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May 20

Q&A: Tradeshow producers reveal their approaches to 2021 events







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The role of digital tools in a hybrid on-site/ virtual model





Ruby Has acquisition of Boss Logistics









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# As on-site event restrictions are being lifted, how are you approaching trade-show production, and will you utilize virtual options to extend your reach?

#### By Dorothy Crouch Managing Editor

Following a tumultuous 2020, when most on-site events were suspended and the trade-show industry was defined by virtual offerings, **Zoom** meetings and health regulations to suppress the spread of COVID-19, the second half of 2021 is seeing a long-anticipated return to fashion-industry productions hosted on location. While many in the industry are looking forward to returning to the show floor in person, a number of opportunities for expanding show reach through virtual tools were discovered during this time.

Through virtual events, producers were able to expand their reach and connect with new

#### Jennifer Bacon Show Director, Fashion and Apparel Messe Frankfurt, Inc. *texworldnewyorkcity.com apparelsourcingnewyorkcity.com*



able to return to in-person events. This July, we are unveiling our newest platform, the Sourcing Showroom. Faced with ongoing travel restrictions for our international exhibitor base, we developed a method to ensure that the textilesourcing community could continue to network with suppliers across the globe and remain abreast of the latest innovations. We have chosen

Like most, we are excited to be

to not only continue with our virtual options but also incorporate the technology into the Sourcing Showroom. The summer edition will be held without physical exhibitors, but buyers will have access to thousands of trends, materials and accessories. In-person, they can experience the touch and feel of fabrics and apparel and, with a simple QR scan, connect with exhibitors through the virtual platform without leaving the event. Throughout these times, we have remained focused on elevating our shows to meet the changing needs of the industry and are confident that this edition will be no different.

#### Tricia Barglof Executive Director Offprice Show offpriceshow.com



Practicing COVID-19 protocols for the last year has taught us that the safety of our buyers, exhibitors and staff is of the utmost importance, so, in order to safely reopen live events, each show must be approached methodically. Our No. 1 priority is to bring buyers and sellers together. Offprice Orlando was proof that our industry can meet safely to do business. By combining forces with Informa Markets Group, the February event provided

Fashion and the Clarion Group, the February event provided the fashion industry with the first comprehensive wholesale marketplace in over a year, successfully showing that live events can occur with even the most stringent COVID-19 protocols in place.

During the lockdown, virtual platforms benefited our industry as a way to connect, and we know online sourcing will always be used to supplement the increasingly yearround buying cycle. Last year, giving visibility to our exhibitors and being a resource for retailers to source products were our top goals, and Offprice Online certainly helped fill the gap left by the lack of in-person events. While the United States starts to open, indicators show that excitement is building among our community of exhibitors and attendees,

audiences who would otherwise be unable to attend shows. This expansion brought together members of the industry within a more tightly knit group than ever before, laying a strong foundation for maintaining and cultivating these close connections now that shows are returning to on-site programming. As fashion trade-event organizers prepare for a return to business, *California Apparel News* asked producers: *As on-site event restrictions are being lifted, how are you approaching trade-show production, and will you utilize virtual options to extend your reach?* 

who are eager to get back to business. Guided by Trust Offprice, a framework for health and sanitation at events, based on the operational guidelines from trade-show-industry bodies and current government and CDC guidelines, Offprice will continue to offer both brands and buyers the opportunity to safely meet face-to-face.

Going forward, we plan to utilize digital components as an extension of our live events. Our purpose at Offprice is to be a year-round resource for both buyers and sellers to grow their businesses by forging new relationships and discovering unique sourcing opportunities.

#### Hilary France Co-founder and CEO Brand Assembly brandassembly.com



Can we just say how excited we are that there is finally a clear path for Brand Assembly to host a trade show Oct. 11–13 in Los Angeles?

With an extended lead time to plan, we're definitely taking a walk-before-we-run approach we want to use this time to think through what we had been doing in the past, what worked and what could use improvement. Logistically, we're limiting the number of **Trade Show Q&A** page 4

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#### Trade Show Q&A Continued from page 3

booths to ensure that both brands and buyers feel comfortable moving around the show in a still-COVID-19-sensitive world, and we're reimagining our café and amenity areas with safety and sanitization in mind. We're also taking this opportunity to rethink and update our registration system for efficiency and attendance management.

As a company, we're deeply evaluating the values of the Brand Assembly community, and we're making sure that those values are at the forefront of our show. Needless to say, the world has changed a lot in the past 14 months, and we believe it's important to recognize, be part of and guide that change as it continues. As we come back to shows, Brand Assembly's goal isn't to try to reinvent the wheel. What we want is to give our brand and buyer community a show that's familiar, comfortable and a great place to do business, with intentional adjustments and updates to make all of that even more the case than it was before.

#### Betsy Franjola Founder Preface *prefaceshow.com*



Preface is very excited to be showing in person for the first time since COVID—we think the fashion community is eager to find inspiration in the unique ways Preface has become known for. We've been using the past few months to collaborate with fellow creatives and connect their stories to present trends through a new lens.

During COVID, we shifted to sending out boxes that included ev-

erything you would experience at a physical show—swatches, trends, workshops, vintage and an educational-speaker series. While we are moving back to an in-person event, we will continue to offer our experience kits for people to pick up at the show and for those who cannot attend. Fabric collections from participating mills who cannot travel will be included in the boxes. In addition, the speaker-series recordings will be available on our website.

Please join us as we celebrate this opportunity to inspire each other again July 28–29 at our DTLA venue.

#### Kirsten Griffin Visitor Promotions Director Curve/Comexposium *curve-newyork.com*



The Comexposium Group USA will be offering an in-person lingerie and intimate-apparel trade event, Curve NY, Aug. 1–2, after a yearlong hiatus due to COVID-19. The show has moved from its former location at the Javits Center to Spring Studios, an event space used for fashion shows and the Tribeca Film Festival.

We surveyed our retailers before planning this show and chose the

location specifically based on their needs for a light-filled space with indoor-outdoor areas that would feel safe. We made certain we could accommodate more than 100 international brands in a space with clear health-and-safety initiatives. Spring Studios has formed a partnership with CLEAR that will require all attendees to either show a negative COVID-19 test or be fully vaccinated before being admitted. We will be following all New York City and CDCrecommended safety guidelines, and as an extra precaution we will have Plexiglas between each exhibitor space. We expect to be operating at full capacity by showtime.

For our West Coast clients, we are optimistically hoping we can host an event. We have reserved a Manhattan Beach, Calif., location for Aug. 23–24, pending California restrictions being lifted. Our first Los Angeles event premiered in February 2020 to great success, so we know the marketplace wants us to be there!

We will continue to offer Curve Connect, our digital platform, through Dec. 31 for retailers and brands to network and enjoy our weekly webinar series with topics on social media, profitability, trends and sustainability. Last year, we grew our international audience by 18 percent, so digital will continue to be an important complement to our in-person events.

#### Veronica Gruneberg Vice President of Partnerships Agenda Show agendashow.com



At the Agenda Show, we are committed to fully abiding by the health-and-safety requirements of the venue and local authorities. At the same time, we are not looking to impose additional restrictions such as testing or vaccine passports unless mandated by the venue or local authorities. There are ongoing discussions regarding mandatory use of masks, and we will make that decision based on the guidelines

and venue requirements at the time. Our focus right now is on delivering an experience consistent with our brand values and with the objective of facilitating commerce for our brands and retailers.

Regarding virtual options, we believe that they can be part of and complement in-person experiences. While virtual technology may have been oversold as a replacement to in-person events and relationship building during the COVID-19 shutdown, we certainly believe in the value of virtual events in broadening the event audience. In 2021, given that international travel will be limited, we are leveraging virtual technology and augmented reality to give access to our international attendees and exhibitors. In 2022 and beyond, we will continue to invest in virtual components as a means to engage with our community as a natural extension of our in-person shows.

#### Kelly Helfman Commercial President Informa Markets Fashion *findfashionevents.com*



Following the success of our early 2021 live event, MAGIC Pop-Up Orlando, this proof-of-concept provided us with an excellent planning and execution roadmap as we look toward the second half of 2021 lineup of our planned events. Additionally, with this event's success, it also provided our customers with a sense of relief, comfort and excitement that with the proper measures in place we can safely re-

turn to live events as the U.S. continues to reopen—a beacon of hope that the industry really was looking for and needed. All of our events—MAGIC, Coterie, Project and Sourcing at MAGIC—will continue to be guided by Informa AllSecure along with local, state and health recommendations, and we will continue to monitor the positive progress of reopenings throughout the country. While each event will require its own specific set of safety measures, the industry can expect that all of our events will be held with the highest standards in safety, hygiene and cleanliness and will continue to deliver the right combination of connection and commerce opportunities for the markets we serve.

One of the biggest positives that came out of 2020 was the larger-scale adoption in how we conduct business and the mindset shift that resulted—we all became more comfortable in the digital space. While an extremely critical need in 2020 and in early 2021, we cannot deny that fashion is a very tactile and social industry. Therefore, we believe that a hybrid combination of both live and digital-event opportunities is the future, offering greater variety in connection and commerce opportunities for the global fashion industry to engage, discover and extend on-site experiences. As such, we will continue to strategically bring enhanced digital opportunities running in tandem with our live events in 2021 and beyond.

#### Jim Iwasaki President and Chief Visionary Officer OC Apparel Show *ocapparelshow.com*



Timing is everything. This is what I knew on Nov. 30 when I planned my May 15 show in Irvine, [Calif.].

With many, or most, retailers getting burned last year, wholesalers got stuck with merchandise with no hope in sight. I knew that the vaccine would be more accessible, which would increase public confidence and also create pent-up demand to get out of our houses. The

average American has gained weight—in some cases, a lot of weight—which in turn creates demand for new wardrobes when we can get out of our houses. Our wardrobes will not fit right, and we need a new, updated look by rebuilding our wardrobes—and they will not be like before in abundance.

We will not have a normal work life. Working from home is the new normal. We are going to start having meetings that will require us to eventually wear pants while we work again.

Talking to hundreds of reps and vendors as well as hundreds of retailers, I have found that almost all agree that this summer is going to be crazy with local travel. I had several resorts pre-register for my show in May to buy at-once goods. They need to refill their stores for the new travelers who are clamoring to come in and spend a lot of money!

So, you ask, what am I doing? With COVID-19 protocols of masks and social distancing, my shows are going to be held in Embassy Suites until everyone feels safe to be in an open room. It's unreasonable to expect several people to feel comfortable in an enclosed room with people who may or may not be infected.

#### Tom Keefer General Manager Ben Eisenberg Properties/The New Mart *newmart.net*



With the exception of two months in 2020, The New Mart has been open for business throughout the pandemic as our services were deemed essential to keep the retail/ wholesale apparel industry supplied with product. In spite of buyer travel restrictions, we were pleasantly surprised at the number of buyers who attended our recent March market and are getting strong indications from our tenants

that much-higher buyer attendance is anticipated for the upcoming June market. Many buyers were caught off guard with the swift uptick in demand these past few months as restrictions are lifting and they are now scrambling for inventory.

Throughout the pandemic, our wholesale showrooms have increasingly relied on Zoom meetings to supplement the in-person buyer engagement, and we anticipate that, for some buyers, this will become part of their total buying process. However, we continue to hear that buyers still prefer the face-to-face showroom engagement to see, touch and feel the product they are committing to bring to retail. During this and future market weeks we will retain our welcome-to-allbuyers policy with no appointments required.

We're establishing a number of new initiatives to make it easier for buyers to attend L.A. Market weeks with a newly opened New Mart Buyers Lounge featuring individual workstations for buyers to use in between appointments with catered food and beverages. We are also partnering with a number of downtown L.A. hotels to provide discounted room rates and a door-to-door shuttle service to bring our customers to The New Mart and back to their respective hotels.



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Trade Show Q&A Continued from page 4

Edwina Kulego Vice President Liberty Fashion & Lifestyle Fairs *libertyfairs.com* 



Safety is the cornerstone of the production and layouts at all of our upcoming Liberty Fairs events. We will be implementing a number of safety protocols, including daily temperature checks and health screenings for all attendees, exhibitors and staff; staggered check-in for exhibitors in order to avoid large gatherings; and wider aisles and floor markings to allow for sooial distancing. We will also in

cial distancing. We will also increase the cleaning of all surfaces and sanitation stations throughout the floor, providing hand sanitizer, disinfectant wipes, gloves and extra masks. We will be following the CDC guidelines as well as monitoring governmental and local regulations and requiring our staff, exhibitors and attendees to wear proper face coverings.

The desire to return to business is evident and inevitable. As we return to business on-site, we are absolutely prioritizing bringing the fashion industry together in the safest way possible.

Moving forward, Liberty Fairs will offer a mix of online and offline options to cater to the needs of the fashion industry. We will continue our partnership with the wholesale digital platform Joor to provide a marketplace for brands and buyers to connect and conduct commerce virtually. We understand that many of our international and domestic clients who are unable to attend our in-person events need an efficient and user-friendly platform to conduct business; we are proud to offer a solution with our partners at Joor.

#### Ed Mandelbaum President Designers and Agents *Designersandagents.com*



We are pleased to say that D&A is on track for a return to the inperson format of Designers and Agents next season. Our team will be working closely with our production company to create the vibrant atmosphere that D&A is known for while taking into consideration all protocols necessary for the comfort and well-being of both our exhibitors and attendees. Fortunately, our show venues al-

low us tremendous flexibility, and we are looking forward to getting back to business as usual. We have had a robust response from our brands, who, like all of us, are eager for the face-to-face dynamic and the sense of community that results from it. Bob Maricich CEO International Market Centers Atlanta Apparel *AmericasMart.com/Apparel Atlanta-Apparel.com LasVegas-Apparel.com* 



Atlanta Apparel is approaching one year of hosting in-person buying events during the pandemic. The ownership of our AmericasMart Atlanta campus, a hybrid permanent showroom and temporary trade-show format, and our comprehensive Together Safely protocol guidelines have allowed us to create in-person buying environments where we have safely served more than 90,000 attendees

over 13 markets since June 2020.

The shift to virtual events during the pandemic has opened a new content stream for Atlanta Apparel, resulting in a catalog of more than 50 videos of fashion shows, business-education seminars, trend previews and retailer highlights, which have garnered more than 100,000 views before, during and after markets.

As restrictions are lifted, we will continue to review our Together Safely protocols to ensure that we are providing the productive buying experience that retailers need while continuing our yearlong record of conducting markets safely. Some elements of our pandemic shifts may remain. The overwhelmingly positive response to our virtual programming indicates that buyers want content before and after markets as well as on-site so they can balance learning with time at-market sourcing new product. The virtual format of fashion shows, for example, lets viewers see styles multiple times at their leisure.

The optimism of buyers and sellers throughout this time has strengthened our confidence in fashion retail and inspired expansion of our market offerings through the launch of a Las Vegas Apparel market, Aug. 8–10, at the new, IMC-owned Expo at World Market Center Las Vegas. The recent growth of the young-contemporary market coupled with the opening of this new trade-show hall make now the right time to launch Las Vegas Apparel, which will feature a curated selection of more than 100 young-contemporary lines plus shoes and accessories.

#### Cindy Morris President and CEO Dallas Market Center *dallasmarketcenter.com*



Retailers are seeking a single, safe in-person marketplace with great brands and new categories, but they are also seeking digital tools and marketplaces. Looking forward, we think the next six months will be the strongest retail market in decades, and our marketplace is well positioned to continue our momentum. We've had extremely well-

attended events for more than

10 months: Our market traffic is running well ahead of

2019, we are welcoming buyers from across the country, the number of new buyers is record-shattering, and our buyer applications are up 50 percent over 2019.

Our surveys show that what matters most to buyers is safety, efficiency and inspiration. For safety, we will continue our strict measures on face coverings and social distancing. On the efficiency side, retailers want to find everything in one place more easily, which plays perfectly into our position as a true lifestyle marketplace. In the efficient realm of digital and virtual, we are continuing our MarketTime partnership plus bringing in new partners such as Tundra because we believe that there are multiple options for our customers and that we all need to explore what's available from independent companies.

We've also expanded space for temps and held more in-person markets and open houses instead of fewer events. Finally, for inspiration, we are integrating more contemporary brands and continuing partnerships with groups like Brand Assembly for directional apparel and accessories as well as additional product categories. We have also dramatically expanded our Men's Show to three times its traditional size, which includes tailored and contemporary menswear in addition to Western and gift. We are extremely optimistic about the months to come given all of the factors that are lining up in favor of brands that take on managed risk and trade shows that listen to their customers.

#### Gerry Murtagh Owner and President CALA Shows Inc. *calashows.com*



CALA Shows is on the move as Zoom presentations can only go so far. CALA fashion trade shows, in our 16th year, is proud to announce with our fashion-brand partners that, during a pandemic year, our small, curated regional trade events were a great success. CALA gave better brands and specialty-retail buyers the perfect venue to safely connect with some of the best brands in the industry in person.

Since August 2020, CALA has continued to add a number of new events throughout the Western United States allowing brand owners the opportunity to go directly to the retailers' home turf. Our new shows in Scottsdale, Ariz.; Salt Lake City; and Seattle will continue to grow. All CALA show events were completely sold out—in some cases within the week of the show dates' announcement.

CALA has also teamed up with Ken Haruta, owner of the West Coast Trend Show, to form the CALA Trend Men's Show to be held at the Newport Beach Marriott Resort and Spa across from the Fashion Island shopping center, Aug. 15–17. CALA's mission is quite simple—to give every retail buyer access to the best brands in their region at an affordable price.

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#### **TRADE-SHOW Q&A**

#### **Trade Show Q&A**

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#### Jason Prescott CEO Apparel Textile Sourcing Trade Shows *appareltextilesourcing.com*



While on-site restrictions are indeed being lifted, there is still a long road ahead. On-site restrictions have little to do with the core of sourcing, which involves international travel. Trade shows that rely on a) interna-

tional attendees and b) international exhibitors are still caught in the myriad of uncertainties that the pandemic continues to actively plague us with. The Apparel Textile Sourcing Trade Shows take place in Canada, the U.S.A. and Europe. That said, speaking in respect to our portfolio, I do not anticipate we'll have an indicator of full throttle until the end of the year. We are still producing the ATSV virtual series and have a major emphasis on our now very popular trade summit series, which has already attracted over 2,000 attendees registered for our May 2021 edition. We do not plan to invest anymore in additional development for our virtual technology as sourcing online is nothing new-the virtual summits have just been a spin zone created to keep brands facing forward and relevant, drawing little revenue. People want to travel, connect in person and attend physical events, period.

#### Moriah Robinson Event Director California Market Center *californiamarketcenter.com*



The California Market Center is excited to return to live events as restrictions lift in the state. The CMC's s elf-produced shows—Label Array, LA Majors and LA Textile will return to a live format this fall. As

we plan the highly anticipated return of these in-person shows, our vision has evolved along with the changing industry during this worldwide pause, so we are taking the opportunity to relaunch with new elements to enhance and expand each event even further. Like other organizations have witnessed, our virtual programming has reached a wider audience. For example, our last virtual LA Textile show included attendees from 13 countries and over 40 states.

To best serve our audience, both Label Array and LA Textile will be hybrid events that include virtual components in addition to the in-person shows. As for the live events, the CMC will be continuing with appropriate precautions to ensure the safety of all visitors as our audience eases back into travel and events. We look forward to creating marketplaces that drive engagement among retailers, designers and brands while providing options for virtual connections that strengthen the L.A. fashion and creative industries.

#### Karalynn Sprouse Executive Vice President of General Merchandise, Sourcing and Industrial ASD Market Week ASDonline.com



Our trade shows will continue to follow the recommendations and guidelines issued by the Centers for Disease Control and Prevention and the World Health Organization as well as those issued by state and

local officials. This year, ASD safely and successfully staged two regional in-person events at which our team proudly implemented practices that met our health standards and kept our community safe.

In the last year, ASD Market Week pivoted from its traditional live-event model to provide our network of buyers and sellers with virtual solutions to their pressing challenges. In conjunction with ASD's sister show, the International Gift Exposition in the Smokies, we launched the ASD + IGES Online Market, a virtual marketplace that provides our sellers with the opportunity to showcase products, video demonstrations and pricing promotions to an audience of over 23,000 retail buyers, importers and distributors without them ever leaving their homes.

In addition to the online marketplace, ASD worked tirelessly to produce content that offers tangible insights including our PPP guide, "How to Reopen Your Retail Store," and "SBA Loans: Which One Should I Choose?" ASD Market Week will continue to provide relevant content to our buyers and sellers through content-rich blogs and a series of interactive webinars covering retail finance, private label and reverse logistics.

Last but not least, ASD's parent company, Emerald, recently acquired Plum-River, the company behind Elastic Suite, a digital B2B platform used by some of the biggest names in the action-sports and outdoor industries, including Patagonia, Vans, Puma and New Balance. PlumRiver will aid in Emerald's ability to offer ASD Market Week's customers in-person and virtual opportunities to meet their business needs.

#### Judy Stein Executive Director Swimwear Association of Florida *swimshow.com*



Although restrictions are being lifted, SwimShow will still take all necessary precautions to secure the health and safety of our attendees. We cherish and appreciate all of our buyers and vendors and want to

make sure that we meet their needs to feel comfortable in our controlled environment while attending SwimShow.

We had planned for a virtual trade show to spearhead the July SwimShow, but we have found that neither our brands nor our buyers want to move forward with another digital trade show. We pivoted where necessary, and our July 2020 and January 2021 virtual trade shows were very well received; however, now that we can produce an inperson trade show, again taking into account **Trade Show Q&A** page 10

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#### **TRADE-SHOW Q&A**



#### **Trade Show Q&A**

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all health and safety measures, we are moving solely in that direction to bring together the swim-industry community once again at SwimShow, July 10–13!

#### Mary Taft Executive Director Fashion Market Northern California fashionmarketnorcal.com



FMNC was lucky to find a few alternatives when COVID-19 shut down indoor trade shows. In October 2020 we produced a well-received outdoor show utilizing tent-canopies—making for a wonderful French-

market feel. Moving into 2021, we were thankful to be able to have our shows in February and April at the newly remodeled Embassy Suites in South San Francisco. All felt safe with each exhibitor showing in their own suite with the help of open balconies, which provided fresh air. The overall showroom feel led to another successful show. With social distancing and the wearing of face masks, the ability to gather brought joy to both buyers and exhibitors after such a long time.

Virtual options have been embraced by many of our members and exhibitors as they utilized Zoom meetings and the internet this past year to continue to sell and provide product to their customers.

Our next show is June 27–29 and will again be held at the Embassy Suites in South San Francisco—hope to see you as we remain FMNC strong!

#### Bryanna Timney Event Director Womenswear In Nevada *wwinshow.com*



A return to live events in Las Vegas truly feels like a return home for WWIN—after all, it's in our name— Womenswear In Nevada! We are looking forward to bringing the WWIN community back together

for a safe and productive experience. We've all learned in this last year just how vital being face to face is for this industry. It's that value that has really driven our approach for the upcoming event.

For starters, we will be at a new location, centrally and conveniently located in the heart of the Las Vegas strip at Caesars Palace. This new home for our August event has allowed us to reimagine a few important aspects of the show experience to maximize time for both buyers and sellers while continuing customer favorites including complimentary breakfast, lunch and afternoon refreshments for buyers.

So, what's new? To optimize the on-site shopping experience, we are introducing a carefully curated show floor, grouping exhibitors into neighborhoods based on product category and price point, plus an area dedicated to accessories-this is the No. 1 most-requested product category from buyers. Next, one of the most successful aspects of our digital platform, WWINdow Shopping, was our editorially curated product and brand highlights. We're continuing this experience, allowing customers to preview products they'll experience at the show and online through our website and mobile app before they travel so they can plan and maximize their time in Las Vegas. WWINdow Shopping will come to life through guided trend tours throughout the show floor where buyers will experience those products we showcased virtually, in person-touch and feel product while hearing directly from the brand representatives-creating a great opportunity to introduce new products and build new connections.

Roy Turner Show Director Surf Expo Senior Vice President Emerald Expositions *surfexpo.com emeraldx.com* 



Surf Expo's top priority continues to be reuniting our industry safely. We successfully staged our January 2021 event with health and safety protocols in place, and we will continue to follow the recommenda-

tions and guidelines issued by the Centers for Disease Control and Prevention and the World Health Organization as well as those issued by state and local officials.

Since 1976, Surf Expo has connected brands and retailers from across the globe to conduct business, inspire, learn, share and celebrate twice each year. We have heard loud and clear from our retailer and brand community since the pandemic and even before that face-to-face, in-person shows are critical for them. That said, they also need technology to connect, source and place orders year-round. To serve that need, we have introduced the Surf Expo Digital Market, which will revolutionize how brands and retailers collaborate, transact and merchandise. The Surf Expo Digital Market is an extension of the in-person events, providing a centralized, world-class B2B platform to extend that relationship and help efficiently source products and place orders 365 days a year.

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#### TECHNOLOGY

## Digital Tools Continue to Play an Important Role in the Hybrid Trade-Show Model

#### By Dorothy Crouch Managing Editor

Through e-commerce platforms, digital fashion houses, video-conferencing options and artificial intelligence–powered event-networking tools, in 2020 the apparel industry relied heavily on digitalization of many of its practices—a shift that was long overdue. A harsh reality for many within the industry was that they should have been cultivating their digital approaches to business long before a pandemic brought business to a halt.

The companies that provide these digital platforms have proven themselves as integral to the fashion industry during the bad times as well as the good, which is on the horizon. From fashion's trade-event segment, which shifted toward virtual productions, to smaller bricks-and-mortar retail operations, which relied more heavily on e-commerce, the digital revolution into which the apparel industry was plunged brought necessary changes.

The business-to-business e-commerce platform **NuOrder** has worked with **Informa Markets Fashion**, Miami's **Swim-Show**, **Saks Fifth Avenue** and the **Council of Fashion Designers of America, Inc.**'s Runway360. Erik Ulin, vice president of marketplaces for Los Angeles' NuOrder, sees a continued place for digital tools as productions return to on-site models.

"We are happy to see events come back online as it signals that the industry is ready for business. The difference we see now versus the in-person events prior to COVID-19 is that brands must be able to address their retailers' needs both on- and offline," Ulin said. "Even though in-person shows are coming back, there are many brands and retailers who will hesitate to commit to travel for either health or financial reasons. Being able to host a strong digital showing will be crucial to address these customers while also offering in-person appointments quick and easy ways of selecting and ordering product."

Throughout 2020, NuOrder was a major presence within the movement to maintain the health of the fashion-trade industry. While a great deal of focus was placed on the virtual aspects of producing shows, the NuOrder foundation is a blend of elements that cater to in-person events and virtual



Erik Ulin, vice president of marketplaces for NuOrder (left), and Kerry Murphy, founder of The Fabricant (right), are two innovators leading the charge for the continued use of digital tools even as the fashion industry returns to on-site events.

#### productions, according to Ulin.

"The NuOrder platform is naturally a mix of on-site and virtual with the NuOrder app that brands use for in-person appointments and the digital-event component as a discovery overlay," Ulin said. "We are constantly introducing new features to our product and are very much focused on making the brand-retailer relationship easier, including our credit-card payments solutions, more advanced features for product imagery and enhanced searchability for retailers."

Working on projects such as **Adidas** X Karlie Kloss and counting among its collaborators **Buffalo London**, **Puma**, **Soorty**, **Tommy Hilfiger** and **Under Armour**, the Amsterdam-based digital fashion house **The Fabricant** is focused on creating greater sustainability within the industry through digitalization of how fashion is created, promoted and distributed. Founder Kerry Murphy feels that many within fashion will revert back to their former models, yet the hybrid of blending digital components will remain. "A lot of brands will go back to their old ways and realize the limitations as they are still experimenting with the new ways," Murphy explained. "The new ways are still far out of their reach simply because they don't have the knowledge about digital technology, about how to implement it into fashion. We're going to see a wide spectrum of the old, traditional fashion catwalk events and fashion weeks with a mix of a lot of digital. Digital won't stop, it's only going to keep moving forward, especially for us."

The demand for edgy, new technological tools will grow, and Murphy is prepared as his company continues to focus on digital-only fashion. Initially popular within the online gaming segment, purchasing virtual skins or fashions for characters has been common. It's made its way into fashion over the last few years, and Murphy encourages brands to explore the next level of presenting their apparel through digital-only methods.

"They really need to implement digital samples into their brand. That is where it all starts. If you're already doing digital products within your brand, you can basically plug it into any channel, into any experience. You can populate your look books," Murphy said. "It's such a strong communication method. That is the starting point. The brands who are already doing that, they need to start looking into business models to start monetizing this digital-only clothing."

As former models blend with the new, NuOrder's solutions will continue to help brands create an experience for customers, thereby affording a sales approach that is uniquely their own. With the return to on-site trade events in the fashion space, Ulin foresees the virtual option allowing brands to cultivate their customer relationships while expanding opportunities from the show floor into a virtual customer-service environment that is available at any time.

"I think we will see even more focus on virtual events and digital marketplaces as we go forward, as a crucial complement to physical shows as well as a means of continued discovery and shopping on a 365-day basis," Ulin said. "The leap the industry made in 2020 to accept digital as a crucial means of brand-retailer relationships gives retailers and brands more time to focus on finding great product instead of dealing with all the inefficiencies involved in the traditional order writing– and–taking process."



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Ruby Has recently acquired Boss Logistics, fortifying its e-commerce fulfillment services in locations throughout the United States, such as this center in Las Vegas.

## **Ruby Has Continues Growth With Acquisition of Boss Logistics**

#### By Noe Garcia Assistant Editor

Ruby Has announced earlier this month that it has acquired the e-commerce fulfill-ment company **Boss Logistics**. Founded in 2011, Ruby Has provides e-commerce fulfillment services to over 400 direct-to-consumer brands in six states, integrating orders, storing inventory in secure distribution centers, packaging inventory to the requested specifications and shipping worldwide.

The acquisition of Boss Logistics, located in Louisville, Ky., was based on the right fit ranging from people and cli-

ents to location, capabilities and culture.

"We have a hybrid strategy of augmenting organic hyper-growth with growth through selective acquisitions, and it's worked really well for us," said Ruby Has President and Chief Operating Officer Esther Kestenbaum Prozan. "We have done a number of acquisitions, and Boss Logistics is the second one we have executed within a 12-month period. The Boss acquisition is solidly within our hybrid growth strategy and brings great clients, employees and capabilities into the Ruby Has family."

Prozan said the company spent plenty of time with the Boss Logistics leadership and team before making the decision. But once Ruby Has saw all the aforementioned factors were met, it was a done deal.

'Due diligence can be an intense process, and we gave ourselves the time to really get to know the people there as well as the business in depth," Prozan said.

Now, with the acquisition in place, Ruby Has is eagerly working to bring Boss Logistics under its roof.

"We are seamlessly integrating their terrific team, welcoming an enviable group of clients, enjoying the capabilities Boss brings to the table, and there's a great can-do spir-it in their culture that aligns with our own," Prozan said.

And with their related fields, Prozan added that Boss Logistics "dovetails" with the mission that Ruby Has has adopted and described the acquisition as a "well-run company." So far, Boss Logistics has enhanced its capabilities and helped validate its thesis on organic growth fueled by smart acquisitions.

We are thrilled to become part of the Ruby Has family," Jeffrey Sgro of Boss Logistics said in a statement. "Adding our capabilities to those of Ruby Has allows us to take the original vision for our company to

new heights."

In addition, one of the most-important aspects of the acquisition for Ruby Has was showing that the company is building with its clients' futures in mind.

'We anticipate clients' needs whether that is new locations, increased capacity in existing locations, international expansion, robotics and more-we stay a step ahead of what they are going to need next," Prozan said. "That ethos is baked into everything we do, and it is the reason why our retention is so strong and our clients stay with us through

their own growth over the years.'

The company ethos also helped earn Ruby Has a Stevie Award for its management during the pandemic and showed the type of company it is in the face of adversity. It was an early adopter of providing personal protective equipment for employees and implementing policies regarding social distancing, free meals and paid sick leave.

"We were able to maintain a secure and stable environment in our own business and could apply focus to strategic growth,' Prozan said. "We found kindred spirits on this

matter with Boss Logistics, which made the alignment even more complete for us."

As the second acquisition by Ruby Has in the last 12 months, it probably won't be the last. Prozan acknowledged that it's always a possibility to acquire more companies in the future, but the act of acquiring may vary according to each situation.

"Sometimes the smartest way to expand is to acquire [another company] as it gains time to market in locations or with service offerings," Prozan said. "We carefully weigh the buy-versus-build decisions we make and have no blanket rule-we study each landscape in depth and then do what makes sense."

The new acquisition also comes on the heels of other recent expansions for Ruby Has. It added a new facility in Kentucky and doubled its facilities in three other cities.

And as the industry is poised to keep growing, Ruby Has said it sees its future in three key areas of international, technology and quality.

"We are focused on further expansion." Prozan said. "The U.K. will be key, as well as other locations. International is a focus. That said, along with expansion, other areas of focus are implementing world-class automation and robotics and scaling quality as we grow."



## Ruby Has President and Chief Operating Officer Esther Kestenbaum Prozan









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# **International Trade-Show Calendar**

May 17 Performance Days—Functional Fabric Fair—Digital Edition Through May 21

May 19 Moda Makers Digital Online Through May 31

May 21 Si'Sposaitalia Collezioni Milan Through May 24

Mav 23 New England Apparel Club Manchester Signature Show Manchester, Mass. Through May 25

Mav 24 CALA Scottsdale Scottsdale, Ariz. Through May 25

May 25 Apparel Textile Sourcing Miami Through May 27

May 26 Dhaka International Plastics, Packaging & Printing Expo Dhaka, Bangladesh Through May 29

May 31 Afterpay Australian Fashion Week Sydney Through June 4

June 2 International Footwear Leather Show (IFLS+EICI) Bogotá, Colombia rough June 4

Store Point Retail Austin. Texas Through June 5

June 6 Metro-Michigan Show Livonia, Mich. Through June 7

June 7 CALA Denver Denver Through June 8

New York Shoe Expo, FFANY Market Week Virtual Market Week Online Through June 10

Splash x Joor Online Through July 2

June 8 **FIDM Future of Product Launch** 

WWSRA Intermountain Summer Show

Salt Lake City Through June 10

#### AmericasMart'Atlanta

Atlanta Apparel is the largest apparel Autaina Apparer is the largest apparer market on the East Coast, offering thousands of contemporary and ready-to-wear women's, children's, and accessories lines all together in one location at one time. As the apparel and accessories collection of AmericasMart® Atlanta, it features Americasiwartie Audita, in leadures an expansive—and growing—prod-uct mix, including contemporary, ready-to-wear, young contemporary, social occasion, bridal, activewear, searthware wine liceatie feebien Social occasion, oridal, activewear, resortwear, swim, lingerie, fashion jewelry, fine jewelry, shoes, hand-bags, and more showcased in per-manent showrooms and temporary exhibition booths. Trend-driven juried temporary collections include Pre-mière (women's premium bigh\_end/ mière (women's premium high-end/ There (wonen's premum high-end) contemporary apparel, denim, and accessories) and Resort (high-quality lifestyle apparel and accessories). Atlanta Apparel presents five apparel markets and three specialty markets: World of Prom (prom, pageant, guinceañera social occasion) each quinceañera, social occasion) each year and Vow I New World of Bridal twice each year. www.AmericasMart.



The Dallas Apparel & Accessories Market is held five times each year at the Dallas Market Center. Located at the Darlas Market Center. Located in one of the country's fastest-growing regions, the Dallas Market Center brings together thousands of manufacturers and key retailers in an elevated trade-show environment. Featuring 500 permanent showrooms and over 1,000 temporary booths, including expanded contemporary lines and resources, the Dallas Market Center is where inspiration starts. Upcoming events include the June Apparel & Accessories Market (June 15-18, 2021), KidsWorld Market (June 23-29, 2021) and Dallas Men's Show (July 31–Aug. 2, 2021) www.dallasmarketcenter.com Featuring 500 permanent showrooms

June 9 CMC Uploaded—LA Market Preview Online Through June 11

June Atlanta Apparel Atlanta Through June 12

June 10 Institute of Positive Fashion Forum

June 12 **Digital London Fashion Week** Through June 14 ITMA Asia + CITME

Shanghai Through June 16 June 13 The Deerfield Show—Midwest Apparel Trade Shows Deerfield, III. Through June 14

LA Kids Market Los Angeles Through June 16

LA Market Week Los Angeles Through June 16

June 14 LA Market Week—New Mart, **Cooper Design Space** Los Angeles Through June 17

June 15 Graphics Pro Expo Indianapolis (formerly The NBM Show) Indianapolis Through June 17

WWSRA Montana Summer Show Bozeman, Mont. Through June 17 WWSRA Rocky Mountain Summer

Show Denver Through June 17 **Dallas Apparel & Accessories** 

Market Dallas Through June 18

June 16 Complexland Online Through June 18

Fashion Industry Gallery (FIG) Fall 2 Dallas Through June 18

June 17 Northstar Fashion Exhibitors St. Paul, Minn. Through June 18 Milan Fashion Week

Through June 22 June 19

White Street Market Milan Through June 21

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June 21 NRF Retail Converge nline hrough June 25

lune 22 Cinte Techtextil China Shanghai Through June 24 WWSRA Northwest Summer Show Ridgefield, Wash. Through June 24 Solash London London Through June 25 Paris Fashion Week Men

Paris Through June 27 Future Fabrics Expo

London Through July 2 June 23

Kingpins24 Flash Australia Through June 24 Garment Manufacturers Sourcing

**Expo** Bangkok Through June 26 GFT New Gen Bangkok Through June 26

Dallas Kidsworld Market Dallas Through June 29 Dallas Total Home & Gift Market

Dallas Through June 29 June 24 Jewellery & Gem Asia Hong Kong Hong Kong Through June 26

lune 25 Exposed Paris Through June 27

Tranoï Men's and Women's Precollection, Emerging Designers Show Paris Through June 27

Who's Next Limited Through June 28

June 27 Fashion Market Northern California South San Francisco. Calif. Through June 29 Minneapolis Mart Gift, Home,

Apparel & Accessory Show Minneapolis Through June 29

June 28 CALA Seattle Through June 29

Miami Fabric Show Through June 29 Pitti Immagine Filati

Florence, Italy Through June 30

## CMC

California Market Center (CMC) is the iconic hub of LA's fashion and creative communities, home to showrooms, events, and creative of-fices. As the heart of the LA Fashion District, CMC is producer and host to a year-round calendar of trade to a year-round calendar of trade events, including LA Market Weeks, Label Array, LA Kids Market, LA Majors Market, LA Textile, and many more. Currently in the midst of an exciting \$170-million redevelop-ment by Brookfield Properties, CMC will relaunch as a mixed-use creative compute featuring Eachien Creative campus featuring Fashion Showrooms and Events in Building C, Creative Offices in Buildings A and B, Retail and Restaurants on our new open-air Plaza, as well as modern event spaces and a new portfolio of inspiring events. www. californiamarketcenter.com, events@ cmcdtla com (213) 630-3600

Constructed in 1924 for clothing manufacturer Milton G. Cooper, the Cooper Building has maintained a strong connection to the garment industry through its historic use and Industry through its historic use and design. Acquired by Stanley and Anita Hirsh in the 1970s, they transformed it into a Fashion District icon. Now known as **Cooper Design Space** it re-mains in the Hirsh family, committed to the fashion industry and offering supplicitle divide affect and above a variety of studio, office, and show room spaces within a single, dynamic location at the corner of Los Angeles and Ninth streets. It is home for many of Los Angeles' most creative pre-mium fashion brands and individuals. www.cooperdesignspace.com

#### June 29

View Premium Selection Munich Through June 30 June 30

Fashion Rendez-Vous Première Vision Paris Through July 2

Pitti Immagine Bimbo Florence, Italy Through July 2 Pitti Immagine Uomo

Florence, Italy Through July 2 July 1 Mediterranea—Swim Beach Resort

Through July 4 July 2 ISPO Shanghai Shanghai Through July 4

Milan

July 3 Playtime Paris Paris Through July 5

July 4 Paris Fashion Week Haute Couture Paris Through July 8

July 5 Fashion Access | Fashion Accessories Trade Show Hong Kong Through July 7

Avantex Paris, Leatherworld Paris Paris Through July 8

APLF Leather Hong Kong Through July 9

Digital Denim Week, Denim Première Vision Online Through July 9

Texworld Evolution Paris Paris Through July 9

July 6 Milano Unica Milan Through July 7

Neonyt Summer Through July 8

July 7 Luxe Pack Shanghai Through July 8 Dye + Chem International Expo Virtual Edition

Online Through July 9 July 8 Miami Swim Week powered by Miami S... The Society Miami Beach, Fl Through July 11

Paraiso Trade Show/Festival Virtual and In-Person South Beach, Fla Through July 11

#### July 10 Cabana Miami Beach

Miami Beach, Fla. Through July 12 Destination: Miami by Coterie

Miami Beach, Fla Through July 12

Liberty Fair Miami Miami Beach, Fla Through July 12

Project Miami Miami Beach, Fl Through July 12 TrendSet

Munich Through July 12

SwimShow Miami Beach, Fla Through July 13 Fla La Plage Miami South Beach, Fla Through July 14

July 11 Modefabriek Amsterdam Fashion Trade Event Amsterdam Through July 12

July 12 Playtime Shanghai Shanghai Through July 13

July 13 London Textile Fair London Through July 14

ASI Show Chicago Chicago Through July 15

Prosper Show Las Vegas Through July 15

Atlanta Market Atlanta Through July 19

July 15 Graphics Pro Expo Meadowlands (formerly The NBM Show) Secaucus, N.J. Through July 16

Jewelry, Fashion & Accessories Show Rosemont, III. Through July 18

July 16 Supreme Kids Munich Through July 18

July 18 Cobb Trade Show Atlanta Through July 19

Expo Riva Schuh Riva del Garda, Italy Through July 20

July 20 Première Vision New York New York Through July 21

Apparel Sourcing New York City New York Through July 22

## IFJAG

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Home Textiles Sourcing Expo

**Texworld New York City** 

Supreme Women & Men Düsseldorf, Germany Through July 26

Gallery Fashion & Shoes

Kentucky Bluegrass Buyer's Market

Supreme Body & Beach

Hong Kong International Jewellery Show Hong Kong Through July 29

Hong Kong International Sourcing Show

Virtual Edition

Online Through July 22

New York Through July 22

July 23

July 24

July 25

Düsseldorf, Germany

Through July 26

Lexington, Ky. Through July 26

Through July 27

July 26

Hong Kong Through July 29

Colombiamoda

Medellín, Colom Through July 29

ColombiaTex

Medellín, Colomi Through July 29

Los Angeles Through July 29

Online Through July 30

ENVSN Festival

Dallas Through Aug. 2

Melbourne, Australia Through Aug. 4

Curve New York

Through Aug. 2

San Francisco

Through Aug. 2

New York Through Aug. 3

Los Angeles Through Aug. 4

Los Angeles Through Aug. 4

Los Angeles Through Aug. 5

Aug. 2

LA Kids Market

LA Market Week

LA Market Week-New Mart,

► Calendar page 18

**Cooper Design Space** 

**Playtime New York** 

Aug. 1

New York

**Dallas Men's Show** 

AGHA Melbourne Gift Fair

**TRU Show San Francisco** 

CMC Uploaded—LA Market

July 28

Preface

Preview

July 31

July 27



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## **Pathfinder Cutting Technology** Helping 'MADE IŇ USA' Possible

Pathfinder has an approach to develop technology with affordable costs and less wear and tear annulling expensive yearly maintenance costs. This came as a blessing to many startups that earlier had no such flexible options to automate their cutting room. Manufacturers running Pathfinder equipment also have the advantage of working on

the equipment themselves. This results in huge cost saving benefits and allows them to invest those savings in other areas of their businesses.

Pathfinder started their operations in 1996. Founding Directors, John Hollo and Ross Kaigg had the vision to create an advanced fabric cutting machine that would enable manufacturers to compete profitably, significantly reducing maintenance and operational costs. Their goal is to provide the most advanced, automated fabric cutting technologies in the world and have a passion to provide outstanding customer support

and the highest level of reliability. One of their company objectives is to help US apparel manufactures improve their productivity and reduce their operating costs specifically in the fabric cutting room.

Pathfinder offers complete cutting room solutions for the fashion and apparel industry. This includes CAD design software used for creating patterns, digitizing existing patterns, and nesting to generate markers and cut files which results in reduced material waste. They also have a huge range of cutting room technologies which include fabric spreading and automated CNC fabric cutters. This technology can be used by apparel manufacturers to cut a variety of different fabrics including but not limited to, knitwear, silks, woven, and denim of all different weights.

Overseas labor being cheap, many companies used production facilities in developing countries. Due to recent changes in global labor market, this strategy has taken a back seat. To provide high quality products at reasonable prices, companies find it necessary to automate both cutting and sewing process.

There are three key areas in cutting technology which is produc-tivity, versatility and pattern matching ability. Pathfinder has excelled on all three key aspects. The machines

automatic labeler ensures quick and easy identification after cutting to avoid confusion or mistakes

Their latest CAD utility software called PathWorks® allows digitizing flat patterns, nest optimization, marker making and lay planning. It provides ultimate flexibility in receiving 2-dimensional image or patterns from anywhere. The image can be photo-

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graphed, scanned or imported from anywhere giving significant advantage over other traditional digitized techniques. It is very simple to use and anyone can learn it in less than 30 minutes.

Of late, the dependency on Asian production facilities is decreasing since more US companies are committing to manufacture in-house. Smart automation is the key to increased profits and productivity. Pathfinder are committed to bringing back "made in the USA" culture and thereby helping US manufacturers operate sustainably using automation at its core

Pathfinder has offices in the West Coast in Los Angeles, California and Mid-West in Indianapolis, Indiana. In Hickory, North Carolina (East Coast) their operations are managed via a distributor D.C. Services. You can find more information on their website www.pathfindercut.com



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West Coast: (424) 342-9723 Midwest: (317) 349-0002 www.pathfindercut.com

#### **INTERNATIONAL TRADE-SHOW CALENDAR**

#### Calendar

Continued from page 16 New York Shoe Expo, FFANY Market Week New York Through Aug. 6 VOW | New World of Bridal Atlanta Through Aug. 7 World of Prom and Special Occasion Atlanta Through Aug. 7 Sourcing at MAGIC Online

Online Through Oct. 1 Aug. 3 Global Yarn & Fabric Show Virtual Edition

Online Through Aug. 6 Textech International Expo Virtual Edition

Through Aug. 6 August Atlanta Apparel

Through Aug. 7

Aug. 4 Liberty Fairs Los Angeles, LA Men's Market Los Angeles Through Aug. 5 **OC Apparel Show** 

Irvine, Calif. Through Aug. 5 Aug. 6

DS Printech China Shenzhen, China Through Aug. 8

New Delhi Through Aug. 8

Wäsche Und Mehr (Laundry and More) Köln, Germany Through Aug. 9

**IFJAG Las Vegas** Las Vegas Through Aug. 10

**OffPrice Las Vegas, Evolve** Las Vegas Through Aug. 10

Aug. 8 Chicago Collective Chicago Through Aug. 10

IA New York New York Through Aug. 10

Las Vegas Apparel Las Vegas Through Aug. 10

Midwest Gift & Lifestyle Show Des Plaines, III. Through Aug. 11

Sourcing at MAGIC Las Vegas Through Aug. 11

Aug. 9 MAGIC Las Vegas, WWDMAGIC, Project, Project Womens, MAGIC Mens, Micam Americas

Las Vegas Through Aug. 11

## SURF EXPO

Surf Expo is the largest and longestrunning watersports and beach/resort/ lifestyle trade show in the world. The show draws buyers from specialty stores, major chains, resorts, cruise lines, and beach-rental companies across the U.S., the Caribbean, Cen-tral and South America, and around the world. The show features more the world. The show features more than 1,000 exhibitors showcasing hard goods, apparel, and accessories in addition to a full lineup of special events including fashion shows, an-nual awards ceremonies, and demos. The next show is Sept. 9–11, 2021 at the Orange Cauth Conversion Conter the Orange County Convention Center in Orlando, Fla. www.surfexpo.com

## AS VEGAS APPAREL

International Market Centers, producer of Atlanta Apparel presents the premiere of Las Vegas Apparel. Buy-ers and exhibitors can come together Aug. 8–10 in sunny Las Vegas at our very own Expo Center at World Market Center to do business in our industry's growing categories of young contemporary, accessories, and shoes. Get an exclusive look at ap-parel's new home on the West Coast where we'll be extending the hospitality you know and love all the way to Las Vegas. www.atlanta-apparel.com/ Markets/Las-Vegas-Apparel

WWIN Las Vegas Through Aug. 12

Aug. 10 Las Vegas Licensing Expo Las Vegas Through Aug. 12 Outdoor Retailer Summer Market

Denver Through Aug. 12 Aug. 11

Agenda Show Las Vegas Las Vegas Through Aug. 12

The Materials Show Portland, Ore. Through Aug. 12

Première Vision Sport Portland, Ore. Through Aug. 12

Copenhagen International Fashion Fair (CIFF) shows— Raven, Runway, Kids, Shoes Copenhagen, Den Through Aug. 13

Revolver Copenhagen International Fashion Trade Show Copenhagen, Den Through Aug. 13

Aug. 12 Graphics Pro Expo Long Beach (formerly The NBM Show) Long Beach, Calif Through Aug. 14

Aug. 14 Atlanta Shoe Market Atlanta Through Aug. 16

Aug. 15 Travelers Show Philadelphia Plymouth Meeting, Pa. Through Aug. 16

Deerfield Children's Show Deerfield, III. Through Aug. 17

Stylemax Chicago Through Aug. 17

Aug. 18 **The Materials Show** Wilmington, Mass. Through Aug. 19

Première Vision Sport Wilmington, Mass Through Aug. 19

Aug. 19 Coast Miami Miami Through Aug. 20

**TRU Show Scottsdale** Phoenix Through Aug. 20

Agenda Festival Atlantic City Atlantic City, N.J. Through Aug. 21

Aug. 20

Vancouver Footwear & Accessory Buying Market Richman, British Columbia Through Aug. 22

Northwest Shoe Travelers Market St. Paul, Minn. Through Aug. 24

Aug. 21 STYL/KABO

Brno, Czech Republic Through Aug. 23

#### Aug. 22 Travelers Show Baltimore Baltimore Through Aug. 23

**Fashion Market Northern California** South San Francisco, Calif. Through Aug. 24

Northstar Fashion Exhibitors St. Paul, Minn. Through Aug. 24

ASD MARKET Week Las Vegas Through Aug. 25

National Bridal Market Chicago

Chicago Through Aug. 25 SourceDirect at ASD

Las Vegas Through Aug. 25 Las Vegas Market

Las Vegas Through Aug. 26 **Bodyfashion Days** Mijdrecht, Nether Through Aug. 30

Aug. 23 New England Apparel Club Manchester Signature Show Manchester Mass Through Aug. 25

**Techtextil North America** Raleigh, N.C. Through Aug. 25

Aug. 24 Las Vegas Licensing Expo Through Aug. 25

**RetailX The Digital Future of** Retail Chicago Through Aug. 25

China Licensing Expo

Online Through Aug. 26 Couture Las Vegas Through Aug. 26

Las Vegas Antique Jewelry & Watch Show, Premier Las Vegas Through Aug. 26

Soleil Tokyo Tokyo Through Aug. 26

American Equestrian Trade Association International Trade Show Dallas Through Aug. 27

Dallas Apparel & Accessories Market Dallas

Through Aug. 27 Dallas Kidsworld Market

Dallas Through Aug. 27

Dallas Total Home & Gift Open House Dallas Through Aug. 27

Aug. 25 ASI Show Virtual Expo

Online Through Aug. 26

Chic—China International Fashion Fair Shanghai Through Aug. 27

► Calendar page 20

#### MERCHANT

Merchant Financial Group, located near the garment center in downtow L.A., offers non-recourse factoring, asset-based loans, inventory financ-ing, purchase-order financing, letters Ing, purchase-order financing, letters of credit, and revolving lines of credit against other tangible assets, such as commercial real estate, trademarks, and royalty income. Our local man-agement team offers quick responses, hands-on personalized service, and the flavibility to most all our clipatt? the flexibility to meet all our clients' needs Established in 1985 Merchant Financial Group has become a leader in the industry, satisfying the needs of growing businesses. Merchant services the entire United States, with offices domestically in Los Angeles. Fort Lauderdale, and New York, www. merchantfinancial com

**Edmonton Footwear & Accessory Buying Market** Through Aug. 8 **Gartex Texprocess India** Aug. 7



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#### **INTERNATIONAL TRADE-SHOW CALENDAR**

#### Calendar

Continued from page 18

Fashion Industry Gallery (FIG) Holiday Resort Dallas

Through Aug. 27 Intertextile Shanghai Apparel Fabrics Shanghai Through Aug. 27

Yarn Expo Shanghai Shanghai Through Aug. 27

**Cambodia International Textile &** Apparel Accessories Exhibition Phnom Penh, Cambodia Through Aug. 28

Aug. 26 Interfilière Shanghai Shanghai Through Aug. 27

#### techtextil

Techtextil North America assembles all vertical aspects of the technical textile industry: from research and development, through raw materials and production processes and finally ending in conversion, further treatment, and recycling. You can expect at Techtextil North America 2021: at recritical Norm Arrierica 2021: Innovation—utilizing partnerships with academic programs, research institu-tions and industry associations, New business—with hundreds of exhibiting companies, international media outlets and pavilions representing top con-Diverse product groups—representing output of the global textile industry. Diverse product groups—represent the entire value-added chain in the techni-cal textiles and nonwovens sectors, and Education averaging and Education-expand your expertise and gain a competitive edge through educational sessions led by industry experts. www.techtextil-northamerica us.messefrankfurt.com

White Oak Commercial Finance, LLC (WOCF), formerly Capital Business Credit/Capital Factors, is a global fi-nancial products and services com-Pany providing credit facilities to middle-market companies between \$1 million and \$30 million. WOCF's solutions include asset-based lending, full-service factoring, invoice discounting, supply-chain financing, inventory financing, trade U.S. import/export financing, trade U.S. import/export financing, trade credit-risk management, account-receivables management, and cred-it and collections support. WOCF is an affiliate of White Oak Global Advisors, LLC, and its institutional clients. www.whiteoaksf.com

🗩 WHITE OAK

The Essence Shanghai Through Aug. 27

Impressions Expo Atlantic City Atlantic City, N.J. Through Aug. 28 WESA Western/English Apparel & Equipment Dallas Through Aug. 29

Aug. 28 **Trend Seattle** Bellevue, Wash. Through Aug. 31

Aug. 29 **Travelers Show Pittsburgh** Moon Township, Pa. Through Aug. 30

Livonia Children's Show Livonia, Mich Through Aug. 31 Trendz

Palm Beach, Fla Through Aug. 31

Aug. 30 MosShoes Moscow Through Sept. 2 Aug. 31 Edition Speciale Luxe Pack Paris Through Sept. 1

Munich Fabric Start, Bluezone Munich Through Sept. 1

All China Leather Exhibition **Shanghai** Shanghai Through Sept. 2 Spinexpo Shanghai Shanghai Through Sept. 2

Sept. 1

Lineapelle New York New York Through Sept. 2

Techtextil India umbai. India Through Sept. 3 Dhaka International Yarn &

Fabric Show Dhaka, Bangladesh Through Sept. 4 Dye + Chem Bangladesh International Expo

Dhaka, Bangladesh Through Sept. 4



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**Textech International Expo** Bangladesh Dhaka, Bangladesh Through Sept. 4

Sept. 3 Interfilière Paris Through Sept. 5

**Riviera** Paris Paris Through Sept. 5

Who's Next, Impact, Traffic Paris Through Sept. 6

Sept. 4 **ILM International Leather Goods** Fair enhach. Germany Through Sept. 6

Sept. 5 Moda London Birmingham, U.K Through Sept. 7

Homi Fashion & Jewels Milan Milan Through Sept. 8

Milan Design Week Milan Through Sept. 10

Sent. 6 Autumn Fair Birmingham, U.K. Through Sept. 10

Sept. 7

Promotional Trade Exhibition Through Sept. 8 Scoop x Pure London

London Through Sept. 9 Sept. 8 **Fashion London SVP** 

london Through Sept. 9

Made in France Première Vision Paris Through Sept. 9

Project Tokyo Tokyo Through Sept. 9



WWIN (We returns to Las Vegas for Las Vegas Fashion Week, August 9-12, 2021 at Caesars Palace. We're committed to good health - ensuring the safety of exhibitors, attendees and staff is a top exhibitors, attendees and stain is a top priority. We know that getting back to face-to-face business means more than just meetings with an impressive line-up of brands showcasing the Inte-top of Drahos showcashig the styles and sizes your customers are looking for! You'll experience net-working opportunities on and off the show floor with exciting new features throughout the week. Located cen-trally on the strip, Caesars Palace pro-vides incredible hotel amenities and vides incredible hotel amenities and vides incredible notel amenties and access to top dining, entertainment and shopping options. Plus, buyers experience complimentary breakfast, lunch and afternoon refreshments to add to the convenience! Plan to begin and end your day with WWIN at Cae-care Paloed unviceborg com

sars Palace! wwinshow.com

Moscow Through Sept. 16 Western Canada Fashion Week Edmonton, Alberta Through Sept. 19 Sept. 16 Osaka International Gift Show Osaka, Japan Through Sept. 17

Expofranquicia International Franchising Fair Madrid

Through Sept. 18

Sept. 9

Anaheim, Calit

Surf Expo

Orlando, Fla

Through Sept. 11

Through Sept. 11

by The Society New York Through Sept. 12

Edmonton, Albert Through Sept. 12

Sept. 10

Fort Worth, Texas

Through Sept. 12

Sept. 12

London Through Sept. 14

Orlando, Fla. Through Sept. 15

Sept. 13

Through Sept. 14

Sept. 14

Moscow Through Sept. 16

Heimtextil Russia

Techtextil Russia

Vegas

Las Vegas

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20 CALIFORNIA APPAREL NEWS / TRADE SHOWS MAY 2021 APPARELNEWS.NET



#### INTERNATIONAL TRADE-SHOW CALENDAR



In the heart of Los Angeles' Fashion District is the landmark **New Mart Building**. The showrooms of The New Mart represent the most exclusive and coveted contemporary lines from an international array of designers and manufacturers. The New Mart is unique in both architecture and style. The intimate setting creates a user-friendly experience for visitors. Each of its glass-fronted, uniquely designed showrooms provides a buying adventure that cannot be experienced at any other showroom destination. The New Mart is open year-round to the wholesale trade only and we host over 100 showrooms that carry over 500 collections. www.newmart.net

Sept. 17 Billings Market Association Billings, Mont. Billings, Mont. Through Sept. 19

Momad. Shoes Room by Momad Madrid Through Sept. 19

Sept. 18 **Designers and Agents NY** New York Through Sept. 20

Shwrm New York New York Through Sept. 20

Sept. 19 Coterie New York Marketplace,

MAGIC New York New York Through Sept. 21 Fame.

New York Through Sept. 21

Milano Micam

Milan Through Sept. 21

Moda New York Through Sept. 21 Sole Commerce New York Through Sept. 21

Spring Seasons Fashion. Jewellery and Accessories Fair Hong Kong Through Sept. 23

Sept. 20 Spinexpo New York New York Through Sept. 22

Sept. 21 Première Vision Paris Paris Through Sept. 23 Trendz West Through Sept. 23 **Textillegprom Federal Trade Fair** 

Through Sept. 24 Milan Fashion Week Through Sept. 27



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Sept. 22 Dallas Total Home & Gift Open House Dallas Through Sept. 24

Lineapelle Milan Milan Through Sept. 24

Sept. 23 Dye + Chem Sri Lanka Colombo, Sri Lanka Through Sept. 25

Textech International Expo Sri Lanka Colombo Sri Lanka Through Sept. 25

Super 16 Through Sept. 26 Dallas Design Week Dallas Through Sept. 27

Sept. 24 Graphics Pro Expo Pittsburgh (formerly The NBM Show) Pittsburgh Through Sept. 25

Sept. 26 The Deerfield Show—Midwest Apparel Trade Shows Through Sept. 27

New England Apparel Club Syracuse, N.Y. Through Sept. 27

CISMA—China International Sewing Machinery & Accessories **Show** Shanghai Through Sept. 29

Sept. 27

Luxe Pack Monaco Through Sept. 29

Paris Fashion Week Womenswear Paris Through Oct. 5

Appored She

Retailers-when was the last time that you found an exciting, fresh "new" brand for your store? You know, the one that your customers love just as much as you did the first time that you discovered it at a trade-chaw. The collection with increating show. The collection with innovative Show. The contection with inhibitute fabric, quality manufacturing and attention to detail that you scrutinize for your customers. The brand that you hope your competitors will never hear about. Those are the brands that are exhibiting Aug. 4–5, 2021 at the **OC Apparel Show**. We realize that you have numerous choices where you have numerous choices where to exhibit. But why go back to the same old venue and see the same outdated merchandise? Did you ever feel that your line really doesn't fit in? Mix things up and be part of a welcoming vibe and community of amazing relevant lines that you look forward to seeing, season after sea-son. Join and attend the OC Apparel Show and welcome HOME! www. OCApparel/Show come OCApparelShow.com

#### Sept. 28 Paris Retail Week

Paris Through Sept. 30 World Retail Congress Through Sept. 30

Sept. 29 Filo Milan Through Sept. 30

Northern Michigan Show Gaylord, Mich. Through Sept. 30 LA Textile Through Oct. 1

Texworld LA Through Oct. 1

Sept. 30 Tranoï Women's and Accessories Paris Through Oct. 3

Oct. 1 Made in America Through Oct. 3

Splash Paris Paris Through Oct. 3

Première Classe

Paris Through Oct. 4

Oct. 2 Fashion Week San Diego Virtual Designer Runway Show

Oct. 4 Taropak Poznan, Poland Through Oct. 7

## SWIMSHOW

SwimShow, the premier tradeshow dedicated to the swimwear industry, takes place July 10-13 at the Miami Beach Convention Center in Miami Beach, FL. With more than three decades of expertise. SwimShow is decades of expertise, SwimShow is recognized as the global tradeshow where the very best gather to network, exhibit and purchase next year's trends. Held every July, SwimShow is the largest of its kind in the world and attracts more than 7,500 buyers, monufacturer, docimen concerts. and attracts more than 7,500 buyes, manufacturers, designers, corporate personnel, press, bloggers, influenc-ers, fashion consultants, stylists, VIP's and other fashion industry leaders from over 60 countries to showcase brands and create business op-portunities. SwimShow is planned portunities. Swiftshow is planned and executed with the utmost needs of swimwar buyers anticipating the trends, debuting new designers each year and producing an all-encom-passing tradeshow that is second to none. www.swimshow.com

AMERICA

The Made in America event is the only American-made products. Manufacturers can show their products off to purchasing agents corporate buyers, retail consumers, and the media as they network with one another. The event is Oct. 1–3 at the Kentucky International Convention Center in Louisville, Ky. Sponsorship and program advertising opportunities are available. Learn more at (888) 299-7260, www.MadeInAmerica.com

#### Oct. 6

**Travelers Show Ocean City** Ocean City, Md Through Oct. 7

CMC Uploaded—LA Market Preview Through Oct. 8

LA Maiors Market Los Angeles Through Oct. 8

Oct. 7 Coast Miami

Through Oct. 8

LAFW—LA Fashion Week Los Ange Through Oct. 10

Oct. 10

Travelers Show Philadelphia Plymouth Meeting, Pa Through Oct. 11

LA Kids Market Los Angeles Through Oct. 13

LA Market Week Los Angeles Through Oct. 13

Calendar page 22

# **Technical Textiles and Nonwovens RALEIGH, NC**

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#### **INTERNATIONAL TRADE-SHOW CALENDAR**

Republic

#### Calendar

Continued from page 21 Oct. 11

Brand Assembly, Reassembled Show Los Angeles Through Oct. 13 **Designers and Agents LA** Los Angeles Through Oct. 13 Label Array

Los Angeles Through Oct. 13 Shwrm Los Angeles

Los Angeles Through Oct. 13 LA Market Week—New Mart,

Cooper Design Space Los Angeles Through Oct. 14

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Oct. 12
The Indy Show
Plainfield, Ind.
Through Oct. 13
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Through Oct. 15

Atlanta Through Oct. 16

Oct. 13 Milan Through Oct. 14

Tokyo Through Oct. 15

Oct. 14 Jewelry, Fashion & Accessories Show Rosemont, II

Oct. 16

Oct 17 **Fashion Market Northern** 

New England Apparel Club Manchester Signature Show Manchester, Mass Through Oct. 19

St. Paul. Min Through Oct. 19

Phoenix Through Oct. 20

Tokyo Through Oct. 20

Tokyo Through Oct. 20

Tokyo Through Oct. 20 Japan Fashion Expo

Textile Tokyo



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Shoptalk Fall Meetup Through Oct. 21 Obuy. Mir Kozhi International

Exhibition for Shoes and Leather Products Moscow Through Oct. 22

Oct. 21 rooms43 Tokyo Through Oct. 23

Oct. 22 Clothing Fabric Textile Asia Lahore, Pakistan Through Oct. 24

Oct. 24 **Travelers Show Baltimore** Raltimore Through Oct. 25

Stylemax Chicago Through Oct. 26 Trendz

Palm Beach, Fla. Through Oct. 26 0ct. 26 Dallas Apparel & Accessories

Market Dallas Through Oct. 29 Dallas Kidsworld Market

Dallas Through Oct. 29

Oct. 27 Functional Fabric Fair powered by Performance Days Portland, Ore. Through Oct. 28

Luxe Pack New York New York Through Oct. 28

Fashion Industry Gallery (FIG) Spring 1 Dallas Through Oct. 29

Global Sources Lifestyle x **Fashion Show** Hong Kong Through Oct. 30

Oct. 28 SPESA Executive Conference Boston Through Oct. 28

Fashion and Sustainability Summit NY New York Through Oct. 29

Oct. 31 Travelers Show Pittsburgh Moon Township, Pa. Through Nov. 1

Nov. 1 Ocean City Resort Gift Expo Ocean City, Md. Through Nov. 3

Nov. 3 **CHIC** Shenzhen Shenzhen, China Through Nov. 5

Intertextile Shenzen Apparel Fabrics Shenzhen, China Through Nov. 5

Yarn Expo Shenzen Shenzhen, China Through Nov. 5

Nov. 9 Brazil International Apparel **Sourcing Show** São Paulo, Brazil Through Nov. 11

Brazil International Yarn & Fabric **Show** São Paulo, Brazil Through Nov. 11

Dye + Chem Brazil International Expo São Paulo, Brazil Through Nov. 11

Nov. 10 Intex South Asia Colombo, Sri Lanka Through Nov. 12

Nov. 14 International Textile Alliance Showtime Market High Point, N.C. Through Nov. 17

Nov. 17 All China Leather Exhibition Hong Kong Hong Kong Through Nov. 19

APLF Materials+ Hong Kong Through Nov. 19

**Fashion Access Hong Kong** Hong Kong Through Nov. 19

London Licensing Expo London Through Nov. 19

Nov. 18 Moda Makers Digital Online Through Nov. 30

Nov. 23 ShanghaiTex Shanghai Through Nov. 26

PREFACE

PREFACE is a trend and fabric show that includes a variety of inspirational elements. This season's show will offer our exclusive trend presentation, domestic and overseas fabric mill collections, creative workshops and speaker series, print studios, curated speaker series, print studios, curated vintage, and local culinary bites. Please join us July 28-29! In order to accommodate people who may not be able to travel, we will continue to offer our complimentary & premium Experience Kits The show is hosted by BFF Studio, an LA & NYC fabric vurdia with unique fabric collections. studio with unique fabric collections selected for their quality, distinctive aesthetic and reliability. www. bffstudio.com, www.prefaceshow.



On the cover (left to right, top to bottom): airplane--Lukas Souza/ unsplash.com; Milan—Matteo Raimondi/unsplash.com; San Francisco-Aniket Deole/unsplash. com; trade show floor—Martin Adams/unsplash.com; Dallas— Gabriel Tovar/unsplash.com; Kevan Hall—Eusebio Hernandez; Los Angeles—Alonso Reves/unsplash. com; Bleu by Rod Beattie; Las Vegas-Ameer Basheer/unsplash. com; Johnny Was; New York-Timo Wagner/unsplash.com; Geoff Duran-Geoffrey D. Starks Jr. with Christiana Valenzuela; Atlanta-Joey Kyber/unsplash.com; Yarn Movement—Shantelle Brumfield with The 5D Shots; Levi's; Miami-Reese Beaux/unsplash.com

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

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TRADE SHOW

SPECIAL SECTION

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## FESPA Global Print Expo October Atlanta Apparel

Denim Première Vision Milan Tokyo International Gift Show

Through Oct. 17

Exponoivos Premium Lisbon, Portugal Through Oct. 17

**California** South San Francisco, Calif. Through Oct. 19

Northstar Fashion Exhibitors

Next Point Retail Technology

Oct. 18 Fashion Sourcing Expo Tokyo

Fashion World Tokyo

International Fashion Brand Expo

Tokyo Through Oct. 20

Tokyo Through Oct. 20 Oct. 19

Texfusion London London Through Oct. 20

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SEPTEMBER 8 - 9, 2021 Shibuya Hikarie | 9F Hikarie Hall, Tokyo



SEPTEMBER 19 - 21, 2021 Jacob K. Javits Center, NY

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