

# CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR 76 YEARS

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## TRADE SHOWS

## L.A. Market Week Answers the Call for Freedom as City Reopens

By Betti Halsell *Contributing Writer*

From June 13 to 16, retailers from across the country migrated west for **Los Angeles Market Week**, as California's economy prepared for its official June 15 reopening. Buyers gathered at the **California Market Center**, **The New Mart** and the **Cooper Design Space**. There was a refreshing air of freedom and an assertive push for new goods as well as those available immediately.

### Constructing a new CMC market with diversity

Renovations on the CMC began in January of last year, and the site was fully operational during L.A. Market Week with the project's completion scheduled for September. Many of the newer showrooms such as **DL1961 Premium Denim** ➔ **L.A. Market** page 3

## RETAIL

## Amazon Shines Spotlight on Private Labels for Prime Day

By Noe Garcia *Assistant Editor*

The annual event all **Amazon** Prime members look forward to every year—Prime Day—took place June 21–22. The famed, almost holy, day that launched in 2015 is rife with big deals and incredible savings on everyday items from fashion and furniture to electronics. The 2021 Prime Day began at 12 a.m. PDT on June 21 and offered more than 2 million deals in more than 20 categories of items over 48 hours of epic savings.

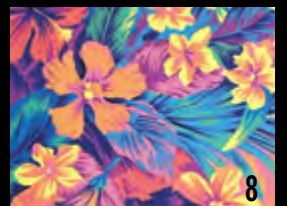
The first Prime Day was held on July 15 and took place over 24 hours. The company's only goal was to offer better deals than Black Friday exclusively to Prime members, who would spend up to \$119 on a membership to subscribe to the savings. So what happened during that first Prime Day? A lot, it turns out.

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# SUMMERTIME SUNSHINE

This season, the summer of 2021 will be held to high expectations as the beach bound and poolside loungers venture out for sand, surf, sun and showing off their swim fashions, such as this Yarn Movement look that was shot in Tanzania. See more styles on page 10.



## Joor Raises \$46 Million to Grow Wholesale Capabilities, Expansion

By Noe Garcia Assistant Editor

Joor has raised \$46 million in Series D funding for the company's investment in platform innovation, payments and financing, and continued global and vertical expansion.

A leading digital wholesale platform for luxury, fashion and home, the New York City-headquartered Joor hosts more than 12,500 brands and 325,000 curated retailers while processing more than \$1.5 billion in wholesale transactions per month. The platform has grown new business 228 percent over the last 12 months with innovative technology, mobile in-market tools and more. It has also partnered with notable brands such as **Kate Spade** and **Dr. Martens** and stores such as **Neiman Marcus** and **Revolve**, who buy exclusively through the company's platform.

The round of funding was led by **Macquarie Capital Principal Finance** and includes previous investors **Itochu Corporation**, **Battery Ventures** and **Canaan Partners**. It was also announced that Anand Subramanian, managing director at Macquarie Capital Principal Finance, will join Joor's board of directors.

"Joor's singular mission is to digitally en-



The Joor platform hosts more than 12,500 brands and 325,000 retailers while processing more than \$1.5 billion in wholesale transactions per month. Its singular mission is to digitally enable and transform the industry, according to Joor CEO Kristin Savilia.

able and transform our industry," said Joor CEO Kristin Savilia. "We are pleased to have such great partners to support us in this mission as we embark on our next stage of growth. This new capital enables us to accelerate innovation as an independent company and to continue to provide industry-leading solutions in service of our broad global network of brands and retailers."

Joor became the first B2B wholesale platform to launch and serve customers in Mainland China as it continued to build the company's position in North America and Eu-



rope. The expansion positions it for continued growth and success in the Asia-Pacific region.

"We continue to be impressed by the capabilities of Joor's technology platform coupled with its industry-leading network of brands and retailers," said Subramanian. "This investment reflects belief in Joor's talented team, and we see significant growth for Joor as they expand their platform to offer payments and financing alternatives to their global client base. We look forward to leveraging our expertise to support the company's long-term success." ●

## TECHNOLOGY

## New Epson SureColor F570 Pro Printer Announces Its Debut

Perfect for creating promotional products, **Epson America's** new 24-inch SureColor F570 Professional Edition desktop dye-sublimation printer was introduced on June 24.

The printer delivers fast and reliable dye-sublimation printing for an array of products, affording greater ease in printing processes for apparel professionals who create garment embellishments. A global technology leader,



Epson's new dye-sublimation printer allows users to create personalized promotional products, fashion apparel, and home décor and furnishings. The desktop model will be available in the fall for under \$3,000.

Epson will make its new printer available in the fall of 2021 with the machine retailing for \$2,895.

The Los Alamitos, Calif.-based Epson America has equipped the new printer with Epson Edge Print Pro software with **Adobe PostScript 3** and **PDF Print** engines for professional results and high color accuracy.

"We're seeing professional users looking to enter the textile-printer business with an easy-to-use dye-sublimation printer that still offers powerful print software, allowing them to create personalized promotional products, fashion apparel, and home décor and furnishings," said Tim Check, product manager of professional imaging for Epson America, Inc. "The SureColor F570 Professional Edition delivers one of the most compact, feature-rich dye-sublimation printers on the market with high image quality and commercial-grade reliability."

The SureColor F570 includes a 50-sheet feed tray, a large 4.3-inch LCD color touchscreen, high-capacity ink bottles that require fewer replacements, reliable performance and professional software. In addition, its compact design allows it to fit on a desktop. Connectivity options include USB, ethernet and wireless capabilities.—N.G.

## Inside the Industry

The **Port of Los Angeles** and its partners are debuting five new hydrogen-powered fuel-cell electric vehicles and the grand opening of two hydrogen-fueling stations. Through the \$82.5 million Shore-to-Store project, more than a dozen public- and private-sector partners have teamed up for a 12-month demonstration of the zero-emissions Class 8 trucks and will expand the project to include five more hydrogen-fueled heavy-duty trucks, two battery-electric yard tractors and two battery-electric forklifts. "Transporting goods between our port and the Inland Empire is the first leg of this next journey toward a zero-emissions future," said Port of Los Angeles Executive Director Gene Seroka. "This project is a model for developing and commercializing the next generation of clean trucks and cargo-handling equipment for the region and beyond. Just as the air we breathe extends beyond the port's footprint, so should the clean air and economic benefits we believe this project will yield."

**White Oak Commercial Finance, LLC**, has welcomed Mike Earnhart as managing director of originations. Based in Los Angeles, Earnhart has deep experience in factoring, asset-based lending, banking and territory sales management and will cover White Oak's national responsibilities. Prior to joining White Oak, Earnhart served as executive director at JPMorgan Chase in addition to roles with Wells Fargo Capital Finance, Coast Business Credit and CIT Bank. "We're excited to add such a versatile executive to our team," said White Oak Commercial Finance President and Chief Executive Officer Bob Grbic. "Mike's industry know-how, ability to develop strong partnerships and commitment to client success is a great fit for our organization."

**Xcel Brands, Inc.**, a media and consumer-products company, will join the Russell Microcap Index at the conclusion of the 2021 Russell indexes annual reconstitution. Membership in the Russell Microcap Index lasts for one year and means automatic inclusion in the appropriate growth and value style indexes. The Russell indexes are widely used by investment managers and institutional investors for index funds and investment strategies. "Joining the Russell Microcap Index is the latest step in our evolution and demonstrates our success navigating the significant impacts the COVID-19 pandemic has had on the apparel industry," said Excel Chairman and Chief Executive Officer Robert W. D'Loren.

**The National Retail Federation**, looking for an answer to the challenges retailers are facing from supply-chain disruptions leading to congestion at U.S. ports, has delivered a letter to the White House asking to meet with President Biden and other top administration officials. The letter from NRF President and CEO Matthew Shay said: "The supply-chain disruption issues, especially the congestion affecting our key maritime ports, are causing significant challenges for America's retailers. The congestion issues have not only added days and weeks to our supply chains but have led to inventory shortages impacting our ability to serve our customers. In addition, these delays have added significant transportation and warehousing costs for retailers." The NRF recently revised its annual retail-sales forecast to grow between 10.5 percent and 13.5 percent to more than \$4.44 trillion in 2021 as the economic recovery accelerates.

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# SFI Introduces a Denim-Fantasy Capsule Suitable for a California Daydream

Fresh off its launch earlier this year, the denim factory **Star Fades International** released its Denim Daydream capsule, the first collection since the **Artistic Milliners**-backed business opened in Los Angeles. With a dream team comprising denim veterans including Vice President of Design Alaina Miller, formerly of **Citizens of Humanity**, and **AG** and Senior Technical Designer Amber Isaac, who was formerly with **Lucky Brand** and **Guess**, SFI was able to deliver a collection that speaks to the timeless qualities of vintage styles and the resiliency of premium-denim pieces.

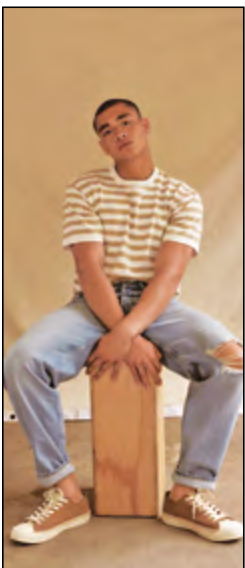
"I have been lucky to work with some of the most notable L.A. brands," Miller said. "We're in L.A. It's a fashion city. It's a denim city."

A lot of the population, regardless of the neighborhood they live in, are wearing vintage **Levi's**. Denim is a lifestyle. People are wearing jeans to work in most industries—not just creative professionals."

When building the collection, SFI sought to develop pieces that met the Artistic Milliners standards for sustainability. This important tenet of SFI's mission is at the core of its work. Through utilizing 3D design tools, for which it relies on the **Browzwear** platform, the SFI process was able to reduce the amount of samples by relying on virtual fittings.

"We were able to host virtual fittings [on the 3D avatar], where [Miller] would give me her tech pack in a very traditional sense. She would give me the sketches, we would talk about it—the body length, aesthetic. Then I would go to my computer and start building the patterns," Isaac explained. "She has a very firm grasp on her specs, which is so amazing, so when she says, '½ an inch' and I move it ½ an inch, it's good."

Pieces for the collection were cut and sewn in Pakistan prior



to arriving at the wash in Los Angeles. With clear communication between SFI and its Karachi, Pakistan, parent company, Miller and Isaac credit the expertise of the Artistic Milliners team in addition to the capabilities of its technology to create precise designs that perfectly reflected the designers' vision.

"When we started off with our project, we already had our fit model chosen so I was able to morph and change some of the dimensions of our avatar on the 3D software so that it mimicked very closely to our fit model," Isaac said. "What we were looking at on screen was a pretty close representation of our actual, physical fit model."

The SFI reliance on virtual tools will continue, as Isaac notes the design capabilities and efficiency of 3D options—and other advanced technology—align perfectly with the company's sustainable mission.

"At SFI, we're constantly looking at how we can use technology to achieve our sustainability goals," Isaac said. "Our vision for 3D is we are going to expand to augmented reality,

virtual reality and beyond."

The Los Angeles denim spirit was the foundation for the collection, from wash to a campaign filled with nods to the wonder of the city. Shot in Los Angeles' Elysian Park, the Denim Daydream campaign speaks to the city's denim heritage with a vintage appeal in both men's and women's pieces. There are also modern approaches that afford a more-responsible denim for some of the fabrics through post-consumer and post-industrial waste and washes that bypass pumice stone and potassium permanganate without sacrificing aesthetics.

"For the capsule, we really just wanted to highlight all the amazing things we're capable of doing here at SFI in partnership with Artistic Milliners for people interested in working with us," Miller said. "We hope to inspire whether that be through fit and silhouette, wash, or fiber. If we can get designers interested in using fabrics with sustainable attributes and washing in cleaner ways, then we've achieved our goal."

—Dorothy Crouch

## TRADE SHOWS

### L.A. Market *Continued from page 1*

and the **Junkie Boutique/Kayvolution** were installed in the updated spaces. Some showroom representatives have noticed that a number of emerging fashion businesses are moving into the CMC, in addition to Black-owned spaces such as the aforementioned showroom, Junkie Boutique/Kayvolution. According to Owner Kristian Chapple, they opened up their doors in March.

DL1961 Premium Denim sales representative Tai Parker noted that the trend was away from classic skinny-jean silhouettes. "For women's, nothing skinny anymore—everyone wants a wide leg or a straight cut," Parker said. DL1961 opened at the CMC in January, and this was its third time participating in L.A. Market.

Matthew Mathiasen, senior manager of events for the CMC, greeted buyers on the second floor of the building as a D.J. spun music and a barista served coffee from a mobile café. Mathiasen confirmed that traffic has been significantly different since the pandemic; however, there have been glimmers of a revival happening.

L.A. native Stella Chilgevorkyan, owner of the online boutique **Maison Du Trois**, said that her customers are looking for something they can wear to yacht weddings, outdoor birthdays and other events. Chilgevorkyan's customer demographic consists of women ages 25–35. She has been on the hunt for the "newest best thing" with an ideal wholesale price point between \$30 and \$80.

Chilgevorkyan summarized this season's market by noting, "There's a lot of sweats—everyone had a lot of sweats in their stores, everything was about being comfy and cozy. I feel like in this 'new 2022 coming-in year' people are going to want to be more dressed up—they're going to be over the comfortable."

### Newness reigns at The New Mart

On June 15, California State Governor Gavin Newsom announced the nullification of the Safer at Home executive order that had been in place since March of last year. Embodying that wave of breaking free is **True Religion** designer Jeffery



DL1961, which enjoyed its third L.A. Market Week after opening in January at the CMC, displayed its pieces at its updated showroom space.



Jeff Lubell and his wife, Carrie, co-designed the **Coût De La Liberté** line, based on a freedom theme that is fresh and fun.



The art installation "Psychedelic Prospective" by Zach Statler lined the lobby of the Cooper Design Space for market.

Lubell. Within his new luxury brand, **Coût De La Liberté**, the vision of a revolution unfolds.

**Coût De La Liberté** translates to "cost of freedom," and Lubell designed a line of statement pieces that capture the eruption of this new energy. Within his spacious New Mart showroom, which opened two weeks prior to market, each piece demanded attention, radiating a restored courage to live.

During a tour of the space, Lubell explained, "I opened up the showroom to give the feeling of the brand." The denim pioneer is looking to paint a new aesthetic that signifies the heaviness of social distancing is no more. **Coût De La Liberté** is a lifestyle; those aligning with the brand include iconic music artist Lenny Kravitz.

The **Coût De La Liberté** Fall/Holiday collection was on display, and every piece carried an air of rebellion with metallic and fringe finishes, exaggerated bell-bottoms, and exotic textures such as velvet denim. Materials are imported from Italy, and pieces are constructed in Los Angeles.

### Striking while it's hot at the Cooper

Artwork designed by Zach Statler adorned the Cooper Design Space in a series entitled "Psychedelic Prospective." Used to illustrate market week, Statler's pieces lined the lobby and traveled throughout the building on each floor directory. Building management for the Cooper worked with Statler to

display his work as an exhibition from June 1 through 25. His inspiration was pulled from interdimensional realms of the mind.

Generally, retailers were looking for dresses and occasion pieces that could be worn at weddings and graduations. For the **Hunter Bell** brand, located in the **Trade Showroom**, a magenta A-line dress with bishop sleeves served as one of the top sellers. The piece is made of a lightweight and breathable material, but the magenta color is rich, elevating the style of the dress.

At the multi-line contemporary **Showroom Sixty Six**, sales associate Alexandra Owen said buyers were heavily influenced by orders that could be filled immediately. Owen said the reason was "probably because all of the companies have been closed for the past year and a half and they haven't been able to get new product in—they've been trying to get old product out." The force of the COVID-19 shutdown played a major role in shifting the direction of fashion and retail needs.

Owen noted that a few clients asked for orders to be pushed back toward September as they're banking on the rise of international tourism. However, the majority of her clientele was searching for immediates. One of the brands in Showroom Sixty Six, **French Twist**, was showcasing accessories embellished with **Swarovski** crystals priced at \$20 to \$40 wholesale. ●



## TECHNOLOGY

## Lectra-Gerber Deal Finalized

By Noe Garcia Assistant Editor

**Lectra** has finalized the acquisition of all outstanding shares of **Gerber Technology**. It completed the deal on a cash-free, debt-free basis for €175 million, or more than 207.5 million USD, in addition to 5 million newly issued Lectra shares to **AIPCF VI LG**, Gerber's sole shareholder. The purchase was financed through a €140 million, or more than 166 million USD, loan and available cash.

"The union of our respective innovative expertise, our state-of-the-art offers and our talented resources will enable us to bring long-term value to our customers," said Lectra Chairman and CEO Daniel Harari. "We will now be in an even better position to support our customers throughout the world in accelerating the digital transformation of their operations."

The acquisition was originally announced on Feb. 8, approved by Lectra's board of directors on March 25 and approved by Lectra's shareholders on June 1.

*California Apparel News* previously reported the acquisition and how Lectra's apparel, automotive and furniture segments will be complemented by Gerber's space in the fashion-technology business, aerospace, construction, furniture, transportation, technical textiles, packaging, wind energy, and sign-and-graphics industries.

The acquisition will also allow Lectra to expand upon its Industry 4.0 innovations in software, equipment, data and services that



Lectra's acquisition of Gerber Technology will allow it to expand on its Industry 4.0 innovations in software, equipment, data and services.

support brands, manufacturers and retailers as they develop, produce and market products. The merging of the companies will create a more-seamless approach to development and production.

"Today is a historic day for our companies that will bring tremendous opportunities for future growth. We will have investments in innovation and technological capabilities that will be highly beneficial to the industry. They will allow us to create long-term value for our customers and our shareholders," Harari said on Feb. 8. "We're delighted to welcome Gerber Technology's group of talented professionals to the Lectra team. Unifying the two teams will showcase the strength of our fantastic employees. Together we will be able to grow and expand the services we provide to our customers and help them accelerate their digital transformation." ●

## LEGAL

## Supreme Court to Examine Copyright Claim by Unicolors Against H&amp;M

The Supreme Court will examine the case of **Unicolors Inc. v. H&M Hennes & Maruiz LP** to see if **H&M** is liable for an infringement award and whether an error in a U.S. Copyright Office can be invalidated without fraudulent intent. The Southern California-based **Unicolors** was originally awarded \$847,000 for infringement and attorney fees after suing H&M for using and selling a design on jackets and skirts in 2015. The artwork design, called Xue Xu, was one of 31 designs Unicolors registered with the copyright office in 2011. Unicolors accepted a reduced amount of \$266,000 after the court deemed the original figure excessive.

Then the U.S. Court of Appeals for the Ninth Circuit reversed the decision and required the copyright office to weigh in on the validity of the copyright registration. Lauren Keller Katzenellenbogen, a partner with **Knobbe Martens**, who is co-chair of the consumer product litigation department, said the problem was the way Unicolors registered its designs.

Unicolors registered 31 designs together as a compilation and single publication. The problem was that in order to be registered as a single publication they needed to be published together and in the context of fabrics, meaning that all designs would need to be made public in the same showroom at the same time. That was not done because some of the designs were special for specific manufacturers and were purposely not showcased.

Therefore, the Ninth Circuit said the judg-

ment was not correct because the trial court needed to go back to the copyright office and ask whether the registration would still be valid and ask for its guidance.

"It's kind of surprising to people that there's no proof that Unicolors acted fraudulently," Katzenellenbogen said. "There's no proof that Unicolors intended to deceive the copyright office or engaged in fraudulent behavior. It's kind of seen as surprising that after [going to trial] the verdict could be overturned because there was a mistake in the registration."

However, the Supreme Court will not hear Unicolors' second question regarding if the appeals panel wrongly applied the copyright office's requirements, which were not in place at the time Unicolors registered its designs and if that even required a referral to the copyright office.

When asked for comment, H&M's media-relations department said it could not comment on pending litigation. Unicolors chose to release a statement.

Issued by Unicolors' counsel, Josh Rosenkranz of **Orrick Herrington & Sutcliffe** and Scott Burroughs of **Doniger/Burroughs**, said, "An honest mistake in a registration form should not let a blatant infringer off the hook—and before the Ninth Circuit adopted its misguided approach, it never did. We expect that the court would reject a rule that makes it harder for artists to vindicate their rights and allows infringers off the hook on technicalities."—N.G.

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# Apparel News

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**A Season  
of Size  
Inclusivity at  
Curvy Beach**

**Yarn  
Movement  
Spans the  
Globe**

**Tempting  
Swim Textiles**

**Swiminista  
and Lacroix  
Promote  
Luxe Yacht  
Life**





Daze Dayz



## Swimwear Brands Attracted to Hyosung's Sustainable and Performance Fiber Solutions

*Providing inspiration for new opportunities*

With the future of our planet top of mind, consumers are increasingly more eco-conscious and swim brands are taking notice - and action - by adding more sustainable options to their swimwear collections.

Two sustainable fiber solutions swimwear brands have recently adopted Hyosung's 100% recycled Mipan® regen nylon and regen polyester made from reclaimed waste. Both of these fibers are recognized and certified by the Global Recycled Standard (GRS) of the Control Union in the Netherlands for their energy saving benefits, which include saving valuable resources from being removed from the earth.

O'Neill swimwear recently developed a line of women's swimwear made with Hyosung's Mipan® regen nylon as part of its new O'Neill Blue sustainable collection, honoring its founder, Jack O'Neill's, commitment to protect our oceans.

In an effort to use materials produced by recycling plastic waste, popular Korean-based brand, Daze Dayz known for its 70s inspired retro-fashion with a contemporary twist, has developed an extensive swimwear line made with Hyosung's regen polyester made from recycled bottles.

"We are experiencing tremendous interest in our 100% recycled, GRS-certified Mipan regen nylon and regen polyester; and we've made significant investments to increase our capacity to meet demand" said Mike Simko, Global Marketing Director Hyosung -Textiles.

Hyosung recently signed a Memorandum of Understanding (MOU) with Busan metropolitan government and a social venture, Netspa, to produce an eco-friendly nylon by recycling abandoned fishing nets. The partnership was formed to reduce the pollution of marine ecosystems caused by these nets, and to also increase awareness of marine environment protection. Hyosung will invest in the development and commercialization of the material derived from fishing nets, which it will call Mipan Regen Ocean, later this year.

While its sustainable fibers have made recent news in the swimwear market, Hyosung's flagship fiber, creora® spandex, has been a key ingredient used by many prominent swimwear brands for years such as Speedo, Next, Panache and more, due to its long-lasting durability.

creora® spandex is the world's largest spandex brand, supplying the broadest range of stretch fiber offerings supported by exceptional technology and quality.

Of Hyosung's many creora® spandex offerings, its creora® highclo™, creora® Power Fit and creora® color +, have unique benefits for developed for swimwear.

- creora® highclo™ spandex is designed to overcome spandex's vulnerability to chlorine damage. It improves swimwear fabric durability, delivers long-lasting fit and shape retention.

- creora® Power Fit spandex is engineered to provide superior shaping and compression. It is chlorine and bleach resistant; and also allows for exceptional color in blends with polyester.

- creora® color + spandex allows for deep, vivid and long-lasting color in blends with nylon.

"Sustainability, in the form of either recycled materials or fibers to help materials last longer, has opened up an entire world of opportunity to innovate and bring value to the industry and newness to the consumer," said Simko.

# HYOSUNG

For more information on Hyosung, visit [blog.hyosungtn.com](http://blog.hyosungtn.com). Hyosung can also be found on Instagram @hyosung\_textiles and on LinkedIn at [Hyosung Performance Textiles](https://www.linkedin.com/company/hyosung-textiles).



CURVY BEACH



## Breaking Body-Image Boundaries, Curvy Beach Affords True Size Inclusivity

By Dorothy Crouch Managing Editor

Former actor Elizabeth Taylor had seen enough resistance to sexier bikinis in the expanded-size swimsuit market to know that she wanted to change the narrative surrounding designs for curvier women. After suffering from weight issues and an eating disorder, Taylor gained control of her life while living in New York City when someone suggested she try plus-size modeling 15 years ago. Through opportunities in this field, Taylor was able to gain valuable insight into developing swimwear that suited curvier consumers. She also met a patternmaker who would change her life.

"I would stand in the showroom with the samples they just received from Bondi Beach or Colombia or all over the world, and I would say, 'Oh I love those,' and they would say, 'Those aren't for you,'" Taylor recalled, mentioning that the plus styles she was given were often boring and conservative "Everyone left the room, and [the patternmaker] said, 'Hey, if you know what you want, I'll make you a pattern.'"

With her sketch in hand, Taylor traveled to the patternmaker's home in New Jersey to create the foundation for a style that would have coverage in the lower-belly area, larger cups and follow a string-bikini design. While the California-born Taylor now resides in Miami, she still relies on a New Jersey factory—recommended by her patternmaker—to manufacture her **Curvy Beach** brand of swimwear.

"It's an open-door policy. I can walk in at any time of the day and it looks as calm and peaceful as you would want a factory to be," Taylor said. "Being in New York, I would be modeling and run over there and check on things before they closed. The convenience was also super important."

Since launching with 1X–3X sizes and selling out overnight following a viral video, Curvy Beach has evolved into a completely size-inclusive line. Due to the popularity of her brand, Taylor quit modeling in 2019, moved to Miami—three years after launching the label—and focused on Curvy Beach full time. Inspiration stems from her childhood trips to Hawaii, the 1980s-90s Los Angeles scene and the body positivity found in Miami, where women love their small and large curves. This season, pat-

terns chosen by Curvy Beach customers who voted through **Facebook** include sunflowers, birds of paradise, mint leopard, stars and stripes to celebrate the Fourth of July, a rainbow stripe to commemorate Pride Month, a red-bandanna style, patterns celebrating the 50 U.S. states and a solid-gold design.

While Taylor's mission was to design for the plus-size consumer, she found that women of all shapes were attracted to Curvy Beach's fit and styles, leading her to expand her sizing to include S–4X, 0–26 and cup sizes that generally run B–H but could reach up to a J or beyond.

"We allow separates. If you're a DD, you can get a DD top and a size 6 bottom. I did not know that was not happening [at the time]," she said. "Another wave of these women hadn't worn a bikini since before having kids. These women aren't necessarily plus sized—they are the in-betweeners. They maxed out at the size 10s and 12s."

While selling bathing suits that resonate with curvier women was Taylor's goal, she is seeing a pleasant surprise from accommodating a smaller consumer, as women of all sizes begin to feel better about their bodies. As women who wear plus sizes reach a point where they can revel in the victories of their fight for representation, Taylor saw an opportunity to reach true body inclusivity with smaller customers.

"Looking at their pictures, I am thinking about how I created these looks for my size 18 girls and my size 20s," Taylor said. "In a way, I feel the larger women have a lot of confidence with the pop-culture body positivity, but perhaps the women in limbo don't truly feel included so I have a strong, proud community of the 8s, 10s and 12s. They are like, 'Thank you! Thank you! Thank you!'"

With accessories—such as ethically made bamboo earrings manufactured in Thailand—sold at \$10, swim separates for the direct-to-consumer brand priced from \$69, one-pieces from \$125 and a new zip-up rash-guard style releasing selling at \$149, Curvy Beach is available through [curvybeach.com](http://curvybeach.com). On July 5, the brand will release new clothing and resortwear. Taylor remains committed to ethical, domestic production and foresees sustainable fabric options in development with a greater focus on UPF to promote protection from the sun. ●





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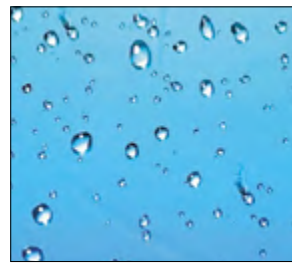


# Beach Brights and Playful Poolside Designs Trend in Waterwear Textiles

This season's swim textiles share a common theme of supporting the return to a feel-good atmosphere. Mills are inspiring designers to look beyond a standard summer season as the public hits the beaches, basks in the sun poolside or dives into new water-based fitness routines. Trends in swim aren't defined, except for a demand to venture outdoors, live life to its fullest and compensate for many months spent indoors.

Patterns glimmer and shine in creative shapes such as star-studded sparkling designs, softer tie-dyes and playful prints. Florals are colorful in 1960s-era flower-power styles, free-spirited designs and adventurous tropicals. Stripes, plaids and animal prints rely on trends that have been popular over the last few seasons.

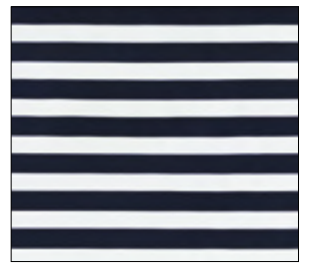
Solids are also designed to leave lasting impressions with rich, striking colors and textures that add elements to stand apart from the rest. Emerging from uncertainty, as crowds seek warm-weather fun, current swim textiles feed the *joie de vivre* that will define these summer months.—Dorothy Crouch



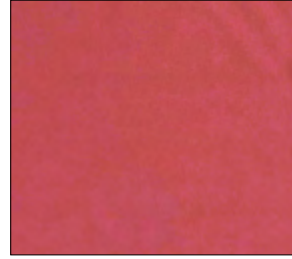
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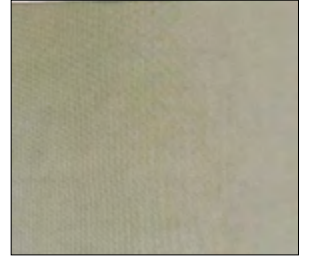
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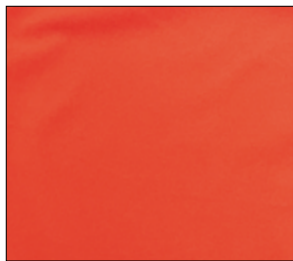
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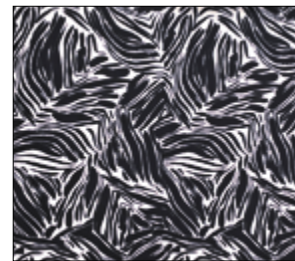
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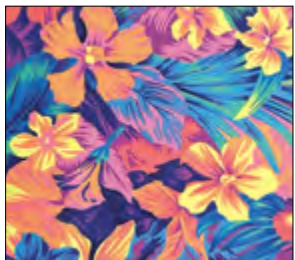
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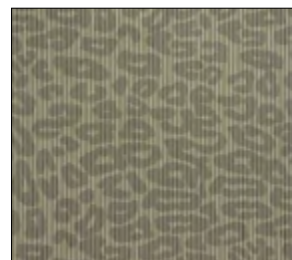
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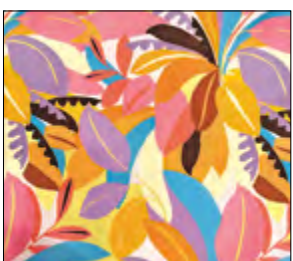
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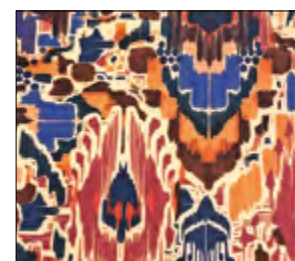
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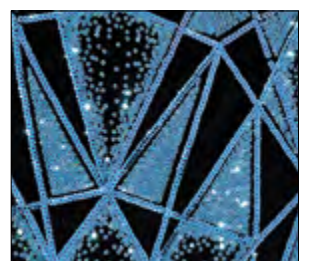
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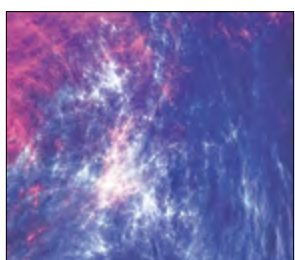
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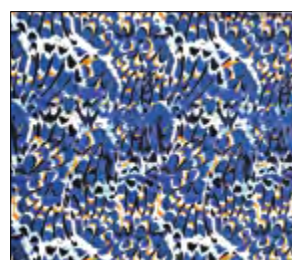
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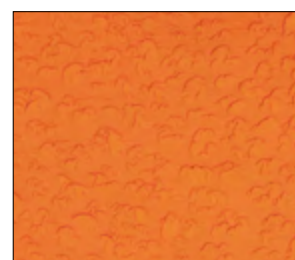
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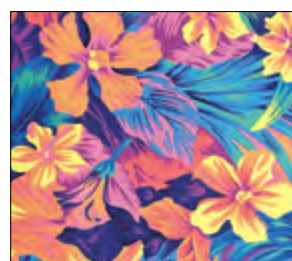
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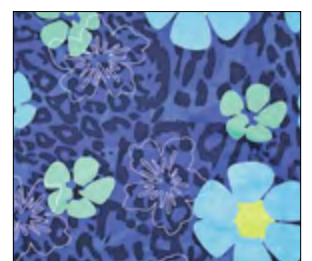
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# Circling the Globe, Yarn Movement Shares Glimpses of Perfect Getaways

The founder of **Yarn Movement**, Shantelle “S. Ladybug” Brumfield, displays her globetrotting spirit in the brand’s latest swim campaign. From Tulum, Mexico, to Tanzania in East Africa, Brumfield worked with a team of like-minded artists to relay stories of how travelers spend their time in these thrilling

locations with stunning sites. “For Tulum, it was more about lifestyle. I was interested in seeing how people travel in my clothing. If you’re taking a trip to Tulum, what are you going to do while you’re there? You’re going to the beach, you’re going to cenotes. You’re going out

to have party time, food at the restaurants,” Brumfield said. “Most importantly, I wanted to see people have fun.” In Tulum, Yarn Movement pieces were set against backdrops of crystal-clear waters, local sandy beaches and at the **Tulum Treehouse** guesthouse and kitchen. Brumfield also

wanted to have fun reminiscing about the bygone 1990s era defined by colorful style elements that were unique at the time. “We were going for ’90s streetwear fashion,” Brumfield explained. “One girl is wearing a hat, has long nails, braids and is wearing one of my Chella tops.” During the Tanzania shoot, Brumfield worked with one of the region’s travel leaders, partnering with the country’s tourism princess, Grace Tima Mella, who is known as Princess Feona. A professional model, Mella adopted all of Brumfield’s notes to create imagery that inspires heavy wanderlust for the local beaches. “She is in Dar es Salaam,” Brumfield noted. “There are beautiful beaches, and that is what she came up with.” Custom-created handmade goods from this Yarn Movement collection range in price from \$85 to \$450 on the direct-to-consumer [yarnmovement.com](http://yarnmovement.com). The latest pieces include Brumfield’s swim-worthy halter and bikini tops and bottoms for women and trunks for men. Additionally, the crochet brand incorporates men’s and women’s cover-ups in tops, tanks, hooded and sleeveless styles plus pants, shorts and sarongs. —Dorothy Crouch

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## Andréa Bernholtz Embraces Yacht Life With New Swiminista-Lacroix Collection

A devotion to luxury and sustainability drove Andréa Bernholtz as she launched her latest collection under The House of Christian Lacroix x Swiminista collaboration. The Yacht Life collection is a celebration of vibrancy through striking colors and flattering cuts yet maintains the **Swiminista** mission to ensure women feel confident when wearing the brand's pieces.

"Wear your confidence. If you don't really feel that confident, fake it and I swear to God it will just happen," Bernholtz said. "The best thing you can wear is your confidence."

Bernholtz understands that over a year indoors during the COVID-19 pandemic coupled with a reduction in activity could make some women a bit hesitant to bare a lot of skin. Whether creating one-piece suits or bikinis, Bernholtz remained dedicated to elevating the mood for 2021. Sourcing patterns from the **Christian Lacroix** archives, Bernholtz used the colorful designs to create an atmosphere of fun for this summer season.

"To me, tropical fruits completely lend themselves to summertime. The colors pop so vibrantly against the black background. It's all these great colors that I am super into right now—these tangerines, fuchsias and lime," Bernholtz explained. "The florals are a little bit of a softer palette and a little bit more feminine with a white background. It reminds me of an English-garden type of vibe."

Incorporating lust-worthy patterns wasn't sufficient to meet the high standards that Bernholtz applies to her Calabasas, Calif., brand, as each feature serves a purpose. From necklines that are flattering and comfortable to custom matte-finished hardware that is UV protected to prevent burning, every detail is created for a reason.

"With each of our pieces I tried to problem solve. Everything has a reason to buy it. Everything has an adjustability or something that helps us look more fabulous," Bernholtz said. "None of our styles tie around your neck so there is never any of that binding neck pain. I love the halter look, so I created the Cheerful and the Cheer tops. They have the great properties of a halter—it lifts, but it doesn't tie around your neck, it goes across your back."

For Bernholtz, who organizes monthly beach cleanups, encouraging Swiminista fans via her social channels to join in each event, caring for the planet remains a priority. The Yacht Life collection shares with its predecessors luxurious textiles that are manufactured using yarns created from recycled water bottles.

"I can't be everything to everyone, but I can be a lot of things to

a lot of people," Bernholtz said. "Some brands have adjustable styles. Some brands have pieces that are eco-friendly. All of our styles have some sort of adjustability or some sort of problem solving to them. All of our materials, down to our packaging and the pantyliners in the suits, are all com-

postable or recyclable."

Available in sizes XS–XL, the Christian Lacroix x Swiminista Yacht Life collection is priced at \$80 retail for bikini separates and \$150–\$250 for one-piece designs.

—Dorothy Crouch



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# Versatility and Sleek Designs Unite With Empathy in Unify the Ties

Artist Taylor Nassar understands the importance of employing art to heal mental-health challenges. As a young woman, Nassar struggled with her mental health and body image, eventually employing her artistic talents as a method to cope. The need to create evolved into Nassar's brand, **Unify the Ties**, a San Diego swimwear label that launched in 2017 and relied on the artist's inspiration from growing up near the beach, which yielded designs based on her own artistic works.

"The way that swimwear is tied into it—I grew up immersed in beach culture, wearing a bathing suit," Nassar explained. "I was always very passionate about swimwear and have some funny ties and funny stories as a child wearing swimsuits and whatnot, but later in life, as I was going through my mental-health struggles and body-image issues, that love for swimwear turned into a hate for swimwear."

Creating a mission through designing swimwear, Nassar was able to resolve her distaste for the category while spreading a message of self-acceptance. By launching Unify the Ties, Nassar wanted to dispel the fears of exposure that are often connected to buying swimwear, instead choosing to build a brand that celebrates strength and emphasizes the importance of inner beauty.

"My vision was to put more of an emphasis on spirit over appearance and take the individual down a path of creating pieces that enabled them to feel inspired from within," Nassar said. "That way they can lead from their heart and less from a physical outer appearance. I really believe that beauty lies within."

During the COVID-19 pandemic, Unify the Ties shifted production to create masks and prints of Nassar's artwork, partnering with **The Art Therapy Project**, with



RENEE MARCHELLE

Designing to create pieces that can easily transition from swim to sport or the studio to socializing, Taylor Nassar launched Unify the Ties' recent Radiant Roots collection with resort-style clothing items such as her palazzo pants that were designed to complement an array of body types.

a portion of proceeds from the sale donated to the organization. With its latest collection, Radiant Roots—Nassar's first line to expand beyond swimwear into clothing—Unify the Ties has again partnered with the New York-based mental-health nonprofit organization, with the sale of each piece benefiting its group-art-therapy and TeleArt Therapy services, which aid trauma victims. The time spent collaborating with The Art

Therapy Project during the pandemic helped to support Nassar's creative process in order to develop her next moves for the brand.

"It gave me the opportunity to think about the future of the brand and where I want to take it. I feel that I am going to start to really infuse art more into the brand. Swimwear has always been something that we have focused on and that is where we started, but then I started to go inward and think about the possibilities and dreaming," Nassar said. "There are other avenues I am excited to explore and try to fuse that into the swimwear more and more."

Designing to meet the demands of an active client, Nassar ensured her tops can be worn from yoga class to the beach or pool. Those who seek more coverage can also wear the yoga pants during a swim session, aligning with Nassar's mission to create pieces

that meet a variety of needs. Fabrication for the yoga pants relies on textiles that use eco-friendlier blends of fibers. A statement piece within the collection is Nassar's palazzo-pants design that she made to accommodate different women.

"When I designed those particular pants, I designed them at a length where if you were a little shorter they would look great as full-length pants, but if you're someone who is really tall they are cropped culottes and they look amazing too," Nassar said. "I really tried to consider that and little touches of that I always think about and try to weave into my design process."

The direct-to-consumer brand's Radiant Roots collection is priced from \$62 to \$150 and is sized XS–XL. It is available at [unify-theties.com](http://unify-theties.com).—Dorothy Crouch

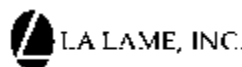
## Swim Resources 2022

### curve

**Curve** is the only show in North America solely dedicated to intimate apparel, sleepwear, and swimwear. The Curve shows will be in New York Aug. 1–2, and Los Angeles on Aug. 23–24. The Curve New York and Curve Los Angeles shows are produced by Eurovet Americas, a Eurovet company. Interfilere, also produced by Eurovet, is the leading trade show for intimates, beachwear, and swimwear fabrics. The next editions of the show take place in Shanghai on Aug. 26–27, and in Paris on Sept. 3–5. [www.curve-losangeles.com](http://www.curve-losangeles.com), [www.eurovetamericas.com](http://www.eurovetamericas.com)



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**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 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, manufacturers, designers, corporate personnel, press, bloggers, influencers, fashion consultants, stylists, VIP's and other fashion industry leaders from over 60 countries to showcase brands and create business opportunities. SwimShow is planned and executed with the utmost needs of swimwear buyers anticipating the trends, debuting new designers each year and producing an all-encompassing tradeshow that is second to none. [www.swimshow.com](http://www.swimshow.com)

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Hosted earlier this year than during previous editions, Amazon's Prime Day began June 21, unveiling 48 hours of promotional sales in more than 20 product categories and generating over 2 million deals.

## Amazon *Continued from page 1*

Prime members bought more items during the sale than on Black Friday 2014—the biggest Black Friday ever for Amazon. Members also ordered more than 34.4 million items, or 398 items per second. Hundreds of thousands of Amazon devices were ordered, making it the largest device sales day ever, and Amazon sellers using Fulfillment by Amazon saw record-breaking unit sales grow nearly 300 percent worldwide. In short, Prime Day was a success, and it's only gotten better since.

Prime Day 2019 gave Prime members the current format, where the sales and deals last for 48 hours. Moving the event to a delayed start during October 2020 still produced positive results, especially for independent third-party sellers, who are mostly small- and medium-sized businesses. Sales surpassed \$3.5 billion that Prime Day, a nearly 60 percent increase over Prime Day 2019.

This year, Prime Day made an earlier-than-normal appearance after Amazon bumped it up from its normal slot in July to June. During Prime Day 2021, in addition to over 2 million deals, Amazon also announced that it would spend more than \$100 million to “fuel the success of small businesses selling on Amazon, including promotional activities to encourage customers to shop with them.”

Amazon also made a major push to focus on itself. **1010data**, a provider of analytical intelligence to the financial, retail and consumer markets, released a 2021 “Amazon Prime Day Primer” focusing on Amazon's private-label merchandise, which took center stage during this year's event.

1010data estimated that Amazon generated \$8.1 billion in private-label sales in the United States in 2020, an increase of nearly 50 percent over 2019. These private-label Amazon goods continue to see yearly success. Not only is Prime Day Amazon's biggest chance to showcase its private labels, but Amazon's brands have also achieved annual sales growth averaging 39 percent over the past four years. These goods made up 6.6 percent of Amazon's total first-party sales, an increase of 5.1 percent over 2017.

Despite a consumer base that is still recovering from the effects of COVID-19, Frank Riva, vice president of marketing for 1010data, said the expectations for Prime Day are still high.

“Expectations are for another strong year,” Riva said. “One of the big things to watch is which categories will see the largest increases [and] decreases. Given so many big-ticket items were purchased last year during the pandemic, it will be interesting to see how those same products [and] categories fare this year—are shoppers looking for other items as they already fulfilled their large purchases last year?”

Riva also added that Amazon is just taking part in “good old-fashioned retailing” when it comes to pushing its private labels.

“Private-label goods have always allowed

retailers to make a higher profit and/or to use as a loss leader,” Riva said. “Originally, some Amazon brands were offered to drive sales of other items—for example, Kindles being sold inexpensively to drive sales of Amazon book downloads, which represented higher margins and longer-term value. Today, given Amazon's growth and reach, it makes sense for them to expand into other categories.”

Amazon diversified its approach this year and previous years by branching out from its electronics brands of Echo speakers and Kindle tablets and Fire TV sticks. Although those represented a large portion of the company's private-label sales, Amazon has been adding other items such as jewelry, furniture and grocery.

“Their brands are highlighted prominently in suggested-deal carousels, promotional homepage banners, email marketing and search-rank priority,” Riva said. “Given that they own the platform, they can dictate where/when their branded products are displayed and promoted to shoppers.”

The results have spoken for themselves with some of Amazon's private labels seeing exponential growth year over year. Its commercial-supplies line, which launched in 2019, saw sales surge—partially fueled by the pandemic—by 16-fold in 2020. That same year, private-label apparel and footwear sales climbed 72 percent, and furniture and décor increased by 39 percent, while jewelry grew by 28 percent. The increase and diversification of other goods have also led to the decrease in electronics sales—something Amazon is aiming for—from comprising 76 percent of its private-label sales in 2017 to 56 percent in 2020. The number is expected to drop again this year.

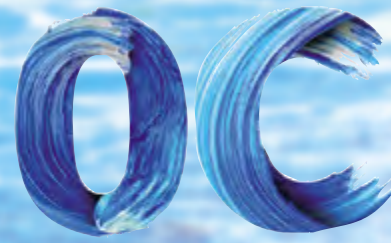
Some of the sales from Prime Day this year included up to 40 percent off on select active and lounge styles from **Shopbop**, up to 20 percent off on select styles from **The Drop** and up to 40 percent off on select **C9 Champion** apparel. There was also 50 percent off Amazon Fire TV devices, 30 percent off a Luna Controller and up to 40 percent off on Ring devices.

Although Amazon doesn't reveal Prime Day numbers, the U.S. market spent more than \$11 billion during the 48-hour sale according to the **Adobe** Digital Economy Index, the software company's tool that analyzes terabytes of Adobe analytics on digital commerce trends. The total spending during Prime Day was a 6.1 increase compared to Prime Day 2020, when consumers spent \$10.4 billion in total online revenue.

However, the average Prime Day order was down in price from \$54.64 last year to \$44.75 this year, an 18 percent decrease. It was an even larger 24 percent decrease from \$58.91 in 2019. Amazon did confirm that Prime members purchased more than 250 million items during its sale.

1010data will be releasing another in-depth report in August on the analysis and performance of Prime Day 2021. ●

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### July 23

Cover: Swim Fashion  
Technology  
Sustainability  
Textile Trends  
Sourcing & Fabric  
Miami Swim Coverage  
Swim Fashion Trends by "Fashion Snoops"

Textile Advertorial  
Sourcing & Fabric Advertorial  
Sustainability Advertorial  
Fashion Advertorial  
Technology Advertorial

Bonus Distribution  
LA Market Week 8/1-5  
IFJAG Las Vegas 8/7-10  
Offprice Las Vegas 8/7-10  
Las Vegas Apparel 8/8-10  
Sourcing at MAGIC 8/8-11  
Project Las Vegas 8/9-11  
MAGIC Las Vegas 8/9-11  
WWIN 8/9-12  
Agenda Las Vegas 8/11-12



### July 30

Cover: Fashion  
Made in Los Angeles  
Freight and Logistics  
Supply Chain  
Performance/Active/Athleisure  
Retail  
Fashion Tees, Blanks + Decorated Apparel

Made in Los Angeles Advertorial  
Freight and Logistics Advertorial  
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Retail Advertorial  
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Advertorial

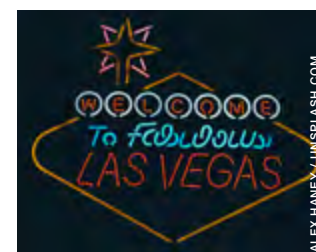
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MAGIC Las Vegas 8/9-11  
WWIN 8/9-12  
Agenda Las Vegas 8/11-12

### August 6

Cover: Denim Fashion  
L.A. Market Wrap  
Industry Focus: Finance  
Made in America  
Sustainability  
Fashion Trends by "Fashion Snoops"

Finance Advertorial  
Denim Advertorial  
Made in America Advertorial  
Sustainability Advertorial  
Fashion Advertorial

Bonus Distribution  
IFJAG Las Vegas 8/7-10  
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Sourcing at MAGIC 8/8-11  
Project Las Vegas 8/9-11  
MAGIC Las Vegas 8/9-11  
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Agenda Show Las Vegas 8/11-12



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