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DESERT BLOSSOMS

For its Spring 2021 collection, Johnny Was sought inspiration from desert elements such as the beauty of a warm sunset set against a glorious cool blue sky. For additional styles, see page 9.

JOHNNY WAS

INDUSTRY FOCUS: TECHNOLOGY

By the End of 2021, What Type of Technology Will Make the Largest Impact on the Fashion Industry and How Can Apparel Professionals Prepare?

By Dorothy Crouch *Managing Editor*

One of the most important lessons professionals in the fashion industry learned during the past year was the crucial role that technology plays in cultivating an apparel business. From supply chain and sourcing to design, manufacturing and retail, different technologies have helped save businesses in every corner of the industry.

While many businesses that were able to utilize technology to shift their models, offerings and capabilities have survived the yearlong shutdowns due to the COVID-19 pandemic, efforts to repair the damage have only just begun. Continuing to invest in new technologies and remaining current on updates

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RETAIL

DJM Recapitalizes Lido Marina Village; Updates Center's Look, Stores

By Andrew Asch *Retail Editor*

DJM, a lifestyle-retail-center developer with offices in Los Angeles and San Jose, Calif., recently announced a \$70 million recapitalization of its **Lido Marina Village** retail center in Newport Beach, Calif. Some recapitalization funds will be used to pay off an existing loan; more will be used to finance the renovation of a 15,000-square-foot boardwalk on the waterfront property as well as 32 boat slips along the property's boardwalk. The financing was assembled by **Prime Finance** and **Arc Capital Partners**, said Neville Rhone Jr., Arc Capital Partners' co-founder and managing partner.

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Where fashion gets down to businessSM

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New branding for Cooper Design Space ... p. 8

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Levi's Raises Outlook After Releasing First-Quarter Results

Denim giant **Levi Strauss & Co.** continues to navigate the fallout from the COVID-19 pandemic. For its first financial quarter of 2021, released April 8, the brand reported net revenues of \$1.3 billion, down 13 percent compared to the same quarter the previous year. The decline was attributed to closures of company-operated stores as well as third-party retail locations.

However, Levi's global digital net revenues grew 41 percent in the first quarter. The success of digital sales gave the company the confidence to raise its outlook for the first half of this year to net revenues growing 24 to 25 percent over the first half of 2020. It also raised its first-half adjusted earnings per share to between 41 and 42 cents, said Chip Bergh, Levi Strauss & Co.'s chief executive officer.

"Our strong results this quarter were driven by faster-than-expected recovery in our business from our relentless focus on the priorities that are driving outsized performance," Bergh said. "We continue to lean into our strategies, leading with our brands, investing in direct-to-consumer and diversifying our business while still operating prudently to manage the ongoing uncertainty, especially in Europe. As



Denim giant Levi Strauss & Co. released its 2021 first-quarter results April 8, as Chief Executive Officer Chip Bergh shared his optimism regarding the company's continued recovery from the impact of COVID-19.

the vaccine rollout continues and consumer excitement returns, I am more confident than ever that we will emerge from the pandemic a stronger business and drive sustainable, profitable growth."

Levi's broke down performance by its international markets. In the Americas, net revenues declined 14 percent. Operating income

in the Americas increased due to higher gross margins driven by the San Francisco-based company's cost-reduction campaigns, which were a response to the pandemic. In Europe, net revenues declined 16 percent. In Asia, net revenues declined 5 percent on a reported basis and 8 percent on a constant-currency basis.—*Andrew Asch*

NEWS

Expo at World Market Center Las Vegas Opens in City's Downtown

In time for the return of on-site trade shows in 2021, **International Market Centers** hosted a ribbon-cutting ceremony on April 9 for its new **Expo at World Market Center Las Vegas** in the city's downtown area. The \$103.5 million project by IMC's parent com-

pany, **Blackstone**, was completed over three years.

"The Expo at WMCLV Las Vegas will be a hub for resurgence, addressing demand for modern convention and trade-show space in downtown Las Vegas," IMC Chief Execu-



From left: Las Vegas Councilman Cedric Crear, IMC CEO Bob Maricich and Las Vegas City Mayor Carolyn Goodman celebrate the opening of the Expo and World Market Center Las Vegas.

tive Officer Bob Maricich said in a statement. "With its state-of-the-art amenities, the Expo not only will attract additional business to downtown Las Vegas but also drive associated job creation for its residents."

Split into North and South halls, the center was built to accommodate 1,000 trade-show booths and was designed by **Ed Vance & Associates Architects**, with construction performed by the **Penta Building Group**. The space's first event was the **IMC Las Vegas Market**, which ran April 11–15. More than 200 temporary gift and home exhibitors will be featured. In August, the site will be home to the new IMC-produced **Las Vegas Apparel** event.

"It's so exciting to be a part of such a beautiful facility that's so vitally needed in this corridor," said Cedric Crear, city councilman and representative of Ward 5. "This new exposition facility is truly a spark for downtown and will bring new people who have not been to downtown Las Vegas to experience our restaurants, hotels, nightlife and our main street."

Economic-modeling predictions forecasted that the Expo at WMCLV will generate event-attendee traffic that could result in the purchase of more than 388,000 hotel-room nights per year, with 161,000 located within the downtown neighborhood. During last month's 24th annual **Spotlight Awards** ceremony for the **Southern Nevada Chapter of the Commercial Real Estate Development Association**, the Expo at WMCLV was recognized as the standout for the organization's Special Use Over 100,000 SF Project.

—*Dorothy Crouch*

Inside the Industry

YKK, the Japan-headquartered fastener company, announced that it has signed the Business/Investor Letter in Support of an Ambitious U.S. 2030 Climate Goal. In the letter, organized by the We Mean Business Coalition and Ceres, signers request that United States President Joe Biden create a path for the country to cut emissions in half by 2030. The letter also urges the actions to achieve net-zero emissions by 2050. Becoming a cosigner of the letter builds on YKK's environmental commitments dating back to its 1994 Environmental Charter, which prioritized "harmony with the environment." In March 2020, YKK signed the Fashion Industry Charter for Climate Action. In October, the company released its Sustainability Vision 2050, and, last month, YKK's targets for emissions reduction were approved by the Science-Based Targets Initiative, an independent organization that aids corporations in setting climate goals.

Premium fashion-basics brand Bella+Canvas announced the hire of Norm Hullinger as chief operating officer. Prior to his appointment at the Los Angeles-based company, Hullinger served as the chief executive officer at the wholesale-apparel distributor Alphabroder since 2012. Hullinger also served as Alphabroder's chief operating officer for 10 years prior to his CEO role. Bella+Canvas President Chris Blakeslee noted, "The growth of our business necessitates the creation of the COO role, and for us the choice was simple. I personally had the privilege to work closely with Norm for several years at Alphabroder and witnessed his leadership, professionalism and drive for results."

During **Kingpins24**, taking place April 20–22, the textile-technology company Jeanologia and the American mill Cone Denim are partnering to introduce their Mission Zero Goal, a presentation that will include the launch of their inaugural Road to Mission Zero Collection on Earth Day, April 22. "We firmly believe that people and the planet come first, and that is why we decided to embark on a very important mission: eliminate 100 percent of jeanswear waste from the fabric to the final garment by 2025," said Enrique Silla, chief executive officer of the Valencia, Spain-based Jeanologia, in a statement. For Greensboro, N.C.'s Cone Denim, the company's commitment to ecologically sound practices was an excellent fit for this initiative. "We are excited to partner with Jeanologia as we focus on building a sustainable future and minimizing our impact on natural resources," said Steve Maggard, president of Cone Denim, in a press release. "One area of particular focus for us is water conservation, which is perfectly aligned to the Mission Zero Goal."

Cotton Heritage, a City of Commerce, Calif., blanks manufacturer, announced the opening of a new Dallas metro-area distribution center in Coppell, Texas. The more than 50,000-square-foot facility opened March 5 and has the capacity to house \$10 million in inventory and over 500 SKUs and also features product staging and customizable consolidated-packaging-service capabilities. Committed to sustainability, Cotton Heritage equipped the facility with 100 percent high-efficiency HVLS fans, low-VOC paints and adhesives, and automatic low-flow fixtures that minimize water consumption.

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DJM *Continued from page 1*

“The DJM team has done an incredible job of redeveloping and remerchandising Lido Marina Village,” Rhone said. “The property is a best-in-class example of a dynamic mixed-use environment, and we look forward to its continued success as a magnet for the many people who live in and visit Southern California.”

The renovated boardwalk and slips will give more strength to the open-air Lido Marina Village’s mission. Since it officially reopened in 2016, the 116,000-square-foot retail center aimed to give its visitors experiences one could only get through visiting a DJM property, said Lindsay Parton, the company’s president.

“It’s been a tough year for our industry,” he said of navigating the COVID-19 shutdowns. “But people are seeking experiences that are safe. Having centers that are outside-focused is what keeps people going out.”

Parton forecasted that people taking yachting trips around Newport Beach’s Balboa Bay would anchor at a Lido Marina Village boat slip and spend a few hours dining at the center’s high-end Japanese restaurant **Nobu** or farm-to-table restaurant **Malibu Farms**. They also can shop at boutiques such as **Elyse Walker**, **Cynthia Rowley**, children’s swim store **Minnow** or luxury-consignment retailer **The RealReal**, which officially opened Feb. 5 and moved into a larger space, also located in Lido Marina Village, on April 15. There’s a significant delegation of fashion retailers at the center including **Eberjey**, **Faherty**, **Jenni Kayne**, **Velvet by Graham & Spencer** and **Alchemy Works Harbor House**, which was founded by Parton’s son Raan and his wife.

Lido Marina attracts visitors from the affluent Newport Beach area, which also supports top-level malls such as **Fashion Island** and **South Coast Plaza** in Costa Mesa, Calif. Parton said that Lido Marina Village also gets visitors from the entire Southern California area.

“People want an intimate experience,” Parton said. “There is no place where you can go and be on the water and have an upscale, intimate experience like you can at Lido Marina Village.”

Lido Marina Village is just one of several DJM properties experiencing significant renovations. Last year, DJM and **Gaw**



Lido Marina Village is set to renovate the property’s 15,000-square-foot boardwalk as well as 32 boat slips along the space.

Capital USA unveiled plans for a \$100 million remodel of **Ovation**, formerly the **Hollywood & Highland** retail and entertainment center that overlooks Hollywood Boulevard in Los Angeles and the Hollywood Walk of Fame.

Parton forecasted that the major project would be finished in summer 2022 and that it would shake up the former center’s layout. It will take 150,000 square feet from the center’s sprawling retail space and devote it to creative offices. Around 375,000 square feet of the upcoming remodel will be devoted to retail.

“It’s a diamond in the rough,” Parton said. “It’s a big, complicated project, which makes it very exciting.”

At the **Village Del Amo** retail center in Torrance, Calif., DJM is scheduled to open a **Hannam Market**, a chain fo-

cused on selling Asian goods. Village Del Amo is located across the street from the sprawling **Del Amo Fashion Center** mall.

During summer 2021, there are plans to open a new retail concept called **Free Market** at **Runway Playa Vista**, a retail center near **Los Angeles International Airport** that DJM redeveloped. In 2019, the first Free Market store was opened in Denver and was produced by Raan Parton and his wife, who also happens to have the first name Lindsay, and their business partner, Paolo Carini. The shop will produce pop-ups for direct-to-consumer brands and environments for established retailers, as well as event spaces and several leading food and beverage experiences. ●

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IN MEMORIAM



Jim Watterson (center) with models and friends (from left) Didi and Darienne.



Jim Watterson's production of the 2013 FIDM Debut showcased work by Amad Murtaza.



Jim Watterson backstage at the 2013 FIDM Debut.

Jim Watterson, Fashion Veteran and Beloved Los Angeles Cultural Icon

By Dorothy Crouch Managing Editor

Upon the March 30 death of Jim Watterson in Rancho Mirage, Calif., Los Angeles' fashion and humanitarian lights dimmed. A graduate of the **University of Washington**, Watterson was born May 12, 1935, in Seattle, moving to Los Angeles in 1964. A founding male-affiliate member of **The Fashion Group International, New York**, he joined the **May Department Stores Company** in 1977, serving 22 years, rising to vice president of public relations and special events.

"He had this ability to look at somebody, walk up to them and give them accolades, and make them feel special. Then they just trusted him," explained George Martin, Watterson's husband of 42 years.

Colleague Milinda Martin remembered Watterson as "truly a gentleman in the classic sense," noting his extraordinary benefit fashion productions such as **AIDS Project Los Angeles**, for which he secured leading designers including Calvin Klein, Geoffrey Beene, Gianfranco Ferré, Gianni Versace, Isaac Mizrahi, Thierry Mugler, Todd Oldham and Tom Ford.

"Jim loved old Hollywood," Martin said. "It was his chance to create Hollywood magic."

The kindheartedness for which Watterson was known translated into a number of community events during his career as he partnered with organizations including the **AIDS Service Center**, the **American Cancer Society**, the **American Ballet Theater**, the **Downtown Women's Center**, the **Music Center** and the **May Department Stores Foundation**. His selfless work continued after retirement when he organized benefit events for **All Saints Church**, **Friends of The Joffrey Ballet**, the **Pasadena Dance Theatre**, the **Pasadena Playhouse** and the **Pasadena Symphony**. Watterson always created stunning events, never hesitating to make a call to enlist the help of the brightest celebrities for his charity work.

A teacher at the **Fashion Institute of Design & Merchandising** in downtown Los

Angeles, Watterson eventually led production of the school's annual **FIDM Debut**, which showcases the work of select students, a role he held for 33 years until 2015.

"He was very involved with the opera and the **LACMA Costume Council**. He was very active in **Project Angel Food** and **APLA**," FIDM Vice President of Education Barbara Bundy said. "He always wanted to involve students in what he was doing."

Working with Watterson on the FIDM Debut, Susan Koziak, founder of **Koziak Productions**, recalls the extraordinary beauty that Watterson brought into the world through his vision for the work that he accomplished.

"His legacy is all of the beauty he left behind in the world," Koziak explained. "Everything he worked on became art."

One student for whom Watterson's guidance was profound is fashion veteran Kevan Hall. Working with Watterson from the age of 17, Hall remembers how Watterson introduced his students to beautiful sites around Los Angeles, such as the **Oviatt Penthouse**, the art-deco space where they hosted photo shoots. Years later, as a venerated designer, Hall reached out to his former teacher and friend explaining that he would showcase a collection based on the work of costume designer Adrian, an artist for whom Watterson had created a retrospective only years before. Watterson insisted that Hall incorporate **Tony Duquette** jewelry for a true homage.

"He proceeded to call all of his friends who owned Tony Duquette jewelry. The night before the show, velvet boxes arrived at the studio filled with the jewels," Hall explained. "Jim arranged for them to be delivered to my atelier so I could show the collection with the actual pieces that would have been worn during that period. He spent time with me backstage. It was a special moment. He was so generous."

A memorial service will be held May 29 at **St. Margaret's Church** in Palm Desert, Calif., with virtual streaming available via *facebook.com/St.MargaretsEpiscopalChurch*. In Watterson's memory, donations may be made to the **United Nations High Commissioner**

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By the End of 2021, What Type of Technology Will Make the Largest Impact?

Industry Focus *Continued from page 1*

to existing tools are necessary to fortifying businesses in the fashion industry in order to increase their chances for survival.

Approaching the second half of 2021, the work continues as the apparel industry rebuilds. This work requires expert guidance regarding how to choose the appropriate technology to fortify a business. *California Apparel News* asked apparel-technology experts: *By the end of 2021, what type of technology will make the largest impact on the fashion industry and how can apparel professionals prepare?*

Sharooz Kohan, Chief Executive Officer, AIMS 360



We are seeing two areas making the largest impact. These two areas are driving increased revenue generation for our AIMS360 clients: 1) order consolidation from multiple wholesale and direct-to-consumer sales channels and 2) intelligence features for processing and shipping the higher volume of orders coming through. Professionals can prepare by working with

additional sales channels that can bring them more volume in combination with preparing the internal departments to handle the increased sales volume.

Jason Wang, Chief Operations Officer, Alvanon



Digitalizing workflow can only happen if a company has built an authentic digital garment library of high-quality digital assets. These must contain all of the necessary data, standards and tools required to properly mass-produce a garment.

The first step is to understand, create and define the size and shape standard for a target consumer population.

Accurate body standards enable companies to generate a complete range of correctly sized and shaped avatars. These virtual bodies, encompassing all the key measurement data, are the basis of producing a relevant, authentic digital garment.

Authenticity is a key requirement of an authentic digital garment. Fashion professionals across the product life cycle must trust that the digital garment is the same as the physical product. These authentic digital garments can then be confidently and quickly generated and modified in the virtual world before committing to more-costly and wasteful physical samples.

Having an authentic digital garment library of all core products can cut physical sample production by up to 80 percent. This library will become one of the most-important shared assets for any apparel company.

David Collins, General Manager, Avery Dennison Fastener Solutions



The most significant trend during 2021 will be the continuing movement toward sustainable solutions for apparel applications. That's especially true in the plastic-fastener sector. This year will likely see further implementation of recycled fasteners and the introduction of additional biodegradable solutions. Biodegradable fasteners consist of a plastic that's been specially processed to break down over time.

In 2020, Avery Dennison Fastener launched a core portfolio of standard and fine-fabric plastic fasteners to help our apparel customers meet their sustainability goals. We plan to expand this portfolio in 2021 by adding new colors and different lengths and widths. Plus, we'll be adding security ties and specialty ties to our offerings. The number of recycled and biodegradable apparel solutions we offer will continue to grow throughout the year.

Giuseppe Cianci, Chief Operating Officer, Bierrebi International

The fashion industry has been going through some very relevant changes that will affect and transform the market forever. Shopping shifting to digital channels and with consumers always being more attentive about fairness, product quality and



sustainability—every apparel company must focus on improving and shaping its business models to meet these new trends.

There is not just one technology that will affect this market. Instead, it is important to introduce new tools and strategies across the entire supply chain to innovate all the processes. In the new scenario, it is useful to highlight

the main implications of sustainability—not just using, for instance, sustainable or organic materials but mainly implementing sustainable processes throughout all the production phases. This translates into a higher efficiency that decreases consumption and waste.

Bierrebi, through its cutting machines, proposes solutions that help apparel companies to win the digital acceleration and to increase the speed-to-market necessary to meet the new consumers' needs. Thanks to our innovative cutting technologies, we are able to guarantee a quick return on investment and a very high cutting quality with minimum fabric waste and the lowest consumption.

Dan O'Connell, Co-founder and Chairman, Brandlab Fashion



Gamification encompasses everything from virtual-reality environments to housing 3D digital designs in immersive experiences, so we are working on projects to elevate e-commerce experiences via gamification. With that in mind, the best way for fashion professionals to prepare for this cascading movement is to utilize budgets by investing in 3D assets as

part of their art and imagery budgets. That way, companies will have the core assets needed to make the most of virtual-reality showrooms and gamified experiences and be ahead of the game in terms of the impending cultural shift toward gamification.

Michele Salerno, Director of Marketing and Assistant Vice President, Celerant Technology Corp. and CAM Commerce



For fashion retailers, having an all-in-one retail-technology platform will have the biggest impact on their business. As opposed to having disparate systems for point-of-sale, ERP, e-commerce, online marketplaces, even email marketing—having one system, with one database, provides massive efficiencies, resulting in a more unified and streamlined experience for

both the merchants and their customers.

Entering product, pricing and promotion data once and having them update immediately on all channels; offering loyalty rewards and gift cards in-store and online with buy-online, same-day pickup in-store or at the curb with text-message alerts; having real-time inventory levels across all channels including marketplaces; sending automated and personalized emails based on triggered workflows are some of the many capabilities of an all-in-one retail system. Most apparel retailers have a point-of-sale or an e-commerce site already, but having all systems on one platform and with one technology vendor to partner with can have a huge impact on a retail business.

At Celerant, we recommend starting in phases. Choose the right technology partner you know can support your business long term and in all aspects, and then start with whichever channel is most important, with plans to phase the rest in. While some retailers have technical teams and can approach all aspects of their project at once, most prefer to transition and focus on one area at a time, adding on as they go. But the most important aspect is to do your due diligence during the research phase and find the right technology partner from the start.

Ryan Teng, Vice President of Business Development, CLO Virtual Fashion, LLC

I think the myth that 3D hasn't begun full adoption into the industry will be busted, which means that designers, tech designers, patternmakers, merchandisers, sales teams, marketing teams all need to look at the ripple effects of using



Paul Magel, President of Business Applications, Computer Generated Solutions

3D assets throughout the entire fashion industry. For too long this industry has contributed too much waste of not just extra samples and over-creation of items but also waste of time, lack of communication and work. 3D can solve all of these problems, and it will lead to a global communication that will push creativity and innovation forward for years to come.



I would say there is no single type of technology that will dominate or have the largest impact on the industry. The disruptive force behind change, growth and innovation in the industry will be the connection of all the disparate parts. From the shop floor to the showroom, there are tons of data points today that are not all connected nor are they being evaluated for efficiencies. The game changers in 2021 and beyond will come from the visibility of a connected supply chain as well as visibility on the demand side.

The technologies that need to be deployed to achieve this fully connected supply chain include application-programming interfaces, platform solutions and robust enterprise resource planning, among others. Once connected, technologies such as machine learning, AI and data-analysis tools will be the most effective in driving efficiencies and visibility to manage compliance and sustainability concerns.

The technologies that need to be deployed to achieve this fully connected supply chain include application-programming interfaces, platform solutions and robust enterprise resource planning, among others. Once connected, technologies such as machine learning, AI and data-analysis tools will be the most effective in driving efficiencies and visibility to manage compliance and sustainability concerns.

Gilad Zirkel, Chief Technology Officer and Co-founder, Cymbio



For scalable growth, brands must be connected to the retailers that sell to their target market. That is why brands can no longer afford to only sell on one or two retailer websites. Traditional 1:1 integrations are time consuming, and managing daily operations requires hiring an in-house team to manage these processes. This is why 2021 is the year of connected

digital commerce and is a critical year for brands to implement drop-ship and marketplace automation. Manual integrations and the daily management of streamlining product data, imagery, mapping, inventory syncing, taxonomy, orders, billing, tracking, returns, reports and more are no longer feasible and scalable for growth. Automation will be a requirement for each and every brand, regardless of size.

It is essential to start mapping the retailers that are a good fit for your brand and find a partner such as Cymbio to manage both marketplace and drop-ship connections using any systems, data formats and e-commerce platforms so that you can onboard with just about any retailer that fits your strategy.

Adele Genoni, Senior Vice President and General Manager, EFI Reggiani



The on-demand Web2Print business model reached new heights and the business model is forecast to become even more prominent in 2021. The empowered consumer is really the architect in every detail, so personalization and customization are the directions early adopters are taking. Digital printing and short processes such as dye-sub and pigment printing

are the ideal answers to this trend.

Short processes and sustainable solutions such as EFI Reggiani TERRA pigment—a digital green solution that eliminates the need for steaming or washing on direct-to-textile applications.

Tim Check, Senior Product Manager of Professional Imaging, Epson America Inc.

The print technology most likely to have the largest impact on the fashion industry is dye-sublimation. Digital

How Can Apparel and Textile Professionals Learn and Adapt?

Industry Focus *Continued from page 6*



dye-sublimation technology has a lower barrier to market entry, low operating costs, an extremely wide range of print-compatible fabric options and minimal environmental waste.

Digital dye-sublimation equipment has seen major changes over the past decade, moving from cobbled photo and CAD printers to purpose-built sublimation printers with consistent output and high reliability.

The equipment available in 2021 ranges in output volume suitable for sampling all the way to full, high-volume digital production. The cost of equipment has come down along with the operating costs to only be a small portion of the overall cost of the apparel production. As more designers gain experience with digital design and the virtually limitless possibilities of sublimation, I expect to see sublimation have a major impact for years to come.

Consumers are unlikely to differentiate between print methods used to put the design on fabric; however, the fabric plays a major part in the buying decision. The range of sublimation-compatible fabrics is far and wide, including lightweight summer clothing with moisture-management fleece, cold-weather fleece fabrics, silky satin fabrics and much more. Designers have so many fabric options to choose from to make the perfect ensemble.

Dye-sublimation transfer printing of fabric is a waterless process, so it avoids wastewater as well as the cost associated with water treatment. Digital sublimation enables greater utilization of fabric by positioning design elements exactly as intended and grouping fabric parts together to increase yield per yard. This reduces the amount of waste fabrics as well as the cost of production. Fabrics made of recycled content like used water bottles, such as Repreve, have a positive impact on our environment as well as resonate with consumers. Lastly, digital dye-sublimation offers a shorter time-to-market, reducing the need to inventory massive amounts of product and produce only a minimum amount needed at a time.

Overall, the future of fashion apparel will continue to thrive with digital dye-sublimation contributing the largest impact.

Edouard Macquin, President of the Americas, Lectra



Any technology that will disrupt the traditional supply chain and bring consumers and manufacturers closer is likely to have the biggest impact on the industry.

Supply chains include people, processes and technology. Each of these needs to be revisited. For example, next-gen PLM needs to replace legacy systems, new processes need to foster

agility and collaboration, and people need to be upskilled to make this happen.

Adoption of innovative digital tools like analytics and trend spotting, 3D, virtual prototyping, material management and the implementation at scale of collaborative processes will be critical assets for a successful transformation. We have to think end-to-end.

Ronen Luzon, Founder, MySizeID



The technology that will make by far the most significant impact on the fashion industry in 2021 is fit tech, both for online and bricks-and-mortar. Fashion retailers have had to learn how to provide a better customer experience online, and many, coming out of lockdown, have focused on a shift toward the digitization of their stores. Sizing is really the only tech that reduces online returns—and, consequently, CO₂ emissions—reduces the reliance on fitting rooms, critical in the pandemic, while also boosting conversion rates. It's a big step forward for consumers and fashion retailers, and it's more necessary now than ever before.

Sizing is really the only tech that reduces online returns—and, consequently, CO₂ emissions—reduces the reliance on fitting rooms, critical in the pandemic, while also boosting conversion rates. It's a big step forward for consumers and fashion retailers, and it's more necessary now than ever before.

Mark Burstein, President and Chief Strategy Officer, NGC Software

Solutions providing supply-chain traceability, transparency, sustainability and environmental, social and governance-



However, traceability is the foundation for sustainability, which will allow our customers to capture greenhouse-gas emissions, water use and renewable-energy metrics from each production facility and transportation mode to calculate the carbon footprint and other eco metrics for every single item a brand produces. Companies can calculate the environmental impact of their global supply chain, then use artificial-intelligence tools to reduce their impact year over year.

There is also a social-compliance component that verifies commercial-reasonableness compliance for suppliers at every level, preventing forced labor, child labor and unsafe working conditions. It also evaluates the suppliers' capabilities, determines weekly capacity and assigns a risk level based on a variety of factors. All these functions combine into a measurable ESG score for each brand. Many companies like Nike, Chipotle, Canadian Banks and half of the FTSE 100 are now basing executive compensation on corporate ESG performance. More companies are certain to follow this trend.

Traceability is a component, albeit a very important one, of Logility's Digital Supply Chain Platform. We are also seeing customers adopt E2E (end-to-end) integrated cloud platforms that capture, consolidate and share enterprise information, both internally and externally, to increase speed-to-market, improve efficiency and make better decisions.

COVID-19 has certainly exposed gaps in supply-chain visibility that became very evident when certain distribution channels shut down while others exploded. Current communication methods that use siloed systems, Excel and email broke down during the early stages of the pandemic, so there is a lot of momentum from leading brands and retailers to rectify this situation and prevent it from happening in the future.

Trevor Sumner, Chief Executive Officer, Perch



Perch anticipates that, as 2021 proceeds, every company will become a tech company and, with that, the technologies that will have the largest impact on the fashion industry are focused on the data that give insight into what's happening in-store and the platforms that can affect conversion. These are converging with the Internet of Things, which will merge the best of physical and digital shopping together.

The International Data Corporation predicts a 10-fold increase in IoT technology over the next four years. The whole of the physical store will be activated with smart shelves and sensors analyzing not just traffic flow but how shoppers interact with each product; interactive displays will personalize the experience to each shopper and bring the latest tools such as styling advice, virtual try-on and fit analysis; and tablets and voice activation will enable better sales associates and collect sales-conversion data.

Underlying all of this is better infrastructure for managing the distribution of applications to smart devices and 5G internet connecting them all together. And the amount of data generated for retail analytics will be a massive opportunity to provide new insights for improvement, including personalized opportunities to market to shoppers in optimal ways, including after they have left the store.

Henry Ma, Chief Executive Officer, Ricoma International Corporation



For years, the fashion industry has been dominated by the desire for personalization and custom apparel—a demand that continues to be met by garment and textile industry leaders at Ricoma. But meeting that demand wasn't enough for us. Instead, we chose to exceed it.

Equipped with our most-advanced technology, Ricoma's new MT-8S is the industry's first and only 20-needle embroidery machine. With single and multi-head models, this machine is capable

of customizing anything from small areas like shirt cuffs and patches to bulkier items including luggage and drapery. The 20 needles allow users to calibrate specific needles for cap embroidery, small lettering and knits to reduce setup time, increase profitability and maximize productivity—all without compromising quality.

This state-of-the-art machine also boasts Wi-Fi connectivity and advanced-network technology, offering apparel professionals the ability to link together stand-alone Ricoma machines as well as store up to 200 designs to increase on-demand flexibility and project versatility.

Larissa Posner, CEO, StyleScan



By the end of 2021, 3D and AR technologies will redefine the consumer experience within the fashion industry, especially within the realm of e-commerce. Consumers have already adopted new digital tools when shopping online: 3D and AR preview have been successfully implemented for makeup and eyewear try-on and furniture where the consumer can place an

item right into their own space. The apparel industry is lagging behind when it comes to digital transformation. Luckily, some cool technology startups are emerging and looking for partnerships with established fashion companies in order to help them adopt these new cutting-edge tools.

Irina Kapetanakis, Vice President of Marketing, Suuchi Inc.



Supply-chain-management software will be the technology that revolutionizes the apparel industry in 2021. After a rocky 2020 and the markets beginning to pick up, supply chains need to have a digital backbone that supports end-to-end visibility and the ability to react quickly to any potential changes. Apparel-supply-chain professionals can use this time to start change management and implementation by introducing new, intuitive systems to a small group of key users before a full rollout across the organization.

Ram Sareen, Chief Executive Officer and Founder, Tukatech



Fashion businesses who wish to bring back American or near-shore manufacturing should understand that they will not be able to do so without technology. Between the cost of domestic labor and the wastefulness of product development, the costs are too high to do things the way most fashion businesses have been doing them. Manufacturing will come back to the

U.S.A., but it will not look the way it did 50 years ago.

The micro factory, or on-demand manufacturing model, is the way forward for localized manufacturing. In this model, products are made only after they are sold. Until that point, the data for each garment—pattern, sample, marker—are digital. This means there is less waste in product development and zero inventory to dispose of if something doesn't sell.

Asher Fabric Concepts is a great example of an American company who has used Tukatech technology for laser cutting, automatic fabric spreading and unit production systems for sewing to be able to make small quantities and ship immediately.

Apparel professionals can prepare for this shift by digitizing as much of their process as possible if they haven't already due to the pandemic. Even just starting with a CAD system is better than continuing to do manual patternmaking, grading or marker making. Once you have that, you can drive a 3D sample-making system or even an automatic cutting machine.

The biggest thing, however, is the change in mindset. There is no going back to the way things used to be because that wasn't working either! Startups have the biggest advantage because they aren't weighed down with as much baggage as established businesses.

**Responses have been condensed for space.*

Cooper Design Space to Remain Committed to Fashion as Owners Unveil Changes

By Andrew Asch Retail Editor

In a fast-changing downtown Los Angeles, the **Cooper Design Space** showroom building will maintain its focus on fashion, said the building's management; however, the owners will be unveiling changes before May, such as a new name for the Cooper and its sibling buildings—**The Hirsh Collective**—as well as new websites, logos and social-media outreach.

Part of the company's new direction will emphasize a growing momentum and shared mission among the Cooper and its sibling buildings, said Robert Warren, the president of **Investors' Property Services**, which has managed the properties since 2019. Since then, the company's namesake family, the Hirshes, have stepped away from the day-to-day management of the buildings but will continue to direct the strategy and mission of the company.

Warren also noted that The Hirsh Collective buildings hope to maintain a point of difference focusing on personal service. "We're excited that our buildings are going to remain family-owned, family-centered and in an excellent competitive position going forward," Warren said.

Hirsh tenants, for example, will not have to deal with layers of bureaucracy when they deal with building management, Warren stressed. "You can get to a decision-maker in a phone call," he said.

The Hirsh-family buildings have a long history in the fashion district. They were all constructed 90 to 100 years ago. Stanley Hirsh, a clothing manufacturer and entrepreneur, acquired a handful of the buildings in the early 1970s. He passed in 2003, and the City of Los Angeles honored his memory in 2016 by officially naming the intersection around Ninth and Los Angeles streets as Stanley Hirsh Square.

When Hirsh acquired the Cooper, it was a building devoted to manufacturing. Almost 20 years ago, the company started developing an emphasis on fashion showrooms, and, currently, the building's tenants remain mostly fashion showrooms.

Owners also unveiled new names for some of their



The Cooper Design Space showroom building (lobby shown above), located in the downtown Los Angeles fashion district, will undergo changes as new branding and service offerings are implemented next month.



The Cooper Design Space sits on the northeast corner of Los Angeles and Ninth streets in the Los Angeles fashion district.

other properties. There's the **Trade Lofts**, a two-building compound made up of the 719 S. Los Angeles **Merchant's Building** and the 122 E. Seventh **Mercantile Building**. The **Stanley Building** now serves as the new name for the 656 S. Los Angeles **Terminal Building**. Another member of the collective is the **Bendix Building**, located at 1206 S. Maple St., which was turned into a space for artists studios a few years ago.

Warren hopes that the different Hirsh buildings will develop their own sense of place and community as well as forge relationships with their sibling buildings. He and his colleagues forecasted that Hirsh tenants would grow with the company and lease space in different buildings as their needs change.

As pandemic restrictions eased, retail buyers returned to showrooms at fashion-district buildings including the **California Market Center**, **The New Mart**, the **Gerry Building** and the **Lady Liberty Building**. Warren said that buyer attendance numbers for the March **Los Angeles Market Week** were good. He also believes that the office-space market will rebound after a year of people working at home.

"Argument one says office space is not going to return;

people are going to work from home," he said. "Argument two says that people can't wait to get back to the office; they've had enough of working from home. Which way does it play out? I think we're going to see people coming back to the office because they miss the cultural vibe. Buyers want to touch, feel and see fabrics in person."

Part of the job of The Hirsh Collective staff is to develop features that will make people want to work in a showroom building. Margot Garcia is Investors' Property Services' general manager and a career Hirsh employee who started working for the family 19 years ago. She said that the company would develop the Cooper's 11th-floor events space as an area for market weeks, photo shoots, filming as well as other trade shows.

The **Brand Assembly** trade show is scheduled to be produced at the 11th-floor events space in October, Garcia said. The Cooper also will continue to focus on offering space for emerging brands in the building's incubator and temporary areas. The company will be introducing services such as electronic package delivery to tenants, who can pick up those packages in secure, personal lockers at any time of the day. ●

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JOHNNY WAS

For Spring 2021, Johnny Was Shares Bright, Bohemian, Desert-Inspired Styles

For its Spring 2021 collection, **Johnny Was** produced pieces inspired by the beautiful calm found in the desert. Delving into the romantic beauty of these regions of California, the Los Angeles brand sought to highlight the desert's bright and colorful elements in addition to the peace that can be found in these areas.

"Our Spring collection celebrates the tranquility of the season in diaphanous styles crafted from featherweight silks and fluid prints that flow with organic movement," Johnny Was Senior Vice President of Design, Theresa McAllen, said. "Featuring artfully stitched embroideries on soft linen separates and playful matching sets, each piece has been thoughtfully constructed from luxurious fabrications and natural fibers."

Botanical elements have a heavy presence in the collection, with poppies, orchids, ranunculus and dianthus making appearances. The color palette is a kaleidoscope of hues includ-

ing rich fuchsia, burnt orange, cool teal, lime green and deep ultramarine blue.

The collection shares an ease of dressing yet yields a beautification of casual looks in loose maxi dresses, midis and jumpers. Buttoned shirting is breezy in lovely bright yellows with light garden scenes including butterflies and florals, while other pieces are featured in ruby red with embroidered and eyelet details applied to the design. The Vesta jumpsuit in silk affords loose half sleeves and a wide-leg fit in a colorful jungle of palms and hibiscus. T-shirts remain a foundation of the Johnny Was approach, with this season's designs having a bit of fun by blending florals and cheetah prints or springtime imagery of butterflies and hummingbirds.

"The cool blue palette offers a glorious pause amongst the muted California cacti, while the effortlessly romantic mesh dresses and cotton tunics boast rich corals and vibrant pinks

inspired by the desert sunset," McAllen said.

A new take on tie-dye can also be found in the collection, as this design trend endures. Johnny Was introduced shirting that relies on a high neck and loose kimono sleeves in a brilliant fuchsia that includes daintier, white tie-dye details.

While springtime desert days can be hot, Johnny Was also anticipated the cooler nights of these regions with its Dreamer Quilted Jacket, which sits below the hip. The jacket's patterns range from paisleys to florals with bohemian elements in a colorful palette. The quilted cotton piece is reminiscent of a favorite family quilt used to cozy up when temperatures cool.

Innovative textile elements are also included in the collection. Pieces including the Anika Crew-Neck Tea-Length dress feature bamboo construction for a more ecologically sound approach to Spring 2021 dressing.—*Dorothy Crouch*



Resources

Alejandra's Fashion Inc.

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www.alejandrasfashion.com

Products and Services: Alejandra's fashion organization has provided the best factory direct apparel solutions for various recognized brands such as Nordstrom, Abercrombie & Fitch, Macy's, Target and Walmart. The 25,000 square foot Vernon-Calif. facility offers full package and semi full package services including cutting, sewing, finishing and logistics. Alejandra's works with corporate clients to convey the most astounding quality clothing and customer satisfaction delivering 100 percent American labor. With a production capacity of 35,000 items per weekly, Alejandra's Fashion has a wide range of experience with simple through high-end garments.

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Products and Services: IFJAG trade shows feature fashion jewelry and accessories from around the world. Our exhibitors bring the finest brands, private-label products, and exclusive designs to our unique venue of private showrooms, which offer buyers a professional environment. The upcoming Orlando show runs May 12-14, 2021, at the Embassy Suites Hotel so you'll have plenty of time to stop by while you're in the area. You can preregister at our website. We welcome new exhibitors who would like to participate in our show for the first time! We offer buyers complimentary lunch.

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GARMENT PRE-PRODUCTION ASSISTANT
Job Description

- * Required-Women apparel/ Garment Industry background
- * Required- Minimum 3 -5 year experience in garment industry is required
- * Required- Knowledgeable in fitting and measuring garments/take notes/pics/fit comments for factories
- * Send sample packages (international/ domestic) to factories for various accounts. / P.O. Tracking (measuring small units such as 1/8th etc.)
- * Review preproduction garment for specs and fit
- * Must be detail oriented, highly organized
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Work Location:

- Work Remotely - Virtual

Compensation:

Entry Level – compensation based on portfolio presentation and quality of work. This is for independent contractor assignments.

Qualifications/Competences:

- Knowledge of Adobe Photoshop and Illustrator
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* ALL ACCESS APPAREL, INC. "DBA SELF ESTEEM" IS LOOKING FOR A GRAPHIC ARTIST TO JOIN OUR TEAM! *

Status: Temporary 4-5 months

Responsibilities:

Develop finished screen-printed portion of the line for monthly market offerings. Research market trends specifically for screen printing and novelty embellishments.

Executes projects i.e. CADs, special screen projects, and miscellaneous graphics needed by the design assistants, designer, and/or sales people. Confer with Designers to create new graphic designs for the Walmart JRs Division.

Qualifications: Ability to generate and directly translate graphic design concepts into well-defined and detail-oriented creative solutions.

Duties:

1. Research and Development of graphic artwork and textiles.
2. Shop retail.
3. Creates high quality graphics that SE demands in a timely fashion by hand and or/aided by the computer.
4. Image and concept research.
5. Collect fonts.
6. Color separations.
7. Organize all computer files and back-up all artwork on disks. Keep computer updated. Erase all un-needed files to optimize computer performance.

Submit your resumes to:

mimartinez@selfesteemclothing.com

* QC/PRODUCTION ASSISTANT *

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-Knowledge & understanding of production process

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-Ability to lift 50-100 lbs+ on a regular basis.

-Experience in apparel production or on a sewing floor is a plus

-Reliable transportation and functioning driver's license.

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JOB RESPONSIBILITIES

Contractors-Checking in on production timelines with different contractors

Quality Management- checking sewing lines, dye lots, cutting rooms to make sure integrity & quality is kept to high standards

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Submit Resume: production@bigbudpress.com

* EXPERIENCED QUALITY CONTROL SUPERVISOR *

* Seeking motivated right-hand person with strong preferably bilingual Spanish skills.

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* ALL ACCESS APPAREL, INC. "DBA SELF ESTEEM" IS LOOKING FOR A JUNIORS ASSOCIATE DESIGNER TO JOIN OUR TEAM! *

Responsibilities:

Assist in the foundational development and execution of the line from start to finish, including coordination of in-house sample development, CADs, line sheets. Work with fabric vendors to track development. Contribute to new design ideas.

Duties:

1. Coordinate and track sales samples for key accounts.
2. Ensure that samples are correctly produced, tagged, and customer-ready.
3. Coordinate and track fabric development with domestic and overseas vendors.
4. Assist with line sheet development, CADs, recoloring, art development.
5. Manage development tech packs for costing and pre-production, including checking trim / fabric codes for accuracy.
6. Additional responsibilities and tasks as requested by the Design Director.

Qualifications: Proficiency in Adobe Illustrator and Adobe Photoshop. Strong ability to

understand deadlines and keen sense of urgency. Highly organized. Ability to multi-task

and strong attention to detail. Knowledge of colors and fabrics. Design degree preferred, or proven experience in the industry.

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mimartinez@selfesteemclothing.com

* FACTORY QUALITY CONTROL *

Job Description:

* Review sewing processes in-line and end-of-line on production floor of all factories to ensure Company quality standards are upheld.

* Measure, document and quality check new and updated products in accordance with Company quality inspection guidelines.

* Bring issues to Production and Design Department managers as they come up.

* Inspections include but are not limited to; Measurement of garments, inspection of seams, colors, buttons and overall apparel integrity.

* Manage and assess any repairs required on production and ensure issues are resolved. Be solutions oriented and suggest ways to avoid any issues in the future.

* Help to implement "fail-safe" solutions or procedures in-house as well as with all factories.

* Set up and maintain controls and documentation procedures.

Qualifications:

* Honesty and a strong moral compass.

* Excellent communication; written, oral and group facilitation.

* Solutions oriented

* Work well under pressure. Meet multiple, and sometimes, competing deadlines.

* Prior Quality Inspection Experience within fashion industry preferable in knits and silks.

* Knowledge of factory working processes and production processes is essential.

* Ability to work independently and take initiative where needed while still staying connected with your managers.

* Ability to travel to all factories.

* Organized and detailed oriented.

* Bi-lingual in English and Spanish is a plus.

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* ALL ACCESS APPAREL, INC. "DBA SELF ESTEEM" IS LOOKING FOR A PRODUCTION COORDINATOR TO JOIN OUR TEAM! *

Qualifications:

Must have strong ability to prioritize, organize and direct production with factories. Articulate and implement procedures to streamline processing to effectively meet production timelines.

Responsibilities:

Manage and direct workflow for assigned factories. Communicate, negotiate and define Import processing needs with factories. Review and verify all finishing contracts. Monitor and follow-up on all production processing. Communicate with factory owners/managers to ensure timely and quality goods.

* Tracking and monitoring flow of lab dips. Analyze and verify standards to/from

factories/suppliers; issue approvals, comments, and re-submits. Review production swatches and verify matches approval. Update control log. Coordinate and ensure complete and up-to-date data by style (by customer) for Tech Packages.

* Tracking and monitoring of screens—review artwork/strike-offs and verify matches approval. Ensure shipment/receipt by supplier. Issue approvals and re-submits. Verify record of Receipt of final T.O.P. Update control log.

* Maintenance and Recordkeeping—monitor files to ensure updated Factory/Supplier information such as, Lab Dips; Screen/Strike offs; Emails; Shipping documents/Packaging lists; Tech Pack Excel Spreadsheet and Recap Log.

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* Projection. Goal follow up

* Sample follow up. Proto. Fit. Photo PP. TOP.

* Submit / approval follow up

* Fabric swatches. Line Sheet.

* Embellishment send out

* Data Entry

SHIPPING COORDINATOR:

* Management Shipping Schedule

* Review & confirm import

* EPL, PPL & FPL

* Create domestic PPL

* FU Factory Final Audit Report

* Create Schedule for shipping Final Audit

* Fu Shipping Final Internal Audit Report

* Confirm RTS & Final Audit Report

* Create SPL

* Send Routing & Pick up Request

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