## and **Resource** Guide

A CALIFORNIA APPAREL NEWS SPECIAL SECTION

**JANUARY 2020** 

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Oeko-Tex's Updated Certification Guidelines

Artistic Milliners on Female Empowerment

## **TEXTILE TRENDS**

Pretty in Bloom Exotica Twisted Geo Style Mashed-Away Beauty Beloved Blues Seeing Stripes Derfect Plaids Wild About Cheetah



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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

<u>Jan. 12</u>
LA Kids Market
California Market Center
Los Angeles
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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

Calendar

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

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

Submissions to the calendar should be emailed to the Calendar Editor at 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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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.

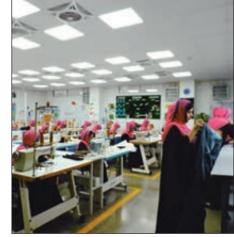
"Customers would ask about the country of origin, and I was apprehensive about saying 'Pakistan' because they would say that it was their corporate policy to not work with Pakistan," he said. "That, for me, was frustrating at the time, but it motivated me to do better in terms of product."

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.









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**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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Reflective of a world of wonder, this season's geometric

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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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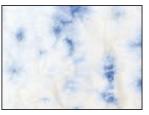


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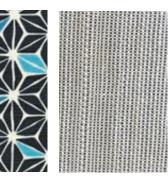






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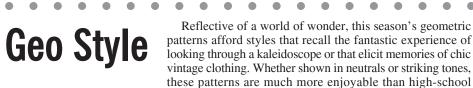
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#### **TEXTILE TRENDS**

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## 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.



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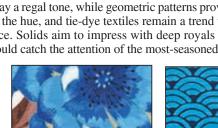
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 $\bullet \quad \bullet \quad \bullet \quad \bullet$ A color for all seasons, blues can be found complementing many of the other textile trends on the horizon. More-traditional patterns relay a regal tone, while geometric patterns provide a fresh approach 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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#### **TEXTILE TRENDS**

## **Seeing Stripes**

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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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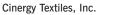
## **Wild About Cheetah**

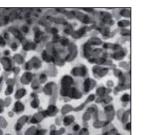
Traditionally reserved for those who considered themselves to be a wild child, cheetah prints are now offered in styles to fit nearly anybody. Gone are the days when this particular animal print was a part of rock style and 1980s rock bands. Today, textiles using cheetah prints are perfect for creating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











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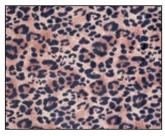


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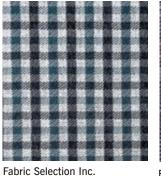
## Perfect Plaids

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. Rusticinspired patterns in green, blue and red touch on the popular lumberjack 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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#### PREFACE LA

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Products and Services: 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.

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#### Stain Imaging

3020 W 500 S, Unit D SLC, Utah 84104 www.stainimaging.com

Contact: Tim Lunt

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/iumbo 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

#### DIRECTORY

Artisan Cloth Inc., (323) 940-4330, www.artisancloth.com Artistic Milliners, +1 (646) 975-1687, www.artisticmilliners.com Asher Fabric Concepts, (323)-268-1218, www.asherconcepts.com Bossa, (949) 247-6005, www.bossa.com.tr Charming Textile Co., Ltd./BFF Studio, (718) 666-6744, www.bffabrics.com Cinergy Textiles, Inc., (213) 748-4400, www.cinergytextiles.com Confetti Fabrics, +90 (224) 243-1136, www.confettitextile.com Fabric Selection (212) 747-1136, www.confettitextile.com Fabric Selection Inc., (213) 747-1435, www.fabricselection.com Global Edge Source, (323) 582-3032, www.ab/nest-ectorinesteretorin Orta Anadolu, +90 (212) 315-3200, www.ortaanadolu.com Philips-Boyne Corporation, (631) 755-1230, www.philipsboyne.com Pontex Spa, +39.059356252, pontexspa.it R.C. International Fabrics Inc., (213) 744-0777, www.rcfab.net Robert Kaufman Fabrics, (800) 877-2066, www.robertkaufman.com Solstiss, (212) 719-9194, www.solstiss.com Spirit Lace Enterprise, (213) 689-1999, www.spiritlace.com Texollini, (310) 537-3400, www.texollini.com United Fabrics International Inc., (213) 749-8200, www.unitedfabrics.com Vefa (Shanghai) Textile Co., Ltd./BFF Studio, (718) 666-6744, www.bffabrics.com

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.

#### Tee Styled<sup>™</sup> teestyled.com

Products and Services: Premium manufacturer and wholesaler of blank apparel based in Los Angeles. Fabric is made and cut in Tee Styled factories in L.A. Blanks are cut from high-tech automatic cutting technology from Italy to ensure the best fit. We have 4 sewing factories in Baja Mexico. We stock 2+ million units in stock to ship in 24-48 hours. Free delivery in LA & OC area. Visit us @ ISS 2020 Long Beach Show booth# 475.

## **Finance**

Milberg Factors David M. Reza, SVP Western Region dreza@milfac.com (818) 649-8662 www.milbergfactors.com

Products and Services: Milberg Factors offers a competitive menu of factoring, financing, and receivables-management products for entrepreneurial and middle-market companies with more personalized attention than larger institutional firms. A senior associate of our firm manages every client relationship. Our 80-year track record in the factoring industry assures our clients that they will enjoy a stable relationship supported by a mature and experienced staff.

#### **Fashion**

Curve 247 W. 30th St 14th Floor New York, NY 10001 (212) 993-8585 www.curve-losangeles.com www.eurovetamericas.com

Products and Services: Curve is the only show in North America solely dedicated to intimate apparel, sleepwear, and swimwear. The Curve shows will be in New York Feb. 2-4 and Aug. 2-4, and Los Angeles on Feb. 23-24.The Curve New York and Curve Los Angeles shows are produced by Eurovet Americas, a Eurovet company. Interfiliere, also produced by Eurovet, is the leading trade show for intimates, beachwear, and swimwear fabrics. The next editions of the show take place Jan. 18-20 in Paris, March in Hong Kong, and Oct. 14-15 in New York.

#### The New Mart

127 E. Ninth St. Los Angeles, CA 90015 (213) 627-0671 Fax: (213) 627-1187 www.newmart.net

Products and Services: In the heart of Los Angeles' Fashion District is the landmark New Mart Building. The showrooms of The New Mart represent the most exclusive and coveted contemporary lines from an international array of designers and manufacturers. The New Mart is unique in both architecture and style. The intimate setting creates a user-friendly experience for visitors. Each of its glass-fronted, uniquely designed showrooms provides a buying adventure that cannot be experienced at any other showroom destination. The New Mart is open year-round to the wholesale trade only and we host over 100 showrooms that carry over 500 collections.

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