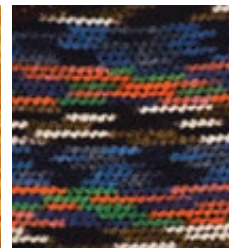
## TEXTILE TRENDS

### Suitable

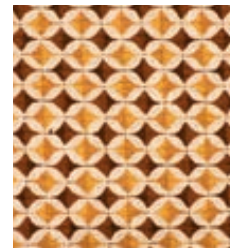
Once mainly worn by men, suits are now used by all to send a strong message. From classic two- and three-piece suits used to make serious statements to pieces that are combined with streetwear elements for updated suiting, incorporating suit-weight textiles brings a touch of class to clothing.



Fabric Selection Inc.



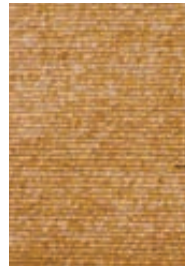
Tiss et Tient



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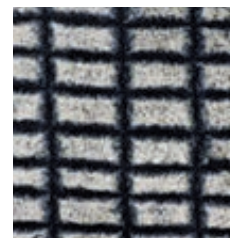
Suzhou Minghe  
Textile Material Co.,  
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### Plush Cozy Cloth

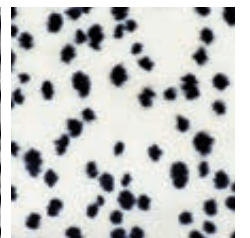
Often reminiscent of a favorite stuffed animal from childhood, plush textiles have become one of the latest trending favorites in fashion. Blending warmth with luxury, these fabrics add a lush feel to traditional clothing.



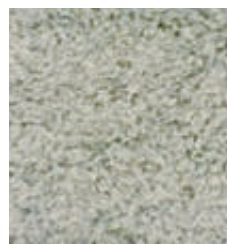
Tiss et Teint



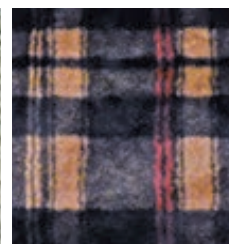
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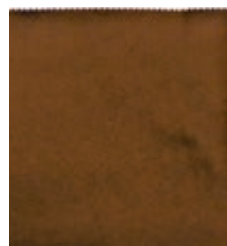
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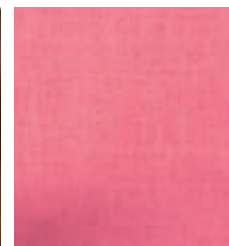
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### Eco-friendly Fabrics

The ever-growing emphasis on protection of the environment has given birth to sustainable textiles such as those created from bamboo, organic cotton, wood pulp and plastic water bottles. Pursuing an eco-friendly message by using responsibly created textiles garners good will from customers seeking ecologically sound alternatives to everyday products.



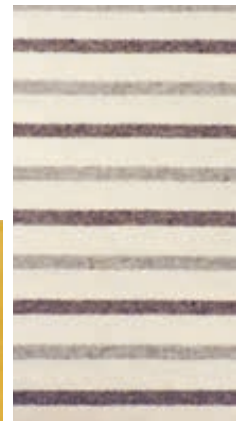
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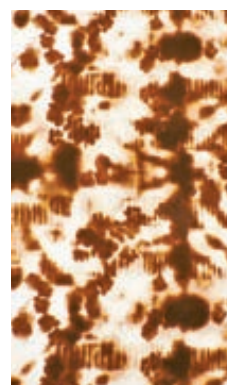
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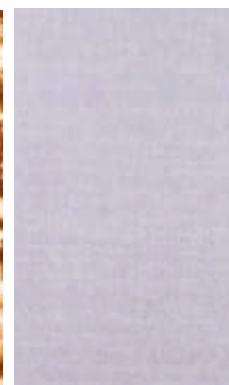
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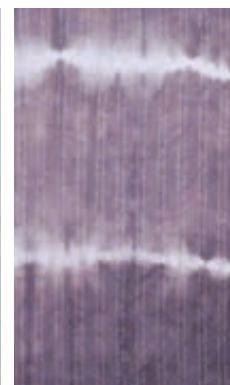
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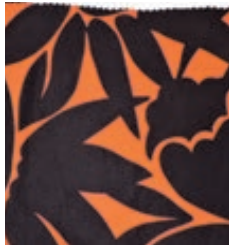
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## TEXTILE TRENDS

### Passionate Prints

Technology has boosted the popularity of printed fabrics, which are popular in everyday fashion as well as special, custom-made pieces. Often used to relay personal expression, prints allow the wearer of a garment to make a bold statement without saying a word.



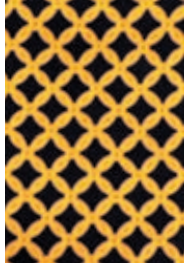
Studio 93



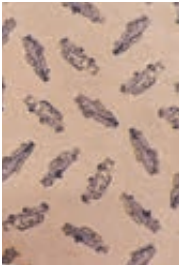
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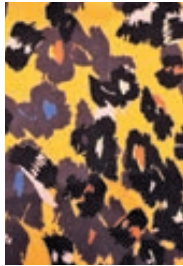
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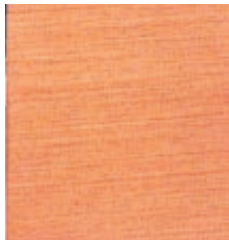
Robert Kaufman Fabrics

### Trouser Trends

Available in different shapes and sizes, trousers are now manufactured using an array of textiles but often rely on heavier weights for Fall collections. From vintage styles that draw inspiration from Grandpa or more-modern takes in denim that yield more formal, stylish cuts with a soft hand, trouser textiles are offered in different textures and an array of colors.



Orta Anadolu



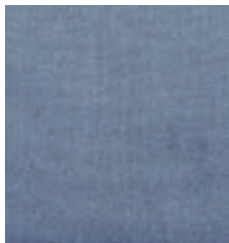
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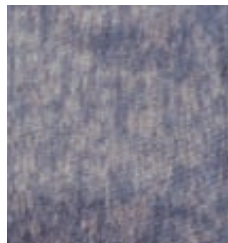
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Orta Anadolu



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### Delicate Delights

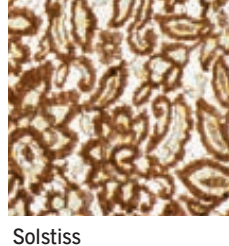
A delicate textile, lace yields a weblike pattern that can be used as the foundation for a romantic look or incorporated as a smaller detail that softens an otherwise edgy style. Lace can be made by machine, but the finer examples are made by hand.



Solstiss



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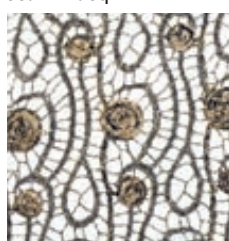
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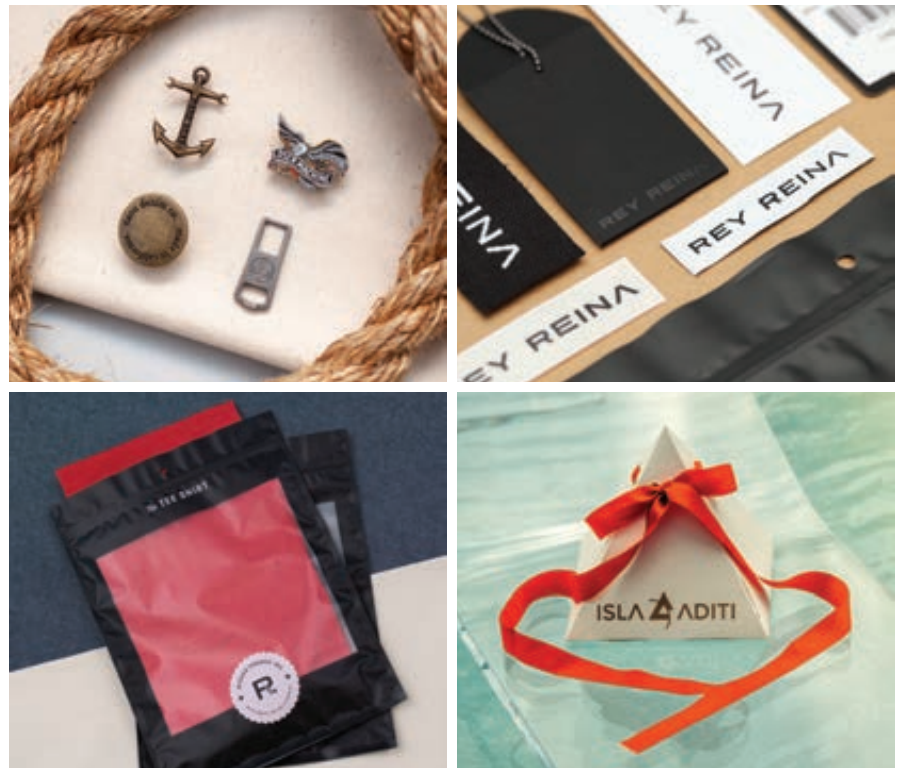


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# Kornit Digital Takes Its Direct to Garment Show on the Road

By Andrew Asch *Retail Editor*

**Kornit Digital's** Presto S printer is about as big as a limousine and can function as a mini T-shirt factory, said Robert Zoch, a global content manager for the printer company, headquartered in Englewood, N.J.

Zoch and other Kornit staff gave people in the American imprinted-textiles business a first look at the Presto S during the company's Road Show. The Presto S was officially introduced in June at the **ITMA 2019** trade show in Barcelona. Kornit's traveling printer showroom made its first stop in Los Angeles Sept. 11–13 at the **Optimist Studios** production space near **Los Angeles International Airport**.

The Road Show was the first time that the Presto S was displayed in North America outside of Kornit's New Jersey offices, and it also gave a stage to other machines that Kornit released this year, such as the **Avalanche Poly Pro DTG** printer. The Road Show also gave space to the Kornit Storm HD6, which was released in 2018.

The Poly Pro printer was introduced in April and is used for poly-blend materials typically found in sports apparel and athleisure clothing. While the Poly Pro was designed to print graphics on polyester fabrics, the Storm HD6 was designed to print on T-shirts, cloth for bags, denim and almost any other fabric, Zoch explained.

"The Storm HD6 is our workhorse for direct-to-garment printing on demand, sustainably and with minimal setup," Zoch said. "It's perfect for e-commerce." When using the Presto, a machine operator prints whole fabric, then cuts and sews from that



Demonstration of Avalanche Poly Pro DTG

material. To operate the other machines exhibited, the devices basically print on a finished T-shirt blank, jean or onesie.

The Presto S and other machines were designed to serve the growing on-demand printing and direct-to-garment printing businesses, which are fueled by the market for customized goods and are building more of a significant presence in the T-shirt business. These companies range from garage operations to established businesses that produce limited runs of T-shirts.

Steve Nanino of Los Angeles-headquartered apparel brand **Kid Dangerous** maintains a focus on the on-demand printing and direct-to-garment printing business. He said it is increasingly the industry norm for direct-to-garment printers to take care of every step of production for themselves.

"You essentially have to be a one-stop shop to be in the digital-printing space,"



Demonstration of Presto S Printer

Nanino said. "It doesn't make sense to pass off half finished inventory to someone else. You've got to produce from start to finish." Like many others in the space, Nanino uses several machines to pretreat, print and heat-press shirts.

Zoch said that the Presto S is a roll-to-roll printer that uses specialized inks to print directly onto a roll of fabric, using what Zoch called a fast, single-step method. For this system, it can take less than 60 seconds to imprint a garment, then just a few minutes to cure—or dry—it. The fabric is moved on an adhesive belt conveyor system, and the machine is able to print about 4,800 square feet of fabric during an hour.

"It's very unique. It's the only machine that makes pigments that do not need a pretreatment," said Michael Sanders, director of printable textiles and finishing technologies at **Top Value Fabric** of Carson,

Calif. "Others say that that their machines don't need a pretreatment. But they don't hold up as well for wash fastness and crocking."

A statement from Kornit contends that only one person is needed to operate the Presto S machine. The operator basically loads fabric into the machine, where Kornit's Robusto inks are bonded to the fabric before it passes through a dryer and becomes ready to cut.

Businesses using one direct-to-garment system often upgrade to larger systems, Zoch said. The Presto S is intended to be used by companies interested in diversifying their customized business through

a process that allows them to print and cut garments roll to roll. Zoch declined to state the cost of the Presto S. He said that it was competitive with other roll-to-roll print systems on the market.

Zoch also said that the Presto S is an environmentally sustainable machine. Its Robusto inks meet the standards of sustainability certification groups **Eco-Passport** and **GOTS**, according to a Kornit statement. Zoch also said that the machine creates no water waste, and there are no chemicals to dispose of after a job is done.

Also participating in Kornit's Road Show were brands that use Kornit such as **Cotton Heritage**, headquartered in Commerce, Calif. All of the cotton and cotton/poly tees used for demonstrations in the Los Angeles stop for the Road Show were Cotton Heritage styles, said Ken White, the apparel brand's vice president of sales. ●





Retail Real Estate *Continued from page 1*

ICSC show floor

She also said that the shop's stores planned to increase events produced at its local stores, such as its flagship in West Hollywood, Calif., and a shop in Malibu, Calif., which also opened in March.

Sekora said that a full-service Nordstrom department store in New York's Columbus Circle and a **Nordstrom Local** location in the West Village will open in October following the opening of a Nordstrom Local store that was unveiled on the Upper East Side earlier this month. The Nordstrom Local concept made a splash when it was introduced in October 2017, but the spaces stock no inventory at the stores.

Sekora said that shoppers visiting Nordstrom Local—two of which are located in Los Angeles' downtown and Brentwood sections—don't go there to hang out. Rather, they visit for a talk with one of the shop's stylists and also to make returns of garments that they purchased at *Nordstrom.com* or through other Nordstrom channels.

Quick returns help maintain the value of a garment when a retailer puts it back on the market, Sekora said. Long delays between a return and shipping a garment back to the store typically result in a decrease in value. "Speed is at the forefront of what we created," he said.

The ICSC event also included panels on the cannabis business, coworking spaces, wellness studios and nontraditional, experiential retail. While traditional retail remains a serious player, new trends and tenants are reshaping retail streets and malls, said Chuck Dembo, a partner in the Beverly Hills, Calif.-headquartered **Dembo Realty**.

"More-established brands are not doing much," Dembo said. "The question is, 'Who, if anybody, is expanding?' It's not a lot of people, at least in the better markets."

Nontraditional tenants are part of a new wave of growth charted in a research note released by the commercial-real-estate and advisory firm **CBRE**. Released in August, the research showed an increasing amount of retail real estate leased to companies that were described as focused on an industry that is included within the "5 Fs"—Fun, Furniture, Fitness, Food and Fashion.

"Expanding 5-F retailers have found new opportunities in spaces left behind by big-box chains," the note said.

According to the research, this class of tenant had leased



Allison Samek, center, and Tony Sekora, right

36 million square feet of retail space in the Greater Los Angeles, Orange County and Inland Empire regions of Southern California. They increased their total leasing activity from 7.1 percent of leased commercial properties in 2009 to 23.6 percent of leased commercial properties in 2019, with 35 percent of total square feet occupied by the fashion category, which includes beauty and wellness.

Despite changes in the retail market, developers are more optimistic about opportunities in their field than in the recent past, according to a survey of developer sentiment performed by the **UCLA Anderson School of Management** in May. The market for industrial warehouses is booming across California, according to the survey, as is growth in the office-space market. An increase of office-anchored jobs is forecasted for the San Francisco Bay area, which will fuel demand for new office space in that region and Southern California.

densely packed urban areas, said Derrick Moore, a senior vice president at CBRE, who led a panel discussion on "How to Negotiate Successful Leases."

Putting together a deal is tougher than in the past, and tenants are looking for different amenities, Moore explained.

"The deal cycle is longer," Moore said. "Deals are costing more for landlords. Tenants are requesting additional location-improvement dollars. They are also preferring to move into second-generation spaces." These spaces have been improved by former tenants, allowing new tenants to forego financing renovations when they move in.

As retail real estate is changing, new commercial developments are also on the horizon. On Sept. 17, major tenants were announced for the upcoming **Hollywood Park** development in Inglewood, Calif. **Cinépolis Cinemas** will open a 12-screen movie house at the 300-acre mixed-use development, which will be anchored by a stadium the

**Los Angeles Rams** and **Los Angeles Chargers** football teams will call home.

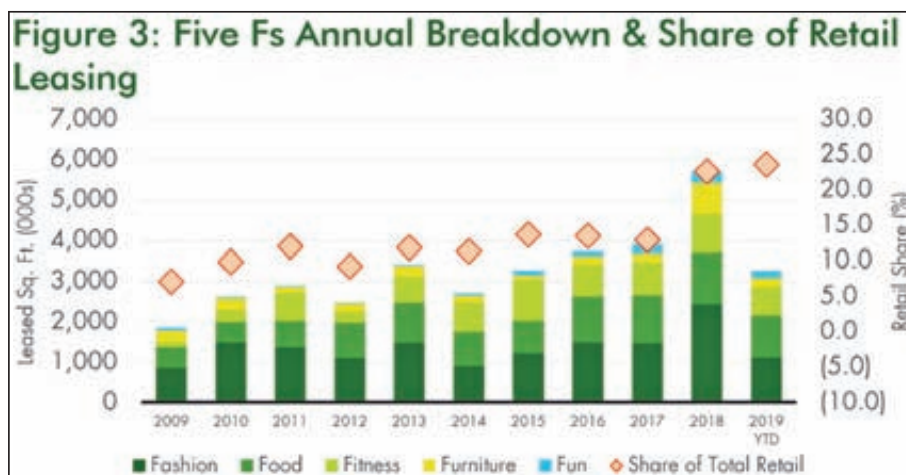
Working on the project is Andrew Turf, a CBRE senior vice president who served on a presentation panel covering Hollywood Park during the ICSC conference. He said that the development's retail district will open in 2021, and fashion will be a part of the center.

"We're building an authentic, soulful community for Los Angelenos and the city of Inglewood," he said.

"We're trying to program it like a streetscape, not a mall."

During ICSC, there were also discussions surrounding a 20 percent increase in coworking spaces at retail properties through 2023. Speaking on a panel was Dori Howard, co-chief executive officer of **The Jane Club**, which opened a flagship in Los Angeles' Larchmont Village section in April. The space offers child-care classes and workout classes along with conference rooms and office space.

"These are community spaces," Howard said of The Jane Club. "One of our core values is that we honor all work." ●



The retail market is not forecasted to grow as quickly, but developers were more optimistic than they have been in the recent past, according to the survey. "[They] will see some improvement, and there will be more opportunities than at present," the survey said.

Developers interviewed for the survey revealed there will be more opportunities for retail resulting from gentrification and the increasing density of urban areas. More opportunity will arise to lease commercial space from mixed-use developments, which include office, retail and dining in

## Salesforce Continues to Streamline Brand-Retail Relationships With New CRM

To streamline in-store merchandising and marketing, the San Francisco-based customer relationship-management technology company **Salesforce** introduced its Consumer Goods Cloud as a tool to help brands work more efficiently with retail partners. Salesforce worked on developing the solution to also incorporate Einstein AI.

The Consumer Goods Cloud blends Salesforce's capabilities of marketing, service, commerce and sales products to help field sales representatives and merchandisers work with retailers on-site to align their missions.

"Think about planogram compliance," said Sunil Rao, global head of consumer goods at Salesforce. "When you're in a store, instead of taking notes on all the SKUs that you're seeing, you take a photo and the image-recognition technology that we have will identify all the SKUs that are on the shelf and it will give you all the KPIs and it will tell you if all the things are in compliance or the things you should fix because the store is supposed to look a certain way."

After surveying 500 global consumer-goods professionals in spring 2019, Salesforce discovered that, while 95 percent

of consumer goods are sold in bricks-and-mortar stores, 52 percent of these leaders felt that merchandising-and-marketing plans weren't followed.

"The Consumer Goods Cloud is our foray into building a product very specific to the industry for consumer goods," Rao said. "We have had consumer-goods customers for the last two decades, and we've been using the platform in a multitude of ways. What we're doing with this strategy is we're really making it out of the box and directly fitted to each use case in the industry."

Through technology that allows brands and their parent companies to monitor in-store activity in real time, the Consumer Goods Cloud collects data, analyzes the information and yields a plan of action for representatives who visit retail partners. Citing the need for companies to prioritize where and how their representatives should spend their time, Rao noted that the data Salesforce works with could be sourced from different areas specific to each company's focus.

"To optimize distribution, they need to identify the leading indicators on data they are getting," he said. "In some cases,

they might be getting point-of-sale data from all the different stores they sell through. In some cases, there might be other demand signals, but all of that data needs to get adjusted and be cobbled together to prioritize who needs to go where to have the maximum impact on business and maximize sales."

Through digitizing a representative's task list in real time for every store visit, brands are able to work with each retailer according to that location's particular needs. Rao explained that through connections between planning and execution systems, companies can bypass unnecessary steps, thereby streamlining these processes.

"When someone is merchandising in-store and they have an issue setting up a display or setting up something because they have the same system [as other retailers], they're able to communicate that back to the planners," he said. "They [the planners] can fix the instructions or the issue before it comes back in the form of lost sales."

The Consumer Goods Cloud will be available Oct. 15, and Einstein Analytics for Consumer Goods will be available in February 2020.—*Dorothy Crouch*



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