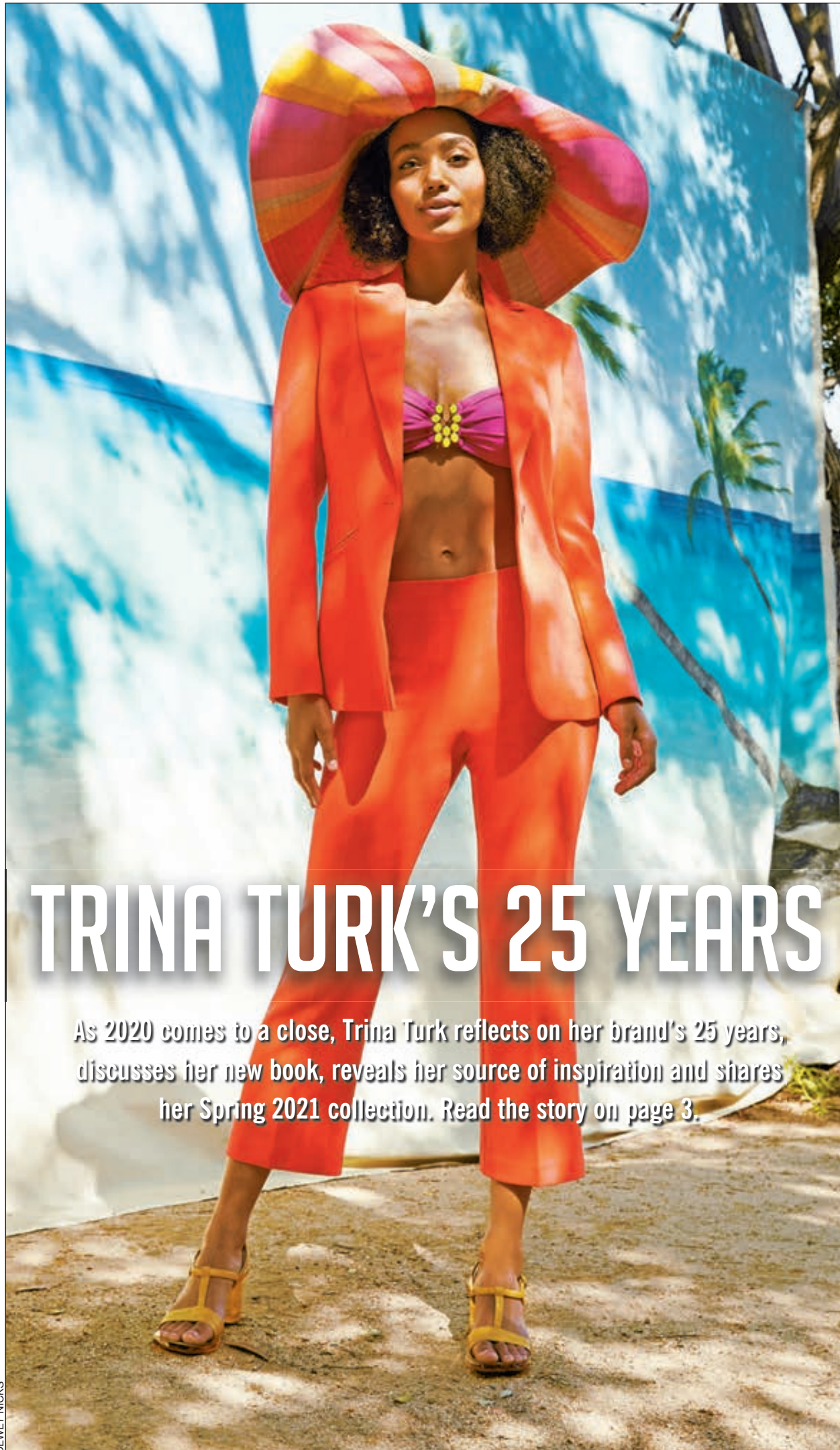


# CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR 75 YEARS

\$3.99 VOLUME 76, NUMBER 26 NOVEMBER 13, 2020



## TRINA TURK'S 25 YEARS

As 2020 comes to a close, Trina Turk reflects on her brand's 25 years, discusses her new book, reveals her source of inspiration and shares her Spring 2021 collection. Read the story on page 3.

DEWEY NICKS

### RETAIL

## Solid Holiday Sales Forecasted by NRF and Deloitte

By Andrew Asch *Retail Editor*

2020 has been a year like none other in recent memory, but despite the big issues of a divisive election and an economic slowdown driven by a pandemic, economic forecasters working with the **National Retail Federation** and **Deloitte** are predicting solid business during the 2020 holiday season.

Holiday business will be driven by consumers in the United States, who have proven to be steadfast shoppers, said Matthew Shay, president and chief executive officer of the NRF, one of America's most prominent retail trade groups.

"Consumers have demonstrated their resilience and adaptability throughout these extraordinary times," Shay said in a statement. "Looking ahead to the holiday season, retailers

➔ **Holiday** page 2

### DENIM

## Outerknown Finds a Natural Stretch Fabric for Its Iconoclast Jean

By Andrew Asch *Retail Editor*

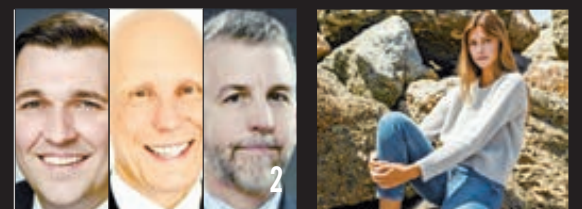
The **Outerknown** brand was started by surf champion Kelly Slater and creative director John Moore in 2015 to introduce a new surfwear line to a market that had been dominated by a group of major brands for years by creating a brand that was devoted to sustainability.

Slater and Moore wanted to show the world that manufacturing stylish clothes did not necessarily mean repeating manufacturing practices that had been criticized for polluting the environment, Slater said during the brand's inaugural season.

The Culver City, Calif.-based brand got high marks from environmental groups for using sustainable fabrics, nontoxic dyes and gaining accreditation from the **Fair Labor Association**.

➔ **Outerknown** page 4

### INSIDE

Where fashion gets down to business<sup>SM</sup>

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## NRF, AAFA, RILA Trade Issue Groups Statements About the Election

National trade groups representing retailers and apparel manufacturers sent congratulations and pledges to work with the incoming Biden-Harris administration shortly after last week's election in the United States. The **National Retail Federation**, the **American Apparel & Footwear Association** and the **Retail Industry Leaders Association** issued the following statements:

Matthew Shay, the NRF's president and chief executive officer, wrote: "As the largest private-sector employer in the country, the retail industry looks forward to continuing our tradition of working with presidents and their administrations of both major political parties to advance the industry's priorities in job creation, economic



Brian Dodge



Matthew Shay



Steve Lamar

development and career opportunities for millions of Americans. We congratulate President-elect Biden and Vice President-elect Harris on a hard-fought victory."

RILA president Brian Dodge wrote: "When the dust settles from the 2020 election, a record 145 million Americans will

have made their voices heard. Whether a citizen stood in line for hours on Election Day or mailed in their ballot weeks ago, every vote matters, and every vote will be counted by election officials dedicated not to partisanship but to democracy and the rule of law."

Steve Lamar, AAFA president and CEO, wrote: "We applaud Mr. Biden for making COVID-19 management and relief priority number one and commend his efforts to build a COVID-19 Task Force focused on science, the health and well-being of all Americans, and the strengthening of the U.S. economy. We look forward to working with the Biden administration on these priorities in 2021."

—Andrew Asch

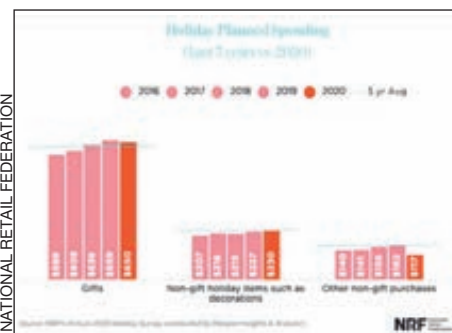
## RETAIL

### Holiday *Continued from page 1*

will ensure that their stores are safe for both customers and employees as we all prepare to celebrate family and friends during this special time of the year."

Between Oct. 1 and 9, NRF partner **Prosser Insights** interviewed 7,660 consumers about their shopping plans. The surveyors found that consumer spending on gifts will be similar to the 2019 holiday season. In 2019, an NRF holiday survey found that consumer spending on gifts was \$659; this year, it is forecasted to be \$650.

The NRF surveyors forecasted that digital commerce would experience skyrocketing sales for the holiday season. About 60 percent of consumers surveyed said that they planned



The NRF's Annual Holiday Survey predicts less than a \$10 drop in holiday spending over 2019.

to purchase gifts online this year.

But traditional holiday shopping destinations will not be left out in the cold. About 45 percent of consumers surveyed said that they

intended to shop at department stores, about 43 percent said that they would do holiday shopping at discount stores, and 42 percent planned to do holiday shopping at supermarkets. The survey also found shoppers saying that they would start shopping relatively early. About 42 percent said that they would start shopping at the end of October, and 41 percent said that they would start shopping in November.

The NRF will release a more-thorough holiday forecast later in November, according to an NRF representative. This forecast will include predictions on how sales could grow during the holiday months of November and December.

However, the holiday season has not started in earnest, and analysts are expecting that news from the presidential election will influence the season. Jeff Van Sinderen, a senior analyst for **B.Riley Securities** in Los Angeles, said that more data must be processed before accurate forecasts can be made.

"I'm expecting the level of spending to be subject to the outcome of the election and subject to the passage of a new stimulus bill," Van Sinderen said. "We really need a stimulus bill or there's going to be a sad holiday for a lot of people. Wealthy people will buy what they will buy. It's going to be harder for the people who have been impacted by COVID."

Consumer confidence looked somewhat downbeat in October, according to Lynn Franco, senior director of economic indicators at **The Conference Board**, a New York-headquartered nonprofit research group that conducts surveys of consumer confidence monthly.

"Consumer confidence declined slightly in October following a sharp improvement in September," Franco said in a statement. "Consumers' assessment of current conditions improved while expectations declined, driven primarily by a softening in the short-term outlook for jobs. There is little to suggest that consumers foresee the economy gaining momentum in the final months of 2020, especially with COVID-19 cases on the rise and unemployment still high."

In September, Deloitte, a prominent auditing and consulting company, released a holiday forecast. Deloitte analysts predicted that holiday retail sales would increase from 1 percent to 1.5 percent compared to holiday 2019. Holiday retail sales will range from \$1.147 billion to \$1.152 billion. However, holiday sales will not be as good compared to holiday 2019's business, said Daniel Bachman, Deloitte's U.S. economic forecaster. "The lower projected holiday growth this season is not surprising given the state of the economy. While high unemployment and economic anxiety will weigh on overall retail sales this holiday season, reduced spending on pandemic-sensitive services such as restaurants and travel may help bolster retail holiday sales somewhat." ●

## Inside the Industry

**VF Corp.**, the Denver-headquartered apparel giant and owner of the Vans, Timberland, The North Face and Dickies brands, has announced its acquisition of the prominent street-and-skatewear brand Supreme, which is headquartered in New York City. Media reports said that the deal was valued at \$2.1 billion. Steve Rendle, VF's chairman, president and chief executive officer, said the Supreme deal will help drive VF's business model, which emphasizes digital business and focuses on its biggest brands. Supreme founder James Jebbia said that he would remain with the brand. "We are proud to join VF, a world-class company that is home to great brands we've worked with for years," Jebbia said. "This partnership will maintain our unique culture and independence while allowing us to grow on the same path we've been on since 1994."

**Fashinnovation** announced that it has started an advisory panel to help with the development of its platform, which organizes events focused on sustainability and innovation in the fashion business. Joining the panel will be Shawn Hazan, who formerly served as commercial director at the trade-show producer Informa Markets. Fashinnovation also will be working with Hazan's advisory group, HAZCOMM, to help chart Fashinnovation's future moves. Another advisor who recently joined is Larry Namer, a co-founder of E! Television and founding partner of the Metan Global Entertainment Group. Said Namer, "I see Fashinnovation as the modern-day solution to the changes the industry is going through. The pandemic changes the game not just now but I believe forever. We have the ability to tie all of the pieces together of this very complex industry in a thoughtful and professional way."

**Moncler Grenoble**, a high-performance-skiwear brand, recently announced that it has used Dyneema Composite Fabrics in its Fall/Winter 2020 collection. Dyneema is a performance fabric light enough to float on water but is 15 times stronger than steel, according to a statement released by Royal DSM, a Dutch company credited with developing Dyneema Composite Fabrics. DSM and Moncler will continue to develop a partnership that will offer high-performance, lightweight garments for outdoor enthusiasts but also environmentally sustainable alternatives, according to a statement from the partnership.

**QVC** has unveiled a collaboration with Jason Wu, who is best known for designing dresses for Michelle Obama. The new line, J Jason Wu, was introduced Nov. 11 on **QVC.com** and the QVC app. The size-inclusive line will be available in sizes XXS–5X (0–32) and offer suiting, sweaters, blouses, jumpsuits and dresses, Wu said. "I love creating clothes for women who are not only confident but fiercely powerful and truly know who they are and what they stand for," he said. "This, with QVC, is the perfect opportunity to share my designs with women everywhere and celebrate all body types, shapes and sizes." Retail price points for the line range from \$44 to \$120. On Nov. 13, Wu made an appearance on QVC via Skype from his New York City studio.

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## Trina Turk Reflects on 25 Vibrant Years of Design, Remains Optimistic

By Dorothy Crouch Managing Editor

Twenty-five years after launching her eponymous brand, Trina Turk is committed to spreading a mission of optimism. During a year of unprecedented global challenges, strife and struggle, Turk is observing her company's milestone after growing the label into a lifestyle brand that is bright and uplifting.

"Sometimes I think fashion is undervalued. Fashion and design aren't [viewed as] critical to life, but in a way they are," Turk said. "Trina Turk, the brand, has always been about optimism. That is really important right now during this time."

Earlier in the year, the designer launched a special anniversary collection called 25 Years of Color, which featured Turk's trademark vibrant colors of Trina pink, blue-splash blue, red-hot red, buttercup yellow and rainbow patterns that reflect the brand's cheerful disposition. Turk's 2020 is closing with her Spring 2021 and Holiday collections.

She also has released a self-titled book, "Trina Turk," a collection of kind words from fashion-and-interior-design experts, commentary from Turk, vibrant prints from her brand over the years, and an array of photographs showcasing past fashion collections; inspiration from designers such as Bill Blass, Livio De Simone, Christian Dior, Rudi Gernreich, Emilio Pucci and Ken Scott; home-design projects and the designer living a joyful, color-filled life as the embodiment of her brand. Dedicated to her late husband, photographer and Mr. Turk designer Jonathan Skow, who passed away in 2018,



Trina Turk's self-titled book celebrates 25 years of living a joyful, color-filled life as the embodiment of her brand.

the book was also an opportunity for Turk to honor the work that he performed during their extraordinary life together.

"Twenty-five years is a milestone, and I wanted to document a part of what I've been up to for the past 25 years," Turk said. "Also, my husband and partner, Jonathan Skow, did a lot of our photography, so I wanted to document some of the photos he had taken."

As noted in her book, she feels inspiration can be drawn from any source, though most of the designer's inspiration

has stemmed from her travels, which have decreased since the onset of the COVID-19 pandemic. In the book, she shares dreamlike photos from her time spent exploring stunning sites in Bodrum, Turkey; Taormina and Capri, Italy; Slot Canyons, Utah; Tangier, Morocco; Kyoto, Japan; Havana, Cuba; and Honolulu, Hawaii, in addition to imagery showcasing the beauty of California, where she resides. Recently, she has embraced the joy of road tripping.

"Palm Springs has been a constant source of inspiration. I have been road tripping around California and am thankful to be in California during the shutdown because there are places we can go and different landscapes we can see that are pretty close to us because we live here," Turk explained. "I've driven all the way up to Washington and back again with my sister. You have to be very careful about how you do it, but it's doable."

Treating herself and her fans to special, uplifting products over the course of 2020, while remaining cognizant of the challenges ahead, Turk sees this unusual moment in time as a crossroads. This is the time for this joy-inspiring designer to think about her next 25 years.

"This is an opportunity for dramatic change," Turk said. "I don't want to let the opportunity go by without figuring out what the next thing is or how a fashion business can be more sustainable or more relevant or any of those things. This year has brought up a lot of ideas as to what is important and what is not important. More sustainable, more relevant, more inclusive—all of those things—so those are conversations we are having right now." ●

## REAL ESTATE

### Broadway Trade Center, a Major DTLA Project, for Sale

By Andrew Asch Retail Editor

The **Broadway Trade Center** was one of the most ambitious projects for revitalizing downtown Los Angeles and bringing high-end retail to a once-blighted urban center. But after COVID-19 and civil unrest, the project has been put up for sale. Located at 801 S. Broadway, it is on the block for \$425 million by **Waterbridge Capital** and **Continental Equities**, according to the *Commercial Observer*.

The current owners acquired the historic building for more than \$122 million in 2014. They had planned to turn the 1.1-million-square-foot building into a compound that would feature hundreds of thousands of square feet for retail and restaurants. The rest of the project would be slated for uses such as creative-office and hotel space.

The downtown Los Angeles architecture firm **Omgiving** got the job to renovate the 112-year-old Broadway Trade Center, which previously served as the address for the sprawling **A. Hamburger & Sons** department store, which installed the first escalator in California. The site was so big it housed the **Los Angeles Public Library** from 1908 to 1913. It also housed a flagship **May Company California** department store until the mid-1980s. The Broadway Trade Center housed space for garment factories and studios until redevelopment started in 2014.

Current plans for renovation feature new penthouse structures, a public park, gardens, swimming pools as well as restaurants and bars, according to a statement on Omgiving's website.



Comprising almost a whole city block, the Broadway Trade Center would feature creative-office and hotel space, a public park, gardens, restaurants and bars.



Waterbridge did not answer a request for comment from *California Apparel News* by press time. However, real-estate watchers in downtown Los Angeles remain bullish on the project as well as the prospect for developing more high-end retail in downtown Los Angeles. Over the past seven years, high-end brands such as **Acne Studios**, **Theory**, **Paul Smith**, **Urban Outfitters**, **Vans**, **Mykita**, **Aesop** and **Ganni** have opened locations on the same block as the Broadway Trade Center.

Brigham Yen, a publisher of the "DTLA Rising" real-estate blog and a broker for **Coldwell Banker**, said that the Broadway Trade Center project remains vital and could play a role in helping downtown Los Angeles' retail scene.

"The reason why it is important is its location and without a doubt its sheer size, taking up almost a whole city block,"

Yen said. "The location is very important. It's strategically located at the cusp of several districts—the Historic Core, Fashion District, South Park and the Financial District. It could serve as a linchpin to connect all of these distinct districts and help create a more walkable and cohesive urban community."

The building's forecasted role as a neighborhood anchor would be crucial to developing the area for retail and attracting people to the neighborhood. Despite the past two quarters of retailers trying to wait out a pandemic slowdown, Yen forecasted that the area would regain momentum.

"There will always be a need for people to have a place to go," Yen said. "People will always want to go out to stores and to eat. There will still be a need for office space. I think the original vision for the Broadway Trade Center is great."

However, the downtown area also has to contend with major challenges such as controlling its homelessness. In 2016 and 2017, voters approved city and county measures to fund housing for the homeless. However, solving downtown's issues will take commitments from everyone who has a stake in the district, said Andrew Turf, a **CBRE** broker who is also responsible for retail leasing at the Broadway Trade Center.

"The city needs to deal with the homeless crisis or no one will move to downtown L.A." Turf said. "Landlords need to put money into their buildings and sidewalks and make it a safe and interesting place for people to walk and enjoy themselves." ●





The Common Link booth displaying Made-in-the-U.S.A. products at the MAGIC trade show in Tokyo.

## The Common Link Is Anything But Common

During his 15 years working in Guatemala and California for the largest denim manufacturer at the time, Wilson Avalos kept encountering a situation that did not sit well with him. The big manufacturers “were not there for the smaller companies; their volumes were not large enough,” he says. “Even if they were willing to pay higher prices, the manufacturer saw them as a distraction. I was the one facing the customers, and I had to say ‘I cannot help you.’”

These were companies looking to start up or develop their brands but lacked the infrastructure and pure know-how to do so. “Big companies don’t have the patience to guide them or hold their hands,” Avalos explains, “when the volume is not meaningful business.”

But Avalos saw potential in these smaller concerns.

“That was something that always stayed with me,” he continues, “and one of the main reasons I decided to start my business. There are people who need help to produce their idea, and they are looking for someone with the experience to help them. I take all the people who have been told no. My job is to find the right marriage, the right scale for the developing brand.”

The Common Link is Avalos’s company, started in 2014 and headquartered in Los Angeles with operations in the U.S., Guatemala, and Mexico. Calling on his years of experience and his wealth of contacts, Avalos provides end-to-end solutions for brands of all sizes dealing in denim, knits, and other apparel products. While he continues to work with such industry juggernauts, it is the up-and-comers he has his eye on and who provide him the opportunity for creative problem solving.

The Common Link offers complete services to develop a customer’s product from beginning to end, no matter what stage it is in. “Some just have an idea, some come with a sketch, some with a garment they like asking for help to make a similar product, and some already have their tech pack and just need help sourcing the fabric and making the sample,” Avalos says. “We have to understand where the customer is in the development of the product. Then we tailor the service to help them.”

And that is where The Common Link can fill many gaps. Smaller customers, he notes, do not tend to have much company infrastructure, if any, and may not even know how to put together a preproduction package. “We develop our own patterns for them and the tech packs they need,” Avalos explains. “For the factories, it’s seamless; they know they are dealing with us. And the customer doesn’t have to get involved with the nitty-gritty.”

Because of their relationships with

factories, The Common Link staff is able to match a client’s needs to the necessary resources. It is a constant job of putting the puzzle pieces together, sourcing materials, finding the right factory for the job and the right job for the factory. Denim is “very easy” to produce in California, for example, where there is a strong tradition of production, while Guatemala offers better expertise in knits and potentially cheaper production costs. Smaller orders are best done in Los Angeles because it simply doesn’t pay to go overseas, and “you have to reach certain volume levels in Guatemala for it to make sense.”

While small orders usually entail much higher production costs, The Common Link will often put together several clients and use their combined volumes to leverage a better price from factories they work with and with whom the company has longstanding relationships. For all production orders, domestic or overseas, The Common Link provides quality control, line inspections, and final audits and can also handle delivery, either FOB or DDP regardless of where goods are produced or have to be delivered. The company’s understanding of trade components and import protocols is a key factor in determining the most cost-effective way of production.

“There’s no cookie-cutter solution. That’s why, in the end, our biggest asset is the knowledge we have and how to be creative,” Avalos says. “Having the expertise makes the difference.” It is also the most gratifying aspect of his work and the concept that led him to create The Common Link.

“The most rewarding thing is when you see people doing well with the product you developed for them,” he notes. “When you work with a small company, and you are a small company yourself, you celebrate each right decision in a much bigger way because each wrong decision is so much more impactful. In the end, our biggest asset is our knowledge of the market, the industry, and the supply chain and to find creative ways to use it in the best interest of our customers.”



**The Common Link**  
wilson.avalos@thecommonlink.us  
+1 (806) 787-7435

ADVERTISEMENT



OUTERKNOWN

Outerknown’s Iconoclast high-rise skinny jean is its first pair of biodegradable stretch-denim pants, which is scheduled for November deliveries.

## Outerknown *Continued from page 1*

Outerknown also looked for alternatives in denim production. In 2017, it started a collaboration with Levi’s that used Levi’s Water<Less finishing system, which cut down on the amount of water used to make jeans. In 2019, Outerknown worked with Levi’s to make a “cottonized hemp” denim, or a hemp that was made to feel just like a soft denim.

Megan Stoneburner, Outerknown’s director of sustainability and sourcing, said that the brand had been searching for a renewable substitute for stretch denim that includes synthetic fabrics such as elastane. Without the elastic threads, denim can be a stiff, coarse material that can take months to wear down to the comfortable fabric that helped popularize the multibillion-dollar fashion-denim market. The market for stretch denim has continued to be a robust part of the business, she said. “Customers want something that is more forgiving but is natural,” she said.

Stoneburner noted that Outerknown had used denim fabrication blends that were made with 98 percent organic cotton and 2 percent spandex. Such fabrications can be recycled, she said. But the brand was interested in phasing out fabrics using virgin synthetic fibers that contribute to microplastics pollution and the current global plastics-pollution crisis.

Other companies also were interested in developing sustainable alternatives to synthetic yarns. One of these was **Candiani S.p.A.**, an Italian fabric company that runs a design center in Los Angeles. In 2019, Candiani had started developing what would eventually be called Coreva. It’s a plant-based yarn made from natural rubber. The yarn’s rubber core is wrapped in organic cotton. A Candiani statement said that the yarn is plastics-free.

Stoneburner and her team spent six months testing out how Coreva would work with the organic fabric the brand uses for its denim. After wearing and testing the prototype jeans, her team felt comfortable releasing it into the market.

Outerknown introduced what it called its



first biodegradable stretch denim pants, the Iconoclast High Rise Skinny Jeans. The first run is scheduled to be delivered in November to the brand’s direct-to-consumer channel, *outerknown.com*; its physical boutique in Manhattan Beach, Calif.; and to select retailers. Outerknown’s Iconoclast looks like a jean with a skinny silhouette, Stoneburner said. But it has elements of yoga and athleisure bottoms.

“It feels like a compression pant,” Stoneburner said of the bottom’s yoga-wear quality. “But it gives more support. It is heavier and feels more substantial.”

The Iconoclast High Rise Skinny Jeans retail for \$248. Stoneburner forecasted that Coreva yarns eventually would be woven into some of Outerknown’s men’s denim looks in the future. ●



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# Trade Shows

November 2020 Part I

What have we  
learned about  
producing  
virtual  
trade shows  
and safely  
returning to  
onsite events?

International  
trade-show  
calendar

Trina Turk  
Holiday  
2020  
Photo:  
Wadley





Jennifer Bacon



Tricia Barglof



Kirsten Griffin



Issa Jouaneh



Thierry Langlais



Ed Mandelbaum

## What lessons have you learned through producing virtual trade events?

By Dorothy Crouch Managing Editor

After months of developing methods to bring the industry together during the COVID-19 pandemic, many apparel-trade-show producers invested in digital-platform virtual shows, while others waited to safely produce onsite events. As the industry continues to work through challenges, we asked trade-show producers: *What lessons have you learned through producing virtual trade events, and what formula do you feel would be best to combine digital and onsite shows?*

**Jennifer Bacon**, Show Director, Fashion and Apparel  
Texworld USA  
Apparel Sourcing USA  
[texworldusa.com](http://texworldusa.com)  
[apparelsourcingshow.com](http://apparelsourcingshow.com)

During these times, utilizing digital technology ensures that industries continue to be connected to their audience. For Texworld and Apparel Sourcing New York City, our virtual platform allows our international exhibitors to remain relevant in the marketplace through significant matchmaking and product displays, while this same virtual option expands our buyer market past local borders to visitors traditionally unable to attend the three-day event. Our greatest lesson learned encompasses

what we have always known—face-to-face encounters are critical to business and, even more so, in the apparel industry. These events strengthen communities and offer opportunities to network and exchange ideas. We are hopeful and excited to bring in-person trade shows back to the market. No matter the model, providing a platform encouraging meaningful interactions and engaging education remains our goal.

**Tricia Barglof**, Executive Director  
Offprice Show  
[offpriceshow.com](http://offpriceshow.com)

The Offprice Show has had an online marketplace called Offprice365 for the past couple of years, and we have learned a lot from that experience. We took that knowledge and added a variety of features to our new digital event this fall, Offprice Online. That included digital showrooms, AI matchmaking technology and video meetings. The apparel industry relies on the touch and feel of the merchandise they are buying, so I think it's safe to say that in-person events won't go away. But there are digital features that can be combined with a physical show to improve the overall retailer's experience. By adding some components like digital showrooms or on-demand education and video sessions, you can extend the shelf life of your event beyond four days for those can't-miss opportunities.

**Kirsten Griffin**, Visitor Promotions Director  
Curve  
[curve-newyork.com](http://curve-newyork.com)

The flexibility to work 24/7 on their own terms was especially important as many retailers are working with a reduced workforce and need to spend more time on the selling floor. As a result of Curve Connect, our global audience of retailers has grown. Working with our Paris office, we will connect with more European brands to widen our assortment of exhibitors at our digital show in 2021. In February, we will launch the second edition of Curve Connect with 10 days of special events, webinars and roundtable discussions on key topics. The platform will be a subscription service open all year long for making connections and setting up video meetings. We expect to be able to offer physical events in New York, Los Angeles and Montreal in 2021 with our first show occurring during L.A. Market Week in March.

**Issa Jouaneh**, CEO  
Agenda Show (AZTQ Corporation)  
[Agendashow.com](http://Agendashow.com)

Evidence to date suggests that virtual shows have not generated enough value for most exhibitors to warrant only virtu-

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## Q&A



Bob Maricich



Cindy Morris



Marisa Nicholson

al events. At AZTQ Corporation, and specifically the Agenda Show, we believe strongly that live events are here to stay. We are very much on track to have a live event in Las Vegas in February. While there is a percentage of the population that may not be ready to meet face to face, we are hearing from the majority in our community that it's time to meet again. Over the last eight months we have provided our exhibiting brands and buyers a no-cost solution to participate in a virtual marketplace and will continue to provide access to this solution well into 2021 in parallel to our live event in Las Vegas.

**Thierry Langlais, Vice President of Operations**  
**Première Vision**  
[Premierevision.com](http://Premierevision.com)

Première Vision believes that the future of our industry is built around the combination of physical and digital since it is no longer a matter of complementarity between the two. We define our future strategy leveraging on both to create a unique experience for the fashion-professional community. The COVID-19 crisis is a huge opportunity to speed up the change and define a winning format in the market as we set in September with our Marketplace & Digital Show, which welcomed more than 19,000 people over two days. Once more, Première Vision was a precursor anticipating market behavior.

**Ed Mandelbaum, President**  
**Designers & Agents**  
[Designersandagents.com](http://Designersandagents.com)

Designers & Agents launched d&a digital for the Spring '21 season in order to provide an essential point of connection between the D&A exhibitors and retail audience. D&A has partnered with Ordre, a leading, cutting-edge technology wholesale platform that encompasses the sensibility of D&A and its exhibitors and will continue to do so going forward. We view the digital platform and physical trade show as separate but complementary entities. d&a digital is a collective of virtual showrooms and serves as an enhancement to exhibitors and offers retailers even more streamlined capabilities to merchandise and purchase collections, pre-, during and post-market. When we return to the in-person trade-show model, D&A will continue to offer the d&a digital platform to our exhibitors as a useful tool to stay connected.

**Bob Maricich, CEO**  
**International Market Centers**  
**Atlanta Apparel**  
[Atlanta-Apparel.com](http://Atlanta-Apparel.com)

Successfully presenting five Atlanta Apparel markets during this pandemic has provided us firsthand experience in best practices for concurrent, robust in-person and virtual events. A major component of an omni-channel market is a comprehensive discovery and sourcing tool, which International Market Centers plans to launch in the first quarter of 2021. Juniper-Market is a new multi-line B2B e-commerce platform that will optimize the Atlanta Apparel Market experience by allowing buyers to easily reorder bestsellers, discover new products and transact with fashion vendors as a complement

to in-person, on-the-road, and at-market sourcing and shopping. With Juniper and its eight apparel markets, IMC will become the premier omni-channel product-sourcing resource for the industry.

**Cindy Morris, President and CEO**  
**Dallas Market Center**  
[dallasmarketcenter.com](http://dallasmarketcenter.com)

We've not only held successful in-person events but also quickly become the national marketplace showcasing brands to more buyers from across the country. Beginning in June, we welcomed back our loyal buyers as well as an increasing number of new buyers from 47 states. Business is good in this part of the country, and our momentum has continued to such a degree that we are expanding our temps marketplace for January and have reallocated personnel to handle the new buyer applications, travel arrangements and tours for 2021. On the digital front, we announced a partnership with a respected, experienced software company, MarketTime, to extend its business-management and e-commerce solutions to more brands and buyers.

**Marisa Nicholson, Senior Vice President and Show Director**  
**Outdoor Retailer**  
[outdoorretailer.com](http://outdoorretailer.com)

We're currently in the process of shifting a second Outdoor Retailer show to digital. This past summer we launched our very first all-virtual marketplace at a time when so much was rapidly changing. In going online, a show is no longer compressed into three days; appointments, product discovery and education can span months. Additionally, it opened the opportunity for more people to attend who may not be able to in-person. As we prepare to open Winter Online in January, we have the advantage of having gone through this process once before. While our goals remain the same—we want to give the outdoor industry a place to connect, learn, discover and do business during these times—the circumstances have evolved. When we can meet in-person again, what we're learning and developing now will be integrated into future shows to enhance the overall experience.

**Lucía Palacios, Executive Director**  
**Apparel Sourcing Show**  
**Guatemala Apparel & Textile Association**  
[vestex.com.gt/apparel](http://vestex.com.gt/apparel)

Because of the pandemic beginning in March, our event, APSS2020, had to be canceled, and we did not engage in a virtual show. In our industry, networking, visualization, being able to handle the material, feel the fabric, watch machinery up and running, and all the benefits that you get when having a physical show are gone in a virtual event. I think virtual and digital have come to change us, but it will not replace physical events. So, for our event, I think the combination of virtual and physical is a must. With virtual, you can have a broader audience and help the ones that cannot travel to the event have business meetings, but it does not replace the sensation of being in a factory, for example.

➔ Q & A page 8

# 2021

CMC CALIFORNIA MARKET CENTER

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### MARKET WEEK

January 10-13

March 7-10

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August 1-4

October 10-13

### LABEL ARRAY

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### LA TEXTILE

February 24-26

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### CMC UPLOADED

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EXHIBITING | [EVENTS@CMCDTLA.COM](mailto:EVENTS@CMCDTLA.COM)



## Q&A



Lucía Palacios



Jason Prescott



Moriah Robinson



Flavia Santoro



Judy Stein



Mary Taft

### Q & A *Continued from page 7*

#### Jason Prescott, CEO

Apparel Textile Sourcing Trade Shows

JP Communications LLC

[appareltextilesourcing.com](http://appareltextilesourcing.com)

The Apparel Textile Sourcing Trade Shows

were among the first producers to go virtual, beginning with our first virtual fair in May. We held our second fair, ATSV Phase 1, in October tailored to the Canadian market and will host Phase 2 next week tailored to the U.S.A. market. Supplementing physical is hard enough, but overcoming the digital chal-

lenges internationally to produce global sourcing fairs is no small feat. Recently, we integrated live matchmaking, live meeting rooms and live streaming. The bright spot for virtual will remain seminars and conferences—but physical is needed when it comes to international sourcing of textiles and apparel.

#### Moriah Robinson, Event Director

California Market Center

[californiamarketcenter.com](http://californiamarketcenter.com)

The California Market Center launched our own virtual event series, CMC Uploaded. On CMC Uploaded, our showrooms and exhibitors share their latest product lines, chat about current trends and respond to viewer questions as they engage in a relaxed interview with our Buyer Relations Manager, Matthew Mathiasen. Matthew is well known around the California Market Center by both showrooms and buyers, so having him host our series is an organic and natural way to connect and create familiarity and comfort during a time of uncertainty. Starting in January 2021, we will produce CMC Uploaded prior to L.A. Fashion Market instead of during. We believe this simple shift will be the first step of many toward creating a new 360-degree approach to the events and trade-show industry.

#### Flavia Santoro, President

ProColombia

[Procolombia.co](http://Procolombia.co)

Our business Matchmaking Forum of the Americas, which combines an onsite inauguration day with online business meetings, is of enormous significance for Colombia and the region. We are convinced that this semi-virtual summit, held Nov. 3–13, will spearhead the recovery of the dynamic of our non-mining exports. We have the participation of about 1,200 Colombian exporting companies and around 500 buyers from the 35 countries of the continent, among which the United States stands out in the fashion-and-apparel industry with Walmart, Nordstrom, Outerstuff, Goldmedal International and 25 other companies. E-commerce is no longer a luxury, as it has become an essential factor for the success of businesses, which has led to strengthening our Colombia One Click Away service line. Since its inception, more than 2,000 Colombian businesspeople and entrepreneurs have received training in virtual commerce.

#### Judy Stein, Executive Director

Swimwear Association of Florida

[swimshow.com](http://swimshow.com)

Our SwimShow platform has been very successful and will continue along that path as our virtual marketplace will be active through the end of the year. We continuously update our vendors' profiles as they send us new collateral and we announce that to the retail community via outreaches. Our industry is resourceful, and we all shifted as needed in order to do what we

# SURF EXPO

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Bryanna Timney



Nancy Walsh



Marco Weichert

do best—provide a forum for retailers and manufacturers to connect and conduct business. Nothing will ever take the place of a live, in-person trade show where retailers can see the new collections up close and personal, touch the garments, feel the fabrics, see the construction and details and most importantly view it on the body, but there is great value to a virtual marketplace to enhance the buying experience though never to replace it.

**Mary Taft, Executive Director**  
Fashion Market Northern California  
[fashionmarketnorcal.com](http://fashionmarketnorcal.com)

FMNC canceled three of the five shows scheduled this year, bypassing digital during April, June and August. We did step out of the box in October and hosted an open-air market on the San Mateo County Event Center property. Buyers and exhibitors were incredibly grateful for the opportunity to work with their customers face to face and to have the products available to see and touch. FMNC's marketing and social-media committee reached out consistently to reps and buyers throughout the past seven months, with our Topsy Tuesday campaign giving helpful tips on how to use social media to keep in touch with customers. We will continue a positive path to 2021 with our first show of the year in January at the Embassy Suites in South San Francisco. Our hope is to be back inside the event center for our April show.

**Bryanna Timney, Event Director**  
WomensWear in Nevada  
[wwinshow.com](http://wwinshow.com)

When we launched WomensWear in Nevada's virtual platform, WWINDOW Shopping, in July, our intent was to provide a one-stop shop where the community could come together to showcase, explore and discover; connect and meet face to face; and learn through our digital-education series. While the platform has been successful, we've learned a few things. Time is a challenge—it is a powerful benefit to be able to access virtual platforms 24/7; however, not everyone is running on the same schedule and people are (thankfully!) busy. We've seen higher engagement on our on-demand and more-time-flexible features. Virtual will continue to be a core part of our business moving forward, providing a complement and adding value to our in-person offerings. As we prepare to launch our second season of WWINDOW Shopping in December, we see this fitting perfectly alongside our live events.

**Nancy Walsh, President-North America**  
Informa Markets  
[Informa.com](http://Informa.com)  
[magicfashionevents.com](http://magicfashionevents.com)

Since we had been working on introducing a digital-event offering to our portfolio since

the beginning of 2020, we were able to pivot toward a quicker execution. Our initial data show an eagerness to connect and willingness for our community to expand into this newer way of conducting business. While the fashion industry has been focused on digitization in many areas, wholesale has lagged, so there's an expectation of a ramp-up period as widespread adoption happens over time. Dovetailing off of this, we will be continuing forward with our digital offering in 2021. We are also exploring smaller micro-events in select cities within the U.S. in order to bring our ultimate goal, a hybrid model of live and digital platforms that encourage connections and align with our customers' needs, while actively exploring how and when to bring large-scale events back safely in 2021.

**Marco Weichert, Founder and General Manager**  
Performance Days  
[Performancedays.com](http://Performancedays.com)

Over the past eight months, countless virtual trade events have been created. From webinars to websites that resemble video games, many solutions were offered. The lesson we learned is that each event, no matter if onsite or digital, needs time to be prepared. Luckily, Performance Days had already invested early enough in a digital database of exhibitors, visitors and products. Nonetheless, the team needed to develop concepts, layouts and IT solutions together with specialized service providers. Once the world returns to face-to-face on-site meetings for apparel-industry expositions, the digital infrastructure of today will still be in place. Therefore, all onsite trade fairs of the future will probably be hybrid thanks to the technical solutions. Onsite apparel-industry expositions are even more difficult to replace as textiles require being experienced with all senses. ●

*\*Responses have been condensed for space.*

# FM Fashion Market Northern California® NC

January 24-26, 2021

Embassy Suites  
South San Francisco

[fashionmarketnorcal.com](http://fashionmarketnorcal.com)



# International Trade-Show Calendar

**Nov. 16**

**Apparel Textile Sourcing Virtual**  
Online, through Nov. 20  
**HKTDC Autumn Sourcing Week**  
Online  
Online, through Nov. 27

**Nov. 17**

**Printsource Virtual Print Show**  
Online, through Nov. 19

**Nov. 18**

**Moda Makers Digital**  
Online, through Nov. 30  
**The NBM Show Virtual Decorated**  
**Apparel Day**  
Online

**Nov. 19**

**International Jewelry and**  
**Merchandise Show**  
New Orleans, through Nov. 22

**Nov. 27**

**Première Vision @ Fashion Source**  
**Shenzhen**  
Shenzhen, China, through Nov. 29

**Nov. 30**

**WWSRA Rocky Mountain**

**December Show**

Denver, through Dec. 3  
**New York Shoe Expo, FFANY**  
**Market Week**  
New York, through Dec. 4

**Dec. 1**

**WWSRA Montana December Show**  
Bozeman, Mont., through Dec. 3  
**Garment Technology Virtual Expo**  
Online, through Dec. 5

**Dec. 2**

**Art Basel "OVR: Miami Beach"**  
Online, through Dec. 6

**Dec. 3**

**Jewelry, Fashion & Accessories Show**  
Schaumburg, Ill., through Dec. 6

**Dec. 4**

**GTS Raleigh Gift & Jewelry Show**  
Raleigh, N.C., through Dec. 6

**Dec. 7**

**Complexland**  
Online, through Dec. 11

**Dec. 8**

**WWSRA Intermountain December**  
**Show**  
Salt Lake City, through Dec. 10  
**WWSRA Northwest December**  
**Show**  
Tigard, Ore., through Dec. 10

**Dec. 9**

**Performance Days—Functional**  
**Fabric Fair—Digital Edition**  
Online-through Dec. 10  
**HKTDC Asian E-tailing Summit**  
Hong Kong, through Dec. 11

**Dec. 11**

**Helen Brett Holiday Market**  
Gonzales, La., through Dec. 13

**Jan. 4**

**ASI Show Orlando**  
Orlando, Fla., through Jan. 6

**Jan. 5**

**WWSRA Northwest January Show**  
Tigard, Ore., through Jan. 7  
**WWSRA Rocky Mountain January**  
**Show**  
Denver, through Jan. 7

## CMC

The **California Market Center** is the hub of L.A.'s fashion and creative communities. Located in the heart of downtown L.A.'s Fashion District at 9th & Main, the 1.8-million-square-foot complex is home to premier fashion showrooms, creative office spaces, and downtown Los Angeles' second-largest event venue. The CMC is host to a year-round calendar of events, markets, and trade shows, including LA Market Week, LA Textile, LA Majors, LA Kids', LA Men's, and Unique Markets. [www.californiamarketcenter.com](http://www.californiamarketcenter.com)

**Jan. 6**

**Surf Expo, Bluewater at Surf Expo**  
Orlando, Fla., through Jan. 8  
**Dallas Total Home & Gift Market**  
Dallas, through Jan. 12

**Jan. 9**

**London Fashion Week**  
London, through Jan. 11

**Jan. 10**

**Cobb Trade Show**  
Atlanta, through Jan. 11  
**Travelers Show Philadelphia**  
Plymouth Meeting, Pa., through Jan. 11  
**Trendz**  
Palm Beach, Fla., through Jan. 12  
**CMC Uploaded—LA Market Edition**  
Online, through Jan. 13  
**LA Kids' Market**  
Los Angeles, through Jan. 13  
**LA Market Week**  
Los Angeles, through Jan. 13

**Jan. 11**

**Couromoda**  
São Paulo, Brazil, through Jan. 13  
**Gift & Home Spring Market LA**  
**Mart**  
Los Angeles, through Jan. 15  
**PPAI Expo Direct-2-You**  
Online, through Jan. 14

**Jan. 12**

**WWSRA Southern California**  
**January Show**  
Costa Mesa, Calif., through Jan. 13  
**Apparel Sourcing USA Virtual**  
Online, through Jan. 14  
**Pitti Immagine Uomo**  
Florence, Italy, through Jan. 14  
**Texworld USA Virtual**  
Online, through Jan. 14  
**WWSRA Intermountain January**  
**Show**  
Salt Lake City, through Jan. 14  
**WWSRA Northern California**  
**January Show**  
Roseville, Calif., through Jan. 14  
**Atlanta Market**  
Atlanta, through Jan. 19  
**Virtual Retail's BIG Show, NRF's**  
**Annual Convention**  
Online, through Jan. 22

**Jan. 13**

**Fashion Industry Gallery (FIG)**  
**Spring 2/Summer**  
Dallas, through Jan. 15  
**Dallas Apparel & Accessories**  
**Market**  
Dallas, through Jan. 16  
**Kidsworld Market**  
Dallas, through Jan. 16

## SURF EXPO

Surf Expo is the largest and longest-running watersports and beach/resort/lifestyle trade show in the world. The show draws buyers from specialty stores, major chains, resorts, cruise lines, and beach-rental companies across the U.S., the Caribbean, Central and South America, and around the world. The show features more than 1,000 exhibitors showcasing hard goods, apparel, and accessories in addition to a full lineup of special events including fashion shows, annual awards ceremonies, and demos. The next show is Jan. 6-8, 2021 at the Orange County Convention Center in Orlando, Fla. [www.surfexpo.com](http://www.surfexpo.com)

**Jan. 14**

**ISPO Beijing**  
Beijing, through Jan. 16  
**WESA Western/English Apparel &**  
**Equipment**  
Dallas, through Jan. 17

**Jan. 15**

**Milan Fashion Week**  
Milan, through Jan. 19

**Jan. 17**

**Travelers Show Baltimore**  
Baltimore, through Jan. 18  
**ASI Show Virtual Expo**  
Online, through Jan. 19

**Jan. 18**

**Gift & Home Winter Market LA**  
**Mart**  
Los Angeles, through Jan. 22  
**Preface Experience Kit East Coast**  
Online

**Jan. 19**

**Première Vision New York**  
New York, through Jan. 20  
**Neonyt Winter**  
Berlin, through Jan. 21  
**Denver Apparel & Accessories**  
**Market**  
Denver, through Jan. 22  
**Intermoda**  
Guadalajara, Mexico, through Jan. 22  
**Paris Fashion Week Men**  
Paris, through Jan. 24

**Jan. 20**

**Sports Licensing and Tailgate**  
**Show**  
Las Vegas, through Jan. 21

**Jan. 22**

**Northwest Shoe Travelers Market**  
St. Paul, Minn., through Jan. 24

**Jan. 23**

**Interfilière Paris**  
Paris, through Jan. 25  
**Salon International de la Lingerie**  
**Paris**  
Paris, through Jan. 25  
**Playtime Paris**  
Paris, through Jan. 25

## AGENDA

In 2003, when street culture was overlooked by the industry, **Agenda** was created out of necessity. With a collective of authentic labels, Agenda established itself as the leading streetwear trade show and now is the most diverse and creative lifestyle fashion trade show in the world, emerging as the premier destination for brands and retailers to converge. Agenda is where passion becomes profit and the business of creativity is conducted in a truly authentic environment. Agenda's portfolio now includes two festivals and two trade events, expertly curated with over 1,200 brands and a recurring brand-building conference. The next show is in Las Vegas Feb. 17-18 at Caesars Palace. [www.agendashows.com](http://www.agendashows.com)

**Jan. 24**

**Northstar Fashion Exhibitors**  
St. Paul, Minn., through Jan. 25  
**Fashion Market Northern**  
**California**  
South San Francisco, Calif., through Jan. 26

**Jan. 25**

**ColombiaTex**  
Medellin, Colombia, through Jan. 28  
**Munich Fabric Start, Bluezone**  
Munich, through Jan. 28  
**Paris Fashion Week Haute**  
**Couture**  
Paris, through Jan. 28  
**Preface Experience Kit West Coast**  
Online  
**View Fabric Days**  
Munich, through Jan. 28

**Jan. 26**

**Fashion London SVP**  
London, through Jan. 27  
**ITA Showtime**  
Mahwah, N.J., through Jan. 27  
**PGA Show Virtual Experience &**  
**Marketplace**  
Online, through Jan. 29

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[www.IFJAG.com](http://www.IFJAG.com)



**Jan. 27**  
**Spinexpo Hong Kong**  
 Hong Kong, through Jan. 28  
**Outdoor Retailer Winter Market**  
 Denver, through Jan. 29  
**SIA Snow Show & Sourcing Show**  
 Denver, through Jan. 29  
**Mercedes-Benz Fashion Week Madrid**  
 Madrid, through Feb. 1

**Jan. 28**  
**Playtime Shanghai**  
 Shanghai, through Jan. 29  
**Billings Market Association**  
 Billings, Mont., through Jan. 30

**Jan. 29**  
**Supreme Kids**  
 Munich, through Jan. 31  
**Supreme Women & Men**  
 Düsseldorf, Germany, through Feb. 1  
**Minneapolis Mart Gift, Home, Apparel, & Accessory Show**  
 Minneapolis, Minn., through Feb. 2

**Jan. 30**  
**Andydote Fashion Fair**  
 Athens, Greece, through Feb. 1  
**Gallery Düsseldorf**  
 Düsseldorf, Germany, through Feb. 1  
**Trend Seattle**  
 Bellevue, Wash., through Feb. 1



**Merchant Financial Group**, located near the garment center in downtown L.A., offers non-recourse factoring, asset-based loans, inventory financing, purchase-order financing, letters of credit, and revolving lines of credit against other tangible assets, such as commercial real estate, trademarks, and royalty income. Our local management team offers quick responses, hands-on personalized service, and the flexibility to meet all our clients' needs. Established in 1985, Merchant Financial Group has become a leader in the industry, satisfying the needs of growing businesses. Merchant services the entire United States, with offices domestically in Los Angeles, Fort Lauderdale, and New York. [www.merchantfinancial.com](http://www.merchantfinancial.com)

**Jan. 31**  
**Michigan Shoe Market**  
 Livonia, Mich., through Feb. 1  
**Travelers Show Pittsburgh**  
 Moon Township, Pa., through Feb. 1  
**Dallas Men's Show**  
 Dallas, through Feb. 2  
**Stylemax**  
 Chicago, through Feb. 2

**January TBA**  
**Accessorie Circuit**  
 New York  
**ASFW (Texworld, Apparel Sourcing, Texprocess)**  
 Addis Ababa, Ethiopia,  
**Brand Assembly**  
 Los Angeles  
**CALA Denver**  
 Denver  
**CALA San Francisco**  
 San Francisco  
**China Fashion Week**  
 Beijing  
**CIFF Paris**  
 Paris  
**Designer Forum NY**  
 New York  
**Fame**  
 New York  
**Impressions Connect. A Virtual Trade Show Experience**  
 Online  
**India International Garment Fair**  
 New Delhi  
**Intermezzo**  
 New York  
**LA Men's Market**  
 Online  
**Lineapelle London**  
 London  
**Lineapelle New York**  
 New York  
**Moda**  
 New York  
**New England Apparel Club Signature Show**  
 Worcester, Mass.  
**Nova by DFO & Tranoi**  
 Shanghai  
**02 Virtual Show**  
 Online  
**The Trends Show**  
 Phoenix  
**Virtual Liberty Fashion Fairs Las Vegas**  
 Online  
**Feb. 1**  
**Apparel Sourcing Paris**  
 Paris, through Feb. 4  
**Avantex Paris, Leatherworld Paris**  
 Paris, through Feb. 4

**IFJAG**

IFJAG trade shows feature fashion jewelry and accessories from around the world. Our exhibitors bring the finest brands, private-label products, and exclusive designs to our unique venue of private showrooms, which offer buyers a professional environment. The upcoming Las Vegas show runs Feb. 14–17, 2021, at the Embassy Suites Hotel so you'll have plenty of time to stop by while you're in the area. You can preregister at our website. We welcome new exhibitors who would like to participate in our show for the first time! We offer buyers complimentary lunch as well as transportation from any Las Vegas location. In addition, our next show will be in Orlando, Fla. May 12–14, 2021, at the Embassy Suites Hotel. [www.ifjag.com](http://www.ifjag.com)

**Texworld Paris, Texworld Denim**  
 Paris, through Feb. 4  
**New York Shoe Expo, FFANY Market Week**  
 New York, through Feb. 5  
**Digital Materials Show**  
 Online, through Feb. 15  
**Cabana Virtual Marketplace**  
 Online, through Feb. 28

**Feb. 2**  
**Luxe Pack Los Angeles**  
 Los Angeles, through Feb. 3  
**International Collegiate Licensing Association Winter Symposium**  
 Online, through Feb. 4  
**Milano Unica**  
 Milan, through Feb. 4  
**Edmonton Footwear & Accessory Buying Market**  
 Edmonton, Alberta, through Feb. 5  
**February Atlanta Apparel**  
 Atlanta, through Feb. 5

**Feb. 3**  
**WWSRA Northwest Demo**  
 Wenatchee, Wash., through Feb. 4  
**WWSRA Rocky Mountain Demo**  
 Denver, through Feb. 4  
**Copenhagen International Fashion Fair (CIFF) shows—Raven, Runway, Kids, Shoes**  
 Copenhagen, Denmark, through Feb. 5  
**Revolver Copenhagen International Fashion Trade Show**  
 Copenhagen, Denmark, through Feb. 5

**Feb. 4**  
**Momad Shoes**  
 Madrid, through Feb. 6  
**Bisutex, Madridjoya**  
 Madrid, through Feb. 7  
**NY Now Digital Market**  
 Online, through Feb. 10

**Feb. 5**  
**Mid-South Jewelry and Accessories Fair**  
 Memphis, Tenn., through Feb. 7

**Feb. 6**  
**Supreme Body & Beach**  
 Munich, through Feb. 8

**Feb. 7**  
**NY Now Winter Market**  
 New York, through Feb. 10

**Feb. 8**  
**Preface Experience Kit Webinar**  
 Online



**Atlanta Apparel** is the largest apparel market on the East Coast, offering thousands of contemporary and ready-to-wear women's, children's, and accessories lines all together in one location at one time. As the apparel and accessories collection of AmericasMart® Atlanta, it features an expansive—and growing—product mix, including contemporary, ready-to-wear, young contemporary, social occasion, bridal, activewear, resortwear, swim, lingerie, fashion jewelry, fine jewelry, shoes, handbags, and more showcased in permanent showrooms and temporary exhibition booths. Trend-driven juried temporary collections include Première (women's premium high-end/contemporary apparel, denim, and accessories) and Resort (high-quality lifestyle apparel and accessories). Atlanta Apparel presents five apparel markets and three specialty markets: World of Prom (prom, pageant, quinceañera, social occasion) each year and Vow I New World of Bridal twice each year. [www.AmericasMart.com/apparel](http://www.AmericasMart.com/apparel)

**Feb. 9**  
**WWSRA California Onsite Demo**  
 Mammoth Lakes, Calif., through Feb. 10  
**WWSRA Intermountain Demo**  
 Huntsville, Utah, through Feb. 10  
**Trendz West**  
 Palmetto, Fla., through Feb. 11

**Feb. 11**  
**New York Fashion Week Powered by The Society**  
 New York, through Feb. 14

**Feb. 13**  
**West Coast Trend Show**  
 Los Angeles, through Feb. 15

**Feb. 14**  
**Jacket Required London**  
 London, through Feb. 16  
**Pure London, Pure Origin**  
 London, through Feb. 16  
**Scoop International Fashion Shows**  
 London, through Feb. 16  
**IFJAG Las Vegas**  
 Las Vegas, through Feb. 17

**Feb. 15**  
**WWIN**  
 Las Vegas, through Feb. 18

**Feb. 17**  
**Agenda Las Vegas**  
 Las Vegas, through Feb. 18

**Feb. 19**  
**Vancouver Footwear & Accessory Buying Market**  
 Richman, British Columbia, through Feb. 21

**Feb. 20**  
**Atlanta Shoe Market**  
 Atlanta, through Feb. 22

**Feb. 21**  
**Playtime New York**  
 New York, through Feb. 23  
**Milano Micam**  
 Milan, through Feb. 24  
**Mipel**  
 Milan, through Feb. 24  
**The One Milano-Mifur Mipap**  
 Milan, through Feb. 24

**Feb. 23**  
**Moda London, Fashion Together Virtual Forum**  
 Online

**Feb. 24**  
**Filo**  
 Milan, through Feb. 25



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**LA Textile**  
 Los Angeles, through Feb. 26  
**Lineapelle Milan**  
 Milan, through Feb. 26  
**Dhaka International Denim Show**  
 Dhaka, Bangladesh, through Feb. 27  
**Hong Kong International Fur & Fashion Fair**  
 Hong Kong, through Feb. 27

**Feb. 25**  
**White Show—Man & Woman**  
 Milan, through Feb. 26  
**Denver Apparel & Accessories Market**  
 Denver, through Feb. 28  
**Vancouver Footwear & Accessory Buying Market**  
 Richman, British Columbia, through Feb. 28

**Feb. 28**  
**Travelers Show Philadelphia**  
 Plymouth Meeting, Pa., through March 1  
**ASD MRket Week, SourceDirect at ASD**  
 Las Vegas, through March 3  
**Store Point Fashion**  
 Austin, Texas, through March 3

**February TBA**  
**Association of Footwear+Apparel Canada**  
 Toronto  
**Boston Collective**  
 Boxboro, Mass.  
**Cabana & Capsule Womens New York**  
 New York  
**Chicago Collective**  
 Chicago

*Continued on page 12*

# We're Better Together



## Goodbye 2020. Hello 2021!

We think it's safe to say we are all ready for a fresh new year to reset, to rebuild, and reconnect. We can't wait to welcome you back safely in 2021 for an amazing new Market season. Mark your calendars today!

### Future 2021 Dates

#### February Atlanta Apparel

SHOWROOMS: Tue, February 2 – Sat, February 6, 2021  
 TEMPORARIES: Wed, February 3 – Fri, February 5, 2021

#### April Atlanta Apparel

SHOWROOMS: Tue, April 13 – Sat, April 17, 2021  
 TEMPORARIES: Wed, April 14 – Fri, April 16, 2021

#### June Atlanta Apparel

SHOWROOMS: Wed, June 9 – Sat, June 12, 2021  
 TEMPORARIES: Wed, June 9 – Fri, June 11, 2021

#### August Atlanta Apparel

SHOWROOMS: Tuesday, August 3 – Saturday, August 7, 2021  
 TEMPORARIES: Wednesday, August 4 – Friday, August 6, 2021

#### October Atlanta Apparel

SHOWROOMS: Tuesday October 12 – Saturday, October 16, 2021  
 TEMPORARIES: Wednesday, October 13 – Friday, October 15, 2021



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## Atlanta Apparel

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## Let's Be Friends



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# INTERNATIONAL TRADE-SHOW CALENDAR

Continued from page 11

**Curve Los Angeles**  
Manhattan Beach, Calif.

**Deerfield Children's Show**  
Deerfield, Ill.

**Designers and Agents NY**  
New York

**Indianapolis Children's Show**  
Indianapolis

**Londonedge**  
London

**MAGIC, Children's Club, Micam Americas, Pooltradeshow, Project, Project Womens, Sourcing at MAGIC, WWDMAGIC**  
Las Vegas

**Metro-Michigan Show**  
Livonia, Mich.

**Midwest Gift & Lifestyle Show**  
Des Plaines, Ill.

**Northern Michigan Show**  
Gaylord, Mich.

**OffPrice**  
Las Vegas

**Première Vision Paris**  
Paris

**Project NY, MARKET, The Tents, The Foundry, DenimRoom, ProjectSole, Brits in NY**  
New York

**SMOTA Miami**  
Fort Lauderdale, Fla.

**Super**  
Milan

**Surtex**  
New York

**The NBM Show**  
Santa Clara, Calif.

**Tranoi Week Trade Show**  
Paris



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**VegasEdge**  
Las Vegas

**Woman New York**  
New York

**Woman Paris**  
Paris

**March 1**

**MosShoes**  
Moscow, through March 3

**East China Fair Shanghai**  
Shanghai, through March 4

**Russian Textile Week: Inlegmash, Legpromforum, Interfabric, Industry Conference**  
Moscow, through March 4

**Paris Fashion Week Women**  
Paris, through March 9

**March 2**

**WWSRA Northern Post Show**  
Reno, Nev., through March 4

**Spring Seasons Fashion, Jewellery and Accessories Fair**  
Hong Kong, through March 5

**March 3**

**Travelers Show Ocean City**  
Ocean City, Md., through March 4

**Spring Mini Market Atlanta Apparel**  
Atlanta, through March 5

**March 4**

**Trends The Apparel Show**  
Edmonton, Alberta, through March 7

**March 5**

**Aberdeen Fashion Week**  
Aberdeen, Scotland, through March 6

**Première Classe**  
Paris, through March 8

**Gallery Shoes & Fashion, Showroom Concepts**  
Düsseldorf, Germany, through March 9

**March 6**

**I.L.M. International Leather Goods Fair**  
Offenbach, Germany, through March 8

**March 7**

**Travelers Show Baltimore**  
Baltimore, through March 8

**Gallery Shoes & Fashion**  
Düsseldorf, Germany, through March 9

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**Edition**

Online, through March 10

**LA Kids' Market**

Los Angeles, through March 10

**LA Market Week**

Los Angeles, through March 10

**March 8**

**Designers and Agents L.A.**  
Los Angeles, through March 10

**Sports Achat Winter**  
Lyon, France, through March 10

**March 9**

**Make It British (Meet the Manufacturer)**  
London, through March 10

**Spinexpo Shanghai**  
Shanghai, through March 11

**FESPA Global Print Expo**  
Amsterdam, through March 12

**Sportswear Pro**  
Madrid, through March 12

**March 10**

**Project Tokyo**  
Tokyo, through March 11

**Chic—China International Fashion Fair**  
Shanghai, through March 12

**Intertextile Shanghai Apparel Fabrics**  
Shanghai, through March 12

**Jumble Tokyo**

Tokyo, through March 12

**Yarn Expo Shanghai**  
Shanghai, through March 12

**March 11**

**Ambiente India**  
New Delhi, through March 13

**rooms42**  
Tokyo, through March 13

**March 12**

**Western Imprint Canada Show**  
Calgary, Alberta, through March 13

**March 14**

**Travelers Show Pittsburgh**  
Moon Township, Pa., through March 15

**National Bridal Market Chicago**  
Chicago, through March 16

**Northstar Fashion Exhibitors**  
St. Paul, Minn., through March 16

**March 23**

**Dallas Apparel & Accessories Market**  
Dallas, through March 26

**Dallas Total Home & Gift Market**  
Dallas, through March 26

**March 24**

**Fashion Industry Gallery (FIG) Fall 1**  
Dallas, through March 26



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**CEO/PUBLISHER**  
TERRY MARTINEZ

**MANAGING EDITOR**  
DOROTHY CROUCH

**RETAIL EDITOR**  
ANDREW ASCH

**CONTRIBUTORS**  
VOLKER CORELL  
KEVAN HALL  
TIM REGAS  
ROXY STARR  
NICK VERREOS

**WEB PRODUCTION**  
MORGAN WESSLER

**CREATIVE MARKETING DIRECTOR**  
LOUISE DAMBERG

**DIRECTOR OF SALES AND MARKETING**  
TERRY MARTINEZ

**SENIOR ACCOUNT EXECUTIVE**  
AMY VALENCIA

**ACCOUNT EXECUTIVE**  
LYNNE KASCH

**BUSINESS DEVELOPMENT**  
MOLLY RHODES

**ADMINISTRATIVE ASSISTANTS**  
CHRIS MARTIN, RACHEL MARTINEZ

**SALES ASSISTANT**  
WESLEY IN

**CLASSIFIED ACCOUNT EXECUTIVE**  
JEFFERY YOUNGER

**PRODUCTION MANAGER**  
KENDALL IN

**FINANCE**  
DAVID MARTINEZ

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**EXECUTIVE OFFICE**  
The New Mart  
127 E. Ninth St., Suite 806  
Los Angeles, CA 90015  
(213) 627-3737  
[www.apparelnews.net](http://www.apparelnews.net)  
[webmaster@apparelnews.net](mailto:webmaster@apparelnews.net)

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## Trinidad3 Drops Holiday 2020 Collection on Veterans Day

Following the well-received collection of New American Selvedge jeans that it launched on July 4 through a partnership with Louisiana textile maker **Vidalia Mills**, Los Angeles-made denim label **Trinidad3** is once again nodding to the roots of its founder, former **United States Marine Corps** sergeant Trinidad Garcia III, by incorporating love for the men and women who serve the country. Its Holiday 2020 collection, the largest in the brand's history, launched on Veterans Day, Nov. 11, along with news of celebrity ambassadors and partnerships with retailers.

"We're so grateful to be able to show why we're doing this and even more so now with the addition of more-comfortable and athletic stretch styles going out the door faster than we can craft them! It's pretty crazy, to be honest," Garcia III said. "Add on our holiday-only jackets and the upcoming collaborations with 'Mayans' on **FX** star Vincent Vargas' *Beteran.com* and the chance to debut on *Nordstrom.com* this season, I cannot wait to see what the rest of this season holds."

After debuting its Fall 2020 collection at the **Dallas Market Center** in August, Trinidad3 built off the momentum from the show. Joe Lafko, Trinidad3's managing partner and a USMC veteran, was touched by the enthusiasm of retailers to work with the brand, as its goods sold out at one point as demand skyrocketed.

"It's been pretty humbling and exciting to see retailers grasp on to our mission of supporting our vets and run with it," Lafko said. "Now, more than ever, I am glad they've had the chance to have something special and exclusive to be able to offer their customers."

The collection includes jeans and T-shirts in new colors for Holiday, in addition to the new Luke Mother Trucker Jacket, available in black-rinse, steel-wash, raw, dark-wash and



Former Green Beret and Seattle Seahawks player Nate Boyer in Trinidad3's largest collection to date.

vintage-wash selvedge. Another facet of the collection is its more-sustainable approach to denim production, as Trinidad3 applies lessons Garcia III learned during his time spent serving in the armed forces.

"It's something we've heard talked a lot about, so we felt it was time to show just how we're able to achieve it with aligned sourcing, minimal waste and a consolidated supply chain," Garcia III explained. "We had a general rule while I was on active duty and that was, 'Leave everywhere you go better than it was before you got there,' and I feel this is carrying over to our design and production process. It also reminds us of how sustaining the lives of our veterans is a pillar of our own mission in sustainability as the human element shouldn't be ignored."

—Dorothy Crouch

## FREIGHT AND LOGISTICS

### Moving Toward Greener Freight and Logistics, Flexport Seeks to Offset Carbon

For technology-focused freight forwarder **Flexport**, creating a more streamlined approach to global trade has been the company's goal since the introduction of its cloud software and data-analytics platform in 2013. While the San Francisco-headquartered company has often been part of the discussion regarding how to clean up cargo to benefit the environment, it recently announced new steps it will be taking to offset carbon emissions by implementing Stripe Climate, a tool that allows online businesses to dedicate financial support to CO2-removal technologies.

Developed by the economic-infrastructure technology company **Stripe Climate**, the technology is available to the firm's clients, 25 of whom during beta testing have contributed hundreds of thousands of dollars per year to carbon removal, according to a statement from the brand, which is also based in San Francisco.

"As 90 percent of the goods we buy, eat, wear and consume are shipped across the sea, shipping is a significant part of this problem," Susy Schöneberg, Flexport's vice president of impact and general manager, said in a statement. "In fact, if the shipping industry were a country, it would be the world's sixth-largest polluter of greenhouse gases. Left unaddressed, emissions from the shipping industry will increase four times over the next 30 years."

In an effort to help limit the increase of the planet's temperature to 1.5 degrees Celsius



Flexport is working with Stripe Climate to support its carbon-removal technologies.

over pre-industrial levels, Flexport will commit a portion of its revenue to support the development of carbon-removal technologies, which are often overlooked in terms of funding. One hundred percent of the contributions toward Stripe Climate will be dedicated to carbon-removal technologies, and, for its part, Stripe is not charging fees on the funds that are dedicated to the initiative, which the company hopes will ease the process for its partners to support the cleanup and protection of the planet.

"Many of our users have told us they want to take climate action but don't because figuring out what to do can be time-intensive and complicated," Nan Ransohoff, head of climate at Stripe, said in a press release. "Stripe Climate makes it easy for businesses of any size to help tackle climate change by funding frontier carbon removal."—D.C.



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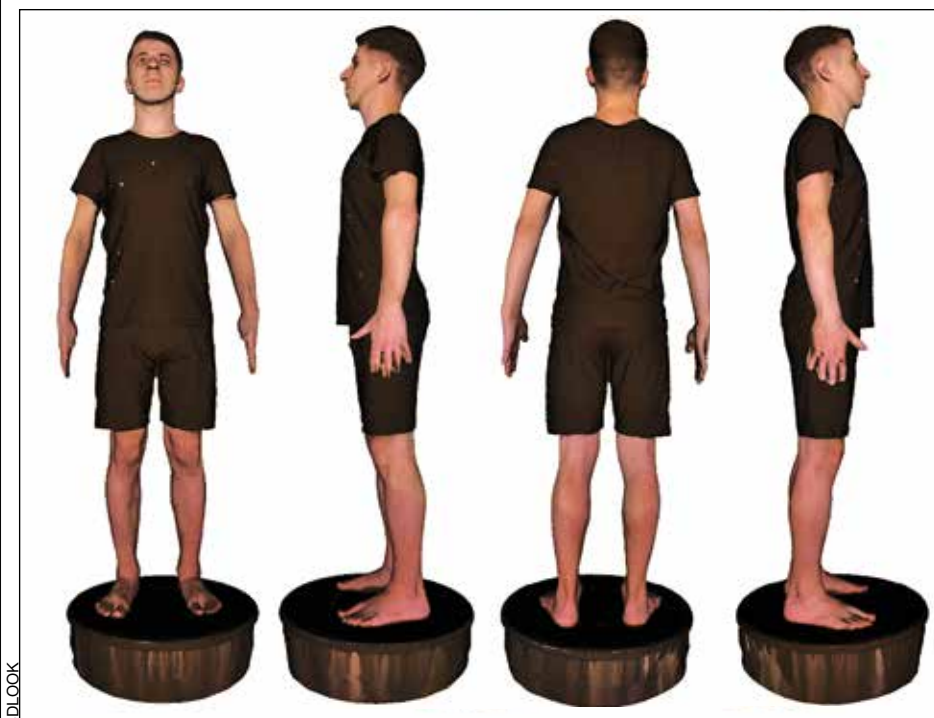




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3DLook's new 3D Body Scanning Lab is adding more body-scanning data to provide even more sizing accuracy. Currently, 3DLook's technology can collect more than 70 measurements of a consumer's body.

## 3DLook Pumps Up Digital Body-Measuring Technology

By Andrew Asch *Retail Editor*

After winning a fashion-technology prize in 2019 from the luxury conglomerate LVMH, the parent company of **Louis Vuitton**, **3DLook**, headquartered in San Mateo, Calif., intends to take its digital body-measuring technology a step further.

The company unveiled its 3D Body Scanning Lab on Nov. 9. The new lab is in the company's research-and-development offices in Odessa, the third largest city in the Eastern European country of Ukraine.

The new scanning lab will add more body-scanning data and deepen the company's commitment to provide more-accurate sizing information for apparel companies. It will help make a more efficient and sustainable industry, said Whitney Cathcart, 3DLook's co-founder and chief strategy officer. "We'll improve the algorithm and improve the quality of data," Cathcart said of 3DLook's new research-and-development tool.

But 3DLook's focus will remain the same from when it started in 2016. It aims to enable consumers to have better fit experiences shopping online or at a physical store, Cathcart said. 3DLook's patented mobile-scanning technology uses 3D statistical modeling and artificial-intelligence computing tools such as neural networks and computer vision to generate three-dimensional models in about 30 seconds. Operating 3DLook's software starts with a smart phone. A user takes two photographs of a fashion shopper against any background and then the photographs are uploaded into the 3DLook software, which collects more than 70 measurements of the consumer's body.

The service has gained clients such as the direct-to-consumer brand **1822 Denim**. Tanya Zrebiec, vice president of strategy and innovation at the **A3 Apparel Group**, parent of 1822 Denim, said that 3DLook's technology has helped sales.

"We have a 6.3 percent conversion rate after using the 3DLook's widget. Now we're gathering more sizing data from customers so that we can move forward with 3D patterning and customization," she said in a statement.

In May 2019, 3DLook was awarded the LVMH Innovation Award. It beat out 900 applicants and more than 30 finalists to

enter the competition's final heat. There, Vadim Rogovskiy, 3DLook's chief executive officer, pitched his company's services and vision to an LVMH delegation that included Bernard Arnault, chairman and CEO of LVMH, and Ian Rogers, who serves as LVMH's chief digital officer.

LVMH presented 3DLook with its Innovation Award because the luxury conglomerate thought that the technology company's product would offer brands, retailers and e-commerce businesses the ability to provide "hyper-personalized customer experiences across all channels," an LVMH statement said. The award's recognition included offers of development counseling from the LVMH staff.

Also in 2019, 3DLook was presented with the Retail Digital Transformation Grand Challenge Award, which was cosponsored by the **IEEE Standards Association**, an electronics-engineering nonprofit based near **Rutgers University** in New Jersey.

Ultimately, a more-precise knowledge of sizing will help an apparel industry offer better fits, which means less returns to retailers and fewer clothing items tossed into landfills, Cathcart said. The company's software also will help support a market that is increasingly interested in personalizing product and making clothes for a wider group of body types.

"We've seen hashtags such as #AllBodies," Cathcart said. "There's been a much greater acceleration into customization and personalization."

A trend toward digital measuring started more than five years ago, when mostly made-to-measure suiting companies introduced technology where measurements would be taken digitally, not by a human tailor.

3DLook has also been fundraising and, on July 20, it announced that it had raised \$1 million in a pre-Series A round of funding, which was led by **ICU Ventures**, a Kiev, Ukraine-based venture-capital firm. Since 2016, 3DLook has raised a total of \$4.2 million from **Boost VC**, a technology startup based in San Mateo, Calif., as well as from other venture-capital firms such as **500 Start-ups**, **U Ventures** and Natalia Vodianova, a supermodel and philanthropist. The company plans to raise a Series A round of funding in 2021. ●

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