

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
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

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

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

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

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

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

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

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

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

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

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MARKET WEEK

January 10-13

March 7-10

June 13-16

August 1-4

October 10-13

LABEL ARRAY

June 14-16

October 11-13

LA TEXTILE

February 24-26

September 29-October 1

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During All Events to
Supplement In-Person
Appointments

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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

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

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

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

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

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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

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

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
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

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

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

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

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

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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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

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

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

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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 Dates are subject to change.
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Let's Be Friends



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INTERNATIONAL TRADE-SHOW CALENDAR

Continued from page 11

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, Pooltradeshows, Project, Project Womens, Sourcing at MAGIC, WWD/MAGIC
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

Surtext
New York

The NBM Show
Santa Clara, Calif.

Tranoi Week Trade Show
Paris

VegasEdge
Las Vegas



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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:

Integmash, 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

LA Textile

Los Angeles, through March 5

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

CMC Uploaded—LA Market



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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

Label Array

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



All show dates are verified prior to publication but are subject to change. Highlights are provided as a free service to our advertisers. We regret that we cannot be responsible for any errors or omissions within the International Trade-Show Calendar.

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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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