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HOME-STYLE NYFW

Named "From Grandma's Couch," the New York Fashion Week Autumn/Winter 2020-21 show by Kenneth Nicholson blended cultural references and featured elements that could be found in a living room from a bygone era. For additional styles turn to page 14.

JORDAN TREY

ECONOMY

L.A. and California Economies Solid but Might Take Some Hit From Coronavirus

By Andrew Asch *Retail Editor*

California and Los Angeles County are forecasted to enjoy moderate yet sustained growth throughout the next two years, according to a **Los Angeles County Economic Development Corporation** forecast released on Feb. 19. Production slow-downs over the coronavirus outbreak, as well as entrenched issues such as housing and the cost of living in Los Angeles, are threatening growth.

California's gross domestic product is forecasted to grow 2.0 percent in 2020 and 1.6 percent in 2021, according to the forecast. Los Angeles County's gross domestic product is forecasted to grow 1.8 percent in 2020 and slow down to 1.6 percent in 2021. The 10-county Southern California region is forecasted to grow at 1.8 percent over the next two years.

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TRADE SHOW REPORT

Las Vegas Buyers Find Variety

The first week of February saw the apparel industry come together for the biannual Las Vegas trade shows. **Informa**-produced trade shows—led by the **MAGIC** brand—were hosted at the **Mandalay Bay Convention Center**. **WWD-MAGIC**, **Pooltradeshows**, **Project**, **Project Womens**, **Stitch @ Project Womens** and **MAGIC Mens** were held Feb. 5–7 while **Sourcing at MAGIC** opened Feb. 4.

Liberty Fairs hosted its event Feb. 4–6 at the **Sands Expo Convention Center**, while in a different section discount trade-show destination **Offprice** produced its biannual Las Vegas event Feb. 3–6.

Prior to its August move to **Caesars Forum**, **Womenswear In Nevada** held its final show at the **Rio Convention Center** Feb. 3–6.

The **International Fashion Jewelry & Accessories Group** created showrooms within the **Embassy Suites Las Vegas** Feb. 2–5.

Full coverage is on pages 3, 4, 9 and 13.—*Dorothy Crouch*

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Where fashion gets down to businessSM

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A CALIFORNIA APPAREL NEWS SPECIAL SECTION

Textile Preview

with Tech and Resource Guide

Forever 21 Acquired by ABG, Simon and Brookfield

Forever 21 is now owned by the **Authentic Brands Group**, the **Simon Property Group** and **Brookfield Property Partners**, it was announced on Feb. 19.

The partnership between the brand-development company and the mall-managers development companies started around Feb. 2 when they were named as the stalking-horse bidders for the bankrupt Los Angeles fast-fashion retailer.

The stalking-horse bidders agreed to acquire Forever 21 for \$81 million, according to media reports. A Feb. 19 announcement from ABG did not disclose how much the partners paid for Forever 21. However, the announcement did break down how much each individual partner owns of the retailer. ABG and Simon each own 37.5

percent. Brookfield owns 25 percent of Forever 21's intellectual property and operating business.

Jamie Salter, founder, chairman and chief executive officer of ABG, said that Forever 21 still has a lot of potential.

"Forever 21 is a powerful retail brand with incredible consumer reach and a wealth of untapped potential," Salter said. "We're looking forward to working with the F21 team and our global partners. Together, we'll revitalize the brand's core business and connect with audiences around the world through new product offerings and experiences."

Forever 21 founders Do Won and Jin Sook Chang will not remain at the company that they started in 1984 in Los Angeles' Highland Park section, said Haley Steinberg, an ABG spokesperson.

"The founders will not be involved with the company going forward. Our CEO has a positive relationship with them and only good things to say," she wrote in an email.

According to ABG's statement, the company will continue to operate its Los Angeles headquarters. The statement also said that Forever 21 will negotiate with landlords to continue store operations around the United States and other regions. It will convert owned store operations to a licensed-partnership model for Forever 21 stores in Central America, South America, Mexico, the Philippines and the Caribbean. The new owners also hope to expand Forever 21 across new territories in South America, Western and Eastern Europe, China, Southeast Asia, the Middle East and India.—*Andrew Asch*

ECONOMY

LAEDC *Continued from page 1*

The economies of Los Angeles County and California have a lot to celebrate, according to speakers at the LAEDC's forecast-release event, which was held at the **Sheraton Grand Los Angeles** at **The Bloc** retail center in downtown Los Angeles. California ranks as the number-one region for investment in new and emerging companies, according to figures that the LAEDC quoted from the **Dow Jones VentureSource** website. California also ranks as the most-desirable place to make a commercial-real-estate investment, according to a survey by the **CBRE** commercial-real-estate firm.

Healthcare, tourism and entertainment are forecasted to be major growth industries for Southern California. But skyrocketing housing costs, as well as a tight housing market,



From left, Frank Mottek, senior money anchor at KNX 1070 news radio; Shannon Sedgwick, LAEDC economist; Chris Slevin, VP of the Economic Innovation Group; and Alexander Casey of Zillow.

put growth in danger. If fewer people can afford to live in California, there will be fewer people to participate in the economy.

Shannon Sedgwick, the director of LAEDC's Institute for Applied Economics,

quoted the **Southern California Association of Governments Regional Housing Needs Assessment** group, which said that 1.3 million new residences needed to be built over the next eight years to meet needs. It would require triple the current levels of housing production.

The coronavirus will probably cause pain for the California and Los Angeles economies, mostly in the short term, said Stephen Cheung, executive vice president of the LAEDC and president of the **World Trade Center Los Angeles**.

"We think it will be like SARS in 2002–2003," he said. "Within three months, they'll start containing the spread and start managing it quickly."

Businesses that have been hurt include tourism, as there will be 300,000 fewer Chinese visitors to Los Angeles. Luxury boutiques, which sell goods to these tourists, are forecasted to take a hit.

Panic over the coronavirus outbreak has caused the cancellation of at least two apparel trade shows and for major companies such as **Apple**, which has lowered its earnings forecast for the second quarter of its 2020 fiscal year.

Media reports contend that Chinese factories are ramping up and getting back to work, but fashion-business analysts seem to be divided on what happens next in this crisis. Will it permanently change how fashion does business, or will familiar supply chains bounce back?

Chinese manufacturers and supply chains have taken the biggest hit. Major cities in the Hubei province have been quarantined.

Workers have not been able to travel to factories. Truck drivers have not been able to transport goods. The trucking slowdown in China has become the major choking point. It has been stopping the transportation of goods to airports and seaports, Robert Krieger, president of **Krieger Worldwide**, an international freight forwarder, said. The coronavirus outbreak is the only time during his more than 30 years of working in China where he has witnessed this much of a slowdown. "I was in China during the avian flu, SARS and the [2008 milk scandal]; this is the first time the total supply chain has been disrupted," he said.

Apparel businesses will have to move quickly to replenish inventories. They might choose to manufacture goods in Mexico or countries in the **Central American Free Trade Agreement**, said Mercedes Gonzalez, director of **Global Purchasing Companies**, who frequently travels to Latin America.

"People have been sitting on the fence about going there [China]," Gonzalez said about apparel businesses. "But now, what are their alternatives? It's better than an empty store."

There are possibilities that Los Angeles and American manufacturers could receive a

➡ **LAEDC** page 13

Inside the Industry

Victoria's Secret, the largest lingerie specialty retailer in the United States, will become a privately held retailer, it was announced Feb. 20. Publicly held L Brands, Inc., which acquired Victoria's Secret in 1983 and is headquartered in Columbus, Ohio, sold a 55 percent interest in the retailer to private-equity firm Sycamore Partners. L Brands will retain 45 percent of the retailer, whose nameplate graces more than 1,000 stores around the world. The total value of the lingerie brand is \$1.1 billion. When the transaction is wrapped up, L Brands' veteran leader, Leslie Wexner, will step down as chairman and chief executive officer. He will serve as chairman emeritus, while Bath & Body Works' newly appointed CEO, Andrew Meslow, will also lead L Brands as the chief executive and serve on the company's board. Wexner said that the transaction would restore Victoria's Secret to its former prestige and profitability. Wexner and the brand had come under heavy criticism in the past few years for not keeping up with fashion and social trends. The brand also was hurt by the scandal of Wexner's and the company's association with convicted sex offender Jeffrey Epstein.

ModCloth was acquired by the brand-investment platform Go Global Retail, it was announced Feb. 20. A statement on the deal did not state how much Go Global Retail spent to acquire the indie fashion retailer ModCloth from Walmart Stores Inc. The Tiger Capital Group provided the financing for the acquisition. Bob DeAngelis, Tiger's executive managing director, said that Go Global Retail would help ModCloth become more competitive. "We saw yet another strong opportunity in Go Global's acquisition of ModCloth, a digitally native retailer, that has posted annual revenues of up to \$150 million and enjoys strong brand equity among consumers," DeAngelis said.

Gap Inc. said that it would partner with thredUP, the world's largest resale platform. Gap will encourage its customers to turn in secondhand clothes to thredUP in exchange for credit at Gap Inc.'s stores such as its namesake Gap, Banana Republic, Athleta and Janie and Jack, said Mark Breitbard, president of Gap Inc.'s specialty brands. "As the resale revolution continues to gain momentum, participating in re-commerce is not only good for our planet but good for business," Breitbard said. "Our customers are diversifying their closets, whether with new clothing, rental pieces or secondhand goods. We're thrilled to partner with thredUP in offering a sustainable and innovative way to shop for the closet of the future."

Teva, a division of the Goleta, Calif.-headquartered Deckers brand, announced the launch of the "Strap In To Freedom" campaign. For the campaign, Teva will use recycled plastic in 100 percent of the straps used in its sandals, said Anders Bergstrom, Teva's general manager. "We are committed to improving our practices and creating product with higher social and environmental standards that minimize our overall environmental impact," Bergstrom said. "We believe we have an obligation to do our part in creating product that is mindful of the environment, and this is only the beginning. We have a long road ahead but are dedicated to creating a sustainable footprint."

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WWDMAGIC Mixes Sizzle and Business

WWDMAGIC flexed its entertainment muscles when the show focusing on juniors and young contemporary styles ran Feb. 5–7 at the **Mandalay Bay Convention Center**. Nelly, who charted major hits such as “Hot in Herre” in 2002, performed at the WWD-MAGIC Hub at the end of the day on Feb. 6.

The wholesale online marketplace **FashionGo** produced raffles and opened a cash-and-carry section at its 30x100-foot **On:line by FashionGo** booth. These offerings helped drive traffic to the booth during an already crowded market, said Alin Kim, a FashionGo marketing associate. “It was very busy—overwhelming sometimes—but all in good ways,” Kim said.

Patrick Anderson serves as vice president of buying, product development and site merchandising at the e-emporium **Lulus.com**, headquartered in Chico, Calif. “It’s Spring,



Nelly performs at WWDMAGIC

Fall, Summer and Immediate,” he said of the show. “There were a lot of lavenders, turquoises and neutrals. There was a lot of volume in sleeves. For fabrications, there’s still a lot of play on hard and soft such as satins complementing denim,” he said.

—Andrew Asch

Suiting Up at MAGIC Mens

The **MAGIC Mens** trade show ran Feb. 5–7 at the **Mandalay Bay Convention Center**.

Tim Tam, owner of the **Carrucci** footwear brand, had been exhibiting at MAGIC Mens for more than a decade. “We picked up 20 new customers,” Tam said.

Much of the show’s real estate focused on suiting. Los Angeles–headquartered **Retro Paris** exhibited tuxedos. Owner Rob Dupetit said that prom season was a big deal for his label. “They want to match the suit to the girls’ dresses,” he said of the prom goers his brand outfits. Popular colors included metallic reds, royal blues and pinks. “It’s got to have a pop,” he said. “It’s got to be unique.”

Kimberly Breed was buying suiting and other men’s styles for her e-tail shop **Sirreal-mens.com**. “Guys are getting into bling-y prints, patterns and colors. It’s bold. There are a lot of flowers and paisleys,” she said.



Ron Dupetit of Retro Parts

The **Hawaiian Island Creations** brand introduced new prints on its eight-way octo-performance stretch boardshorts. One of the styles featured tattoo designs representing different Polynesian groups, said Baltazar Magdirila, HIC’s design director. He said that the show enjoyed good walk-in traffic. “We got a bunch of people coming at the same time,” he said. “It was a good problem to have.”—A.A.



Derek Sciacqua (left) hosts a meeting at the Gecko Hawaii booth

Pooltradeshow Features Debuts From Established, Emerging Brands

Pooltradeshow was conceived as a forum for emerging and art-inspired brands, but Derek Sciacqua of the **Gecko Hawaii** brand also considered the trade show, which ran Feb. 5–7 at the **Mandalay Bay Convention Center**, as a platform to make trade-show debuts.

He made the trade-show debut of the line **Gecko x Riff Raff**, which features caps, bandannas and T-shirts bearing glow-in-the-dark inks. Riff Raff, a rapper, has worn the collaboration line during his concerts. Gecko x Riff Raff was exhibited with the brand’s wider collection of goods, which features neon colors and graphics of geckos, Sciacqua said. “We saw some great retailers from across the world who are serious about buying quality products,” he said.

Reportedly seen at Pool were buyers from **Amazon.com**, **Hot Topic** as well as Japanese stores, Sciacqua said.

About 150 brands exhibited at the show, ranging from the B2B basics brand **Los Angeles Apparel** to yoga and socks brands bearing unique graphics often inspired by pop culture.

Pool also was a forum to make a statement. Exhibiting at the show was San Francisco retailer **Knobs**, which makes a line of clothing inspired by gay pride weeks, said Samuel Rodriguez, a Knobs buyer.

Another retailer shopping Pool was Cecily Diffin, co-owner of **The Ruddy Duck Mercantile**, located in Hood River, Ore. She said that she noticed apparel companies using better-quality fabrics in the past few years. “Wide-leg crop pants are also on trend,” she said.—A.A.

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Project Rolls Out Denim Room

Project rolled out the 12,000-square-foot Denim Room section at the Feb. 5–7 run of the contemporary trade show at the **Mandalay Bay Convention Center** in Las Vegas.

Brands exhibiting at Denim Room include established jeans labels such as **Lucky Brand**, **Silver Jeans**, **7 For All Mankind**, **Paige** and **Parasuco** as well as emerging brands. Los Angeles' **Trinidad3** jeans was honored with a best showpiece award for its Barron for Trinidad3 jeans.

Yuuki Ogura manages Project's Japanese show, **Project Tokyo**. She produced a delegation of several Japanese brands for a special section of the Denim Room. These brands included **Graphzero**, **Norbit by Hiroshi Nozawa**, **TAAK**, **Fagassent** and **Vuasa**. Luke Cho of the independent boutique **Mild Blend Supply Co.**, estimated that he ordered \$60,000 worth of goods from this section for his high-end-denim boutique in Chicago. "This section keeps the culture alive," he said of brands that make jeans in an artisanal style. "They make denim the old way—it's not mass produced."

Project also produced other curated shows. **MRket** was devoted to men's suiting and traditional looks. **The Foundry** focused on new and emerging brands. **The Tents** featured elevated men's collections.

Other sections of Project included District, which is devoted to lifestyle brands inspired by skateboarding and streetwear. One of the brands exhibiting was **Crooks & Castles**, the influential Los Angeles-headquartered streetwear line. Crooks & Castles was re-



From left, Yuuki Ogura of Project Tokyo, Luke Cho of Mild Blend Supply Co., and Ryoosuke Fukui of Graphzero

cently licensed by Montreal-based **MLG Brands**. It exhibited an extended Fall-season collection for C&C. MLG also made Crooks & Castles tops that were worn by Project staff during the show.

Adjacent to District was Project N:OW, a 10,000-square-foot section that was anchored by a sprawling booth produced by the prominent **Champion** brand. The section also hosted trade-show debuts for the Los Angeles brand **Night:Shift**, which makes stylish bedding, loungewear and apparel. Another brand exhibiting was **RipnRepair**, a Los Angeles brand inspired by the Korean American experience.

Retailers shopping N:OW included **Zebra Club**, an influential Seattle boutique. Jackie Nguyen, a Zebra Club buyer, said that she saw variations of tie-dye such as marble dyeing. Nguyen said that tie-dye was here to stay. "It's like camouflage and plaid. It's a classic," she said.—*Andrew Asch*

Finding a Wholesale Fix at Stitch

As the sibling show to the larger women's show, **Stitch @ Project Womens** afforded options in resort and contemporary lines. Hosted at the **Mandalay Bay Convention Center** Feb. 5–7, the event attracted buyers who wanted stylish apparel that would meet the needs of the contemporary customer.

Visiting from St. Louis, Mo., **Nellie's Closet** owner Tami Vanmeter searched for pieces that would suit her clientele, which includes women up to 105 years old. While she has a bricks-and-mortar location, Vanmeter also buys for another segment of her business—women in retirement communities in 15 states including Florida, Georgia, Colorado, Kansas, Illinois, Indiana, Texas and her home base of Missouri.

Inspired by her mother, Nellie, who passed away from breast cancer and couldn't visit stores to shop for clothes, Vanmeter feels that she keeps these women feeling stylish despite their mobility challenges.

"My customer wants to be comfortable but stylish," she explained. "For Fall, there is a lot of faux fur and little, cute jackets. A lot of snakeskin and animal prints."

In addition to buying Fall, Vanmeter also bought Immediates and Spring, where she noticed a lot of neutrals and linen. A few of the vendors she visited were **Fate**, **Gina's Boutique Paris** and **Love Token**. Accommodating sizes 2–3X, with interest in wholesale



Liverpool Los Angeles booth

price points from \$40 to \$100, she feels that her customers aren't as concerned with cost at this time.

Business at the booth for Montebello, Calif., **Liverpool Los Angeles** was busy as representatives fielded a great deal of interest for knits and denim. The sweet spot for wholesale pricing ranged from \$34 to \$38 for staples. In addition to Fall menswear influences—vests, utility and camouflage and its shirt-jacket hybrid, the shaket—the brand saw interest in its sustainable-denim line **5.0**.

"It starts with the yarn," said Ron Perilman, the company's president. "All the denim is recycled BCI denim. All the polyesters are **Repreve**. There is less than a half a glass of water being used because we use lasers and we use **Ozone**."—*Dorothy Crouch*

Bargains Attract Buyers to Offprice

Providing options for discount buyers, the Feb. 3–6 edition of the **Offprice** show saw attendees from around the world at the **Sands Expo Convention Center**.

As an annual visitor who prefers the February show, Barbara Akindayomi placed orders for women's goods, including jewelry, for her **Trendi Boutique**, located in Nigeria.

"The pieces are unique and different. The prices are quite good, too," Akindayomi said. "The pieces are not really things you see around. If you look properly, you will see things that you will not see everywhere."

At the **Almost Nothing Inc.** booth, Los Angeles-based sales representative Roxsana Chicuate was selling basics. She revealed that most of the buyers she saw were interested in Spring as she fielded interest from attendees hailing from L.A., New York, Florida, West Virginia and Mexico.

"We're doing mostly Spring. They're still taking Immediates. I believe some people wrote for pack and hold but not a lot," she said.



Almost Nothing Inc. booth

"For us, we get in a lot of merchandise in the beginning of the year, which hits that target."

Visiting Las Vegas from Brooklyn, N.Y., buyer Deanna Battista was shopping for **Telco Stores**.

"I got a couple of good deals," she said. "I am doing Immediates, and if I find Fall goods I will take them also to pack and hold."

As a regular attendee who attends both the August and February shows, Battista enjoyed the camaraderie she experiences during the event through buying from vendors she has worked with for years in addition to her hopes of finding a few new resources.—*D.C.*

Consumer Demand Is Queen at Project Womens

At the **Mandalay Bay Convention Center** Feb. 5–7, **Project Womens** saw buyers searching for unique goods that would draw in their customers. For buyer Dana Applebaum, owner of the Commerce Township, Mich., women-and-girls shop **Full Moon Greetings**, the goal was to invest in pieces with her trusted exhibitors such as **Democracy** and **Chaser** but also find at least five new partners.

While shopping the show, searching for pieces under \$30 wholesale in sizes 8–3X for ages 8 through 80, Applebaum mentioned that she remains mindful of her customers' demands while walking through the large event.

"We're in suburban Detroit," she said. "As much as I love the festival look, my girls tend to dress more East Coast New York style—mix a concert tee with a leather jacket or a blazer, so I have to be very careful and very thoughtful."

At the booth for the **Niche LA Showroom**, founder Suzie Hart represented a few brands, including the denim line **Washlab**.

"What we showed was different from most of what they had seen," she said. "We had the



Project Womens

elements of basic five-pocket fits. But we offered a bit of something different in wash and trim treatments and denim sportswear."

Preferring the February edition over the August event, Lisa Drouin, owner of the **Corner Closet** in Cedarburg, Wis., enjoyed the selection at Project Womens, mentioning that it afforded many options for her customers, aged 30 to 65.

"These women want to feel beautiful and confident in fabulous clothes. They are women who want to be inspired and fall in love with things but have things that fit them," she said.—*D.C.*

Calendar

Feb. 23

Curve Los Angeles
Westdrift Manhattan Beach
Manhattan Beach, Calif.
Through Feb. 24

Feb. 24

Paris Fashion Week Women
Carrousel du Louvre
Paris
Through March 3

Feb. 25

Connections San Francisco
Hotel Vitale
San Francisco
PI Apparel Los Angeles
L.A. Grand Hotel Downtown

Los Angeles
Through Feb. 26

Feb. 28

Première Classe
Jardin Des Tuileries
Paris
Through March 2
Reassembled Show
71 Rue de la Fontaine au Roi
Paris
Through March 2
Tranoi Women's and Accessories
Tranoi Week
Palaise de la Bourse
Paris
Through March 2

March 2

Coast Miami
The Moore Building
Miami
Through March 3

March 4

LA Textile
California Market Center
Los Angeles
Through March 6

March 5

Fashion Community Week
Cliff Royal Sonesta Hotel
San Francisco
Through March 8

March 7

City of Hope International Women's Day
RPM on the Water
Chicago

March 8

City of Hope International Women's Day
Standard, Hgh Line
New York

L.A. Market Week

California Market Center
The New Mart
Cooper Design Space

Gerry Building
Lady Liberty Building
Los Angeles
Through March 11

Label Array
LA Kids Market
California Market Center
Through March 11

March 9

Brand Assembly
Resassembled Show
Cooper Design Space
Los Angeles
Through March 11

Designers and Agents

New Mart
Los Angeles
Through March 11

O2 Show
California Market Center
Los Angeles
Through March 11

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on ApparelNews.net.

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Textile Preview

with **Tech** and **Resource Guide**

FEBRUARY 2020

A CALIFORNIA APPAREL NEWS SPECIAL SECTION

TEXTILE TRENDS

Animal Lovers

Lace Looks

On the Dot With Retro
Stripes

Actively Engaged

Fancying Florals

Textured Treats

TRIM, ACCESSORIES AND BRANDING TRENDS

TEXTILE NOTES

Industry Voices: Technology

The Tipping Point for
On-Demand Fashion

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INDUSTRY VOICES: TECHNOLOGY

The Tipping Point for On-Demand Fashion

By Edouard Macquin *Contributing Writer*

Meeting consumer expectations

On-demand fashion continues to grow as consumers increasingly look for personalized and customizable products. In fact, indications show that this is less of a trend than it is a tectonic shift in the way the fashion industry does business, from marketing and design to product development, manufacturing and logistics.

However, the majority of brands have yet to take advantage of what customers are largely saying they want, leaving the door open for forward-thinking brands to innovate and take advantage of this market opportunity and realize value for their bottom line. Added to this is that while the trend is still in an early adoption phase, risk is minimized by the fact that many brands have already taken the leap and are seeing success. Right now, there is a window of opportunity in which brands can still be trailblazers but also have a map for how to make the transition profitably and sustainably.

The time is now for brands to invest in the technology and strategy to get a head start on the future of fashion.

Determining the extent of the change

Because consumers are growing accustomed to personally curated experiences in many aspects of their lives, it's inevitable that the trend extends to fashion. However, though consumer demand will determine the extent of personalized experiences in the apparel industry, so will the industry's ability to pivot to technology and processes that empower personalization.

Brands agree that companies will advance from supply-driven chains to demand-driven ones, though rates and degrees vary. The general belief is that, in order to remain competitive, mass customization is necessary for at least certain product categories, with many believing that it will become essential across a company's product offerings. Fashion decision-makers, in general, were more likely to deem customization necessary and indicated that it would be mainstream in the next two to five years.

Sasha Stasevich, director of operations for **Blacksmith International**, a sourcing-and-production company, recently said, "I think in two or three years we'll see the change in [consumers'] preferences and companies able to adapt and thrive on this new model. It's a matter of how they're going to implement and how the model will fit into their long-term vision."



Edouard Macquin

Made-to-order products by definition require more time to deliver into shoppers' hands, so one major consideration is the customer's willingness to accept the added cost and time. The good news is that shoppers are willing to pay more for products that speak to them personally—to a point.

Apparel companies are still grappling with the challenges related to cost, speed and the complexity of the demand-driven supply chain. The industry has yet to determine how best to retrofit—or build—factories and processes to coexist with their established bulk production, but it is clear that the technology is increasingly there to facilitate the change through integrated software and machinery that speak to each other across the supply chain and offer companies digital transparency throughout the process.

Felipe Caro, professor of decisions, operations and technology management at the **University of California, Los Angeles**, said, "The demand is there as long as it's not too expensive and doesn't take forever. That is the trade-off, which is very hard to overcome because it's already challenging to produce at a large or medium scale. Doing it on an individual basis, it's 10 times the challenge."

Interestingly, decision-makers were more likely to say the onus often falls on manufacturing facilities when change is necessary—and this speaks to the need to partner with the right tech companies to overcome the speed and consistency obstacles in the on-demand model. Many have identified supply-chain partners that are designed to capitalize on this model, and, ultimately, most of the industry recognizes that the widespread adoption of models like mass customization and made-to-measure are a question of when, not a matter of if, especially as on-demand technology allows for a less-wasteful, more-agile supply chain geared for both sustainability and business resilience.

The time is now for fashion brands looking to capitalize on the personalization revolution. The only question for brands then is: When are they going to become willing to seize the opportunity?

Edouard Macquin is the president of Lectra Americas. Lectra, headquartered in France, is a technology company that combines software, cutting equipment, data and services to meet the specific needs of fashion, automotive and furniture companies across the globe.

TRIMS, ACCESSORIES AND BRANDING

New Magnet Zipper Unveiled by YKK

Aiming to bring greater ease to consumers, the Tokyo-headquartered **YKK Corporation** announced a new magnetic zipper product launch Feb. 20. By unveiling this new offering, the 86-year-old company introduced an alternative to conventional zippers that require an insert pin and retaining box that engage to close.

Scheduled for mass production by 2021, the device is an open-end product that creates magnetic force between the left and right sides of the zipper. This force allows the two pieces to join together and engage in preparation to zip up and quickly disengage after zipping down.



The magnetic zipper could benefit differently abled and elderly consumers who encounter challenges when opening and closing zippers. It will also provide greater ease to athletes who benefit from clothing with quick-change capabilities and parents who seek greater convenience when changing their children's clothing.—*Dorothy Crouch*

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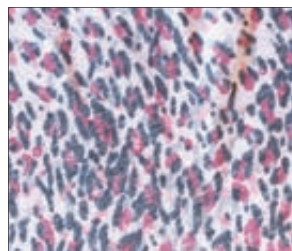
TEXTILE TRENDS

Animal Lovers

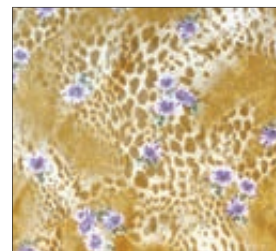
Over the last few seasons, patterns inspired by animal skins have been trending and are continuing to remain an important part of current garment designs.



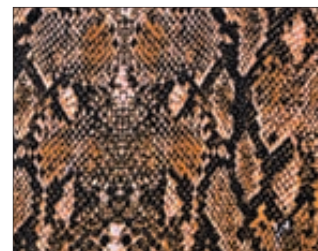
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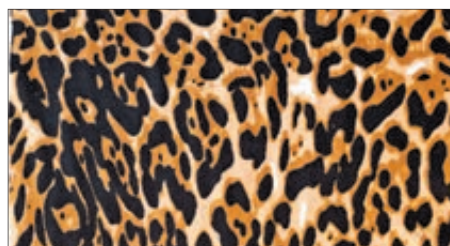
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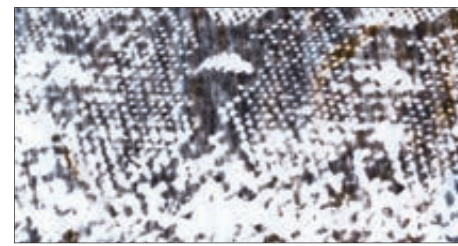
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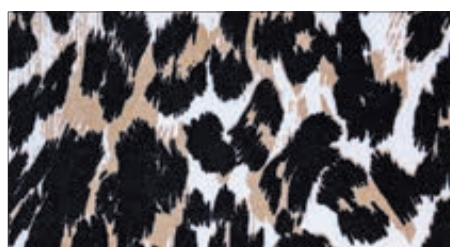
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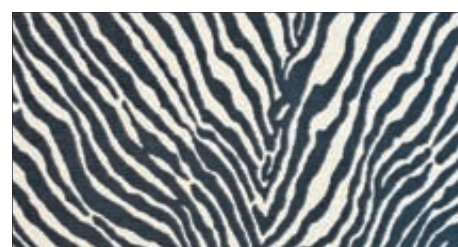
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Lace Looks

Once a signifier of more-traditional fashions, lace and its embroidered cousin, eyelet, evolved from the rocker 1980s Lita Ford styles into designs that embrace the romantic side of fashion.



Tiss et Teint



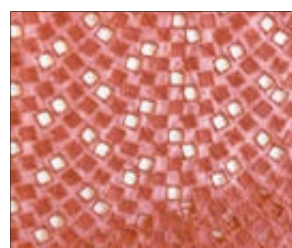
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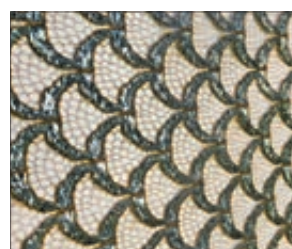
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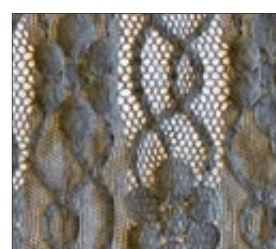
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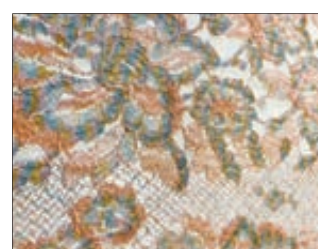
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Sourcing at MAGIC's Global Exhibitors Report Good Traffic After China Ban

Hosted in a tent across from the **Mandalay Bay Convention Center**, **Sourcing at MAGIC** opened one day earlier than its sibling **Informa**-produced trade shows. The show opened its doors Feb. 4 despite the travel ban that barred exhibitors from China from entering the United States when it was implemented Jan. 31.

Unbothered by the absence of China-based representatives, Pua Medina, owner of the Hawaii-based brand **Kapuaui**, found potential partners in **Vrijesh Natural Fibre & Fabrics** and **Kish** from India to source fabrics for her scarves and kimono tops.

"They had a lot of colors such as the natural, neutral things you would find in nature. Their dyes were just beautiful," she said. "There was a display of this one dress in colors I love working with."

Representing Madagascar's female artisans, a group of first-time attendees exhibited ecologically sound goods that promoted fair wages and elevating the status of women who are economically challenged. With the help of the **American Chamber of Commerce in Madagascar**, Vola Lee and Vololona Rasoarimanana of **Unik Bags**, Zara Rajaonarisoa and Ranaivo Onintsoa Diamondra of **Diamondra Creation**, and Rakotohavana Nivo-Harinoro of **Nivo Jewels and Precious Stones** sought to expand their reach into the United States.

"Not only are we businesswomen, but the reason for me to come here is that our materials, such as raffia, are ecological. Many women work on it in Madagascar, weaving it with their hands," Lee said. "I met a woman making raffia bags on the street. I told her I would like to help her. I came here for that reason."

The founder of **YANA**—You Are Not Alone Gifts—Wayne A. Grover didn't seem to mind the absence of vendors from China. While he was searching for supply-chain partners to produce soft, quality T-shirts for his brand, whose mission is to combat loneliness. He wanted to shift his U.S. manufacturing to production in Mexico or with



Booth showcasing goods from Madagascar

a South American partner.

"People love our T-shirts because they are so soft and stylish but also expensive," he said. "We need to find high quality and super soft, so it's hard to get the right price point."

At the booth for **The Common Link**, founder Wilson

Avalos, who is based in Los Angeles, offered options for brands of all sizes, whether they sought domestic manufacturing or production abroad.

"People are still interested in made in the U.S.A., but they can't afford it. A lot of people are stopping by but they are smaller and don't have the infrastructure yet," he said. "Making apparel in the U.S., basically in Los Angeles, it is important that it is small. These people try to go to Mexico or Asia, but the first thing they hear is, 'No, I can't make 300 units.' As a company, we make everything."

Celebrating the 15th anniversary of his business, Adam Sheridan, owner of Seattle's **The Purple Store**, mentioned that he saw a bit more of a presence from United States vendors. For a store that sells only purple items, he was particular about the options vendors offered.

"The lesson we're learning when sourcing is that we're looking for the right people," he said. "They'll all have a different material or differing offerings, but we need to find people who have the same sensibilities as we do and will be easy and fun to work with."—*Dorothy Crouch*

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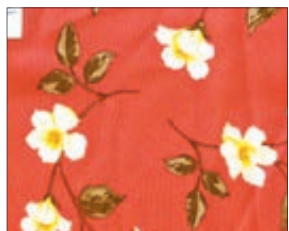
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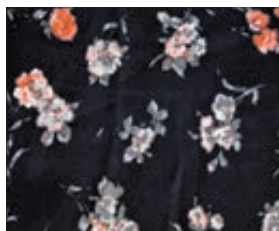
TEXTILE TRENDS

Fancying Florals

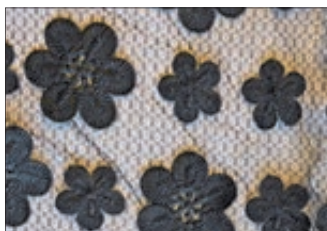
Whether using subdued hues or vibrant colors, today's florals see great detail in textile design through exquisitely printed petals or tiny flower details.



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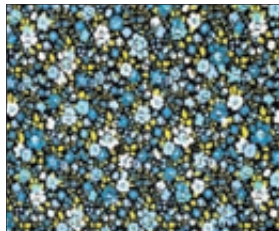
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Liberty Works With New Schedule and Other Changes

The 14th season of the **Liberty Fairs** trade show was marked by change when it ran Feb. 4–6 at the **Sands Expo Convention Center** in Las Vegas.

For the first time in five years, that contemporary dual-gender trade show ran solo as its sibling show, **Agenda**, was on hiatus. The February Liberty show also worked on a different schedule. It started a day before the **MAGIC** trade show, which ran Feb. 5–7.

Many Liberty vendors said that the show enjoyed a major surge of buyer traffic on Feb. 6, the last day of the show. Alfred Davis, a co-founder of the **T&A Showroom**, said that the traffic pattern was a surprise. “My history of trade shows said that it’s horrible on the last day. But this day was packed,” he said.

His sprawling 2,500-square-foot section of Liberty exhibited brands such as a resurgent **Ed Hardy**, which experienced a plummet in popularity shortly after the Great Recession. T&A exhibited a preview of the once wildly popular brand at Liberty in August 2019. For the most recent show, it exhibited a wider selection of the tattoo-inspired Ed Hardy along with a stable of other brands including **Le Cruz**, **Oren Kash** and **Oublier Collective**.

Brands exhibiting at the show ranged from suiting from the **Pal Zillieri** label and **John Varvatos Signature Tailored**, motorcycle jackets from **Schott NYC**, denim from **Levi’s**, **Naked & Famous**, **Neuw Denim** and **Railcar Fine Goods**, as well as streetwear from **Billionaire Boys Club** and **Defend Brooklyn**.

Vendors also produced big activations such as a coffee lounge put together by **Calik Denim**, a custom-T-shirt station produced by **Jack & Jones** and **Re/Up** screen-printing its sustainable T-shirts. There also was a vintage cash-and-carry section.

Retailers browsing the trade show looked



Liberty partner Sharifa Murdock (second from left) at the show

to parse trends. “There was a lot of discussion about vintage clothing,” said Mark Werts, founder of **American Rag**, an influential Los Angeles retailer.

Jisook Lee of the Los Angeles-based boutique **Black Market** said that designers have been working with a wider palette of colors. “There are a lot of bright colors and neons,” she said.

Ray Goodman, founder of the **Trash and Vaudeville** boutique in New York City, shopped the show. The boutique was influential in shaping punk-rock style and enjoyed the patronage of the stars of the first wave of New York punk rockers in the late 1970s. Goodman said that he had placed orders for Schott leather jackets, **Kennington Ltd.** collared shirts and **Kangol** hats, while mentioning that bondage-style pants were trending.

Attendance of buyers and vendors was about even with the February 2019 show, said Ronny Oppong, a Liberty sales manager. About 325 brands participated in the February 2020 show and a bit under 3,000 attendees walked the show.

He forecasted that Liberty’s August 2020 show will bring more change, but he didn’t detail what changes would come. “We’re going to be bringing a new experience to the Las Vegas show,” he said. “There will be a bigger emphasis on lifestyle as well as a platform for brands to express their stories,” he said.—*Andrew Asch*

IFJAG Allows Buyers to Focus on Business Through Showroom-Style Setting

Hosted at the **Embassy Suites Las Vegas** Feb. 2–5, the **International Fashion Jewelry & Accessory Group**’s most-recent show attracted buyers who were interested in serious business without the hassle of competing for the attention of buyers. Organized with the hotel’s suites as showrooms, IFJAG saw buyers such as Ann Barrios of the e-commerce business **Camille Oliver LLC**. The new brand is focused on providing female working professionals ages 25 to 40 with simple, chic jewelry that she could sell at a \$65–\$80 retail price point.

“This show I love. I love how it’s the nice showroom vibe,” she said. “With a huge trade show at the booths, you don’t always get the attention that you need.”

En route from a trade event in Tuscon, Ariz., Barrios was a first-time attendee at IFJAG. She preferred to search for mostly gold jewelry that featured elements such as small butterflies and celestial details including stars and zodiac references. She also thought trends in enamel would be a good fit for her customers.

“Nothing too cutesy or girly,” she said. “I am looking for more of the chic, simpler looks—updated classics.”

Within the suite for **B&R Accessories, Inc.**, Amrita Ahluwalia was assisting her parents showcasing the goods of the family-run business. As the owner of **Ten79LA**, her own 12-year-old brand of accessories and jewelry



B&R Accessories, Inc.

that is handcrafted in India, Ahluwalia was happy with the quality of buyer she met during the show.

“The regulars are coming by,” she said. “Everyone knows they have to do volume, which is nice. They come in ready to do business. This show is for volume buyers.”

In addition to B&R’s brooches and fashion jewelry, Ahluwalia showcased new products in tunics and vests that attracted buyers to the suite. Explaining that she was impressed to see buyers from every region of the United States, Ahluwalia enjoyed the simplicity of participating in the IFJAG show.

“This show is easy. The setup is simple,” she said. “It’s no drama.”—*D.C.*

WWIN Attracts an Array of Buyers From Bricks-and-Mortar to Social-Commerce Sites

Hosted at the **Rio Convention Center** for its final show in the space, **Womenswear In Nevada** saw business from buyers who value personalized attention during its Feb. 3–6 run. Before moving to the **Caesars Forum** for its Aug. 17–20 edition, WWIN saw buyers interested in a range of women’s fashions including modern updated, misses and contemporary for consumers of every size, which was a big selling point for Ashley Ryckman, buyer for the Facebook-based **Ashley’s Chic Boutique**.

“We sell mostly plus size for my Facebook-based shop—plus sizes and higher-end, quality pieces to bring into Spring,” she said. “If you are looking for a target demographic that is between the ages of 35 and 40 and up, this is where you need to be. The fabrics and the styles are a little more mature.”

During her visit, Ryckman was searching for immediates and pre-orders for Spring. While she focuses on sizes 1X, 2X and 3X, she also purchases lower sizes starting at small. Visiting from Pennsylvania, Ryckman felt her sweet spot for wholesale pricing fell between \$13 and \$20, and she was excited to see on-trend patterns.

“Everything cheetah and timeless pieces, as well. I am loving all the **Pantone** colors for Spring. They are all classy,” she said. “What we typically do is a little more basic and then edge it up with a kimono or a vest and accessories. I am looking for color but not super crazy in your face. Cheetah is the new black—everything animal print.”

Shopping for her clientele, whom she describes as “church ladies,” **Refine Me!** owner Denise Wilson was in town from Everett, Wash. As the owner of the 10-year-old busi-



Fashion Express booth

ness, Wilson visits the show twice a year for wholesale price points averaging \$150 and enjoys meeting her trusted vendors to enjoy face time and examine pieces in person.

“The vendors here are very accommodating. I could do lady clothes elsewhere, but this show is relaxed, it’s fun,” she said. “I love the meet-and-greet, which I did in August. It was so nice to meet some of the other people to find out what they do and how they would fit into my store.”

At the **Fashion Express** booth, Jenny Yu, owner of the 6-year-old Dallas-based line, and her sales representative Jane Lubarsky were selling a style founded on Southwestern design. While the pieces relay a sense of the style particular to the region, buyers found that the garments were versatile enough to suit their clientele throughout the United States.

“We have our own designer to create the styles. No one has this style,” Yu said. “We always make it different through our prints and colors. Dusters are popular as are ponchos and jackets.”—*Dorothy Crouch*

ECONOMY

LAEDC *Continued from page 2*

boost from companies looking for new factories. Daniel Antonio, founder of the Los Angeles-headquartered **Dirty Milk** label, had taken his manufacturing to Los Angeles after a few years of making it in China.

“We’re not going back to China. We were victims of the trade war,” he said of Dirty Milk. “Then, next thing you know, you have this outbreak. It’s affecting a lot of people.”

However, manufacturing in Los Angeles may not be for brands who need to keep their prices low. Antonio estimates that manufacturing footwear such as sandals in Los Angeles costs him 60 percent more than it does in China. However, he gains advantages by manufacturing domestically, being able to control production and not having to wait for shipping times to receive product.

“If they weren’t already here, they’re not coming here. They’re looking for other places

overseas,” Antonio said. “Vietnam is a major factor right now. A lot of people are talking about Pakistan and Turkey.”

Jeff Van Sinderen, an equities analyst with **B. Riley FBR**, forecasted that the coronavirus outbreak will spike and then disappear like previous outbreaks of disease in China. “Usually, they tend to peak in February and ramp down in March. Then, we should be heading back to normal,” he said.

First-quarter earnings will be hurt by the outbreak, but there could be a rally after the outbreak is curbed. There could be pent-up demand for goods. “It’s still cold in much of the U.S.,” Van Sinderen said.

“We live in a buy-now, wear-now world, and spring merchandise sales are not likely to peak until the weather broadly warms up,” he said. “It would have been worse if this happened later in the year. Warmer weather would come and spring/summer goods would not be optimally stocked in stores.”

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Keeping Fashion in the Family at Kenneth Nicholson's NYFW Presentation



JORDAN TREY

During New York Fashion Week, Los Angeles-based designer Kenneth Nicholson revealed a mixture of elements inspired by popular culture, politics and digital public spaces, in addition to current and historical events in his Autumn/Winter 2020–21 collection named "From Grandma's Couch."

At the Feb. 5 show, Nicholson used fabrics that evoked a sense of comfort while incorporating draping methods that transitioned his feeling into adulthood, all while remaining true to the collection's name. Hound's-tooth pieces created using a latch-hook approach showed the designer's ability to convey a true sense of the show's theme.

Additional features for the men's and women's garments connected the audi-

ence with inspirations from vintage home-decorating elements including textures that resembled carpeting, as well as from tchotchkes and details that could be found on a drapery valance. Nicholson remained true to the apparel by incorporating often overlooked elements such as allowing tailor's tacks to remain in garments that were shown on the runway.

Connecting with his childhood, Nicholson's group of models included Harper Waters, who is a soloist for the **Houston Ballet** and has become a notable figure on the fashion scene. While the designer is proud of his Southwestern heritage, he consistently finds inspiration in the natural beauty of Los Angeles in addition to the city's media-and-entertainment culture.—*Dorothy Crouch*

TRADE SHOW REPORT

Outdoor + Snow Show's Inaugural Event Blends Two Segments

During its Jan. 29–31 run at the **Colorado Convention Center** in Denver, **Outdoor Retailer's Outdoor + Snow Show** saw attendees from the outdoor and snow-sports industries who were searching for the latest products in apparel for these closely related segments. This was the first edition of the **Emerald Expositions**—produced show to be produced following the announcement of a merger between Outdoor Retailer with its **Winter Market** and **Snow Show** events. Show producers reported more than 25,500 total attendees.

For **SEED Peoples Market** President and Chief Executive Officer Shaheen Sadeghi, whose business won the Outdoor Retailer Innovation Award in the retail category, the new show model made sense, as sellers in the industry search for methods to remain relevant.

"I'm looking for simplification. I am looking for curation," he said. "At every show, people are a lot more focused. Most retailers are shrinking their footprint by becoming more curated and selective."

As a snow-and-outdoor industry veteran, **Mammoth Mountain Ski Area, LLC** Director of Retail Administration Nicole Corsaro was pleased with the array of goods that the single show presented.

"It was great. It is impressive to see how many vendors attend and are there and how much product assortment there is and the visibility of what you get to see—new, fresh and different is always nice," she said. "It's good because it's not all snow specific, it's much more diverse. You get to see everything from **Pendleton** to the **686** snowboard brand."

For buyers such as Corsaro, performance is priority, yet she was intrigued by how her segment of the industry compares to other outdoor categories. As one of the top snow-sports destinations in the United States, Mammoth must remain ahead of



OUTDOOR RETAILER

trends in the category.

"Each year, the Southern California surf brands all follow the same color palette; snow tends to trend a little bit behind in the fashion world," she explained. "It's interesting to see who is innovative, what's new, what they come out with, and what can we introduce that is fun and different."

The show also provided an opportunity to gauge the trends that were being set by luxury brands in the category. "It's always interesting to see what the higher brands are doing, as they are usually the most fashion forward," she said. "When you take the **Bogner** and **Toni Sailer**s, it was great to see that alongside what is trending in that mid-range, SoCal surf-brand world."

—D.C.

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