

CALIFORNIA ApparelNews

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RINGING IN RETAIL

With good news from the retail front regarding October sales numbers, economists are optimistic that consumers, who have been actively shopping—such as those pictured at Commerce, Calif.'s Citadel Outlets—and spending, will continue this momentum throughout holiday 2020. See story on page 3.

CITADEL OUTLETS

MADE IN AMERICA

Railcar Fine Goods Opens New Factory and Headquarters

By Andrew Asch *Retail Editor*

After 10 years in business, the denim brand **Railcar Fine Goods** is gambling on growth.

In October, the brand opened a new factory that is part of a 13,000-square-foot compound in the downtown area of El Monte, Calif. The remainder of the space will open in December, said the brand's founder, Steven Dang.

The three-story compound will house a studio where six sewers make Railcar's jeans as well as a host of other goods such as wool-lined chore jackets and face coverings to protect against COVID-19. The compound also will feature a boutique, a showroom, e-commerce studios and administrative offices.

Dang and other members of his 13-member full-time staff at Railcar are serving extra shifts during which they work
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TRADE EVENTS

High Traffic and Expanded Reach Mark Success for Informa Markets Fashion Digital

By Dorothy Crouch *Managing Editor*

Launched with the wholesale e-commerce platform **NuOrder** on Sept. 1, **Informa Markets Fashion's** digital trade event established itself as a channel integral to the apparel industry's success. The show producer's **MAGIC**, **Coterie**, **Project**, **MICAM Americas** and **Children's Club** welcomed buyers, brands, manufacturers and industry insiders to engage in a new digital-trade model following the cancellation of many of the apparel business's trade shows due to COVID-19, while the company's **Sourcing at MAGIC** event was introduced later in the month on Sept. 15. Within the first 30 days of launching, **MAGIC**, **Coterie**, **Project**, **MICAM Americas** and
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Where fashion gets down to businessSM

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Sanuk unveils its eco-friendliest shoe yet ... p. 5

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Port Traffic Up Though Port Officials Warn of Rocky Seas

The **Port of Los Angeles** announced that October ranked as the busiest month in its 114-year history. A surge of container traffic also was experienced last month in Northern California, according to a statement released by the **Port of Oakland** in Oakland, Calif.

Cargo containers handled in the Port of Los Angeles jumped 27.3 percent in October compared to the same time the previous year. In October 2020, the port processed 980,729 TEUs (Twenty-Foot Equivalent Units)—the measurement used to describe 20-foot-long intermodal containers. The surge in container traffic was attributed to retailers stocking up on inventory for the holiday season, said Gene Seroka, executive director of the Port of Los Angeles. However, Seroka said that the port's announcement carried some issues.

While October was busy, Seroka said that, year to date, overall cargo volumes lagged by 5.3 percent compared to 2019. He described the October surge when juxtaposed against a period of lower cargo volume handled by the port as a "volume swing." "With COVID-19



PORT OF LOS ANGELES
The Port of Los Angeles experienced record-high numbers for October but also issued concerns about "volume swings."

cases on the rise nationwide, the U.S. economic outlook remains uncertain," he said in a press release. "Volume swings like the

one we are seeing are an outgrowth of this uncertainty."

He also attributed some port issues to the U.S. trade imbalance with its partners.

"Overall volume has been strong, yet the trade imbalance remains a concern," Seroka said. "For every three and a half containers that are imported into Los Angeles from abroad, only one container leaves with U.S. exports. One-way trade will not put Americans back to work, and it adds logistical challenges to the supply chain."

The Port of Oakland recently announced that October imports grew 10.4 percent compared to the same period the previous year. However, export volume dipped 0.5 percent in a year-over-year comparison, said Bryan Brandes, the Port of Oakland's maritime director. "We're cautiously optimistic because our industry partners are pointing to continued strong import demand heading into 2021," Brandes said. "Peak season is here, and we're seeing retailers stocking up on as much product as possible."—*Andrew Asch*

TECHNOLOGY

Epson Unveils Printer for Direct-to-Consumer Business

The direct-to-consumer business has skyrocketed in the past few years, and, in response to this boom, the Los Alamitos, Calif.-headquartered **Epson** has sought to support this segment of the apparel market with new technology. Advancements in machinery, such as Epson's most-recent release, the SureColor F170 desktop dye-sublimation printer, are streamlining the workflow for ap-

parel companies. The compact, 8.5-inch-wide printer makes images that could be placed on phone covers, T-shirts, hats, and other goods and gift items, said Tim Check, Epson's senior product manager of the company's professional imaging division.

"As creative entrepreneurs and small businesses transition to meet new opportunities in a reshaped economy, there is an increased



EPSON
The Epson SureColor F170, at \$399, is an affordable option for creative entrepreneurs and small businesses.

demand for entry-level dye-sublimation technology that allows customers to easily and confidently create and sell products," Check said. "Whether you're just getting started on **Etsy** or **Shopify** or growing into new offerings, the SureColor F170 provides creative individuals and businesses everything needed to expand into the popular promotional-goods market with a seamless solution built by and fully supported by Epson."

This SureColor F170 desktop offers high-quality images because of its PrecisionCore printhead, which offers high-clarity images and Epson's dye-sublimation-ink technology with a high-color contrast, according to a company statement.

The SureColor F170 printer also features a 150-sheet auto-feed tray and print software that works with operating systems such as Windows and MacOS.

After the printer creates images, these pictures must go through a heat-transfer process in order to be affixed to a T-shirt or other item. Heat presses are not included with the Epson sublimation printer, which retails for \$399. Epson said that operating this machine requires no prior training nor special knowledge.—*A.A.*

Corrections and Clarifications

Regarding the California Market Center listing within the "International Trade-Show Calendar," which published in our Nov. 13 issue, the correct website address should have been shown as www.californiamarketcenter.com. Additionally, the California Market Center will host its next edition of LA Textile Feb. 24–26 and Label Array will be produced June 14–16.

Inside the Industry

Black Design Collective will present a virtual panel discussion moderated by Loren LoRosa and featuring Kerby Jean-Raymond of Pyer Moss and Reebok and Cross Colours co-founder TJ Walker on Dec. 6 from 4 to 6 p.m. PST. Named "Pull Back the Curtain: A Conversation with TJ Walker and Kerby Jean-Raymond," the panel will feature guest appearances by celebrities as well as musical performances. "Black Design Collective is excited to present an intelligent conversation 30 years in the making," Kevan Hall, co-founder of Black Design Collective, said. "We will take a close look at how TJ Walker of Cross Colours shifted fashion and culture in 1989 to inspire the next generation of Black designers including Kerby Jean-Raymond, founder of Pyer Moss in 2016 and global creative director of Reebok in 2020." Supporting the Black Design Collective Scholarship Fund, the event will include an announcement regarding the TJ Walker Scholarship, which will be awarded to an urbanwear designer in early 2021. Additional information can be found at BlackDesignCollective.com/Category/Events.

Los Angeles retailer Fred Segal is entering the shopping-channel space with Fred Segal Live on the video-streaming commerce platform TalkShopLive. On Nov. 23, Fred Segal will premiere its eight-week livestreaming shopping experience, which includes the fashion, home, beauty and wellness categories. The program will stream weekly on Mondays at 4 p.m. PST as it celebrates the "Power of Diversity" through a showcase of Black-owned, women-owned and small businesses and those led by underrepresented groups. The Black-owned jewelry brand Adore Adorn and the female-founded sustainable jewelry brand Serendipitous Project will be featured in the inaugural episode. Through the www.fredsegal.com/pages/live-shopping platform, viewers will be offered incentives to make purchases of the products, which will be featured for 72 hours.

Mycelium-materials company MycoWorks has closed \$45 million in Series B financing, the company recently announced. In addition to securing the funding, which will be devoted to scaling its Reishi natural, non-animal leather material, the San Francisco-headquartered MycoWorks also announced the opening of a new production plant in Emeryville, Calif. This location will provide a production capacity that is 10 times greater than its previous capabilities as the company focuses on expanding its presence across industries with its proprietary Fine Mycelium platform.

Ecobags, the nearly 32-year-old Briarcliff Manor, N.Y., resource for eco lifestyle goods, most notably shopping bags, announced that it recently introduced 30 percent Global Organic Textile Standard organic and recycled cotton. By January 2021, the company will increase this figure to 50 percent Global Organic Textile Standard organic and recycled cotton. Ecobags aims to offer 85–100 percent organic and recycled fabrications by the third quarter of 2021. "Building a profitable business based on our motto of 'cleaning up the planet one bag at a time' and our belief in doing no harm requires a lot of love," said Ecobags founder and Chief Executive Officer Sharon Rowe. "You don't have to be big to create a culture shift, you just have to be honest about what you're not willing to compromise."



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RETAIL



Even as online sales skyrocket, outdoor malls adhering to strict health regulations can welcome limited amounts of shoppers to take part in a traditional holiday shopping experience.



Economists and analysts are cautiously optimistic about spending this holiday season.

Despite Challenges, October Retail Sales Increase

By Andrew Asch Retail Editor

There was a 0.3 percent uptick in retail sales in October over September, according to data recently released from the United States Census Bureau. In a year-over-year comparison, October 2020 sales grew 5.7 percent compared to a 3.2 percent rise in October 2019.

Economists and retail analysts greeted the news as proof that the American consumer has been resilient during a time when the COVID-19 pandemic and the U.S. presidential election put stress on the economy. The good news from the Census Bureau report was echoed by reports of strong third-quarter business by retail giants **Target** and **Walmart**.

Jack Kleinhenz, chief economist for the **National Retail Federation**, thought that the uptick was cause for optimism.

"The steady expansion of retail sales is good news against the background of these unusual economic circumstances and climbing virus cases in recent weeks," Kleinhenz said. "Early holiday shopping appears to have supported October's increase in sales. The rise in COVID-19 cases continues to be a factor that weighs on consumer perceptions, sentiment and spending, and there could be retrenchment if we cannot thwart this latest wave. Nonetheless, retailers are well prepared to safely fulfill holiday shopping lists, and the October results suggest, So far, so good."

October sales slightly missed forecasts, according to a recent research note released by Ken Perkins, president of the **Retail Metrics** market-research company. Perkins wrote that

the consensus forecast of Wall Street analysts predicted that the market would climb 0.5 percent.

He noted that a major driver of business during October was the Amazon Prime Day sales event, which was held Oct. 13–14. **Amazon** declined to release financials regarding Prime Day, but the research group **Digital Commerce 360** estimated that Amazon made \$10.4 billion.

Mass retailers such as Target and Walmart also produced special sales events in October to kick off the 2020 holiday season. Some of the biggest winners for the month were digital-commerce retailers, according to Census Bureau data. October sales for digital commerce were up 3.1 percent compared to September sales.

Analysts also noted that some retail segments, such as home-improvement stores and electronics sellers, enjoyed strong business during the month. October sales for electronics sellers increased 1.2 percent in a month-over-month comparison. Sales for home improvement and gardening stores were up 0.9 percent month-over-month. Perkins noted that building materials and garden-supply chains have enjoyed monthly gains in each of the last six months because the COVID-19 pandemic has driven strong nesting trends throughout the country.

However, this rising tide did not lift all boats. Clothing stores experienced doldrums during October. Clothing sales declined 4.2 percent in October in a month-over-month comparison, according to the NRF's breakdown of the Commerce Department's data. Clothing sales have

declined since the pandemic began earlier this year, which many analysts attribute to people remaining in their homes instead of working in offices and limiting their social interactions, both of which take away opportunities to put on fashionable clothes.

News on October sales was released as consumer confidence dipped, according to a survey recently released by **The Conference Board**, a nonprofit market-research group. The survey found that consumers were less optimistic about the short-term outlook for the economy in October than they were in September.

The percentage of consumers expecting business conditions to improve over the next six months decreased slightly from 36.7 percent to 36.3 percent, while those expecting business conditions would worsen increased from 15.8 percent to 17.0 percent, the Conference Board's survey reported.

In their releases of their third-quarter earnings, Target and Walmart followed this year's trend of skyrocketing e-commerce sales. Target's sales during its third quarter earned \$22.3 billion, a 21.3 increase over the same quarter in the previous year. Same-store sales at physical stores increased 9.9 percent during the quarter. Same-store sales for its digital business grew 155 percent.

Walmart's third-quarter earnings totaled \$134.7 billion, for an increase of \$6.7 billion compared to the same quarter in the previous year. Its same-store sales at physical stores increased 6.4 percent, and its e-commerce sales grew 79.0 percent during the quarter. ●

MADE IN AMERICA



Railcar Founder Steven Dang in the manufacturing section of his brand's new compound



This Singer is one of many vintage sewing machines used to create Railcar's styles.



Manufacturing locally allows Railcar to transport goods quickly and efficiently.



Dang's 13-person staff has been working overtime to complete the compound's new spaces.

Railcar *Continued from page 1*

as the architects, interior designers and construction crew. They're laboring to transform a building, originally constructed in 1927, into a suitable space to accommodate the many roles the Railcar staff fulfills. In addition to serving as a factory for manufacturing jeans, the new compound will house a 4,000-square-foot boutique that Dang hopes will act as a community hub. The space on the compound's street-level floor will offer a barbershop, a tailoring workshop and occasionally serve as an events space where musicians can perform.

Dang and his colleagues made the decision to move from a cramped 4,000-square-foot space in Monrovia, Calif., shortly before the COVID-19 pandemic hit. The lease on Railcar's former headquarters had ended and its team needed space where they could be more creative, Dang said.

"We were squished together. People were walking over each other," he said. "A lot of development was scaled back because of lack of space. We hope to create more with more elbow room."

The former space offered enough room where the factory could comply with Los Angeles County's Department of

Health regulations, which require six feet of space between workstations.

Railcar's El Monte factory is home to the brand's most-unique feature. The clothes are made on antique sewing machines. Before starting the brand, Dang, who formerly worked as a mechanic for Los Angeles County's **Metro** light-rail line, served as a partner in a friend's now-defunct denim line. Dang experimented producing jeans with sewing machines that were made during the 1920s through the 1960s. He developed a nerd's interest in these antique machines and often found himself taking apart and repairing broken vintage sewing machines for fun, scouring the Internet for places to source parts for these tools from a bygone era.

Dang and his colleagues believed that denim was given a certain vintage authenticity when sewn using the antique machines. A 1940s sewing machine gave clothes a 1940s look. When Dang made the gamble to introduce his brand in 2010, he kept a vintage style but made the jeans with a contemporary silhouette.

The unique offering of denim that is made in the United States with a modern cut and a vintage style drew a lot of interest. Influential retailer **American Rag CIE** has sold Rail-

car at its World Denim Bar almost since the start of the brand a decade ago, said Mark Werts, American Rag's founder.

Railcar's vintage inspiration appealed to American Rag buyers, who traditionally have maintained an interest in these types of styles. "Fashions from the '40s through the '60s had a degree of excellence and an Americana style that appeals to our aesthetic," Werts said. The brand has sold consistently well over the years. "Everybody has to earn their stripes every season," he said. "We don't run a charity."

The bigger footprint at Railcar will give the brand the opportunity to increase the volume of existing categories such as men's denim and also will give the brand the opportunity to add more categories to Railcar's women's line, Dang said.

Railcar has been sold overseas in Japan and Korea as well as in several Western European countries. The brand also has developed fans from denim obsessives to fashionistas and even those looking for quality workwear, Dang said. He has chosen to keep his manufacturing domestically so he can oversee production.

"Quality is central. I know what goes into every garment," Dang said of the granular detail he seeks to bring to his apparel. "I know what needle size is used for every garment." ●

Planet Blue to Close Its Bricks-and-Mortar

Since 1995, **Planet Blue** has sold swimwear and contemporary, beach-inspired styles with a bohemian edge for women at its bricks-and-mortar stores and on its digital channel, *shopplanetblue.com*. Earlier this month, the shop announced through email and its social-media channels that it would be closing its 12 physical shops while maintaining an e-commerce presence. The store closures have been

attributed to the economic fallout from the COVID-19 pandemic, said Eddie Bromberg, Planet Blue's chief executive officer.

"We're trying figure out a way to move forward with digital and ultimately the proprietary brand **Blue Life**," Bromberg said.

Bromberg forecasted that the physical stores would probably shutter sometime in the first quarter of 2021. Planet Blue founder Ling-Su Chinn and the retailer's equity partner, **Breakwater Management**, are evaluating the retailer's next steps, he said.

He anticipated that Planet Blue's more than 100 retail employees would lose their jobs. "Employees and customers are the biggest victims," he said. "We really care about them and what they have done for us."

Nicole Pollard Bayme, founder of the fashion-styling firm **Lalaluxe**, said that Planet Blue has been influential. Reflecting on



Planet Blue's Santa Monica location is one of the company's 12 bricks-and-mortar to close, though the brand will maintain an online presence.

the brand's influence on trends by offering a Southern California twist, Pollard Bayme explained that Planet Blue's offerings transitioned easily as its customers aged and its pieces were versatile to wear in different settings. While she agreed with the brand's move away from bricks-and-mortar retail, she did hold one of its locations close to her heart.

"Planet Blue is the epitome of SoCal beach chic and was a launchpad for many budding influencers to start their careers. Their casual clothes catered to Malibu and Santa Monica residents from teen years through adulthood. It was the perfect stop pre-vacation, for a date night or a comfy pair of sweats," she said. "I think the pivot is extremely smart, although personally I wish they would keep their Malibu store because I love browsing and picking up a little something special after lunch at the **Malibu Country Mart**."—*Andrew Asch*

NuOrder Survey Finds Brands Committed to Wholesale

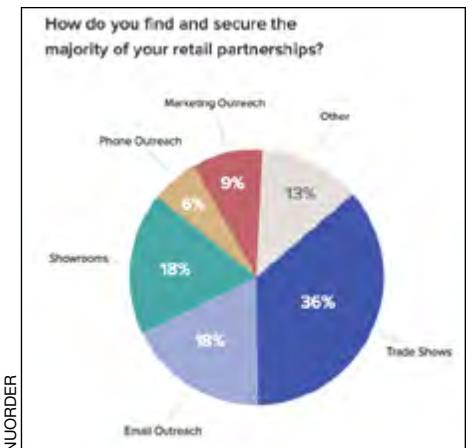
Produced by **NuOrder**, a Los Angeles-headquartered wholesale e-commerce platform, the recently released "Future of Wholesale" survey reported that wholesale will continue to be an important market, said Adam Schneider, NuOrder's chief operations and financial officer.

The survey found that 90 percent of the brand executives interviewed planned to continue to invest in the wholesale side of their businesses. But there needs to be some technological changes, Schneider contended.

"Our survey results show that there is a shift in the industry leading to a more-digital operational model. Brands that are confident in the future have been at the forefront of onboarding tech solutions to automate and streamline processes. Remarkably, brands almost unanimously report having satisfactory relationships with their retailers, which means that the industry is primed to problem-solve, streamline and standardize the whole distribution model," Schneider wrote.

While a large majority of those surveyed—71 percent—have used B2B tools to conduct wholesale business, those surveyed also gave reasons for why they haven't embraced business-to-business technology more. The survey found that 37 percent did not have the budget for more B2B technology, and 32 percent said that they did not have an immediate need for it.

Brand executives also discussed what they wanted from B2B technology. They were looking for tools to help forecasting and planning, plus inventory and order management.



90 percent of brand executives plan to continue investing in the wholesale side of their businesses.

About 25 percent of the respondents said such tools could help them with forecasting and planning, and 15 percent said digital tools could help them with shipment tracking, order fulfillment and distribution.

The "Future of Wholesale" survey also charted where brands find new retail accounts. About 36 percent of respondents said that they found a majority of their retail clients and did a majority of their business with clients at trade shows. The survey also found that 18 percent of respondents found a majority of business with retailers and wrote orders at showrooms, and 18 percent said that they found and secured a majority of their retail partnerships through email blasts.—*A.A.*

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The Dawn of New Design Trends as Apparel Consumption Is Reassessed

By Peclers Paris

The times we're experiencing—the sign of profound transformation—questions the excess of yesterday and pushes us to take a new look at how we consume. Conscious of society's upheavals and changes in the environment, we see a return to reassuring, enduring values and a desire for transparency and ethics to help us consume less and better.

Design, at the service of function, resonates by a marked taste for authenticity and a democratic anti-industrial approach plus a focus on craftsmanship, nature and well-being. This creative, spontaneous force, emphasized now more than ever, takes inspiration from history and the traditions found here and elsewhere that celebrate women who are strong and committed yet lose none of their femininity and fantasy.

Fundamental

New essentials are guided by our capacity to adapt, in addition to our social and environmental consciousness. Design is at the service of function, well-being, comfort and the senses where technology and handcrafted simplicity are inscribed in an idea of durability.

New timeless pieces include a new athleisure that offers a well-being as much physical as it is mental. In a pared-down,

minimal aesthetic, an enduring, outdoor, chic, cool wardrobe is developed along with tailored pieces, accessories, jewelry or pieces suited to wear at home. An easy, chic jersey wardrobe provides everyday comfort in jogging pants, sweatshirt variations and the tube skirts that we dress up with smart items like shirts, tailored pieces and trench coats. Sophisticated accessories and jewelry go from indoors to outdoors.

Fabulous

Make the imaginary a new reality or a voyage. Delve into our past, our culture, our traditions and the global arts community as a source of creative inspiration. Connect to raw or delicate nature and magnify it with femininity.

Returning to the land, we take a new interest in the rural world to be in symbiosis with nature, rediscover manual activities from yesterday and reconnect frugal, essential items and values with our modern lives. This is an easy wardrobe in which femininity goes hand-in-hand with practicality. Think the return of sweet, printed-cotton dresses and tops with 1940s details, wide jeans and work pants.

Fantasy

Escape softly from reality with fantasy and spontaneity. Up-

date the classics by freeing yourself from the past. Give free rein to the inventive side of your personality, reinvent by delving into childhood, classic references, color and upcycling.

The eco-couture trend brings upcycling that jolts the couture universe to give it a more street context. We redesign one-off pieces in vintage fabrics and produce them in series to be more dramatic. The result? Fun looks for day or night. Recycled denims, transformed pieces and leftover couture fabrics to create a wardrobe that mixes the sport, couture, vintage and recycling universes.

Dark Power

Current crises make us question our future. Commit to doing less but do it better. Focus on iconic styles, the anti-industrial, the strength of black or bright colors to assert glamour and feminine strength in a diverse manner.

Black Gold explores the dark depths of mineral tones using a more rock-oriented, romantic, organic approach. A rugged couture mood inspired by museum pieces is developed in a range of blacks. A rock look with baroque accents of ruffles and lace. A black couture associates with a jeans style in mixed materials. Ruffled dresses and shirts, flounced blouses, ace camisoles or bodysuits and black denims recycled with either washings or worked dyeing approaches. ●

SUSTAINABILITY

With Its Latest SustainaSole Collection, Sanuk Unveils Its Eco-friendliest Shoe Yet

By Dorothy Crouch Managing Editor

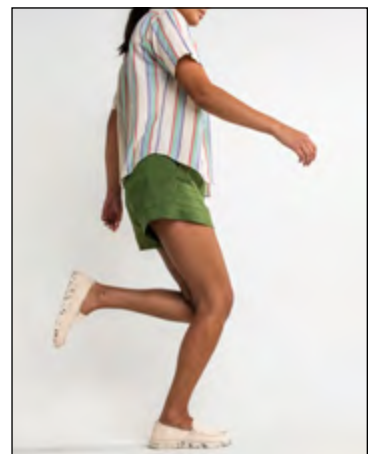
Founded on “good vibes” and promoting a mission of environmental responsibility, the Goleta, Calif., footwear brand **Sanuk** recently unveiled its second SustainaSole Collection of shoes for men and women. Following the launch of the line in July, Sanuk returned Nov. 12 with an improvement on the original SustainaSole design in order to offer a more-sustainable shoe in its women's slip-on Donna style and men's slip-on Skuner.

“The goal of this project was to use as much recycled content as we could and to reduce our overall environmental impact,” Katie Pruitt, senior manager of product development at Sanuk, explained.

In order to create its more-responsible footwear, Sanuk, which is owned by **Deckers Brands**, partnered with the foam manufacturer and innovator **Blumaka**. The Santa Barbara, Calif., firm specializes in developing foam primarily for the footwear industry with a focus on uncovering sustainable approaches to this type of product.

“Blumaka is a supplier who is pushing the bounds of sustainable-material development and processing,” Pruitt said. “They are consistently reducing their footprint with innovations to their process and the materials they source.”

Through its work with Blumaka, Sanuk was able to bypass traditional foams that are completely virgin in favor of a foam sole in order to yield a shoe that is 55 percent total recycled material by weight. Foam scraps that would otherwise enter the landfill following manufacturing were, instead, collected by Sanuk and Blumaka, ground down and included in the creation of a filler for the brand's shoe soles, which it says afford a cushion feel with a durable fabrication.



Working with foam manufacturer Blumaka, Sanuk has been able to create a shoe that is 55 percent total recycled material by weight.

Utilizing Blumaka's patented technology, Sanuk is now able to offer a bottom sole that comprises 35 percent recycled foam content by weight and 75 percent by volume. While the brand is focused on the ways in which it can improve to become more sustainable, it is also transparent. In addition to listing all the materials that were developed from recycled sources, Sanuk revealed that its stitching, gore, reinforcements, polyurethane binding agent and thermoplastic polyurethane are created from non-recycled materials.

Additionally, Sanuk took its responsible manufacturing further by creating its uppers with 100 percent recycled **Global Recycled Standard**—certified fiber, which includes recycled polyethylene terephthalate, recycled cotton and recycled polyester. Utilizing this approach to its shoe, Sanuk has created a product that is also vegan.

To promote water quality and save energy, SustainaSole developers decided to rely on an undyed upper. The company estimates that through this decision each men's Skuner model saves 115 gallons of water and every women's Donna model

preserves 76 gallons of water. The total amount of water saved through production of this collection equals 200,000 gallons, according to Sanuk, which also cited a greenhouse-gas reduction of nearly 2 pounds per Skuner model and 2 pounds per Donna model.

One of the largest pollutive issues within fashion is the amount of waste that results along the supply chain and at the post-consumer level. A realization by conscientious consumers has led shoppers to recognize that investing in quality products, which simply require a wash to look new again, is more beneficial to the planet rather than discarding apparel and footwear in the trash. With this in mind, Sanuk created its SustainaSole line with the intention that the footwear would be machine washable in order to extend the life of the shoes.

“When someone buys a pair of SustainaSole, they are voting for the environment with their purchase,” Pruitt said. “Sanuk is serious about pushing the boundaries of sustainability, and this is just one piece of the puzzle that can help us achieve our greater sustainability goals.” ●

Industry Focus Technology Dec. 4



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December 4

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Industry Focus: Technology

Fiber & Fabric

Textile Trends

Retail

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TRADE EVENTS



Sourcing at MAGIC Online welcomed more than 1,700 buyers and included 770 exhibitors.



Informa Markets Fashion's digital shows saw tens of thousands of retailers from 78 countries.

Informa *Continued from page 1*

Children's Club provided a space for 1,100 brands across 1,350 digital showrooms. By early October, the shows saw 20,000 registered qualified retailers with all shows, except Sourcing at MAGIC, ending Nov. 1.

"We have received a lot of great feedback from all of our digital events, which we love to hear as it really helps us tailor our future event offerings to better fit our customers' and the market's needs," Kelly Helfman, commercial president of Informa Markets Fashion, said. "We look forward to improving on this with our springtime events, as we will be responding to these needs with an even more personalized approach for next season."

While MAGIC, Coterie, Project, MICAM Americas and Children's Club were produced through a partnership with NuOrder, the Informa Fashion Markets team launched Sourcing at MAGIC using its proprietary platform based on three pillars: source, learn and discover. The resulting event more closely resembled the structure of an onsite Sourcing at MAGIC show.

"Our physical show is known for its different sections. What we wanted to replicate on the online platform was for a buyer to be able to search in terms of categories," Andreu David, event director for Sourcing at MAGIC Online, explained during a recent press conference. "We curated the categories in a way where it resonates to what's going on in the industry with buyers and along the supply chain—what buyers are really looking for today such as sustainable alternatives, and we also included PPE."

While addressing the press, Helfman revealed that Sourcing at MAGIC welcomed more than 1,700 buyers and included 770 exhibitors. These businesses on the virtual-trade-show floor represented more than 65,000 products yet will frequently update with new items and innovations throughout the remainder of the show, which runs through Dec. 15.

"With the international business, a lot of people potentially couldn't afford to come out and exhibit with us. There is now the opportunity to digitally exhibit if they cannot come out physically," Helfman said. "Same thing with the buyers who couldn't come out and physically be at the venue in Las Vegas now can shop digitally."

Expanding its reach, Informa showcased goods from a wider array of global sources, welcomed buyers from far corners of the world and engaged as a resource for responsible goods within a more-sustainable industry. MAGIC, Coterie, Project, MICAM Americas and Children's Club saw retailers from more than 78 countries. During Sourcing at MAGIC, Informa's roster of exhibitors represented 26 countries and buyers hailed from 56 countries as supply-chain diversification leads brands to seek accessible partners that can provide near-shoring options and smaller minimums and who might also be engaged in sustainability.

The producer maintained its commitment to education during its venture into virtual offerings. Educational resources have been connected with contributors such as Frances

Harder of **Fashion for Profit**; Rick Helfenbein, former president and chief executive officer of the **American Apparel & Footwear Association**; and Mike Todaro, managing director of the **American Apparel Producers' Network**. A MAGIC Social House program titled "Influencer Marketing from A to Z" featured Rachel McCord and Rick Schirmer. MICAM Americas' Sole Synergy footwear session titled "Using Digital Tools and Technologies to Optimize Operations" featured Chris Hillyer, innovation director for **Deckers Brands**, and Andy Polk, senior vice president of the **Footwear Distributors and Retailers of America**. On Nov. 18, Sourcing at MAGIC hosted a Live Discovery Session Sustainability Summit, which included a panel comprising **Lenzing's** Tricia Carey, **House of Gold's** Adriano Goldschmied, **Social Good's** Cindy Lin, **Jeanologia's** Alex Penades and Roger Williams, director of "River Blue," the film that challenged the apparel industry to come clean for a safer, ecologically sound supply chain.

Reflecting on a successful step into digital events, Helfman noted that she, her colleagues, and, most importantly, her clients and guests want to return to onsite events. For now, the company will continue to develop its digital offerings as the industry awaits a return to the show floor.

"While total marketplace adoption will take time, we look forward to continually hearing more feedback like this so we can update and enhance our events in order to continually deliver an exceptional offering," Helfman said. "This really is a collaborative endeavor, and we look forward to sharing our enhancements from this season's inaugural events when we return with our next editions in early 2021." ●



Kelly Helfman, commercial president of Informa Markets Fashion



Andreu David, event director for Sourcing at MAGIC Online

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