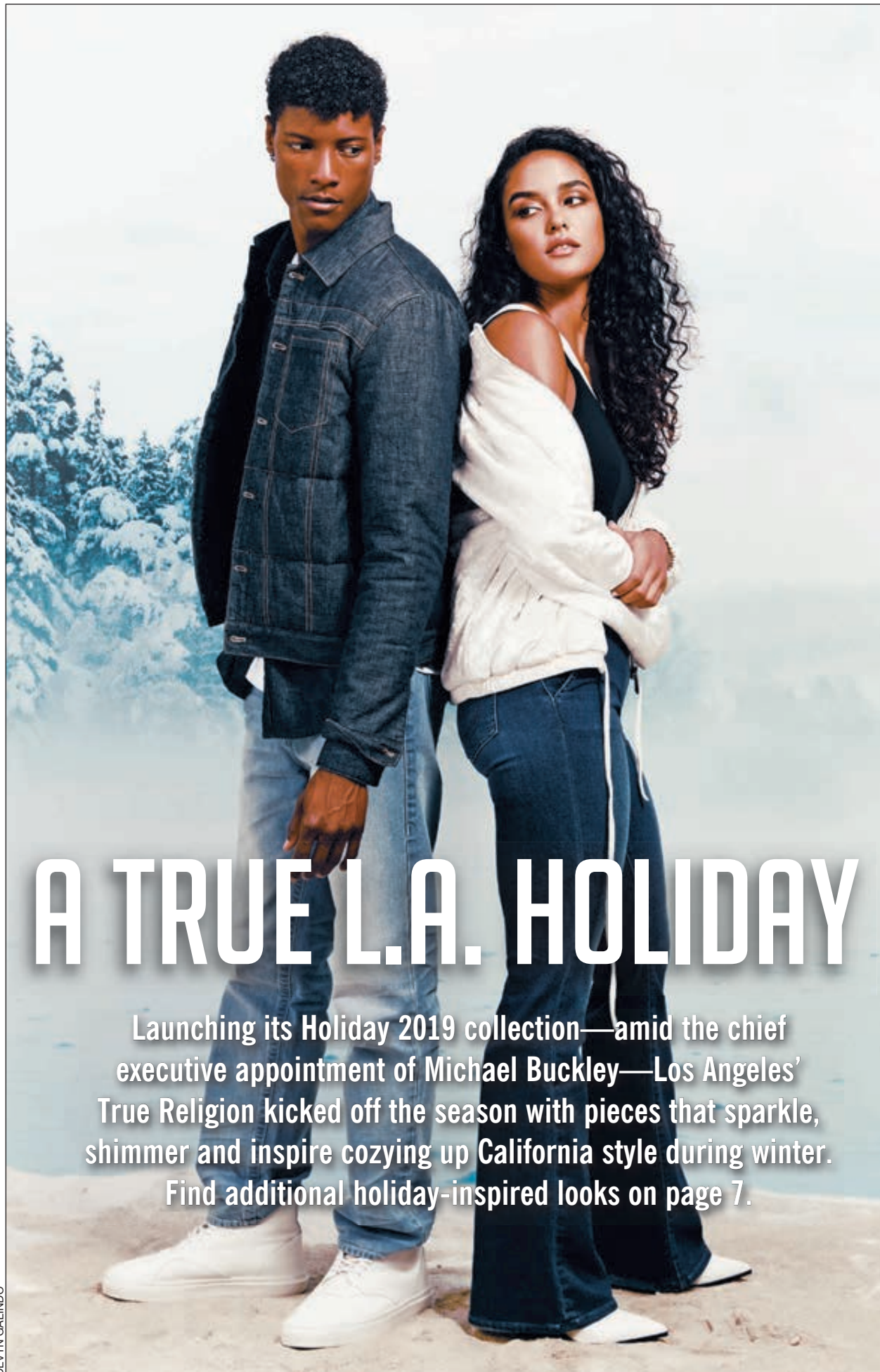


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A TRUE L.A. HOLIDAY

Launching its Holiday 2019 collection—amid the chief executive appointment of Michael Buckley—Los Angeles' True Religion kicked off the season with pieces that sparkle, shimmer and inspire cozying up California style during winter. Find additional holiday-inspired looks on page 7.

DEVYN GALINDO

RETAIL

United for Respect Aims to Organize Retail Workers

By Andrew Asch *Retail Editor*

Fast-fashion stores often get criticized by environmentalists, but in the past two months **H&M** and **Forever 21** have been the targets of protests from labor groups. Last month, H&M employees held a demonstration outside of a store in Pasadena, Calif.

These workers were protesting the firing of Nick Gallant, a former H&M employee based in the San Francisco Bay Area town of Emeryville, Calif. Gallant had petitioned H&M management to improve what he considered to be unfair and unsafe working conditions. Gallant complained that he had been unfairly retaliated against.

Helping organize the H&M protest was the nonprofit group **United for Respect**. The group has recently expanded its at-

➔ **Retail Workers** page 3

MANUFACTURING

Before Making Bespoke Suiting, Richfresh Founder Bounced Back From Homelessness

By Andrew Asch *Retail Editor*

There has been an uptick in interest in bespoke suiting over the past decade, and one of the players in this game calls himself "Fresh." Born Patrick Henry, the bespoke designer makes suiting for clients including **Grammy** winner John Legend and professional basketball player Draymond Green. Fresh currently owns a factory named **Danil Custom Tailor**, which makes clothes for his **Richfresh** label and other bespoke tailors.

But more than one year ago, between November 2017 and January 2018, Fresh had no place to call home. If he wasn't

➔ **Richfresh** page 6

INSIDE

Where fashion gets down to businessSM

Port of Oakland ... p. 2
Z Supply promotes giving ... p. 2
NPD Holiday forecast ... p. 4
ULA ... p. 8
Sustainability in labels ... p. 9

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INSIDE
THIS
ISSUE

Trade Shows

November 2019

2020

Former Oakland City Councilmember Wan to Lead Port of Oakland

It was announced Nov. 14 that Danny Wan, a former Oakland, Calif., city councilman was named executive director of the **Port of Oakland**. He had been serving as the port's interim executive director for the past year.

The announcement ends a two-month nationwide search by the port's board of directors for a new executive director, according to a port statement. Wan replaces Chris Lytle, who retired in July after leading the port since 2013.

The Port of Oakland directly employs 450 people but supports 84,000 jobs with its business partners, Wan said.

"It's an honor to lead an organization that operates international transportation and shipping hubs and that generates tens of thousands of jobs," Wan said. "I look forward to working with the board and an excellent port staff to plan for even greater efficiency in moving



Danny Wan

people and goods and to grow benefits for the state and the communities that surround the port."

Exports are expanding at the Port of Oakland, according to a port statement. In Octo-

ber, the port shipped 87,393 20-foot export containers overseas. That represents a 10.8 percent increase in exports compared to the volume exported in October 2018. The great majority of exports were shipped to Asian destinations, the port said.

The port runs three main businesses: the seaport, **Oakland International Airport** and **Jack London Square**, which is an entertainment district on Oakland's waterfront. Jack London Square is the home to a multi-brand apparel store **Oakland Supply Co.**, which offers brands such as **Levi's**, **Obey**, **Mollusk Surf Shop**, **Topo Designs**, **Stance**, **Herschel** and **Stussy**. On Nov. 22, the **Black Santa** brand will open a shop at Jack London Square. Offering the brand's gifts and apparel, it is owned by Baron Davis, a former player for **National Basketball Association** teams the **Los Angeles Clippers** and **Golden State Warriors**.—*Andrew Asch*

Z Supply Home Page Opts Not to Do Sales on Black Friday

Bucking business as usual on Black Friday, **Z Supply, LLC**, an Irvine, Calif.-headquartered fashion house, will not do business at its direct-to-consumer channel, www.zsupply.com, for a 24-hour period on Nov. 29.

Instead, the company will direct sales to its retail partners and request that its customers donate to nonprofits that will be listed on its home page on Black Friday, said Mandy Fry, Z Supply's president.

Z Supply sells brands such as its namesake label, Z Supply, as well as **Rag Poets**, **White Crow** and **Others Follow**. Its Black Friday home page will direct sales to retail partners such as **M. Fredric** in Los Angeles, **Ambi-**

ance in San Francisco, **Mixology** in New York and **Evereve**, which is headquartered in Edina, Minn.

The Z Supply home page also will provide links to nonprofits such as **Casa Gal**, which helps to give foster youth permanent homes; **Breast Cancer Angels**, which provides support to those fighting breast cancer; and **Wildlife Alliance**, which provides protection and support to forests and wildlife in Southeast Asia.

"We're excited to have people join us for a new kind of Black Friday, one that supports local businesses in the community as well as amazing charities that are making our world a

better place to live," Fry said. The statement marks the first time that zsupply.com will not do business on Black Friday.

Retailers have been criticized in the past for doing business on Thanksgiving, the day before Black Friday. Consumers often line up in front of stores Thanksgiving night to get a jump on deals. Many retailers have taken an opportunity to serve this group. But the retailers have received critiques that have ranged from forcing salespeople to work on a family-oriented holiday to diverting attention on what was once a day where commerce took a backseat to community.

A number of retailers vowed to remain closed on Thanksgiving, including **REI Co-op**, **Dillard's** and **H&M**.—*A.A.*

Tutatech Founder Sareen Introduces Tukatalks

Ram Sareen, founder and chairman of the Los Angeles-based fashion-technology company **Tukatech**, announced Nov. 14 that he will host a web show and podcast called "Tukatalks," which will be devoted to shop talk and discussions covering best business practices from fashion-industry executives.

Hosted by Sareen, it will be webcast on the Tukatalk's **YouTube** channel. Audio will be made available on some podcast platforms. Sareen hopes that the show will be educational and fun.

"The difference between information and knowledge is hard to separate. You can't live long enough to make all your own mistakes," Sareen said in a statement. "We've invited knowledgeable people to share what they've learned so those new to the industry can start with an advantage."

Sareen released a trailer of the show, which features Los Angeles apparel notables such as Ilse Metchek, president of the industry group **California Fashion Association**, and Marta Miller, co-founder of **Lefty Production Co.**, a garment-and-accessories production company.

Miller said that she considered Sareen a mentor. "I believe people in the fashion industry don't ask for help enough. I'm a huge believer in mentors, and there's been no more impactful mentor in my own life and business than Ram Sareen," she said in a statement. "To have the opportunity to listen to him converse with the people he's curated in his life is the best schooling possible."—*A.A.*

Week in Review

Nike Inc., one of the world's largest suppliers and manufacturers of athletic sneakers and apparel, confirmed that it would stop selling its products to Amazon.com, the dominant retailer in U.S. e-commerce. The move brings to an end Nike's 2-year-old program of selling on the channel. The Beaverton, Ore.-headquartered Nike will focus increasingly on its direct-to-consumer business, which accounts for 30 percent of its annual sales, according to a CNBC report.

Cotton Inc. introduced cotton-based performance fabrics called Storm Cotton and Storm Denim on Nov. 11. The new fabrics use Omnibloq, which is a laminate developed by Bolger and O'Hearn. It provides protection during heavy rains and snow. Storm Cotton and Storm Denim will provide the comfort of cotton with the performance characteristics of synthetic materials. Cotton Inc., which conducts worldwide research and promotion campaigns for cotton, is funded by U.S. cotton producers and importers of cotton.

Ann Taylor and LOFT, part of the Ascena Retail Group, Inc., announced the start of its 13th annual holiday campaign to help St. Jude Children's Research Hospital. People who shop online and at physical Ann Taylor and Ann Taylor Factory stores from Nov. 13 to Dec. 31 and at LOFT and LOFT Outlets from Nov. 15 to Dec. 31 will be able to add a donation to St. Jude upon making their purchases. Ann Taylor and LOFT have raised \$50 million for the organization. They also sponsor St. Jude Garden, which helps provide locally grown produce for St. Jude patients and families.

Offprice marked its 50th show in Las Vegas in August. The trade show's Cash & Carry section has been a popular part of the biannual show. But the section, which sells buy-on-the-spot accessories and jewelry, was located away from the show's main section, which takes place in Hall G of the Sands Expo & Convention Center. On Nov. 13, it was announced that the Cash & Carry section will be moved back to Hall G during the show's upcoming edition, Feb. 3-6.

Facebook introduced Facebook Pay on Nov. 12. It will provide people with a convenient, secure and consistent payment experience across its divisions of Facebook, Messenger, Instagram and WhatsApp, according to a blog by Deborah Liu, Facebook's vice president of marketplace and commerce. In the past, people were able to use the company's applications to send money. Liu contended that Facebook Pay would make transactions easier and ensure that financial information remains secure. Facebook Pay will begin rolling out on Facebook and Messenger for fund-raisers, in-game purchases, event tickets and person-to-person payments. Facebook Pay supports most major credit cards and debit cards as well as PayPal, Liu said.

Now in its 13th consecutive year, off-price retailer Burlington Stores launched its Burlington Coat Drive this week for the 2019 Holiday season. In addition to partnering with non-profit organization Delivering Good, the Burlington, N.J.-headquartered company has found a new partner in Oscar-winning artist and activist Common, through his Common Ground Foundation. The nationwide initiative encourages the donation of new and gently used coats. It will be held through Jan. 20, 2020.



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Two Friends Create a Local Athletic-Apparel Legacy in L.A.

By Dorothy Crouch *Managing Editor*

Upon meeting in 2014, Jordan Cheesman and Micah Tootoo discovered they shared mutual interests regarding sports and fashion. During his career, Cheesman gained fashion experience in styling and retail sales, while Tootoo studied biomedical textiles at **North Carolina State University**. Though Cheesman hails from Seattle and Tootoo is originally from North Carolina, the men appreciate the work and legacy of the creative professionals who support the artistry and high-quality garment craftwork in Los Angeles.

"We both moved here for new opportunities. I wanted to pursue fashion and Micah was already somewhat in the fashion space as a model for numerous brands," Cheesman explained. "We came together and connected all of our passions—people, sports and design."

This year, the friends, and now business partners, launched **Open Legacy**, a men's athletic-and-lifestyle brand of premium apparel. Their designs are reflective of their own style, often comprising minimalistic garments in white, a navy hue and black. Created with ease in mind, the pieces are designed to be complementary to each other. Originally scheduled to ship by February, Open Legacy surpassed 100 percent of its funding goal and wrapped its **Kickstarter** campaign on Nov. 14. Following this response, Cheesman now feels the brand is ahead of schedule.

"We're hustling every single day to get it out as soon as possible. We wanted to hit a niche market, solely focusing on men's, and also the concept of being made in L.A. was huge for us," Cheesman explained. "We wanted to avoid the route of getting a generic template of a short and stamping our name on it. Every piece that we've done in our collection is all cut and sewn here in L.A. We like to tailor our garments."

Cultivating a brand in Los Angeles through deep roots in the city's apparel-manufacturing industry was integral to the mission of Cheesman and Tootoo. In a city that was built around Hollywood glamour and celebrity, the co-CEOs enjoy promoting a mindset that each person has a legacy of his or her own to cultivate and leave behind.

"L.A. was important for us because it gave us an opportunity to go right into our backyard and start working hand in hand with these local artisans with whom we've built impactful relationships," Cheesman explained. "We started this brand working with local mom-and-pop shops in the heart of downtown L.A. Seeing that we could give back to our community in that sense of keeping manufacturing and jobs here in the city that gave us this opportunity is pretty amazing."

Offered in sizes XS–XXL, Open Legacy will be available in five pieces: a short-sleeved and long-sleeved T-shirt named the Harbor Top, the 7-inch Mercer Short, the Hayden Com-



DAVID HIGGS

pression Short and the Hayden 3/4 Compression, a longer bottom that offers greater coverage. The T-shirts comprise a 92 percent polyester/8 percent spandex blend that promotes breathability. A reflective, moisture-wicking 88 percent polyester/12 percent spandex fabric in the Mercer Short affords a four-way stretch, and a 1-inch side slit promotes greater ease of movement.

"We want to become more technical and more advanced with each collection," Cheesman said.

The Hayden Compression pieces comprise an 82 percent polyester/18 percent spandex material with four-way stretch to provide the support athletes want without feeling restricted during practice or workouts. These are also Cheesman's favorites.

"The compression tights are my favorite piece regarding the fabric. We focused not only on the functionality, but also the comfort is amazing," he said. "We've tested our products with hard-core training. I just ran the **Malibu Half Marathon & 5K** in our gear because I wanted to put it to the test. It held up phenomenally."

Though Cheesman and Tootoo are athletic, with the former most interested in running and the latter concentrating on basketball, they aren't professional athletes. But they did want to ensure Open Legacy was suitable to withstand the challenges of athletes whose careers depend on their chosen sports. From weightlifting and basketball to track and soccer, friends of the



REID ANDERSON

From left, Micah Tootoo and Jordan Cheesman

brand's founders tested pieces.

"We designed them for hard-core training without focusing on one single sport," Cheesman said. "We've had athletes in different sports wear our stuff and try it out and they have loved it."

This dedicated approach to ensuring quality is the same commitment that the duo apply to every aspect of the brand. Cheesman recognizes that the athletic space is extremely competitive in nature, but by including the Los Angeles-made story in Open Legacy he feels this detail will set the brand apart.

"We did everything we could to get our hands dirty. We went around downtown L.A. knocking on doors to find a way in with patternmakers and sewers. We want people to understand the passion we have behind this brand and what we are bringing to the market in the menswear athletic space," he explained. "We're not trying to just sell product. We want to build a brand and the story behind it of keeping everything here in our city."

Anticipating an early arrival of the pieces after manufacturing, Cheesman estimates that Open Legacy could be available to the public by mid-January or early February on *openlegacy.co*. Retail price points start at \$48 for the short-sleeved Harbor Top and Hayden Compression Short, while the long-sleeve Harbor Top sells for \$54, the Mercer Short is listed at \$68, and the Hayden 3/4 Compression tights are priced at \$62.

The brand is focused on a direct-to-consumer model at the moment, but the founders are hoping to grow, first by engaging in pop-up events and eventually partnering with retailers. For now, Cheesman wants to create pieces that are comfortable enough for downtime but perform at a level that will withstand the most grueling training. ●

RETAIL

Retail Workers *Continued from page 1*

tention to **Forever 21**. Melissa Uribe, a United for Respect representative, said that Forever 21 workers had contacted her group for help after the fast-fashion giant had declared bankruptcy on Sept. 30.

"Companies need to be held accountable for bad business practices," Uribe said. "When they close their stores, company executives get to walk away with millions of dollars while people who helped the company profit often get forgotten. This is about working people recognizing that they need to do something about this and they have the power to do so."

Uribe also said that retail workers are being left behind in an economy that many economists contend is strong.

"You hear about an economy doing so well and people profiting, but retail workers don't feel that," she said. "Many are still getting minimal wages, and many are getting their hours cut constantly. They're being treated as people who don't have lives, children and doctors appointments. Workers are getting fed up and know it's in their power to make sure our economy works for all, not just the wealthy few."

It remains to be seen whether there's a surge in a campaign for organizing retail workers, but the recent developments take place in a legislative landscape where labor groups and their allies have been advocating for fair workweek laws.

Fair workweek rules have become ordinances in Seattle, San Francisco, Philadelphia, Chicago and New York. The Los Angeles City Council voted in March to support a fair workweek law. It was introduced by Council President Herb Wesson and Council members Curren Price and Paul Koretz, said a representative from Koretz's office. It is currently being reviewed by the council's Economic Development Committee.

Fair workweek rules would require retailers to tell work-

ers at least two weeks in advance what days and hours they are scheduled to work. It also bars retailers from demanding workers open a store early and close late without a minimum 10-hour break.

United for Respect has voiced support for fair workweek rules as have its Los Angeles-headquartered allies such as the **Los Angeles Alliance for a New Economy**, said Nelson Motto, LAANE director of organizing.

"Flexibility is not there for them," Motto said of scheduling for retail workers. "A worker might request a day off because they have to go to a graduation or go to a funeral and they are declined. If they refuse a shift, their hours are dropped."

In 2018, LAANE collaborated on a survey of 140,000 retail workers with the **UCLA Labor Center**. It found that eight in 10 retail workers lacked a stable work schedule despite the majority of workers surveyed wanting stable, 40-hour workweeks.

The study also found that an unreliable schedule creates an unstable income. The study said that half of retail workers are late in paying bills. Also, half of those retail workers who support children have difficulty finding and financing childcare.

Campaigning for fair workweek laws comes at the same time as a successful campaign to boost the minimum wage in Los Angeles and other American cities. In May, the City of Los Angeles approved an increase in minimum wage to \$15. The wage hike will take place in 2020.

But instituting union-style rules for fashion retail is problematic, said Ilse Metchek, president of the **California Fashion Association**, a Los Angeles-headquartered industry group. Some retail salespeople work on commission, for example. City-mandated rules wouldn't specifically work for those workers, she said.

"You can't change the cost of merchandise because wages

are up," Metchek said. "The only way to affect change without affecting profit is to change the way stores operate. Maybe stores will operate for fewer hours. Maybe they'll have fewer employees."

While there is a long history in union organizing among grocery retail workers and fashion sewers, the history is not as deep with fashion retail. There has been an uptick in interest in organizing for fashion retail workers because it is no longer considered a job for teenagers or people looking to pick up a few extra dollars, said Marissa Nuncio, a director for the downtown Los Angeles-headquartered **Garment Worker Center**.

"The economy is such that people are taking jobs not traditionally seen as permanent or long-term work," Nuncio said. "They have families, and they need fair scheduling to help with family issues such as childcare."

United for Respect has been at the forefront of organizing retail workers. It was originally part of the **United Food and Commercial Workers Union** when the UFCW was organizing **Walmart** workers. The nonprofit was originally called **Our Walmart**. The name was changed to United for Respect after a split from the UFCW more than nine years ago, Uribe said.

Since then, it has developed campaigns to organize workers at retailers such as **Sears** and **Toys R Us**. It has also worked on a Wall Street accountability campaign. It contends that Wall Street firms acquire retailers, burden them with debt, which leads the once-profitable retailers into bankruptcy that in turn leaves hundreds of retail workers without jobs.

The group has supported Democratic presidential candidate Sen. Elizabeth Warren's bill Stop Wall Street Looting Act. It would make private-equity firms responsible for debts and pension obligations of the companies they buy. ●



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RETAIL

NPD Group Forecasts Profitable If Bumpy Holiday Sales Season

By Andrew Asch Retail Editor

Sales for the upcoming holiday season will increase 2.7 percent over the 2018 holiday season, according to a recently released survey from market researchers **The NPD Group**, but the pace of the holiday season is going to feel like a roller-coaster ride. Expect big peaks and valleys in the 28 days of the official holiday sales season, which officially starts the night of Thanksgiving and ends on Christmas.

Released on Nov. 12, NPD's "U.S. Holiday Purchase Intentions" survey predicted a good Black Friday weekend. The typical shopping lull in early December will be deep and protracted, but sales are expected to surge as the season comes to a close.

NPD surveyed 3,485 American consumers online in September. The survey asked questions regarding the amount of money that consumers predicted they will be spending this year as well as what they intend to buy. The survey also found that a good start to Black Friday will be followed by a mediocre Cyber Monday, which is typically marked by a surge in digital commerce. The survey said that growth in online sales has been plateauing. It also found that political events, such as the impeachment hearings in Washington, D.C., might take attention away from shopping.

Marshal Cohen, the author of the survey and the chief industry analyst for The NPD Group, said that retailers will have to work to gain consumers' attention, even during a season devoted to shopping.

"Most consumers in the U.S. are looking forward to this holiday season and see the holidays as a break from everything happening in the world. Half even say going out shopping puts them in the holiday spirit," Cohen wrote. "But almost as many say they would rather plan an outing with family or friends than exchange gifts. Consumers are faced with endless distractions, be they financial, political or social, many of which also

function as purchase influencers that marketers need to understand and address."

The average spend during the holidays is forecasted to be \$740 compared to an average spend of \$693 in the 2018 holiday season. It found that 20 percent of those surveyed planned to spend more compared to 18 percent who said that they intended to spend more during NPD's 2018 U.S. Holiday Purchase Intentions survey.

But it also found that 64 percent of those surveyed planned to spend the same amount as they did in the 2018 holiday season. It also found that 16 percent planned to spend less. The categories forecasted to enjoy upticks in sales are tech/electronics and homewares. A dip is predicted for fashion sales. "[They'll] spend more on less items," Cohen said. However, the survey predicted that consumers will be willing to spend more on clothing items that they consider investments, expected to last for a long time.

The survey also asked questions regarding where consumers will spend their holiday budgets and ranked the top-ten destination sites. Expected to enjoy the most sales will be online-only sites. Following e-commerce sites will be this list's number two-ranked retail destination site—mass/discount stores. The third-ranked destination site will be national chains. The number four-ranked shopping destination will be department stores, followed by clothing specialty stores. Off-price retailers are forecasted to be the eighth most popular shopping destination.

Other market research groups have forecasted that spending will be strong during the 2019 holiday season. There have been dips in consumer confidence during the past couple of months, according to Lynn Franco, senior director of economic indicators for **The Conference Board**.

"However, confidence levels remain high, and there are no indications that consumers will curtail their holiday spending," she said. ●

Calendar

Nov. 19

Kingpins New York
Pier 36 Basketball City
New York
Through Nov. 20

Nov. 20

Texfusion London
Business Design Centre
London
Through Nov. 21

Nov. 24

DG Expo Fabric & Trim Show
San Francisco Hilton Hotel
Financial District / Chinatown
San Francisco
Through Nov. 25

Dec. 2

WWSRA Montana December Show
Brick Breeden Fieldhouse
Bozeman, Mont.
Through Dec. 4

Dec. 3

Denim Première Vision
Printworks
London
Through Dec. 4

WWSRA Rocky Mountain December Show
Denver Merchandise Mart
Denver
Through Dec. 5

Dec. 5

Jewelry, Fashion & Accessories Show
Renaissance Schaumburg Hotel & Convention Center
Schaumburg, Ill.
Through Dec. 8

Shop for Success Los Angeles
1101 Westwood Blvd.
Los Angeles
Through Dec. 9

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on ApparelNews.net.

For calendar details and contact information, visit ApparelNews.net/events.

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MANUFACTURING

Richfresh *Continued from page 1*

sleeping in 24-hour health spas, he occasionally lived in a homeless shelter in Los Angeles' Koreatown neighborhood.

Making the leap from pauper to suit-factory owner seems like something out of a Victorian-era Horatio Alger story in which impoverished youth find security through the virtues of hard work. But Fresh said that he was able to put hard times behind him by cutting out poor business habits.

"I spent Thanksgiving, Christmas and New Year's homeless. 'You are not spending your birthday homeless,'" Fresh remembered telling himself. "I had this epiphany, 'You're only here as long as you want to be here. As soon as you want to be somewhere else, you'll be there.'"

Fresh had lost his apartment after a client convinced him to provide financing for a \$7,500 order for suiting. The suits were delivered, but the client never paid. Without funds, Fresh found himself on the street. He felt betrayed by some in his circle of associates. People whom he partied with and considered friends did not have space for him on their couches.

His choices seemed to run out when staff of a 24-hour spa told him that he was spending too much time there. He found himself staying nights at a homeless shelter with other men, some of whom had mental-health and drug issues.

During nights at the shelter, Fresh reviewed the business reasons that led to him skating on such thin ice. Among them, he cut corners with product and wasn't entirely forthright with clients in what product he was going to give them. When he didn't deliver, he had to return the money.

He realized that he had to change his ways. "I was going to hit the same wall if I kept doing the same [stuff]," he said. Fresh vowed to keep his word on what he delivered. He vowed to keep his promises. He vowed to be more reliable.

Fortunately for him, there was a way to make a business recovery. He was lucky to be in a growing field where consumers are loyal, said fashion entrepreneurs Daniel Antonio and Rodolfo Ramirez, who both worked with Fresh in the past.

"[Made-to-measure] has a niche customer base. It's a network of people interested in suiting," said Antonio, founder of Los Angeles' **Dirty Milk** label and a maker of private-label styles. "Once you get that clientele, you can do well in that business."

It's a business that is experiencing an uptick in interest, said Ramirez, a co-founder of made-to-measure brand **Pocket Square Clothing** in downtown Los Angeles.

"Customization is big in fashion," he explained. "The Los Angeles landscape for custom suiting is no different."



RICH FRESH



Fresh

Fresh was able to see clients in friends' tailor shops around Los Angeles. His social-media presence remained strong. Then, with more than 8,000 followers, his **Instagram** profile, @richfresh, continued to draw interest and people seeking to do business with him. Currently more than 33,200 people follow his Instagram profile.

As Fresh's business recovered, he was able to afford to stay in **Airbnb** apartments and eventually secure his own apartment. He thought it was time to grow his operations.

While rebuilding his business, Fresh was growing dissatisfied with having his suits made overseas. An acquaintance told him about a factory based in Los Angeles' Miracle Mile District. He paid the factory to make some trousers and was impressed by the quality and craftsmanship of its eight sewers. Fresh wrapped up his work with overseas factories and then contracted the made-to-measure work with the L.A. factory. Gradually, he became the top client for Danil. The owner wanted to retire and sold the business to Fresh for an undisclosed sum in January 2019.

Eli Gill currently serves as operations chief for Richfresh. Before working with the company, Gill worked in the custom-suiting business and occasionally referred people to Fresh. Gill said that Fresh didn't advertise to the world that he was experiencing housing problems in the winter of 2017-2018.

If you weren't by his side all the time, you wouldn't know that Fresh was without housing, explained Gill. After January 2017, Gill noticed that Fresh's clientele changed. They were wealthier, better-known people. Gill said that Fresh is a whirlwind of energy.

"He doesn't stop working. He likes to say that he can do the impossible," Gill said. "He makes everybody stretch and do more than they think they can get done."

Fresh started out at Danil making suiting with glen plaids as well as brightly colored double-breasted suits for John Legend and athletes Blake Griffin, Demarcus Cousins, comedian Kevin Hart and **PrettyLittleThing** co-founder Umar Kamani.

Fresh also started making made-to-measure track suits out of a light neoprene fabric with two thick stripes placed on the outside seam of the pants as well as on the jackets. He started making bespoke track suits just because he wanted to do something different.

"I didn't want to be stale," he said. "I wanted to get something that was more colorful, something that would pop."

Fresh estimated that the made-to-measure track suits make up about 30 percent of

his business, while Antonio emphasizes the unique qualities of these pieces.

"I don't see anyone doing athleisure and mixing it in with fine suiting and fine tailoring," Antonio said. "He's found a market that has been untapped."

Fresh's made-to-measure services do not come cheap. Track suits retail for \$3,250. Pricing for suits starts at \$3,950. Pricing for trousers starts at \$1,450. He also makes leather bags and backpacks with price points ranging from \$2,900 to \$4,800.

Fresh said that he is a lot more confident after the grim days of winter 2017-2018. After being at the bottom and working his way to a business that he always wanted to do, he hopes to develop a larger profile. He plans to expand content for his website, **rich-fresh.com**, and perhaps do pop-up shops. Also on Fresh's list is developing plans to start boot camps for tailors.

"We're building the brand," he said. "We're working our asses off." ●





DEVYN GALINDO



With Festive Fashion, Amid Executive Change, True Religion Unveils Holiday Collection

Holiday 2019 is providing a fresh start for Los Angeles brand **True Religion Apparel, Inc.** during the company's launch of a festive line for the season of giving.

Defined by shimmering black—perfect for celebrating, military-inspired green, crisp winter white and baroque patterns in gold-and-red hues, True Religion's Holiday 2019 collection offered a line the company referred to as "moody in its essence." Taking notes from holiday themes, particularly influences from winter in California, the collection features jackets in faux-fur, puffer and quilted styles; tops in cropped and T-shirt styles ideal for layering; cozy joggers and hoodies; mini-dresses for the season's festivities; and, of course, a lot of denim.

As an early holiday gift to the brand, True Religion also announced on Nov. 12 the appointment of Michael Buckley, its former president from 2006 to 2010, to the role of chief executive officer. He replaces Farla Efros, who served as interim CEO since June and will now focus on her position as president of **HRC Retail Advisory**. During this next chapter in his more than 30-year apparel-industry career, Buckley will report

to True Religion's board of directors.

"We are extremely excited and proud to welcome Michael Buckley back to True Religion Apparel. He brings years of experience in the men's and women's denim and sportswear arena, including his former role as president of True Religion," Gene Davis, chairman of the board, said in a statement. "We thank Farla Efros for serving True Religion as its interim CEO over the past six months. We are pleased that she and the HRC Advisory team will continue supporting True Religion over the coming months."

Returning to True Religion following a role as **Differential Brands Group** chief executive officer, Buckley looked forward to continuing his leadership at the brand that was launched in 2002 as one of the major players during the apparel industry's premium-denim era.

"I am thrilled to return to True Religion and lead the company as its new chief executive officer at this exciting time in the brand's evolution," Buckley said in a statement. "I look forward to working with the board of directors, Farla Efros and HRC Advisory, and the entire True Religion team." —Dorothy Crouch



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MANUFACTURING



ULA

ULA Flexes Fashion Into Its Activewear and Denim Lines

By Andrew Asch Retail Editor

After working for more than a decade as a personal trainer, Eric Cooper thought it was time to make a statement about the way men dress in the gym.

The formless clothes many men wear during their workouts might even defeat the purpose of going to a gym, Cooper said. Body-conscious clothes hug and support the body, he said.

"It's like a muscle enhancer and supporter," Cooper said. "There's also no reason to hide what gym rats toil so hard for—a muscular body," he thought.

Cooper recently made his trade-show debut for his activewear brand **Urban Luxury Activewear** at the **LA Men's Market** at the **California Market Center** in downtown Los Angeles. Cooper has been designing styles and occasionally releasing looks since 2005. They are exclusively sold on his direct-to-consumer channel, www.ulamens.com.

For ULA's Spring/Summer 2020 styles, which are planned to extend into 2021, Cooper released activewear looks and streetwear styles. The street looks were intended to complement the active collection. Fabric used to manufacture the jeans is made out of a soft, stretchable denim that an ULA customer could work out in. The two lines are also connected by a design theme of horizontal racing stripes. The stripes are intended to represent a flow of energy and health, Cooper said.

ULA's activewear line is named **Billboard**. The line's cotton T-shirts feature words intended to be affirmations such as "Focus," "Energy" and "Power." The line's other looks include hoodies that come in white and black colorways, both bearing drawstrings and the signature horizontal stripes. Sweats and shorts are made in colorways of red, white and black. Some of the line's T-shirts are brightly colored, utilizing a bright red, while others use earth tones, and the basics are created in white and black.

The ULA street line is known as **Pico** and

is inspired by the 1980s Los Angeles biker culture. The line's jeans represent the first time that Cooper has tried his hand at one of Los Angeles' top fashion businesses—denim.

"I really wanted to bring back retro designer denim," Cooper said. As a teen, he remembered wearing designer jeans made by fashion brands **Calvin Klein** and **Sassoon**. "Instead of being a utility style, I wanted to bring back fashion to denim."

The jeans include an embroidered back-pocket design that features ULA's horizontal stripe on the left back pocket and copper-colored stitching outlining the other pocket. Other looks include tops with low V necks and lace-up plackets. Some shirts feature details such as epaulets and hoods. The collection also features waxed-canvas outerwear inspired by biker jackets and vests. Details include exposed nickel zipper pockets and high, Mandarin-style collars.

Retail price points range from \$90 to \$195 for the **Billboard** line and \$90 to \$450 for the **Pico** line. Cooper also designs caps and duffel bags for his brands.

There are increasing opportunities for emerging activewear designers, said Scott Sykes, co-founder of **Universal Body**, a multi-brand boutique in West Hollywood, Calif., that focuses on active and contemporary styles.

"It's not an easy category to design for," Sykes said of active. "From the major designers to even a local designer that has just started, they all have the challenging task of producing something innovative that gets consumers' attention while also including core pieces that bring in the money."

It's wise for designers like Cooper to go beyond traditional active categories, Sykes said. Consumers are expecting more from the category.

"Active has merged into a mobile lifestyle category," he said. "These clients have now moved to form-fitted blazers and stretch dress shirts or T-shirts for the workplace along with stretch chinos and jeans." ●

Labeltex's New Sustainable Offerings Contribute to an Eco Friendlier Supply Chain

By Dorothy Crouch *Managing Editor*

Passionate about the work he does through the company where he is partner, Michel Imani has watched his business grow into an operation where the focus is more than simply creating labels. At Los Angeles' **Labeltex Mills, Inc.**, Imani has noticed a shift toward sustainability that is shaping the future of the nearly 26-year-old company.

"We're heavily into sustainable products," he said. "We are putting all of our effort, time, money and attention to come up with new lines in all the labels, leather patches, hardware, buttons, rivets, hangtags, trims and packaging we manufacture in a sustainable way."

Over the years, Labeltex has worked with notable names in the apparel industry such as **7 For All Mankind**, **Current/Elliott**, **DSTLD**, **Frame Denim**, **Lucky Brand Jeans**, **Reformation** and **True Religion**. Not only is Labeltex cultivating relationships with venerable brands that have helped build the business through the manufacturing of traditional labels, trims and packaging, but Imani is also continuing to grow these existing connections and forge new partnerships by creating eco-friendlier offerings.

Labeltex supplies Cerritos, Calif.-based **Revolve's** Grlfrnd brand as the company continues to set ambitious sustainable-sourcing goals. Los Angeles-based **Ética**, whose mission is centered on maximizing green and ethical practices in apparel production throughout its supply chain, is also a partner of Labeltex.

"I produced all of their labels with 100 percent recycled polyester, and all their hardware has a nontoxic finish, and all the paper hangtags are compostable. They are the first one I believe that we developed a full line of sustainable trims for," Imani said. "They said, 'We want everything sustainable.' Everything in one way or another is sustainable."

In addition to creating recycled polyester and cotton clothing labels and compostable hangtags, Labeltex also manufactures leather patches. One of the most pollutive processes within the apparel industry is the treatment of leather to create a softer hand, rich color and preserve the skins to prevent deg-



radation. To bypass the toxic nature of these methods, including chrome tanning, Labeltex works with a leather partner in Turkey who offers a product that relies on a safer, chrome-free process. The company is also exploring man-made leather alternatives that are more sustainable, some of which are made from plant-based sources.

"We have a lot of man-made, fake leather that we do that looks like real leather. We do a lot of cork patches, which comes from a natural plant source," he said. "Everything comes with certificates and proof of testing."

While Imani is excited about promoting a cleaner apparel industry through providing one of the integral components of manufacturing garments, creating ecologically sound labels, tags, packaging and hardware is not always easy. Manufacturing more-sustainable products often limits the materials and colors that can be used to create labels.

"It's challenging because you can't get many different colors in sustainable or recycled polyester threads," Imani explained. "If you're looking for orange tape, it needs certain

dyes and chemicals to produce the color."

Another issue that arises when supplying the apparel industry with sustainable materials is the cost. Many brand decision-makers perceive the pricing as much higher when considering the incorporation of sustainable products into clothing production.

"You add 10 to 15 percent more to your cost, which is not much," he explained. "It accumulates, but it helps [the environment]. Everybody wants compostable and sustainable products."

The first major accomplishment for Labeltex was a bit more than one year ago, which signaled the creation of biodegradable plastic for its packaging options. While these products could break down following disposal, there would still exist smaller remnants of the original product. Approximately four months ago, Labeltex introduced compostable plastic, which will eventually decompose completely.

"We had a biodegradable option that becomes small particles of plastic, but they still stay in landfills. The actual residue is there," Imani explained. "We came back and offered biodegradable plastic, but we were approached by customers who wanted compostable, which decomposes in the landfill and doesn't leave residue. Compostable dissolves and disappears. It's the best you can get."

While this accomplishment will help move the business forward, Imani is looking toward the future of being part of a sustainable supply chain. He implores his peers to make changes to their manufacturing in order to provide greener labels, tags and hardware, while encouraging apparel makers to choose eco-friendly options for these types of products.

"This is the reality of our industry. If we don't jump on it, sooner or later we will die from our mistakes. We need to be together on this. This is our industry. It's our life and it's the life of our grandkids," he said. "We can't do much when we are doing something ourselves. Alone we throw stones, together we move mountains." ●

NEWS



From left, Philip Paul and Walimir Luz of All Mies



FORUM



From left, Joshua Adam Brueckner, Craig Gonsenhaus and Stacey Gorlick of Just Human

Forum, a Retail-As-a-Service Shop, Opens on Melrose

Forum, a tech-enabled bricks-and-mortar boutique, officially opened Nov. 15 across the street from the Melrose Place designer district in West Hollywood, Calif.

Located at 8406 Melrose Ave., Forum is the first fashion-and-lifestyle boutique produced by **b8ta**, an experiential retailer with offices in San Francisco and New York City. The boutique gives bricks-and-mortar space to direct-to-consumer brands. The shop's focus also offers a tech-world point of view with a retail-as-a-service model, said Joshua Adam Brueckner, Forum's partnerships manager.

"In a world where retail is supposedly dying, we're supplying an opportunity for brands to enter retail and be successful," Brueckner said. "We work with brands to put their goods

on display and educate consumers about their product."

Brands participating in Forum's merchandise mix include **ALALA**, **BootayBag**, **CFDA**, **Devialet**, **FVITH**, **Hærfest**, **Lark & Berry**, **THEY New York**, **W-Co**, **Just Human**, **Remu Apparel**, **Tact & Stone**, **The Laundress**, **Unemployed Denim** and **All Mies**.

Forum also provides analytics for brands. Store cameras can provide information on how much time consumers spend at a display and the specific items they viewed. Brands pay a monthly placement fee to Forum but are responsible for their own inventory management. In turn, Forum offers back-office management.

Power over how goods are displayed at Forum convinced

Walimir Luz, co-founder of timepiece brand **All Mies**, to participate in Forum. "We're here with other brands telling our own story," he said.

Forum's parent company is on the move. It operates 20 b8ta stores across the U.S. These stores sell tech brands in a retail-as-a-service style. In July, it announced a joint venture with **Tru Kids** brands to open two **Kids R Us** stores. The national toy-store chain closed in 2018. On Oct. 31, b8ta announced that it closed a \$50 million series C round of funding and launched **Ark Marketplace**, a retail-as-a-service technology platform. The platform allows retailers and retail landlords to operate their own retail-as-a-service concept.

—Andrew Asch

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A California Apparel News Special Section

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November 2019

2020

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Not Too Overwhelming, Not Too Tiny— What Trade-Show Size Is Just Right?

A shift has been occurring along the trade-show circuit over the last few years as many larger apparel-industry expositions are becoming more segmented, turning toward a shows-within-a-show model, catering to buyers who want to shop around without a particular buying mission. Other, smaller shows

promote their brands as intimate, category-specific events that speak to a particular buyer who wants a more personal experience to focus on certain products. Producers from many of the industry's most-influential events spoke with *California Apparel News* to reveal whether a perfect trade-show size exists.

Jennifer Bacon

Show Director, Fashion and Apparel
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At Texworld USA and Apparel Sourcing USA, we aim to serve the demands of the industry. As a relatively large apparel show, we cover the entire supply chain, including large-scale retailers, buying offices, merchandisers and wholesalers but have developed many niche platforms to meet the specialized needs of today's buyers. For example, startups, DTC brands and designers do not require or need large-volume orders. As such, we developed a special feature area for those seeking low minimums and partnered with StartUp Fashion along with other like-minded organizations that support our initiatives.

This industry is evolving rapidly, as is our platform to address these changes. We have chosen innovation to be our spotlight for the 2020 editions, which will be the undercurrent of every aspect of the event beginning with the broad range of diverse exhibits and an expanding selection of functional



Jennifer Bacon



Tricia Barglof



Karen Bennett

fabrics from international suppliers representing more than 11 countries. In addition, Texworld USA will feature a special curated area concentrating on the innovation of processes and advancements of today's revolutionary fabrics. This is coupled with a core presentation on new materials, colors and trend forecasting.

The spotlight on innovation upholds our commitment to sustainability, which we feel goes hand in hand with technology. Demonstrated throughout the show floor, we continue to elevate the issue with an increase of manufacturers offering

eco-friendly sourcing options, the addition of topical educational forums and support from our longstanding relationship with Lenzing fibers, which continues to set the standard on this subject.

A key component of our events is ensuring that the educational programs are complementary. With business models changing, the ability to navigate through the shift in the industry is crucial, and our platforms seek to address these changes within the programming. Composed of the traditional seminar sessions, engaging panel discussions and guided tours led by industry experts, this edition will be enhanced by the introduction of a new conference, FashionInnovate. Happening on day one, FashionInnovate was developed to bridge the world of fashion and technology. This

one-day conference will bring thought leaders together in an open forum to share insights on the latest trends, technology and tools in the textile-and-apparel industry.

The dedication to creating meaningful content and highlighting innovations from a global perspective remains the cornerstone of our vision for Texworld USA and Apparel Sourcing USA as we solidify our position in providing a full-service platform to the marketplace.

➔ Q & A page 4

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Q & A



Raphael Camp



Hillary France



Alli Johnson

Q & A *Continued from page 3*

Tricia Barglof
CEM, Executive Director
Offprice

www.offpriceshow.com

www.offprice365.com

Of course not all exhibitors or product assortments will be the right match for every show attendee. Apparel trade shows across the industry are becoming more segmented to meet the changing needs of retailers who are finding growth in emerging sectors. Feature areas at an event should fill an evident need and act as a response to the retail industry.

For example, last year, Offprice launched a new feature area, Boutique, to offer more options for buyers looking for unique, elevated pieces for their stores. Like many sectors in retail, what's considered "off price" falls within a range of price points. We found that retailers who were willing to pay a little extra for a higher level of product were struggling to find affordable options.

At its debut, Boutique received such a positive response from our attendees that we were able to double the size of the section for the following trade show. Feature areas or shows within a show help buyers make the most of their time and uncover new possibilities for their assortments that keep them competitive during this challenging time in retail.

As trade-show organizers, it's our duty to present an array of what's available in the market but also encourage attendees to adapt smart buying strategies that are proving their worth. Makeup, beauty accessories and other cosmetic items are continuing to show their strength in the off-price market as more consumers continue to purchase small additions. In turn, we're launching a new section dedicated to beauty products at the upcoming Offprice, Feb. 3-6, 2020, in Las Vegas.

At Offprice we believe retailers should test new categories of products and see what works for their shoppers, which is why we're investing in new, specially curated feature areas for our attendees. This doesn't mean that smaller events should be discounted for their worth.

Regional events will continue to play an important role for retailers of all sizes. For many multi-store buyers, finding time in the calendar to travel to trade shows is becoming increasingly difficult. For small boutique owners or emerging retailers, the cost of travel and lodging can quickly add up. Market shows, like the one Offprice is hosting in New York City May 5-6, 2020, give retailers more access to key exhibitors in the industry in a more local setting.

Many small retailers begin their journey to a trade show by seeking out vendors and marketplaces online. Almost everyone has a cell phone or laptop, and it's simply convenient to browse products at times that work for you, even if it's at midnight in your jammies. An omni-channel approach is reflective of what we're seeing in retail—both bricks-and-mortar and an online presence are key for remaining relevant.

We created Offprice365, our online marketplace, to help more business owners introduce themselves to our community and begin

planning for an upcoming Offprice event by browsing merchandise throughout the year. For many, touching and feeling products in person will never go out of style, but the online option makes an event more accessible for newcomers.

Perhaps there is no "perfect size" or setting for a retail-buying event. Instead, the quality of the product assortment, the value of the feature areas within a show and the access to emerging areas of growth are key for successful trade shows.

Karen Bennett
CEO

Coast

www.coastshows.com

Coast's business model has always operated as a boutique trade show based on retailer requests. They enjoy the ease and comfort of conducting business in a curated environment as opposed to the stress of larger shows. We handpick each vendor and keep the show at an intimate, walkable size to ensure retailers are happy while also introducing new brands.

I have attended larger shows, and they are very overwhelming despite being segmented into neighborhoods or themed areas, whether by price point, contemporary designers or European collections.

Coast has achieved success in several cities including Miami, Chicago, Boston, New York and Nashville. Buyers continue to appreciate the convenience of its focused edit over big events that take days for them to write orders. I'm not sure if there is a recipe for a successful show, but I believe that retailers are forcing us to look at our businesses and what they need from us. If we listen to them and support them, we can create the right brand mix that will drive their businesses to succeed as well.

Raphael Camp
CEO

Eurovet Americas

curve-lasvegas.com

curve-newyork.com

The intimates and swimwear industries are large and can feel highly segmented. Major, large-scale industry events such as the Paris, New York and Las Vegas Curve trade shows are vital to understanding the industry's direction, offering opportunities to meet with key decision-makers and collaborators in addition to forming relationships with exciting up-and-coming players in our industry.

Eurovet, as the leading trade-show organization for intimates and swim, is listening to the needs of our retail buyers. We are making changes based on what the market is asking for including shows tailored to niche markets, new regions and shows-within-a-show.

Several years ago, the Salon International de la Lingerie in Paris introduced to the market a show-within-a show called Exposed, a curated section of next-generation designer brands. I am excited to announce that we are bringing Exposed to Curve New York in February 2020. This will be the best setting for fashion-forward lingerie brands to present their collections to buyers.

➔ Q & A page 6



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Q & A



Gilles Lasbordes



Bob Maricich



Matthew Mathiasen

Q & A *Continued from page 4*

In addition, in February 2020, for the first time, the leading fabric show for swim and intimate fabrics suppliers, Interfilière, is joining forces with Curve and will present its IFL Lab, an area dedicated to innovative mills and manufacturers. By bringing Exposed and Interfilière LAB within the Curve New York show, we will offer a fresh perspective for buyers, press and attendees to better understand the future design direction of the intimates industry.

Hillary France
CEO, Co-founder
Brand Assembly
www.brandassembly.com

If there is such a thing as a “perfect show size” it won’t be perfect for long because the industry is so dynamic and, therefore, the buyers’ needs are always evolving. I tend to think not in terms of size or model but rather more holistically.

Today’s buyers and retailers must think beyond specific categories because their customers don’t think that way. For those of us who design and put on shows, it’s our responsibility to create a floor plan, flow and mix of product that will make for a fresh, exciting presentation—not an overwhelming or exhausting one. We all know that some choice is great but too much choice is, well, too much!

Brand Assembly has always believed in curating brands and products that represent a lifestyle rather than a single sensibility. We get such positive feedback from buyers who feel we create a manageable, digestible experience with enough variety that we can still be that one-stop shop they want. It’s also important to us to create a positive experience for the brands we are showing because while it’s absolutely about the *buying* audience, we also know that a show that feels right and that performs for our *selling* audience is part of what builds buzz and momentum.

Alli Johnson
Vice President, Fashion
Womenswear In Nevada (WWIN)
Clarion UX
www.wwinshow.com

Both buyers and brands are increasingly looking for a feeling of intimacy in their trade-show experience, which is part of the reason I believe that regional shows are having so much success today. The shows feel more manageable, curated and also tend to be less costly for all involved, which will always be a draw.

That said, an effective event producer can create that same feeling regardless of the size of the overall event by thoughtfully developing neighborhoods with a specific point of view that makes sense for the buyer as well as programs to connect buyers and sellers, such as our unique meeting program, MATCH!, which creates productive and collaborative connections for both parties.

Gilles Lasbordes
General Manager

Première Vision
www.premierevision.com

Today, the world of trade shows has become multiform. All these fairs of diverse forms live together in order to adapt to the international markets’ evolution and to answer the variety of professionals’ expectations: more-specialized events with clear and easily readable offerings—through products and services—corresponding to the need for speed and efficiency.

As far as Première Vision is concerned, even if we only deal with one activity domain—the fashion industry—we choose to develop a complementary offering of shows with different formats.

We have events on a larger scale, like Première Vision Paris’s next edition, Feb. 11–13, which is about 2,000 exhibitors spread out over five halls. However, within this unique event, the exhibiting companies are divided into six main universes by specialty of know-how: fabrics, yarns, leather, designs, accessories and components. These complementary offerings, organized by sector to be clear, allow visitors to find more easily the materials and providers they are looking for. We have even developed events within the event with spaces such as the Smart Creation Area, dedicated to eco-responsible materials and service solutions, and the Wearable Lab, presenting technologies adaptable for fashion.

Then we have another format of events—proximity and specialized shows, which are dealing with one specific market or one specific kind of offering: Première Vision Sport, in Portland, for sport brands; Première Vision New York, which addresses the U.S. market and is now a sustainable show presenting a specialized and eco-responsible offering of materials; and Blossom Première Vision, which is dedicated to luxury and high-range brands’ pre-collections.

With Denim Première Vision, our show dedicated to contemporary and sustainable denim fashion, we opened a new kind of trade fair. For three seasons, it has been evolving into a roving event, going from one European fashion capital to another, such as Paris, London and Milan. The objective is to invite the international fashion and denim communities to broaden their business perspectives, discover new sources of inspiration and directly meet new market opportunities.

In addition to our 12 international trade shows, in 2018 we launched our unique business-to-business e-commerce platform: the Marketplace Première Vision. Digitalization proposes a new format of trade fairs that are complementary to the regular ones.

The Marketplace Première Vision is a true online catalog and a professional-community space, designed to prolong and complement the business relationships initiated at Première Vision’s physical events. It lets visitors—fashion brands—sample or order products from various exhibitors and pay for them in one easy transaction. The Marketplace is both a business-to-business e-commerce site, with a select catalog of products exclusively from the collections of its exhibitors and available throughout the year, and an editorial product, providing access to Première Vision’s expert fashion information.

➔ Q & A page 8



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Q & A *Continued from page 6***Bob Maricich**

Chairman, CEO

International Market Centers, Atlanta Apparel
AmericasMart.com/Apparel

Our industry has moved away from a one-size-fits-all model as the demand rises for a more diverse product mix, agility to respond to rapidly changing trends and regularly refreshed stock. The key to an effective trade show is meeting buyers where and when they need product. It is for this reason that Atlanta Apparel presents the brands, resources and education retailers need at multiple shows throughout the year to help them grow their businesses.

Recognizing that we have to change and adapt with industry shifts to be successful, we have established a regular feedback loop with both our buyers and exhibitors. From at-market feedback to the calls our Buyer Services team makes and fields, we are always checking in with our customers about market frequency and needs. Based on this input, the constant message we hear is that buyers need access to regularly held quality markets where they can get product as frequently as they need it. Once a year or even twice a year may not be enough, and, most importantly, buyers want markets at a scale where they can be productive and spend time writing orders. For this reason, the size of the Atlanta Apparel markets makes them valuable experiences for buyers. These markets have the selection found at larger shows, presented in a curated, easy-to-shop format. Buyers are not overwhelmed by too many choices as they select the must-have pieces that their customers will want for the upcoming season.

As another example of how the trade-



Steve McCullough



Cindy Morris



Hisham and Kari Muhareb

show landscape has changed, Atlanta Apparel updated their date pattern for temporary exhibitors in 2020 to create more efficiency for retailers and exhibitors. The shift to a three-day trade show and five-day market for showrooms four times per year in January, April, August and October and a three-day trade show or four-day permanent showroom market in June was driven by feedback from our attendees. This frequency lets buyers visit the market center as many times as they need to throughout the year and have enough time to balance visits to both temporary exhibits and permanent showrooms.

Atlanta Apparel's eight annual markets feature the latest looks in contemporary, young contemporary, ready-to-wear, fashion accessories and more, plus specialty categories such as children's, plus-size, bridal and special occasion.

Matthew Mathiasen

Manager, Buyer and Community Relations

California Market Center

www.californiamarketcenter.com

Expositions are certainly in flux as buying

patterns have shifted over the past few years. Retailers and buyers have more access to brands than ever before, with regional shows and road appointments creating a more-personalized buying experience.

Changes in the economy and consumer shopping patterns have forced buyers to shop smarter and focus on brands that will sell at full price within their stores. Many brands view larger shows as a marketing platform to promote brand awareness, create industry connections and command their space in the marketplace. Brands participating in smaller events are generally spreading their budgets across as many shows as possible in order to enter the marketplace and build their brand.

Large and small shows are using the show-within-a-show model as a form of experiential shopping, providing options to shop and reasons to stay at a show. Buyers' time is shrinking with the increase in shows to attend, so shows must create multiple experiences for buyers to enjoy while attending. Maximizing the experience is essential for buyer-brand engagement, as show pricing and travel fees are increasing nationwide.

Expositions and brands will continue to adapt to the marketplace. Where several years

ago a brand applied budgets toward vertical booth build-outs, they are now developing activations within their booths to drive traffic and customer engagement. There is no perfect show size as large and small shows have different needs to meet and services to deliver. It is relative to the type of attendee and the transactions taking place at the show, whether monetary or marketing. Outside of expositions, brands are

finding permanent showrooms necessary on both the West and East coasts to conduct business operations, sales and marketing.

Steve McCullough

Event Manager

Functional Fabric Fair

www.functionalfabricfair.com

A shows-within-a-show model only works when the event organizer really dives into doing matchmaking. I don't think it works to keep a certain number of companies happy. If I spent 20 percent of my time trying to get 50 exhibitors, I would spend 80 percent of my time trying to get the sourcing directors from the brands that exhibit on the other side of the wall to come to the show and set up appointments.

I don't think a lot of event organizers take the time to make sure that they line up appointments for these guys. To be successful with a show within a show, the organizers have to be proactive and line up meetings.

My show is successful, but I don't have a huge universe. Smaller, digestible shows are what I used to like to go to. Maybe that is

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SHOWROOMS: Tuesday, January 28 – Saturday, February 1
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March VOW | New World of Bridal

PRE-MARKET EDUCATION: Monday, March 23
SHOWROOMS: Tuesday, March 24 – Thursday, March 26

April Atlanta Apparel

SHOWROOMS: Tuesday, April 14 – Saturday, April 18
TEMPORARIES: Wednesday, April 15 – Friday, April 17

June Atlanta Apparel

SHOWROOMS: Wednesday, June 10 – Saturday, June 13
TEMPORARIES: Wednesday, June 10 – Friday, June 12

World of Prom

SHOWROOMS: Monday, August 3 – Friday, August 7
TEMPORARIES: Tuesday, August 4 – Friday, August 7

August Atlanta Apparel

SHOWROOMS: Tuesday, August 4 – Saturday, August 8
TEMPORARIES: Wednesday, August 5 – Friday, August 7

September VOW | New World of Bridal

PRE-MARKET EDUCATION: Monday, September 14
SHOWROOMS & TEMPORARIES:
Tuesday, September 15 – Thursday, September 17

October Atlanta Apparel

SHOWROOMS: Tuesday, October 13 – Saturday, October 17
TEMPORARIES: Wednesday, October 14 – Friday, October 16

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Dates are subject to change.
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the answer for more sustained longevity. We pepper into our shows other things, such as a really cool lineup of speakers, and we made a really cool archive in which a lot of iconic brands donated iconic pieces. I had a Marmot piece from 1972, I had a Filson piece from 1920, I had a Woolrich piece from 1930, I had the original Banana Gore-Tex piece from 1971, I had some real high-end guys send cool high-end stuff. I didn't advertise it, but when visitors arrived, they could see the 1938 Eddie Bauer first down jacket on display. I had 15 killer pieces that were just an extra add-on.

We have a section called The Forum. I ask all the exhibitors to give me their top 10 swatches so we start out with 1,400 swatches and we narrow that down to the 300 best in 10 categories, so we help to educate the attendee, too. Now, attendees can go and find those pieces. We do these little things to help them navigate the show.

Cindy Morris
President, CEO
Dallas Market Center
dallasmarketcenter.com

When we ask buyers directly what they value most from their market experience, they mention two things: inspiration and efficiency. These two values drive our business, and heading into 2020 we are full of confidence and new energy to create markets as must-see moments of retail discovery, inspiration and business intelligence.

How are we accomplishing this? One example is the "Five Senses" market theme we are launching in the new year, designed to instruct and inspire the retail experience. Every market will be a sensory journey guided by products and trends. We are also deeply invested in providing customers with a well-merchandised selection that matches their core needs but also offers the unexpected, the



Sharifa Murdock



Gerry Murtagh



Tom Nastos

unique and even new categories from which to create the best retail experience possible.

Inspiration might come from showrooms, temporary exhibitions such as Brand Assembly, along with pop-up exhibits for beauty and health and wellness. That's also why we have nearby neighborhoods of gifts and stationery, holiday and home products that can help retailers stand apart if they want to diversify their merchandise mix and create a multi-category retail destination. We are changing it up show by show in order to encourage retail discovery. That's really the new heartbeat of Dallas—trying new things and even breaking some rules.

The second value is efficiency. Now, more than ever, the most precious commodity an independent retailer has is time; they have to make the most of a trip to market. They don't want to travel between locations if they can help it. They want to quickly survey what's new. They want to easily order the bestsellers and discover some new options to help differentiate themselves. That's why we continue to create new product neighborhoods, remerchandise existing ones and encourage discovery into adjacent neigh-

borhoods of diverse categories.

To create inspiration and efficiency for large-volume buyers, we have substantially increased our private buying suites, staff and services to help department stores and major stores survey specific categories on their own schedule, most often away from the show calendar. At the same time, we want to make a special effort to help new and growing businesses. For partners such as the Boutique Hub, an organization serving online and bricks-and-mortar stores, we help with the in-person connection to resources, tools, training and sales representatives they need to thrive.

In 2020, all of these efforts will dramatically accelerate as we debut a complete neighborhood of Western apparel and accessories showrooms in advance of the arrival of the WESA shows and as we launch what we are calling the Total Lifestyle Market, a summer event when our apparel and accessories show takes place together with other markets. We're looking ahead, creating better value for exhibitors and working together to help retailers distinguish themselves as destinations superior to their bricks-and-mortar or online competition.

Hisham and Kari Muhareb

Co-founders
NW Materials Show
NE Materials Show
thematerialshows.com

While there is no perfect show size, there is an undeniable need for large shows. People attend trade shows because they want a lot of variety and choice. The impact of any show is that it gathers multiple vendors in a single location for easy one-stop shopping for trade consumers. At the end of the day, brands are putting out good money for flights, hotels and meals to attend any industry show so it better be worth it. Large shows offer access to more vendors, and they typically have value-added offerings built in, like industry seminars, educational opportunities, speaker panels and networking events.

Smaller, more-boutique shows fulfill an important need for smaller-batch makers. Vendors at smaller shows may be more willing to lower their minimum order quantities, making them accessible to small-batch makers.

A show within a show can be the best of both worlds. A great example of this is the recent collaboration of the NW Materials Show and Première Vision Sport. Première Vision Sport brought a curated selection of its fashion apparel offerings, including sportswear materials and prints, as a complement to the footwear-focused Materials Show. There is so much cross influence between footwear and apparel that combining the shows was a natural fit.

In the outdoor, performance and athleisure markets, new designs are increasingly being considered from head to toe. Materials Show attendees, who are mainly footwear-product developers, designers and materials managers, encouraged their counterparts in apparel

➡ Q & A page 10



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Q & A *Continued from page 9*

to attend to see the new offerings from PV. Attendees shopped the entire show floor, finding inspiration and innovative uses for materials from both the footwear and apparel worlds. Plus, they all enjoyed the color and trend-forecasting presentations available at the show. Brands looking for maximum variety and more connections for their supply chain had all the benefits of a larger show. Attendees who wanted a narrower focus could shop the show within a show, leaving ample time to visit, explore and connect with all vendors in their field.

At the end of the day, it's supply and demand. If the brands are supporting smaller, regional shows by attending and creating connections with suppliers, the show will go on.



Lucia Palacios



Judy Stein



Mary Taft



Chase Vance

Sharifa Murdock

Co-owner

Liberty Fashion & Lifestyle Fairs

libertyfairs.com/

The ideal model is dependent on purpose

and strategy. Liberty Fairs has always been and will continue to be the best curated show in the men's market because of our need to not only drive commerce but to elevate the experience on the show floor.

As trade-show organizers, our responsibility is to be proactive and move the market and

not be reactive based on the changes. We study the market closely and use that as data to set the tone. Although we have expanded throughout the years, Liberty Fairs' key focus is quality, not quantity. We are true merchants at the core and understand the need to collaborate with the smaller shows to make it seamless for the industry. Our mindset and landscape are ever evolving in order to better serve our brands, retailers and the press.

Gerry Murtagh

Owner, President

CALA

calashows.com

At our shows, we occupy from approximately 30,000 square feet to 50,000 square feet. That way, the buyers can navigate the whole show in a day, unlike other shows that are just too much. I don't know how a buyer would be able to shop those and have clarity to find different brands.

With CALA, we like putting our regional shows in the buyers' own backyard so they don't have to leave their shops for very long. We try to create that intimate experience with the show being fully catered, small and personal. The reps can spend time with the buyers and better service their clients.

It seems the regional shows are becoming a lot more popular. The business is evolving and changing. We're able to put on a show very efficiently at a good price. It insulates us from the competition because we do all the shipping and provide all the labor, allowing us to put on a show that can't be touched in terms of pricing.

We're pretty interested in opening in other markets, perhaps the Pacific Northwest, maybe in Portland, or in Orange County in California, and maybe something in our own backyard.

What I would like to do is open a men's show. There is a lack of men's shows on the West Coast. It's something I am interested in doing and maybe even opening a men's section in the San Francisco CALA show.

Tom Nastos

Chief Commercial Officer

Informa Markets, Fashion Group

www.fashionframeworks.com

Our events are designed for an efficient shopping experience for the retailers and to maximize their opportunity to see new products. For years, we have developed marketplaces to serve the fashion industry, and within those marketplaces we have specific events that represent all verticals and targeted levels of distribution.

The fashion portfolio of Informa Markets creates innovative platforms that connect and inspire the global fashion community. Our approach is to build fashion marketplaces supported by digital platforms, clearly identifying communities and then building highly curated neighborhoods.

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a dynamic shopping experience and opportunities for our audiences to connect. Together with our media partners, influencers and bloggers, we are able to build an audience for each community. Whether you attend Project, FN Platform or any of our shows in Las Vegas, we have events that we have built communities in to connect our retailers and brands.

Lucía Palacios

Executive Director

Apparel Sourcing Show

Guatemala Apparel & Textile Association

www.vestex.com.gt/apparel/

The shows in general have been increasing in terms of more shows of more industries or topics. Depending on the region or country, the offering will be bigger or smaller. Asia shows would be huge, yet Latin America and Central America shows would be smaller. So, we could say that the perfect size for a show will be determined by the market, demand and offerings.

As show organizers, we aim to give more personalized attention; therefore, we prefer smaller shows where you can have real business connections, with personalized attention from the exhibitors and more-focused products. The time management becomes more productive and enables business transactions to accelerate. In a time where computers and mobile phones are replacing eye-to-eye contact, a small event allows you to feel more comfortable while doing business and sourcing for suppliers.

Judy Stein

Executive Director

Swimwear Association of Florida

Miami SwimShow

www.swimshow.com

I do believe that a perfect trade-show size exists. If a promoter knows his or her audience, then he or she can determine what is right for the event. You never want a trade show to grow to a point where you are filling space just to fill space. Losing touch with your core undermines the goals you are trying to accomplish.

Your trade show's reputation stands supreme above all—provide the brands that your retailers want to see and your vendors want to surround themselves with. Keep in mind to always introduce new brands into the marketplace that fit your parameters and that provide fresh new approaches.

Mary Taft

Executive Director

Fashion Market Northern California

www.fashionmarketnorcal.com

I don't think that there is a perfect show size, especially with show traffic and attendance constantly changing. A small show does bring many advantages. Fashion Market Northern California is the only open-booth venue on the West coast run by sales representatives.

We support small businesses, shop local and shop small. We are a small, friendly venue, easy to shop and navigate. Our friendly staff is there to welcome everyone with a smile. The proximity of our host hotel is within easy access to the show—no freeway or traffic to contend with.

Our treats in the morning and

afternoon are very comforting. With all of these personal and intimate touches by the organizers, the buyers notice it and appreciate it.

We find that our buyers have positive things to say about a small, easy-to-shop venue like ours. They've mentioned that at large shows they get lost and don't receive any personal attention.

There is no perfect answer to the right size for a show, but FMNC gives an experience that no other show offers. We publish a "show book" in advance of the show that helps the buyers prep for their shopping experience. Being prepared allows them to have more time to shop instead of spending time navigating the space.

The overall "friendly village" atmosphere of a show like ours will continue to serve buyers' needs without the stress of large venues. Staying and shopping closer to home at a smaller show also provides buyers with many options and plenty of variety under one roof.

Chase Vance

Assistant Show Manager, International Sales Director

Apparel Textile Sourcing

www.appareltextilesourcing.com

The more decision-makers, on both the buy and sell sides of a B2B relationship, an event can help bring under one roof at one time often works to the benefit of everyone involved—exhibitors, attendees and organizers combined. The show-within-a-show model has become a part of the Apparel Textile Sourcing exhibition experience as the shows are now threefold through visitors meeting with exhibitors; the FashionLab conference for SMEs, new brands, and other businesses doing \$10 million per year and below; and the Enterprise Connect panels and keynotes for large brands and retailers that address many of the domestic and international trade factors that effect B2B and B2C fashion companies across the supply chain.

It is tough to say if there is such a thing as a perfect size for an event. However, the unwritten rule that trade shows can follow is the balance between being small enough to be digestible in terms of information gathered from exhibitors or seminars and large enough for effective diversity in product assortment in order to gain real transactional relationships with enough partners to build a season's collection once everyone returns to the office.

When organizers do their part to bring all parties together, a successful show becomes dependent on the attitude and strategy of each exhibitor and attendee. We have seen exhibitors and attendees come in with a laser focus looking for only a couple of new key partners and others that use the show as a buffet of new relationships. Bottom line, it is best for each executive at the show to have a plan in advance of attending and leverage our staff on *Manufacturer.com* to help them have the most productive sourcing or selling process for matchmaking before, during or after the shows. ●

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Shop & Dine

By Andrew Asch Retail Editor

Trade shows can mean high pressure for retailers as the research and buying decisions they make can spell success for a season or mean a mad dash to replace a line that isn't performing well. But even those on fast-paced buying trips need to take some time to eat and relax.

Within the trade-show cities that are most relevant to the ap-



Cota by Skingraft



Joey DTLA

parel industry, there are opportunities for culinary and retail therapy that allow buyers to recharge. From time-honored eateries and bricks-and-mortar shops to newcomers who are making names for themselves, *California Apparel News* reveals the spots that provide respite from the trade-show floor.

LOS ANGELES

Cota by Skingraft

767 S. Alameda St., Ste. 158
(213) 315-0505

www.skingraftdesigns.com/collections/shop-cota

After a decade of running a boutique for their leather jacket-focused brand, Skingraft, in downtown Los Angeles' Fashion District, brothers Jonny and Chris Cota charted a new path with a concept store. In July, they opened Cota by Skingraft at the Row DTLA campus of boutique retail, restaurants and creative-office spaces near downtown's Arts District.

Chris Cota, Skingraft's chief executive officer, said that the creative spirit for their new venture is the same as the long-running Skingraft boutique. But they expanded the scope of this boutique to include new brands.

"Our aim is to feature the kind of items that would not be found in almost any other store. Much of the store is filled with one-of-a-kind items," he said. "The others are very small-batch items."

The Cotas also hope to provide their customers with new experiences. "We've essentially created an ever-evolving pop-up. We swap out designers and artists each month," he said. "It presents a fun challenge for us—creating a space that is constantly changing yet maintaining a consistency that customers come to appreciate and trust."

The new brands are welcomed with a reception in which the designers discuss their lines and their art ventures. Independent California brands offered at the shop include Ito, Bel Kazan, Seeker, Blamo and Skingraft. Average retail price points range from \$100 to \$300, Chris Cota said.

The change in store concept also resulted in a new experience for the Skingraft crew. At its former store, the clientele was 65 percent men, but the clientele at Cota by Skingraft has shifted to 65 percent women.

"It was a shock to us," Chris Cota said. "We expected the gender difference to balance out but not totally reverse. We needed to adjust artists and brands to cater to a new customer base."

The new clientele is reflected in the fresh approach to design inside

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Veronica Beard

the store. Unlike the former space, the interior has shifted from dark colors to lighter hues. “It softened Skingraft,” Chris Cota said.

Joey DTLA
700 W. 7th St.
(213) 372-5335
joeyrestaurants.com/location/joey-dtla

There’s a certain *joie de vivre* to alfresco dining. Joey DTLA aimed to add to the romance of dining outside when it opened its downtown Los Angeles location in July. The 8,870-square-foot space overlooks the street parade on 7th Street in downtown Los Angeles and is located at the edge of pedestrian center The Bloc.

Part of the experience of this restaurant starts when guests are offered glasses of wine upon arrival. Once seated, they are handed menus featuring globally inspired dishes, said Matthew Stone, a Joey chef.

“We’re excited to cater to Los Angeles’ cosmopolitan palate,” he said. “Joey DTLA will naturally become a hub for a global tribe of patrons who are keen to experience a variety of dishes from all corners of the world while at the same time utilizing ingredients from the local farmer’s markets.”

Dishes include a Korean fried cauliflower bowl, lobster grilled cheese and steak-and-lobster ravioli. Other dishes include sake-glazed Chilean sea bass, a 20-ounce bone-in rib eye, miso ramen, a sushi cone and katsu chicken salad. Prices range from \$5 for a sushi cone to \$41 for a filet mignon.

Joey’s restaurants are a good destination for night owls as they stay open until 1 a.m. A full bar includes offerings that range from wine and mezcal-based cocktails to draft and bottled beers. The Joey restaurants are part of a chain of 22 locations headquartered in Vancouver, British Columbia. The first Los Angeles location opened in 2015 at The Village at Westfield Topanga in the Woodland Hills area.

SAN FRANCISCO

Veronica Beard
2241 Fillmore St.
(415) 796-6445
veronicabeard.com

Once the main hub for jazz clubs in San Francisco, the Fillmore District has become the address for boutiques carrying such contemporary women’s brands as Margaret O’Leary, Alice + Olivia and Marc by Marc Jacobs.

The newest entry onto this scene is a boutique from the New York-headquartered Veronica Beard brand. It opened in May in



Elda

a 1,983-square-foot space outfitted with vintage furniture. Co-founder Veronica Swanson Beard called the new shop something of a homecoming.

“It has been a dream of mine to open a store in my hometown for quite some time,” Swanson Beard said. “All of our stores have different design elements based on the location, so we’re excited to welcome the San Francisco shopper to this unique space that

we curated on Fillmore Street to capture the energy of the city.”

Like other Veronica Beard shops, the Fillmore boutique offers the brand’s ready-to-wear collections, jeans and shoe offerings. Also in the merchandise mix are limited-edition collections such as Veronica Beard x Bandier, Veronica Beard x Kassatex and other brands. Retail price points range from \$88 for a crew-neck T-shirt to \$995 for a Phillips Dickey coat.

The San Francisco shop is one of the latest stops along the brand’s retail expansion. On April 30, it opened a boutique in Palisades Village in Los Angeles’ exclusive Pacific Palisades neighborhood. In October, it opened a location in South Florida’s Bar Harbour shops. The brand runs nine shops across the United States.

Elda
3198 16th St.

(415) 829-8468
Eldasf.com

San Francisco’s Mission District is best known for Mexican food, but the district also appeals to a diversity of tastes. The Mission hosts Burmese restaurants, Turkish spots and, since June, a restaurant inspired by tastes from the Caribbean and regions all over Mexico, said Jay De Natale, who co-owns and operates Elda with Alvaro Rojas and Eric Ochoa.

“We’re sitting in a culinary mecca,” De Natale said of the Mission. “We want to honor it yet keep it different. Our foods are seasonal and delicious.”

José Flores, Elda’s chef, has put together a menu with Caribbean and Latin tastes. Think a Jamaican beef patty paired with a plantain dip or a milk-bread fried chicken sandwich with Mexican-style chamoy sauce. There are also chicken tostadas with black-sesame

➔ Shop & Dine page 14

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Shop & Dine *Continued from page 13*

mole and a Mayan pumpkin-seed dip known as sikil pak that is served with crudités. Prices range from \$8 to \$16.

Food is only part of the story at Elda. Latin-inspired cocktails are a big deal. There's the Hot Stepper, a concoction of rye, grapefruit, spicy honey and an IPA, and there's the Vampiros, with mezcal, vampire sage shrub, lemon and cinnamon.

Elda also specializes in natural wines made from organic grapes and fermented without additives or processing aids. Cocktails are typically priced around \$14, and beers range from \$4 to \$12.

Elda relies on an alternative approach to interior design, a concept that was created by the Roy design group.

"There's a lot of very sophisticated, man-cave-y dive bars in San Francisco, so we wanted to do something different," he said. "It's a 1970s, airy, breezy Baja California look."

The exterior of Elda also hosts a mural of musicians painted by percussionist Brijean Murphy, who has performed with bands such as Poolside and Toro Y Moi.

LAS VEGAS

Downtown Container Park

707 Fremont St.

(702) 359-9982

downtowncontainerpark.com

For decades, Las Vegas has been known for The Strip, but there's another entertainment and shopping scene coming up. It's Fremont Street in downtown Las Vegas. Once a blighted area, Fremont has received kudos for supporting offbeat and independent businesses. The area's renovation was guided by Zappos founder Tony Hsieh's Downtown Project. Hsieh notably put up \$350 million of his own money to build the area.

Technology companies are part of the area's



Downtown Container Park



Ambra Italian Kitchen + Bar

mix of businesses. There are also restaurants, shops and a 19,000-square-foot site called Downtown Container Park. This open-air center features shops, dining, art galleries, a kids' playground and concert venues, all of which are housed in a compound of 30 repurposed shipping containers and 41 multifunctional modular cubes.

The container park's shopping attractions

include spaces occupied by clothing boutiques that offer brands such as Live At Your Own Pace and a multi-vendor shop named Third & Arrow. Other shops include Gimme 5, a gift shop where every item is under \$5.

Since opening in 2013, more than 5 million people have visited the place. One of the big attractions is the Dome. It's a 25-recliner-seat theater that gives Ultra High Definition screenings of light shows accompanied by classic rock music, as well as kids' nature movies such as "Perfect Little Planet."

Las Vegas residents said that Downtown Container Park offers an alternative to the glitz of the strip. "It's a community of artisans where family and friends can enjoy Vegas's original neighborhood," Roxy Starr said of downtown Vegas.

Rod Rockoff, a Las Vegas resident and an investor in a downtown Las Vegas pizzeria called Good Pie, agreed and said that Downtown Container Park offers an alternative to Las Vegas. Since there's a children's playground, it attracts families with young children. While music stars such as Sheryl Crow have performed there, the main musical fare consists of independent bands, many of whom reside in Las Vegas.

"Having the playground in the middle is unique," Rockoff said. If the building blocks of shipping containers are not already interesting enough, the place also puts together a Burning Man-style entertainment. At the park entrance is a giant metallic statue of a praying mantis, which appeared at past Burning Man festivals, and shoots six-story-high flames of liquid propane from its antennae.

Ambra Italian Kitchen + Bar

3799 S. Las Vegas Blvd.

(702) 891-7600

mgmgrand.mgmresorts.com/en/restaurants/ambra.html

Since August, Ambra Italian Kitchen + Bar has joined MGM's restaurant mix in a 7,500-square-foot space once occupied by the Italian restaurant Fiamma. Ambra features popular Italian dishes and a speakeasy-style bar, said Ari Kastrati, MGM Resorts' international senior vice president of food and beverage.

"Ambra will be a restaurant that offers the very best of Italy—world-class Italian dishes and a dynamic cocktail program inspired by the country's rich history, all presented in true Vegas fashion," according to Kastrati.

Ambra specialties include meatballs made out of Japanese Wagyu beef. There's also king-crab involtini, crab wrapped over balls of preserved lemon mascarpone and basil. Other specialties include lobster cavatelli Bolognese and 45-

➔ Shop & Dine page 16

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Shop & Dine Continued from page 14

day dry-aged bone-in Fiorentina. For dessert, there's a chocolate cherry flambé, which the wait staff delivers tableside as it's flaming. Salads start at \$13, and specialties start at \$57.

Named after the Italian word for amber, the restaurant's interiors are bathed in a light, smoky amber hue. The place also hosts two bars. The entry to the Speakeasy is a door with a sign that reads *Privata* and leads into a space with a fireplace and a bar that specializes in Italian cocktails such as Negroni 1919, which features gin, Martini Rosso, as well as bitters, lime juice and angostura bitters. It also features the iconic New Orleans cocktail 1850 Sazerac, which includes bitters, Sazerac French brandy, a sugar cube and bitters.

Ambra's main bar features drinks such as The Devil Is in the Details, prepared with MGM's single-barrel Cruzan rum and Pineau



The Conservatory

des Charente, spiced Demerara syrup, coconut water, and Angostura bitters.

DALLAS

The Conservatory
4 Highland Park Village
(972) 913-4667



Jennifer "Suki" Otsuki of Meddlesome Moth

theconservatorynyc.com/pages/dallas-store

There's the slogan "Everything Is Bigger in Texas," but an exception could be the new location for luxe concept store The Conservatory.

In September, a 400-square-foot Conservatory opened at Dallas's Highland Park Village. Neighbors include stores for top-tier

brands such as Alexander McQueen, Stella McCartney, Chanel, as well as California-headquartered brands James Perse, St. John Knits and Trina Turk.

Call the Dallas store the jewel-box version of the 6,900-square foot Conservatory that opened in New York City's Hudson Yards in March and features an art gallery, a tearoom, and a café intended for meditation and quiet conversation, said Bryan Bolke, The Conservatory's founder.

One also could consider the Dallas store a homecoming for Bolke. He opened his first retail venture, a flower shop, in the same Highland Village storefront in 1995.

Bolke said that the Dallas store keeps a minimalist ethos in mind, where less is more. "The concept is the same as New York City, just much smaller," he explained. "[It's a] highly curated assortment of edited brands. The space is the window into the brand, our NYC flagship and our digital home, the theconservatorynyc.com."

Designers include Jil Sander, Hiro Clark, Metier London, Marc Jacobs, Anna Sui, Michael Kors Collection, Jeremy Scott and Misha Nonoo. Price points range from a \$70 Ron Dorff T-shirt to \$2,490 for an Eero suede bomber jacket.

The Conservatory's initial plan was to serve as something of a showroom. Consumers would visit the store, make purchases and the goods would be delivered to their home. Bolke said that plan was adjusted to make way for instant gratification, allowing shoppers to take home inventory from the store.

In a prior statement made to *California Apparel News*, Bolke said that The Conservatory was meant to be a space to try new ideas and to serve as a refuge from the noise of a big urban area. "The name is a 'triple entendre,'" Bolke said of The Conservatory. "It's a place of study and discovery, a place that brings nature indoors and a place that suggests the idea of conservation, of respect for resources and time."

Meddlesome Moth
1621 Oak Lawn Ave.
(214) 628-7900
Mothinthe.net

Meddlesome Moth has been daring diners to be adventurous since opening in 2010, said Jennifer "Suki" Otsuki. She started working at the small plate-focused restaurant as a sous chef when the restaurant opened and then went on to serve and direct kitchens at venues such as Dallas's House of Blues and Mudhen Meat & Greens in the Dallas Farmers Market.

In September, she returned to Meddlesome Moth to serve as its executive chef. She wants to guarantee that the restaurant will offer something for every palate.

"We pepper the menu with solid basics," she said. "We have a great rib-eye steak and delicious hummus, but we push the adventurous side."

Signature dishes include Nueske's Bacon, which was made with state-fair food in mind. Smoky bacon is placed on a skewer with a funnel cake. "It's breakfast meets decadence," Otsuki said.

Another entrée is a grass-fed steak with kimchi that is fermented for one week by the Meddlesome Moth crew. Another dish, named Moth Balls, is a seasoned ricotta cheese wrapped in semolina flour.

➔ Shop & Dine page 18

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Shop & Dine *Continued from page 16*

“It’s a ravioli, but it is not as pasta heavy,” Otsuki explained.

Meddlesome Moth aims to source much of its food locally. Its meats are purchased from local ranchers while mushrooms and micro-greens are sourced from local farmers, and coffee is provided by Dallas coffee roasters.

The lunch menu offers more-standard fare and is focused on a business crowd that is looking for a quick bite to eat, such as the soup-and-salad combo. Also on the menu, Homestead Gristmill Grits, which feature a jalapeño gravy that Otsuki says adds a hint of spice to balance the richness of the gravy.

The Meddlesome Moth also features a wide array of cocktails, wines and unique beers. Plates range from \$10 to \$26.

The restaurant’s décor also plays a big role in the Meddlesome Moth experience. The interior includes stained-glass windows depicting Elvis Presley. The windows were originally made for the now-defunct Hard Rock Café Dallas.

ATLANTA

River Mint Finery

2339 Peachtree Rd.
(678) 705-9297

rivermintfinery.com

River Mint Finery began with the inspirations of jewelry and home décor, which were the respective backgrounds of friends Cindy Joffe and Kat Hammill. Joffe was working on projects such as Avindy, a jewelry line that she started with her mother, Avril. She had sought out Hammill’s design expertise, and they started a boutique at the Peachtree Battle retail center. With a focus on jewelry, it also developed as a place for women’s clothing.



River Mint Finery

Brands sold at River Mint Finery include Elaine Kim, Claire V, Penelope Chilvers, Zoe Chico and Ulla Johnson. Looks range from bohemian-style dresses to knits with an avant-garde edge to distressed denim and faux-leather leggings and even overalls from the Ulla Johnson brand. Price points range from \$102 for a Spanx faux-leather legging to a \$694 satin cold military parka and an \$895 Costantine dress from Ulla Johnson. Price points for goods from other brands range from \$128 for a Levi’s Ex BF sherpa trucker jacket to \$694 for a Kes-brand satin parka.

River Mint Finery is on the move. On Nov. 7, it opened a location in the Hudson River Valley town of Kingston, New York, which is Hammill’s primary residence.

Dos Bocas

275 Baker St. NW
(404) 704-8078

dosbocasatl.com

Tex-Mex and Cajun cuisines have inspired chefs over the past two decades as specialties such as fajitas have become popular at restaurants far beyond the border. Brian Bullock of the Atlanta restaurant group Legacy Ventures worked with other executives in his company to mix Louisiana Cajun cuisine and Tex-



Dos Bocas

Mex styles along the border areas of Texas. Legacy Venture’s version of Cajun/Tex-Mex was named Dos Bocas and opened in Atlanta Sept. 17, across from the Georgia Aquarium.

The Dos Bocas menu features everything from po’ boys, muffulettas and chicken zydeco to fajitas, enchiladas and tacos filled with chicken tinga and beef picadillo. Appetizers include bayou shrimp or fried gulf shrimp cooked in a tabasco aioli. Other dishes include Nachos Picadillo, which is made from seasoned ground beef, beans, sour cream and pico de gallo, as well as tacos that come with a choice of hard or soft shell. Prices range from \$8 for a shrimp appetizer to \$28 for a steak deluxe.

The space also specializes in cocktails inspired by Louisiana and Tex-Mex traditions. The Get Jeff, a Sazerac cocktail, is inspired by a venerable New Orleans cocktail that features bitters from the New Orleans area. There’s also a Lonestar margarita.

Legacy Ventures worked with ASD|SKY on the design for the 8,000-square-foot restaurant. The space has two levels, including a second-story patio and balcony with views of the surrounding Atlanta skyline.

NEW YORK

Forty Five Ten

20 Hudson Yards, Ste. 512
(917) 970-4510
fortyfiveten.com

The press greeted Forty Five Ten with high accolades on March 15 when it opened a 16,000-square-foot shop in New York City’s Hudson Yards. With a reputation that has left an impression across industries, Forty Five Ten has enjoyed stellar reviews from veteran travel outlets such as Lonely Planet, which noted it has “managed to garner everyone’s attention.”

Kristen Cole, Forty Five Ten’s president and chief creative officer, said that the store was meant to make a statement and offer a sense of occasion.

“Forty Five Ten’s two Dallas stores and its locations in Aspen, Colo.; Napa, Calif.; and Miami were meant to be bold and modern,” she said “But we took it to another level in New York.”

Forty Five Ten received praise for its merchandising mix, which includes clothing from fashion houses such as Marc Jacobs, Dries Van Noten, Prismatic and Paco Rabanne. Prices range from \$295 for a Caitlin Keough x Whitney Art T-shirt to \$980 for a Lorod cropped flight jacket. It also got kudos for its store design, featuring accents such as a glass-brick storefront designed by Snarkitecture.

Inside there are four separate environments, which include a women’s section, a men’s section and the store’s vintage section. There’s also a housewares section called 4510/SIX. It has roots in Cole’s former project, Ten Over Six, which once ran boutiques in Los Angeles and Miami. Forty Five Ten’s parent company, Headington Company, acquired Ten Over Six in 2014 and renamed it 4510/SIX.

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Forty Five Ten



Electric Lemon



Clnrs



Papi Steak

Electric Lemon

33 Hudson Yards, 24th Fl.
(212) 812-9202
electriclemonnyc.com

Electric Lemon opened on Aug. 2 as the restaurant for the Equinox Hotel, the first hotel built by the luxe fitness club of the same name. Located on the 24th floor, Electric Lemon aims to serve cuisine that is healthy and flavorful to Equinox members, hotel guests and shoppers who visit Hudson Yards.

The restaurant's menu was created to fit the hotel's aspirations of wellness, said Chef Kyle Knall.

"In the development process, we wanted to help reinvent the lifestyle of a traveler," according to Knall. "This means serving items that are comforting, soulful and incorporate high-quality ingredients. Our aim is to serve dishes that are nourishing but also executed on a high level."

Many ingredients are sourced from farmer's markets such as the Union Square Greenmarket. Seafood is sourced from Hudson Valley Fisheries and Island Creek Oysters.

Signature dishes include the marinated razor clams with pickled carrot and cilantro broth as well as beef tartare with a smoked-oyster sauce. There's also the Somewhat

Simple Salad, which features seven different vegetables, sunflower seeds and a lemon vinaigrette. Mains include hay-roasted oysters; chickpea pasta; a roasted chicken breast and thigh with spigarello, roasted Brussels sprouts and pickled apple; and a Contramar-inspired black bass with poblanos, salsa verde and warm, fresh tortillas. Prices range from \$14 for a Hudson Valley steelhead trout crudo to \$44 for a Long Island crescent duck.

Designed by David Rockwell and the Rockwell Group, the restaurant overlooks the Hudson River. The interior features couches, a fireplace and an 8,000-square-foot terrace that includes an herb garden.

MIAMI

Clnrs

151 NE 41st St., Ste. 225
(786) 409 6980
theclnrs.com

After making a splash with the South Florida-based fast-casual food chain Pincho, Nizar Ahmad decided to try fashion.

In early October, he opened the men's clothing store Clnrs in the Miami Design District, which is a hub of the annual Art Basel fine-arts festival. The Miami Design District also

is the address of luxe flagships for companies such as Burberry, Bulgari and Balenciaga. The store opened with a minimalistic look featuring white walls and concrete floors.

Los Angeles brands have a strong presence at Clnrs. The brand mix includes The Hundreds, Daniel Patrick, Madeworn, Homme Femme, Serenede, For Those Who Sin and Honor the Gift, the brand that was launched by NBA star Russell Westbrook in 2019. Other brands sold at the store include British/Danish designer Astrid Andersen and New York-headquartered Profound Aesthetic. Price points range from \$35 to \$358.

Papi Steak

736 1st St.
(305) 800-7274
papisteam.com

Nightclub impresario David Grutman gained fame for opening the LIV nightclub at the Fontainebleau Miami Beach hotel in 2008. His Groot Hospitality company later opened a handful of splashy clubs and restaurants in the South Florida megalopolis.

In 2018, he received a number of headlines for opening the Miami boîte Bar Bevy, where pop star and fashion influencer Pharrell Williams is a partner. Venturing further into din-

ing in September 2019, he opened the high-end steakhouse Papi Steak in Miami's South Beach neighborhood.

Partnering with David "Papi" Einhorn, Grutman put together a space that created a fusion of tastes that wouldn't necessarily go together. High-end kosher food mixes with the glitz of music and nightclub A-listers. Spotted at Papi Steak in its first weeks were Jennifer Lopez and Drake.

Specialties at the restaurant include kosher chicken schnitzel covered with horseradish, lemon and parsley. There's also a Glatt kosher rib-eye steak. Seafood includes grilled branzino topped with a salsa verde. For side dishes, guests can choose from charred broccolini, grilled asparagus, and mac and cheese topped with Gruyère. Desserts include roasted pineapple topped with bourbon toffee—and-cinnamon ice cream. Prices for appetizers run from \$15 to \$30; prices for most steaks range from \$70 to \$90.

Papi Steak's bar also offers a host of drinks named after Rat Pack-era entertainers, Jazz Age pop-culture references and Americana. There's the Frank Sinatra, which features blueberry-infused Jack Daniels, Velvet Falernum and lemon. For the fashion obsessed, there is the Koko Chanel, which features Tanqueray gin, Lillet blanc, strawberry, coconut, rose and prosecco. ●

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Honolulu
Through Nov. 17

Nov. 16
Norton's Apparel, Jewelry & Gift Market
Gatlinburg, Tenn.
Through Nov. 18

Nov. 17
Ocean City Resort Gift Expo
Ocean City, Md.
Through Nov. 19
ITA Showtime
High Point, N.C.
Through Nov. 20

Nov. 19
JFW Japan Creation
Tokyo
Through Nov. 20
Kingpins
New York
Through Nov. 20
Premium Textile Japan
Tokyo
Through Nov. 20

Nov. 20
Texfusion
London
Through Nov. 21
Techtextil India
Mumbai, India
Through Nov. 22
Vietnam International Textile and Garment Exhibition
Ho Chi Minh City, Vietnam
Through Nov. 23

Nov. 21
Baton Rouge Jewelry and Merchandise Show
New Orleans
Through Nov. 24
International Jewelry and Merchandise Show
New Orleans
Through Nov. 24

Nov. 24
DG Expo Fabric & Trim Show
San Francisco
Through Nov. 25

Nov. 25
ShanghaiTex
Shanghai
Through Nov. 28

Nov. 28
Hong Kong International Jewelry Manufacturers' Show
Hong Kong
Through Dec. 1

Dec. 2
WWSRA Montana December Show
Bozeman, Mont.
Through Dec. 4
New York Shoe Expo, FFANY Market Week
New York
Through Dec. 6

Dec. 3
Denim Première Vision
London
Through Dec. 4
View Premium Selection
Munich
Through Dec. 4



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WWSRA Rocky Mountain December Show
Denver
Through Dec. 5

Dec. 4
Asian E-tailing Summit
Hong Kong
Through Dec. 5
Art Basel Miami
Miami Beach, Fla.
Through Dec. 8

Dec. 5
Connections
Amsterdam
Jewelry, Fashion & Accessories Show
Schaumburg, Ill.
Through Dec. 8

One of a Kind Holiday Show
Chicago
Through Dec. 8

Dec. 6
GTS Greensboro Gift & Jewelry Show
Greensboro, N.C.
Through Dec. 8

Dec. 8
Grand Strand Gift & Resort Merchandise Show
Myrtle Beach, S.C.
Through Dec. 11

Dec. 10
WWSRA Intermountain December Show
Salt Lake City
Through Dec. 12
WWSRA Northern California December Show
Sacramento, Calif.
Through Dec. 12
WWSRA Northwest December Show
Portland, Ore.
Through Dec. 12

Dec. 11
Blossom Première Vision
Paris
Through Dec. 12

Dec. 13
Helen Brett Holiday Market
Gonzales, La.
Through Dec. 15

Jan. 4
ASI Show
Orlando, Fla.
Through Jan. 6
London Fashion Week Men's
London
Through Jan. 6
Trendz
Palm Beach, Fla.
Through Jan. 6

Jan. 5
Accessorie Circuit
New York
Through Jan. 7

Accessories The Show
New York
Through Jan. 7

Fame
New York
Through Jan. 7
Intermezzo Collections
New York
Through Jan. 7
Moda
New York
Through Jan. 7
NY Women's January
New York
Through Jan. 7
The Trends Show
Phoenix
Through Jan. 7
TrendSet
Munich
Through Jan. 7

Jan. 6
Asian Licensing Conference
Hong Kong
Through Jan. 7

Seattle Mart Super Market Days
Seattle
Through Jan. 7

Jan. 7
WWSRA Intermountain January Show
Salt Lake City
Through Jan. 9



Don't miss the winter edition of **Texworld USA**, one of the largest sourcing events on the East Coast for apparel fabric buyers, product R&D specialists, designers, and merchandisers. This international business platform offers a wide product range covering the entire fabric spectrum. Season-to-season attendees discover textiles of innovative structures, material mixes, and surprising color palettes. Jan. 19-21, 2020 at the Javits Center in NYC. www.texworldusa.com



The **Dallas Apparel & Accessories Market** is held five times each year at the Dallas Market Center. Located in one of the country's fastest-growing regions, the Dallas Market Center brings together thousands of manufacturers and key retailers in an elevated trade-show environment. Featuring 500 permanent showrooms and over 1,000 temporary booths, including expanded contemporary lines and resources, the Dallas Market Center is where inspiration starts. Upcoming events include the January Apparel & Accessories Market (Jan. 14-18, 2020 (Temps Run Jan. 15-18)) and the March Apparel & Accessories Market (March 24-27, 2020) www.dallasmarketcenter.com

WWSRA Northern California January Show
Reno, Nev.
Through Jan. 9

WWSRA Northwest January Show
Portland, Ore.
Through Jan. 9

Heimtextil Frankfurt
Frankfurt, Germany
Through Jan. 10
Pitti Immagine Uomo
Florence, Italy
Through Jan. 10

Jan. 8
Surf Expo, Bluewater at Surf Expo
Orlando, Fla.
Through Jan. 10
Dallas Total Home & Gift Market
Dallas
Through Jan. 14

Jan. 9
Gift & Home Winter Market
Los Angeles
Through Jan. 13

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Member FDIC

Jan. 10
Toronto Imprint Canada Show
Toronto
Through Jan. 11
Denver International Western/English Apparel and Equipment Market
Denver
Through Jan. 13
Garment Technology Expo
New Delhi
Through Jan. 13

Jan. 11
Exponoivos
Lisbon, Portugal
Through Jan. 12
Retail's BIG Show, NRF's Annual Convention
New York
Through Jan. 14
White Street Market
Milan
Through Jan. 14

Jan. 12
Cobb Trade Show
Atlanta
Through Jan. 13
The Deerfield Show
Deerfield, Ill.
Through Jan. 13
Travelers Show Philadelphia
Plymouth Meeting, Pa.
Through Jan. 13
Rock on Snow Pro
La Clusaz, France
Through Jan. 14
LA Kids' Market
Los Angeles
Through Jan. 15
L.A. Market Week
Los Angeles
Through Jan. 15

apparel sourcing

Visit **Apparel Sourcing USA**, providing apparel brands, retailers, wholesalers, and independent design firms a dedicated sourcing marketplace for finding the best international apparel manufacturers. Mark your calendar for January 19-21 for three days of sourcing, seminars, and networking at New York City's Javits Center. <http://apparelsourcingshow.com/>

SURF EXPO

Surf Expo is the largest and longest-running watersports and beach/resort/lifestyle trade show in the world. The show draws buyers from specialty stores, major chains, resorts, cruise lines, and beach-rental companies across the U.S., the Caribbean, Central and South America, and around the world. The show features more than 1,000 exhibitors showcasing hard goods, apparel, and accessories in addition to a full lineup of special events including fashion shows, annual awards ceremonies, and demos. The next show is Jan. 8-10, 2020 at the Orange County Convention Center in Orlando, Fla. www.surfexpo.com

New England Apparel Club Signature Show
Worcester, Mass.
Through Jan. 15
PPAI Expo
Las Vegas
Through Jan. 16

Jan. 13
ASAP Avant-Premiere
Annecy, France
Through Jan. 14
Brand Assembly
Los Angeles
Through Jan. 15
Couromoda
São Paulo, Brazil
Through Jan. 15
Designers and Agents
Los Angeles
Through Jan. 15
Hong Kong Fashion Week
Hong Kong
Through Jan. 16

Jan. 14
International Collegiate Licensing Association Winter Symposium
Las Vegas
Through Jan. 15
WWSRA Southern California January Show
Costa Mesa, Calif.
Through Jan. 15
Neonyt Winter
Berlin
Through Jan. 16

Panorama
Berlin
Through Jan. 16
Premium International Fashion Trade Show
Berlin
Through Jan. 16
Seek
Berlin
Through Jan. 16
Selvedge Run and Zeitgeist
Berlin
Through Jan. 16
Show and Order X Premiums
Berlin
Through Jan. 16
Intermoda
Guadalajara, Mexico
Through Jan. 17
Dallas Apparel & Accessories Market
Dallas
Through Jan. 18
Paris Fashion Week Men's
Paris
Through Jan. 18
Atlanta International Gift & Home Furnishings Market
Atlanta
Through Jan. 21

Jan. 15
London Textile Fair
London
Through Jan. 16
Preface
Los Angeles
Through Jan. 16
WWSRA Rocky Mountain January Show
Denver
Through Jan. 16
Garmentech
Dhaka, Bangladesh
Through Jan. 18
Yarn & Fabrics Sourcing Fair
Dhaka, Bangladesh
Through Jan. 18

Jan. 16
Pitti Immagine Bimbo
Florence, Italy
Through Jan. 18
Sports Licensing and Tailgate Show
Las Vegas
Through Jan. 18

Jan. 17
Hawaii Market Merchandise Expo
Honolulu
Through Jan. 19

PREFACE

PREFACE LA is a trend and fabric show that includes a variety of inspirational elements — an event for like minded industry suppliers and creative people. It is a destination for designers seeking an intimate experience to gather trend information, learn about textile innovations and review focused material sourcing set in a unique fashion environment. Preface believes sustainability is the future and offers a wide range of certifiable eco-friendly fabric from fiber to finishing. A systematic shift in sustainable fashion practices is happening at such a rapid pace, the need for knowledge and information is great. Informative sessions presented by industry experts discuss various facets of fabric innovation in a workshop setting. The show is hosted by BFF Studio, an LA & NYC fabric studio with unique fabric collections selected for their quality, distinctive aesthetic and reliability. www.bffstudio.com, www.prefaceshow.com

Impressions Expo
Long Beach, Calif.
Through Jan. 19
Man/Woman Paris, Man Paris
Paris
Through Jan. 19
Northwest Shoe Travelers Market
St. Paul, Minn.
Through Jan. 19
Tranoï January Men's and Women's
Paris
Through Jan. 19
Bijorhca
Paris
Through Jan. 20
CIFF
Paris
Through Jan. 20
Who's Next
Paris
Through Jan. 20

Jan. 18
Exponoivos Norte
Lisbon, Portugal
Through Jan. 19
Designer Forum
New York
Through Jan. 20

Innatex
Frankfurt, Germany
Through Jan. 20
Interfilière
Paris
Through Jan. 20
Salon International de la Lingerie
Paris
Through Jan. 20
Trend Seattle
Seattle
Through Jan. 20

Jan. 19
Northstar Fashion Exhibitors
St. Paul, Minn.
Through Jan. 20
Travelers Show
Baltimore
Through Jan. 20
Apparel Sourcing USA
New York
Through Jan. 21
MRKET
New York
Through Jan. 21
Project
New York
Through Jan. 21
Texworld USA
New York
Through Jan. 21

Jan. 20
DG Expo Fabric & Trim Show
New York
Through Jan. 21
India International Garment Fair
New Delhi
Through Jan. 22
Liberty Fashion Fairs
New York
Through Jan. 22
MosShoes
Moscow
Through Jan. 22
Paris Fashion Week Haute Couture
Paris
Through Jan. 23
PGA Merchandise Expo
Orlando, Fla.
Through Jan. 24

Jan. 21
Lineapple
London
Première Vision
New York
Through Jan. 22
ColombiaTex
Medellin, Colombia
Through Jan. 23

Man New York
New York
Through Jan. 23

Jan. 22
Active Collective
New York
Through Jan. 23
Jacket Required
London
Through Jan. 23
Swim Collective
New York
Through Jan. 23
Fashion Industry Gallery Spring 2/Summer
Dallas
Through Jan. 24
Pitti Immagine Filati
Florence, Italy
Through Jan. 24
Seattle Market Week
Seattle
Through Jan. 27

Swim Active

Collective Shows are curated, intimate, upscale, business to business trade shows that serve as an essential marketplace for top designers, manufacturers and retailers in the swim fashion, athleisure and performance wear industries. Active Collective is the first and only show dedicated solely to fashion-forward activewear and athleisure apparel, featuring performance wear, athleisure, accessories, and footwear and wellness products. Swim Collective is the premier West Coast swimwear and accessory marketplace featuring luxury and boutique swimwear plus higher-end resort wear, cover-ups, accessories, and footwear and beach apparel and accessories. Upcoming Shows: Active Collective & Swim Collective are co-located at the Anaheim Convention Center, in Anaheim CA, Jan. 29-30, 2020 and Aug. 5-6, 2020. Active Collective New York is Jan. 22-23, 2020 and Aug. 27-28, 2020 at the Metropolitan Pavilion in NYC. activewearcollective.com and swimcollective.com

Continued on page 22



TEXWORLD USA

THE INTERNATIONAL TRADE SHOW FOR FABRICS, TRIMS, & ACCESSORIES

JANUARY 19-21, 2020

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NEW YORK CITY

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INTERNATIONAL TRADE-SHOW CALENDAR

Continued from page 21

Jan. 23
Baton Rouge Jewelry and Merchandise Show
New Orleans
Through Jan. 26
New Orleans Gift and Jewelry Show
New Orleans
Through Jan. 26
Homi Milano
Milan
Through Jan. 27

Jan. 24
Supreme Kids
Munich
Through Jan. 26
Supreme Women & Men
Düsseldorf, Germany
Through Jan. 27

Jan. 25
Philadelphia Souvenir & Resort Expo
Philadelphia
Through Jan. 26



Fashion Market Northern California is the easy and enjoyable, open booth Fashion Trade Show under one roof. This show offers a mix of better, contemporary, lifestyle, European and global brands of clothing, as well as a large selection of accessories, including footwear. Buyers enjoy complimentary continental breakfast, coupons for lunch and the popular afternoon treat cart. FMNC offers free parking on Monday and Tuesday before 10:30 am. First-time buyers qualify for one night free at our host hotel, the Marriott, sponsored by FMNC. Come shop with us in 2020 on Jan. 26-28, April 19-21 and June 28-30. Check out our website, Instagram and Facebook pages for lots more information - #styleFMNC. www.fashionmarketnorcal.com



DG Expo offers 2-day fabric & trim shows 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. Our next show is the San Francisco Fabric Show, Nov. 24 -25 at The Hilton Financial District (seminars offered), followed by the New York Fabric Show, Jan. 20-21, 2020 at the Metropolitan Pavilion. Dates be announced for Dallas, Philadelphia, Atlanta, Miami & Chicago. Visit our website for details and to register. www.dgexpo.net

Dallas Men's Show
Dallas
Through Jan. 27
Gallery Düsseldorf
Düsseldorf, Germany
Through Jan. 27
Playtime
Paris
Through Jan. 27
West Coast Trend Show
Los Angeles
Through Jan. 27
Philadelphia Gift Show
Philadelphia
Through Jan. 28

Jan. 26
Kentucky Bluegrass Buyer's Market
Lexington, Ky.
Through Jan. 27
Modelfabriek
Amsterdam
Through Jan. 27
Travelers Show Pittsburgh
Moon Township, Pa.
Through Jan. 27
Fashion Market Northern California
San Mateo, Calif.
Through Jan. 28
Stylemax
Chicago
Through Jan. 28

ISPO
Munich
Through Jan. 29
Toronto Gift Fair
Toronto
Through Jan. 30

Jan. 27
Kidsworld
Dallas
Through Jan. 31

Jan. 28
CALA
San Francisco
Through Jan. 29
Atlanta Apparel
Atlanta
Through Feb. 1
Mercedes-Benz Fashion Week
Madrid
Through Feb. 2



Find your WWINspiration at the semiannual **Womenswear In Nevada** (WWIN) show in Las Vegas, Feb. 3-6, 2020 at the Rio Hotel & Convention Center! WWIN will hold their last show at the Rio Hotel & Convention Center before their move to the brand new, state-of-the-art Ceasars Forum. Known for being Las Vegas Fashion Week's inclusive women's fashion trade show, retailers will experience the latest introductions from leading brands and new companies in every size and category, including contemporary, traditional, modern updated misses, petite, tall, plus, and accessories. In addition, WWIN will be offering appointment-setting programs, MATCH! and Buyers Concierge Club, to help buyers find carefully curated exhibitors, fit especially for their individual needs. Plus, WWIN will feature expanded educational offerings, complimentary breakfast and lunch, extended shopping hours, Pop, Fizz & Clink Tuesday Night Wine Down Networking Reception, discounted hotel rates at the Rio, money-saving incentives and more! www.wwinshow.com



Kornit Digital is the leading provider for digital textile printing solutions. Kornit's innovative printing technology enables businesses to succeed in web-to-print, on-demand, and mass customization concepts. We offer a complete line of direct-to-garment printing solutions that range from commercial to mass production level. Offices in Europe, Asia, and North America. For more information, call Isaiah Jackson at (201) 608-5750. kdam-info@kornit.com. www.Kornit.com

Jan. 29
Active Collective
Anaheim, Calif.
Through Jan. 30
Fashion London SVP
London
Through Jan. 30

Lineapelle
New York
Through Jan. 30
Printsource
New York
Through Jan. 30
Swim Collective
Anaheim, Calif.
Through Jan. 30
Copenhagen International Fashion Fair
Copenhagen, Denmark
Through Jan. 31
Outdoor Retailer Snow Show
Denver
Through Jan. 31
Revolver Copenhagen Intl. Fashion Trade Show
Copenhagen, Denmark
Through Jan. 31
SIA Snow Show & Sourcing Show
Denver
Through Jan. 31

Jan. 30
Billings Market Association
Billings, Mont.
Through Feb. 1

January TBA
Brand Assembly
Dallas
Texfusion
New York

Feb. 1
India International Leather Fair
Chennai, India
Through Feb. 3
NY Now Retail Renaissance
New York
Through Feb. 5

Feb. 2
Curve
New York
Through Feb. 4
IFJAG
Las Vegas
Through Feb. 5
Midwest Gift & Lifestyle Show
Des Plaines, Ill.
Through Feb. 5
Surtex
New York
Through Feb. 5



Impressions Expo (formerly Imprinted Sportswear Shows) is the premier trade show dedicated to the imprinted and decorated apparel industry. With over 40 years in the industry, Impressions Expo focuses on everything from fashion blanks and promotional items to everything necessary to complete your finished designs in screen and digital printing, heat transfer, embroidery and more. The trade show also features over 40 seminars and hands-on workshops to keep you updated on all the latest trends and topics starting with graphic design all the way through to the final design application. Five shows are produced annually in each region of the United States. 2020 show locations include: Long Beach, CA, Atlantic City, NJ, Orlando, FL, Baton Rouge, LA and Fort Worth, TX. www.ImpressionsExpo.com



Curve is the only show in North America solely dedicated to intimate apparel, sleepwear, and swimwear. The Curve New York and Curve Las Vegas shows are produced by Eurovet Americas, a Eurovet company. The New York shows will take place Feb. 2-4, 2020 and August 2020 and at the Javits Center, while the Las Vegas show will be held in August at the Las Vegas Convention Center. A New Curve Montreal is launching this September 2020. Interfilère is the leading trade show for intimates, beachwear, and swimwear fabrics. The next editions of the show take place Jan. 18-20, 2020 in Paris, March 18-19, 2020 in Hong Kong, June 28-30, 2020 in Paris. A new Interfilère Lab has just been announced for Feb. 2-4 inside Curve New York. eurovet.com/en/

Spring Fair
Birmingham, U.K.
Through Feb. 6

Feb. 3
Seattle Mart Super Market Days
Seattle
Through Feb. 4
WWSRA/SIA National Preview
Copper Mountain, Colo.
Through Feb. 4
ASI Show
Fort Worth, Texas
Through Feb. 5
OffPrice
Las Vegas
Through Feb. 6
WWIN
Las Vegas
Through Feb. 6
New York Shoe Expo, FFANY Market Week
New York
Through Feb. 7

Feb. 4
Munich Fabric Start, Bluezone
Munich
Through Feb. 5
Agenda
Las Vegas
Through Feb. 6




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INTERNATIONAL TRADE-SHOW CALENDAR

ChauCASE
Drummondville, Quebec
Through Feb. 6

International Footwear Leather Show
Bogotá, Colombia
Through Feb. 6

Liberty Fashion Fairs
Las Vegas
Through Feb. 6

Milano Unica
Milan
Through Feb. 6

Soleil
Tokyo
Through Feb. 6

Footwear Sourcing at MAGIC
Las Vegas
Through Feb. 7

Sourcing at MAGIC
Las Vegas
Through Feb. 7

Feb. 5

Northeast Materials Show
Wilmington, Mass.
Through Feb. 6

Children's Club
Las Vegas
Through Feb. 7

IFJAG
Our passion shows.

The **IFJAG** trade shows feature fashion jewelry and accessories from around the world. Our exhibitors are the manufacturers and direct importers of these products and are all USA based companies. Our unique venue of private hotel showrooms offers a buyer a private, professional environment. The upcoming Las Vegas show runs Feb. 2-5, 2020 at the Embassy Suites hotel so you'll have plenty of time to stop by while your in town for business. You can preregister at our website. We offer buyers complimentary lunch as well as transportation from any Las Vegas location to our show or transportation reimbursement. We welcome new vendors who would like to become a member of IFJAG and participate for the first time. In addition, our following show will be in Orlando May 13-15, 2020 at the Embassy Suites hotel. www.ifjag.com

THE TRENDS SHOW
AN APPAREL, ACCESSORIES, SHOE, AND GIFT SHOW

New in sunny Arizona: **The Trends Show** is an apparel, accessories, shoes, and gift show. Who wouldn't want to take in a little sun and shop your favorite lines at the same time? The Trends Show has four events per year: Spring, Summer, Fall, and Winter. Upcoming 2020 show dates are Jan. 5-7 and March 29-31 at the Phoenix Convention Center, and May 1-June 1 at the Mesa Convention Center. Registration is free and convenient online at www.TheTrendsShow.com. Interested in exhibiting? Contact show managers Jay and Kelli Johnson at contactthetrendsshow@gmail.com or (951) 821-8817.

FN Platform
Las Vegas
Through Feb. 7

MAGIC Mens
Las Vegas
Through Feb. 7

Pooltradeshows
Las Vegas
Through Feb. 7

Project, Project Womens, Stitch @ Project Womens
Las Vegas
Through Feb. 7

The Tents
Las Vegas
Through Feb. 7

Tokyo International Gift Show
Tokyo
Through Feb. 7

WWD MAGIC
Las Vegas
Through Feb. 7

Bisutex, Intergift, Madridjoya
Madrid
Through Feb. 9

Feb. 6

Vegas Edge
Las Vegas
Through Feb. 7

Momad Metropolis, Momad Shoes
Madrid
Through Feb. 8

New York Fashion Week powered by The Society
New York
Through Feb. 9

Feb. 7

The NBM Show
Santa Clara, Calif.
Through Feb. 8

Edmonton Footwear & Accessory Buying Market
Edmonton, Alberta
Through Feb. 9

Mid-South Jewelry and Accessories Fair
Memphis, Tenn.
Through Feb. 9

Ambiente
Frankfurt, Germany
Through Feb. 10

Fashion Hong Kong at New York Fashion Week
New York
Through Feb. 12

Feb. 8

Supreme Women & Men
Munich
Through Feb. 11

Feb. 9

Bodyfashion Days
Mijdrecht, Netherlands
Through Feb. 10

Designers and Agents
New York
Through Feb. 11

Playtime
New York
Through Feb. 11

Pure London Pure Origin
London
Through Feb. 11

Scoop International Fashion Shows
London
Through Feb. 11

Toronto Shoe Show
Toronto
Through Feb. 11

Woman
New York
Through Feb. 11

Store Point Retail
Seattle
Through Feb. 12

Feb. 10

Cabana, Capsule Womens
New York
Through Feb. 12

Trendz West
Palmetto, Fla.
Through Feb. 12

Apparel Sourcing
Paris
Through Feb. 13

Avantex, Leatherworld
Paris
Through Feb. 13

Texworld, Texworld Denim
Paris
Through Feb. 13

Feb. 11

Luxe Pack
Los Angeles
Through Feb. 12

Children's Club
New York
Through Feb. 13

Fame
New York
Through Feb. 13

Moda
New York
Through Feb. 13

NY Women's
New York
Through Feb. 13

Première Vision
Paris
Through Feb. 13



Playtime New York offers a curated domestic and international selection of today's best children's brands in a creative and warm work environment. "Playtime New York has become a hub for the very best children's brands."—Babyology. "After 30 years in the baby business and attending many disappointing shows, I found Playtime to be fabulous! As a buyer I am always looking for new and creative lines. At Playtime I found them!"—Denny's/J&S. Boy+Girl, Caramel, Go Gently Baby, Everbloom, Tane Organics, Omamimini, Rylee & Cru, Misha & Puff, Mini Rodini, Molo, Lanoosh, Oeuf, Velveteen, Tutchinda, and Tia Cibani already confirmed their participation in the next edition, which will take place Feb. 9-11, 2020 in New York. Other show dates are Jan. 25-27, 2020 in Paris and Feb. 19-20, 2020 in Shanghai. www.ilove-playtime.com

Sole Commerce
New York
Through Feb. 13

Textillegprom Federal Trade Fair
Moscow
Through Feb. 14

Feb. 12

Northwest Materials Show
Portland, Ore.
Through Feb. 13

Première Vision Sport
Portland, Ore.
Through Feb. 13

ISPO
Beijing
Through Feb. 15

Feb. 13

London Fashion Week powered by The Society
London
Through Feb. 16

Feb. 14

Fashion Hong Kong at London Fashion Week
London
Through Feb. 18

Feb. 15

Atlanta Shoe Market
Atlanta
Through Feb. 17

Wäsche und Mehr
Köln, Germany
Through Feb. 17

Feb. 16

Londonedge
London
Through Feb. 17

Michigan Women's Wear Market
Livonia, Mich.
Through Feb. 17

Chicago Collective
Chicago
Through Feb. 18

Mipel
Milan
Through Feb. 18

Milano Micam
Milan
Through Feb. 19

Feb. 18

Asia Apparel Expo
Berlin
Through Feb. 20

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Jewelry, Fashion & Accessories Show
Rosemont, Ill.
Through Feb. 23

Milan Fashion Week
Milan
Through Feb. 24

Feb. 19

Indianapolis Children's Show
Indianapolis
Through Feb. 20

Northern Michigan Show
Gaylord, Mich.
Through Feb. 20

Playtime
Shanghai
Through Feb. 20

Poznan Fashion Fair
Poznan, Poland
Through Feb. 20

Feb. 20

rooms40
Tokyo
Through Feb. 22

Denver Apparel & Accessories Market
Denver
Through Feb. 23

Continued on page 24

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INTERNATIONAL TRADE-SHOW CALENDAR

Continued from page 23

Rocky Mountain Gift Show
Denver
Through Feb. 23

The One Milano, Mifur, Mipap
Milan
Through Feb. 23

White Show—Man & Woman
Milan
Through Feb. 23

White Show—Women's Collection
Milan
Through Feb. 23

Super Milan
Through Feb. 24

Feb. 21
Supreme Body & Beach

Munich
Through Feb. 23

AGHA Sydney Gift Fair
Sydney
Through Feb. 24

Feb. 22
Michigan Shoe Market

Livonia, Mich.
Through Feb. 24

STYL/KABO
Brno, Czech Republic
Through Feb. 24

Feb. 23

SMOTA Miami
Fort Lauderdale, Fla.
Through Feb. 24

Deerfield Children's Show
Deerfield, Ill.
Through Feb. 25

Moda London
Birmingham, U.K.
Through Feb. 25

Alberta Gift Fair
Edmonton, Alberta
Through Feb. 26

Feb. 24

CJF—Child and Junior Fashion
Moscow
Through Feb. 27

CPM Collection—Première Moscow
Moscow
Through Feb. 27

Paris Fashion Week Women
Paris
Through March 3

Feb. 25

Spinexpo
Shanghai
Through Feb. 27

Vancouver Footwear & Accessory Buying Market
Richman, British Columbia
Through Feb. 27

Hong Kong International Fur & Fashion Fair
Hong Kong
Through Feb. 28

Feb. 26

Dhaka International Denim Show
Dhaka, Bangladesh
Through Feb. 29

Dhaka International Yarn & Fabric Show
Dhaka, Bangladesh
Through Feb. 29

Feb. 27

Paris Fashion Week powered by The Society
Paris
Through March 1

Feb. 28

GTS Florida Jewelry & Resort Expo
Kissimmee, Fla.
Through March 1

Woman Paris
Paris
Through March 1

Premiere Classe
Paris
Through March 2

Tranoï Week
Paris
Through March 2

Tranoï Women's and Accessories
Paris
Through March 2



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Feb. 29

I.L.M. International Leather Goods Fair
Offenbach, Germany
Through March 2

February TBA

Brand Assembly
New York

CALA
Las Vegas

Connections
Los Angeles

Connections
San Francisco

International Premium Incentive Show
Tokyo

London Fashion Week Festival
London

MQ Vienna Fashion Week
Vienna

Shoes Room by Momad
Madrid

The Novus Forum
New York

March 1

ABC Salon
Munich

Through March 2

Travelers Show Pittsburgh

Moon Township, Pa.

Through March 2

Boston Collective

Boxboro, Mass.

Through March 3

East China Fair

Shanghai

Through March 4

Store Point Fashion

New Orleans

Through March 4

March 2

Coast

Miami

Through March 3

Seattle Mart Super Market Days

Seattle

Through March 3

March 3

Asia's Fashion, Jewellery and Accessories Fair

Hong Kong

Through March 6

SAPICA

León, Mexico

Through March 6

March 4

Première Vision

Istanbul

Through March 5

Atlanta Spring Gift, Home Furnishings & Holiday Market

Atlanta

Through March 6

LA Textile

Los Angeles

Through March 6

Hong Kong International Jewellery Show

Hong Kong

Through March 8

March 5

Aberdeen Fashion Week

Aberdeen, Scotland

Through March 7

Colombo International Yarn & Fabric Show

Colombo, Sri Lanka

Through March 7

Dye + Chem

Colombo, Sri Lanka

Through March 7

Textech International Expo

Colombo, Sri Lanka

Through March 7

Trends The Apparel Show

Edmonton, Alberta

Through March 8

Norton's Apparel, Jewelry & Gift Market

Gatlinburg, Tenn.

Through March 9

March 8

Travelers Show Philadelphia

Plymouth Meeting, Pa.

Through March 9

Gallery Shoes

Düsseldorf, Germany

Through March 10

Label Array

Los Angeles

Through March 11

LA Kids' Market

Los Angeles

Through March 11

L.A. Market Week

Los Angeles

Through March 11

March 9

The Indy Show

Westfield, Ind.

Through March 10

Designers and Agents

Los Angeles

Through March 11

Livonia Children's Show

Livonia, Mich.

Through March 11

Sport Achat Winter

Lyon, France

Through March 11

WWSRA Northern California Post Show

Reno, Nev.

Through March 11

March 10

MosShoes

Moscow

Through March 13

March 11

Kyoto International Gift Show

Kyoto, Japan

Through March 12

Travelers Show

Atlantic City, N.J.

Through March 12

Chic—China International Fashion Fair

Shanghai

Through March 13

Intertextile Shanghai Apparel Fabrics

Shanghai

Through March 13

Intertextile Shanghai Home Textiles

Shanghai

Through March 13

Jumble

Tokyo

Through March 13

Yarn Expo

Shanghai

Through March 13

March 12

The NBM Show

Irving, Texas

Through March 14

March 15

Northstar Fashion Exhibitors

St. Paul, Minn.

Through March 16

JA New York

New York

Through March 17

MJSA Expo

New York

Through March 17

National Bridal Market

Chicago

Through March 17

New England Apparel Club Signature Show

Manchester, Mass.

Through March 18

March 16

New York Licensing Leadership Summit

New York

Through March 17

International Lingerie Show

Las Vegas

Through March 18

Procolombia Macrorrueda

Bogotá, Colombia

Through March 18

REV Chicago Boutique Show

Des Plaines, Ill.

Through March 18

Rakuten Fashion Week

Tokyo

Through March 21

March 17

JIITAC European Textile Fair

Tokyo

Through March 19

Inlegmash

Moscow

Through March 20



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Obuv. Mir Kozhi International Exhibition for Shoes and Leather Products
Moscow
Through March 20

Western Canada Fashion Week
Edmonton, Alberta
Through March 22

March 18

Interfilière China
Hong Kong
Through March 19

Interfabric
Moscow
Through March 20

March 19

Gartex Texprocess
Mumbai, India
Through March 21

Impressions Expo
Atlantic City, N.J.
Through March 21

Ambiente
New Delhi
Through March 22

Istanbul International Jewelry, Watch & Equipment Fair
Istanbul
Through March 22

Los Angeles Fashion Week powered by The Society
Los Angeles
Through March 22

March 20

GTS Greensboro Gift & Jewelry Show
Greensboro, N.C.
Through March 23

London Bridal Fashion Week
London
Through March 24

ASD Market Week
Las Vegas
Through March 25

Prosper Show
Las Vegas
Through March 25

SourceDirect at ASD
Las Vegas
Through March 25

March 24

Project
Tokyo
Through March 25

VOW I New World of Bridal
Atlanta
Through March 26

FESPA Global Print Expo
Madrid
Through March 27

Dallas Apparel & Accessories Market
Dallas
Through March 27

Dallas Total Home & Gift Market
Dallas
Through March 27

Dallas Western Market
Dallas
Through March 27

Sportswear Pro
Madrid
Through March 27

March 25

DG Expo
Dallas
Through March 26

Texfusion
London
Through March 26

Fashion Industry Gallery Fall 1
Dallas
Through March 27

March 28

Trendz
Palm Beach, Fla.
Through March 30

March 29

Travelers Show
Baltimore
Through March 30

Gift & Home Spring Market
Los Angeles
Through March 31

Stylemax
Chicago
Through March 31

The Trends Show
Phoenix
Through March 31

March 31

CALA
San Francisco
Through April 1

Cashmere World
Hong Kong
Through April 1

All China Leather Exhibition
Hong Kong
Through April 2

APLF Leather & Materials
Hong Kong
Through April 2

Fashion Access I Fashion Accessories
Hong Kong
Through April 2

March TBA

Cobb Trade Show
Atlanta

Connections
Paris

Fashion Community Week
San Francisco

Fashion Kode
Seoul, South Korea

Fashion Week El Paseo
Palm Desert, Calif.

Fashionindex Sustainable Fashion Forum
Los Angeles

Generation Next
Seoul, South Korea

Hera Seoul Fashion Week
Seoul, South Korea

International Clothing Fabric & Home Textile Show
Karachi, Pakistan

Kansas City Apparel & Accessory Market
North Kansas City, Mo.

Lexus Charleston Fashion Week
Charleston, S.C.

Malibu Fashion Weekend
Malibu, Calif.

Mercedes-Benz Fashion Week
Istanbul

Osaka International Gift Show
Osaka, Japan

April 1

Made in France Première Vision
Paris
Through April 2

Travelers Show
Ocean City, Md.
Through April 2

Fashion Sourcing
Tokyo
Through April 3

Fashion World Tokyo
Tokyo
Through April 3

LA Majors
Los Angeles
Through April 3

Textile Tokyo
Tokyo
Through April 3

April 2

Impressions Expo
Orlando, Fla.
Through April 4

April 3

GTS Asheville Gift & Jewelry Show
Asheville, N.C.
Through April 5

Los Angeles Cash & Carry Gift Show
Los Angeles
Through April 5

Poznan Sport Expo
Poznan, Poland
Through April 5


April 4

Trend Seattle
Seattle
Through April 6

April 5

Deerfield Children's Show
Deerfield, Ill.
Through April 6

Denver Apparel & Accessories Market
Denver
Through April 7



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April 6

CALA
Denver
Through April 7

Seattle Mart Super Market Days
Seattle
Through April 7

April 8

Luxe Pack
Shanghai
Through April 9

April 14

Atlanta Apparel
Atlanta
Through April 18

April 17

Hawaii Market Merchandise Expo
Honolulu
Through April 19

Si'Sposaitalia Collezioni
Milan
Through April 20

April 19

Michigan Women's Wear Market
Livonia, Mich.
Through April 20

Fashion Market Northern California
San Mateo, Calif.
Through April 21

April 20

Hong Kong International Home Textiles and Furnishings Fair
Hong Kong
Through April 23

April 21

Emitex
Buenos Aires
Through April 23

Techtextil Russia
Moscow
Through April 23

Jewelry, Fashion & Accessories Show
Rosemont, Ill.
Through April 26

April 22

Functional Fabric Fair—powered by Performance Days
Munich
Through April 23

Northern Michigan Show
Gaylord, Mich.
Through April 23

Peru Moda
Lima, Peru
Through April 24

April 24

One of a Kind Spring Show and Sale
Chicago
Through April 25

Screen Print India
Mumbai, India
Through April 26

April 26

Luggage, Leathergoods, Handbags & Accessories Show
Toronto
Through April 28

April 27

Hong Kong Gifts & Premium Fair
Hong Kong
Through April 30

Indo Inatex, Dychem, Texprint
Jakarta, Indonesia
Through April 30

April 28

Printsource
New York
Through April 29

Trendz West
Palmetto, Fla.
Through April 30

April 30

Baselworld
Basel, Switzerland
Through May 5

Continued on page 26

Preface LA Brings Inspiration, Innovation, and a Sustainable Message to the Local Textile Scene

Textile buyers and designers, take note—there's a new show in town. Preface LA, scheduled for January 15–16, 2020, is a boutique-style, meticulously curated trend and fabric show that its creator, Betsy Franjola, who represents a cadre of fabric mills through her eponymous BFF Studio, promises will stoke creative fires in a new, and quintessentially L.A., way.

A West Coast expansion of her successful Preface NYC shows, which started in 2017, the buzz is already out there. “People are very excited about it,” Franjola says. “Designers are always looking to be inspired, and the industry seems a little static right now. There hasn't been a new fashion inspiration show in L.A. in a long time.”

There is nothing typical about Preface LA as trade shows go. In lieu of a cavernous convention hall, the setting is small and the vibe decidedly intimate—a light-filled downtown studio loft populated with couches and other convivial soft seating. Rather than rows and rows of vendors, Franjola keeps the number under a dozen, all “like-minded,” with no two vendors overlapping in their offerings.

Kellyann Gerson of Winding Road Studio created the trend for the show—“A Call to Action,” inspired by the “current youth-led revolution”—which is given months before to the exhibitors so they can develop and select product accordingly. “Sustainability is the foundation of Preface,” Franjola points out, so all vendors must include recycled and organic fibers in their collections and demonstrate new eco-friendly methods of fabric finishing.

Everything about Preface is meant to help designers find inspiration, often in a way they might not expect, and that is often experiential. “Our show is presented from a design perspective,” Franjola says, “and we are attempting to provide a range of options.” The unusual trend theme is one way but not the only way. Franjola reaches out to up-and-coming print studios and vintage specialists, and a literary friend puts together “the littlest bookstore,” featuring design, art, technical, and historical books selected to reflect the show's theme. There is a speaker series focused on “sparking passion by presenting on an individual or small-group basis a deeper level of understanding what sustainability in fashion means and to illustrate how to make change.” One scheduled speaker, innovative mill owner Six Cheung of Chaintex, will speak on new fibers developed from kelp and algae that promote cell regeneration, thermo-regulation, and other natural performance abilities.

Perhaps the most eye-opening—and potentially brain-expanding—component of Preface LA will be delivered by performance artist Maya Miller, who after

hours will present, as she describes it, a “serotonin-fueled sensory experience aimed to inspire creative intuitions.” A separate ticket is required to attend. “Previous events have included electronic sound baths, guided meditations, laser showers, poetry readings, and CBD-oil teas and chocolate tastings,” Franjola recounts. “It's something tactile that provokes one to discover their own conclusions of the concepts presented. It is inspiration as a journey.”

If it all sounds like an extraordinary way of doing business, that is exactly what Franjola hopes to achieve. Eighteen

years spent as a fabric developer for such fashion brands as Abercrombie & Fitch and Juicy Couture has given Franjola a clear insight into everything right and wrong about the fabric trade. “When I decided to start my own company two years ago, I knew there must be a new way,” she says. “I witnessed poor industry decisions that were wasteful financially and detrimental to our environment. I put a lot of thought into how to do things differently.”

She was nudged by mill owner Cheung, who has served as

something of a mentor to Franjola, to start up her studio to represent “like-minded” mill owners—about 13 currently—she had worked with in the past, giving each a percentage of her time and all contributing to the cost of her studio. It was at a dinner with some of her clients, including Cheung, that the idea for Preface came together. “It was a version of the shared economy,” she explains, “where they would utilize me, I would find a location, come up with a budget, and they would split the cost.” What began as a way to promote her client mills quickly expanded, Franjola says, to include a variety of elements “and has blossomed into an event for like-minded industry suppliers and creative people.”

“I love being a small show,” Franjola says. “It allows for so much flexibility and creativity with what we offer and how we present. There hasn't been a template or strict set of rules for each show, so we can accommodate different ideas, themes, and exhibitors to make each show unique and special.”

For Franjola, who lives in Los Angeles but runs a studio in New York City as well, bringing Preface to her home venue is particularly meaningful. “The ability to inspire designers here is a completely unique opportunity,” she says. “There are a great many local brands who have blossomed from humble roots, all starting out by filling a void in the market with unique products and a strong message.

“It would be incredible,” Franjola says, “to follow that same trajectory with our own home-grown show.”



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INTERNATIONAL TRADE-SHOW CALENDAR

Continued from page 25



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April TBA

Fashion and Sustainability Summit
New York

Fashion Week Brooklyn
New York

Global Sources Fashion
Hong Kong

Global Sources Lifestyle
Hong Kong

Greenville Fashion Week powered by The Society
Greenville, S.C.

Indiana Women's Apparel Club
Westfield, Ind.

International Textile Exhibition
Karachi, Pakistan

Manila F.A.M.E. International
Manila, Philippines

On Time Show
Shanghai

Style Bangkok
Bangkok

The Knot Couture
New York

May 4

Seattle Mart Super Market Days
Seattle
Through May 5

May 5

Offprice
New York
Through May 6

Atlanta Spring Immediate Delivery Show
Atlanta
Through May 7

May 6

Luxe Pack
New York
Through May 7

May 7

Expofranquicia International Franchising Fair
Madrid
Through May 9

May 12

Apparel Sourcing Show
Guatemala City, Guatemala
Through May 14
Techtextil North America
Atlanta
Through May 14

Texprocess Americas

Atlanta
Through May 14

May 13

IFJAG
Orlando, Fla.
Through May 15

May 14

Baton Rouge Jewelry and Merchandise Show
New Orleans
Through May 17

New Orleans Gift and Jewelry Show
New Orleans
Through May 17

May 15

The NBM Show
Providence, R.I.
Through May 16
Chibi Mart
Milan
Through May 18

May 17

ITA Showtime
High Point, N.C.
Through May 20

May 19

Supreme Celebration
Munich
Through May 20
Las Vegas Licensing Expo
Las Vegas
Through May 21

May 20

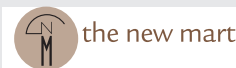
Japan International Apparel Machinery & Textile Industry Trade Show
Osaka, Japan
Through May 23

May 27

Apparel Textile Sourcing Miami
Miami
Through May 29

May TBA

Connections
Geneva
Islands of the World Fashion Showcase
New York
Kingpins
Hong Kong
LeShow
Moscow
Mercedes-Benz Fashion Week Australia
Sydney
Moda Makers
Capri, Italy
Saskatchewan Fashion Week
Regina, Saskatchewan



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SwimShow, the premier trade show dedicated to the swimwear industry, takes place July 13-16 at the Miami Beach Convention Center in Miami Beach, Fla., with the support of the Miami Beach Visitor and Convention Authority. Produced by the Swimwear Association of Florida, this year will mark the iconic event's 37th anniversary as the most respected, comprehensive, and longest-running swimwear trade show of its kind—a must-attend event of the buying season. The Collection, a curated fashion environment, will once again play a key role, allowing retailers to discover the best emerging and established swimwear contemporary brands in a unique and intimate environment that will allow them to gather personal insights into the collections. Other special events surrounding SwimShow include an FIT seminar, fashion-law seminar, swim-lounge happy hour, daily breakfast bar, high tea service every afternoon, and other amenities in our Zen Lounge areas including dry and braid bars, nail and makeup salons for quick touch-ups, henna tattoos, massage therapists, and reiki healers. www.swimshow.com



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On The Cover: A look from Monique Lhuillier's Spring 2020 collection

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