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STUNNING STRENGTH

Fashion designer and innovator Dalia MacPhee celebrated strong, yet elegant, women through a collaboration with mountain-bike Olympian Emily Batty for a Spring 2020 campaign that was shot in California's Lucerne Valley. For additional looks, turn to page 10.

VIKTORIJA PASHUTA

TRADE SHOW REPORT

Impressions Expo Rebrands the Basics-and-Tech Trade Show

By Andrew Asch *Retail Editor*

Hundreds of companies travel to Long Beach, Calif., every January to exhibit their new approaches to the production of T-shirts and other basics at the newly renamed **Impressions Expo**, which ran Jan. 17-19 at the **Long Beach Convention Center** in Long Beach, Calif.

For its 42nd anniversary, Impressions unveiled a rebranding effort at the show, which until last year was called the **Imprinted Sportswear Show**, or ISS, said Josh Carruth, Impressions' show director. The new name comes from the trade show's magazine, which is also called *Impressions*.

"We've aligned with our publication to create a single platform to serve our communities as opposed to presenting an array of individual shows, magazines and digital offerings,"

➔ **Impressions** page 4

TRADE SHOW REPORT

Retail Stars Talk Trends and Tech at NRF's Big Show

Executives and stars of the retail business discussed the future and the present of their industry at **NRF 2020 Vision, Retail's Big Show**, which ran Jan. 12-14 at the **Javits Center** in New York City. The event was produced by the influential trade group **National Retail Federation**.

More than 40,000 people were estimated to have attended the show, which included an exposition where companies displayed the latest in retail technology such as artificial intelligence-enabled machines. Another focus of the show included panels where leaders of major companies such as **Walmart Inc.**, **Target Corp.**, **Kohl's Corp.** and **Nordstrom Inc.** talked about news and trends at their influential businesses. Also presenting were businesses that represent certain trends in retail, such as sustainability, as

➔ **NRF** page 4

INSIDE

Where fashion gets down to businessSM

Millennial shopping habits ... p. 2

Sourcing & Fabric special section ... p. 5

Studio DK ... p. 6

Textile Trends ... p. 8

Resource Guide ... p. 9

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Luxury Resale Trends Reflected in The RealReal's '2010s Retrospective'

Recently, Brisbane, Calif.-headquartered luxury reseller **The RealReal** encouraged fashion enthusiasts to look back on second-hand trends from the last 10 years. Compiled from sales data and client-survey responses sourced since the company's founding in 2011, the "2010s Retrospective" report provides insight regarding the power of resale on trends.

According to the report, the top-10 brands and their most popular pieces that generated the highest resale value were **Supreme**, the Box Logo hoodie; **Goyard**, the St. Louis tote; **Van Cleef & Arpels**, the Alhambra bracelet; **Hermès**, the Birkin bag; **Louis Vuitton**, the Neverfull bag; **Rolux**, the GMT-Master; **Tiffany & Co.**, the Bone cuff; **Patek Philippe**,

the Aquanaut Travel Time; **Cartier**, the Juste un Clou bracelet; and **Moncler**, the Moka puffer coat. While these brands performed well over the last decade, **Gucci**, **Fendi** and **Dior** secured the top positions as those that experienced the fastest increase in their resale values.

The RealReal's chief operations officer, Rati Levesque, noticed an important generational shift that took place within the decade. "Millennials came into their spending power and leveraged it to support a more sustainable future for fashion, becoming the top demographic buying resale," she said.

Rising by 184 percent, secondhand luxury jewelry saw the highest spending increase, while watches were close behind, climbing

by 146 percent. Luxury resale among The RealReal shoppers saw a 66 percent increase in sneaker spending. In the bag category, spending on men's pieces climbed by 64 percent, with women's goods rising by 47 percent.

Another area that saw great gains during the decade was the sustainable category within fashion resale. With consumer awareness growing, along with a strong demand for vintage—The RealReal reported an 830 percent increase in searches for vintage over the last two years—the report sees a continuing trend toward increased spending in resale. **Stella McCartney** reigned as the decade's bestseller in the sustainable category.

"In the 2010s, there was a mass increase in awareness of the climate-change crisis and the dark side of fashion's footprint," Allison Somer, director of strategic initiatives for The RealReal, said in the report. "As we look to the decade ahead, buyers tell us they will make major changes to shop more sustainably than ever before."

Forty-six percent of The RealReal shoppers surveyed reported that they will increasingly shop sustainable brands and retailers throughout the new decade. The report revealed that 60 percent of shoppers intend to invest in more resale during the 2020s, and 55 percent projected that they will purchase fewer fast-fashion pieces.—*Dorothy Crouch*

Wildfox Assets to Be Auctioned

Los Angeles-headquartered **Wildfox Couture, LLC**, and **Wildfox Couture IP Holdings, LLC**, are scheduled to sell the brand's assets and inventory at a live auction on Feb. 5, according to **Brian Testo Associates, LLC**, an asset-management company based in Westlake Village, Calif., which will be managing the sale.

Testo released the announcement of the sale on Jan. 22. Other divisions of the Los Angeles company are scheduled to shut down. Wildfox's flagship in the **Sunset Plaza** retail district in West Hollywood, Calif., is scheduled to close on Jan. 30, according to a store clerk.

The brand launched in 2007 when Kimberley Gordon and Emily Faulstich started a T-shirt brand that found early success and was placed in retailers such as **Urban Outfit-**

ters and **Kitson**. It expanded from this category to include dresses, jeans, pajamas and swim. Wildfox was a frequent participant in **Swim Week** in Miami Beach, Fla., where it produced swim runway shows. Faulstich left the company in 2012, and Gordon exited the brand in 2015, according to their **LinkedIn** profiles.

Musician and businessman Jimmy Sommers was also listed as a Wildfox co-founder who served as the company's chief executive officer throughout its run. The brand weaved an irreverent humor and sensibility into its clothing. Occasionally, it courted controversy. In 2011, the brand was sued by the **Hell's Angels Motorcycle Corporation** for trademark infringement when Wildfox sold a T-shirt bearing the message: "My boyfriend is a Hell's Angel."—*Andrew Asch*

Millennials Love Internet, Bricks-and-Mortar Shops and Vintage Clothing, Survey Says

The Millennial generation was born during a baby boom of the 1980s and 1990s and represents one of the biggest segments of the U.S. population—75 million people—according to the **Brookings Institution**.

Roth Capital Partners, LLC, a Newport Beach, Calif.-headquartered investment bank, surveyed 2,000 Millennials about how they shop and what they shop for in its recently released 8th annual "Roth Millennial Survey."

It found that this generation spends heavily online. About 82 percent of Millennials purchase items online at least once a month. About 73 percent of Millennials are **Amazon Prime** members, and an increasing amount shop on **Instagram**.

However, the survey also found good news for bricks-and-mortar fashion retailers. About 57 percent of Millennials prefer to shop for fashion at physical stores. However, digital commerce plays a significant role in how Millennials make decisions on fashion purchases. About 45 percent of millennials purchased apparel products that they initially discovered on Instagram.

"You read that bricks-and-mortar is dead. But people are still seeking fashion in retail stores," Paul Zaffaroni, Roth's head of consumer investment banking, said. "The takeaway is that you need an omnichannel model to serve consumers. You don't want to be all online. You don't want to be all bricks-and-mortar. You should be on **Amazon**, **Revolve** and in your own stores. The key to success is finding the right mix of retail, wholesale and direct-to-consumer."

About 47 percent of the Millennials said that they purchase secondhand clothing.

The survey also named this generation's favorite brands. **Nike**, **Northface** and **Columbia** rank among the most popular outdoors brands. Nike, **Adidas** and **Under Armour** rank among the most popular athleisure brands. Nike, Adidas and **Vans** are among the most popular footwear brands. The generation's most popular intimates brands include **Victoria's Secret**, **Calvin Klein** and **Hanes**.—*A.A.*

Week in Review

Rue21 announced that it will be tripling the size of its Los Angeles Fashion District buying office. The fast-fashion retailer will run a 3,000-square-foot office after operating from a 1,000-square-foot space, said Michael C. Appel, Rue21's chief executive officer. "As a leader in on-trend fashion at affordable prices, we have made the decision to strategically and aggressively expand Rue21's collection of plus-size clothes for teen girls and young women," he said. "To accommodate this growth, we are adding a fully focused dedicated merchant team for plus in our Los Angeles office."

Klarna recently announced that it would start working with **MVMT**, a New York-headquartered premium-watch and accessory brand. Klarna, which was founded in Stockholm, offers buy-now-pay-later financing options for digital commerce. Other companies offering Klarna with digital commerce options include H&M, Abercrombie & Fitch and Timberland, said Klarna CEO Sebastian Siemiatkowski. "With Klarna, we hope to bring brands' visions to life by lifting constraints between the item and the shopper, which is exemplified through our partnership with MVMT," he said.

Exponea, a New York-headquartered consumer-data platform for online retail, has developed a focus on General Data Protection Regulation. It's an influential European Union consumer-privacy law that has addressed the transfer of personal data outside of the EU. Exponea announced Jan. 22 that Scott McNabb was named senior vice president and general manager for the company's Americas region. McNabb will direct commercial aspects of Exponea's U.S. expansion. McNabb said that his company engages customers and can help navigate an increasingly complex technology market.

Snapper Rock, a swimwear brand that was founded in New Zealand, recently released Oceania, its first sustainable swimwear collection. The colors of the new capsule are inspired by coral-reef colors. The capsule's fabrics are made out of sustainable materials such as Econyl and Repreve. The swimwear also will offer protection for the sun's ultraviolet rays, according to a Snapper Rock statement. The brand makes swimwear for babies and kids in addition to women and men.

IBank, the California Infrastructure and Economic Development Bank, headquartered in Sacramento, Calif., has a focus on small businesses. It recently announced that Scott Wu would join as its executive director. Wu most recently served as partner and head of investments for the nonprofit Omidyar Network, which was founded by Pierre Omidyar, who also founded eBay. Wu also served as a presidential innovation fellow during the Obama administration, said Lenny Mendonca, who serves as chairman of the IBank board. "IBank is experiencing continued growth in financing infrastructure projects and supporting small businesses throughout California, and we know that Scott's experience can help identify and create further opportunities that will help communities throughout the state," Mendonca said. Mendonca also serves as director of the California governor's office of business and economic development.



Candice Cuoco Unveils First Jewelry Collection

When putting on a **Candice Cuoco** garment, a client will find hardware such as studs, sequins and buckles—but a wearer will not find jewels. Yet recently, Cuoco, a star of the “Project Runway” fashion reality-television show, placed her focus on jewelry. She released the first jewelry line in her career, which started in earnest around 2015 when she appeared on Season 15 of “Project Runway.”

The new line, **Candice Cuoco x Hodgson’s Antiques**, has been sold at the direct-to-consumer channel www.candicecuoco.com and at the bricks-and-mortar shop **Hodgson’s Antiques**, which is located in South Pasadena, Calif., where Cuoco also lives.

“It’s a special store for me,” Cuoco said. “I wanted to celebrate that and bring business to them. The store has been around for about 50 years. I thought that it would be great if other people knew about it. The place helped me through my highs and lows.”

The antiques shop is a place where Cuoco goes to relax after a stressful day, celebrate after finalizing a design or closing a promising deal. In November, Cuoco visited Hodgson’s. This was the moment the **Hard Rock Café** restaurant brand acquired a tulle-wrap bodysuit that Cuoco had made for Lady Gaga.

When wandering through the shop, Cuoco had an idea. The store displayed some lockets and poison rings, in which people can store tiny items such as notes—or poison—in a compartment under the ring’s stone. Poison rings rank among Cuoco’s favorite jewelry.

“Some people carry around crosses, but for me I carry around these rings,” she said. “I store notes to myself in the rings.”

Cuoco asked Mick Thorness, who works at Hodgson’s, if he’d be interested in collaborating on a line of jewelry centered around poison rings. Thorness agreed, despite the collaboration representing the first time the antiques store had developed its own line of goods.

She and Thorness developed different styles for the jewelry, then worked with a vendor to make the pieces in the Los Angeles area.

The 11-piece collection features sterling-silver rings, necklaces and pendants that feature baroque designs. Looks in-



clude the Minerva silver poison ring. Topped with a purple amethyst gemstone, a panel on the Minerva ring flips up, revealing a small, empty compartment.

Other pieces include lockets that feature similar baroque designs, a gemstone and a compartment. The line also features two sterling-silver chains and one pendant that features a crystal. Retail price points range from \$65 to \$95 for the rings, \$65 to \$125 for the pendants and \$21 to \$41 for necklaces without pendants.

Cuoco said that the line will be sold until late February. Sales have been going well, and Cuoco reported that a few pieces have already sold out. After February, she’ll consider doing another jewelry line. In the past year, Cuoco has developed fashion collections outside of her core focus on leather pieces such as jackets and corsets.

In July, she released Book of Judith, which was a goth-inspired swim line. She said that she would not be working on swimwear in 2020.

“This year I’m focusing on leather goods and vegan leather—leather jackets, leather skirts and our belts,” she said. “I won’t do things just to keep going. If it is not a strong category, it won’t go.”—*Andrew Asch*

Memjet Partners on a User-Friendly Printer

Memjet, a San Diego-headquartered print-technology company, announced that it is getting into the textile game. It recently announced a partnership with Austria-based **MHM**, a provider of textile-printing equipment. They produced a demonstration of their collaboration project at the **Impressions Expo**, which took place in Long Beach, Calif., Jan. 17–19. The partnership represents the first time Memjet’s technology has been used to create a garment-printing solution, according to a company statement.

MHM will use Memjet’s **DuraFlex** technology in its **iQ** textile-printing press. The DuraFlex will make digital printing more user friendly, said Thomas Fröhlich, MHM’s chief executive officer.

“Printer uptime is critical to the success of our customers,” Fröhlich said. “But many of our customers have limited technical knowledge or operate in regions with limited technical resources. That’s why we chose DuraFlex. Its long printhead life combined with easy maintenance ensures our customers have the resources needed to produce high-quality output and succeed in this fast-paced market consistently.”

The DuraFlex also will offer enhanced durability, said Russell Boa, a Memjet senior vice president in charge of the company’s short-run digital business.

“Combining the speed, simplicity and affordability of DuraFlex with the extensive capabilities of the iQ Oval creates a hybrid printing solution with the quality and flexibility needed to meet the demands of direct-to-garment printing today and in the years ahead,” Boa said. Memjet creates a design alternative by offering complete printing systems, according to a company statement. The San Diego company has designed and developed modular printing technologies that combine printheads, inks, data paths and modules.

Direct-to-garment printing has increasingly become an important focus at the Impressions Show. Leading printer companies such as **Epson**, **Kornit**, **Roland** and **Brother** all come to the trade show to introduce new digital-printing machines.—*A.A.*

curve
LOS ANGELES

FEBRUARY 23-24
Manhattan Beach

NEW SHOW

Curve is coming
to Los Angeles!



curve-losangeles.com | info@curvexpo.com

TRADE SHOW REPORT



Coloreel machine



Next Level booth



ZSK embroidery machine



Lawson booth

Impressions *Continued from page 1*

Carruth said of the rebrand.

The show is owned and produced by **Emerald Expositions**, the company that also produces the trade shows **Surf Expo**, **Active Collective** and **Swim Collective**. Other Impressions Expo shows are produced in Atlantic City, N.J.; Ft. Worth, Texas; Baton Rouge, La.; and Orlando, Fla.

Carruth said that the show's booth space was almost sold out at the Long Beach show, where 300 companies exhibited everything from blank apparel and textiles to digital printers, embroidery machines, screen-printers and screen-printing supplies.

About 15,000 people attended the show, which included 11,000 qualified buyers who were confirmed as representing companies with proven track records in producing and distributing T-shirts.

For the first time in its history, the trade show also produced a giant party. On Jan. 22, approximately 2,500 people attended the party, called **Ruckus**, located in a plaza in front of the **Ter-race Theater**, adjacent to the convention center. The party offered a beer garden serving free drinks, food trucks, as well as a performance from Long Beach band **Galo** and 1990s hitmaker Mark McGrath of the band **Sugar Ray**, Carruth said.

"It was all about celebrating the industry and the impact these businesses have on millions of people's lives every day," he said. "It doesn't happen enough."

Impressions holds a unique place on the fashion-trade-show calendar. It's where representatives of brands and apparel companies go to see what is new in the basics market and check out the latest in machines that print graphic images on tees, said Ken White, vice president of sales at **Cotton Heritage**, based in Commerce, Calif.

"The stars of the show are brands and the printers that come to the show," White said. A significant part of the event's

business was devoted to holding meetings with brands looking to make private-label clothing, he said. About 25 percent of Cotton Heritage's business focuses on developing styles for private-label customers.

Impressions also serves as a first look at what T-shirts will be on the market in the upcoming year. Established and emerging T-shirt brands exhibit in order to get on the radar of buyers, said Benjamin Greene of **Prepared Blanks**, which started business in 2019 in Alhambra, Calif.

"This is the **Super Bowl** for the industry," he said. "We have to have a presence here."

Many of the exhibitors showed T-shirts with the boxy silhouette that is currently in style, said Shawn Joseph of the Chino, Calif.-brand **Quarterfinal**. "The trend is boxier shirts made with thicker material that is still comfortable," he said. Felix Iniquez of **BullsEye Merchandising** of Santa Fe Springs, Calif., said that bright colors have been popular, as have basics with a vintage look.

Bayside America introduced the Super Heavyweight street-style hoodie, which is a 17-ounce hoodie. Other basic garments introduced at the show were also thick and boxy, said Abdul Rashid, chief operating officer of Bayside.

"Millennials have a different style," he explained. "They want a different look and a beefier feel."

At the booth for **Los Angeles Apparel**, new styles on display included a garment-dyed, short-sleeved, crew-neck shirt and other basics such as a heavy-jersey garment-dyed gym short. Heavy, boxy T-shirt styles have been in vogue for a few seasons, but Los Angeles Apparel's founder, Dov Charney, forecasted that it will change.

"It is harder to make big changes in the imprintable industry," he said. "Eventually it has to happen because the ultimate consumer doesn't want to have a giveaway T-shirt. They are looking for something that is perceived to have more quality."

Technology was also a major focus at the Long Beach show. Carruth estimated that 60 percent of the show's floor space was devoted to technology companies. They ranged from **Ryonet + ROQ** displaying screen-printing machines that were large enough to fill a room in the convention center to **Coloreel**, a Swedish company whose machine generates instant thread coloring during garment production. The machine was the first thread-coloring unit made to be used with industrial embroidering machines, according to a Coloreel statement.

Digital-printing company **Kornit** introduced the Kornit Vulcan Plus. Kornit's Ronen Samuel said that the Vulcan Plus was a reinvention of the company's legacy Vulcan platform.

"It's the fastest system going on the market," Samuel guaranteed. "It can print 200 pieces in an hour."

Epson America introduced the SureColor F3070 during the event. The technology company's Tim Check said that the machine was made for efficiency and speed. "It prints a full-size shirt, from top to bottom, under a minute and for under a dollar," he said.

Attendees shopping for digital printers said that the machines have been changing the industry.

Brian Rohr of **Coast 2 Coast Tees**, based in Manhattan Beach, Calif., said that digital machines have allowed more people to enter the industry.

"Instead of the guy with a factory and a full staff, you're going to see someone working with just a cell phone and an **Instagram** profile," Rohr said. "People are crowdfunding T-shirt lines. Barriers to entry in this market are a lot lower."

Lee Stannard, production manager for **WrestlingMart** in Irvine, Calif., said that digital printing has allowed companies to do more testing of product.

"We can print shirts and get them up on the website," he said. "If the T-shirt is really popular, we can send it out to the screen-printer." ●

NRF *Continued from page 1*

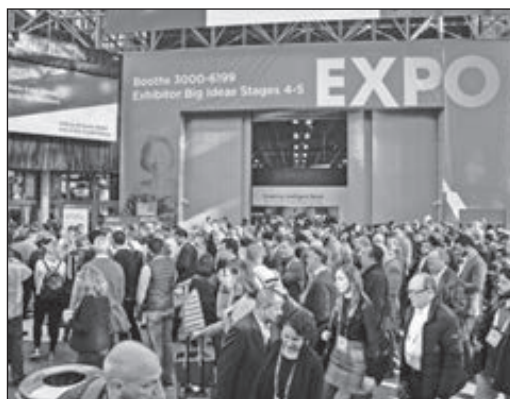
well as relations with employees and consumers.

John Furner, president and chief executive officer of **Walmart U.S.**, talked about the retailer's human-resources strategies to raise workers' pay at the Walmart division **Sam's Club**. For some of the retailer's team leads, this resulted in a raise of up to \$8 per hour on top of their current hourly rates. Sam's Club also has recently used technology to free up more people to work on the shop floor. Mike Hanrahan, CEO of Walmart's Intelligent Retail Lab, talked about how the retailer is experimenting with artificial intelligence to make the company's supply chain more efficient and serve its customers better.

At the show, Michelle Gass, Kohl's CEO, was honored with the NRF's Visionary award. During a show panel, she discussed the omni-channel retail programs she started, such as developing a partnership with **Amazon.com** that allows people to return products they purchased from Amazon at Kohl's locations.

Erik Nordstrom, Nordstrom's co-president, also talked about how omni-channel retail is becoming more important. He also talked about how stores must offer more "experiential" features to attract and retain customers. Nordstrom opened a full-line store in Manhattan last year that features a bar in its shoe department. He said that it has turned footwear shopping into a festive experience.

"People are smiling," he said. "Strangers



are talking to each other. We think a lot about shoes. I don't know why it took us so long to put drinking and shoes together, but it's a great combination."

Phil Graves, **Patagonia**'s head of corporate development, talked about sustainability and circular supply chains. During the discussion, he explained how recycling products will help companies control and finesse their brands' messages and experiential offerings.

"Historically, these circular supply chains and business models used to be a competitive edge for brands like Patagonia, but going forward I firmly believe that they are going to be a means for companies, brands and retailers to survive," Graves said.

In another panel, Kevin Plank, founder of **Under Armour Inc.**, talked about a new campaign to engage customers featuring tips and advice on how to live better, which includes diet suggestions and exercise routines.—*Andrew Asch*

Calendar

Jan. 25

Dallas Men's Show
Dallas Market Center
Dallas
Through Jan. 27

Playtime Paris
Parc Floral de Paris
Paris
Through Jan. 27

West Coast Trend Show
Embassy Suites LAX North
Los Angeles
Through Jan. 27

Jan. 26

Fashion Market Northern California
San Mateo County Event Center
San Mateo, Calif.
Through Jan. 28

Stylemax
theMART

Chicago
Through Jan. 28

Jan. 28

CALA San Francisco
Fort Mason Center
San Francisco
Through Jan. 29

Atlanta Apparel
Americas Mart
Atlanta
Through Feb. 1

Jan. 29

Active Collective
Swim Collective
Anaheim Convention Center
Anaheim, Calif.
Through Jan. 30

Fashion London SVP
Olympia London
London

Through Jan. 30

Outdoor Retailer Outdoor + Snow Show
SIA Snow Show & Sourcing Show
Colorado Convention Center
Denver
Through Jan. 31

Feb. 2

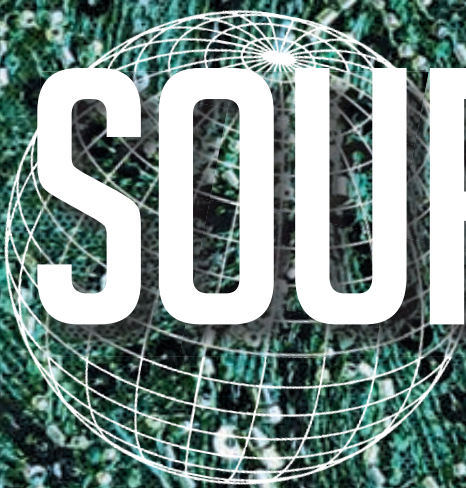
Curve New York
Javits Center
New York
Through Feb. 4

There's more
on ApparelNews.net.

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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SOURCING & FABRIC

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JANUARY 2020

NYC Textile Trade Show Report

Première Vision

TEXTILE TRENDS

Animals Untamed

Hazy Visions

Le Petite Fleurs

Tartan Roots

New Resources

Studio DK

An Intimate Approach at Studio DK Affords Opportunities to Emerging Designers

By Dorothy Crouch Managing Editor

Reaching success as a designer in the apparel business can be a challenging task, particularly when faced with supply-chain partners that cannot accommodate the smaller business model that allows aspiring clothing makers to start. There has been a slowly growing segment of mills and manufacturers that are creating spaces for these designers to thrive. One of those is the Los Angeles-based **Design Knit**, a fabric mill that launched its **Studio DK** line in July.

"This is still under the Design Knit umbrella, but Studio DK was created to be a space for young brands to have a beautiful selection of fabrics to choose from, and the collection is growing seasonally as well," said Pat Tabassi, product development and marketing manager of the 34-year-old family-owned business. "Currently we have about 400 styles, and it's continuing to grow."

Since the July launch, the new segment of the business has added styles in addition to its 15 core offerings. The company works with designers to offer flexible roll-count options. While most products are considered novelty and would include a surcharge, orders for the foundation textiles are considered stock items that are available without the additional cost.

"Basically it's a great space where they can come in and feel inspired because we've garment-dyed samples. You come in for a private appointment, and it's not as hectic as a trade show," Tabassi said. "Most goods are made to order, but the lead time for the core pieces is quicker."

To celebrate the dedication of a portion of the Design Knit building that is now reserved for Studio DK, the company hosted an event with fiber partner **Lenzing** on Jan. 15. For Studio DK customers who are emerging designers or smaller fashion houses, the new space affords a sourcing experience that not only suits their needs in an environment where they can feel as important as larger brands but also affords opportunities they might not otherwise have.

"The goal is to grow together. We do a lot of mentorships and offer tours to the local fashion schools, which we've been doing for years," Tabassi said. "Through my interaction with students and young designers, I've discovered they have a really hard time finding a place to source fabrics consistently. They



Jan. 15 event at Studio DK

could find closeouts or one-off goods, but, if they establish themselves, they can't re-create a collection or core pieces."

With growing awareness among next-generation designers, additional challenges arise when these artists wish to create collections that are based on responsible sourcing, yet the costs associated with eco-friendly textiles and production are often high. When faced with unrealistic costs of sustainable sourcing, designers might be prevented from bringing their visions to life.

For Kristen Gonzalez co-founder of **Selva Negra**, a four-year-old Los Angeles-made high-fashion brand that celebrates Latinx culture, working with Studio DK affords a family environment and has allowed her brand to grow without facing financially debilitating prices typically associated with eco-friendly textiles.

"It has definitely boosted our business because we are able to have luxury fabric without breaking the bank," she explained. "Studio DK is great because they work with small production runs and low minimums without compromising on materials. It's important, especially as a self-funded business."

Echoing this sentiment, Becky Patel, who started her yoga-apparel business **Ame Yoga** in 2018, says that working with Studio DK allows the designer to create locally made goods through a supply chain that is completely based in Los Angeles.

"Because our business is so small, I'm not able to buy large quantities of fabric and compete with big yoga-clothing brands," she said. "Working with Studio DK allows me to buy smaller quantities of gorgeous fabrics and try new designs without a huge investment. It gives me flexibility with designs and I love that our whole garment, including fabric, is made here in L.A."

To help alleviate these challenges, Studio DK partnered with Austria-headquartered fiber provider **Lenzing**. By incorporating fabrics created with Lenzing's Refibra technology, Studio DK is able to provide textiles made from upcycled pre-consumer cotton waste and wood pulp that creates Tencel Lyocell RB eco-friendlier textile options for designers who wish to make more-sustainable manufacturing a part of their stories from the beginning.

"We are getting inquiries [for sustainable products], and many are from emerging designers," said Sharon Pérez, business development manager of activewear at Lenzing. "There is such a huge demand. With a concept like Studio DK, I can now point them in this direction to grow the business together. Everyone has to start somewhere. We don't ignore these emerging and smaller designers."

In addition to offering ecologically sound materials to designers, Pérez noted local manufacturing as another trend that is connected to creating a greener supply chain.

"It made sense to work together to promote the new fiber. It's being made here in L.A., which is a growing topic more and more—producing locally," she said. "Design Knit has been such a long-term partner for [our] fibers. They were eager to work with Refibra and quickly turn it around to make this collection."

Creating a space to inspire designers is only part of the Studio DK mission. As more newcomers enter the fashion-design space, Tabassi recognizes opportunities to connect designers with other supply-chain partners whose willingness to work with these creatives at a lower cost is crucial.

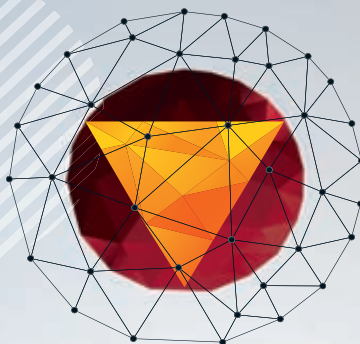
"We've been meeting with cut-and-sew facilities, so we've been helping to connect them. It's more of an introduction. Having a better understanding of how they work, we can help designers decide on the right fit, and they take it from there," she said. "It helps the supply chain grow." ●

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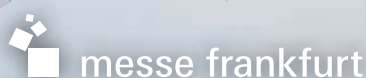
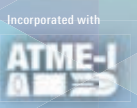
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Smart Creation area at Première Vision

A Successful Start at a New Space for Première Vision New York

Now in its 20th year, **Première Vision New York** began this milestone anniversary in a new space, moving from Manhattan's **Pier 94**, located between 52nd and 53rd streets, to **Center415** on Fifth Avenue, between 37th and 38th streets.

The show is now providing a greater focus on sustainable sourcing. For this edition, which ran Jan. 21–22, the show launched a new area called Smart Creation, which brought together exhibitors focused on responsible practices.

“For the trends, we had a big focus on sustainability here in New York at PV,” said the show’s fashion product manager, Lucie Jeannot. “It’s something that is really important for us. The sourcing of the fibers, the technical areas and manufacturing based on three pillars—the company, transformation process and products.”

Through using these three pillars to recognize more-responsible textile providers, Jeannot feels that Première Vision New York has set important guidelines to support the transition toward more responsible manufacturing. At the start of this new decade, she says the current focus of the show is supporting brands that provide cleaner apparel-sourcing options for designers as the shift toward creating a less pollutive industry continues.

“We have creative and sustainable offers. A lot of exhibitors have important sustainable offerings in their collections, and they are working in that direction,” she explained. “We really focused on this new movement and flexible approach for positive production.”

While advancements in eco-friendly production continue to trend, the goal of apparel makers is to create clothing that is attractive to consumers in order to help build a solid

clientele. Discussing trends in textures, Jeannot noted a demand for fabrics that are rich in composition and can serve as the foundation for clothing that will make a statement.

“It’s more of a take on nature,” Jeannot said. “Trends on workwear looks are based on fabric with more density. It’s not just plain—they are playing with twill, tweeds and crepes, textured fabrics. It’s not smooth and polished.”

Adding to the trend mix are styles that rely on abstract designs. Among the exhibitors’ trending textile styles were offerings that boasted more volume. Textile houses made room for ruffles, jewels, ribbon, appliqués, prints and embroidery over lace.

“It’s not very traditional, and if it is it’s twisted,” Jeannot explained.

On the color front, textile manufacturers worked with new approaches to blue, yet the fresh hues are not the standard. These blues are more connected to the elements—water and air or the clouds—rather than expected shades such as navy.

“They are blue, but not in a boring way,” Jeannot said. “It’s more profound, more creative and more surprising blue.”

While these trends in texture and color remain important, Jeannot returned to the topic of cleaning up textile production when asked about the biggest takeaway from this season’s show.

“We need more creative processes, from the sourcing to the company,” she explained. “We have a glossary with all the information on the fibers—how they can be sustainable and impact the environment. We want people to have the right information to make their own choices. It’s a bit challenging right now. But it’s time to take action.”

—Dorothy Crouch



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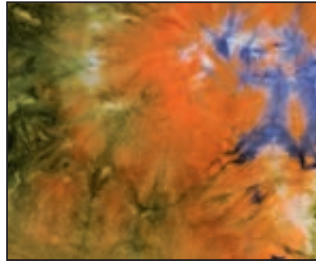
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Hazy Visions

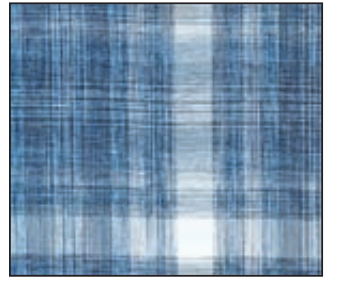
Once seen as a symbol of the counterculture expressed in tie-dyed fabrics of the 1960s, psychedelic prints have seen a resurgence in popularity.



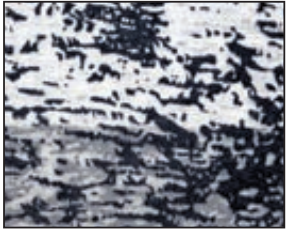
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Tartan Roots

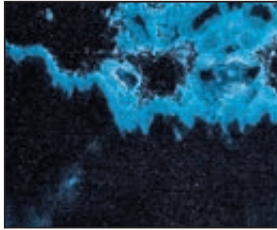
Scotland's clans, who originally used these types of patterned fabrics as blankets, came to sling them over their shoulders. Eighteenth-century Scottish immigrants contributed to the popularity of plaids in the U.S. Today, tartan remains one of the most popular textiles in America.



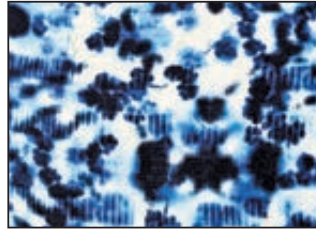
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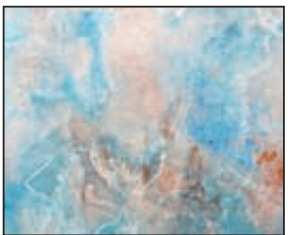
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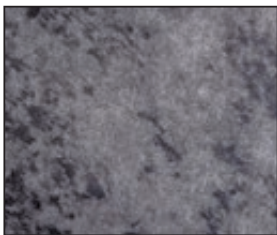
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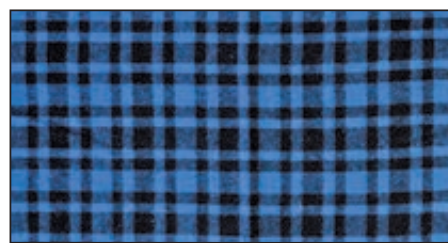
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Animals Untamed

Once a symbol of power, animal prints have long been a fashion trend. With the ever-growing awareness of animal cruelty, activists and organizations have promoted wearing clothing made of animal prints rather than actual pelts.



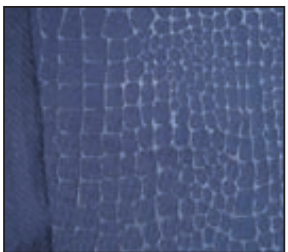
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Les Petit Fleurs

Floral patterns are a timeless trend, always in fashion. Designers will continue to be inspired by these beautiful examples of nature as long as flowers continue to bloom in all their radiant beauty.



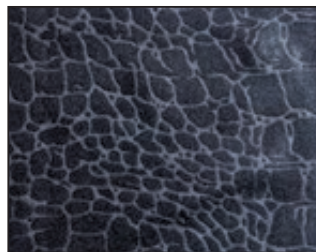
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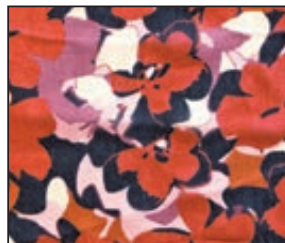
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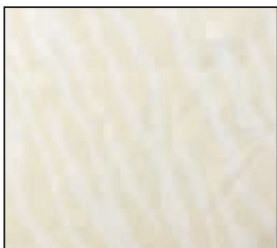
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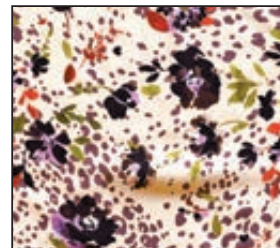
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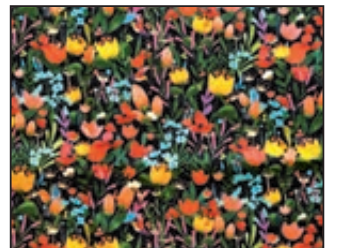
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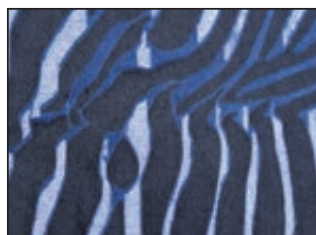
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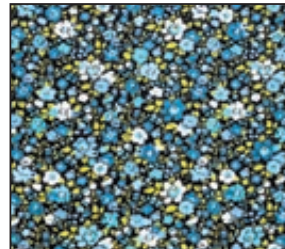
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With Canadian Roots, California Landscapes, Dalia MacPhee Honors Strong Women

When asked about her most recent projects, Dalia MacPhee will consistently respond with an answer that reveals her affinity for glamour combined with a yearning to create functional pieces. For her most recent fashion campaign, the Canadian-Californian designer collaborated with Ontario, Canada's mountain-bike Olympian Emily Batty to blend fantastic garments with a resilient strength that speaks to real women.

"The message for the shoot was that women can be anything. They can be tough, hard-ass Olympians. They can also wear gowns. They can do all of it. It's about not being put into a box," she said. "We did a fashion film, which is kind of Nike meets fashion. I put [Batty] in a gown on her bike. She is in the desert—there is a drone view of it—and she arrives at a red carpet in the desert."

Creating a connection between her homeland and current home, MacPhee shot the campaign in San Bernardino, Ca-

lif.'s Lucerne Valley.

"The desert is interesting because it holds a lot of history and yet it's a blank canvas," she said. "It's also futuristic. I don't know why, but it resonates with me as far as my journey in the fashion world and, also, where fashion is going. The collection is a merge of history and what is on the horizon."

Raised as an equestrian, MacPhee is known to incorporate elements that reflect her passion for the sport but also fulfill a need to solve a problem. Often the solutions she provides are a response to issues MacPhee experienced firsthand, such as an infrared-heated puffer jacket that remains warm for up to eight hours and a vegan backpack that includes wireless-charging technology and straps to carry a helmet.

"The inspiration for Fall was merging technology with fashion," she said. "Originally, I designed the helmet for the equestrian world and ended up realizing it could cross over into any sport. As a rider, I thought there are no nice

vegan bags to carry helmets and all these kids are riding around on scooters. I've been trying to make our fashion smarter."

Reflecting on her Spring 2020 collection, with a bit of Fall, MacPhee created day dresses that relied on mixed-media prints with florals and geometrics in chiffons and poly blends. Inspired by providing a new twist on old Hollywood, MacPhee's formal gowns were created using chiffon, poly blends and tulle. All designs were made according to MacPhee's commitment to vegan clothing, with the campaign's backdrop connecting the finery of her garments with a natural setting.

"I love merging uncommon backgrounds with high fashion. It's visually very cool. It's a dried-out lakebed. There is magic in being out in that venue of nature," she said. "You have a beautiful mountain backdrop. It's interesting, but it's not taking away from the fashion."—Dorothy Crouch

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Bee Darlin is seeking a full time product development assistant. The correct candidate must be detail oriented and highly organized individual. Must be able to work in a fast paced environment. Proficient with computers & email communication. Knowledge of fabrics & dress components/trims is a must. Must be able to prioritize & handle multiple tasks with a positive attitude. Email resume to: melinda@beedarlin.com

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Experienced Packaging Supply Sales Executive. We are a leading distributor of garment and packaging supplies. Knowledge in packaging materials a must. High energy and the drive to succeed. Prior executive sales experience a must. Starting salary and commission DOE. Email Jobs@scicorporate.com

CUSTOMER SERVICE/EDI CO-ORDINATOR

Los Angeles Apparel Manufacturer:
• Customer Service / EDI Co-Ordinator:
Must have 3+ years' experience in Blue Cherry and EDI. Knowledge of Microsoft Office required. Send Resume to: HR@kkcpa.com

IMPORT PRODUCTION COORDINATOR

Tech packs, production T&A, WIP daily. Must meet deadlines, team worker and organized. Min. 3 yrs exp. Microsoft Word and Excel. Email: uniquenesslehr@gmail.com

MARKING & GRADER

Full Time Position Marking and Grader
* Min 5 yr exp on Gerber System
* Benefits
Send Resume to: HR@ddaholdings.com

CUSTOMER SERVICE ASSOCIATE

Garment Importer in Commerce, customers including all major stores. 3 years experience in order entry, follow up, EDI, invoicing. Detail oriented, team worker. AIMS system a plus. Resume to: uniquenesslehr@gmail.com

Buy, Sell & Trade

*WE BUY ALL FABRICS AND GARMENTS

WE BUY ALL FABRICS AND GARMENTS. No lot too small or large. Including sample room inventories. Silks, Woolens, Denim, Knits, Prints, Solids Apparel and home furnishing fabrics. We also buy ladies', men's & children's garments. Contact: Michael STONE HARBOR (323) 277-2777

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SPACE FOR LEASE

•In newly renovated Anjac Fashion Buildings in the heart of Downtown Fashion District •Industrial, retail and office space also available throughout the San Fernando Valley. Retail and office space also available just south of Downtown. 213-626-5321 or email info@anjac.net

For classified information,
contact

Jeffery Younger

at 213-627-3737 ext. 280
or jeffery@apparelnews.net

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