

CALIFORNIA ApparelNews

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\$3.99 VOLUME 76, NUMBER 23 OCTOBER 2, 2020 DOUBLE ISSUE

BECOMING BOYISH

Within its Fall 2020 Guardians of Nature collection, Boyish Jeans maintained its ecologically sound fashion focus while paying homage to the women who offered protection in the name of love as they started a fashion revolution toward the boyish look that began to take shape a century ago. For additional looks, see page 6.

BOYISH JEANS

TEXTILE TECHNOLOGY

Lenzing Announces Tencel Carbon Zero During Climate Week NYC

By Dorothy Crouch *Managing Editor*

Expanding on its commitment to cultivating a responsible supply chain within the apparel industry, **Lenzing** announced during **Climate Week NYC** that in September it launched carbon-zero **Tencel** fibers. Climate Week NYC, which was held Sept. 21–27, was the perfect opportunity for the Austria-headquartered company to announce the latest advancement in its long line of renewable, wood-based fibers, which will see the calculation and offset of emissions from the processing of this product, according to the guidelines of **The CarbonNeutral Protocol**.

Following the announcement, Florian Heubrandner, vice president of global business management of textiles for Lenzing, shared how the year-and-a-half-long path to carbon-zero Tencel began.

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TRADE EVENTS

Curve Connect Launches to Afford a Virtual Home to the Intimates Community

By Dorothy Crouch *Managing Editor*

Establishing a virtual space for the lingerie and intimate-apparel category, events producer **Comexposium Group USA** launched its **Curve Connect** event through a partnership with event-software provider **Grip** for an online trade exposition that was held Sept. 13–25. While the **Curve** brand has enjoyed onsite shows in the United States, with events in New York, Las Vegas and an inaugural Los Angeles edition launched in February, its organizers began planning digital alternatives early on in the first months of stateside COVID-19. With 21 webinars produced since April, Curve has enjoyed a lot of preparation to introduce Curve Connect as its new virtual offering, allowing the intimates-event brand to expand its reach to other regions including Japan, Brazil, Kenya and Australia.

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Curve *Continued from page 1*

“The platform we used is more suited for matchmaking and networking. We were allowing the brand reps to contact the buyers on the platform,” Curve Chief Executive Officer Raphael Camp said. “They have access to the buyers directory and can reach out to them and request meetings or chat with them. That is what was different. It’s what I bet on, and it was successful.”

As a software solution that focuses on matchmaking powered through artificial intelligence, the London-based Grip focuses on building relationships—a facet of industry events that different groups within the apparel business have been trying to reclaim through their virtual events.

“This platform allowed us to broadcast a lot of content. We produced almost 20 hours of original content ourselves, from roundtables to panels and webinars,” Camp said. “We offered workshops for retailers as well, to survive and do business during these difficult times. Different types of content curated for retail, for marketing, **Instagram**, and of course we had content about lingerie—famous influencers and trendsetters on the next-year and three-years-from-now trends.”

Some of these segments included “Sourcing and Sustainability: Redefining Values,” “Return to Sexy!” and “Lingerie Shopping in the Era of Black Lives Matter: How to Update Your Brand or Boutique for the Time.” During this time of social distancing and safe-shopping guidelines, the event also afforded opportunities for attendees to learn how to fit bras during this new atmosphere of selling lingerie by featuring “Are You Ready to Reinvent Your Bra-Fitting Business for 2020?” “The Virtual Fit School: ‘How to Survive and Thrive in This New Time’” and “A Lingerie Fitters Guide to Addressing Breast Surgeries.”

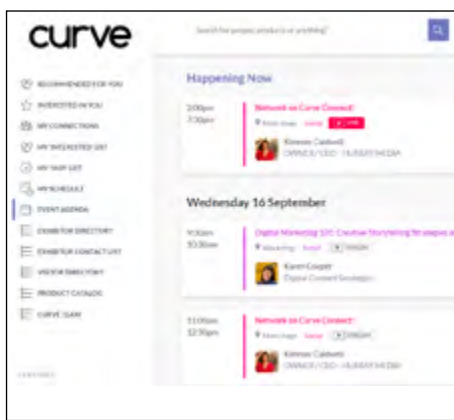


Ilonia's Matilda style

Another big moment off the virtual-trade-show floor was the presentation of the NPD & Curve Excellence Awards, which highlighted the outstanding work of the industry’s veteran retailers, beloved brand representatives and innovative labels with the intimates-event brand and market-research company collaborating to celebrate changemakers within the category.

“We organized the first-ever Curve Excellence Awards in partnership with **The NPD Group**, which awarded the best brands, and on the Curve side we awarded the retailers who did some charity projects and gave back to the community and essential workers in the area,” Camp said. “One of the top retailers, Danny Koch of **Town Shop** in New York City, received the lifetime achievement award. He got his retail store from his parents, who got it from their parents, so it’s a family history of lingerie.”

A retailer who has attended Curve’s shows over the course of her business’s 14-year history, Yvonne Khakzadi-Alicea, founder of Granite Bay, Calif.’s **Yves Lingerie**, thought the show afforded opportunities to bring to-



View of CurveConnect platform

gether the intimates community. She emphasized that exhibitors must make the virtual-show process easy by making certain their line sheets, pictures, pricing and other pertinent information are available through the platform. Khakzadi-Alicea, who specializes in larger cup sizes, was approaching trends cautiously as she placed orders, needing to fill in and search for Fall and Holiday.

“I got together with **Chantelle** and **Aubade**. She sent me some samples. **Dita Von Teese** is sending samples so I can look at the line,” she said. “I am not taking a lot of risk right now. I don’t think anybody is. I went through 2008, the last time the market fell. We have to be cautious. Loungewear, sleepwear, but something that is special and is okay in the mid-price point. You want to offer a good product, but I don’t see someone spending \$500 on a top.”

Khakzadi-Alicea advised her peers to remain authentic to their clientele with pieces that reflect their core customer base. While she doesn’t feel that taking risks is wise at the moment, investing in a single special piece to see if it resonates with customers is a better choice to freshen up inventory, yet she felt there is a special part of selling intimates that cannot be ignored.

On the exhibitor side, **Eveden** Senior Vice President of North America Laurel Nash saw trends in skin tones, pinks—particularly a bright version of the hue—warm blues and rose. She saw customers ordering their bestsellers in new colors, allowing them to remain with tried-and-trusted products while refreshing their offerings safely.

“In general, our customers are buying our bestsellers in new colors. The fit process is very different than it has been before, so customers trust the styles that they generally know fit, and they are very interested in new colors,” Nash said. “**Ilonia** is our strongest-selling brand, and we have a bra called Matilda that has beautiful dot detailing on the top cup. For this season we introduced hearts instead of dots, so there were some nice, whimsical details there.”

Noting the seamless manner in which Curve expanded on its educational webinar offerings by providing panels throughout the Curve Connect show, Nash recognized the importance of members of the industry coming together to learn from their peers. She felt that the show was true to its name by connecting people within the industry during this challenging time.

“Just what the name says, Curve Connect,” Nash said. “It has helped connect the lingerie community. Even if we’re not connecting physically on the platform, it’s helped people realize that life is going to go on and we can look forward together and we’re in this together.”

With one edition of Curve Connect on the books, Camp revealed that the virtual platform would be open until late November. While he foresees potential for the virtual component to grow, remaining part of the brand, he is also planning for next trade-show season beginning with a Los Angeles edition of the onsite version of Curve, with a tentative event schedule planned for the first weekend in March 2021. ●

Inside the Industry

Nordstrom announced that it would stop selling items made with animal fur and exotic-animal skins by the end of 2021 throughout all of its nameplates including its full-line Nordstrom stores, e-commerce stores, off-price Nordstrom Rack and Last Chance stores, said Teri Bariquit, Nordstrom’s chief merchandise officer.

Hohenstein, a Germany-based research-services provider and founding member of the textile-certification organization OEKO-TEX, recently announced the introduction of its new Digital Fitting Lab. It will join Hohenstein’s patternmaking experience and fit development with 3-D digital-design technologies. An organization statement said that its digital fitting lab could make apparel production more efficient—cut material waste, shorten development times and develop more accurate fits.

GOAT Group, the Los Angeles-headquartered online reseller, announced that it closed a Series E founding round of \$100 million from D1 Capital Partners. “As GOAT continues to grow its core business and expand into new categories, it is rapidly emerging as one of the best-positioned next-generation, global e-commerce platforms,” said Dan Sundheim, founder of D1 Capital Partners. The funding will accelerate the company’s growth across product categories, said Eddy Lu, the reseller’s co-founder and chief executive officer. “We will utilize this new round of funding to capture the significant market opportunities in sneakers, apparel and additional categories through technological innovation and by building even greater scale across our verticals,” Lu said.

Amazon announced a new program for its upcoming Prime Day, which is scheduled for Oct. 13–14. The Climate Pledge Friendly program will make it easier to identify sustainable products in grocery, household, fashion, beauty and electronic products, said Jeff Bezos, Amazon’s founder and chief executive officer. “With 18 external certification programs and our own Compact by Design certification, we’re incentivizing selling partners to create sustainable products that help protect the planet for future generations,” Bezos said.

Macy’s Inc. announced that it will be partnering with the Nashville, Tenn.-based nonprofit Clothes4Souls in the eighth annual “Buy a Coat and We’ll Donate One” campaign. From Oct. 7 to Oct. 11, the department-store giant will ask its customers to buy a coat online at macys.com. For every coat purchased online, Macy’s will donate a new coat to Clothes4Souls. Since 2013, the Macy’s Clothes4Souls campaigns have distributed 270,000 new coats, according to a Macy’s statement.

Gap Inc. recently announced plans for holiday hiring. The new hiring efforts will support a digitally led business, according to a statement from the San Francisco-headquartered retail giant. Gap Inc. is looking to fill jobs that will include packing, assembling merchandise and working with customers through customer contact centers. Additional staffing also will be sought out for contactless services such as curbside pickup. Gap Inc. will be hiring for its in-person shops for its Old Navy, Gap, Banana Republic, Athleta, Intermix and Janie and Jack divisions as well.

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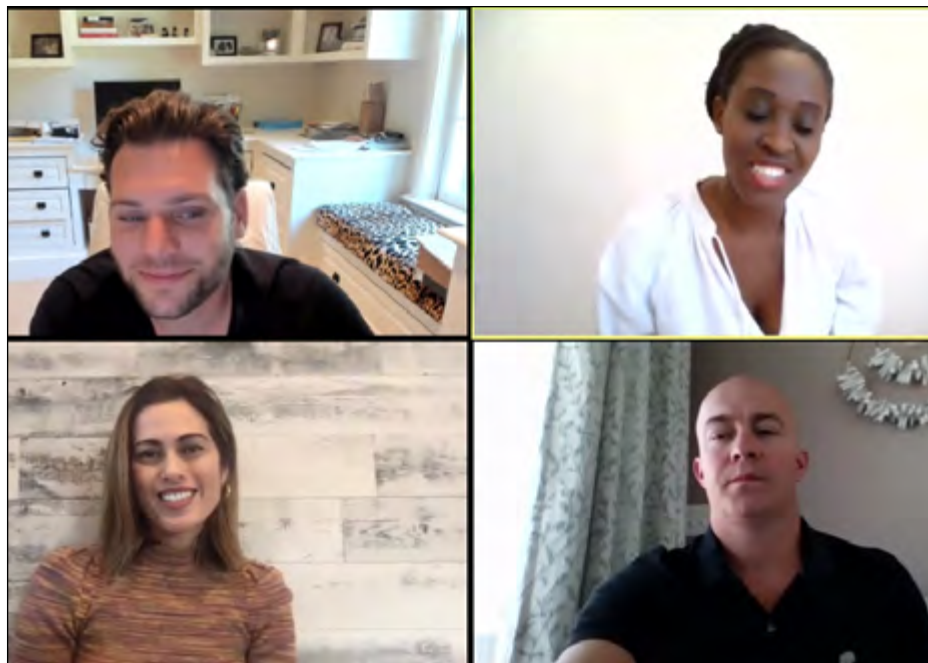
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TRADE EVENTS



Clockwise from top left, Josh Kapelman, Edwina Kulego, Tim Moore and Syama Meagher

Liberty Fairs Panel Talks on the New Normal of Omni-channel

During the past six months of the COVID-19 pandemic, many businesses have greatly accelerated rollouts of digital services. A panel discussion produced by trade show **Liberty Fairs** on Sept. 25 gave advice on what fashion retailers need to do to produce successful omni-channel businesses.

Edwina Kulego, Liberty Fairs' vice president, moderated the **Zoom** panel discussion, "How to Build a Successful Omni-channel Fashion Brand." Panelists included Josh Kapelman, managing director of **Hilldun Corporation**, a factoring-and-financial-services company with offices in New York, Los Angeles and London. Also speaking were Tim Moore, Hilldun's executive vice president of business development, and Syama Meagher, chief executive officer of **Scaling Retail**, a Los Angeles-headquartered retail consultancy.

Meagher said that there's no going back to the way of doing business pre-pandemic.

"The strategies that you bring in today are not going to go away," she said. "So, whatever it is that you invested in as a brand in the last six months is going to be required of you going forward as you continue to do business. You can't walk away from personal shopping if that's what you have been offering for the past six months."

The panelists also advised not to throw away the old business playbook when developing new business strategies. There's still a lot of opportunity for pre-digital strategies, such as developing bricks-and-mortar stores and even finding customers through direct mail, Meagher said.

"When you look at marketing, it is a suite

of services. From a marketing standpoint, digital to me is just one component," she said. "I'm a huge fan of direct mail, so when you are thinking of advertising and marketing, please don't just think of a digitally saturated world—remember that most people are working from home."

Kapelman also advised companies to develop as many means to work with their customers as they can. "If COVID teaches us anything, it teaches us that you need to have a diversified business model. If you sell all of your eggs from one basket, and that basket breaks, you are out of business," Kapelman said. "As we look [at] what will come through COVID, it's all about finding new ways to connect with your customer."

It's advice that Liberty Fairs is taking, Kulego said. "We are working on a digital and physical strategy for next year. We had conversations with buyers and our brands. They all want to go back to the show. We miss interaction," she said. "Having drinks together. Talking about things that are happening in the industry. That is our new task, and we are really excited about it."

Digitalization has also been increasingly important to companies' back-office operations and logistics. Kulego asked Moore for perspectives on outsourcing these crucial tasks. He said that companies need to develop a way for outsourced operations to work in concert with the rest of a company.

"The biggest thing is control. You lose control every time you outsource something," Moore said. "Nobody does it the way you need them to do it or with the timeliness that you need them to do it."—*Andrew Asch*

Informa Markets Fashion Unveils FIT Showcase

The COVID-19 shutdown inspired celebrated fashion designers to go online and produce digital runway shows. Now, student designers are following.

Informa Markets Fashion, the producer of the trade shows **MAGIC**, **Project**, **Coterie** and other major industry events, announced Sept. 30 that it would give a digital stage to student designers in the **FIT Future of Fashion 2020 Showcase**. The showcase is available through dedicated hubs at Coterie's and the **Children's Club**'s digital marketplaces.

These showcases are exhibiting the collections of 75 student designers from the **Fashion Institute of Technology**, based in

New York City. The showcases run across five categories: sportswear, special occasion, knitwear, intimate apparel and childrenswear. The exhibits have been curated by Colleen Sherin, president of Coterie; Danelle Brown, Children's Club event director; and Tommy Fazio, the fashion director of **NuOrder**, Informa's technology partner.

"Our retail community is especially eager this season for innovation in design and newness, and our partnership with FIT is the perfect way to take our goal of powering-up brand and product discovery to the next level by giving retailers a peek into the true future of fashion—the next generation of designers," Walsh said.—*A.A.*



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In Memoriam Howard M. Leeds, 1935–2020

On Saturday, September 5, 2020, Howard M. Leeds, loving husband, wonderful father of two sons and an extraordinary grandfather passed away at age of 84. Howard was born on October 14, 1935 in The Bronx, New York.

Born to Jack and Bertha Lefkowitz, Howard was the youngest to brother, Stanley Lefkowitz, and, sister, Helene Sussman. In 1957, Howard graduated from NYU and served his Country as Sergeant in the Army and later got a job as a Sales Executive at Grace Taylor Dress Company.

Howard M. Lefkowitz changed his name to Howard M. Leeds in 1959. Despite his love for New York, he ventured west to Southern California in 1964 where he started Howard Leeds & Associates to represent dress and sportswear manufactures for 13 western states.

Known as the ‘schmatta guy,’ Howard was an apparel industry executive with over 50 years of industry experience. As the President of Global Sourcing Group, his scope of work included international sales, representation and private label product development. Throughout his career Howard worked with and represented both domestic and international companies. He was the President and CEO of Singapore American Trading Corp., where he began his career as a specialist in the women’s blouse and dress sectors. This was followed by more than eight years working as a sales agent of Pakistani and Chinese factories. He then went on to become the CEO of IG Apparel, with factories in Mexico and the Far East. He ended his career as the President of Global Sourcing Group, LLC., and retired in 2014 after his last business trip to Hong Kong.

Teaching was one way of giving back to his community. Howard was a member of the UCLA faculty where he taught “How to Start a

Garment Business” at the University Extension Program for the Graduate School of Marketing for six years.

For Howard philanthropy started at a young age, he began raising money for the Red Cross in grade school. He went on to sit on many boards, supporting them, and raising money throughout the years. As former President of the Fashion Industries Guild of Cedars-Sinai, (1983-1985) he raised money to build the Duke Becker Building at Cedars-Sinai Medical Center and was a member of the Executive Board from 1967-2017. Throughout his term, through his dedication and devotion, it was possible for the Guild to raise a record amount of funds for Cedars-Sinai Medical Center. In October 2017, Howard was awarded for his 50 years of dedication in the Fashion Industries Guild. Even toward the end, Howard raised money to install a new sound system and purchase an upgraded television for the residents of the Los Angeles Jewish Home.

Howard was a people person, storyteller, and great joke teller. His smile and laughter were contiguous as well as his warmth, kind-heartedness, and compassionate spirit. He had a strong passion for golf and skiing and loved passing time by watching football, baseball, and basketball games.

Howard was a magnificent human being worthy of love, care, respect, and admiration. He will be greatly missed for his unique personality, wit, and loving generous nature.

Howard is survived by the love of his life and wife, Elena Leeds; sister, Helene Sussman; sons, Jeffrey (Maresha), Scott (Erin); and grandchildren, Ben and Alex. As well as nieces, Ann Steinberger (David), Carol Lefkowitz Somerville (Mark), Ellen Lefkowitz Rosenfeld (Marty), and his nephews, Jan Sussman (Patty Timsawat), Dana (Jill) and Andy (Jennifer) Gold.

DENIM FASHION



Boyish Jeans Celebrates the Century-Long Evolution of the ‘Boyish Look’

Under the title Guardians of Nature, with a campaign shot along the striking yet challenging natural rocky seaside landscape of Zapallar, Chile, Jordan Nodarse’s **Boyish Jeans** unveiled its Fall/Winter 2020 styles, which celebrate the women of the 1920s who were pioneers in looks that were—*boyish*. As women began the 1920s a century ago, many revealed in the victory of suffrage through the 19th amendment to the United States Constitution.

Pieces in the Los Angeles brand’s most-recent collection feature oversized silhouettes that don’t restrict, offering freedom through more-comfortable cuts in addition to utilitarian features and functional pockets. The Maxwell trench, The Clancy paperbag-pleated chino and The Troy utility coverall speak

to the journey that boyish looks have enjoyed over the last 100 years. Neutral tones include blush, sand, hunter green and robin-egg blue. Denim is offered in black and charcoal-gray in mid and light washes.

Celebrating women’s empowerment was not the only focus of Boyish Jeans for its Fall/Winter 2020 collection. Guardians of Nature was produced using sustainable fabrics that relied on more-ecologically sound and cruelty-free manufacturing processes. Available through Boyish.com, the collection features new responsibly made fabrics including the Authentic Rigid, Authentic Comfort Stretch, Zero-Waste Knits and the Super Eco Rigid, which relies on 83 percent recycled materials including **Refibra Lyocell**.—*Dorothy Crouch*

Making a Thoughtful Statement With Fashion

By Nick Verreos Contributing Writer

2020 has been a doozy of a year—from the COVID-19 pandemic to politics, race relations, horrendous fires, tropical storms and scorching temperatures. These issues throughout the year have affected all of us. Throughout most of history and especially during trying times, fashion has traditionally played a dual role.

For many, elements within our wardrobes can be stabilizing features of our daily lives. Think of the comfy sweatshirt that never lets you down or the dress that, no matter how you are feeling, will always give you a boost. Yet, at the same time throughout difficult periods, fashion has played the role of voicing the zeitgeist of the era. It seems that right now, more-thoughtful fashion is back in style. Exploring how some designers and brands are navigating this moment without losing their design DNA and becoming lost in the message can provide an important lesson for all of us.

Whether it is politics or race relations, some brands have landed on thoughtful or thought-provoking imagery within their fashion brands and allowed their collections to deliver a directive. But this is where things can get tricky and the authenticity of the statement becomes of utmost importance.

Because social media has grown to become so important in the marketing, selling and promotion of fashion, it is understandable that many designers and brands have decided to attach themselves to the latest cause or movement in order to further their brands' identity. And while you can't blame a company for trying to keep its name in the limelight, if the message is not authentic, then today's social-media army, with a keen eye on social correctness, will chew you up and spit you out like last season's rejects. Time and time again, we have witnessed brands being decimated by **Twitter** and **Instagram** followers as they attempted to post about inclusivity and diversity only to be revealed as not being quite so thoughtful in their own business practices.

With some designers, it has become part of their DNA to be social advocates with their designs. Case in point: Christian Siriano. Christian is known for his all-inclusive collections and was one of the very first apparel companies to transition his entire workroom into creating thousands of masks at the beginning of the COVID-19 pandemic instead of continuing to design glamorous gowns. Recently, during **New York Fashion Week**, he showed dresses entirely covered in the word "Vote," with matching face masks. No one batted an eyelash because it did not seem forced—just the opposite, it was almost expected of him to create these politically conscious designs, albeit in gown form.

Just because you may be a "glam-only" designer does not mean you cannot be socially and politically thoughtful. Southern California designer Natalia Fedner, known for her sexy custom, sequined-mesh designs worn by A-list celebrities, has some fabulous face masks that display the word "Vote," and, yes, they are made in sequined mesh. The

L.A.-based **Emmy Award**-winning costume designer Perry Meek, who never met a rhinestone and paillette he did not like, has face masks with bedazzled politically conscious messages that can be programmed through a cell phone.

Some designers are bringing this message along with their fashions through organizations such as **Fashion Our Future 2020**.



DAVID PAUL

A custom Nikolaki Swarovski crystal "Vote" jersey draped top with bias-cut silk skirt by Nick Verreos and David Paul, which appeared on KTLA's "Countdown to the Emmys" live pre-show.

Founded by Abrima Erwiah, co-creator of **Studio 189**, and actor Rosario Dawson, FOF was created with the hope of bringing awareness to voting through fashion. Its creative director, Virgil Abloh, of **Off-White** and **Louis Vuitton** menswear, have brought in many fashion designers, including Marc Jacobs and Brandon Maxwell, to create items especially for Fashion Our Future in the hopes of raising voter awareness.

In these times, it is important for fashion to be involved and not just by a single supportive post on social media. Fashion and what one wears always send a message. Sometimes it is obvious and other times it is circuitous, but now more than ever it is essential for designers to be genuine and consistent in the messaging and directive. With some designers, this is easier to accomplish than it is for others. Being careful not to let the message overtake the brand's style identity can be a hurdle that is hard to overcome. People might remember the message and not the brand and, ultimately, whether that message aligns with the designer's true identity. For fashion designers, mixing strong of-the-moment statements with style can be a comfortable or tricky road to navigate. My advice is that if it comes naturally—be thoughtful! ●



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Checking In

Refer to them as checkered or plaid—regardless of the style name, these patterns relay a sense of comfort connected to visions of warm lumberjack flannels worn during the fall or more-formal designs that conjure memories of a lovely Sunday brunch with friends.



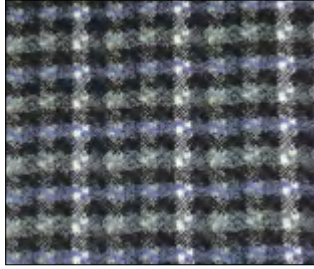
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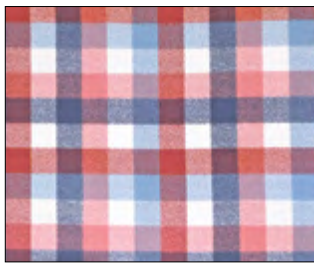
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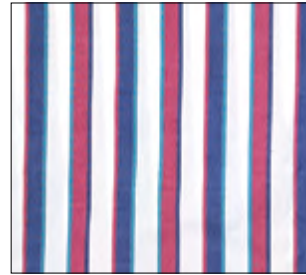
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Make Mine Stripes

Texture takes over on striped pieces, with textiles yielding materials that include stripes of different sizes—with thin pin overlays on thicker lines of a complementary color or designs that would perfectly match a day on the coast in Martha's Vineyard, in addition to those that conjure images of the Baja California surf set.



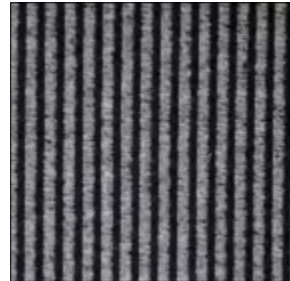
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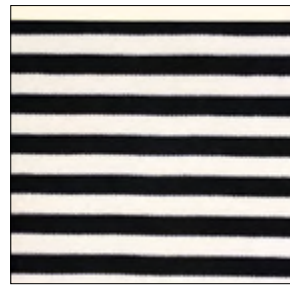
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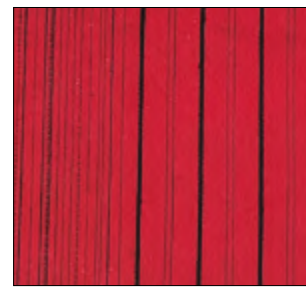
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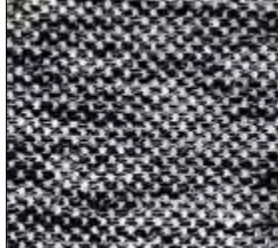
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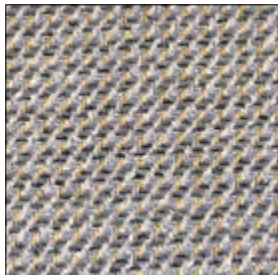
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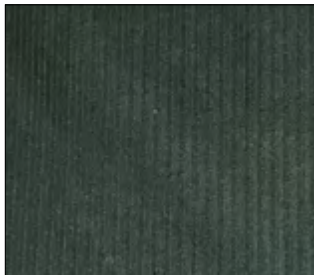
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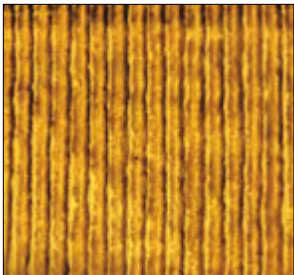
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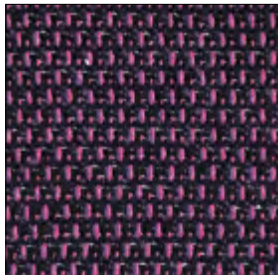
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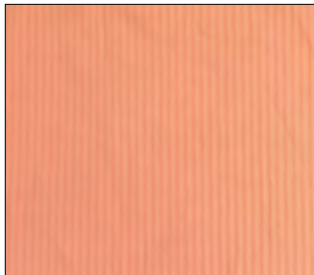
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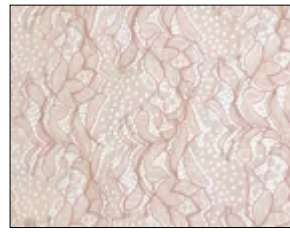
Tessilgodi



Texollini

Not Just Dainty

Updated approaches to lace see the traditional textile blended with colorful stripes, embroidered details and mod patterns that blend this delicate material with a 1960s-era sensibility.



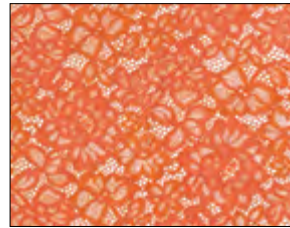
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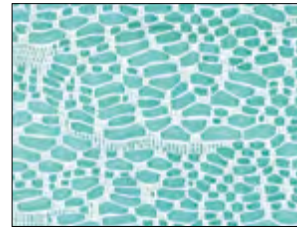
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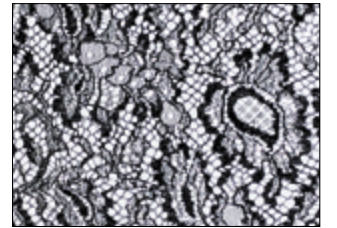
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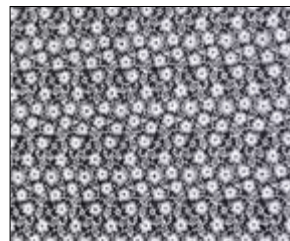
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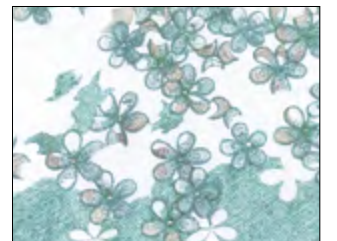
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TEXTILE TRENDS

Something to Talk About

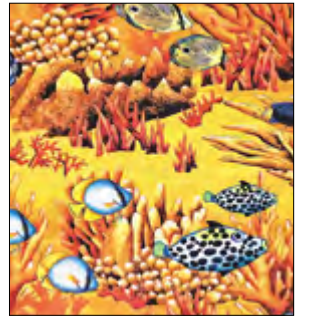
Meant to be seen and discussed, new trends in unique patterns include produce-themed designs showing avocados, potted herbs, peppers wearing sunglasses and tomatoes with faces; animals including roosters and dogs; and travel themes with cacti, airplanes, sailboats, palm trees and under-the-sea settings.



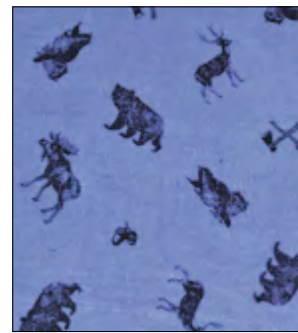
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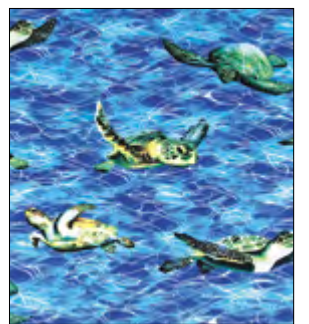
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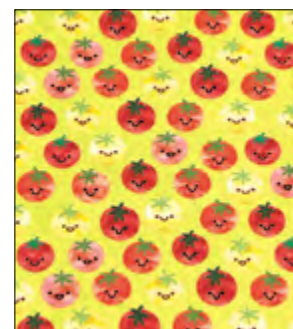
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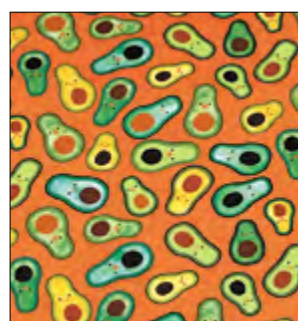
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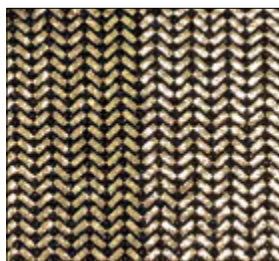
TEXTILE TRENDS

'Tis the Season

Staying home has never been reason enough to stop celebrating, and holiday patterns in sparkling zigzags, glistening sequins and glittery pieces set a tone for an uplifting end of the year, while velvets round out the collection for rich warmth.



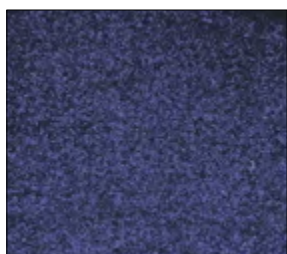
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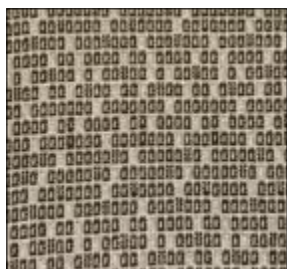
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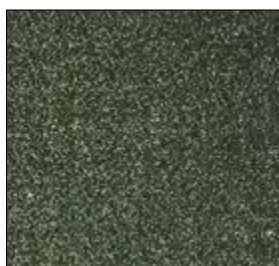
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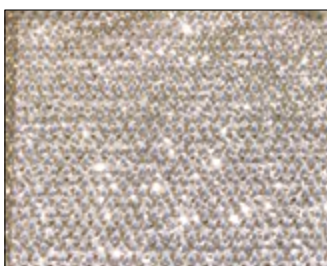
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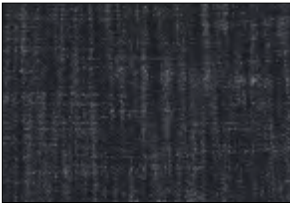
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Desirable Denim

A blend of the rugged and chic, denim yields an allure rooted in a willingness to rebel while remaining stylish with this season's traditional jeans in mid-wash or darker, with grays and black in addition to snow white and cream.



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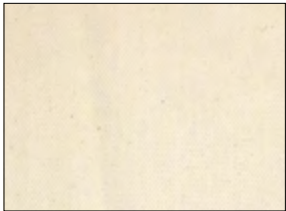
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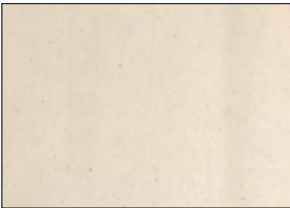
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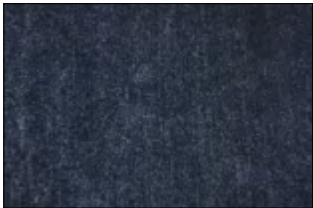
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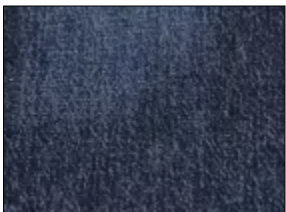
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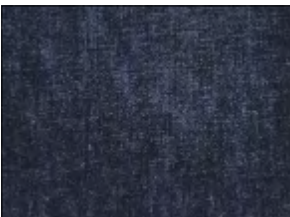
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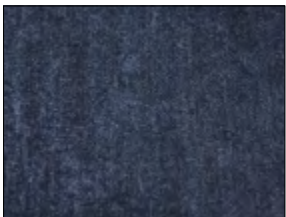
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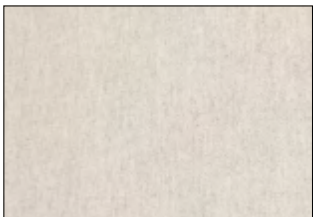
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Beyond the Tie-Dye Trend

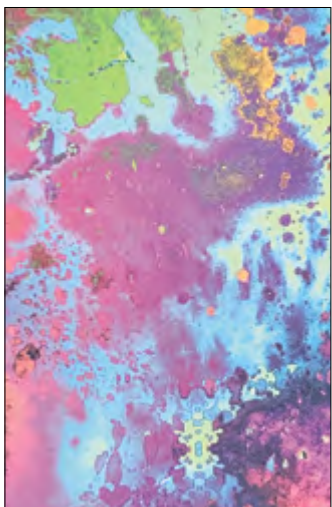
Over the last several seasons, tie-dye pieces have carved out a place as an enduring design rather than a retro trend from the past as fresh approaches rely on bright pastel hues and deep neon with large designs and updated patterns.



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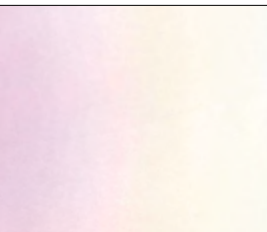
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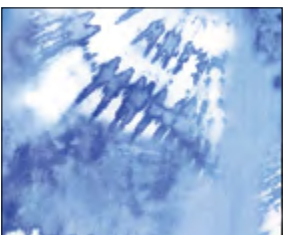
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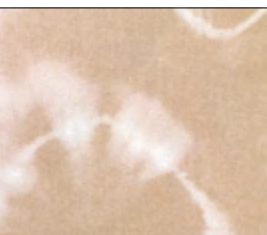
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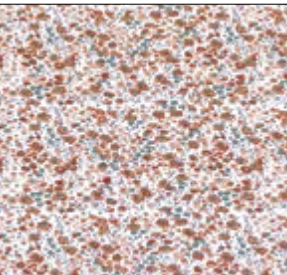
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Breathtaking Blossoms

Whether classic florals in soft orange, blush and cornflower blue that hearken back to the 19th century or prints that place deep purple and cyan blooms in a fantastic dreamlike setting, flowery materials take textiles to another world in a different era.



Gipitex



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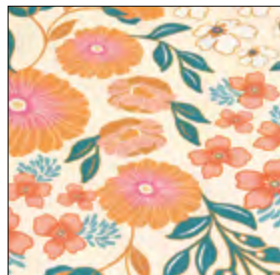
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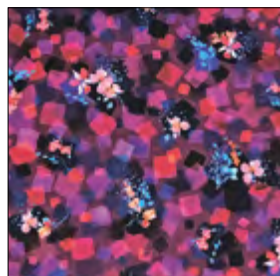
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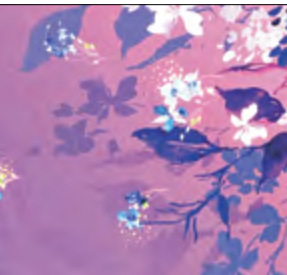
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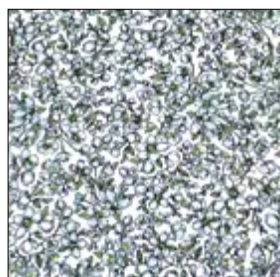
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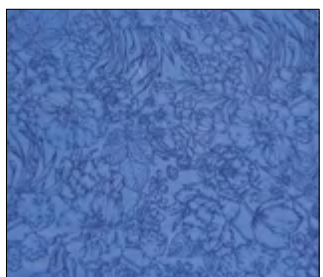
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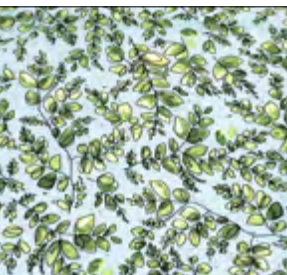
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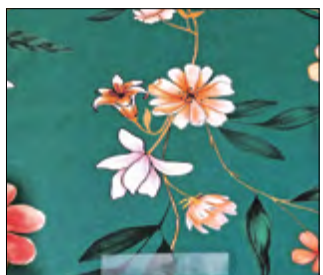
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Lenzing *Continued from page 1*

“It all starts with the raw material, dissolved wood pulp, which we source from a low-carbon-footprint location,” he said. “Next, we only produce Tencel Carbon Zero in our Austrian production sites where we have the lowest carbon footprint in our entire group. We’ve made additional investments in energy efficiency and green energy to avoid carbon emissions wherever we can.”

While Heubrandner explains that the process begins with Lenzing’s wood-pulp sources, he reveals that the company cannot reach carbon zero alone. Due to the potential for environmental impacts along the supply chain from individual partners, Lenzing relies on partnerships with its suppliers and ecologically focused solutions providers.

“We’ve collaborated successfully with suppliers to make sure they reduce the carbon footprint of their products. All these measures result in a carbon footprint that is 65 percent to 80 percent lower than generic lyocell or modal fibers,” he said. “The [small] carbon footprint that is still left we compensate for with offsetting credits from **Natural Capital Partners**. There is a roadmap in place to make sure we become better every year and reduce the offsetting part step by step. Natural Capital Partners verifies our progress in that respect.”

On Sept. 22, the same day that Lenzing made its announcement, Heubrandner participated in a webinar called “Action Toward Climate Change.” The panel included an introduction by Annemarie Hou, executive director of the United Nations Office for Partnerships, and moderation by Kerry Bannigan, executive producer of the **SDG Media Zone** and founder of the Conscious Fashion Campaign. Heubrandner was joined by fellow panelists Lewis Perkins, executive director of the **Apparel Impact Institute**, and Jad Finck, vice president of innovation and sustainability at the San Francisco-headquartered **Allbirds**, which is a Lenzing partner.

“We try to use the lowest carbon materials possible and the lowest carbon processes possible,” Fink explained during the webinar. “That is a great area where we can work with an important partner of ours, Lenzing, to use a lot of Tencel Lyocell. It’s the fundamental product for our entire tree platform—a very low-carbon product, amazing environmental footprint. That is why we’re excited today to be talking about their new initiatives.”

The benefit of Lenzing’s partnerships with companies such



Lenzing fibers

as Allbirds who share its ideals and sustainable vision is also beneficial for the fiber producer in its quest to become carbon neutral. Working with like-minded brands affords greater visibility to Lenzing’s mission in addition to creating a responsible-apparel community.

“We need partners like Allbirds to help share the ‘burden’ that comes with these targets and commitments. Becoming carbon neutral involves heavy financial investments and time from our people,” Heubrandner said while noting the importance of his colleagues across different Lenzing departments. “By paying a [little] bit more for our most sustainable products, our partners help advance the industry. Of course, we know that cost competitiveness is particularly important these days, and that’s why we make sure that Tencel Carbon Zero is available at very reasonable prices.”

While Lenzing has long emphasized its commitment to sustainable fiber sourcing over the course of its 80 years in business, consumer awareness is continuing to shift toward examining the impact of the products they buy, including apparel. During its “Global Consumer Perception Survey on Sustainable Raw Materials in Fashion and Home Textiles” survey, which was conducted in early 2020, Lenzing discovered that respondents are engaging actively in furthering their education regarding a product’s sustainability prior to purchase, in addition to placing the most trust in brands whose ingredient lists and origins are transparent. This change toward a more-conscientious consumer has accelerated over the course of the year.

“What we are learning, particularly in the last six months,



Lenzing fibers

is that we see a real shift within the apparel-and-footwear industry as individuals are questioning their relationship to materials and products and questioning their values as it relates to the planet as a whole and also consumption and production,” Perkins said.

With a goal to reduce its specific greenhouse-gas emissions by 50 percent by 2030, Lenzing believes its introduction of a carbon-zero product will facilitate its arrival at this goal. While Lenzing notes that it is the first wood-based fiber manufacturer in the industry with approved **Science Based Targets**, Heubrandner sees this latest product as reaching beyond those guidelines.

“I think it will help us because Tencel Carbon Zero goes beyond the Science Based Targets,” he said. “Also, it makes our sustainability leadership and commitment even more prominent and will motivate us to offer more and more products in a carbon neutral way and turn our sites more sustainable faster.”

Adhering to an approach rooted in “progress, not perfection,” Heubrandner sees hope as brands that are committing to United Nations Sustainable Development Goals continue to receive increasing acknowledgment for their efforts. As a personal observation, he often recognizes these brands as sources for “cool” approaches to design and branding, sentiments he feels are shared by many consumers.

“I think the current crisis has shown us that we can all make a contribution. Every ton of CO₂ that gets avoided counts,” Heubrandner said. “Also, consumers start paying more attention to these initiatives as they understand the environmental impact that the fashion industry has on our planet.” ●

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Requester Publications Only							
1. Publication Title: California Apparel News							
2. Publication Number: 0000-0000		3. Filing Date: 10/01/20		4. Issue Frequency: Weekly		5. Number of Issues Published Annually: 52	
6. Annual Subscription Price (If any): \$99.00		7. Complete Mailing Address of Known Office of Publication (Not printer) (Street, city, county, state ZIP+4®): The New Mart, 127 E. Ninth St. Ste. 806, Los Angeles, CA 90015		8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not printer): The New Mart, 127 E. Ninth St. Ste. 806, Los Angeles, CA 90015		9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor (Do not leave blank): Publisher (Name and complete mailing address): Yerry J. Martinez, TLM Publishing Inc. The New Mart, 127 E. Ninth St. Ste. 806, Los Angeles, CA 90015	
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Products and Services: In 1991, Asher Fabric Concepts, based in Los Angeles, transformed the apparel industry by offering cutting-edge, high quality, "Made in U.S.A." knits for the contemporary fashion, athletic, and yoga markets. Since then, the company has become internationally known for its in-house system of vertically integrated machines that manufacture premium quality, knitted fabrications with and without spandex. Asher Fabric Concepts provides fabric development, knitting, dyeing, and finishing in addition to fabric print design and printing capabilities based on each customer's needs. The company differentiates itself from the competition by offering proprietary textiles and by continually updating and innovating every aspect of textile design and production. After years of working with the best brands in the apparel industry, Asher Fabric Concepts saw a need for quality sublimation printing. Asher Fabrics is thrilled to now offer in-house sublimation printing to their clients. With an in-house design team, new prints are constantly added to its collection, and color stories are updated seasonally.

Products and Services: Design Knit, Inc. is a knit-to-order mill based in Los Angeles specializing in the development and production of high-quality, sheer to heavyweight knit fabrics for contemporary, athleisure, sportswear, and loungewear markets. The

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Products and Services: We at La Lame have captured the attention of a fabulous Italian digital printer and source for very exclusive print and "FOIL" solids for use in swimwear, sportswear, dresses, and intimate lounge-wear. Our "Beat Goes On" is the French assortment of woven/stretch. This collection is unique in its attraction of yarn-dye fabrics that apply to many apparel lines. Also, we are proud to claim our post-surgical fabrics with great compression and recovery are performing very well with leading medical garments, some with copper yarn that enhances their performance. We are now linked with a major knitting and finishing company in the USA that is the source for all apparel companies that must have a MADE IN THE USA label. We also supply beautiful lace fabrics from the finest mills in Europe. Sustainable Fabric Options Available Visit the new La Lame showrooms at 215 W. 40th St. in New York by calling Glen Schnee at 212-921-9770.

Resource Guide *Continued from page 14*

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129 West 132nd St.
Los Angeles, CA 90061
(800) 877-2066
Fax: (310) 538-9235
info@robertkaufman.com
www.robertkaufman.com

Products and Services: Robert Kaufman Co., Inc. is an importer and converter with national and international representation, stocking a wide variety of printed, yarn-dyed, and solid wovens and knits as well as denims. In business for over 70 years, Robert Kaufman Fabrics has been delivering the highest-quality service to manufacturing clients in the U.S. and around the world in a variety of markets, including childrenswear, womenswear, contemporary, juniors, men's sportswear, maternity, uniforms, special occasion, accessories, and home fashions. In addition to an extensive catalog of on-trend design collections released every quarter, we offer domestic in-stock programs with low minimums as well as customized fabric design, development, and sourcing for prints, yarn-dyes, and solids. All fabrics are available for sampling. We also drop ship for customers with off-shore production needs. Robert Kaufman Fabrics sells wholesale and to the trade only.

Spirit Lace

1301 S. Main St., #232
Los Angeles, CA 90015
(213) 689-1999
info@spiritlace.com
www.spiritlace.com

Products and Services: Our fabrics and textiles are carefully chosen from around

the world, mainly European and Oriental regions. We carry different types of laces and embroideries such as Chantilly lace, Alençon lace, Venice lace, all over embroideries with or without beads, embroidered fabric with 3-dimensional appliques, hand-made appliques, tulles, trims, etc. We work with bridal designers and haute couture fashion brands across the country. Most of our articles are in stock at the California Market Center. In-stock items require no delivery turn time. We help customers to arrange either p/u or delivery; others might vary from three weeks to nine weeks (not including shipping time). Our collection is updated according to forecasting trends every season. More than 20 years of experience. Join us for our virtual show hosted by LA Textile. Spirit Lace's time slot: Fri., Oct. 9, 1:00-1:30 p.m. PST. Register today at www.californiamarketcenter.com to watch.

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www.merchantfinancial.com

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dreza@milfac.com
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www.dallasmarketcenter.com
Products and Services: The Dallas Apparel

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