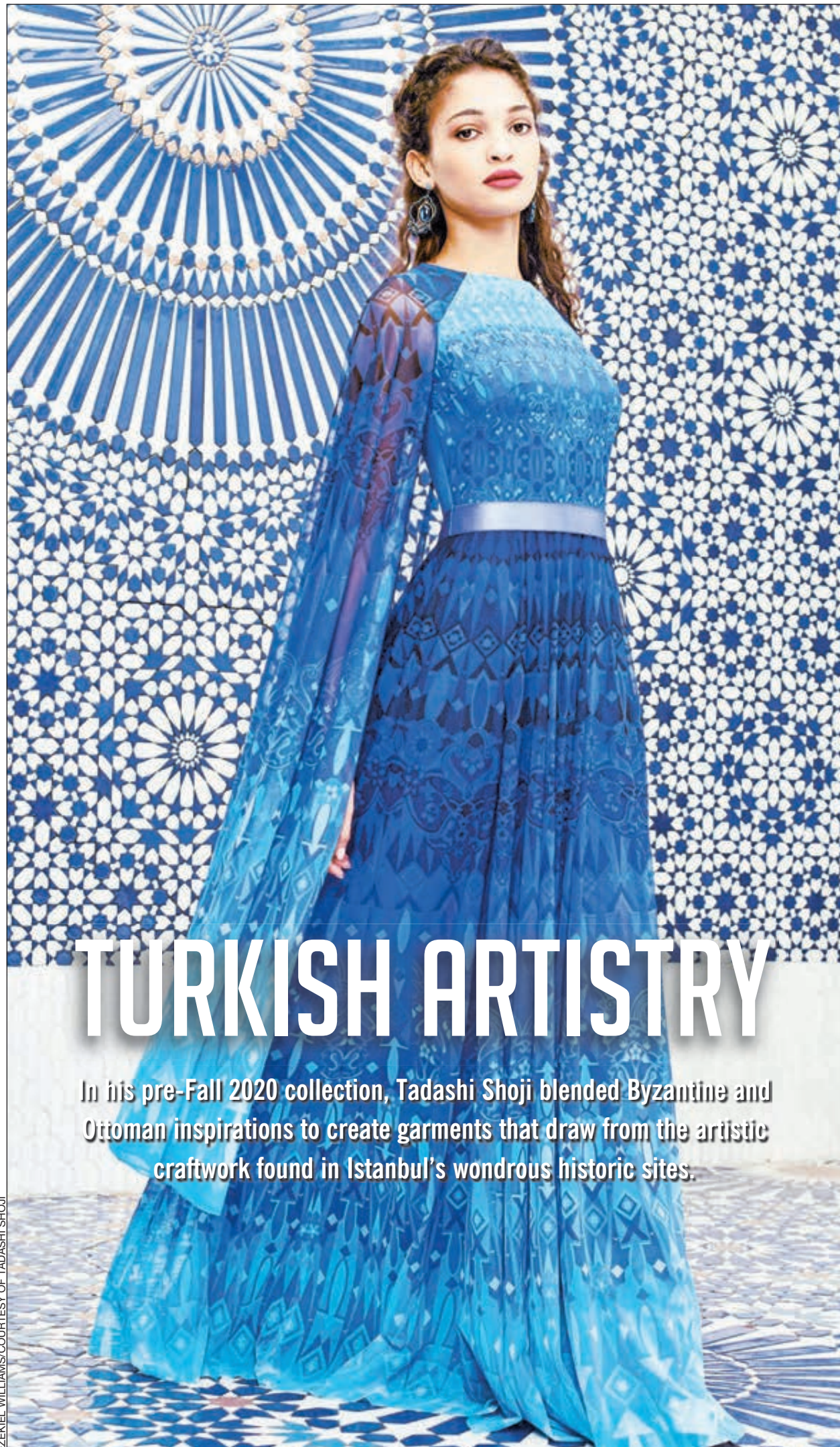


# CALIFORNIA ApparelNews

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\$2.99 VOLUME 76, NUMBER 2 JANUARY 10-16, 2020



## TURKISH ARTISTRY

In his pre-Fall 2020 collection, Tadashi Shoji blended Byzantine and Ottoman inspirations to create garments that draw from the artistic craftwork found in Istanbul's wondrous historic sites.

EZEKIEL WILLIAMS/COURTESY OF TADASHI SHOJI

### MANUFACTURING

## Plays Well With Others Takes Inspiration From an Iconic Brand

By Andrew Asch *Retail Editor*

When Cheyann Benedict started a new T-shirt brand, **Plays Well With Others**, in October, she and her business partner, stylist Cristina Ehrlich, thought they'd take inspiration from **C&C California**, Benedict's former brand. Launched in 2003 with Ehrlich's friend Claire Stansfield, C&C California was sold to **Liz Claiborne** for \$28 million in 2005. The label was considered a pioneer in women's T-shirt labels.

"People would come up to me and say, 'Please do something like C&C again,'" Benedict said.

C&C fans were looking for tops that had a great fit and, possibly, would repeat some of the brand's hits such as its vibrant colors. But the Los Angeles-headquartered Benedict and Ehrlich found out that history does not always repeat itself in fashion.

➔ **Plays Well** page 14

### IMPORT/EXPORT

## USMCA Trade Deal Approved by Senate Committee

The U.S. Senate's Finance Committee approved the **United States-Mexico-Canada Agreement** by a 25-3 vote on Jan. 7. USMCA will be sent for a full Senate vote, which may take place later this month, according to trade pundits such as Nicole Bivens Collinson, president, international trade and government relations, for **Sandler, Travis & Rosenberg, P.A.**, a law firm focused on trade, customs and export law.

The trade deal is considered a replacement for the Bill Clinton-era **North American Free Trade Agreement**, which was passed in 1994. USMCA was a focus of Donald Trump's 2016 campaign for the presidency. The president and his allies hope to pass and implement the deal before the November presidential election to demonstrate to voters that the president delivered on a campaign promise, Bivens Collinson said. If the deal is passed, some of the terms of the

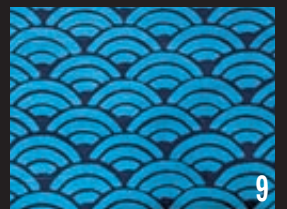
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## Curve Introduces Los Angeles Trade Show

**Curve**, a lingerie-, swimwear- and lounge-wear-focused trade show, announced that it will produce its first Los Angeles-area show next month.

**CurveLA** will run Feb. 23–24 at the **Westdrift Manhattan Beach** hotel, located in Manhattan Beach, Calif., an exclusive area in the South Bay section of Los Angeles County, said Kirsten Griffin, Curve's visitor promotion director. Griffin forecasted that 50 vendors will exhibit at the show, which is intended to be an intimate approach to the trade-show model. The show will focus on the Au-

turn/Winter 2020–2021 season as well as the Spring/Summer 2020 season for Immediate deliveries, Griffin said.

"With our Los Angeles show, we have an exciting opportunity to tap into the epicenter of celebrity-driven fashion trends, a substantial and growing segment of the U.S. market," Griffin said. "L.A. stylists, influencers and entertainment media will have a front-row seat to the intimates and swimwear trends that we will be seeing on celebrities throughout the coming year."

Curve's Manhattan Beach show will be

organized around a "salon-showroom" experience, which will feature an open-booth format, show activations, as well as free food and beverages. Workshops on intimates and swimwear also will be held at the show.

Griffin said that there will be seminars on social media, merchandising, bra fitting, as well as employee relations and operating a business. Curve also will produce networking events as well as matchmaking events between vendors and buyers.

Curve is owned by **Eurovet**, a French trade-show producer that runs 11 separate trade shows. The Eurovet Americas division is headquartered in New York City. Along with introducing a Los Angeles show in 2020, the company also is exploring the possibility of a Montreal show, said Raphael Camp, Eurovet Americas' chief executive officer.

"In 2020, Eurovet is proud to be continuing as the global industry leader in bringing together brands, buyers, mills, suppliers, distributors, the media and all facets of the intimate-apparel, swimwear and performance-wear industries for our signature Curve and **Interfilière** events," he said.—*Andrew Asch*

## Boardriders, Kering and Others Donate to Australia Fire Relief

Fashion is getting involved in the fight against the wildfires that have been ravaging Australia over the past month.

**Boardriders, Inc.** announced that it would donate 100 percent of profits from its Australian e-commerce site the week of Jan. 11 to fire-relief efforts. It also is encouraging its Australian employees to take off two paid days each month to volunteer for fire-relief efforts for the duration of the crisis.

Boardriders is headquartered in Huntington Beach, Calif., but the company has Australian roots. Its **Quiksilver** and **Billabong** brands were founded in Australia. Dave Tanner, Boardriders' U.S.-headquartered chief executive officer, said that the fire crisis has weighed heavily on the company.

Paris-based luxury company **Kering** announced that it would donate 1 million Australian dollars—or 685,700 U.S. dollars—to fire relief. Kering's sustainability experts will select the local organizations that will

receive funds, according to a company statement. Sustainability is central to Kering's mission. It releases an environmental profit-and-loss statement that details the company's impact on the environment. Kering's brands include **Gucci**, **Saint Laurent**, **Bottega Veneta**, **Balenciaga** and **Alexander McQueen**.

Australian-based companies also have been contributing to the fire relief. **Scentre Group**, owner and operator of the **Westfield** retail-center company in Australia and New Zealand, donated AU\$500,000 (US\$342,793) to **Salvation Army Australia**. Westfield was founded in Australia, and until December 2017 the mall-owner company was headquartered in Australia.

Many Australia-based Westfield tenants made donations as well. Lingerie retailer **Honey Birdette** donated AU\$15,000 (US\$10,284) to **Red Cross Australia Disaster Relief**.—*A.A.*

## IMPORT/EXPORT

### USMCA *Continued from page 1*

USMCA, such as significant rules of origin changes of where goods are produced, might be enforced one to three years from the time that the agreement goes into effect.

However, a Senate vote on the deal could be slowed down by Trump's impeachment trial, which is supposed to take precedence over other Senate business, Bivens Collinson said. Also, Canada's parliament has not yet ratified the agreement, whereas Mexico's government ratified it on Dec. 19.

Different business groups ranging from agriculture to automotive and e-commerce applauded the Senate Finance Committee's vote. **TechNet**, a network of e-commerce and tech executives, said that USMCA would give digital business a boost.

"[It's] another important step toward bringing U.S. trade policies with Canada and Mexico into the 21st century and propelling all areas of our economy by supporting digital trade," according to a TechNet statement on **Twitter**.

Major apparel-trade associations and fashion-retail groups did not release any statements on the Jan. 7 vote. But across the board, fashion trade associations have voiced support for the agreement in the past. When the U.S. House of Representatives approved the deal on Dec. 19, the **American Apparel & Footwear Association** congratulated the vote.

"The passage of USMCA is a positive step for the apparel and footwear industry and one that will strengthen our North American supply chains, which support hundreds of thousands of American jobs," said Rick Helfenbein, the AAFA's president and chief executive officer.

The USMCA deal is forecasted to add \$68.2 billion and 176,000 new jobs to the U.S. economy, according to a **U.S. International Trade Commission** study that was released earlier this year. Features of the new deal include protections for businesses manufacturing apparel in America. In order to qualify for the agreement's protections, manufacturers will have to obey rules-of-origin provisions, which demand that some parts of clothing be produced in one of the countries participating in the treaty. Other provisions of the treaty include new environmental protections as well as a call for a stronger enforcement of labor standards. It also expands a ban on forced child labor and establishes a forced-labor enforcement task force, Bivens Collinson said.—*A.A.*

## Week in Review

**Roots**, a Canadian lifestyle brand well known for its beaver logo, announced a change in executives. Meghan Roach was appointed interim chief executive officer following the departure of Jim Gabel, who stepped down from his role as CEO. The Toronto-based Roots is working with an international search firm to find a permanent CEO for the company, which makes sweats, T-shirts, leather jackets, footwear and accessories. It runs 115 bricks-and-mortar stores in Canada, seven shops in America, 114 partner-operated stores in Taiwan and 35 in China.

**Hudson's Bay Company** has the distinction of being North America's oldest company. It started in 1670 and also owns retailer Saks Fifth Avenue. It recently marked a milestone in its quest to become a private company. On Jan. 3, it entered into an amended arrangement agreement with a group of shareholders to acquire their HBC stock for \$11 in cash per share. A shareholders meeting is scheduled for February to approve the privatization transaction.

**Urban Zen**, which was founded by Donna Karan in 2007, recently named Helen Aboah as chief executive officer. The company offers ready-to-wear, accessories, furniture and home décor with a Buddhist, New Age and wellness sensibility. The Urban Zen CEO position had been vacant for two years, according to a company statement. Aboah formerly served as an executive vice president for the Alexander Wang brand, Karan said. "Helen's experience leading creative organizations will drive my dream of commerce and philanthropy to a global level," Karan said.

**Chete Jewelry**, headquartered in Hong Kong, recently introduced a new line called Brand Beyond Time. It is an artisanal charm collection inspired by qualities and emotions such as love and gratitude, said Omri Hurwitz, Chete's public-relations and marketing manager. "I feel that nowadays people want to buy a product that speaks to them in a personal but shareable way, that adds emotional value to them," he said.

**Almod Diamonds** donated \$7,000, the equivalent of 100,000 Namibian dollars, to the Save the Rhino Trust, a Namibian organization devoted to protecting the endangered black rhino. Almod runs a New York City headquarters, but it cuts diamonds in Namibia and also operates mines there. It considers the Almod divisions Diamonds International and Crown of Light as part of the Namibian community, according to a brand statement. Save the Rhino was formally registered as a nonprofit in 1994 and is gaining increasing visibility in America.

**Tukatech**, a Los Angeles-headquartered fashion-technology company, is celebrating its 25<sup>th</sup> anniversary this year by offering free software to its clients. The TUKA-APM (Automatic Pattern Making) software is an automated pattern-making-and-grading software. It's a user-friendly system, according to a Tukatech statement and it allows a person of any skill level to complete a graded pattern in seconds, said Ram Sareen, Tukatech's founder. "Since 1995 we have stayed focused on simplifying apparel product-development processes," he said. "There is no better way to start 2020 than with a 'thank you' to our loyal customers."

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# Retailers Break Out Mixed Holiday 2019 Results

By Andrew Asch Retail Editor

**Macy's Inc.** announced results for its 2019 holiday performance on Jan. 8, and the results were a relative boost from its third-quarter sales, said Jeff Gennette, Macy's chairman and chief executive officer.

Same-store sales for November and December, when holiday 2019 went into full gear, showed a slight decline of 0.6 percent. But it was a rally from the department-store giant's third-quarter results, when same-store sales declined 3.5 percent, he said.

"Macy's, Inc.'s performance during the holiday season reflected a strong trend improvement from the third quarter," Gennette said. "Our digital business and Growth150 stores performed well. Additionally, customers responded to our gifting assortment and marketing strategy, particularly in the 10 days before Christmas." Despite this news, on Jan. 8, Macy's Inc. announced that it would close 28 of its store locations, one of which is in Antioch, Calif.

**Kohl's Corp.** reported results for its 2019 holiday performance on Jan. 9. Its same-store sales dipped 0.2 percent compared to the 2018 season. **JCPenney Company, Inc.** said that its holiday 2019 same-store sales declined 7.5 percent.

More results will be coming in. The **National Retail Federation** is scheduled to announce holiday 2019 sales results on Jan. 16. But early reports from the holiday season's business were good. **Mastercard SpendingPulse**, a research division of the **Mastercard** payments network, reported Dec. 26 that holiday 2019 sales increased 3.4 percent in a year-over-year comparison.

Some holiday-business watchers described the recent season as enjoying mixed business. One forecast for holiday business was a miss, John Harman, a senior analyst for **Coresight Research**, said in a Jan. 9 conference call with reporters. His market-research group forecasted that sales would be 4.0 percent better than the 2018 holiday season, but Coresight tracking of holiday sales found that it only went up 3.8 percent.

Others have forecasted that holiday 2019 sales would be solid. In a Jan. 7 note, Ken Perkins of **Retail Metrics** reported a Wall Street consensus that the U.S. retail sector would enjoy a 2.1 percent same-store sales gain for the fourth quarter. But the season was not marked by perfect business. "Holiday 2019 was characterized by heavy promotions across the industry, particularly in specialty apparel and department stores, which are fighting for their very lives," he wrote.

He also noted that digital-commerce sales skyrocketed during the holiday "Amazon looked to be king once again in terms of digital shopping," Perkins wrote.

A Dec. 26 statement released by Amazon called its season's business record breaking. Amazon declined to state how much revenue it made but did say that more people tried its Prime service during the holiday than in any previous year. During one week in the holiday season, 5 million people started free Prime trials and paid Prime memberships during the season.

But holiday e-commerce sales will be challenged with a high return rate, according to a study released Dec. 19 by **CBRE**, a commercial-real-estate and investment firm, and **Optoro**, a Washington



Coresight Research's forecast missed Holiday 2019 sales results.

D.C.-based platform that processes returns for retailers.

It forecasted that online returns could cost retailers as much as \$41.6 billion for the holiday 2019 season. While bricks-



January forecast

and-mortar retailers typically have 8 percent of their orders returned, online retailers typically have a return rate of 15 percent to 30 percent. ●

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# The Heart of Istanbul Inspires the Core Elements of Tadashi Shoji PF20



For his pre-Fall 2020 collection, Tadashi Shoji took inspiration from Istanbul's Hagia Sophia and the city's Blue Mosque, focusing on the structures' finer details, which are typically admired as parts of the whole at these extraordinary sites.

Using notes from ceramic glaze and stained glass, in addition to icons that were overlaid with enamel or gold, the designer created a palette for his elegant pieces. Throughout the

collection, garments rely on rich, sultry red tones of scarlet and raspberry, while deep, regal blues relay fortitude. Textiles in turquoise and bright-green notes reveal color details influenced by tile mosaics created long ago during the sixth century.

Floor-length gowns afford a classic approach, some with cape details, while knee-length designs include a slit for a sultry look, with midi dresses and formal pantsuit styles designed

for those who want pieces that fall in-between.

In this collection, Los Angeles' Shoji relied on a heavy dose of lace, which could be found ruffled in layers of a skirt, adorning arms as bishop sleeves or as the primary fabric comprising a garment. Paisley also heavily influences the collection, in shimmering patterns and rich textures, a testament to Shoji's inspiration found within this city's rich, extraordinary wonders.—*Dorothy Crouch*

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# Textile Preview

## and Resource Guide

A CALIFORNIA APPAREL NEWS SPECIAL SECTION

JANUARY 2020

### TEXTILE NOTES

**Oeko-Tex's Updated  
Certification Guidelines**

**Artistic Milliners on  
Female Empowerment**

### TEXTILE TRENDS

**Pretty in Bloom**

**Exotica**

**Twisted**

**Geo Style**

**Washed-Away Beauty**

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## TEXTILE NEWS

# Oeko-Tex Begins 2020 With Updated Certification Guidelines

Sustainable-product certification firm **Oeko-Tex** is implementing new regulations for its certifications in 2020 in addition to test criteria and limit values. As the apparel industry continues to navigate through methods of cleaning up its supply-chain practices to yield a more-sustainable approach to creating clothing, these recently introduced standards will become increasingly important.

“Oeko-Tex system users expect and rely upon these annual updates to stay compliant with changing global legal regulations. They also use Oeko-Tex standards to ensure safer products based on latest scientific data,” said Ben Mead, managing director of Hohenstein Institute America, a founding member of Oeko-Tex. “The stringent requirements for residues in textile materials will lead to an overall lower impact on the environment, workers and consumers.”

### Wastewater Detox to Zero

Oeko-Tex notes in a Jan. 7 press release that an important aspect of its Sustainable Textile & Leather Production (STeP) standards has been secure management of chemicals and wastewater through its Detox to Zero initiative, but in 2020 these guidelines will become rules. The organization will implement its Detox to Zero standards as mandatory for all STeP-certified businesses, which will lead to Oeko-Tex demanding these companies adhere to the Zero Discharge of Hazardous Chemicals program’s Manufacturing Restricted Substance List.

### Made in Green leather

One of the most-notable changes to Oeko-Tex’s standards is the inclusion of leather in the Made in Green certification. Following the integration of leather-production facilities into its guidelines for STeP in 2019, this new

change will afford opportunities for apparel brands that manufacture leather products to apply for the Made in Green label. These products will be able to achieve this status after being tested for potentially harmful materials and proving the goods were manufactured in eco-friendly and ethical factories.

### Limit-value catalog updates

For 2020, Oeko-Tex has moved to include N-nitrosamines within its Standard 100 certification and Leather Standard, both of which serve to monitor products for potentially harmful substances. According to Oeko-Tex, N-nitrosamines are carcinogenic substances that could pose a threat to consumers. Also added to the Standard 100 and Leather Standard are specific limits for arsenic and mercury that are included in the total content of products. In addition to these additions, glyphosate, a foundation for herbicides, and glyphosate salts are now included in the organization’s Standard 100.

### On the horizon

Throughout the year, Oeko-Tex will examine substances that now fall under the European Union’s Registration, Evaluation, Authorisation and Restriction of Chemicals classification of substances of very high concern. Oeko-Tex will focus on substances that have been deemed hazardous to human health and the environment, including perfluorinated agents and arylamines, the chemicals that can be found in epoxy, dyes, fungicides, pesticides and polyurethane.

Apparel brands and manufacturers who are certified under the former Oeko-Tex standards for these designations will have until April 1 to transition their operations into line with the new guidelines.

—Dorothy Crouch

## Calendar

### Jan. 12

**LA Kids Market**  
California Market Center  
Los Angeles  
Through Jan. 15

**LA Market Week**  
California Market Center,  
The New Mart, Cooper Design  
Space, Gerry Building,  
Lady Liberty Building,  
Primrose Design Building  
Through Jan. 15

### Jan. 13

**Brand Assembly**  
Cooper Design Space  
Los Angeles  
Through Jan. 15

**Designers and Agents**  
The New Mart  
Los Angeles  
Through Jan. 15

### Jan. 14

**Dallas Apparel & Accessories Market**  
Dallas Market Center  
Dallas  
Through Jan. 18

### Jan. 15

**Preface LA**  
224 E. 11th St.  
Los Angeles  
Through Jan. 16

### Jan. 17

**Impressions Expo, Imprinted Sportswear Shows Long Beach**  
Long Beach Convention and Entertainment Center  
Long Beach, Calif.,  
Through Jan. 19

### Jan. 19

**Apparel Sourcing USA**  
**MRKET Project**  
**Texworld USA**  
Javits Center  
New York  
Through Jan. 21

**There's more**  
on ApparelNews.net.

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

Submissions to the calendar should be emailed to the Calendar Editor at [calendar@apparelnews.net](mailto:calendar@apparelnews.net). Please include the event's name, date, time, location, admission price and contact information. The deadline for calendar submissions is the Tuesday prior to Friday publication. Inclusion in the calendar is subject to available space and the judgment of the editorial staff.

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## TEXTILE MANUFACTURING

### Artistic Milliners Cuts Its Cloth Through Female Empowerment

By Dorothy Crouch *Managing Editor*

With an expansive global reach, Karachi, Pakistan-based **Artistic Milliners** has maintained partnerships with major denim brands. The company's vertical operation includes sourcing cotton from Balochi, Pakistan-based organic farms, coupled with denim-mill operations and jeans construction in Karachi.

While trends in sustainable-apparel manufacturing have focused on traceability and sourcing to promote a circular economy, part of the cornerstone of Artistic Milliners' formula has been promoting an environment that ensures the fair treatment of women.

"In 1966, we had a small factory with 22 women when my father was alive. He said, 'If you treat them well, you will have thousands [of employees]," revealed company Chairman Yaqoob Ahmed, whose father and namesake founded the company in 1949. "My sister was involved in the business, and she would look after them as well. The feeling was not as employee and employer, it was more of a family."

From those 22 women, the company has grown to employ a workforce of 18,000 employees. While there are now male and female workers comprising the company's workforce, from entry-level trainees at the factory to decision-making executives, the commitment to maintaining an equitable environment within the company has evolved into a mission of elevating the status of women throughout the country.

After his sons, Murtaza and Omer, took a more active role in the company after graduating from universities in the United States, Yaqoob ensured they followed the same path toward maintaining a work culture that values employees. While this commitment has been part of Artistic Milliners' fabric since its inception, there have been challenges.

In the past, when traveling on trips to visit potential partners, Omer—the company's chief executive officer—had experienced the effects of prejudgments against Pakistan.

"Customers would ask about the country of origin, and I was apprehensive about saying 'Pakistan' because they would say that it was their corporate policy to not work with Pakistan," he said. "That, for me, was frustrating at the time, but it motivated me to do better in terms of product."

Focusing on establishing quality relationships with like-minded partners, Omer took a globalized approach to business. Working with brands whose values are aligned with Artistic Milliners, Omer would like to build upon the company's commitment to creating a better garment industry.

"In the future it isn't about brands, consumers or manufacturers, it's about companies who share the same values and how they will end up working together. Consumers who can relate to those values will buy from those companies," he said. "The business and corporations have become intertwined in terms of value structures. Don't judge based on country of origin but on the value of the proposition."

To reach sustainable goals, Artistic Milliners is using the **United Nations' 2030 Agenda for Sustainable Development** as its guide, a roadmap that includes gender equality as one of its basic tenets. One of the methods of establishing an equitable professional path for women has been to invest in tools that will aid female workers.

Once women learn essential skills and gain an education, they are able to support their families, some becoming the primary breadwinners. A common theme among the women who work at Artistic Milliners in



Artistic College of Training and Development

Karachi is the desire to be viewed as highly skilled workers who are valued due to their capabilities. For inspiration, many look to those who came before them.

"It was just me, but now I have five or six female workers in the department," said Hina Khan, who is head of the supply chain. "They are in procurement, they talk with suppliers, they negotiate with them, they correspond with them. When they see women in a leadership position, it is a motivation for them."

The company's Little Milliners program allows parents to leave children with trusted care workers in an environment that is nurturing and educational. As a partner of **Gap Inc.**, Artistic Milliners adheres to the San Francisco-headquartered company's P.A.C.E. program, an initiative that affords women access to education, training and resources.

"We have the Artistic Milliners training and development, which is similar to an incubation center where women who have never learned to write in their lives are given job training," explained Artistic Milliners' Manager of Corporate Social Responsibility and Communication Faiza Jamil. "The training is free of cost, and they are paid their wages."

In addition to training female workers and affording opportunities to ascend the corporate ladder, Artistic Milliners also dedicates its efforts to lifting up women who have faced tragic hardships. Through a partnership with the **Smile Again Foundation**, Artistic Milliners trains and hires women who have been physically and emotionally scarred from acid attacks.

In the physical testing area, where technicians examine the capabilities of Artistic Milliners' fabrics, a lab assistant named Kanwal has worked for eight months. Connected through the Smile Again Foundation, Kanwal is healing and reclaiming her life.

"This gives me a chance to explore my hidden talent and learn new things," she said.

The investment in offering paid training to women is paying off for the company. According to Artistic Milliners, the retention rate of the women they train is approximately 90 percent. Named the 2019 SDG Pioneer for gender equality and decent work by the United Nations Global Compact, Murtaza—who serves as the company's executive director—is looking ahead to a future that includes women in the top roles within Artistic Milliners' C suite.

"We have a diverse workforce, and I think there is a clear, direct, bottom-line correlation between having a diverse workforce and the results that you can have," he said. "We are already including many initiatives to enhance the female workforce in our company. I don't see why we can't have a woman as a CEO one day. We already have 50 percent to 55 percent management led by women." ●



# Pretty in Bloom

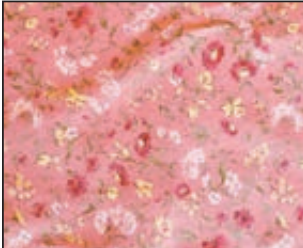
A staple in warmer months, floral prints see slight shifts each year to bring a fresh approach to the traditional. This season, flowery textiles are softer, lending themselves to prairie-style trends. Transitioning away from bold hues and larger designs seen during previous seasons, new florals are subdued and dainty.



Michael Miller Fabrics



Michael Miller Fabrics



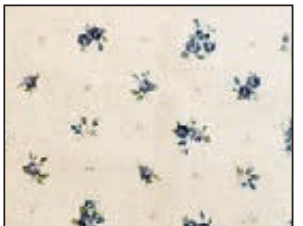
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Robert Kaufman Fabrics



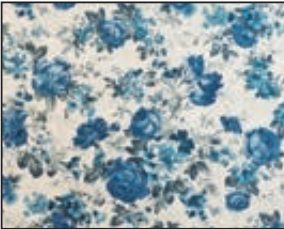
Cinergy Textiles, Inc.



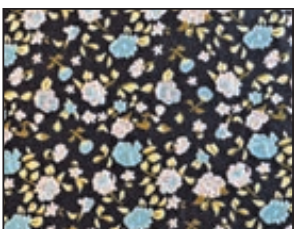
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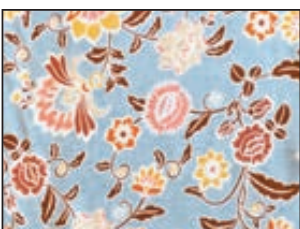
Charming Textile Co., Ltd.



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Robert Kaufman Fabrics



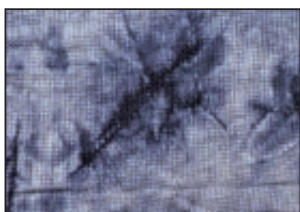
Cinergy Textiles, Inc.

# Twisted

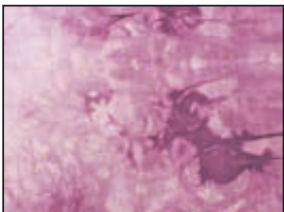
From the consistent trend in tie-dye to batik-style applications, textiles are taking a turn toward unique patterns that could be seen differently depending on individual perception. Certain textiles seem to yield consistent patterns, yet in multiple ways. Other fabrics rely on designs that conform to no particular pattern, leaving interpretation completely in the eye of the beholder.



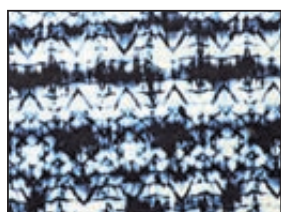
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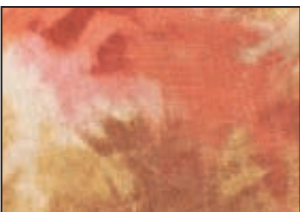
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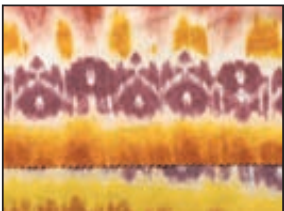
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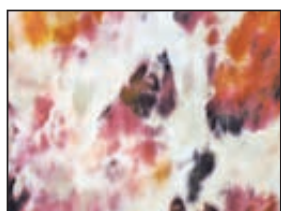
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United Fabrics International Inc.



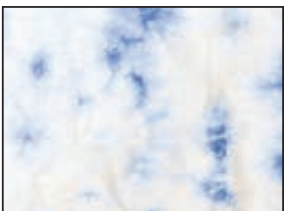
United Fabrics International Inc.



Confetti Fabrics



Fabric Selection Inc.



Hangzhou Meho Textiles Co., Ltd.



United Fabrics International Inc.



Asher Fabric Concepts

# Exotica

Tropical greenery and florals evoke a sense of adventure, conjuring images of exploring nature preserves where peeking through thick palm fronds or beyond a lush hibiscus could afford a once-in-a-lifetime peek at a zebra, lion or elephant. These textiles showcase wild leaves that camouflage and bright flowers that pop.



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Charming Textile Co., Ltd.



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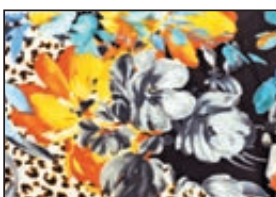
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United Fabrics International Inc.



United Fabrics International Inc.



United Fabrics International Inc.



Hangzhou Meho Textiles Co., Ltd.



Asher Fabric Concepts

# Geo Style

Reflective of a world of wonder, this season's geometric patterns afford styles that recall the fantastic experience of looking through a kaleidoscope or that elicit memories of chic vintage clothing. Whether shown in neutrals or striking tones, these patterns are much more enjoyable than high-school math class.



Robert Kaufman Fabrics



Pontex Spa



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NK Textile



Spirit Lace Enterprise



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## TEXTILE TRENDS

# Washed-Away Beauty

Romantic watercolor patterns on textiles hearken back to the work of artists such as Carolyn Brady and Rhoda Holmes Nicholls. Yielding a delicate, dreamlike floral or hazy pattern that resembles a mysterious, foggy landscape, these textiles feature a colorful blend of serene imagery that evokes calm and respite.



Confetti Fabrics



Charming Textile Co., Ltd.



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# Beloved Blues

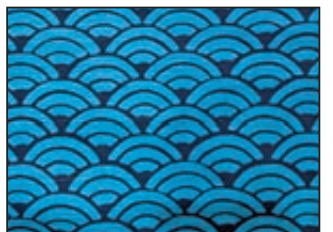
A color for all seasons, blues can be found complementing many of the other textile trends on the horizon. More-traditional patterns relay a regal tone, while geometric patterns provide a fresh approach on the hue, and tie-dye textiles remain a trend with a subdued presence. Solids aim to impress with deep royals and rich fabrics that would catch the attention of the most-seasoned denim head.



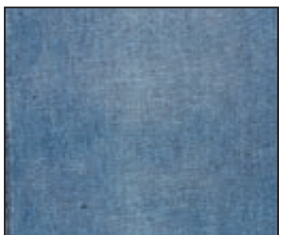
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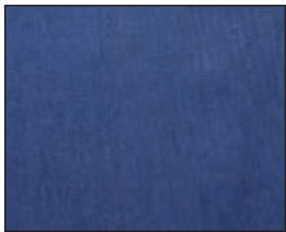
Orta Anadolu



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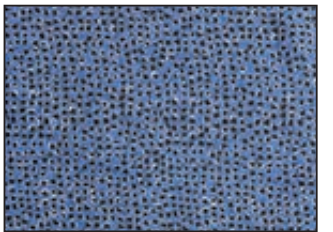
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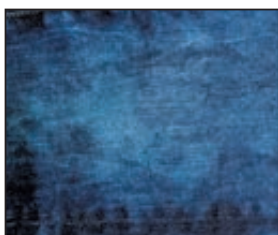
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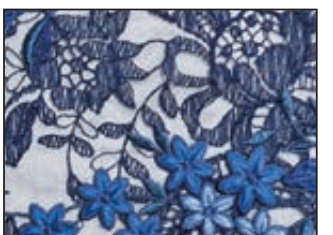
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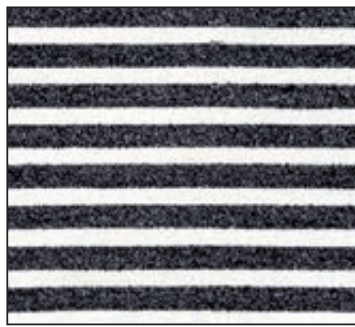


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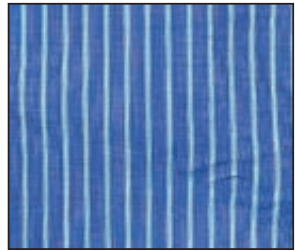


# Seeing Stripes

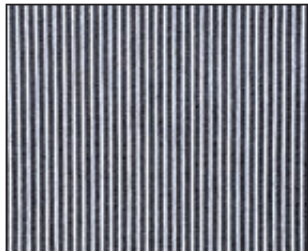
Fashion standards in textiles such as stripes appear consistently throughout the seasons, appearing with minor adjustments in fabrications or colorways. Depending on the type of clothing, striped patterns have appealed to different style sets, from preppy dressers to fashion-forward hippies. This season we see a variety of patterns that afford a range of options, whether wide or pinstripe, and tones from multicolor stripes to safer bets in black, white and every gray in-between.



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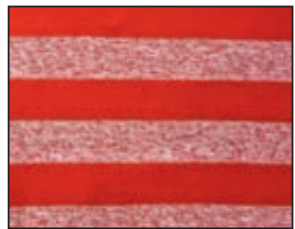
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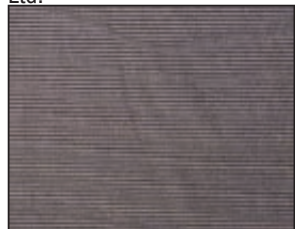
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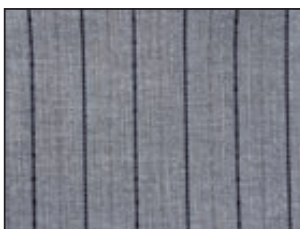
Artistic Milliners



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# Wild About Cheetah

Traditionally reserved for those who considered themselves to be a wild child, cheetah prints are now offered in styles to fit nearly anybody. Gone are the days when this particular animal print was a part of rock style and 1980s rock bands. Today, textiles using cheetah prints are perfect for creating small—yet noticeable—details including scarves or belts or complete garments such as the perfect catsuit.



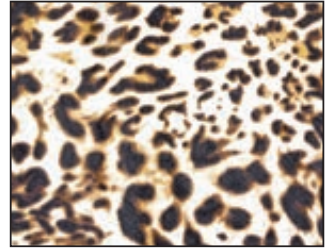
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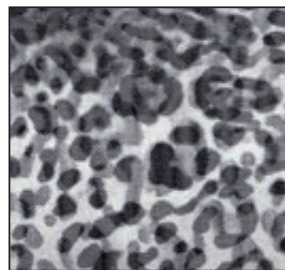
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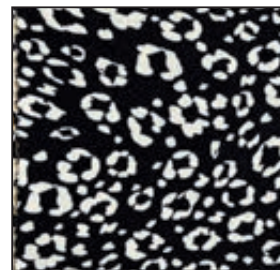
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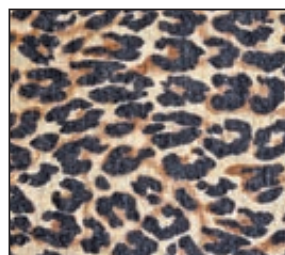
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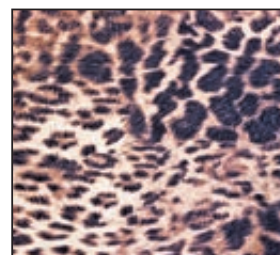
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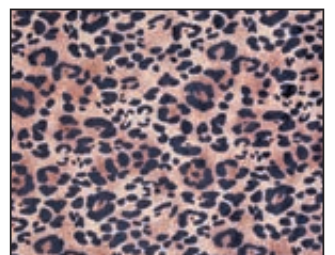
Asher Fabric Concepts



Asher Fabric Concepts



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Asher Fabric Concepts

# Perfect Plaids

After experiencing a resurgence a few seasons back, as early 1990s grunge and hip-hop styles reemerged, the flannel type of plaid is back, but it's brought more-colorful versions with it. Rustic-inspired patterns in green, blue and red touch on the popular lumber-jack style, while brighter fabrics in yellow, pink and red are reminiscent of '90s designs worn by Gwen Stefani when she was the pop-punk front woman of No Doubt.



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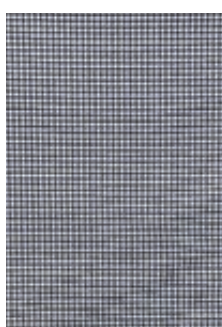
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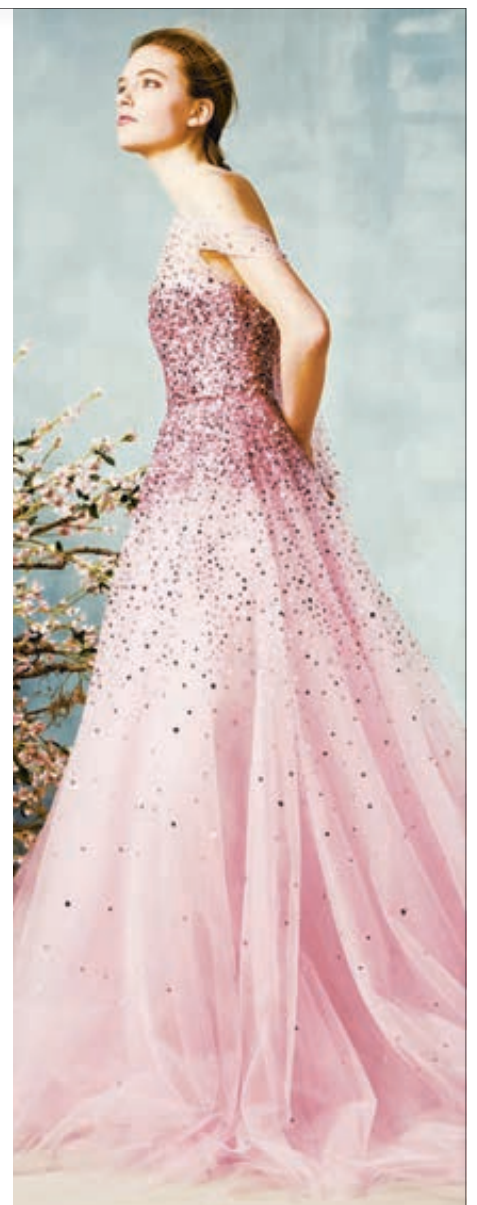
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[www.designknit.com](http://www.designknit.com)  
[info@designknit.com](mailto:info@designknit.com)  
Contact: Shala Tabassi, Pat Tabassi  
**Products and Services:** Design Knit, Inc. is a knit-to-order mill based in Los Angeles specializing in the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

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## PREFACE LA

[www.prefaceshow.com](http://www.prefaceshow.com)  
[www.bffstudio.com](http://www.bffstudio.com)  
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**Products and Services:** Stain Imaging is a truly unique, alternative decorating technique done as a contract service on customer supplied, finished goods. It provides a cost-friendly alternative to printed fabric cut-and-sew, full body sublimation or belt/jumbo screen printing. As the technique shares many characteristics with garment washes as well, it imparts a soft hand, natural weathered/distressed ‘vintage’ character, and true individuality piece to piece where no two shirts are exactly the same, and friendly for traditional screen printing right on top. Domestically done, it is logistically friendly allowing for minimums down to 72 pcs. Within a modest 2 weeks on orders 5,000 and less ‘any theme you can dream’ can be created, executed and proprietary. Product sizes, styles and color can easily be combined

within a run to assist quantity pricing. 100% cotton products are recommended but not mandatory. Poly content products work fine with the right combination of shirt and stain color. T-shirts, ladies cuts, youth, tank tops, polos tote bags and even long sleeved crew neck can be run. The ‘STAIN’ has many dye-like properties where the native shirt color will integrate and influence the results. This is an exciting side to the technique that can be quite serendipitous and wonderful. Discover Stain Imaging and start benefiting from something truly unique and different in t-shirt decoration.

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# Tee Styled: Redefining the Art of Manufacturing

Damir Gajiani remembers weekends doing homework at the family factory, a not-so-little apparel-blanks company called Alstyle, started by his father in 1975. It was clear then, he says, as it is now, that the message was: "This is your future."

It has indeed become his future, although not at Alstyle, which has been sold. Instead, Gajiani is making his own mark in the T-shirt-blanks industry with Tee Styled—an "innovation," he explains, "of our previous brand, but with a fresh new look."

Operating out of its state-of-the-art, 200,000-square-foot manufacturing and dye facility in Vernon, California, and employing some of the latest and greatest machinery on the global market, Tee Styled is an entirely vertical production house that underwent a \$2 million upgrade in 2017 under Gajiani's direction. Specializing in tubular knitting, Tee Styled makes all its fabric there and does most of the cutting in-house, as well as sample production. The company also owns and operates four sewing facilities close by in Mexico, three in Ensenada and one in Tijuana, which account for some 2 million units for the larger licensee clients that do business with the likes of Walmart, Target and Kohl's. "We are the largest manufacturer in Los Angeles and the U.S.A. for blank tees," he states. "No one is larger than us."

Quite the step for someone who five years ago was just finishing school. Gajiani had graduated from the Fashion Institute of Design & Merchandising in Los Angeles in 2014, having concentrated on apparel management and manufacturing, when his father offered him the position of president. "And I took it," Gajiani says. He came up with the Tee Styled name, looking to bring a new vibe and energy. "I was learning, learning, learning," he says, but he was also noticing issues. "We were integrated," he recalls, "but all our processes were very old, from the golden era."

A 2015 trip to the quadrennial textile and garment technology expo ITMA in Milan, Italy, changed everything. Surrounded by a multitude of vendors and buyers from all over the world and seeing firsthand the latest industry innovations "opened my eyes," he says, "and showed me what was in the market and how we could improve. There is so much opportunity, so much potential. Every day the technology grows so fast, we need to be in the forefront."

Gajiani started to shop, cherry-picking state-of-the-art machinery from Italy, Germany, Switzerland, and Turkey as well as the U.S. for his renovated facility. The innovation is paying off. "It has grown our business by 20 percent, and it's helped us be consistent with quality, open new customers, and be eco-friendly at the same time, which many companies are not able to do," he says. "It has helped us stay in L.A. when many have moved out. We're one of the few left, and we are the largest."

To succeed in the blanks business, Gajiani explains, "consistent quality is a big one. Being competitive in pricing is another. Quality control, being eco-friendly, delivering quicker to our customers, and providing

better service. We cut out the middle man every step, and being fully automated is very efficient."

The conversation keeps returning to the machinery and the differences it has made not only in production but in reducing the carbon footprint, which is one of Tee Styled's goals. Take dyeing, a notoriously waste-heavy process because of the amount of water used. Gajiani made the decision to bring the dyeing in-house, using blue sign-approved dyes and chemicals to process and, notably, a Turkish "low liquor" ratio machine that uses 50 percent to 60 percent less liquid—the first company in the U.S. to use this technology. The process is improved, and quality control is strictly maintained. And the clients benefit: customized colors, lab dips, color approval, and samples can be finished in two to three weeks and production in six to eight weeks.

Gajiani is also impressed with his new Bierrebi cutting machine from Bologna, Italy, which gives the ultimate, consistent fit, and with the U.S.-made Fab-Con fabric-finishing compactor, which features a camera system inside the machine that controls the weight of the blanks to provide true pre-shrunk. All of Tee Styled's high-speed Vanguard Pailung knitting machines, capable of turning out up to 400-pound greige fabric rolls, are made in the U.S. Fibers range from 100 percent cotton to poly/cotton and tri-blend cotton/poly/rayon. While tubular is its niche, Tee Styled also offers side-seam blanks.

Tee Styled maintains a strong inventory and so is a great go-to source for shelf blanks. "There is a big gap in the market for shelf-stock blanks," Gajiani notes. "We provide high quality shelf-stock blanks for our customers that can ship quickly"—in 24 to 48 hours.

Tee Styled's commitment to eco-friendly practices is taking the company into new directions, including a current collaboration with Upcycle Los Angeles to produce a T-shirt whose fiber is completely recycled from plastic bottles. "It's very important," Gajiani says, "because that is where the market is trending."

For now, Gajiani says the company is focusing on core products that were the basis for his family's success in the past and now the future. "This is second nature to us, it's in our lifeblood."



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## T-SHIRTS



Spring 2020



From left, Cheyann Benedict and Cristina Ehrlich

### Plays Well *Continued from page 1*

They received a good response to their line's unique fashion silhouettes in refined **Supima**-cotton fabrics. Vibrant color was a different story.

"I'm a huge proponent of color," Benedict said. "But we found that the industry is not responding to large color offerings anymore, or at least not at this time."

Benedict said that the plan and direction for Plays Well With Others changed. She and Ehrlich are wrapping up designing the upcoming Fall 2020 season, which they'll start exhibiting at trade shows and in private appointments in March. They'll also be adding new clothing categories to the line.

#### A bold start

For Plays Well With Others' first collection, the brand offered 17 colors, but in the upcoming season Benedict said that she and Ehrlich would pare down the choices to include nine hues. In addition to these colors, neutrals will also be included with only one or two colors that pop. They will continue to be inspired by the muse that shaped C&C California.

"With C&C, Claire and I reinvented the T-shirt. But you can't reinvent the T-shirt anymore," Benedict said, "but you can inspire people to wear T-shirts differently. A T-shirt can be worn in a put-together way. It doesn't have to be a lazy item."

Nicole Pollard Bayme, a stylist and chief executive officer of the Los Angeles-headquartered lifestyle company **La-laluxe**, agreed that vibrant color can be a tough sell, at least in the U.S. market.

"The American market gravitates toward safety in dressing. There is always an appreciation for classics. We embrace monochrome basic colors that you can't screw up," Pollard Bayme said of the U.S. consumer. However, C&C California,

which continues to do business, remains influential. "It was the first company that bridged luxury and contemporary," she said. "The fit was impeccable. There were mustards, interesting blues, it created a lot of wardrobe options around the basic T-shirt."

#### Tee time

Benedict and Ehrlich met at a dinner party in 2017 and decided to join forces after a discussion about how the fashion market did not, at that point, offer high-end T-shirts that could be worn on a red carpet or with eveningwear. The duo decided on the brand's idiosyncratic name of Plays Well With Others because it reflected their mission.

They would create T-shirts that would work well with a multiplicity of clothes found in a person's wardrobe. Benedict and Ehrlich also aimed to be good environmental citizens by manufacturing sustainably and locally. The pair source fabrics that are milled in Los Angeles. Pieces are also manufactured locally, primarily through their manufacturing partner, **Keep It Here Inc.**, a factory that shares Benedict and Ehrlich's commitment to local, sustainable-apparel manufacturing through ethical practices.

For its first season, Plays Well With Others has been sold at independent boutiques such as **Warm** in New York City's Greenwich Village; **Hampden** in Charleston, S.C.; **Fahrenheit 451** in New York's Hamptons; and the direct-to-consumer channel *playswellwithothers.world*. Retail prices range from \$110 to \$170.

Ehrlich, a career fashion stylist, has placed the line's looks on some of her celebrity clients, including Mandy Moore and Laura Dern. While the T-shirt has generally been considered a symbol of casual fashion, Benedict said these pieces have been sidelined by low expectations.

"I'm a proponent of trying to inspire people to dress more

these days. The California sportswear trend—yoga pants, jeans and T-shirts—is not going away, nor should it. But we miss the moments when people put on an outfit that reflects their inner style," she explained. "By offering tees that are more refined, more clean, we offer a palette that will inspire people to put together more put-together fashion looks."

The line focuses on three different categories for silhouettes: classics, seasonal basics and fashion T-shirts



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