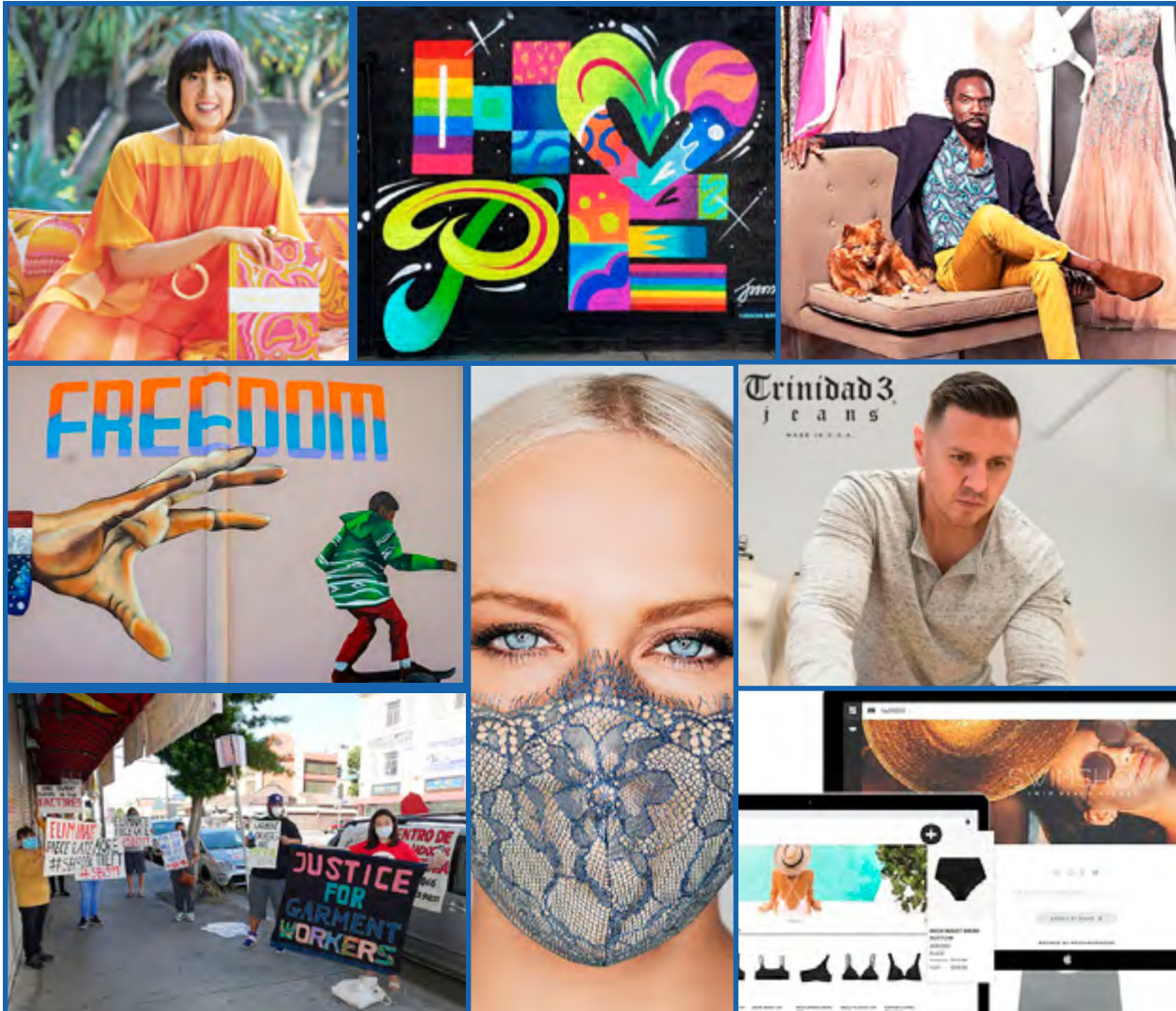


CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR 75 YEARS

\$3.99 VOLUME 76, NUMBER 29 DECEMBER 18, 2020 DOUBLE ISSUE



NEWSMAKERS 2020

While a global pandemic shook the world and a sensitive political climate shaped the United States, the fashion industry answered the call to support essential workers by creating personal protective equipment and engaging in new methods of conducting business. *California Apparel News* looks back at the awe-inspiring and newsworthy stories from 2020. Newsmakers coverage begins on page 3.

RETAIL

Super Saturday to Mark the Final Sprint in an Unpredictable Holiday Season

By Andrew Asch *Retail Editor*

The 2020 holiday-retail season is preparing for its final run on Dec. 19, or Super Saturday. The Saturday before Christmas has traditionally been one of the busiest shopping days of the year.

Various forecasters have predicted a solid shopping season. The **National Retail Federation** trade group forecasted that holiday sales would increase 3.6 percent to 5.2 percent or from \$755.3 billion to \$766.7 billion in sales compared to the 2019 holiday season.

But forecasts could be skewed in a year that has been like
 ➔ **Holiday** page 12

TECHNOLOGY

IBM to Partner With Port of L.A. to Thwart Cybersecurity Threats

By Dorothy Crouch *Managing Editor*

Taking steps to improve its response to cybersecurity threats to the supply chain, the **Port of Los Angeles** announced that the Los Angeles Board of Harbor Commissioners approved the **International Business Machines Corporation** as the designer and operator of the port's **Cyber Resilience Center**. Through its work with the CRC, IBM will support stakeholders in the Port of Los Angeles as they work to improve data integration and the management of cyber information by detecting nefarious attempts to intrude on the port's system through cyber-criminal activity.

"During the pandemic, the Port of Los Angeles has seen unauthorized intrusion attempts increase by 50 percent to more
 ➔ **Technology** page 8

INSIDE

Where fashion gets down to businessSM

Rise in organized retail crime ... p. 2
 Industry Voices: Fashion ... p. 6
 Year in Review ... p. 4
 BDC event with TJ Walker, Kerby Jean-Raymond ... p. 8
 2020 Retrospective ... p. 10
 Resources ... p. 15

Tukatech Unveils On-Demand 3D Services

The Los Angeles–headquartered fashion-technology company **Tukatech** has been rolling out services that help designers create garments virtually on a 3D platform. On Dec. 15, Tukatech announced that its TUKAcenter locations and its web-services portal, TUKAweb, will offer services to create 3D garments on demand, with Tukatech staff helping designers create clothes virtually.

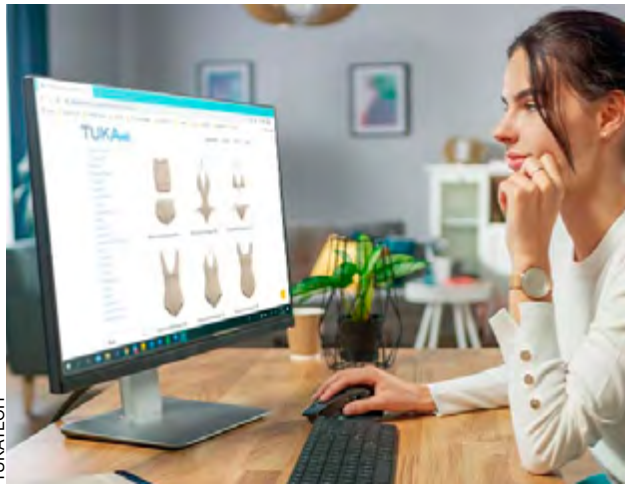
To celebrate the launch of the new on-demand service, TUKAweb is offering its customers a first 3D session free, said Chris Walia, Tukatech’s chief operating officer.

“With the growing popularity and increased demand of 3D for visualization, virtual fitting and sampling, apparel businesses around the globe are including this solution as part of their 2021 plans. However, many have been affected by declines in revenue due to the pandemic, and those that are looking to buy a 3D solution are not investing due to costs,” Walia said.

Tukatech has been busy. The company has continued to roll out products such as the signature TUKAcad software for CAD patternmaking, grading and marker making. Tukatech has worked with prominent companies and brands such as **Guess**, **ABS-Warnaco**, **Tadashi** and **Stüssy**. Also this year, Tukatech introduced the latest version of its TUKA3D

Designer Edition, which provides designers with templates for computer-animated garments. Tukatech also introduced the TUKA APM, an automatic patternmaking add-on to its TUKAcad software.

Tukatech runs 62 TUKAcenters around



Tukatech announced services to create 3D garments on demand, which will include help for virtual clothing design from Tukatech staff.

the globe. Jagdish Chawla, founder of the **Design Wolf Studio** and the Bengaluru TUKAcenter, which was opened in Bengaluru, India, in 2019, said, “Since the opening of our TUKAcenter, we have had a lot of requests to create 3D garments and do virtual sampling,” Chawla said. “These are wonderful collaborations as our team has the 3D system and the know-how, and the customers come up with exciting new concepts.”—*Andrew Asch*

Organized Retail Theft Surges, New Study Says

Organized retail crime—or shoplifting and cargo theft committed by professional thieves—has been surging, according to the 16th annual Organized Retail Crime study released Dec. 15 by the **National Retail Federation** trade group.

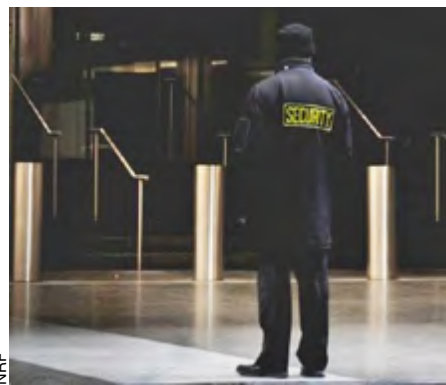
The study surveyed loss-prevention executives from a cross-section of large and mid-sized retail companies this year before COVID-19 stay-at-home orders were issued. The survey found that ORC activity increased 68 percent in a year-over-year comparison. Losses averaged \$719,548 per \$1 billion in sales. It was the fifth year in a row that losses topped the \$700,000 mark. In 2015, losses averaged \$453,940 per \$1 billion in sales.

Organized criminals are increasingly targeting stores, warehouses and cargo, said Mark Mathews, the NRF’s vice president for research development and industry analysis. “Retailers are investing millions to fight these crimes, but they need more help from law enforcement, and, most of all, they need tougher laws that recognize the difference between petty shoplifting and professional crime for profit,” he said.

ORC gangs steal a wide array of items. Top items include designer clothing, laundry detergent, razors, deodorant, laptop computers, high-end liquors, infant formula, painkillers and allergy medicine, the survey found.

Another growth sector for ORC is stolen merchandise that is eventually returned for store credit. Store gift cards that are exchanged for returned stolen merchandise are then sold for cash.

The NRF survey found that 52 percent of retailers were planning to revise return policies to make it harder for criminals to exchange stolen goods for store credit. Forty-five percent of those surveyed said that they were examining methods regarding how they might revise their policies for point-of-sales transactions.—*A.A.*



During its 16th annual Organized Retail Crime study, the NRF found that shoplifting and cargo theft committed by gangs of professional thieves is on the rise.



To curb organized retail crime, Mark Mathews, the NRF’s vice president for research development and industry analysis is calling for help from law enforcement and tougher laws, but also a distinction between petty theft and cases of organized, professional for-profit crime.

Inside the Industry

VF Corp. announced on Human Rights Day, Dec. 10, its support and commitment to the goals of the United Nations Global Compact and the Women’s Empowerment Principles. The UNGC is a voluntary initiative, and its 10 principles are based on commitments for executives to support human rights, labor, environment and anti-corruption goals. VF, the parent company of Vans, The North Face, Timberland and Dickies, will submit annual communications on its progress with these U.N. guidelines, said VF Interior Director, Government Affairs and Global Impact, and Human Rights Julie Sutton. “The social and environmental issues exposed by the COVID-19 pandemic have been extraordinary, and we believe, now more than ever, that business has a crucial role to play in respecting human rights and protecting the environment,” she said.

Ruby Ribbon, the Los Angeles–headquartered, social-commerce-driven women’s intimates, shapewear and athleisure company, recently named Connie Tang to its board of directors. Tang is the former president and chief executive officer of the cookware company Princess House. Tang led Princess House through a business and digital transformation, said Clint McKinlay, Ruby Ribbon’s CEO. Tang also authored a book titled “Fearless Living: 8 Life-Changing Values for Breakthrough Success.” She is a trailblazer who is brilliant, strong and inspirational. Her insights bring tremendous value throughout our organization,” McKinlay said.

Vans announced Dec. 15 that it had donated more than \$1 million to nonprofits around the globe during its second annual Vans Checkerboard Day, which took place Nov. 19. Doug Palladini, Vans’s global brand president, said, “Vans’s Checkerboard Day took on a very specific mission this year—to champion the power of creativity as an outlet for mental health.”

Designers and Agents, an independent trade show that runs events in Los Angeles, New York, and other global cities, recently announced that it would cancel its February 2021 in-person show in New York City due to the COVID-19 pandemic. Its virtual trade show, which can be found at *designersandagents.digital*, will be open for business. Its next scheduled in-person show runs March 8–10 in Los Angeles.


Dallas Market Center announced updated health and safety policies for its January markets, which will include the Dallas Apparel & Accessories Market and the Kidsworld Market, scheduled to run Jan. 12–15, at the DMC’s campus near downtown Dallas. New measures will include a 50 percent occupancy limit. Parties and gatherings such as January’s Hearts Awards, will be canceled. Cindy Morris, the DMC’s president and CEO, said the campus will be safe for business. “Our policies and our experience over the last eight months, together with design features including large parking lots, wide entries and hallways and multiple escalators, create the safest possible environment among all market centers and trade events,” she said.



Get Inspired!

Hundreds of Stocked Novelty Knits, Wovens, Linings and More!

One Roll Minimum.



www.cinergytextiles.com

Tel: 213-748-4400

ramin@cinergytextiles.com

25 Years of Trina Turk Influence Design Across Categories

After 25 years of designing her eponymous fashion line, Trina Turk has influenced not only clothing but also the worlds of home design and travel. As she reflected on this milestone anniversary, the California designer released her book “Trina Turk” to share her colorful world with others as she recalled her own influences.



The book includes prints from **Trina Turk** collections past, visions from her home projects, input from design experts and fashion inspiration from some of the icons whose work she admires including Bill Blass, Livio De Simone, Christian Dior, Rudi Gernreich, Emilio Pucci and Ken Scott. Also included in the book are a number of photographs from Turk’s travels and collections, many of which were taken by her late husband, photographer and **Mr. Turk** designer Jonathan Skow, who passed away in 2018.

“Twenty-five years is a milestone, and I wanted to document a part of what I’ve been up to for those 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.”

A source of her inspiration is also found in Turk’s global travels, which were put on hold during 2020, yet she still identified ways to feed her wanderlust. Citing Palm Springs as a “constant source of inspiration,” Turk also found joy in road tripping around California and discovered opportunities amid the uncertainty of this year.

“This year has brought up a lot of ideas as to what is important and what is not important,” Turk said. “More sustainable, more relevant, more inclusive—all of those things—so those are conversations we are having right now.”—*Dorothy Crouch*

Throughout Pandemic, Fashion Gets Into the Business of Hope

As the COVID-19 pandemic dealt a harsh blow to the nation, many designers, retailers, manufacturers and the fashion public rallied, unveiling good works and charitable projects to help their colleagues, their neighbors and their country.



Prominent retailers such as **Ross Stores, Inc.**, and its charitable arm, the **Ross Stores Foundation**, committed \$1.5 million to COVID-19 relief services. The **Walmart Foundation** donated an initial \$50,000 to fund **Masks4Farmworkers**, a campaign that Los Angeles-based designer Mario De La Torre put together to provide face masks for people who pick America’s crops.

Designer Malena Ruth and her colleague Kevan Hall made protective masks for workers at the **UCLA Medical Center**. Prominent footwear and apparel brand **Vans** worked with the **Hedley & Bennett** workwear-and-kitchen label to make more than 250,000 face masks out of canvas that was developed for Vans shoes.

Tony Shamtobi, president and co-owner of Los Angeles-based **Labeltex**, employed his factory’s mechanics to modify Labeltex looms to make masks. It took some trial and error to modify the looms, Shamtobi said, but he felt the work was crucial. “I never lost hope,” Shamtobi said. “We had to do something that would help.”

The **Brother International Corp.** announced that it would donate 100 industrial sewing machines to domestic manufacturers making personal protective equipment. Small, independent brands developed fund-raisers for COVID relief. Los Angeles’ **Original Paperbacks** unveiled the **OPBthechange**, where 100 percent of proceeds

from the campaign’s tees would be donated to the **L.A. Mayor’s Fund** for COVID relief. The Newport Beach, Calif.-brand **STKY** released a new tee to raise funds to buy personal protective gear for California hospitals. And the Venice Beach T-shirt brand **Vardagen** developed a special T-shirt line called **PNDMC** for pandemic relief. It takes 20 percent of proceeds from sales of **PNDMC** to give \$200 grants to creatives who are experiencing hardship.

—*Andrew Asch*

Fashion Industry Comes to Terms With Inclusivity

In the aftermath of the killing of George Floyd in May, businesses around the world, including the fashion industry, responded with statements about Black Lives Matter. They assessed how they treated people of color in their success, and the soul searching was often frank.

In June, **Levi Strauss & Co.**, one of California’s leading apparel companies, posted a blog on its Off the Cuff web page noting that it considered itself a diverse company committed to change but that it had not done enough. While women make up 57 percent of Levi’s workforce and about 60 percent of the company’s employees are of color, the majority of the denim giant’s management offices and boardrooms are made up of people who are white.



To spark a change, Levi’s resolved to develop a new executive position to recruit people of color to the executive level and develop a more equitable company culture. In November, it made good on its promise by naming Elizabeth A. Morrison chief diversity inclusion and belonging officer.

In June, **Reformation**, a Los Angeles leader and innovator in sustainability, made a dramatic announcement on its **Instagram** profile. Founder Yael Aflalo posted two words: “I failed.” Aflalo explained that she had been criticized by a former employee for ignoring people of color. After facing mounting criticism, Aflalo stepped down from her leadership position and resolved that her company would put together a diversity and inclusion board to change the company.

The mea culpas and pledges to do better are encouraging, said Kevan Hall, founder of the fashion house **Kevan Hall Design** and co-founder of **Black Design Collective**, an entrepreneurial, educational nonprofit for people of color.

“This has been the biggest focus on diversity that I have seen,” Hall said. “But it remains to be seen if big brands and fashion corporations are taking it seriously.” He hoped that there would be a benchmark system where diversity efforts of fashion companies could be measured. “People are sincere, but they have short memories. All of the progress, good thoughts and kind wishes could go away,” he said.—*A.A.*

Tony Hsieh, Beloved Innovator, Dies From Injuries Sustained During Fire

Tony Hsieh, the pioneering entrepreneur who was the former chief executive of the retail giant **Zappos.com**, died Nov. 27 after succumbing to injuries from a fire at a house in New London, Conn. Medical examiners have ruled his death an accident, according to the *Wall Street Journal*. However, media accounts recently noted that Hsieh had been troubled during the last years of his life and was considering checking into a recovery center to fight substance-abuse issues.



It was a sad end for Hsieh, 46, who had been considered a major innovator. He was among the first wave of entrepreneurs who pioneered e-commerce into becoming one of the dominant forces of retail. At Zappos, he developed a unique

culture where workers were encouraged to make time for whimsy and personal growth. The company culture also supported a customer-service creed that embraced friendly and sincere talks with consumers and was credited with making Zappos a more-than-\$1-billion retailer.

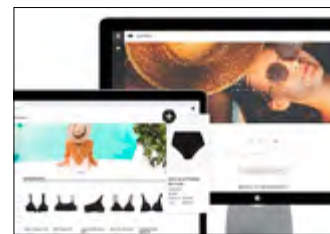
While the end of his life is being reevaluated, remembrances of Hsieh were fond and heartfelt.

Designer Kenneth Cole posted this memory on his personal **Instagram**: “I was always inspired by my friend Tony Hsieh...he had a unique ability to reimagine how business could be done, how to connect people in the process, and on how to make a meaningful & sustainable difference.”

Former President Bill Clinton tweeted, “I treasure every conversation I ever had with Tony Hsieh. He was fascinating, brilliant, and inspiring, and his unwavering efforts to spread happiness—and enthusiasm for mentoring young entrepreneurs—touched countless lives for the better.”—*A.A.*

Virtual Trade Shows Connect a Grounded Fashion Industry

As the COVID-19 pandemic reached the shores of the United States in early 2020, apparel-industry trade-show producers canceled on-site shows and pushed back in-person events. One of the first event producers to think outside the trade-show floor was **Kingpins**, which introduced its April virtual edition of **Kingpins24**, a streaming event.



“We, as a whole, are resilient, resourceful and optimistic,” Kingpins founder Andrew Olah said in March. “When one door closes, another opens.”

To accommodate their audiences, additional producers joined the trend as technology providers including **Grip**, **Joor**, **The Digitals**, **NuOrder** and **The Fabricant** helped ease the transition into virtual events. Some producers hosted full trade show-style virtual destinations while others relied on information sessions for the exchange of ideas.

By June, **L.A. Market Week** saw showrooms hosting **Zoom** meetings and socially distanced on-site visits. **International Market Centers** and the **Dallas Market Center** also made buildings accessible with support for digital visits as well.

With anticipation and hope, the fashion industry is ending 2020 as announcements are made heralding a cautious—and safe—return to on-site trade shows. Most event producers see potential for a future in which a hybrid model based on inclusivity will best serve all members of the fashion community.

“We will do a hybrid model moving forward,” **Informa Markets Fashion** Commercial President Kelly Helfman said following a December announcement that the producer would include on-site events among its 2021 offerings. “There will be **MAGIC Digital** going on alongside that show, so it will give buyers the opportunity who feel comfortable to come into the live event, shop and preview some of the brands prior and follow up with shopping on the digital platform.”—*D.C.*

Ilse Metchek, Fashion Insider, Continues to Make Change

Ilse Metchek, president of the **California Fashion Association** trade group, has long been one of the insiders of California fashion, along with being an advocate for the industry. She’s uniquely qualified to be called an insider’s insider and an industry advocate because there are few who share her track record of working in almost every area of fashion.



During this pandemic year, the CFA has broadened its mem-

➔ **Newsletters** page 5

Retail Tested by Pandemic and Civil Unrest

By Andrew Asch Retail Editor

At the beginning of the year, it was predicted that the COVID-19 pandemic and United States politics were going to have an effect on retail in 2020, but there was no sense that it was going to be a big shake-up.

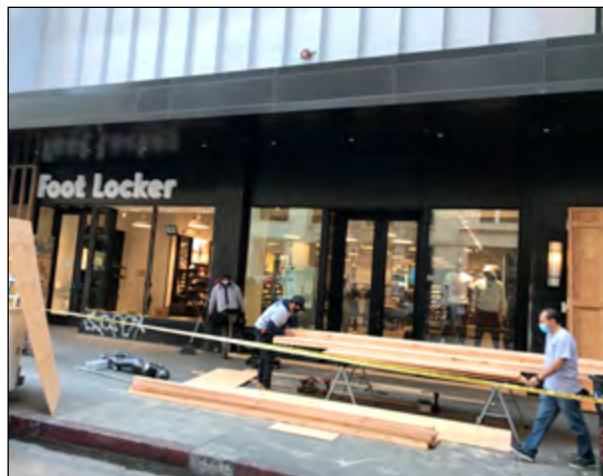
A forecast released Feb. 26 by the **National Retail Federation** said that good times were going to roll in 2020. “The nation’s record-long economic expansion is continuing, and consumers remain the drivers of that expansion,” NRF President and CEO Matthew Shay said. The prominent trade group noted that retail sales would rise 3.5 percent to 4.1 percent during the year.

“With gains in household income and wealth, lower interest rates and strong consumer confidence, we expect another healthy year ahead,” Shay continued. “There are always wild cards we cannot control like the coronavirus and a politically charged election year, but when it comes to the fundamentals our economy is sound and consumers continue to lead the way.”

Less than a month later, state and local governments across the U.S. issued stay-at-home orders to blunt the first spike of the pandemic. On March 19, California Gov. Gavin Newsom signed an executive order requiring Californians to stay in their residences. Nonessential bricks-and-mortar businesses were ordered to close their doors. Many retailers that previously focused on in-store retail found themselves pivoting to e-commerce if they hadn’t already.

The foundations of a strong market were being shaken. The California Employment Development Department announced that 2.3 million Californians lost their jobs in April. The state’s unemployment rate rose to a record high of 15.5 percent.

By May, stay-at-home orders were eased throughout the state. But in-store retail could not go back to business as usual. Public-health departments across the state required retailers to scale back the numbers of consumers that could shop in a store at a single time. In Los Angeles County, numbers were scaled back to 25 percent of a shop’s normal capacity. During a second flare up of COVID-19, the L.A. County Department of Public Health amended the order to require retailers to only



After the killing of George Floyd in May, protests attracted looters to L.A.’s retail streets, forcing retailers to protect their shops by boarding up windows.



allow 20 percent of typical capacity into their stores.

In-store retailers also had to adopt new ways of operating, which included deep cleanses of physical spaces, enforcing six feet of separation between customers and installing **Plexiglas** barriers at cash wraps. By the Memorial Day weekend, business became tougher for retailers in many of California’s major cities.

There were demonstrations throughout the world protesting police brutality following the May 25 murder of George Floyd at the hands of police in Minneapolis. Public officials, including the Los Angeles Police Department, said that the vast majority of demonstrators amid the protests were peaceful. However, looters broke off from the protests, using the demonstrations as a cover to vandalize and loot some of the state’s most exclusive shopping districts, including Rodeo Drive in Beverly Hills, Calif., and Union Square in San Francisco.

Retailers cleaned up and received help from many of their loyal customers and neighbors. Many retailers’ social-media

feeds showed images of people from their communities helping them clean up shattered glass. Plywood boarding later covered up windows of many retail streets, and many retailers did not take the boarding down. There were fears that civic disturbances from the U.S. election could cause more unrest. Fortunately, retailers did not have to suffer from further political disturbances, but plywood boarding continues to cover windows on many storefronts of city retail streets.

As 2020 comes to a close, forecasters working for the NRF and economists for the accounting and advisory firm **Deloitte** forecasted that the year would end on a solid footing. The NRF forecasted that holiday retail sales would increase 3.6 percent to 5.2 percent compared to the 2019 holiday season and that much of the strength of holiday business would come from e-commerce.

Since in-person retail was so burdened this year, the e-commerce business has skyrocketed. In the third fiscal quarter of 2020, e-commerce sales rose 37 percent, according to the U.S. Department of Commerce. ●

U.S. Approves USMCA Treaty as China Turmoil Heats Up

By Andrew Asch Retail Editor

The United States–Mexico–Canada Agreement was signed into law in the United States, but the adoption of a major trade treaty did not mean smooth sailing for global trade, as U.S. trade disagreements with China increasingly dominated headlines.

When the USMCA trade agreement went into effect on July 1, leaders of prominent apparel and retail trade associations hailed the new treaty as the beginning of a new chapter. Brian Dodge, president of the **Retail Industry Leaders Association**, said that USMCA would inject energy into an economy battered by the COVID-19 pandemic.

“The new U.S.-Mexico-Canada Agreement strengthens two of our most important trading relationships and creates certainty for retailers to invest, plan for the future, create jobs and provide consumers with the widest possible selection of affordable and quality products. Never has that been more important than during the economic crisis brought on by the COVID-19 outbreak,” Dodge said.

Advocates of the new trade deal said that it would provide much-needed updates to the Bill Clinton–era **North American Free Trade Agreement** and would also rectify areas where NAFTA fell short.

A statement from the Office of the U.S. Trade Representative said that USMCA would provide new market opportunities for American textile and apparel businesses. The agreement would promote greater use of American-made fibers, yarns and fabrics by strengthening customs enforcement. Other protections include requiring that sewing thread, pocketing fabric, narrow elastic bands and coated fabrics, when included in finished apparel products, be manufactured in the treaty region to qualify for the agreement’s protection and benefits.

The year also was marked by a trade détente with China but was followed by flare-ups. On Jan. 15, President Trump signed a phase-one trade agreement with China that sought to settle long-held disagreements with the country. With the deal, the U.S. government agreed to reduce tariffs on \$120 billion of Chinese products from 15 percent to 7.5 percent. China made a promise to buy \$32 billion in American ag-



President Trump signed the USMCA into law in 2018, and on July 1, the agreement went into effect.



Brian Dodge, president of the Retail Industry Leaders Association, predicted that USMCA would inject energy into a battered economy.

riculture products in the next two years, according to media reports.

Chiefs of retail trade groups applauded the agreement. Matthew Shay, president and chief executive officer of the **National Retail Federation**, urged the Trump administration to resolve trade tensions. “The trade war won’t be over until these tariffs are gone. We are glad to see the phase-one deal signed, and the resolution of phase two can’t come soon enough,” Shay said in a Jan. 15 statement.

However, phase-two talks stalled later in the year. In July, President Trump said that he was not interested in further negotiations with China. U.S.-China trade relations were marked by further turmoil.

The U.S. ended special trade status for Hong Kong, where many apparel companies are headquartered. Because of the action, Hong Kong would be treated the same as mainland China and its products could be subjected to additional tariffs.

Also during 2020, a campaign to punish China for human-

rights abuses in its Xinjiang region gathered momentum. The Chinese government had been found to be running concentration camps to imprison between 1 million and 3 million members of the Uyghur minority in order to suppress their culture. Forced labor had been taking place at the camps.

In June, President Trump signed into law the Uyghur Human Rights Policy Act of 2020. The U.S. Department of Homeland Security and U.S. Customs and Border Protection announced an enforcement action regulating cotton imports from the Xinjiang Uyghur Autonomous Region.

Apparel Trade groups NRF, RILA, the **American Apparel and Footwear Association** and **The United States Fashion Industry Association** issued a joint statement condemning forced labor. In a Dec. 2 announcement, these groups said they would work with U.S. Customs to support the enforcement action. But the group also urged the U.S. government to expand pressure on China to involve more stakeholders in the issue, not just the apparel industry. ●

Newsletters *Continued from page 3*

bership criteria. Membership was extended to those making sewn products, or personal protective equipment such as masks and gowns. Since August, the organization has produced a **Zoom** seminar series in collaboration with **Black Design Collective**.

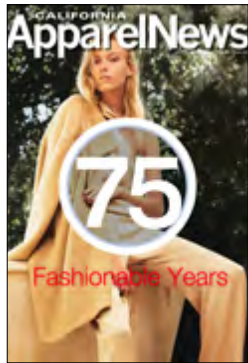
Metchek also continued to speak about industry issues in newspaper columns, interviews with journalists, as well as talks with fashion students. At the **Fashion Institute of Design & Merchandising**, she has sponsored the Hank Pola Scholarship, named for her late husband, though the initiative was placed on hiatus this year.

Through her work, Metchek has aimed to keep fashion leaders a step ahead of news headlines. In a recent column for *California Apparel News*, she advised readers that change would continue to come at a lightning-fast pace.

"The world of fashion is changing," she wrote. "It is certainly a challenge but also a great opportunity for the companies that grab all new concepts and run with them. Technology and continual testing can create the environment for innovation; all products and brands will grow and benefit by listening, experimenting and implementing."—*Andrew Asch*

California Apparel News Celebrates 75 Influential Years

First published 75 years ago from in its then-headquarters at 210 W. Seventh St. in downtown Los Angeles, *California Apparel News* has served the global fashion industry and local apparel businesses. Launched July 6, 1945, by Joe Osherenko, the publication began during a time when World War II servicemen were returning home to the United States.



From the first **Academy Award** in costume design presented in 1949 and the **Coty American Fashion Critics Hall of Fame** winners to **Los Angeles Fashion Week** and beyond, *California Apparel News* covered fashion history in the making. The publication featured designs from influential artists including Rudi Gernreich, Patrick Kelly, Karen Alexander, Richard Tyler, TJ Walker and Carl Jones, Michelle Mason and Kentaro Kameyama.

There was also coverage of shifting culture including the local fashion industry's support of the Equal Rights Amendment during the 1970s, the roots of streetwear in the 1980s and the premium-denim boom of the 2000s.

After Osherenko's death in April 1970, *California Apparel News* changed hands a few times and, in 2013, was purchased by **TLM Publishing Inc.**, owned by Terry Martinez, who currently serves as the publication's chief executive officer and publisher. In December 2019, *California Apparel News* moved from its 30-year home at the **California Market Center** to **The New Mart**, remaining true to its Los Angeles Fashion District roots.

"Our industry has been hit hard, to say the least, by a threefold worldwide crisis—health, economic and societal—but as we come together to reimagine our industry we will emerge better and more successful on the other side," Martinez wrote in a June 75th anniversary issue. "Thank you for 75 remarkable years."—*Dorothy Crouch*

Voicing Need for Change, Kevan Hall Places Action Behind Words

In 2020, the veteran fashion designer and co-founder of **Black Design Collective** Kevan Hall was one of the first to respond to the need for personal protective equipment. Working with fellow designer Malena Ruth, Hall



enhanced existing hospital gowns and created masks to protect workers and patients at area hospitals and nursing facilities. This work also led the designer to donate a mask to front-line workers for every mask sold to a customer.

"They are meant to protect patients and workers who are taking care of the most frail and vulnerable. They are worn by nurses and janitors," Hall said. "Some aren't even being paid. They are sacrificing. It was something we could do to support them."

Following the May 25 murder of George Floyd in Minneapolis, Hall used his voice in a June 12 opinion piece titled "Time for Real Change—Not Just an Instagram Post." Published in *California Apparel News*, Hall shared his experiences as a Black designer working within an inequitable environment and challenged fashion to do better.

"Companies can improve the culture of their brands by providing opportunities for qualified Black candidates to excel and promote from within," Hall wrote. "Young talent needs to be allowed to flourish while gaining the necessary experience to be successful."

His Fall 2020 collection of celestial-inspired formalwear was an inspiration for the industry to find beauty and light in the darkness.

"For me, even though people are trying to be safe and so many events have been canceled, there are still those legacy moments where there is an opportunity for people to have something beautiful, because the photographs are forever," Hall said.—*D.C.*

Fashion Industry Pivots Into PPE as It Awaits Relief Aid

The U.S. government rolled out the largest relief package in American history after the COVID-19 pandemic shut down retailers and manufacturers earlier in 2020, with many businesses reopening on a scaled-back basis later in the year.

On April 24, a \$484 billion COVID-19 federal relief package was signed into law, and it funded programs such as the Paycheck Protection Program, which was intended to support small businesses through the crisis. Mid-size businesses got a relief package April 30, when the Federal Reserve expanded its Main Street Lending Program.



The relief programs were embraced as lifelines for many businesses. But they also were heavily criticized for releasing funds to the most well connected, not always the businesses that needed the aid the most. While local and state government agencies also developed aid packages, business groups issued requests to the federal government to put together another relief package.

On Dec. 1, the prominent **National Retail Federation** trade group released a statement urging Congress to approve a \$900 billion coronavirus stimulus package. "A bipartisan plan to keep the economy moving in the right direction with job creation and sustainable economic growth is urgently needed," the NRF statement said.

One of the unexpected turns of the pandemic is that it helped create a new apparel category. Since stay-at-home orders were issued, manufacturers and designers pivoted from their focuses on making denim, fleece or high fashion and started making facial masks and personal protective equipment. Local government groups such as the City of Los Angeles created programs to help manufacturers develop a new focus on PPE.

Mask making helped to write a new chapter for companies such as **Katie May**, a Los Angeles-area bridalwear label. Label founder Katie May Neu told *California Apparel News* that making masks helped to keep her business going. "It allowed me to pay the rent and rehire a majority of the staff," she said.—*A.A.*

Newsletters photo credits: Trina Turk—Chronicle Chroma; Hope—mural by Jason Naylor; Inclusivity—ShowzArt at The Beverly Center; Tony Hsieh—Zappos; Virtual Trade Shows—Swim Show, NuOrder; California Apparel News—Meredith Bruner, designer, Halston; Ilse Metchek—California Fashion Association; Kevan Hall—Kevan Hall; PPEs—Katie May; Garment Worker Center—Andrew Asch; Trinidad Garcia III—Trinidad3

Garment Worker Center Comes in Reach of Major Goal

For 19 years, downtown Los Angeles-headquartered labor advocates from the **Garment Worker Center** have been seeking to change the way the industry does business. In 2020, the group came the closest it has ever come to reaching its goal.

The GWC was one of the authors of the Garment Worker Protection Act, a bill introduced to the California legislature this year. It sought to outlaw piece-rate work, a traditional way that garment workers have been compensated. The proposed law also sought to expand retailers' liability for unpaid wages owed to sewers employed by subcontractors who produce apparel sold at stores.



The bill was approved by the California State Senate in June; however, it ran out of time on Aug. 28. The State Assembly is required to approve the bill before the governor can sign it into law. During a legislative session, the assembly contended with other major issues such as police reform, leaving assembly members out of time to vote on the Garment Worker Protection Act and the bill died.

Marissa Nuncio, the GWC's director, said that the group and its colleagues were frustrated by the reversal but would not quit. On Dec. 7, the Garment Worker Protection Act was reintroduced to the State Senate. The bill's principal author is State Senator Maria Elena Durazo, who said that passage of the bill is more crucial now than ever. "Hundreds of millions of dollars in wage theft and unsanitary conditions were prevalent before the virus and have been exacerbated during the pandemic, even as highly skilled garment workers are making the protective equipment our state needs, often for as little as \$5 an hour," Durazo said.—*A.A.*

Trinidad3 Serves Industry by Expanding Domestic Denim Manufacturing

Committed to service, the Los Angeles-made premium-denim brand **Trinidad3** began 2020 with the launch of jeans that allow amputees to adjust prosthetic legs through a 12-inch seam on the inside of the thigh. The style, named Barron by Trinidad3, was inspired by Marine veteran Josue Barron, a Purple Heart recipient who lost his left leg in Afghanistan.

"The challenge was to make something that is rooted in the medical field and make it look on-trend," the brand's founder, Trinidad Garcia III, a former sergeant in the **United States Marine Corps**, said. "This denim was designed to make him look better in something that is unifying and American, like the jean."

When the COVID-19 pandemic impacted the United States in March, Garcia III's mission shifted to creating face masks. On July 4, Trinidad3 observed Independence Day by announcing a partnership with the Louisiana textile maker **Vidalia Mills** to create its New American Selvedge jeans with fibers derived from **BASF** sustainable E3 cottonseed. Garcia III's sustainable steps were inspired by his military career.

"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," Garcia III explained. "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."

Trinidad3 unveiled its Holiday 2020 collection on Veterans Day, Nov. 11, which also saw the announcement of a collaboration with actor Vincent Vargas and partnership with former **Green Beret**, **Seattle Seahawks** player and **Merging Vets and Players** co-founder Nate Boyer.—*D.C.*



Made in California Could Hasten an Economic Revival

By Ilse Metchek President, California Fashion Association

The COVID-19 pandemic clearly exposed vulnerability in the domestic supply chain for essential materials for end-product production. The difficulty of securing PPE materials and products, in addition to the overreliance of our supply chain on China and Asia, is widely recognized.

Prior to the COVID-19 crisis, Los Angeles' textile-and-apparel industry had been undergoing a slow revival due to the desire for on-time deliveries, the latest trends and replenishments, which had awakened retailers to the need to source domestically for at least a portion of their merchandise.

If California's apparel-and-textile companies are serious about regaining their position as producers, now is the time to seize the opportunity, when the importance of local manufacturing is on everyone's minds. Some believe the pandemic could provide a foundation for the domestic industry's future growth.

Now is the time for California lawmakers to support policies that solidify the training of employees and new manufacturers in order to attract new companies here in Los Angeles for the manufacturing of critical products like masks, protective apparel and gloves, and continue to create fashion apparel with California style. This is the time for our California lawmakers to help craft policy solutions to support, not hinder, growth in this industry.

A bill returning to the California Senate, SB 1399, now known as SB 62, would mandate the end of the piece-rate system based on the minimum wage. The bill also places greater responsibility on companies who order apparel made in California factories to remain more cognizant of the wages earned by people employed by contractors who produce the goods.

The existing state law AB 1513 covers piece-rate compensation, which also supports a minimum wage for workers. If a factory is not adhering to the law, they should be closed—not allowed to be excused. If a customer did not pay them enough for a profit, they should not have accepted that order.

Moreover, the apparel-manufacturing sector already has joint liability between two parties. This proposed new law adds another layer of responsibility. It sends a message saying, "Don't buy from California" to every retailer, large and small, that seeks to pur-



Ilse Metchek

chase merchandise made in this state.

People within and outside of the industry ask what it would take to bring this supply chain back.

We do not have a lot of cut-and-sew operations left here in California. We have lost some of that skill. Through education for contractors under the current labor laws (see the CFA Compliance Manual) and upgrading of production processes (utilizing the services of the California Manufacturing Technology Corporation), as well as facilitating industrial training, the industry can start to shift toward domestic production, especially during emergency situations such as the one in which we find ourselves.

The majority of California's apparel-brand developers make no use of underground factories where workers are not treated fairly in accordance with current labor law. The legitimate manufacturers and contractors repudiate these illegal operations as unfair competition.

We should not be depending on other nations during a crisis when we could rely on ourselves to produce the right product at a reasonable price with quick delivery times.

This is a key time. We may never have another chance to amplify the need for reshoring and the right time for this conversation. ●

Ilse Metchek is the president of the California Fashion Association, which she founded in 1994. Metchek has worked in almost every aspect of the apparel industry, from model to manufacturer, mentor to icon.

'Stronger Together,' MAGIC, Offprice and WWIN to Share Space for Orlando Shows

Following the Dec. 3 announcement that it would host a **MAGIC Pop Up Orlando** trade event Feb. 9–11 at the **Orange County Convention Center** in Orlando, Fla., **Informa Markets Fashion** revealed that it is working with **Clarion Events** and the **Tarsus Group** to produce co-located events for the return of on-site trade shows to serve the fashion community. The Dec. 9 announcement said that the co-location of Informa's **MAGIC Pop Up Orlando**—serving women's and men's apparel, accessories, and footwear, **Clarion's WWIN Orlando Showcase**—offering womenswear and accessories—and **Tarsus's Offprice**—serving affordable apparel, accessories and footwear—is approaching trade-show production through a "stronger together" approach in order to provide a comprehensive, safe event space for brands and buyers to convene.

"Connecting face-to-face and tactile experiences are key components to how the fashion industry does business—it's more important than ever for key events players to unite and work together to deliver on the needs of our brands and buyers in the safest, most thoughtful and effective manner," Kelly Helfman, commercial president of Informa Markets Fashion, said. "At the same time, we realize that this is potentially the first time that our brands and buyers are coming together again, and, as such, safety and comfort are driving our strategic approach in event planning and execution. We are focused on collectively agreed-upon measures that can be implemented across all of our shows while also continually monitoring local and government recommendations."

Adhering to the guidelines outlined in Informa AllSecure, the event producer's COVID-19-era approach to trade-show area sanitization and guest safety, the co-located shows will require certain regulations to be followed. Attendees will be screened for their temperatures prior to entry, masks must be worn and social-distancing requirements adhered to according to local and government guidance.

"The health and safety of all those who participate is our utmost priority, and the Orange County Convention Center provides the perfect venue to gather the market together, with a campus-like property and space to ac-



The Orange County Convention Center in Orlando, Fla. will be the co-location of the February shows.

commodate proper social distancing," said Desiree Hanson, executive vice president of Clarion Events' WWIN Shows. "It's also in close outdoor walking proximity to hotels and restaurants, thereby limiting the need for shuttles, among other additional benefits."

Through this new community-oriented approach to conducting trade-show business across brands, Informa, Tarsus and Clarion are setting a new standard as the apparel industry examines more-collaborative methods of rebuilding business as COVID-19 challenges continue. While the pandemic remains a threat, the industry is ready to begin engaging in safe practices that fortify the wholesale-fashion community.

"The importance of live trade shows and face-to-face meetings has never been greater than now. They are vital for fostering business, progressing industry and bolstering economic growth. For this reason, we are very much looking forward to this first-time collaboration and bringing the entire fashion community together over the same time period," said Tricia Barglof, executive director of the Offprice Shows. "By joining forces on the same campus, we, as a fashion community, are stronger together. United by the common aim of reinvigorating the retail industry, Offprice, MAGIC Pop Up Orlando and the WWIN Orlando Showcase will be able to greatly accelerate its recovery post-COVID-19. Therefore, I'd urge everyone to get involved—exhibitors, retailers and venue partners."—Dorothy Crouch

POSTMASTER: Send address changes to: CALIFORNIA APPAREL NEWS, Customer Service, PO Box 4419, Orlando, FL 32802. **CALIFORNIA APPAREL NEWS** (ISSN 0008-0896) Published by TLM PUBLISHING INC. APPAREL NEWS GROUP Publishers of: **California Apparel News**, **Market Week Magazine**, **New Resources**, **Waterwear**, **New York Apparel News**, **Dallas Apparel News**, **Apparel News South**, **Chicago Apparel News**, **The Apparel News (National)**, **Bridal Ap-**

parel News, **Southwest Images**, **Stylist** and **MAN (Men's Apparel News)**. Properties of TLM PUBLISHING INC., The New Mart, 127 E. Ninth St., Suite 806, Los Angeles, CA 90015, (213) 627-3737. © Copyright 2020 TLM Publishing Inc. All rights reserved. Published weekly except semi-weekly second week of July. Periodicals Postage Paid at Los Angeles, CA, and additional entry offices. The publishers of the paper do not assume responsibility for statements made by their advertisers in

business competition. Opinions expressed in signed editorial columns or articles do not necessarily reflect the opinions of the publishers. Subscription rates: U.S.: 1 year, \$89; 2 years, \$140. Foreign: \$180 U.S. funds (1-year subscription only). Single-copy price \$3.99. Send subscription requests to: California Apparel News, Customer Service, PO Box 4419, Orlando, FL 32802 or visit www.apparelnews.net. For customer service, call (866) 207-1448.

2021 Media Kit Available

Call Terry Martinez at (213) 627-3737 or email terry@apparelnews.net



CALIFORNIA **ApparelNews**

Apparel News Group
The New Mart
127 E. Ninth St., Ste. 806
Los Angeles, CA 90015
www.apparelnews.net

Superior credit protection, unparalleled peace of mind.



**QUICK
RESPONSE TIME**



**DEDICATED FASHION
INDUSTRY EXPERIENCE**



**FLEXIBLE, COST
EFFECTIVE SOLUTIONS**

In the past 6 months, we have witnessed an unforeseen number of retail bankruptcies and lost or cancelled orders. In these unprecedented times, it is more important than ever to have a factoring partner who works with you and your business.

Milberg Factors has been providing credit coverage and funding to businesses facing turbulent times — and we are not stopping now.

For more information, contact Dave Reza at (818) 649-8662.



Milberg Factors, Inc.

CALIFORNIA | NEW YORK | NORTH CAROLINA

WWW.MILBERGFACTORS.COM

FACTORING SERVICES
COMMERCIAL FINANCE
TRADE FINANCE
SERVICES TO BANKS

Pulling Back the Curtain With BDC and Kerby Jean-Raymond

By Dorothy Crouch *Managing Editor*

Fashion powerhouse Kerby Jean-Raymond and design legend TJ Walker recently sat in on a **Black Design Collective** and Ta’Nisha Cameron–produced event called “Pull Back the Curtain: A Conversation With TJ Walker and Kerby Jean-Raymond.” The virtual event and scholarship fund-raiser on Dec. 6 was hosted by *TMZ*’s Loren LoRosa, with music by DJ Omega, and provided an intimate discussion during which Walker and Jean-Raymond discussed the paths that led them to success in their careers, the challenges they faced, the lessons they learned and using their passion channeled through activism in the fashion space.

Reflecting back on the meteoric launch of his **Cross Colours** brand more than 30 years ago with co-founder Carl Jones, Walker identified reasons the label has endured.

“We did it out of passion. We did it out of emotion. That is what the business stems from, and it’s always been that way and I think that is why it has longevity. That is why it survives as well because it came from that place,” Walker explained. “Those things are built into that [Cross Colours], and that is why people have an emotional attachment to the product and the brand.”

As Jean-Raymond of **Pyer Moss** and **Reebok by Pyer Moss** considers Cross Colours an integral influence on his brand, many parallels exist to the experiences he and Walker had during their respective evolutions within fashion. In the early 1990s, Cross Colours sought to spread peace through bold messaging, yet naysayers who opposed the brand’s colorful, forward approach of unity through nonviolence labeled it as dangerous, which Walker notes created an allure among young people. For Jean-Raymond, a decision in 2015 to precede his Pyer Moss brand’s Spring/Summer 2016 show with a short film highlighting police brutality caused backlash inside and outside the industry. Both Cross Colours and Pyer Moss rebounded, as both brands are stronger, more independent labels than they were in the past. Both designers remain actively committed to elevating Black creative voices in the industry.

“The George Floyd murder that we watched on television created a lot of reactive approaches. Some of them I agree with, some of them I don’t, but I can’t deny that in the begin-



BLACK DESIGN COLLECTIVE

From left, Kerby Jean-Raymond virtually joins TJ Walker and Loren LoRosa for a “Pulling Back the Curtain” conversation on Dec. 6, during which the two venerable designers candidly discussed their experiences in the fashion industry.

ning my whole purpose was to get people talking about this,” Jean-Raymond explained. “Did it take too long? Yes.”

This sentiment led Jean-Raymond to discuss in greater detail how to examine a potential partner’s commitment to equity in fashion as he revealed his partnership with Reebok was achieved due to the athleticwear company’s willingness to afford creative freedom to the designer. While he noted that progress takes time, Jean-Raymond identified how up-and-coming designers can recognize a message that is genuinely committed to welcoming Black creatives rather than simply tapping into the Zeitgeist of social justice as a trend.

“Anyone who is trying is doing the right thing. If motives are impure, I think repetition will make them pure. All we can hope for is for the message to become more refined, have people figure out how to use their platforms to communicate,” Jean-Raymond said. “How do they discern the difference between diversity and inclusion? Those words were tossed around a lot.”

During the discussion, Walker and Jean-Raymond also

shared a great deal of guidance for designers, which was especially helpful for students in the audience attending from the **Fashion Institute of Design & Merchandising**, **Otis College of Art and Design**, the **Fashion Institute of Technology**, **Morehouse College**, **Clark University**, **New York University** and the **University of Pennsylvania**. Jean-Raymond advised designers to make an honest attempt at succeeding in fashion without investors. Speaking from experience, the designer discussed a predatory lending landscape that could subject fledgling artists to unreasonable contracts they might regret in the future.

“Every time I have to turn over paperwork to pay this royalty, I have this conversation with myself: ‘Why did I do this? Was it really that hard or was I looking for an easy way to get started?’ I had ways to make money,” Jean-Raymond said. “I could have sold stuff on **eBay** or focused on one or two T-shirts and spun that into my first sample collection.”

Reflecting back on his journey from the ’90s breakout label to a heritage brand, Walker advised emerging designers to recognize that the business is difficult and success isn’t always as it seems. He also recommended beginning with domestic production. Within a market where retailers and consumers demand product quickly, the higher cost of producing in the United States is worth a fast turnaround of quality goods.

During a post-event conversation with *California Apparel News*, Walker noted this most important advice as he reflected on how Jean-Raymond proved himself as a designer who was genuinely interested in forging quality relationships. “When Carl Jones and I first met Kirby, he made a verbal commitment to us. He said he would contact us once he got on his feet again and got things cleared up with his business. He did that,” Walker recalled. “Your word is your bond. I want people to remember that. That is a way to really forge relationships and your commitment to whatever it is you’re doing and let others know that you’re true.”

Held in collaboration with the event, an auction supporting the TJ Walker Scholarship Fund and educational workshops for Black Design Collective members in 2021 raised \$50,000. Information regarding how to apply for the TJ Walker Scholarship Fund, whose deadline is Jan. 30, can be found on the Black Design Collective website at blackdesigncollective.com. ●

TECHNOLOGY

Technology

Continued from page 1

than 40 million per month,” Port of Los Angeles Director Gene Seroka said in a statement. “The Cyber Resilience Center will arm our stakeholders with valuable information to help detect and protect against cyber incidents.”

The Dec. 7 announcement heralds improvements to an existing system by which Port of Los Angeles stakeholders manage cyber threats individually. Aiming to protect the heavily automated processes that allow the port to function daily through operational technologies such as trucking companies, railroad operators and shipping lines, IBM’s services will afford a shared view of potential threats. Stakeholders will continue to retain control of their information and security protocols while IBM oversees the entire system. It is the hope of IBM that this partnership will afford greater protection of the port’s critical infrastructure through stronger connections among stakeholders, allowing them to work together against cyber threats, according to Kevin Albano, associate partner with the IBM Security X-Force.

“We are trying to build a community not only at the port but extend it to those other stakeholders,” Albano said during an interview with *California Apparel News*. “The trucking companies, shipping lines, railroads and terminal operators will all get the benefit of what we are seeing in terms of threats—maritime threats, threats to their specific modes of transportation or modes of activity and how they relate to the port.”

Albano noted that the reliance on digitization of operations is a positive advancement that affords a stronger connection between the port and its stakeholders and that preserving the speed that technology affords is crucial to fortifying supply-chain



PORT OF LOS ANGELES

The Port of Los Angeles’ Cyber Security Operations Center, opened in 2014, will evolve into the Cyber Resilience Center



The Port of Los Angeles has been the site of important moments in shipping such as the 2015 arrival of the CMA CGM Benjamin Franklin at the Port of Los Angeles in 2015, which was the first time a cargo vessel of its size called at a port in the United States.

management, which affects the speed of commerce. Kinks in the cybersecurity chain that threaten to disrupt communications are the types of threats that IBM will seek to prevent.

“One of the types of cyber attacks that is out there is to disrupt or pause automation from occurring,” Albano said. “Even the threat of saying, ‘We’re going to stop this crane,’ or if you cannot communicate between a trucking company and the port, stopping those communications or causing unreliable communication is going to affect the overall commerce that is going on.”

The partnership between IBM and the Port of Los Angeles is not the first time that the Armonk, N.Y.–headquartered technology company has worked with an organization in the region. According to Albano, IBM worked with the City of Los Angeles on a Los Angeles Cyber Lab initiative led by Mayor Eric Garcetti that established a collaborative intelligence-sharing project that included participation from private industry and afforded transparency for the city’s constituents. The success of this project leads Albano

to remain optimistic about how IBM’s participation in the current project will help the Port of Los Angeles remain a secure gateway for trade.

“There are a lot of goods that go through the port. We are trying to secure the integrity of the port by knowing what comes in and what goes out and knowing there is integrity in those communications and preventing a cyber attack from delaying or manipulating the bill of goods or list of goods that are within the port or what has been received at the port,” Albano said. “We understand that the communication of what is in the port is vital, as is the speed at which it goes from one place to another.”

Through the \$6.8-million, three-year agreement, IBM will design, install, operate and maintain the CRC. Since 2014, the port has operated its Port of Los Angeles **Cyber Security Operations Center**. In addition to its work through the center, the Port of Los Angeles is the only port to maintain an ISO 27001 certification for cybersecurity, which it has held since 2015. ●



WORKING CAPITAL SOLUTIONS FOR INNOVATIVE BUSINESSES.

We're committed to amplifying the growth of your business with our forward-thinking financing services. Get in touch with Merchant today to talk about how we can help you set sail to your dream business.

MERCHANT
FINANCIAL GROUP

NEW YORK

Ph. (212) 840-7575

LOS ANGELES

Ph. (213) 347-0101

MIAMI

Ph. (954) 440-1453

MERCHANTFINANCIAL.COM



3A Products of America

A SYMBOL OF QUALITY SERVING YOU SINCE 1975

1006 S. San Pedro St. Los Angeles, CA 90015

Ph: (213) 749-0103 Fax: (213) 748-6447

www.us3a.com www.my3a.com 3a@us3a.com



Label, Thread, Elastic, Zipper & Accessories

Product Sourcing Service: direct from factory to meet your needs

- *Apparel & Accessories
 - *Home Textiles & Fabrics
 - *Leather Goods & Accessories
 - *Shoes & Accessories
 - *Medical Wear
 - *Pet Wear & Accessories
 - *Jewelry
 - *Housewares & Accessories
 - *Hardware & Electronics
 - *Uphostery & Accessories
 - *Other Products Available...
 - *Promote Your Products to China Market Too
- Send Us a Sample to Cut Your Cost! Custom Make Available!**

2020 RETROSPECTIVE, FINANCIAL REVIEW

UCLA Anderson School Forecasts Economic Growth by Q2 2021

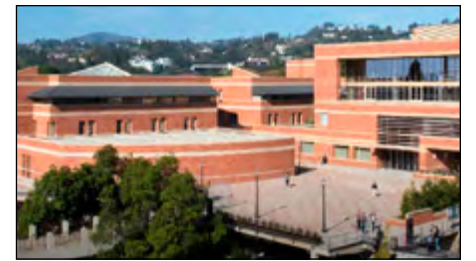
A good economy is on the horizon for the United States, but it's going to take a long slog to get there, according to the "UCLA Anderson Forecast."

The last of the year's prominent quarterly economic forecasts was released Dec. 9 by the **UCLA Anderson School of Management** and anticipated two more quarters of sluggish growth. After the tough economic conditions in the fourth quarter of 2020 and the first quarter of 2021, the U.S. economy should be in store for robust growth—6 percent—in the second quarter of 2021, according to Leo Feler, the senior economist who wrote the forecast. "We expect the economy will reach its previous peak by the end of 2021," Feler said.

The key to restoring the economy to its previous health will be widely distributing vaccines for COVID-19 and making it safe for people to gather and to work in public places, according to Feler. "Right now, the key issue is how we will make it through to an exuberant spring. These next few months will be dire, with rising COVID-19 infections, continued physical distancing and the expiration of social-assistance programs," Feler said. "Additional, timely fiscal relief would prevent unnecessary hardship and allow the economy to maintain the structural relationships that will help us recover more quickly once vaccines become widely available."

The current economic landscape would have seemed far-fetched in December 2019. During that period, the UCLA Anderson Forecast anticipated a steady pace of economic growth leading into 2020. UCLA forecasters predicted a 1.7 percent increase in a year-over-year comparison with the fourth quarter of 2018.

By March 2020, state and local governments were preparing to issue stay-at-home



The UCLA Anderson School of Management's last quarterly forecast of 2020 predicted 6 percent growth in the economy in the second quarter of 2021.

orders to slow the COVID-19 pandemic. The forecast at that time noted that the economy was entering a period of turbulence. When another report was released in June, the UCLA Anderson Forecast said that the COVID-19 pandemic had "morphed into a depression-like crisis."

Jerry Nickelsburg, the forecast's director, said 50 percent of the California economy's job losses were in leisure, hospitality and retail. "The COVID-19 pandemic has created a sense of caution on the part of the general public, both within California and among tourists who might come to the state. Simply put, a significant part of the potential customers for these businesses will want to feel safe before venturing out to them," Nickelsburg said.

By the time the third quarterly forecast was released on Sept. 30, forecasters noted that the economy was improving. The improvement was supported by the fiscal stimulus approved by Congress early in the crisis, monetary support by the Federal Reserve that the forecast called "unprecedented," and a quick adaptation by consumers and businesses to doing virtual transactions.

—Andrew Asch

Go Beyond the News and Behind the Scenes

The editors and writers of *California Apparel News* are blogging at ApparelNews.net



CALIFORNIA **ApparelNews**

Apparel News Group
The New Mart
127 E. Ninth St., Ste. 806
Los Angeles, CA 90015
www.apparelnews.net

Pandemic and Social Unrest Set Stage for Surge in Bankruptcies

Prominent names in apparel filed for bankruptcy and closed physical stores in 2020 in the face of overwhelming challenges.

Among the brands to file for Chapter 11 bankruptcy protection were **John Varvatos** and the Los Angeles-headquartered denim labels **Lucky Brand Jeans** and **True Religion**.

Announcements of bricks-and-mortar-store closures ran the gamut of retail. Department stores announcing closures included **Macy's**, which announced on Feb. 4 the closure of 125 stores over the next three years. Macy's also reported that it would close its San Francisco offices, once the headquarters of its now-defunct Macy's West division, and move to the department-store retailer's New York City headquarters.

The middle-tier department-store chain **JCPenney** announced in June that it would close up to 200 stores as part of its financial-restructuring plan. The 118-year-old retailer had already closed up to seven California stores. Despite the store closures and announcement of restructuring, the retailer filed for Chapter 11 bankruptcy in November.

Also in November, the independent, contemporary multi-brand retailer **Planet Blue**, headquartered in the Los Angeles area, announced that it would close its 12 physical shops. Planet Blue would continue to develop new business through its digital channel, shopplanetblue.com, and with its proprietary brand **Blue Life**.

Market researcher **Coresight Research** announced that by the end of 2020 more than 20,000 stores could close and that more than half of those would be located in malls.



The once high flying Lucky Brand jeans was acquired by the Authentic Brands Group.

The 2020 bankruptcies benefited deep-pocketed brand-management companies such as the New York-headquartered **Authentic Brands Group**. ABG's bids to acquire the rights to beleaguered properties such as Lucky Brand helped to further develop its aegis of brands.

In August, ABG and partner the **Simon Property Group** completed a deal to acquire Lucky for \$140 million. As part of the deal, Lucky's business will be handled by ABG partner **SPARC Group, LLC**. SPARC will serve as core licensee and operating partner for Lucky ventures.

Suiting brand **Brooks Brothers** announced on Aug. 11 that ABG and SPARC would acquire it for \$325 million. In February, ABG put the finishing touches on its deal to acquire the pioneering Los Angeles retailer **Forever 21**, sharing ownership with the mall owners Simon Property Group and **Brookfield Property Group**.—A.A.

Apparel News Group



Seventy-five years of news, fashion and information

CEO/PUBLISHER
TERRY MARTINEZ

MANAGING EDITOR
DOROTHY CROUCH

RETAIL EDITOR
ANDREW ASCH

CONTRIBUTORS

VOLKER CORELL

KEVAN HALL

ILSE METCHEK

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

PUBLISHED BY
TLM PUBLISHING INC.

APPAREL NEWS GROUP

Publishers of:

California Apparel News

Waterwear

EXECUTIVE OFFICE

The New Mart

127 E. Ninth St., Suite 806

Los Angeles, CA 90015

(213) 627-3737

www.apparelnews.net

webmaster@apparelnews.net

PRINTED IN THE U.S.A.

Working Capital to Grow Your Business

We have designed our products with the flexibility to meet your needs and with the experienced team to ensure we deliver when you need it.

- Non-Recourse Factoring
- Factoring Line of Credit
- Asset Based Lending
- Seasonal Overadvances
- Direct to Consumer

REPUBLIC 
BUSINESS CREDIT



Beverly Center



Irvine Spectrum



Melrose Avenue

Holiday *Continued from page 1*

no other in memory. The COVID-19 pandemic's stay-at-home orders have upended bricks-and-mortar retail for much of the year. Los Angeles County's physical shops have had to restrict the number of people who can shop in a store location to 20 percent of their capacity during the busy holiday season.

Other challenges have also made a considerable impact on the 2020 holiday shopping season as unemployment surged throughout the year. In November, U.S. unemployment was reported as 6.7 percent, according to the **Bureau of Labor Statistics**, and, in Los Angeles County, unemployment figures were 12.3 percent, according to the **California Employment Development Department**. Consumer-confidence levels declined in November, according to **The Conference Board**, a nonprofit that charts the influential consumer-confidence index.

Against this backdrop, retail consultants and analysts have been evaluating ways for retailers to gain the most out of the final week of the shopping season and how to navigate the months after Christmas.

The last shopping week might give bricks-and-mortar

shops a boost, said Pat Johnson and Dick Outcalt, co-founders of **Outcalt & Johnson: Retail Strategists, LLC**. With e-commerce skyrocketing this year, logistics-and-shipping companies have been overburdened. For those shoppers who still intend to do holiday shopping during the last week of the season, their only option to pick up gifts might be to shop at bricks-and-mortar locations.

To overcome shoppers' reluctance to enter a store during the pandemic, some retailers have set up a restaurant-style reservation system. Time is reserved for shoppers to have a boutique to themselves, Outcalt said. This more-intimate setting affords opportunities for retailers to dedicate time to individual shoppers, many of whom are serious about buying and will be more inclined to make purchases. It's also a way to show that a retailer cares, Johnson said. "We respect you. We respect the rules, and we are looking out for everyone's well-being," she said this gesture expresses.

The Outcalt & Johnson strategists also forecasted another possible surge of buying post-Christmas when people redeem gift cards. Since consumers couldn't spend money on restaurants and entertainment this year as they have in the past, there is pent-up demand to spend on something, and it might be goods in a boutique, Johnson said.

To get the most business out of the final week of the season, retailers—especially those who don't have a strong e-commerce presence—must make a concerted effort to put their goods on consumers' radars, said Ron Friedman, a Los Angeles-based partner and head of consumer products and retail at **Marcum, LLP**, an accounting and advisory firm.

"Send out email blasts four to six times a day," Friedman advised.

While the year has been tough, grim news headlines prepared retailers to plan for a season where demand might not be as high as past seasons, said Jeff Van Sinderen, senior analyst for **B. Riley Securities**, a financial-services company headquartered in Los Angeles. Many retail buyers were able to make smart decisions that would help provide more financial security during an uncertain time. "Most retailers have been fairly conservative with inventory buys," he said. "Promotions have been sane." Retailers won't be compelled to give big discounts to liquidate inventory, he said.

Another major boost for the holiday would be Congress's passage of a stimulus bill. "We don't know if we'll have a stimulus bill at this point," Van Sinderen said. "There are a lot of things that are unknown. This is the most unpredictable time I've ever seen." ●

Inspirations, Envisioning Future (s) FW22-23'



No creativity without a purpose!

- Stray from clichés and seek new ideas and lasting trends which will ensure durability and projection into the future.
- Draw inspiration and creative approaches from various sectors including art, fashion, design, architecture & beauty.

Consulting | Trend Books | P+ Digital Platform

Peclers Paris
A WPP company

Contact: Jennifer Karuletwa
Jennifer.Karuletwa@peclersparis.com
Tel: 310-890-6210
www.peclersparis.com



Working Capital Solutions Tailored for your business

- + New York
- + Los Angeles
- + San Francisco

- + Charlotte
- + Chicago
- + Washington D.C

- + London
- + Glasgow
- + Sydney



WHITE OAK
COMMERCIAL FINANCE

Whiteoaksf.com/commercialfinance
info@whiteoakcf.com

Skatie Finds Success Staying the Sustainable and Ethical Course

By Dorothy Crouch Managing Editor

The deep Southern California roots of activewear from the **Skatie** brand have been growing for more than a decade. From classmates to co-founders of an active-clothing and swim line, Skatie Noyes Hutchinson and Mandi Glynn have been working together since 2009 when they were students at the **Fashion Institute of Design & Merchandising**, where the former studied fashion design and the latter pursued visual communications. After graduating from the school in 2011, each worked in the fashion industry and, in 2016, launched the Venice, Calif., Skatie brand of swimwear, with activewear following in 2018.

“We founded Skatie based off of wanting to be sustainable and use what was readily available in the market,” Noyes Hutchinson said. “We started out by buying dead-stock fabrics from other designers. I approached brands like **Beach Riot**, **Mara Hoffman**, **Bettinis** and other L.A.-based people who did production here and would buy what they had left over from old collections.”

While Skatie relies on a direct-to-consumer model of business at *skatie.com* with new limited-edition product released weekly from its activewear, swim or leisure lines, Noyes Hutchinson and Glynn’s brand quickly rose in popularity, forcing them to produce more product quickly. In addition to sourcing dead stock, they also use more-ecologically sound options from brands including **Eclat**, **Kendor** and **Rex Fabrics**, which offer options such as materials from recycled fibers.

“Working in the industry beforehand, we both saw firsthand the waste that is involved in the fashion industry,” Glynn said. “We wanted to make sure we avoided that with our brand.”

While responsibly sourced textiles are important, Noyes Hutchinson and Glynn learned a lot about the treatment of workers during their careers working at other brands prior to launching Skatie. This education led them to contribute to building a more-ethical industry. By building together, Noyes Hutchinson and Glynn have seen the production house grow as they emphasize their focus on making clothing that allows all employees to live fulfilled lives.

“Beyond [materials], it’s how is your team sustainable? How are you making the lives better of every single person



Limited-edition, sustainable and ethically made activewear from Skatie’s most-recent collection

that is affiliated with your brand? We really believe in highlighting and lifting up others with us,” Noyes Hutchinson explained. “The woman who started [our production] has been able to grow her business alongside us and in a really ethical, good way.”

Learning many lessons while working in the garment industry, Noyes Hutchinson and Glynn also learned that sticking with their vision is integral to their brand’s success. Years ago, prior to launching Skatie, when the duo would discuss their desire to bypass wholesale in favor of launching a direct-to-consumer brand without a retail presence, other professionals within the industry thought this decision was foolish. During the COVID-19 pandemic, this model has proven crucial to not only maintaining an apparel business but also cultivating Skatie’s growth.

“We really doubled down on that and it’s paid off,” Noyes Hutchinson said. “We were completely set up, and our business was able to thrive 100 percent during the pandemic when most retailers weren’t. We were able to grow our business in the last year because we were already set up for this

kind of climate.”

For the Skatie customer, the brand mission of sustainable pieces is complemented by a focus on promoting a fun, responsible, active lifestyle. Using Skatie’s nickname, which is a blend of her formal name, Susan Katherine, branding for the company stems from the journey that led her to California from life growing up in the Midwest.

“She is a Midwest girl who moved to California so the name embraces the person that our brand is about—the California girl,” Glynn said. “When naming the brand, it was catchy and made sense.”

Available in P–L, the Skatie activewear collection is priced at \$55–\$80, with hoodies available for \$105 and hoodie dresses sold at \$130. Recently, Skatie expanded its swimwear—priced to \$140—to XL, and activewear is expected to follow by March.

“The mission for our customers would be to have something that is comfortable for everyone,” Glynn said. “I have seen a great response from plus-size girls who are rocking our swim now.” ●

T-SHIRTS

Travis Hamilton Depicts His Comprehensive View of History in New Collection

By Dorothy Crouch Managing Editor

There has been discussion over the past few years—particularly in 2020—regarding accurate depictions of American history. A topic of conversation in many circles has covered affording due recognition to influential people whose profound contributions to this country were overlooked due to their culture, class or background. But Travis Hamilton is changing this narrative with his American Legends collection. The designer, creative director and founder of the **Negril Lebrum** label has released the new collection of T-shirt designs that pay homage to freedom and civil-rights leaders Harriet Tubman, Frederick Douglass, John Lewis, Barack Obama, Malcom X and Martin Luther King Jr.

“I want individuals to see those heroes as actual American heroes,” Hamilton said. “Their history and the work they have done has played a role in all of our history.”

While Hamilton, who has shown at **New York Fashion Week**, is known for his more-formal pieces, with wholesale price points typically \$125–\$475, the American Legends T-shirt collection is bringing him full circle. As a graduate student in public policy and labor relations at **Texas Southern University**, Hamilton felt a strong, lifelong interest in politics but also developed an interest in storytelling through fashion. His first collection 20 years ago comprised 12 T-shirts.

“It was a little bit more comfortable to go back to something as simple as the T-shirt and of course it was more meaningful,” Hamilton said. “The brand started basics such as T-shirts before we transcended to more formalwear in dresses and pantsuits.”

A Louisiana native, Hamilton’s design process has been heavily influenced by the Creole roots in that region. His first collection was built on the phrase *lenoir est joli*—the French term for “Black is beautiful.” This influence is at the heart of his brand, as Negril Lebrum is based on the story of an older woman of the same name who lived in the designer’s hometown. As a light-skinned Creole young woman, she could pass



From left, styles from the first Negril Lebrum collection, Travis Hamilton, Frederick Douglass seated in the Lincoln Memorial chair, Harriet Tubman as the Statue of Liberty

as a white person but chose to remain true to her Black roots. She eventually fell in love with a dark-skinned Black man, and their romance caused an uproar.

“She was a grandmother in our hometown. I knew her and her family. Her granddaughter and I are very good friends,” Hamilton recalled. “I always felt that people not liking you because of the choice of you loving someone because of their color always bothered me. I just wanted to do something and bring out the positive in it.”

Returning to his T-shirt roots, in addition to making a positive statement by recognizing the American heroes whose legacies are often overlooked in history books, Hamilton is hopeful about changing the conversation. His idea for the collection was sparked by political debates in which Hamilton engaged with friends from an array of political leanings. By recognizing the efforts of important figures that were once hidden, there is room for the United States to grow more inclusive, yet authentic, with its storytelling regarding the evolution of this nation toward its recognition of all of its citizens

as Americans. Hamilton decided to envision different landmarks within the United States but with the faces of some of the country’s most-powerful leaders in freedom fighting and civil rights such as Frederick Douglass sitting in the Lincoln Memorial chair and Harriet Tubman depicted as the Statue of Liberty.

“We started coming up with something meaningful to say. [Let’s] take John Lewis, Barack Obama, Malcom X and Martin Luther King Jr. and place them on Mount Rushmore and push them as what we would see as our heroes. It’s not to say that those are already not American heroes, but every area, every culture has different heroes,” Hamilton said. “I wanted to create something that can relate to me and millions of other folks.”

After releasing the American Legends Series 1, Hamilton foresees additional releases within the collection to showcase authentic American heroism. The American Legends collection is available online at *negrillebrum.com* with T-shirts sized XS–XXL, priced at \$77 wholesale for long-sleeve styles and \$55 for short-sleeve versions. ●

Resources

Trim, Accessories and Branding 3A Products of America

1006 S. San Pedro St.
Los Angeles, CA 90015
(213) 749-0103
www.us3a.com

Contact: Wayne Jung

Products and Services: 3A Products of America is a symbol of quality, serving you since 1975. Send your samples to us. We will help you save money. Custom orders to meet your needs: snaps, knitted elastic, zippers, webbing, buckles, and buttons with your logo. We offer threads, labels, accessories, interlining, display equipment, fabric and product sourcing, website design, printing, and promotional items. Fast services are our first priority.

Technology Kornit Digital

480 S Dean Street
Englewood, NJ 07088
Contact: Isaiah Jackson
(201) 608-5750
Kdam-info@kornit.com
www.kornit.com

Products and Services: Kornit Digital is the leading provider for digital textile printing solutions. Kornit's innovative printing technology enables businesses to succeed in web-to-print, on-demand, and mass customization concepts. We offer a complete line of direct-to-garment printing solutions that range from commercial to mass production level. Offices in Europe, Asia, and North America.

Sourcing Cinergy Textiles, Inc.

1422 Griffith Ave.
Los Angeles, CA 90021
(213) 748-4400

Fax: (213) 748-3400
cinerytextiles@aol.com
www.cinergytextiles.com

Products and Services: For over 25 years, Cinergy Textiles has been specializing in stock and order-based programs consisting of hundreds of solid and novelty knits, wovens, and linings. Our product line provides piece goods for all apparel markets, including children's, juniors, contemporary, activewear, uniforms, and special occasions. Our fabrics are imported from Asia and stocked in Los Angeles. We have a one-roll stock minimum. Orders are generally processed on the same day and ship out within one or two business days, depending on the size of the order and availability of the particular style ordered.

Finance Merchant Financial Group

www.merchantfinancial.com
Products and Services: 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.

Milberg Factors, Inc.

David M. Reza, SVP Western Region
(818) 649-8662
dreza@milfac.com
www.milbergfactors.com

Products and Services: Milberg Factors offers a competitive menu of factoring, financing, and receivables-management products for entrepreneurial and middle-market companies with more personalized attention than larger institutional firms. A senior associate of our firm manages every client relationship. Our 80-year track

record in the factoring industry assures our clients that they will enjoy a stable relationship supported by a mature and experienced staff.

Republic Business Credit

(866) 722-4987
www.republicbc.com

Products and Services: Republic Business Credit is an independently owned commercial finance company headquartered in New Orleans with regional offices in Los Angeles, Chicago, Houston, Nashville and Minneapolis. Offering factoring, non-recourse factoring and ABL, with seasonal over-advances, we focus on tailoring finance solutions to fit our clients' needs. At Republic, we are proud of our can-do, flexible attitude and our emphasis on responsiveness.

White Oak Commercial Finance

Commercial Finance
555 West 5th Street, Suite 3380

Los Angeles, CA 90013
Gino Clark
(213) 226-5201
Fax: (213) 226-5374
www.whiteoaksf.com

Products and Services: White Oak Commercial Finance, LLC (WOCF), formerly Capital Business Credit/Capital Factors, is a global financial products and services company providing credit facilities to middle-market companies between \$1 million and \$30 million. WOCF's solutions include asset-based lending, full-service factoring, invoice discounting, supplychain financing, inventory financing, U.S. import/export financing, trade credit-risk management, account-receivables management, and credit and collections support. WOCF is an affiliate of White Oak Global Advisors, LLC, and its institutional clients. More information can be found at our website.

This listing is provided as a free service to our advertisers. We regret that we cannot be responsible for any errors or omissions within the Resource Guide.

PROFESSIONAL SERVICES & RESOURCE SECTION

FULL-PACKAGE MANUFACTURER

ALEJANDRA'S FASHION, INC.

We are a full-package clothing manufacturer with a fully compliant factory offering:

- Development • Production • Cutting • Sewing
- Finishing • Low MOQ • Competitive prices
- Located near DTLA

Contact us today:
Alejandra's Fashion Inc.
Julio@alejandrasfashion.com
(323) 240-0595
www.alejandrasfashion.com

MANUFACTURING

Pacific Athletic Wear

CONTRACT APPAREL MANUFACTURING

CMT SEWING • SCREENPRINTING
DYE SUB • EMBROIDERY
LASER CUTTING • PATTERN MAKING

Athletics / Military-Tactical / Activewear
Medical / Corporate / Fashion

76,000 sf facility in Garden Grove, CA
www.PacificAthleticWear.com
(714) 751-8006 x209

MODEL SERVICES

Rage MODELS

"Real Models for Real Clothes for Real People"

PRO FIT MODELS

ALL SIZES AVAILABLE

TEAMRAGE@RAGEMODELS.COM
818.225.0526

FIT | SHOWROOM | TRADE SHOWS | PRINT | COMMERCIAL | RUNWAY
WWW.RAGEMODELS.COM

PRIVATE LABEL

Low MOQ

Fully licensed & insured manufacturer

FULL PACKAGE SERVICE

SWIMWEAR  FULLY FASHIONED KNITWEAR  ACTIVWEAR 

OEM Service for all categories (NEW)

Full sample development & production service in LA & China.
CMT Service for Swim & Activewear Available in LA.

CONTACT US NOW!

SOVEREIGN SKY INC. | SSIPrivateLabel.com | (626) 327-3344
Emily@ssiprivatelabel.com & Ashley@ssiprivatelabel.com

SEWING MACHINE / SUPPLIES

ACE SEWING MACHINE INC.



214 E. 8th St.
Los Angeles CA 90014
Tel (213) 622-8345
Fax (213) 622-0142
Acesewing.com

- All kinds of sewing machines
- Sewing notions & thread
- Fashion Design Supplies
- Dress forms, rulers, tools
- Pattern & Marking paper
- Safety pins, hook & eyes
- Elastic, velcro, hanger tape
- Cutting room supplies

Call now for
Professional Services &
Resource Section
rates at:
(213) 627-3737

CLASSIFIEDS

www.classifieds.apparelnews.net

P 213-627-3737

www.apparelnews.net

Buy, Sell & Trade

***WE BUY ALL FABRICS AND GARMENTS**
WE BUY ALL FABRICS AND GARMENTS. No lot too small or large. Including sample room inventories. Silks, Woolens, Denim, Knits, Prints, Solids Apparel and home furnishing fabrics. We also buy ladies', men's & children's garments. Contact: Michael STONE HARBOR (323) 277-2777

Buy, Sell & Trade

WE BUY ALL FABRICS & GARMENTS
Excess rolls, lots, sample yardage, small to large qty's.
ALL FABRICS! fabricmerchants.com
Steve 818-219-3002 or Fabric Merchants 323-267-0010
Email: steve@fabricmerchants.com

www.classifieds.apparelnews.net

For best results
hyperlink your ad



CALIFORNIA
ApparelNews

CLASSIFIEDS

www.classifieds.apparelnews.net

P 213-627-3737 Ext. 276, 280 P 213-623-1115

www.apparelnews.net

Jobs Available

BEDHEAD PARIAMA DESIGN ASSISTANT
Must have at least 1-2 yrs exp. in a design unit, working with a co. with print in a print based shop. Strong color sense, tech design, CADS, color separation & spec sheets. Must be highly motivated, energetic, & willing to adapt quickly in a fast paced environment. Must have great computer skills & know Adobe, Excel, Photo Shop & Illustrator. Will be in charge of the full sample process from fabric & trim purchase to CMT & line sheet production. Must be highly organized & able to do to by new to clients or develop systems to save time.
Contact: wandy@theadhead.co.com

Jobs Available

BEDHEAD PARIAMA PRODUCTION MANAGER
Must have at least 5 yrs exp. in both domestic & over seas production. Must have worked with construction. Must be highly motivated, detail oriented, energetic, and willing to adapt quickly in a fast paced environment. Must have great computer skills and know spreadsheets, excel and AIMS. Will be part of the planning of buys for fabric. Must know cutting, specs and be able to put together full packs. Must be organized and able to do by new to clients or develop systems to save time.
Contact: wandy@theadhead.co.com

Jobs Available

Sales and Production Assistant
We are looking for a Sales & Production Assistant. Contributing to the production process. Build relationships with vendors and clients. 1-2 years' experience in apparel/retail production and inventory. Must have ability to learn & adapt quickly.
GRAPHIC/ARTIST
Creative individual in developing new artwork for T-shirts, screen prints and sublimation. Must be able to create color and line sheets as well as other graphic needs that arise. Proficiency in illustration and packaging a must.

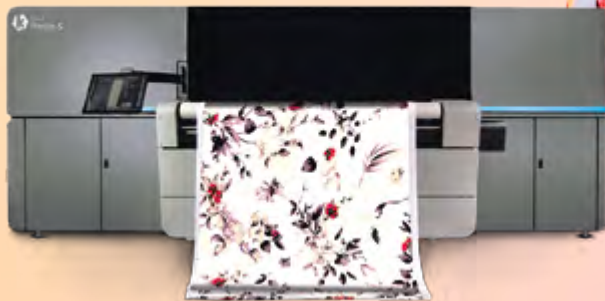
For classified information, call 213-627-3737
or email terry@apparelnews.net

CALIFORNIA
ApparelNews



Kornit
Digital
bonding
matters

The Future of Fashion is Digital



STREAMLINED. SUSTAINABLE. ON DEMAND.

The Kornit Presto is the only single-step industrial solution for on-demand, wide-format, pigment printing. Spend less time printing and more time creating custom designs with integrated pretreatment, fabric softening, curing, and drying. Join the eco-conscious textile revolution with the Kornit Presto!



Learn more at Kornit.com/AM/Presto
Text 'KORNIT' to 31996 for updates



Please contact us for product-specific certification information.

