

Textile Preview

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

FEBRUARY 2020

A CALIFORNIA APPAREL NEWS SPECIAL SECTION

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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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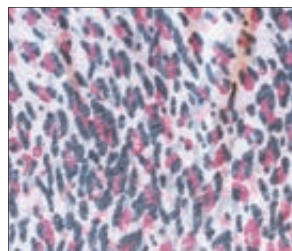
TEXTILE TRENDS

Animal Lovers

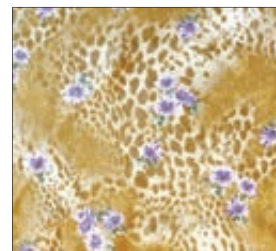
Over the last few seasons, patterns inspired by animal skins have been trending and are continuing to remain an important part of current garment designs.



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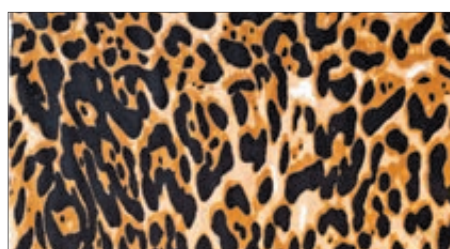
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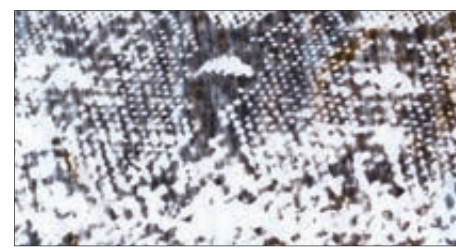
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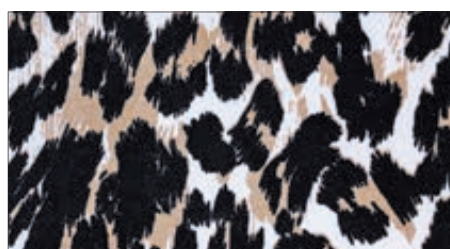
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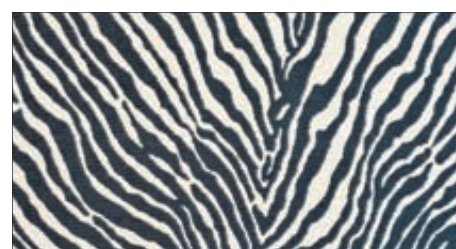
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Lace Looks

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



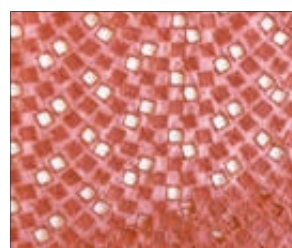
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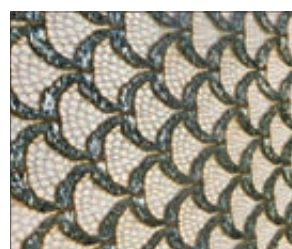
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Sourcing at MAGIC's Global Exhibitors Report Good Traffic After China Ban

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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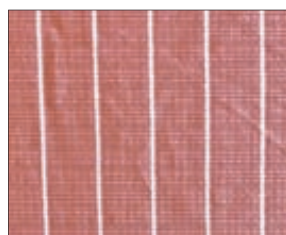
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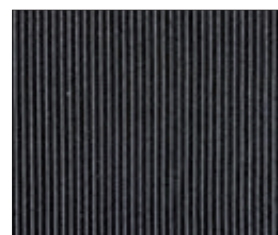
TEXTILE TRENDS

On the Dot With Retro Stripes

Big trends in polka dots and stripes see these fashion staples as modern takes on 1990s-era textiles with bright circles catching the eye or through colorful lines on ribbed fabrics.



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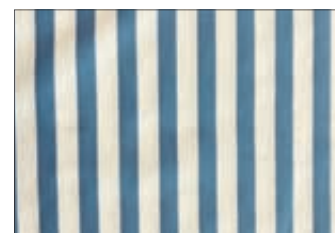
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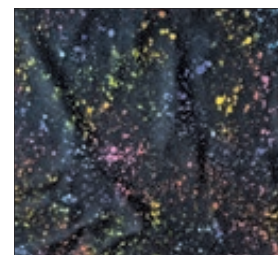
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Actively Engaged

In activewear, textiles have taken notes from the animal-print and tie-dye trends yet have also expanded to include florals in bold colors guaranteed to create waves at the pool and make gains at the gym.



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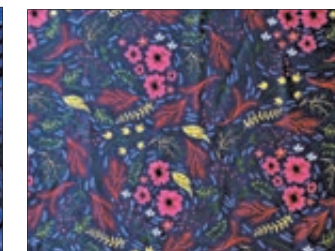
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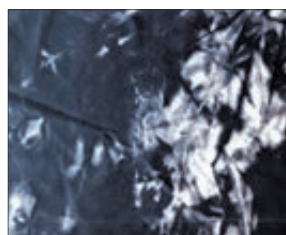
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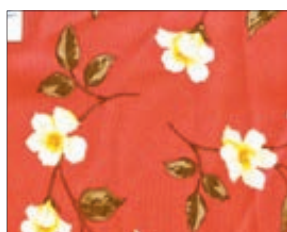
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Whether using subdued hues or vibrant colors, today's florals see great detail in textile design through exquisitely printed petals or tiny flower details.



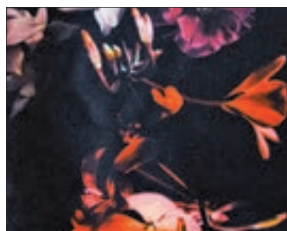
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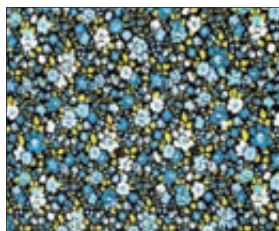
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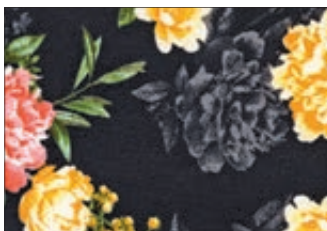
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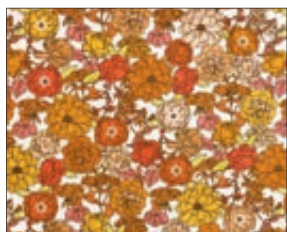
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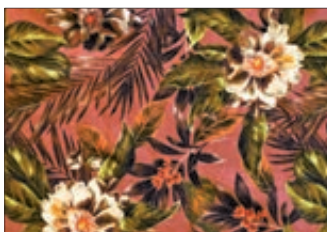
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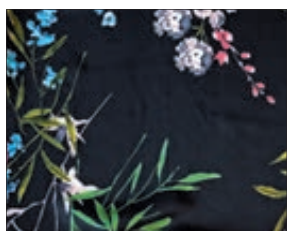
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Products and Services: 3A Products of America is a symbol of quality, serving you since 1975. Send your samples to us. We will help you save money. Custom orders to meet your needs: snaps, knitted elastic, zippers, webbing, buckles, and buttons with your logo. We offer threads, labels, accessories, interlining, display equipment, fabric and product sourcing, website design, printing, and promotional items. Fast services are our first priority.

California Label Products

13255 S. Broadway
Los Angeles, CA 90061
(310) 523-5800
Fax: (310) 523-5858
Contact: Tasha
info@californialabel.com
www.clp.global
Products and Services: California Label Products has been servicing the apparel industry for 20 years. Our In-House Art Department can help develop your brand identity with an updated look or provide you with a quote on your existing items. We are known for our woven labels, printed labels, heat transfers, size tabs, RFID price tickets, and custom hangtags; we also have a service bureau with quick turn-around time and great pricing. We are dedicated to setting the highest standard of excellence in our industry. Above all, we value quality, consistency, and creating solutions that work for you.

Trimknit, Inc.

(818) 768-7878
Fax: (818) 768-1698

Peter@TrimKnit.com
trimknit.com
Products and Services: Trimknit, Inc. specializes in manufacturing custom-knit trim and fabric, all made proudly in the U.S.A. The Sun Valley, Calif.-facility near Burbank Airport has up-to-date computerized knitting machines and finishing equipment. Trimknit is a family owned knitting company, established on the West Coast by Mr. Krausz in 1982. His long years of training in Europe and Canada made him successful in his field and knowledgeable in the trade from Coast to Coast. The company provides sampling, technical advice to his customers that include children, sports, athletic wear plus high end garment manufactures. Trimknit offers custom color and pattern matching to meet your specifications. Sampling of goods normally takes 1-2 weeks depending on the yarn availability or special colors to be dyed up. Production takes about 2-3 weeks.

Sourcing Fil and Needle

1515 Maple Ave. Ste 15
Los Angeles, CA, 90015
(213) 926 8979
info@filandneedle.com
www.filandneedle.com
Products and Services: Fil and Needle is a Los Angeles-based, apparel manufacturing company and design atelier, specifically created to service the evolving needs of the clothing industry. The company strives to honor job creation within the U.S.A. Founded and owned by industry veteran, Cyrus Nazari, they cater to various demands within the clothing industry, supplying full-scale production to retailers who produce their own brands; manufacturers who require their own unique styles; individual start-up designers. They have a diverse and highly skilled team of professionals, and provide services to small and large companies alike from consultation and concept development, to full completion with a strong focus on quality for all production quantities.

Technology bierrebi International

8725 NW 18th Terrace, Suite 304
Doral, FL 33172
(305) 456-1082
Fax: (786) 454-4962
info@bierrebiusa.com
www.bierrebi.com
www.crystal-cut.it
Products and Services: bierrebi is the premier partner for the automated cutting of fabric for the garment and apparel industries. It designs and manufactures automatic machines that increase manufacturing efficiencies and reduce raw material waste while improving product quality and consistency. The company has been operating globally for more than 50 years. The new AC line represents the latest innovation, for the highest capacity and productivity in tubular knit fabric cutting. Industry 4.0 ready, it is geared for remote assistance and, with its enhanced feeding

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sam@perfectfit.net
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(818) 649-8662
dreza@millfac.com
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