

# CALIFORNIA Apparel News

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## SUMMER OF SWIM

As the swim season draws near, Trina Turk looks forward to new beginnings this summer while consumers seek the brand's stylish options to enjoy sunny days. See story and more looks on page 4.

RICHARD HUME

### TECHNOLOGY

## Epson Pushes Ahead in Printer Innovation With New Releases

By Andrew Asch *Contributing Writer*

At **Epson America, Inc.**, the first half of 2021 has seen the release of new printers that will serve the needs of an evolving apparel industry. Earlier this year, the company unveiled its SureColor F3070, an industrial direct-to-garment printer and, on April 13, it released its industrial-level SureColor F10070H 76-inch-wide dye-sublimation machine.

This most-recent release from Epson meets the challenges of quick turnaround and customization demands. Within the SureColor F10070H, Epson incorporated six 4.7-inch PrecisionCore printheads that afford roll-to-roll processes up to 2,635 square feet per hour. Using UltraChrome DS6 ink to improve color saturation and contrast, the machine relies on

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### ACTIVEWEAR

## Lezat Enjoys Giving Back Through Ethical, Eco Production

By Dorothy Crouch *Managing Editor*

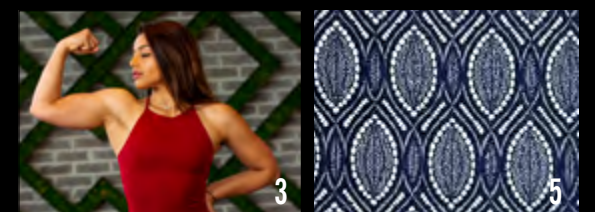
Starting an apparel career as a factory owner can prove demanding for even the most-driven person, but Jaleh Factor wanted to do more. In 2020, after six years making private-label apparel for customers in the activewear, swimwear, knits and wovens categories, working with brands including **Beyond Yoga, Fred Segal, Gap, n:Philanthropy, Pure Barre, Reformation, Ultracor** and **Vimmi**, Factor decided to shift her business, **Sewby**, last year to create masks when the need for personal protective equipment soared with the onset of the COVID-19 pandemic.

"Last year, in early March, my team and I had a conversation about helping out with PPE to help with the shortages

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### INSIDE

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



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# Silq Smooths Out Transparency Issues Within the Apparel Supply Chain

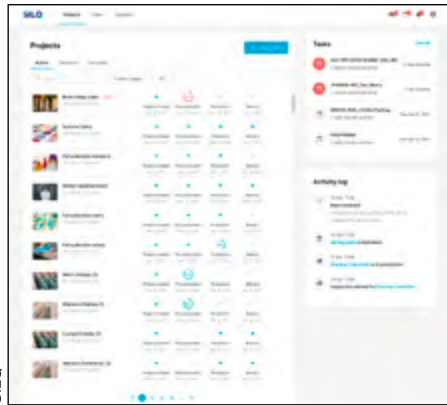
By Dorothy Crouch *Managing Editor*

Supply-chain management continues to evolve and, at the forefront of that evolution, San Jose, Calif.'s **Silq** leads the way. Founded in March 2020 by Ram Radhakrishnan, the company's chief executive officer, and Kate Alexander, vice president of operations, the company serves as a manager of production, extending the reach of a client brand's sourcing and merchandising abilities by utilizing the expertise of local industry professionals in India; Guangzhou, China; and Ho Chi Minh City. Through utilizing its platform, which aggregates data directly from Silq agents on the factory floor, the company allows brands to see in real time the status of their goods throughout the production process.

"The platform that we've built gives the customer complete visibility from the time you place a purchase order to the process in a sample-development phase through the production phase," Radhakrishnan said. The traditional model leaves a lot of room for error considering the amount of time products spend inside the factory.

"Products spend 90 to 120 days going from concept to delivery. The last 30 to 45 days is when it shifts from a factory to a consumer's hand," Radhakrishnan said. "If you look at it from that perspective, 70 percent of a product's journey inside the supply chain happens inside of a factory."

As alumni of San Francisco freight forwarder **Flexport**, Radhakrishnan and Alexander wanted to create a service that would increase transparency along the supply chain. Bringing on fellow Flexport alum Vishnu Nair—with whom Radhakrishnan attended engineering classes in India—as Silq's chief technology officer, the new platform allows



The Silq platform allows ease along the supply chain, as brands are in direct contact with an agent who manages production overseas.

brands to use the data that is shared by their on-site factory agents in order to keep their supply chains moving or easily shift when issues arise. These agents, according to Radhakrishnan, are seasoned professionals, some with 20 or 30 years of experience.

"Somebody is there regularly following up on production processes, inspecting the fabric and top sample as the merchandise is being produced, giving visibility throughout the production process," Radhakrishnan explained. "If the production is going to be delayed, you can adjust your forecast accordingly, you can notify every other stakeholder within the supply chain so they can be prepared for what is coming."

Whitney Murillo, director of global sourcing at Irving, Texas's **Pinpoint Merchandising** views Silq as invaluable. Professional relationships forged with Silq's agents, such as Manasi, Raj and Sundar in India, lend personal touches to business, as these repre-

sentatives have the industry connections and intuition to anticipate Pinpoint's needs, often saving precious days during production.

"They have added that value and efficiency to the process by having their team members onsite to catch issues or communicate questions in real time and problem solve," Murillo explained. "On one order, Manasi stepped up and said 'I have a supplier for that trim that you're struggling with, do you want me to reach out to them?' She helped solve that issue. No conflicts arose."

Named after the Silk Road and the luxurious qualities of silk fibers, Silq aims to afford a smooth process along the supply chain, according to Radhakrishnan. Unlike the premium cost of silk, Silq's services are provided at a reasonable price. With packages available under \$300, Radhakrishnan likes to position Silq's pricing at \$.10 per unit or "less than the cost of sewing a button on a shirt."

"There is a way for you to achieve transparency in the supply chain without paying a significant premium for it," Radhakrishnan said. "For ages, brands had to rely on sourcing agencies, buying houses, paying a significant premium—upwards of 10 percent—to agents to help source and manage production overseas. In this day and age of technology, that should not be the case." ●

## TRADE EVENTS



Liberty Fairs: Los Angeles will launch in August. Shown above is the Liberty Fashion & Lifestyle Fairs 2019 Las Vegas show.

## Liberty Fairs, LA Men's Market Announce New Event

A new on-site trade-show experience is on the calendar with **Liberty Fairs: Los Angeles**, which will take place Aug. 4–5 with **Liberty Fairs** and **LA Men's Market** rolled into a single show. The fresh event will take the place of Liberty Fairs' semiannual appearance in Las Vegas, with the Los Angeles show also planned for February 2022.

"It will broaden our categories," said **Liberty Fashion & Lifestyle Fairs** Vice President Edwina Kulego. "Liberty has been typically contemporary, heritage, denim heavy, and we are now able to pull in a lot of the California lifestyle—skate, surf and streetwear brands that were represented at LA Men's Market."

Liberty Fairs will continue its virtual component through its online-marketplace partner **Joor**. Sannia Shahid, who led sales and marketing for LA Men's Market, is now working with Liberty Fairs as a sales director.

While Kulego is looking forward to a fresh start that she feels will reinvigorate the trade-show calendar with a lot of energy, safety is still the priority. "We want people to feel that they accomplished new goals and made new connections in a safe space," Kulego said.

—D.C.

## Inside the Industry

**VF Corporation** has appointed Matt Puckett as its chief financial officer and executive vice president, reporting to Chief Executive Officer Steve Rendle. Puckett will also serve on the company's executive leadership team. A 20-year veteran of the company, Puckett started with the Denver-headquartered VF as a senior accountant. Over the years, he has held CFO roles in different VF departments including its Sportswear Coalition, which included Nautica and Kipling, Timberland and VF International. In his new role, Puckett succeeds Scott Roe, who announced his retirement from VF effective at the end of May.

**Zipper and fastener manufacturer YKK** has created a new research-and-development division called the Technology Innovation Center. This fresh approach to YKK's business brings focus to industry-shifting technologies, innovative materials and new business. The Tokyo-headquartered brand is focusing on continuing to lead its business through a policy of "Sustainable Growth Under the New Normal." By investing 2.5 billion yen (\$23,030,437 USD), YKK will cultivate digitalization, customer collaboration through partnerships with digital platforms and its consumer-facing initiatives including the formation of a Digital Business Planning Department that will improve customer connections and business speed through digital technology. An additional 2.5 billion yen will be invested into sustainable initiatives such as developing eco-friendly products, solar power and energy-saving measures.

**Workwear and lifestyle brand Duluth Holdings, Inc.**, announced the appointment of former Finish Line Chief Executive Officer Samuel M. Sato as its president and CEO. The appointment will be effective May 3, with Sato succeeding Mount Horeb, Wis.-based Duluth's founder, Steve Schlecht, who had served as CEO since 2019. Reporting directly to the board of directors, Sato is also expected to become a board member on May 27, at which point Schlecht will assume the role of non-executive chairman of the board. "As the former CEO of publicly traded Finish Line before its merger with JD Sports, Sam has the demonstrated leadership, breadth of business experience and core values we believe are critical to lead our brand into the future," Schlecht said. "We welcome Sam to lead our talented team. He has a track record of rolling up his sleeves and providing hands-on leadership—a quality that comes from a career dedicated to a team-first and customer-first mentality."

**The U.S. Department of Labor's Wage and Hour Division** announced the launch of its Essential Workers, Essential Protections resource. This new initiative was implemented to support workers by providing information regarding wage and hour laws that are in place to protect laborers. Currently, the Essential Workers, Essential Protection initiative provides a reworked WHD Workers' Rights web page, blog resource, national webinar schedule and FAQ page to ensure that workers, advocates and employers are informed with answers to questions that address "pandemic-related scenarios." The WHD will continue to enhance the resource by implementing multilingual materials. These will include public-service announcements over the radio, Facebook posts and media to be displayed in different neighborhoods. Additional information can be found at [dol.gov/agencies/whd/pandemic](https://dol.gov/agencies/whd/pandemic).

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# Asesina Designs Looks to Elevate Fashions for Women Athletes

By Andrew Asch *Contributing Writer*

In the past few years, more media attention has been paid to women's sports and leading female athletes such as Serena Williams, Megan Rapinoe and Naomi Osaka, who have become mainstream celebrities. Osaka has inked deals to represent leading fashion and beauty brands. Williams and Rapinoe have developed their own fashion lines.

However, fashion has not gone far enough to serve the athletic woman, said entrepreneur Alicia Mock. While Mock was raised in California, she now lives in Georgia but never forgot her roots. In Los Angeles, she manufactures **Asesina Designs**, a clothing brand created to fulfill the fashion needs of sportswomen whose bodies are defined by curves and muscles.

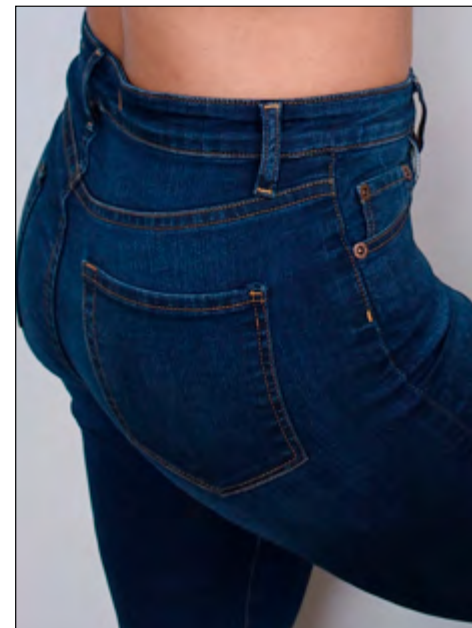
In Spanish, *asesina* means "female assassin." Mock's brand is intended to give women athletes the confidence and the sleekness of a sports champion, she said.

"When playing sports, women athletes are praised for being athletic and powerful, but when it comes to fashion or expressing their femininity society doesn't accept them," Mock said. "Society tends to categorize muscular female athletes as bulky and not the ideal body type for a woman. We can change that image with more athletes in fashion and supporting people with more-diverse body types. That would not only help adults but also the younger generation growing up."

Mock said that she is not trying to create a new look or style. Rather, she's aiming to help athletic women build their wardrobes with fashionable pieces. It was one of her main fashion issues growing up as a teenager who competed in gymnastics. As an adult, she trains as an Olympic weightlifter five times a week. Throughout most of her life, she had a hard time finding clothes that fit when shopping in mainstream fashion stores.

"I couldn't find a single pair of jeans that fit," Mock said. She had to find jeans that were a baggier fit or take the additional step of having her denim altered to suit her athletic build. Due to these challenges, Mock and a lot of her friends ended up dressing entirely in leggings and athleticwear.

When she was not training or studying for her business classes at **Loyola Marymount University** in Los Angeles,



Left and center: The Asesina Designs backless dress is designed to celebrate the broad shoulders and muscular backs of sportswomen. Right: The skinny jean offers more room in the thigh and a narrower cut in the waist.

Mock made sketches of clothing. She contacted designers to help her develop her ideas and give her technical advice. In addition, she performed proprietary research by developing sizing data on a wide range of women athletes during 2019 and 2020.

Mock started the brand in fall 2020, when the label released a backless dress as well as T-shirts and hoodies. The T-shirts bear slogans such as "Supporting the Grind, Showcasing the Results." The hoodie features the slogan "End the Negativity of Being Bulky." The clothing is sold on her brand's direct-to-consumer channel, [www.asesinadesigns.com](http://www.asesinadesigns.com).

On May 2, Asesina will release its first jeans made for the athletic woman, Mock said. The first silhouette will be a high-waisted skinny jean with a dark indigo wash.

Retail price points range from \$25 for a T-shirt to \$75 for a dress and \$120 for a pair of jeans. In May, the self-funded Asesina also will produce a crowdfunding campaign on its website to raise funds for the first production run of the jeans.

In addition, Mock plans to produce Los Angeles pop-up shops later this year.

The brand's major point of difference is fit. Jeans will give more room in the thigh area as well as a narrower cut in the waist. Tops will offer more room for broad shoulders and muscular backs.

The will to continue the venture remained strong as Mock developed her career as a business consultant. She also plans to introduce the line at bodybuilding events in the Southeast including the **2021 NPC Charlotte Cup** and the **Atlanta All States Invitational Championships**.

Don't expect her to make clothes for the gym as it's a crowded market, according to Mock. When she surveys potential customers, they always discuss styles that they do not feel are available for the shapes of their bodies. "They want the same items that they see at the mall but specifically sized for their body types," Mock said. ●

## TECHNOLOGY

### Epson *Continued from page 1*

CMYK with either light cyan and light magenta or fluorescent pink and yellow.

"As textile and apparel manufacturers expand production strategies to meet faster lead times, the SureColor F10070H enables shops to create high-quality customized clothing, unique sportswear, individualized novelty products, customized socks, décor pillows and more in the amount needed," Epson America Senior Product Manager for Professional Imaging Tim Check said in a statement.

Shipping from Epson beginning in July, the SureColor F10070H boasts features that support just-in-time production. With its capacity of 20 liters of ink per color, with improvements on automatic paper-tension control and a fabric wiper, the machine reduces the need for an operator to monitor production, particularly due to its Epson Cloud Solution Port, which affords real-time monitoring of the printer fleet.

"The industrial-level SureColor F10070H enables producers to support just-in-time digital production, eliminating the need for stockpiling garments and allowing shops to easily replenish weekly demand," Check said. "Moreover, the SureColor F10070H is one of the fastest in its price point and costs about half the price of competitive solutions available today."

In addition to its SureColor F10070H release, Epson held a demonstration April 7 for its recently released Epson SureColor F3070 direct-to-garment printer, which the Los Alamitos, Calif.-headquartered company released to serve the booming market for direct-to-garment printing.

The SureColor F3070 is Epson's first direct-to-garment printer, according to a company statement. Hosting the April 7 demonstration, which was streamed on **Zoom**, were Check and Matthew Rhome, who works in business development at Epson America and is considered a pioneer in the direct-to-garment ink-jet-printing industry.

While Check and Rhome talked about the SureColor F3070's features, the Zoom event's cameras occasionally cut to a technician operating two SureColor F3070 printers to show viewers their speed and accuracy. During the event, Check said that the SureColor F3070 printer would print



From left, Tim Check and a colleague (center) demonstrated the SureColor F3070 on April 7. At right, a display features 100 T-shirts made by two F3070 printers in one hour.

graphics on 100 T-shirts in under an hour, or about one minute on one T-shirt. Check estimated the cost to print one shirt was \$ 0.94.

The SureColor F3070 printer's efficiency and productivity were driven by software from the **Wasatch** company, an Epson partner. The software helps automate the SureColor F3070, Check said.

"As soon as we start streaming data, the printer can prepare for the job. The operator can start loading the garment," Check said. "The Wasatch software already did the preprocessing of that image. It pulls from the [image] library, and away we go."

The Wasatch software also features a bar-code system. "It eliminates any type of errors, like putting the wrong artwork on the wrong color shirt. The operator doesn't make that decision. They simply scan a bar code," Check said. "The bar code pulls that job, sends it to the printer, and the printer takes off and we get our job printed." This feature considerably speeds up the workflow of a job, Check added.

Another SureColor F3070 printer feature is what Check described as garment-thickness optimization. "As the garment loads into the printer, it scans the length of the garment. If you have a pocket seam, it measures and creates a profile map—the highest point, the lowest point and the largest av-

erage print area. It's going to move and set the entire print carriage. It does this almost instantaneously," he said. "If you have a pocket T-shirt and you don't want to print on the pocket, [the printer] will ignore the pocket and send it to the main area of the garment. That will give the best print quality possible. It is completely configurable. If you want to print on the pocket, you say 'Print to the highest point.' Or if you are printing with a large hoodie, you can print to the lowest area. You can optimize ink specifically for that area where the print is going to happen."

The SureColor F3070 printer also aims to minimize maintenance issues. "The great thing about this is that amount of maintenance is about five minutes once a month. It's not something you have to do daily," Check said. "You can run this machine like crazy and not spend a lot of time with a technician to go through cleaning the systems. It's done mostly by itself using a fabric wiper."

Rhime said that this machine and other Epson direct-to-garment printers are filling a market need. "Customization is very important. People want to have their own unique style. During COVID, we've seen the amount of business for one-off orders increase," Rhime said. "It's part of the digital acceleration of the industry. It's very important that you are able to turn these orders quickly." ●

# Trina Turk Docks Its Swim Line at Lunada Bay

By Andrew Asch *Contributing Writer*

Swimwear company **Lunada Bay** is raising the stakes for its licensed swimwear business, recently announcing that it would manufacture swimwear for the colorful, contemporary fashion line **Trina Turk**. Turk's swim line was formerly produced by **Manhattan Beachwear Inc.**

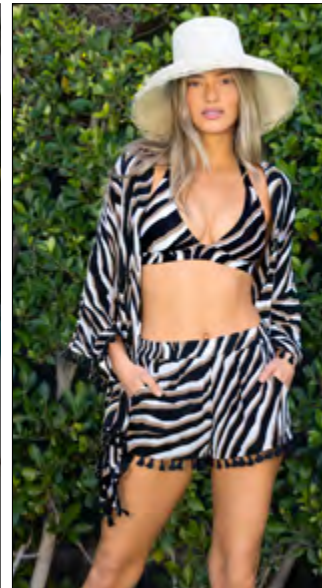
Lunada Bay's first delivery of **Trina Turk Swimwear** is scheduled to be shipped in June, said Bill Schlabach, Lunada Bay's chief executive officer. He said that a partnership between the brand and his swim company is natural because they both draw inspiration from California. "Trina Turk's contemporary, colorful aesthetic fuses the best of classic American design with California's multicultural mix, creativity, architecture and landscape," Schlabach said. He specifically plans to develop the horizons of Trina Turk Swimwear.

"We feel that we can increase her business significantly," Schlabach said. "We're doing a classic Trina Turk contemporary, colorful aesthetic. It's a great business, but it's niche. If you're not into that specific look, then you're not buying Trina Turk Swimwear. We're using some of our expertise to expand beyond that niche and to bring some more products that a wider group of consumers might be interested in."

Lunada Bay's upcoming Trina Turk line continues offering Turk's distinctive designs, but it is also expanding on solids with embellishments, hardware and other novelty fabrics. As the consumer economy emerges from the COVID-19 pandemic, Schlabach said that Lunada Bay's upcoming Trina Turk deliveries will stay focused on what has been successful. But as demand for the line gathers strength, it may offer fea-



RICHARD HUME



tures such as a greater size range. The line will continue to be offered at department stores such as **Nordstrom** and specialty stores such as **Everything But Water**.

Turk said that she supported Lunada Bay's vision for her line. "We're looking forward to creating better-than-ever swimwear and cover-ups in our new partnership with Lunada Bay," Turk said. "Their expertise in design and manufacturing, combined with our signature prints and vivid color, will elevate Trina Turk Swimwear across all channels." Retail price points for the line will run from \$58 to \$172.

Lunada Bay is using different strategies to increase business for its other brands. It recently worked with **Walmart** to introduce **BCA by Rebecca Virtue**, a diffusion line currently

available at [walmart.com](http://walmart.com) and that will soon be sold in select Walmart stores.

Lunada Bay also is poised for growth because it made it through the pandemic, Schlabach said. "We look at business and approach it from a team and family standpoint first and from a topline volume standpoint second. Every single thing we create is like a child of ours. We love and we nourish it, then we put it out in the world. We love what we do, and we love our product," said Schlabach, who joined the company as its CEO in 2016. He was hired by Susan Crank, the longtime Lunada Bay chief who had run the company since 1987. The company's other brands are **Becca by Rebecca Virtue**, **Becca Etc. by Rebecca Virtue**, **Isabella Rose** and **Soluna Swim**. ●

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# A Garden Grows

Florals are heavily concentrated with textiles appearing as grand bouquets, some featuring only flowers and others appearing as paisley blends. An array of floral options can be found in textiles featuring cornflowers, daisies, irises, poppies, palm fronds and oak leaves.



Robert Kaufman Fabrics



City Prints-Guarisco Fabrics



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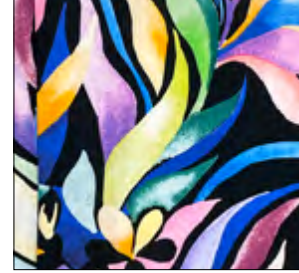
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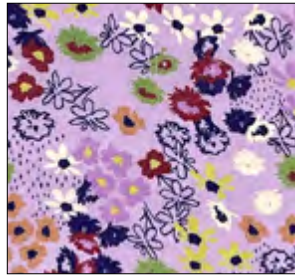
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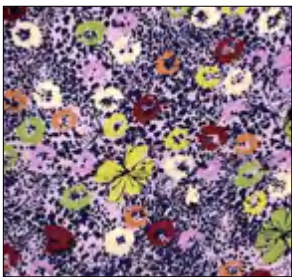
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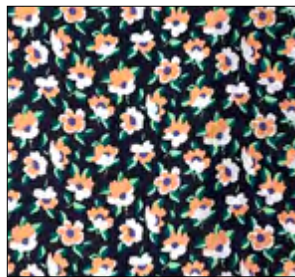
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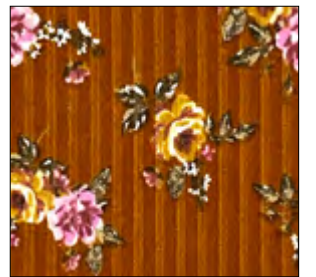
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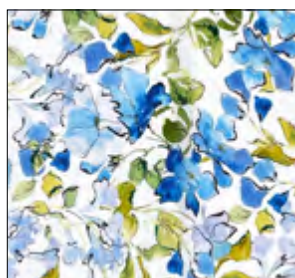
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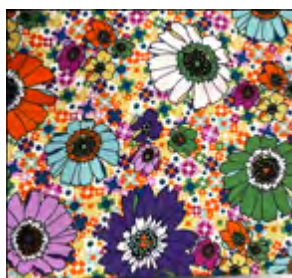
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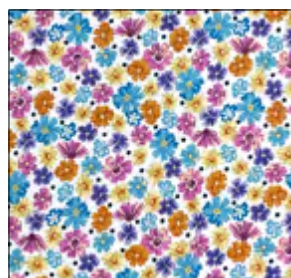
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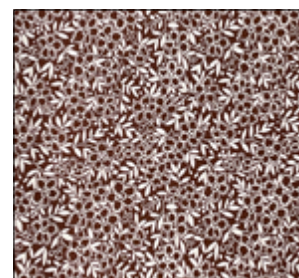
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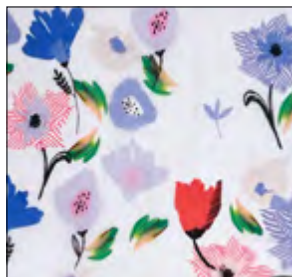
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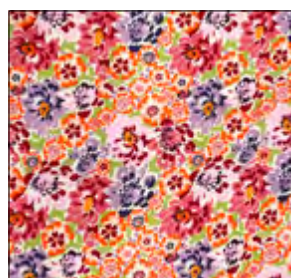
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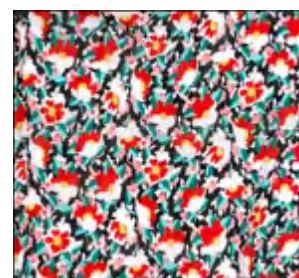
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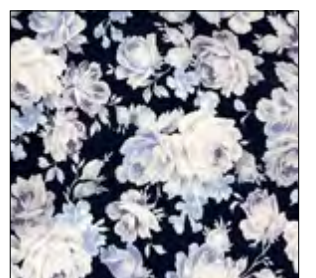
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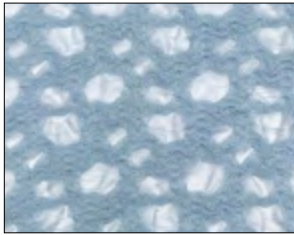
Robert Kaufman Fabrics

# Blue Streak

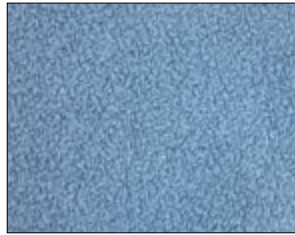
Solid blues are on the scene as regal looks perfect for dreamy formalwear or work pieces that will be taken seriously. Blue stripes can lay a foundation for workwear or make a funky statement. Updated tie-dye affords a wild take on blue, and florals show a romantic side of the hue.



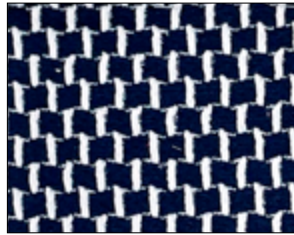
Pontex SpA



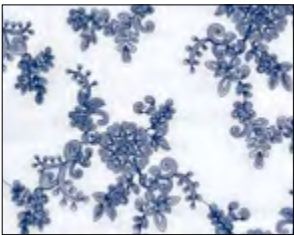
Antik Dantel



Asher Fabric Concepts



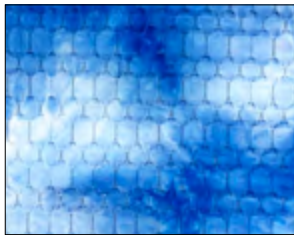
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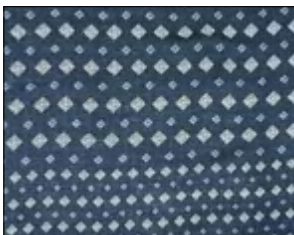
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Confetti Fabrics



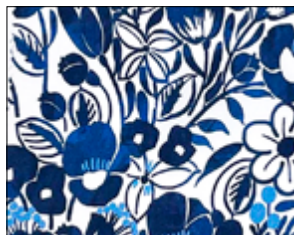
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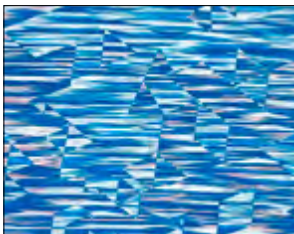
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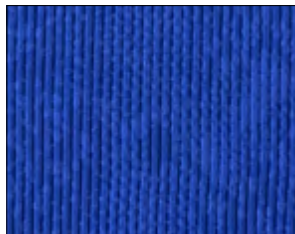
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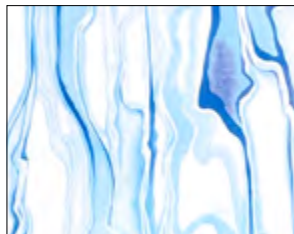
KBC Fashion



Mega Master Technology Co. Ltd.



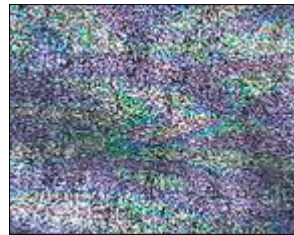
Texollini



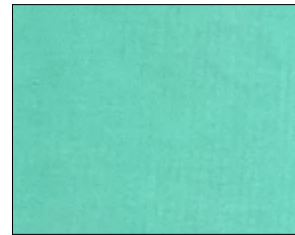
Robert Kaufman Fabrics

# Splashy 'n' Sleek

Whether for frolicking in the surf or hiking through the mountains, performance is the priority in swimwear and activewear textiles, yet alluring design is a close second as these fabrics show up in bright 1980s neon patterns and splashes of 1960s bold hues as well as luxurious, rich solids.



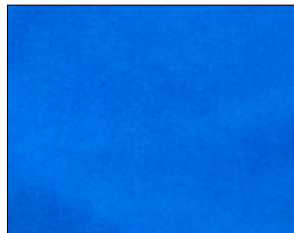
EBI Fabrics Corporation



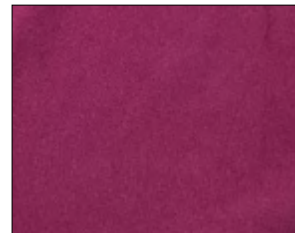
Hyosung



Pine Crest Fabrics Inc.



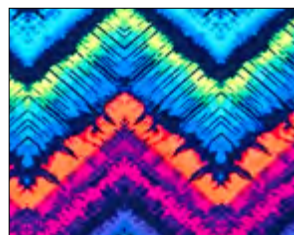
Sensil



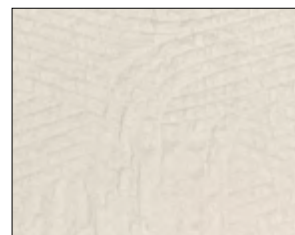
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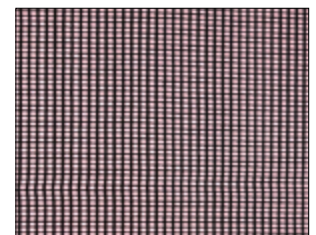
Solid Stone Fabrics



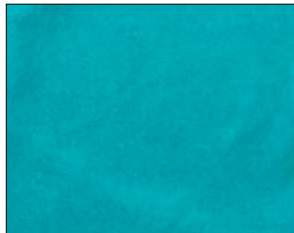
Solid Stone Fabrics



Hyosung



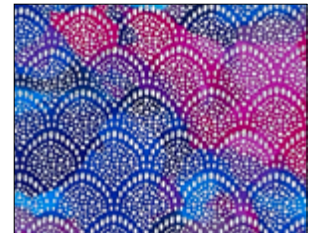
Texollini



Sensil



Texollini



Solid Stone Fabrics

# Red Dawn

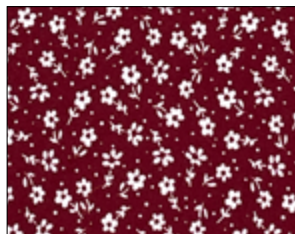
A wide-ranging collection of reds is featured this season as solids boast passion-defining scarlet and crimson or fun-loving cerise and magenta. In patterned pieces such as florals and polka dots, maroon, carmine, claret and burgundy, cherry and cardinal join together in harmony.



Kalimo



Bennet Silks



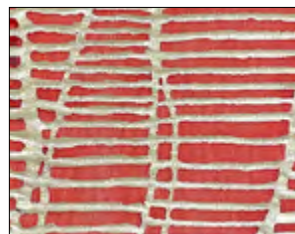
Fabric Selection Inc.



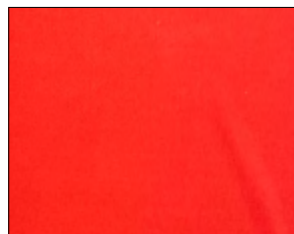
Intesa Srl



Pontex SpA



Intesa Srl



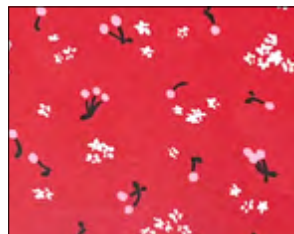
Hyosung



Kalimo



Pontex SpA



Robert Kaufman Fabrics

# Denim Development

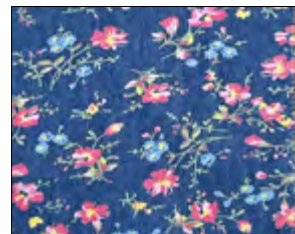
Raw-denim looks dominate as trends in this category turn toward the historic roots of jeans, yet 1980s- and 1990s-style washes yield a new approach to old favorites. Bright whites and patterned denim afford unique characteristics, while rich black and weathered khaki offer polished looks.



Cinergy Textiles, Inc.



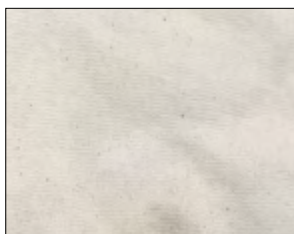
Bossa



Base Wealth Limited



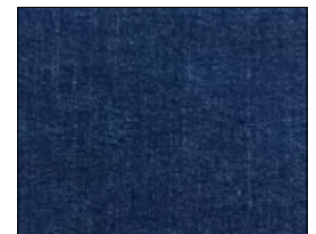
Charming Textile Co., Ltd.



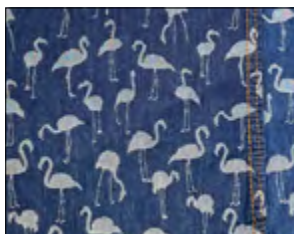
ISKO Textiles



Orta Anadolu



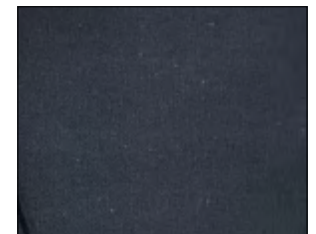
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Base Wealth Limited



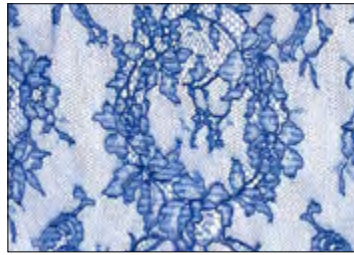
ISKO Textiles



Bossa

# Alluring Accoutrements

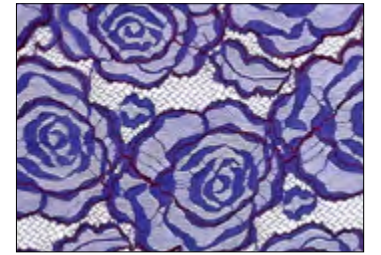
Lace and embroidered features on textiles assume a luxurious look this season as the focus is on rich qualities. These textiles in regal violet, romantic blush and shimmering gray with navy overlay relay a statement of quality craftwork and discerning taste.



Solstiss



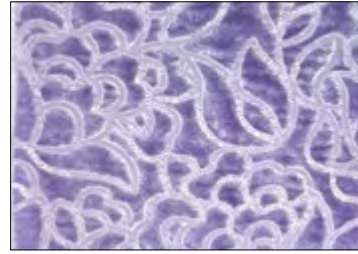
Cinergy Textiles, Inc.



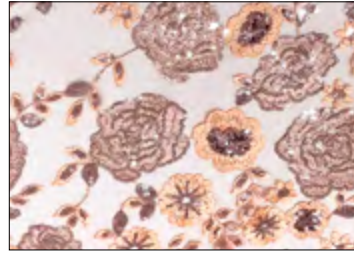
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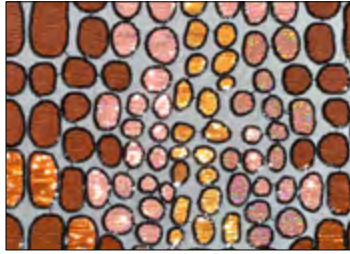
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Bennet Silks



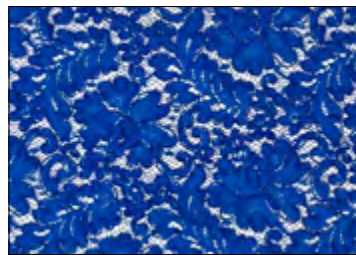
Intesa Srl



Tiss et Teint



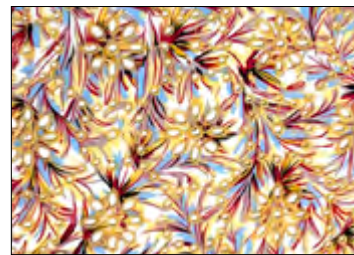
Trimax International



Klauber Brothers



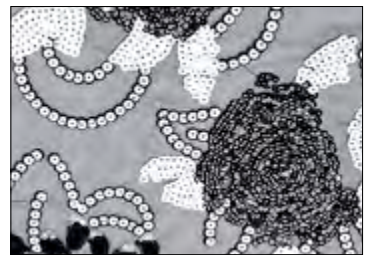
D&N Textiles



Tiss et Teint



D&N Textiles



Tiss et Teint



Tiss et Teint



Cinergy Textiles, Inc.



Bennet Silks



Antik Dantel



Klauber Brothers

# Golden State

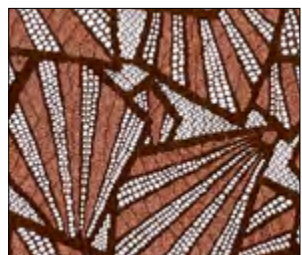
Warm hues in gold, orange and yellow enter the season as bright alternatives to serve fashion's need for sunny colors, burnt shades and shining tones. These textiles can be incorporated into a striking statement piece or used as a pop of brilliance within a classic style.



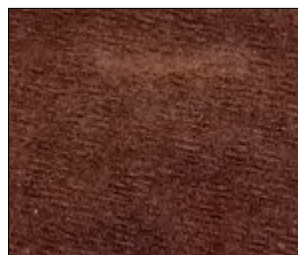
Fabric Selection Inc.



Pontex SpA



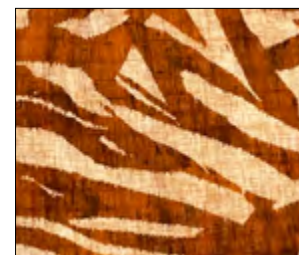
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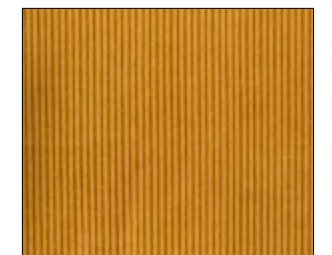
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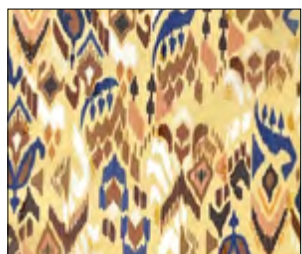
Eastman Naia



Guarisco Fabrics



Kalimo



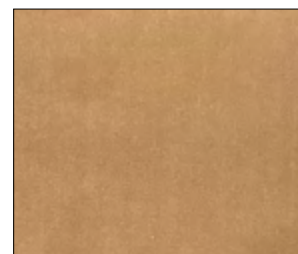
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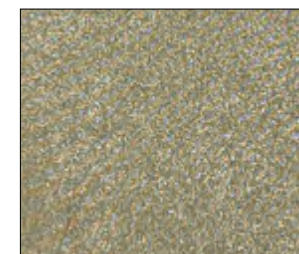
KBC Fashion



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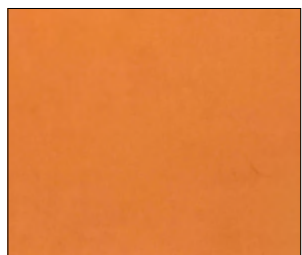
Pontex SpA



Robert Kaufman Fabrics



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Kalimo



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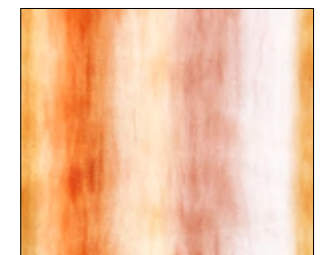
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Guarisco Fabrics



Solid Stone Fabrics



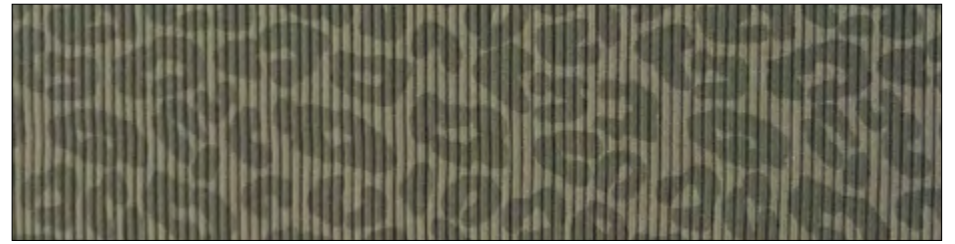
Studio Lab K

DIRECTORY

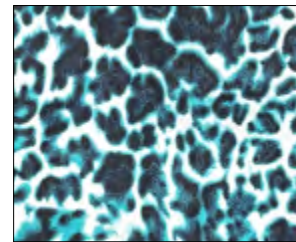
Antik Dantel / KMS Group LLC, (704) 724-2269, [kimberlee@thekmsgroup.com](mailto:kimberlee@thekmsgroup.com), [www.antikdantel.com.tr](http://www.antikdantel.com.tr)  
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 EBI Fabrics Corporation, (213) 765-0900, [www.ebifabrics.com](http://www.ebifabrics.com)  
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Animal Instincts

An array of creatures is represented in current trends with cheetah, leopard, snake and giraffe designs gaining a lot of traction. Created in natural hues resembling the animals on which they appear or available in bright, bold colors, these prints make an impact.



Texollini



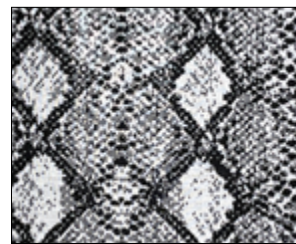
Cinergy Textiles, Inc.



EBI Fabrics Corporation



Tiss et Teint



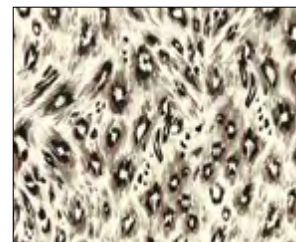
Search For Fabric



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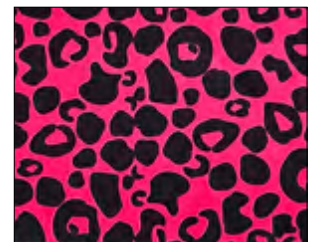
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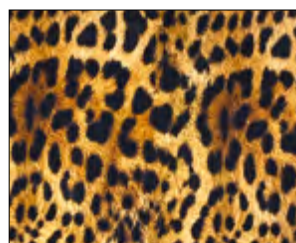
Guarisco Fabrics



Pine Crest Fabrics Inc.



Solid Stone Fabrics



EBI Fabrics Corporation



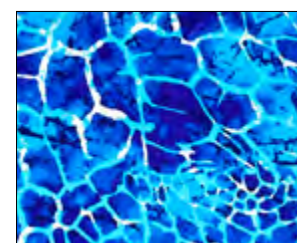
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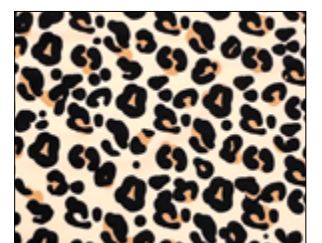
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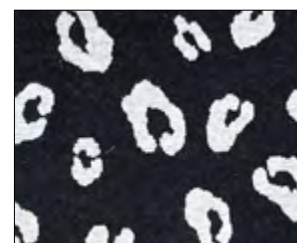
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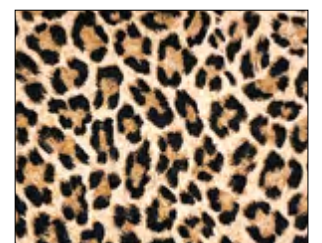
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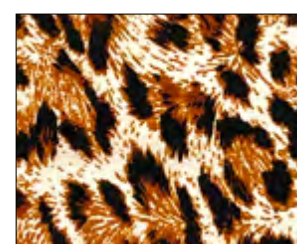
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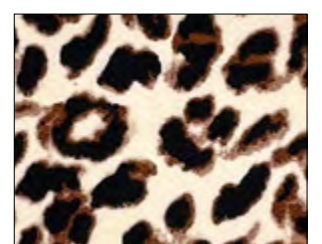
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Pontex SpA



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## ACTIVEWEAR

### Lezat *Continued from page 1*

and see what we could do. It was interesting because we approached it first and foremost as a donation program,” Factor said. “I had a lot of fabric from 2019, and we had all the components. We started doing a huge program with [the **Federal Emergency Management Agency**] and *DonatePPE.org*, and a couple of doctors and groups around the country.”

It was during the time when her factory was making masks that Factor recognized the opportunity to showcase the talents of her close-knit team, whom she considers family, by launching the company’s own brand. In March 2021, as Factor prepared to celebrate seven years of Sewby, she launched **Lezat**, offering activewear and athleisure pieces that are made ethically in her own Los Angeles factory.

“I am just really fortunate that my team has a skill set that is pretty broad. A lot of factories commit to one thing. We’ve always been very flexible,” Factor explained. “We’ve done swim, and I have a separate business, **L.A. Print Lab**, where we do textile printing.”

With its Spring 2021 collection, Lezat features feminine pieces in softer hues that Factor feels will resonate with customers who are still demanding casual clothing but in designs that she feels are “cute and easy.” The brand releases in small drops, bypassing the traditional fashion-season calendar, with its next collection scheduled for a May release.

“Lezat is a look-good, feel-good, do-good brand,” Factor said. “We strive to offer easy go-to feminine fashion that is made sustainably and ethically while being competitively priced and designed to make you feel your best. We focus on people, and we care about great style and a smaller footprint left behind.”

Blending her team’s experience from last year, Factor now



Named for the Farsi word meaning “enjoy,” Lezat boasts activewear, loungewear and face masks through its feel-good, look-good, do-good enterprise, which includes eco-friendlier fabrics and using remnant fabrics to make such items as dog beds for a local shelter.

boasts activewear, loungewear and face masks in her Lezat line. With a name taken from the Farsi word for “enjoy,” Lezat is positioned to expand into additional categories including dresses, plus more activewear for Summer and Fall.

“We can do woven dresses that are beautiful and perfect for going out. We also have our background in activewear and upscale basics,” Factor explained. “We’re pulling on all of our talent, and I think it’s about understanding where that customer is right now, what they are doing and what they are looking for and how we can make them feel great.”

While Factor has focused on making customers look and feel good through her clothing, the Lezat mission relies heavily on sustainable practices. Employees earn living wages, yet the brand is able to remain competitive on pricing, with goods costing between \$25 and \$175. Currently available in XS–XL, Factor also has plans to expand sizing.

The Spring 2021 Lezat line includes eco-friendlier options in silk, organic cotton and recycled polyester, but Factor remains committed to exploring fresh, ecologically sound materials as they become available. Goods are packaged using compostable options, and hangtags are made using recycled paper. By manufacturing in Los Angeles, she is reducing transportation emissions. While Factor has sought guidance from industry outlets and the city to help reduce the 150 to 250 pounds of waste produced each day, she has developed a heartwarming method of reuse by making dog beds for Los Angeles’ **North Central Animal Shelter**.

“Textile waste is a huge problem. The city has an initiative to be waste-free by 2025, which is a great goal. We are pretty close to that,” Factor said.

“We’ve been able to make beautiful dog beds using remnant fabrics, and [the shelter doesn’t] have a lot of those donations, so why not? If all the factories in L.A. would use their scraps like that it would make a big impact.”

A firm believer that businesses within the apparel industry should be working together to share their sustainable practices, Factor mentions a quote that she adheres to when working toward greater, greener efforts in creating fashion. “There is a quote about small acts,” she said. “When multiplied by millions of people, they can transform the world.” ●

## IMPORT/EXPORT

# Ports of Los Angeles, Oakland Report Record Cargo Surge

By Noe Garcia Assistant Editor

The **Port of Los Angeles** and **Port of Oakland** both reported a record cargo surge in March.

During an April 14 press conference, Port of Los Angeles Executive Director Gene Seroka detailed how the L.A. port processed 957,599 20-foot equivalent units (TEUs) last month. It was a 113 percent increase compared to March 2020 when the COVID-19 pandemic severely limited global trade and the port processed fewer than 450,000 TEUs.

Seroka described the cargo surge as the port’s version of “March Madness” and explained that they were “breaking records” with the increased level of activity. The nearly 1 million TEUs, which would be large during the peak season in September or October, is unprecedented during this time of year. “We’ve never seen volume like this in the first half of a calendar year,” Seroka said.

It was the strongest March in the port’s 114-year history, outpacing the previous record of March 2015 by 21 percent. It was the port’s busiest first quarter, third busiest month and the largest monthly year-over-year increase ever.

“As more Americans get vaccinated, businesses reopen and the economy strengthens, consumers continue to purchase goods at a dizzying pace. I applaud our longshore labor force, truckers, terminal operators and supply-chain partners, who are working day and night to process the additional cargo,”



The Port of Los Angeles experienced a surge in cargo traffic in March, described by Executive Director Gene Seroka as “March Madness.”

Seroka said. “Collectively, we have been able to significantly reduce the amount of container vessels awaiting offshore. I’m also proud of the steady progress being made to vaccinate waterfront workers at the port’s on-site locations and elsewhere.”

Similarly, the Port of Oakland reported single-month record import and export numbers during March. The port received the equivalent of 97,538 TEUs and shipped out the equivalent of 94,169 TEUs last month. In the port’s 94-year history, neither number had ever been achieved.

“Ships are full, ocean freight rates are sky high and the need for empty containers to ship more cargo is never-ending,” Port of Oakland Maritime Director Bryan Brandes said. “We just don’t see conditions easing in the next several months.”

Similar to the experience at the Port of Los Angeles, the Port of Oakland had a decrease in imports and exports last March at the beginning of the pandemic. But this year’s March imports saw a 45 percent increase and exports increased 12 percent year-over-year.

The port also said its volume is up nearly 9 percent through the first three months of 2021.

And growth is not expected to slow down, according to Marilyn Sandifur, port spokesperson for the Port of Oakland. Sandifur said the port and other industry leaders are expecting large cargo volumes to continue at least throughout the summer.

A couple of key factors for the port’s continued strong performance is that ocean freight rates remain high while vessel space is tight, the U.S. economy continues to bounce back due to consumers’ engagement in retail therapy, and the peak-season trade is expected to begin in August. The port is expected to benefit from these and other factors including major e-commerce retailers, which have established distribution hubs close to the port and an increase in labor to help meet demand and the backlog of containerships.

Both the Port of Los Angeles and Port of Oakland are expecting continued growth in the coming months. ●

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CAD ARTIST NEEDED

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  - \* 3D and PLM experience a plus
  - \* 55K-60K
- Submit Resumes to: [almac@stonyapparel.com](mailto:almac@stonyapparel.com)

#### \* IMPORT COORD. & CUSTOMER SERV. REP. \*

FABRIC IMPORT COORDINATOR: Must be organized, team player, knowledgeable of fabric. Responsible for making orders, follow-ups, negotiating prices, planning production deliveries, and making documentation. Able to communicate effectively.

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- \*Generate and qualify leads via phone and email;
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Salesperson Requirements and Qualifications:

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## Jobs Available



**\* 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



**\* ALL ACCESS APPAREL, INC. IN MONTEBELLO, CA IS LOOKING FOR A TECHNICAL DESIGNER TO JOIN THEIR TEAM!**

\* Responsible for development of tech packs, sketches, BOMs and measurement sticks.

\* Strong multitasker, aggressive follow up and communication skills, ability to work cross functionally with Production and Design.

\* Collaborate with Design and Sales teams to understand direction/design concepts, target consumers, and fit direction for a specific product category.

\* Work with internal partners to engineer prototypes that address function, aesthetics, market appeal and manufacturability. Emphasis on innovative use of components, materials, and construction to meet product vision.

\* Provide input to the design process to improve development efficiency, costing, and production.

\* Maintain clear, timely and effective communication with all employees and

factory partners reviewing progress and resolving issues

\* Manage fitting process by making appropriate fit/construction adjustments and communicating changes to internal team and vendors overseas.

\* Advanced knowledge of Adobe Creative Suite (Photoshop, Illustrator, and InDesign etc.). Basic knowledge of PLM systems.

\* Establish and maintain brand fit, spec, and construction consistency.

\* 5+ years working in apparel industry.

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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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Location- Whittier, CA

Send resume, coverletter, references sheet to:

Vernon@stunnercalifornia.com.

## Jobs Available



**\* 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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### \* PART-TIME WOMEN'S SWIM & SPORT QUALITY CONTROL ASSISTANT \*

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REQUIREMENTS:

- 2 years of apparel experience within the fashion industry, preferable in swim and activewear. • Good communication; written, oral • Solutions oriented and able to work under pressure, in Glendale office 3-4 days per week • Detail oriented, can visually inspect small details of items

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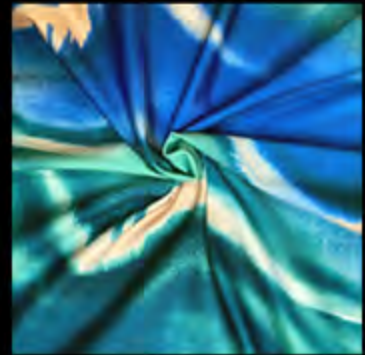
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