

A California Apparel News Special Section

Trade Shows

May 2020

State of the Show Space

2020

Q & A
Feature

Are digital
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and virtual events
here to stay?

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Are digital trade-show tools and virtual events here to stay?

By Dorothy Crouch *Managing Editor*

Since late last year, COVID-19 has been causing widespread turmoil around the globe. As many apparel companies attempt to keep their clients and customers safe—while trying to remain in business—they are looking to their trusted partners for new paths to buying and selling. In some areas of the world, business is slowly opening up with safety measures such as social distancing in place, while others are still under stay-at-home orders. Eventually, the apparel industry will be back to business, but it will not be business as usual.

In the trade-show segment, which has seen many events being postponed or canceled, this shift toward a new way of doing business is most recognizable. Producers have launched virtual shows, engaged in digital and social media-based programming, and leveraged video communications. While *California Apparel News* hopes everyone is remaining safe and out of harm's way, we reached out to event producers to discuss the methods by which they are utilizing virtual tools and the ways these options will be incorporated into the on-site trade-show model once stay-at-home orders are completely lifted around the world.

Jennifer Bacon

Show Director, Fashion and Apparel

Texworld USA

Apparel Sourcing USA

texworldusa.com

apparelsourcingshow.com

These are certainly unprecedented times, and although nothing will ever replace face-to-face interaction—especially in our industry—we felt that it was our obligation to provide a short-term solution for our exhibitors and visitors by still offering a place to connect. We are excited to have a virtual event for this summer's edition of Apparel Sourcing USA alongside Texworld USA and Home Textiles Sourcing. Amid this disruption, we have found an alternative to keep our community connected, both international and domestic, until we meet again.

We are aiming to make the visitor experience similar to the physical show by providing various opportunities to do business. These features include custom online “showrooms” to highlight innovations, AI matchmaking, and meetings and video chats to view the textiles and network. In partnership with Lenzing Fibers, our robust educational component will bring a strong daily lineup of industry experts sharing their insights on the latest trends, global sourcing post-COVID-19 as well as innovative sustainability initiatives.

Our goals were simple: to create a platform for the textile-sourcing community to have meaningful interactions, engage in educational discussions and continue to cultivate relationships to further their business needs. Now more than ever brands and retailers need to remain up-to-date on what's new and relevant, and Apparel Sourcing USA, Texworld USA and Home Textile Sourcing are aiming to continue to fulfill that commitment.

“Our goals were simple: to create a platform for the textile-sourcing community to have meaningful interactions, engage in educational discussions and continue to cultivate relationships to further their business needs.”

—Jennifer Bacon,
Texworld USA, Apparel Sourcing USA



Jennifer Bacon



Tricia Barglof



Hillary France



Veronica Gruneberg

ket show in New York City at the Penn Plaza Pavilion. Like many event organizers, we're using this time to reevaluate and improve our virtual strategy to help more retail buyers find their best fits with off-price exhibitors.

As a thank-you to all sellers who were planning on showcasing their merchandise, we put together an NYC Look Book to highlight these exhibitors and their products. Digital look books and catalogs are an appealing tool for the fashion industry and are easy to share via social media and email marketing.

Thankfully, Offprice already had a digital marketplace about two years before the coronavirus struck. During this un-

precedented time, we're so happy to report that many retailers are still browsing (and buying!) online through *Offprice365.com*, and many of our exhibitors are still able to ship their quality, value-priced goods.

Our team is also in the process of developing a virtual component for our face-to-face events in the second half of the year, which will include technology-powered matchmaking and a digital showcase of merchandise across all product categories. As we finalize our plans, more details are expected to be released in the coming weeks.

All of the virtual tools Offprice has already implemented and are in the process of developing have one goal in mind—to connect more boutique owners, chain-store buyers and other retailers with the right exhibitors. But it's also to help maximize our buyers' discovery time, and by that I mean uncovering new exhibitors and new lines that make sense for their brand—which is the true treasure-hunt experience of the Offprice Show.

Hillary France

CEO, Co-founder

Brand Assembly

brandassembly.com

At Brand Assembly, we are really proud of our physical events and the in-person connections that materialize from them. We have often talked about what virtual means to us and how anything virtual has to be a complement to our physical shows, not a replacement.

With that in mind, we quickly launched a Slack workspace just for our community to keep everyone connected. We held town halls via Zoom for brands, retailers and showrooms.

We put together an online directory of PPE products made by independent designers. And now we're getting ready to announce a new and exciting virtual product and virtual event for our June 15–17 show that will bring the spirit and energy of our physical trade shows to life in a new digital format. So stay tuned!

Veronica Gruneberg

Vice President of Partnerships

Agenda Show (AZTQ Corporation)

agendashows.com

We believe that face-to-face events are here to stay. In today's difficult and uncertain times, we have considered several and deployed a few solutions that provide a short-term alternative to face-to-face interaction. Once stay-at-home orders are completely lifted, we expect these virtual tools to complement face-to-face events by potentially broadening the audience for the event or repurposing content

from a live event for training and other purposes.

We do not foresee that virtual tools will replace face-to-face events. For many of us, virtual tools have been our only option to reach our customers and partners, and that necessity has collectively helped drive more innovations, a broader solution set and new capabilities in virtual tools.

“Digital look books and catalogs are an appealing tool for the fashion industry and are easy to share via social media and email marketing.”

—Tricia Barglof,
Offprice

Desiree Hanson

Senior Vice President

Womenswear In Nevada (WWIN)

Clarion Events, Inc.

wwinshow.com

Though the last several months have been challenging and we are disappointed that we are unable to be together in August, we are committed to providing our customers with tools to connect and rebuild their businesses. We've seen the WWIN community adapt to these changing conditions over the last several months, and it's vital that as trade-show orga-

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Tricia Barglof

CEM, Executive Director

Offprice

offpriceshow.com

offprice365.com

Earlier this May, Offprice was scheduled to host our mar-

All the things that make our industry great are still with us today.

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The health and safety of our employees, customers, partners and our industry as a whole is our top priority. We're all in this together, and our community and the relationships we've built **will outlast this difficult time**. We look forward to welcoming you back in person soon. Stay connected at AmericasMart.com and [@atlantaapparel](https://twitter.com/atlantaapparel) for the latest updates.

Sincerely,
Your Atlanta Apparel Family

Future 2020 Market Dates*

August Atlanta Apparel

SHOWROOMS: Tuesday, August 4 – Saturday, August 8

TEMPORARIES: Wednesday, August 5 – Friday, August 7

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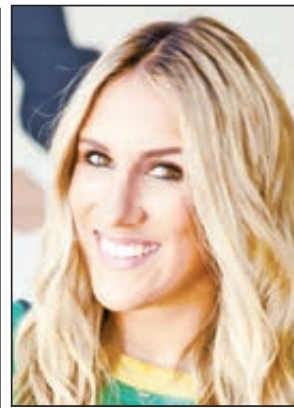
*Dates Subject to Change

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Q & A



Desiree Hanson



Kelly Helfman



Bob Maricich

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nizers we do the same to continue to support our brands and retailers.

Our team has been working tirelessly on ways we can help brands showcase products, help retailers source those products, and help buyers and brands meet and experience the WWIN-show elements they have come to know and love.

We are thrilled to introduce WWINDOW Shopping, an interactive and easy-to-use platform connecting buyers and suppliers to conduct business similar to meeting in person. Launching July 13 and running through October, WWINDOW Shopping is a one-stop shop for retailers and brands to connect 24/7 from the comfort and safety of their own homes. While WWINDOW Shopping does not replace the experience of connecting face to face at our live events, we believe this is a robust alternative, offering numerous ways to connect, showcase products, learn, network and achieve business goals.

“Virtual enhancements are not a replacement for our physical events but an exciting opportunity to add value in how our industry connects and conducts business. We remain optimistic that in-person events will return.”

—Steve McCullough,
Functional Fabric Fair

Looking ahead, we do see our virtual tools continuing to support our face-to-face events. Matchmaking and appointment setting through our MATCH! Program and CONNECT Platform have served as important and customer-valued aspects of our traditional events for the last several editions. WWINDOW Shopping is an extension of these programs and will be the platform to help introduce, develop and strengthen relationships made either face to face or online throughout the year.

Kelly Helfman

President

WWDIMAGIC

Project Womens

Micam Americas

Sourcing at MAGIC

magicfashionevents.com

Informa Markets has completely transitioned to a virtual-meeting model using Microsoft Teams. Sharing our screens to reference presentations, platforms and floor plans internally has been key as we discuss the next steps for MAGIC, Project and Coterie.

Teams has also empowered us to connect

more authentically with our audience. Now that we meet on video, we see our customers more than ever, and our brands, bosses, buyers and colleagues get a glimpse into our real lives. They see my kids in the background, my face with less makeup, my home. It's been nice to interact with people more personally as opposed to just seeing everyone's "work" selves.

As we reinvent our fashion events for 2020 and beyond, we are increasing digital tools for our customers as well. While the way we communicate has changed both personally and professionally, virtual technology has allowed us to find new and imaginative ways to create better, authentic relationships—and that's something we're all grateful for.

Bob Maricich

Chairman and CEO

International Market Centers

Atlanta Apparel

AmericasMart.com/Apparel

In January 2020, we announced our formation of a wholly owned, stand-alone B2B e-commerce division, IMC Digital Innovations (IMC_di), with the goal to enhance and extend our physical markets and open new business opportunities for customers. This fall, IMC_di will launch a seamlessly integrated omni-channel B2B e-commerce platform for the apparel, gift and home-furnishings industries served by IMC's physical markets.

“As an event company, we still believe in the importance of in-person events but will be offering a digital space as well to balance out both needs. Times like this will only make our industry stronger and work better together.”

—Sharifa Murdock,
Liberty Fashion & Lifestyle Fairs

In addition to the development of a new B2B platform, we currently offer two other digital product streams to manufacturers and representative groups. Our sales-and-marketing software modules include sales scanning apps, product management and email tools; CRM systems and e-commerce websites; and market tools, such as badge scanning, data capture and sales tools, which are designed to enhance the at-market experience as well as post-market followup.

The COVID-19 crisis has created some unique opportunities to support our brands and buyers with interim digital solutions. For example, when the crisis caused the cancellation of our Spring apparel markets, we offered IMC customers free use of ShopZio, a fully transactional e-commerce platform ac-

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quired as part of our IMC_di launch.

A need now exists for enhanced online resources to provide both content and community for our industry. In line with this, we quickly launched a new remote resource page featuring webinars produced by IMC and other industry thought leaders, news digests and other key information. We will continue to maintain this market portal while physical markets are disrupted.

Our recent survey of IMC's apparel buyers shows that digital platforms will not replace physical markets but are a key element for market preparation, product discovery and, increasingly during times of social distancing, for order processing. As our industry begins to reopen after the COVID-19 disruption, virtual tools will become even more important for at-market preparation, facilitating

both social distancing and efficient product discovery at physical markets.

We're very excited about the coming launch of a new Atlanta Apparel website—exclusively dedicated to wholesale fashion—with look books, product galleries, market information and a highly improved brand-and-product search. Ultimately, when IMC_di launches our new B2B platform this fall, the Atlanta Apparel website also will enable e-commerce sales, offering buyers the opportunity to seamlessly connect between markets.

This COVID-19 crisis will come to an end. As retailers reopen for business and begin to restock, our virtual market tools will have established a pipeline to jump-start much-needed economic recovery for the apparel industry, but we know that they will never replace the physical market experience. As we have seen the growth of B2B e-commerce and digital product-sourcing tools during this crisis, we antici-



Steve McCullough



Cindy Morris



Sharifa Murdock

pate that they will continue to be an important part of the fashion buying process from now on. We are planning to resume our physical markets with appropriate safety precautions—and

with new digital channels—soon. We are all so looking forward to seeing the apparel industry in Atlanta when we can gather again.

Steve McCullough

Event Director

Functional Fabric Fair powered by Performance Days

functionalfabricfair.com

Functional Fabric Fair is devoting resources to further develop additional channels beyond the physical show floor to connect the industry and support attendees, exhibitors, associations and partners year-round. In lieu of the July event, which has been postponed to January 2021, we will host informative webinars—aligned with this year's focus topic, "Inspired by Nature: From Fibers to Green Treatments"—presented in partnership with Munich's Performance Days, the Hohenstein Institute, AATCC and a host of global experts. Additionally, Functional Fabric Fair will launch a digital platform to assist sourcing professionals who are eager to begin connecting businesses

"The first thing we did in March was pick up our phones to make sure our clients and partners were healthy and safe."

—Marion
Pradier-Sentucq,
Curve

and collaborating with suppliers.

It has always been our goal to provide the utmost value to our customers, whether it is in face-to-face communication or through a platform that allows us to collaborate throughout the year. Situations like this can spark innovation and new solutions, and this economic pause has given us the opportunity to fast track our digital-platforms development to complement our in-person events. Virtual enhancements are not a replacement for our physical events but an exciting opportunity to add value in how our industry connects and conducts business. We remain optimistic that in-person events will return. We are still scheduled for Nov. 18–19, 2020, in Portland, Ore., and our team is working diligently to plan and prepare based on the latest health and safety standards.



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Marisa Nicholson



Lucía Palacios



Marion Pradier-Sentucq

Cindy Morris
President, CEO
Dallas Market Center
dallasmarketcenter.com

We're in a different stage than many states and regions, so in several ways we are helping lead manufacturers, reps and retailers back to business—with care and caution. Texas retail has reopened, and, to support the industry, we reopened our doors on May 4 and welcomed several hundred buyers during the first week to visit showrooms by appointment. But prior to the governor's order, we were already making plans and putting in place strict safeguards to support a healthy, secure and socially distant marketplace.

We realize that we must balance good health and good business for this plan to work effectively and that includes enhancing our digital and virtual tools, which have become critical during the pandemic. As you might expect, social media became our primary channel of communication, but we recalibrated the content away from products and trade events toward business tools, advice, inspiration and even in-stock merchandise available from exhibitors.

"We have seen an immense increase in developing platforms to put in contact each end of the supply chain and integrating the supply chain even more."

—**Lucía Palacios,**
Apparel Sourcing
Show

As we neared reopening, we encouraged buyers to use social media and our app to contact showrooms and make appointments. And as we plan ahead for a summer schedule of trade events that begin in June, we are going to roll out new programs that combine the in-person experience with the virtual so that retailers unable to come to Dallas may see the trends and merchandise on display and retailers attending the show may share their discoveries with customers back home more easily in real time.

We have learned a tremendous amount in a short amount of time.

I heard a business analyst this week use the phrase "accelerating the inevitable" to describe the challenges facing many retailers, but I have encouraged our team to embrace

this phrase's positive meaning. We have accelerated new connections via digital tools that may reach us at a distance but can result in authentic close relationships and better business.

Sharifa Murdock
Co-founder
Liberty Fashion & Lifestyle Fairs
libertyfairs.com

Before the COVID-19 pandemic, we already knew the power that the digital world had on all industries. Now more than ever we are utilizing our digital tools to emphasize productivity and connectivity internally and externally.

In a time where uncertainty is present, we are connecting with our community through surveys, webinars, fireside chats and social-media lives. Our mission is to always support our communities throughout this time

as well as develop tools that even after the social-distancing bans have been lifted to be able to effectively run their businesses successfully. As an event company, we still believe in the importance of in-person events but will be offering a digital space as well to balance out both needs. Times like this will only make our industry stronger and work better together.

Marisa Nicholson
Senior Vice President and Show Director
Outdoor Retailer
outdoorretailer.com

Our shows are driven by community and relationships. Now, to keep our industry connected through these times, we're actively taking what we do at the in-person events and providing it in a digital platform.

We have shifted education sessions on-

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line, we've taken the in-show magazine and transformed it to a weekly digital publication, and we'll have more rolling out soon in order to provide the industry a place to do business and maintain those relationships. We are working to support our industry through the changes and challenges facing everyone's business, and we will continue to adapt as we look forward to the community coming together again at the winter show in January.

Lucía Palacios

Executive Director

Apparel Sourcing Show

Guatemala Apparel & Textile Association

vestex.com.gt/apparel/

We have been overwhelmed with support from our audience, who we believe are enjoying our change in direction due to its authentic, inspiring and relatable nature. We plan to continue these efforts as a way to better connect and grow alongside our tenants, brands, retailers and followers.

"With the industry in a heavy state, we decided as a team to shift our focus onto inspiration, comfort and collaboration. We have since moved on to provide uplifting content and storytelling on these channels to help inspire and motivate through this challenging time."

—**Moriah Robinson,**
California Market Center

As fast communication and response take a place unimaginable in this world nowadays, interaction was not common in this industry through social media or certain platforms already existing or starting [to develop]. We have seen an immense increase in developing platforms to put in contact each end of the supply chain and integrating the supply chain even more.

The importance of the use of technology is to have quicker answers and have all the information at your hands. Customers expect to find information with a few clicks as everything is now ready to read or connect to. The need for the use of certain tools is indeed necessary to continue to promote the industry either in trade shows, placing orders, buying online, but we must focus the right platform for the right market and the right offer—that way we are able to get the results we want and not just jump into an all-market platform. More-specific and personalized tools are the right way to start approaching the new trends of consumption and marketing in this upcoming release after COVID-19.

Marion Pradier-Sentucq

Sales and Marketing Director

Curve

Curvexpo.com

The first thing we did in March was pick up our phones to make sure our clients and partners were healthy and safe. Naturally, the need for unity and increased communication within the lingerie community came up in our conversations, which led to the launch of Curve's webinar series.

Most of Curve's attendees are specialty



Moriah Robinson



Mary Taft



Juliana Villegas

stores coming from all over North America. The last thing we wanted was for them to feel forgotten and alone in their stores with no support or guidance on what to do next. The first topic addressed in the weekly series was "Managing Your Business When Your Front Door Is Closed" to give some pointers on how to manage this period. After being met with overwhelming positive feedback, we have continued to host these digital seminars to provide a platform to explore the most important topics to our industry at all levels, from manufacturing and design to retail and e-commerce. We would like to sincerely thank all of the hosts and experts that we have worked with on these for sharing their knowledge and enthusiasm with the Curve community.

These webinars have been a very successful way to keep the community connected beyond the Curve show floor, and this is definitely an avenue we will continue to build on. Curve is becoming "phygital" and moving more into a hybrid of a physical and digital business platform for the industry. As we continue to plan our physical events for fall 2020, we are also in the process of hosting a virtual event to allow brands and attendees that cannot join us in person to still play an active part in Curve's business. More information will follow as we fine-tune these exciting new plans.

Moriah Robinson

Director of Events

California Market Center

californiamarketcenter.com

Our team took a phased approach to analyze and understand what was transpiring in our industry from all angles.

First, we connected with our tenants, brands and retailers. We did this not only to understand what was happening specifically within their individual communities but also

"Our weekly emails have been very well received with many thanking us for the simple instructions. Since it has been so popular, we have decided to bring it to our show, live, when able. We will ask store owners who have a successful social-media presence to share their best tips on taking photographs, how to engage shoppers with a limited number of characters, and hashtags that work."

—**Mary Taft,**
Fashion Market Northern California

to help us strategize how we could help.

Second, we connected with our trade-show and fashion-district peers. Our team has long followed the guidelines of collaboration over competition, so it's very important to us that we all stay aligned and share our learnings.

From this, our team strategically pivoted into the digital landscape and increased our frequencies across social media, our blog and newsletter efforts.

Previously, our focus on these channels was heavily centered on communicating updates and changes. It was our platform to inform.

With the industry in a heavy state, we decided as a team to shift our focus onto inspiration, comfort and collaboration. We have since moved on to provide uplifting content and storytelling on these channels to help inspire and motivate through this challenging time.

A few examples include interviewing longtime partner Peclers Paris, who summarized a Sustainability Trend Forecast for the fashion industry, providing our recommendations for Creative Online Learnings and Virtual Fun, promoting local restaurants and grocers in the fashion district that are open to encourage the support of small businesses and even curating a #WFH Podcasts and Playlists guide. Our goal has been to create light in a time of darkness.

We are also continuously offering promotional support to our retailers by featuring them in blog interviews, spotlighting those who have pivoted to an online shopping platform, and highlighting their products and specials in curated shopping and style guides, like our most recent one for creative Mother's Day gift ideas.

Additionally, we are showcasing our tenants through blog post interviews and, most recently, offering our showrooms the opportunity for Instagram take-overs that will allow them to directly share their brand offerings.

Mary Taft

Executive Director

Fashion Market Northern California

fashionmarketnorcal.com

Facebook @FashionMarketNorCal

Instagram @fashionmarketnorcal_fmnc

FMNC is lucky to have a highly active and motivated social-media committee. We, as a team, are jumping head-on into improving our presence on the Internet in all ways. We recently updated our website to an easy-to-navigate site that provides all the information necessary for our buyers as well as exhibitors.

When the shelter-at-home order was required, we quickly pulled together ideas to keep in touch with our peers. First, we started a biweekly "Topsy Tuesday Constant Contact" with tips and instructions on how to tackle a task on Facebook, Instagram or both. Prior to COVID-19, many buyers didn't have the need or time to utilize the Internet to garner more business, so offering tips on how to make a group on Facebook or educate them about geo-tags is one way we are helping our buyers navigate this new territory.

Our weekly emails have been very well received with many thanking us for the simple instructions. Since it has been so popular, we have decided to bring it to our show, live, when able. We will ask store owners who have a successful social-media presence to share their best tips on taking photographs, how to engage shoppers with a limited number of characters, and hashtags that work.

Up next, we will ask buyers questions about FMNC that they will answer via video. These clips will be posted on our site as another way to stay committed to our community by engaging buyers and exhibitors.

The world will be a different place moving forward, but we know that our buyers and exhibitors are looking forward to interacting face to face as soon as it is safe and possible.

Juliana Villegas

Vice President of Exports

ProColombia

procolombia.co

Without a doubt, technology will continue to be a key ally for all our promotional activities. One clear example was our Macro Business Matchmaking Forum, an event that had to be shifted to a virtual format, and it was a success. For two weeks, ProColombia's 80th Macro Business Matchmaking Forum brought together approximately 1,300 business representatives via digital platforms.

This virtual forum provided great lessons and, as long as our purpose at ProColombia is to work for our country, we will always find a way to get closer to our national suppliers with the international demand, no matter how uncertain the conditions are.

"Once stay-at-home orders are completely lifted around the world, we definitely will continue to get support from technology and virtual tools to maximize our work promoting our exports."

—**Juliana Villegas,**
ProColombia

Another virtual tool that we are using in the midst of the pandemic is, of course, the webinars supported by Microsoft Teams platform, an easy way to connect and deliver our messages to the apparel industry that helped us to improve our teamwork between areas in a comprehensive and interdisciplinary way. Also, I would like to highlight our virtual showroom, which was tested on our Macro Business Matchmaking Forum with more than 4,800 visits.

Last but not least, additional virtual tools that we are using in a very active way nowadays are the social-media platforms. For example, we have participated in a few Instagram live sessions where we connected with key players in the industry and interacted in real time to discuss a whole variety of topics from new trends, sustainability practices and how U.S. buyers can benefit from the free-trade agreement between the United States and Colombia among many other fascinating topics.

Once stay-at-home orders are completely lifted around the world, we definitely will continue to get support from technology and virtual tools to maximize our work promoting our exports. ●



From top left, Lucie Brigham, Andrew Olah and Kerry Bannigan during Kingpins24



Jenifer Giraldo, a Colombian exporter from Fiber Tex Corporation Co'Coon, speaks with United States-based buyer Victor Cortes, senior vice president of operations at SUUCHI Inc. during ProColombia's Business Matchmaking Forum.

Venturing Into the Virtual-Trade-Show Space

By Dorothy Crouch *Managing Editor*

Since the onset of the COVID-19 shutdowns, much of the globe's businesses deemed nonessential have strategized to conduct meetings, engage in commerce and reach consumers in ways executives could never have imagined. While trade shows across industries have increased their digital platforms over the last few years to ease attendee navigation of event layouts and facilitate meetings between exhibitors and visitors, new event strategies have led the apparel segment to go virtual. Some show producers are in the midst of planning their events through meeting applications such as **Zoom** and **Skype**, yet others have made it through to the other side after hosting their inaugural virtual events.

Beyond business as usual

During its **Business Matchmaking Forum** hosted in Medellín, Colombia, March 15–19, the trade group **ProColombia** shifted its model for its 80th edition from an international event with a large number of international visitors to a virtual model over applications such as **Microsoft Teams**, **Skype for Business** and **WhatsApp**, bringing together 1,300 professionals, including 400 buyers hailing from 44 countries, according to the group's vice president of exports of ProColombia, Juliana Villegas.

"It was a different format, so we expected to have different results," she said. "On the one hand, there was more time for negotiating when compared to face-to-face meetings. In this occasion, we were able to have 40 minutes for the appointments—longer than the usual 25 minutes—which allowed entrepreneurs to get to know each other better and therefore have more business possibilities."

Within an industry such as apparel, which relies on tactile experiences for trade-show attendees, Villegas noted that establishing methods of sharing samples remotely was another consideration for her team and partners around the globe. A reported USD\$4.5 million in business deals were established during the meetings, and the ProColombia team continues its post-event work to ensure those relationships remain strong.

"We were able to form partnerships with **UPS** to mail samples with discounts of up to 80 percent compared to regular rates to enable buyers to see and touch products before purchasing," Villegas said. "We also have the collaboration and teamwork of the Colombian embassies in the world through the **COnectados** program."

Holding court for denim royalty

Following the successful inaugural run April 22–23 of its virtual show **Kingpins24**, denim-event brand **Kingpins** announced that it was investing resources in additional online offerings for May and June. Adhering to the same dates and time zone of its highly anticipated spring Kingpins edition in Amsterdam, Kingpins founder Andrew Olah and the show's managing director, Vivian Wang, served as hosts during the Zoom-based event.

For this initial run, the Kingpins team offered a majority

of its event through prerecorded content, including exhibitor presentations, trend forecasting and expert panels. While a typical Amsterdam edition of Kingpins draws approximately 2,000 people on-site, Olah reported Kingpins24 attendance at around 3,500 during the virtual event's livestream. In addition to this figure, the event attracted 10,000 website visitors and nearly 29,000 on-demand content views. During the show and throughout the week that followed, views surpassed 13,000.

"At the end of the day, a show is a tool for the industry to learn what is going on and to educate and share bright ideas. Those things can be done digitally as well as in connection with a physical show," Olah said. "There were enough there that people appreciated what we did."



Jordana Guimarães speaks during Fashioninnovation's Worldwide Talks 2020

In addition to its physical Amsterdam edition, Kingpins canceled its Hong Kong show, scheduled for May 13–14, and its New York event, which was on the calendar for June 2–3. Webinars have been added to the mix, but the brand's Kingpins24 model received such a strong response that Kingpins recently announced a second edition scheduled to take place June 23–24 Eastern Standard Time. Similar to the April event, attendance for June's Kingpins24 edition will be complimentary, with a \$35 fee per viewer to access the "Kingpins Trend x Denim Dudes FW 2021" denim-trend-forecast film.

Olah did mention that there would be a few changes to the event. "The vast majority will be live," Olah said. "We would probably make it shorter, and it would be more curated. We would have higher criteria regarding what gets to be aired. But we would improve the range of content."

Innovation in the new fashion event

Offering a roster of more than 80 speakers representing some of fashion's finest and most influential, **Fashioninnovation's Worldwide Talks 2020** brought together an array of notable names during its April 20–21 edition at the beginning of **Fashion Revolution Week**. A group comprising designers, global intergovernmental organizations, apparel brands, entrepreneurs, textile manufacturers and educational institutions

attracted an audience that found hope within the event, which shifted to a virtual model during this uncertain time, according to Fashioninnovation co-founder Jordana Guimarães.

"I never expected this type of engagement and return. They aren't the usual emails saying, 'Oh, it was a great event, let me know when the next one is.' It's more along the lines of, 'You invoked hope in me again. I was losing hope, but this has kept me going,'" she said. "It's been this type of feedback—even from speakers and partners. Everybody is so emotional after it all. It's a very raw thing."

In addition to increasing transparency within the industry and simply being more mindful, sustainability was a large topic of discussion during the event. With her next edition of **Worldwide Talks 2020** slated for June 5–8 online, Guimarães sees great potential for a more-sustainable model with greater reach, as she reflected on the 106,000 viewers around the globe who viewed the virtual event.

"We could never have that type of engagement internationally at a live event," she said. "If we did, it would take years of planning and carbon footprint, which isn't good for the environment."

Reenergizing—not replacing—the trade show

Following their experiences, these trade-show producers agree that there is space in their futures for virtual-event components but look forward to using this model as a complement—not a replacement—to on-site events.

"I am fearless about trade shows. They will not ever be replaced, particularly in our industry. In our business, we are a tactile industry," Olah said. "Let's say you decided to go completely online and your competitor doesn't. Your competitor

will always have things first and better because they can touch them and find the attributes from products faster than you can."

For now, offering accessibility through this virtual model is important to Guimarães. While she notes that challenges exist for event brands that choose this route, she sees opportunity.

"We usually monetize on sponsorships at live events. Due to what is happening, we don't feel right making money. Even though we are only 2 years old, we decided to say, 'Whatever is going to happen will happen,'" Guimarães said. "For me, this is a time for innovation and opportunities. Giving back has to be a component to what that person wants to do."

One of the most important considerations for trade-show organizers that are entering into the virtual space is to clearly define team objectives. Though trade-show producers might not have as much time to plan a virtual show as is typical when mapping an on-site event, identifying a path is crucial.

"The most important lesson is that, beyond technology, what is valuable is the team and the talent behind it making decisions day after day and adapting without assuming," Villegas said. "And to migrate to virtual events, you must have a clear roadmap to achieve the established objectives with the help of technology allies. If the purpose is clear, it doesn't matter how much uncertainty there is." ●

International Trade-Show Calendar

May 15
Fashion Week San Diego FWSD
Virtual Event
Online

May 20
Curve and Interfilière Webinar Series
Online
The NBM Show: Let's Get Back to Business!
Online

May 25
Apparel Textile Sourcing Virtual
Online
Through May 29

May 27
Curve and Interfilière Webinar Series
Online

May 29
Hawaii Market Merchandise Expo
Honolulu
Through May 31

May 31
Denver Apparel & Accessories Market
Denver
Through June 2
The Trends Show
Phoenix
Through June 2

June 2
Dallas Apparel & Accessories Market
Dallas
Through June 5
Dallas Western Market
Dallas
Through June 5

June 10
June Atlanta Apparel
Atlanta
Through June 13

June 11
Colombo International Yarn & Fabric Show
Colombo, Sri Lanka
Through June 13
Dye + Chem Sri Lanka International Expo
Colombo, Sri Lanka
Through June 13
The NBM Show Indianapolis
Indianapolis
Through June 13

Textech International Expo Sri Lanka
Colombo, Sri Lanka
Through June 13

June 12
Digital London Fashion Week
Online
Through June 15

June 14
The Deerfield Show-Midwest Apparel Trade Shows
Deerfield, Ill.
Through June 15
LA Kids' Market
Los Angeles
Through June 17
LA Market Week
Los Angeles
Through June 17
Label Array
Los Angeles
Through June 17

June 15
Brand Assembly
Los Angeles
Through June 17
Designers and Agents LA Fall II
Los Angeles
Through June 17
O2 Show
Los Angeles
Through June 17
Licensing Week Virtual
Online
Through June 19

June 18
Istanbul International Jewelry, Watch & Equipment Fair
Istanbul
Through June 21

June 22
WWSRA Northwest Summer Show
Portland, Ore.
Through June 24

June 23
Asia Apparel Expo Berlin
Berlin
Through June 25

Dallas Apparel & Accessories Market
Dallas
Through June 26

June 24
Kidsworld
Dallas
Through June 29
Dallas Total Home & Gift Market
Dallas
Through June 30
Fashion Industry Gallery (FIG) Fall 2-Winter
Dallas
Through June 5

June 25
Hong Kong Jewellery & Gem Fair
Hong Kong
Through June 28

June 28
Michigan Women's Wear Market
Livonia, Mich.
Through June 29
SMOTA Miami
Fort Lauderdale, Fla.
Through June 29

June 29
WWSRA Montana Summer Preview
Bozeman, Mont.
Through July 1

June 30
LA Men's Market
Los Angeles
Through July 1

July 2
ISPO Shanghai
Shanghai
Through July 4

July 7
WWSRA Intermountain Summer Show
Salt Lake City
Through July 9

July 8
Denimsandjeans India
Bengaluru, India
Through July 9

July 9
Gift & Home Summer Market LA Mart
Los Angeles
Through July 13
Miami Swim Week powered by The Society
Miami Beach, Fla.
Through July 14

July 11
Cabana Miami Beach
Miami Beach, Fla.
Through July 13
Destination Miami
Miami Beach, Fla.
Through July 14

SwimShow
Miami Beach, Fla.
Through July 14

July 14
WWSRA Rocky Mountain Summer Show
Denver
Through July 16
Indo Inatex, Dyechem, Texprint
Jakarta, Indonesia
Through July 17
Intermoda
Guadalajara, Mexico
Through July 17
Milano Digital Fashion Week
Online
Through July 17
The Atlanta International Gift & Home Furnishings Market, Atlanta International Area Rug Market
Atlanta
Through July 19

July 15
International Footwear & Leather Products, Shoes & Leather
Ho Chi Minh City, Vietnam
Through July 17
Intertextile Pavilion Shenzhen
Shenzhen, China
Through July 17
Shenzhen International Trade Fair for Apparel Fabrics and Accessories
Shenzhen, China
Through July 17
Yarn Expo Shenzhen
Shenzhen, China
Through July 17

July 19
Pure London, Pure Origin
London
Through July 21
Scoop International Fashion Shows
London
Through July 21

July 21
Apparel Sourcing USA and Texworld USA Virtual Edition
Online
Through July 23



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ASI Show Chicago

Chicago
Through July 23
International Footwear Leather Show (IFLS+EICI)
Bogotá, Colombia
Through July 23

July 22**Jacket Required London**

London
Through July 23
Northeast Materials Show
Wilmington, Mass.
Through July 23
GFT New Gen
Bangkok
Through July 25

July 23

Jewelry, Fashion & Accessories Show
Rosemont, Ill.
Through July 26

July 24

GTS Florida Jewelry & Accessories Expo
Kissimmee, Fla.
Through July 26

July 25

Dallas Men's Show
Dallas
Through July 27
Fashion Hong Kong at New York Fashion Week
New York
Through July 28
Hong Kong Fashion Week
Hong Kong
Through July 28
Hong Kong Gifts & Premium Fair
Hong Kong
Through July 28
Hong Kong International Home Textiles and Furnishings Fair
Hong Kong
Through July 28

July 26

Kentucky Bluegrass Buyer's Market
Lexington, Ky.
Through July 27
Philadelphia Fabric Show
Philadelphia
Through July 27

July 29

Northwest Materials Show
Portland, Ore.
Through July 30
Première Vision Sport
Portland, Ore.
Through July 30
India International Garment Fair
Greater Noida, India
Through July 31

July 31

India International Footwear Fair
New Delhi
Through Aug. 2

Aug. 2

Chicago Collective
Chicago
Through Aug. 4
ASD MARKET Week
Las Vegas
Through Aug. 5
SourceDirect at ASD
Las Vegas
Through Aug. 5

Midwest Gift & Lifestyle Show

Des Plaines, Ill.
Through Aug. 5

Aug. 3

Bodyfashion Days
Mijdrecht, Netherlands
Brand Assembly, BA | lance
Los Angeles
Through Aug. 5
Hong Kong International Jewelry Show
Hong Kong
Through Aug. 6
Hong Kong International Diamond, Gem & Pearl Show
Hong Kong
Through Aug. 6
New York Shoe Expo, FFANY Market Week
New York
Through Aug. 7
World of Prom
Atlanta
Through Aug. 7

Aug. 4

Copenhagen Fashion Week
Copenhagen, Denmark
Through Aug. 7
August Atlanta Apparel
Atlanta
Through Aug. 8

Aug. 5

Active Collective
Anaheim, Calif.
Through Aug. 6
Swim Collective
Anaheim, Calif.
Through Aug. 6
Atlanta Fabric Show
Atlanta
Through Aug. 6
Copenhagen International Fashion Fair (CIFF) Youth
Copenhagen, Denmark
Through Aug. 7
Revolver Copenhagen Int. Fashion Trade Show
Copenhagen, Denmark
Through Aug. 7
Copenhagen International Fashion Fair (CIFF) shows--Kids, Raven, Runway, Shoes
Copenhagen, Denmark
Through Aug. 8

Aug. 7

Edmonton Footwear & Accessory Buying Market
Edmonton, Alberta
Through Aug. 9

Aug. 8

Deerfield Children's Show
Deerfield, Ill.
Through Aug. 10
Wasche Und Mehr (Laundry and More)
Kohn, Germany
Through Aug. 10

Aug. 9

Travelers Show Philadelphia
Plymouth Meeting, Pa.
Through Aug. 10
Stylemax
Chicago
Through Aug. 11
JA New York Summer
New York
Through Aug. 12

Aug. 11

Printsource New York
New York
Through Aug. 12

Aug. 13

The NBM Show Long Beach
Long Beach, Calif.
Through Aug. 15

Aug. 14

Mid-South Jewelry and Accessories Fair
Memphis, Tenn.
Through Aug. 16
Northwest Shoe Travelers Market
St. Paul, Minn.
Through Aug. 16

Aug. 15

IFJAG Las Vegas
Las Vegas
Through Aug. 18
OffPrice
Las Vegas
Through Aug. 18

Aug. 16

Toronto Shoe Show
Toronto
Through Aug. 18
Footwear Sourcing at MAGIC
Las Vegas
Through Aug. 19
Sourcing at MAGIC
Las Vegas
Through Aug. 19

Aug. 17

Children's Club
Las Vegas
Through Aug. 19
MAGIC Mens
Las Vegas
Through Aug. 19
Pooltradeshows
Las Vegas
Through Aug. 19
Project with Neighborhoods: Denim Room, District, The Foundry, MRket, Project Now, The Tents
Las Vegas
Through Aug. 19
Project Womens, Stitch @ Project Womens
Las Vegas
Through Aug. 19
WWDMAGIC
Las Vegas
Through Aug. 19
MICAM Americas
Las Vegas
Through Aug. 19
New England Apparel Club Signature Show
Worcester, Mass.
Through Aug. 19

Apparel Textile Sourcing Canada

Toronto
Through Aug. 21

Aug. 18

VegasEdge
Las Vegas
Through Aug. 19

Aug. 19

Agenda Las Vegas
Las Vegas
Through Aug. 20

Aug. 20

New Orleans Gift and Jewelry Show
New Orleans
Through Aug. 23
Baton Rouge Jewelry and Merchandise Show
New Orleans
Through Aug. 23

Aug. 21

Apparel Textile Sourcing Montreal
Montreal
Gartex Texprocess India
New Delhi
Through Aug. 23
Vancouver Footwear & Accessory Buying Market
Richman, British Columbia
Through Aug. 23

Aug. 22

Atlanta Shoe Market
Atlanta
Through Aug. 24
Michigan Shoe Market
Livonia, Mich.
Through Aug. 24
STYL/KABO
Brno, Czech Republic
Through Aug. 24

Aug. 23

Travelers Show Baltimore
Baltimore
Through Aug. 24
Fashion Market Northern California
San Mateo, Calif.
Through Aug. 25
National Bridal Market Chicago
Chicago
Through Aug. 25



Womenswear In Nevada (WWIN), a Wholesale Women's Apparel trade-only event, introduces WWINdow Shopping, an online platform bringing valuable aspects of the tradeshow floor to you! This interactive and easy-to-use platform connects buyers and suppliers to conduct business similar to meeting in person. WWINdow Shopping will be open beginning early July through October 2020. We look forward to seeing everyone again at the next live edition—February 15 – 18, 2021. Join us at our new home, Caesars Forum—an all-new venue located in the heart of the Las Vegas strip with seamless access to countless hotels, restaurants and other fashion week venues. Beyond the state-of-the-art venue, experience expanded show floor offerings through co-locations with ADORN, our new accessories focused show floor and ILOE Las Vegas, the premier luxury outerwear and accessories trade event. Visit wwinshow.com to learn more.



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Continued on page 12

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INTERNATIONAL TRADE-SHOW CALENDAR

Continued from page 11

Northstar Fashion Exhibitors
St. Paul, Minn.
Through Aug. 25

Aug. 25
Soleil Tokyo
Tokyo
Through Aug. 27
Dallas Apparel & Accessories Market
Dallas
Through Aug. 28
Kidsworld
Dallas
Through Aug. 28

Aug. 26
Active Collective New York
New York
Through Aug. 27
Poznan Fashion Fair
Poznan, Poland
Through Aug. 27
Fashion Industry Gallery (FIG) Holiday Resort
Dallas
Through Aug. 28
Dhaka International Plastics, Packaging & Printing Expo
Dhaka, Bangladesh
Through Aug. 29
Rocky Mountain Gift Show
Denver
Through Aug. 30

Aug. 27
Chicago Fabric Show
Chicago
Through Aug. 28
Aug. 28
Denver Apparel & Accessories Market
Denver
Through Aug. 30
GTS Asheville Gift & Jewelry Show
Asheville, N.C.
Through Aug. 30
Impressions Expo Fort Worth
Fort Worth, Texas
Through Aug. 30

Aug. 29
Trend Seattle
Bellevue, Wash.
Through Aug. 31
Trendz
Palm Beach, Fla.
Through Aug. 31
Aug. 30
Travelers Show Pittsburgh
Moon Township, Pa.
Through Aug. 31
Gallery Shoes
Düsseldorf, Germany
Through Sept. 2
Gallery Fashion International Trade Show
Düsseldorf, Germany
Through Sept. 3

Aug. 31
Prosper Show
Las Vegas
Through Sept. 2

Sept. 1
Made in France Première Vision
Paris
Through Sept. 2
Munich Fabric Start, Bluezone
Munich
Through Sept. 3
Spinexpo Shanghai
Shanghai
Through Sept. 3
CPM Collection Première Moscow
Moscow
Through Sept. 4

Sept. 2
Kingpins China City Tour
Guangzhou, China
Through Sept. 3
Interfabric Moscow
Moscow
Through Sept. 4
Pitti Immagine Uomo
Florence, Italy
Through Sept. 4
Dhaka International Yarn & Fabric Show
Dhaka, Bangladesh
Through Sept. 5
Dye + Chem Bangladesh International Expo
Dhaka, Bangladesh
Through Sept. 5
Textech International Expo Bangladesh
Dhaka, Bangladesh
Through Sept. 5
Intergift
Madrid
Through Sept. 6
Mercedes-Benz Fashion Week Madrid
Madrid
Through Sept. 7

Sept. 3
CentreStage
Hong Kong
Through Sept. 5
Momad Shoes
Madrid
Through Sept. 5
Rooms Experience
Tokyo
Through Sept. 5
Shoes Room by Momad
Madrid
Through Sept. 5
Bisutex, Madridjoya
Madrid
Through Sept. 6

Sept. 4
Bijorhca Paris
Paris
Through Sept. 7
Traffic
Paris
Through Sept. 7
Who's Next, Impact, Traffic
Paris
Through Sept. 7

Sept. 5
Interfilière Paris
Paris
Through Sept. 7
I.L.M. International Leather Goods Fair
Offenbach, Germany
Through Sept. 7
Luxe Pack Monaco
Monaco
Through Sept. 7
Riviera
Paris
Through Sept. 7

Sept. 6
Londonedge
London
Through Sept. 7

Sept. 7
Bodyfashion Days
Mijdrecht, Netherlands
Sports Achat Summer
Lyon, France
Through Sept. 8
Milano Unica
Milan
Through Sept. 9
Preview in Seoul, International Textile Fair
Seoul, South Korea
Through Sept. 9



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MQ Vienna Fashion Week
Vienna
Through Sept. 13

Sept. 8
Fashion London SVP
London
Through Sept. 9
MosShoes
Moscow
Through Sept. 11

Sept. 9
The Indy Show
Plainfield, Ind.
Through Sept. 10
Pitti Immagine Bimbo
Florence, Italy
Through Sept. 10
International Premium Incentive Show
Tokyo
Through Sept. 11

Sept. 10
Fashion Supply Chain Summit
Frankfurt, Germany
Indianapolis Children's Show
Indianapolis
Through Sept. 11
Impressions Expo Orlando
Orlando, Fla.
Through Sept. 12
Surf Expo, Bluewater at Surf Expo
Orlando, Fla.
Through Sept. 12
New York Fashion Week
New York
Through Sept. 13
Trends The Apparel Show
Edmonton, Alberta
Through Sept. 13

Sept. 11
Fashion and Sustainability Summit NY
New York
Hawaii Market Merchandise Expo
Honolulu
Through Sept. 13

Sept. 12
Norton's Apparel, Jewelry & Gift Market
Gatlinburg, Tenn.
Through Sept. 14

Sept. 13
Curve Montreal
Montreal
Through Sept. 14
Michigan Women's Wear Market
Livonia, Mich.
Through Sept. 14
International Jewellery London
London
Through Sept. 15

Sept. 14
Apparel Sourcing Paris
Paris
Through Sept. 17
Avantex Paris, Leatherworld Paris
Paris
Through Sept. 17
Texworld Paris, Texworld Denim
Paris
Through Sept. 17
Shoptalk
Las Vegas
Through Sept. 17

Sept. 15
Luxe Pack New York
New York
Through Sept. 16
Denim Village
Paris
Through Sept. 17
Heimtextil Russia
Moscow
Through Sept. 17
Paris Retail Week
Paris
Through Sept. 17
Première Vision Paris
Paris
Through Sept. 17
September VOW I New World of Bridal
Atlanta
Through Sept. 17
Trendz West
Palmetto, Fla.,
Through Sept. 17
Textilegrom Federal Trade Fair
Moscow
Through Sept. 18

Sept. 16
Northern Michigan Show
Gaylord, Mich.
Through Sept. 17

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INTERNATIONAL TRADE-SHOW CALENDAR

International Footwear & Leather Productis, Shoes & Leather Hanoi
Hanoi, Vietnam
Through Sept. 18

Sept. 17
Osaka International Gift Show
Osaka, Japan
Through Sept. 18
Project Tokyo
Tokyo
Through Sept. 18
Expofranquicia International Franchising Fair
Madrid
Through Sept. 19
London Fashion Week powered by The Society
London
Through Sept. 20

Sept. 18
Billings Market Association
Billings, Mont.
Through Sept. 20
Screen Print India
Mumbai, India
Through Sept. 20
China-ASEAN Expo
Nanning, China
Through Sept. 21
Digital London Fashion Week
Online
Through Sept. 22

Sept. 19
Homi Fashion & Jewels Milan
Milan
Through Sept. 22

Sept. 20
Designers and Agents NY
New York
Through Sept. 22
Livonia Children's Show
Livonia, Mich.
Through Sept. 22
Milano Micam
Milan
Through Sept. 23
Mipel
Milan
Through Sept. 23
The Novus Forum
New York
Through Sept. 23
The One Milano-Mifur Mipap
Milan
Through Sept. 23
Reassembled Show
New York
Through Sept. 23

Sept. 21
Atlanta Fall Design Week
Atlanta
Through Sept. 23
Capsule New York
New York
Through Sept. 23
Curate International Collections
New York
Through Sept. 23
Edge Designers NYC
New York
Through Sept. 23

Sept. 22
Children's Club
New York
Through Sept. 24
Coterie, Fame, Moda, Sole Commerce, Footwear @ Coterie
New York
Through Sept. 24
Dallas Design Week
Dallas
Through Sept. 24
Project NY, MRKET, The Tents, The Foundry, DenimRoom, ProjectSole, Brits in NY, Made in Italy
New York
Through Sept. 24
REV Chicago Boutique Show
Des Plaines, Ill.
Through Sept. 24
CJF - Child and Junior Fashion
Moscow
Through Sept. 25

Milan Fashion Week
Milan
Through Sept. 28

Sept. 23
Digital Marketing Expo & Conference
Cologne, Germany
Through Sept. 24
Dallas Total Home & Gift Market
Dallas
Through Sept. 25
Intertextile Shanghai Apparel Fabrics
Shanghai
Through Sept. 25
Lineapelle Milan
Milan
Through Sept. 25
Yarnexpo
Shanghai
Through Sept. 25

Sept. 24
Interfilière Shanghai
Shanghai
Through Sept. 25
Young Label Awards
Shanghai
Through Sept. 25
Si'Sposaitalia Collezioni
Milan
Through Sept. 27
Super
Milan
Through Sept. 27
White Show — Women's Collection + Accessories
Milan
Through Sept. 27
White Street Market
Milan
Through Sept. 27

Sept. 25
Lexus Charleston Fashion Week Fall
Charleston, S.C.
Through Sept. 26
The NBM Show Cleveland
Cleveland
Through Sept. 26
Western Imprint Canada Show
Calgary, Alberta
Through Sept. 26
Milano Unica Shanghai
Shanghai
Through Sept. 27

Sept. 27
The Deerfield Show-Midwest Apparel Trade Shows
Deerfield, Ill.
Through Sept. 28

Sept. 28
Paris Fashion Week Women
Paris
Through Oct. 6

Sept. 29
Denimsandjeans Japan
Tokyo
Through Sept. 30

Sept. 30
Première Vision New York
New York
Through Oct. 1



Don't miss the winter edition of **Tex-world USA**, one of the largest sourcing events on the East Coast for apparel fabric buyers, product R&D specialists, designers, and merchandisers. This international business platform offers a wide product range covering the entire fabric spectrum. Season-to-season attendees discover textiles of innovative structures, material mixes, and surprising color palettes. Virtual edition on July 21–23. www.texworldusa.com



Visit **Apparel Sourcing USA**, providing apparel brands, retailers, wholesalers, and independent design firms a dedicated sourcing marketplace for finding the best international apparel manufacturers. Mark your calendar for Virtual edition on July 21–23. <http://apparelsourcingshow.com>

September TBA
All China Leather Exhibition Shanghai
Shanghai
Chic--China International Fashion Fair
Shanghai
CISMA--China International Sewing Machinery & Accessories Show
Shanghai
Curve New York
New York
India Leather & Accessories Fair
Kolkata, India
International Clothing Fabric & Home Textile Show
Karachi, Pakistan
International Lingerie Show Las Vegas
Las Vegas
Liberty Fair New York
New York
Nova by DFO & Tranoï
Shanghai
Pitti Immagine Filati
Florence, Italy
Portland Fashion Week
Portland, Ore.
rooms
Tokyo
Tex-Styles India
Kolkata, India
Vendôme Luxury
Paris
Western Canada Fashion Week
Edmonton, Alberta
Woman New York
New York
Woman Paris
Paris

Oct. 1
Techtextil North America
Atlanta
Through Oct. 3
Texp process Americas
Atlanta
Through Oct. 3
Paris Fashion Week powered by The Society
Paris
Through Oct. 4

Oct. 2
Exposed at Première Classe
Paris
Through Oct. 5
Première Classe, Impact
Paris
Through Oct. 5

Tranoï Richelieu
Paris
Through Oct. 5
Tranoï Women's and Accessories
Paris
Through Oct. 5

Oct. 3
Splash Paris
Paris
Through Oct. 5
Oct. 4
Deerfield Children's Show
Deerfield, Ill.
Through Oct. 5
CBME Children Baby Maternity Expo
Shanghai
Through Oct. 6
China Licensing Expo
Shanghai
Through Oct. 6
Gift & Home Fall Market LA Mart
Los Angeles
Through Oct. 6
The Knot Couture
New York
Through Oct. 6
LA Kids' Market
Los Angeles
Through Oct. 7
LA Market Week
Los Angeles
Through Oct. 7
Label Array
Los Angeles
Through Oct. 7

Oct. 5
Resassembled Show
Los Angeles
Through Oct. 6
LA Majors Market
Los Angeles
Through Oct. 7

Oct. 6
Digicom Digital Printing and Visual Communication Fair
Madrid
Through Oct. 8
London Brand Licensing Europe
London
Through Oct. 8

Continued on page 14

Get into the next issue TRADE SHOW SPECIAL SECTION



Trade Shows
May 2020
State of the Show Space
Q & A Feature
Are digital trade-show tools and virtual events here to stay?
Venturing Into the Virtual-Trade-Show Space
International Trade-Show Calendar

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CALIFORNIA
ApparelNews

Continued from page 13

Sportswear Pro
Madrid
Through Oct. 8

Oct. 7
Filo
Milan
Through Oct. 8

Tokyo International Gift Show
Tokyo
Through Oct. 9

FashionNXT Week
Portland, Ore.
Through Oct. 10

Las Vegas Souvenir & Resort Gift Show
Las Vegas
Through Oct. 10

Oct. 8
Impressions Expo Atlantic City
Atlantic City, N.J.,
Through Oct. 10

Oct. 9
GTS Florida Jewelry & Accessories Expo
Kissimmee, Fla.
Through Oct. 11

Oct. 10
Los Angeles Christmas Cash & Carry Gift Show
Los Angeles
Through Oct. 11

Tranoi Shanghai
Shanghai
Through Oct. 13

Oct. 11
Denver Apparel & Accessories Market
Denver
Through Oct. 13

Oct. 12
Copenhagen Fashion Summit
Copenhagen, Denmark
Through Oct. 13

Designers and Agents LA (TBC)
Los Angeles
Through Oct. 14

Rakuten Fashion Week Tokyo
Tokyo
Through Oct. 18

Oct. 13
Allfashion Sourcing Cape Town
Cape Town, South Africa
Through Oct. 15

China Premium Textile and Apparel--South Africa
Cape Town, South Africa
Through Oct. 15

October Atlanta Apparel
Atlanta
Through Oct. 17

Oct. 14
Textile Forum London
London
Through Oct. 15

Japan Jewellery Fair
Tokyo
Through Oct. 16

LA Textile
Los Angeles
Through Oct. 16

O2 Show
Los Angeles
Through Oct. 16

Los Angeles Fashion Week powered by The Society
Los Angeles
Through Oct. 18

Oct. 15
Manila F.A.M.E. International
Manilla, Philippines
Through Oct. 17

ITMA Asia + CITME
Shanghai
Through Oct. 19

Oct. 16
Poznan Sport Expo
Poznan, Poland
Through Oct. 18

Oct. 17
Fashion Week San Diego Designer Runway Shows
San Diego, Calif.
Through Oct. 18

Trend Seattle
Bellevue, Wash.
Through Oct. 19

Oct. 18
NY Now Retail Renaissance
New York
Through Oct. 20

Stylemax
Chicago
Through Oct. 20

New England Apparel Club Signature Show
Manchester, Mass.
Through Oct. 21

Oct. 20
Brazil International Apparel Sourcing Show
São Paulo, Brazil
Through Oct. 22

Brazil International Yarn & Fabric Show
São Paulo, Brazil
Through Oct. 22

Dye + Chem Brazil International Expo
São Paulo, Brazil
Through Oct. 22

JiTAC European Textile Fair
Tokyo
Through Oct. 22

Kidsworld
Dallas
Through Oct. 23

Obuv. Mir Kozhi International Exhibition for Shoes and Leather Products
Moscow
Through Oct. 23

Oct. 21
Fashion Industry Gallery (FIG) Spring 1
Dallas
Through Oct. 23

SGIA Printing United
Dallas
Through Oct. 23

Style Bangkok--Fashion, Gift & Houseware, Furniture
Bangkok
Through Oct. 25

Oct. 22
London Print Design Fair
London
Through Oct. 23

Texfusion London
London
Through Oct. 23

Jewelry, Fashion & Accessories Show
Rosemont, Ill.
Through Oct. 25

Oct. 23
1001 Moments
Madrid
Through Oct. 25

Oct. 24
Trendz
Palm Beach, Fla.
Through Oct. 26

Oct. 25
Fashion Market Northern California
San Mateo, Calif.
Through Oct. 27

JA New York Fall
New York
Through Oct. 27

Oct. 26
Coast Miami
Miami
Through Oct. 27

New England Apparel Club Syracuse Super Show
Liverpool, N.Y.
Through Oct. 27

Oct. 27
Fashion Sourcing Tokyo
Tokyo
Through Oct. 29

Fashion World Tokyo
Tokyo
Through Oct. 29

Textile Tokyo
Tokyo
Through Oct. 29

Global Sources Fashion
Hong Kong
Through Oct. 30

Global Sources Lifestyle
Hong Kong
Through Oct. 30



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Oct. 28
German Fashion Trade Congress
Düsseldorf, Germany
Through Oct. 29

Kingpins Amsterdam
Amsterdam
Through Oct. 29

Performance Days--Functional Fabric Fair
Munich
Through Oct. 29

DS Printech China
Shenzhen, China
Through Oct. 30

World Retail Congress
Rome
Through Oct. 30

Oct. 29
Uzbekistan Textile Expo
Tashkent, Uzbekistan
Through Oct. 31

Oct. 31
Northstar Fashion Exhibitors
St. Paul, Minn.
Through Nov. 2

ASFW (Texworld, ApparelSourcing, Texprocess)
Addis Ababa, Ethiopia
Through Nov. 3

October TBA
China Fashion Week
Beijing

Cobb Trade Show
Atlanta

ComplexCon
Long Beach, Calif.

Curve LA
Los Angeles

Interfilière New York
New York

LA Men's Market
Los Angeles

Los Angeles Fashion Week powered by The Society
Los Angeles

Modama
Guadalajara, Mexico

Rakuten Fashion Week Tokyo
Tokyo

Vegan Fashion Week
Los Angeles

Nov. 2
Art & Separations for Screen Printed Apparel
Fairfax, Va.
Through Nov. 3

Nov. 3
New England Apparel Club Hyannis
Hyannis, Mass.
Through Nov. 4

Atlanta Fall Immediate Delivery Show
Atlanta
Through Nov. 5

Nov. 4
Dye+Chem Morocco International Expo
Casablanca, Morocco
Through Nov. 7

Morocco International Yarn & Fabric Sourcing Show
Casablanca, Morocco
Through Nov. 7

Textech International Expo Morocco
Casablanca, Morocco
Through Nov. 7

Nov. 5
The NBM Show Charlotte
Charlotte, N.C.
Through Nov. 6

New York Licensing Leadership Summit
New York
Through Nov. 6

Nov. 6
Mid-South Jewelry and Accessories Fair
Memphis, Tenn.
Through Nov. 8

Nov. 8
Michigan Women's Wear Market
Livonia, Mich.
Through Nov. 9

Nov. 10
New England Apparel Club Portland
Portland, Maine
Through Nov. 11

Nov. 11
Apparel Textile Sourcing Miami
Miami
Through Nov. 13

Nov. 13
Hawaii Market Merchandise Expo
Honolulu
Through Nov. 15

Chibi Mart
Milan
Through Nov. 16

Nov. 15
ITA Showtime
High Point, N.C.
Through Nov. 18

Nov. 17
Kingpins New York
New York
Through Nov. 18

Retail Asia Conference & Expo
Hong Kong
Through Nov. 19

Nov. 18
Functional Fabric Fair powered by Performance Days
Portland, Ore.
Through Nov. 19

Intex South Asia
Colombo, Sri Lanka
Through Nov. 20

Nov. 19
International Jewelry and Merchandise Show
New Orleans
Through Nov. 22

Nov. 24
Denim Première Vision
Berlin
Through Nov. 25

Nov. 25
Fashion Source Shenzhen
Shenzhen, China
Through Nov. 27

Bangladesh International Trade Fair
Dhaka, Bangladesh
Through Nov. 28

Nov. 27
Poznan Fit Expo
Poznan, Poland
Through Nov. 29

Première Vision @ Fashion Source Shenzhen
Shenzhen, China
Through Nov. 29

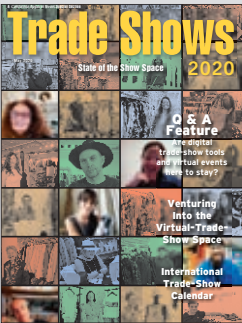
November TBA
Bangladesh Denim Expo
Dhaka, Bangladesh

Bangladesh Fashionology Summit
Dhaka, Bangladesh

Ocean City Resort Gift Expo
Ocean City, Md.



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Apparel News Group



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FM Fashion Market Northern California® NC

2020

June 28-30

August 23-25

October 25-27





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