

CALIFORNIA

# Apparel News

SWIM

2022

JULY 2021

**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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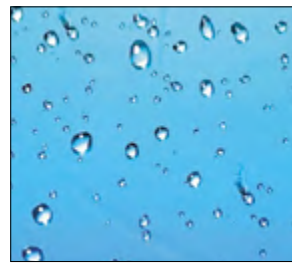


# Beach Brights and Playful Poolside Designs Trend in Waterwear Textiles

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.

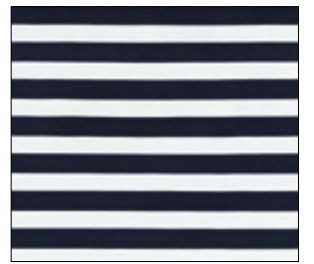
Solids are also designed to leave lasting impressions with rich, striking colors and textures that add elements to stand apart from the rest. Emerging from uncertainty, as crowds seek warm-weather fun, current swim textiles feed the *joie de vivre* that will define these summer months.—Dorothy Crouch



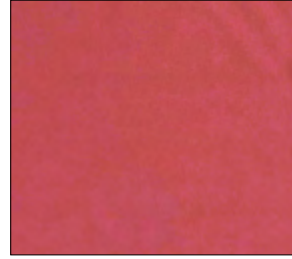
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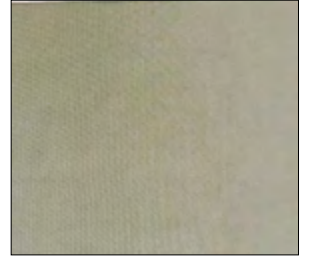
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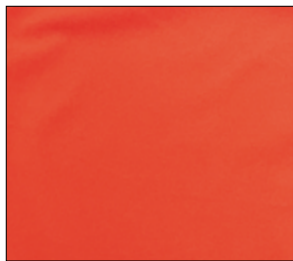
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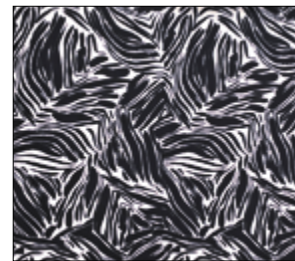
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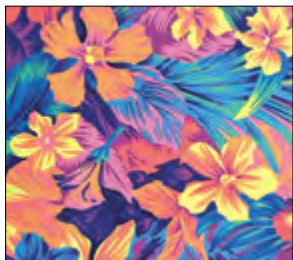
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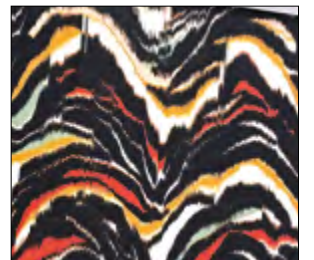
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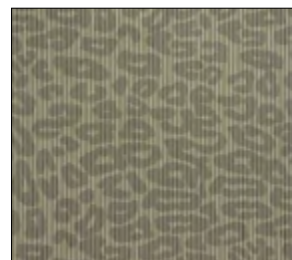
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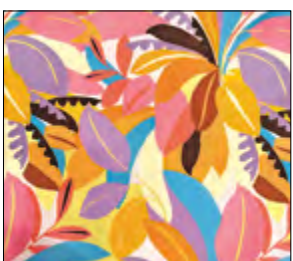
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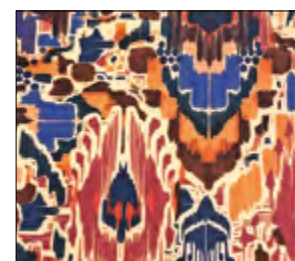
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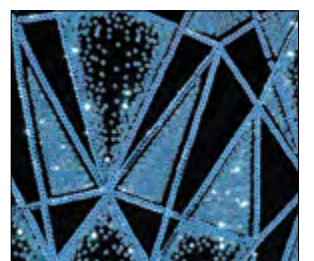
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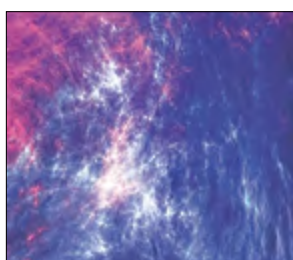
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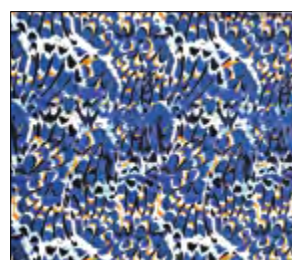
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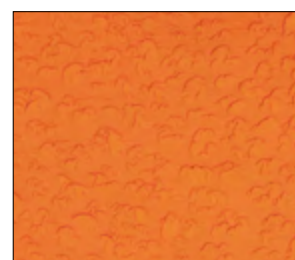
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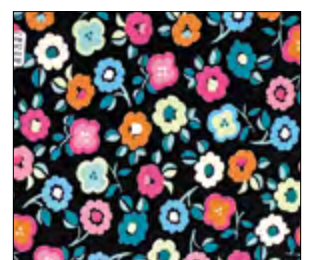
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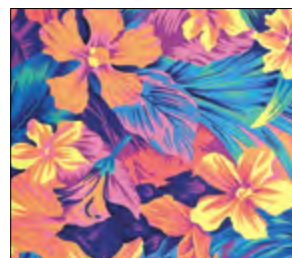
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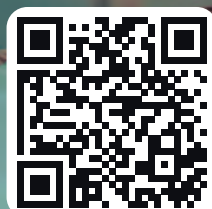
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# Circling the Globe, Yarn Movement Shares Glimpses of Perfect Getaways

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-thetie.com](http://unify-thetie.com).—Dorothy Crouch

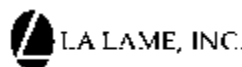
## Swim Resources 2022

### 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)



**Hyosung** is a comprehensive fiber manufacturer that produces world-class products, providing innovation and solutions to the textile industry. Only by Hyosung, creora® is the world's largest spandex brand, supplying the broadest range of stretch fiber offerings supported by exceptional technology and quality. To ensure athletes have confidence in their sports apparel, Hyosung has developed creora® ActiFit spandex, which provides the long-lasting durability, UV and chlorine resistance along with the greater compression required of extreme-sports pursuits where athletes encounter numerous environmental surroundings. One of Hyosung's key trends for 2021 is "Sweat to Swim," which promotes the crossover between gym and swim, and creora® ActiFit spandex perfectly answers this growing trend for multi-sports apparel. [www.creora.com](http://www.creora.com)



We at **La Lame** have captured the attention of a fabulous Italian digital printer and source for very exclusive prints and "FOIL" solids for use in swimwear, sportswear, dresses, and intimate loungewear. Our "Beat Goes On" is the French assortment of woven/stretch. This collection is unique in its attraction of yarn-dye fabrics that apply to many apparel lines. Also, we are proud to claim our post-surgical fabrics with great compression and recovery are performing very well with leading medical garments. We also supply beautiful lace fabrics made in France and elastic trims from France, Brazil and China. Visit the new La Lame showrooms at 215 W. 40th St. by calling Glen Schmeer (212) 921-9770. [www.lalame.com](http://www.lalame.com)



The "Original" **OC Apparel Show** is on a roll! Our May show was an incredible success, with more than 250 pre-registered buyers coming to Orange County to be part of something great! We exceeded everyone's expectations with an incredible location and a good time had by all. We are changing the trade-show mold and building something fresh and new—a place reps love, where resorts, boutiques, men's stores and board shops all can buy at-once goods and merchandise for the upcoming season. We are looking for swim and active rep exhibitors to join our Aug 2021 show. Our Southern California "Lifestyle and Resort" vibe is exactly what the market needs. So, if you are looking for a place to call home in the OC market, we have a place for you! Come check out why the "Original" OC Apparel Show is the hottest show in the industry! [www.OCApparelShow.com](http://www.OCApparelShow.com).



**SPORTEK International Inc.** is a world leader in importing, converting and distributing high-quality spandex blend, functional and technical fabrics for Active wear, Sportswear, Swimwear, Dye-sublimation industry in the United States. The company is based in Commerce, Calif. where we built a steady presence in the apparel industry for more than two decades. We supply swimwear, cyclewear, rash guard, dancewear and outerwear fabrics for leading sportswear suppliers around in the U.S., Canada and Mexico. SPORTEK holds the largest elastic, pile and fleece, technical and functional and PFP ready for sublimation fabric inventory in the U.S. with more than 2,000,000 yards in stock. Our renovation, product development, fast and friendly service have made us one of the leaders in the functional fabric industry and our Sportek brand fabric is in high demand in all sectors of the apparel industry. Sportek also offers custom digital printing with low minimum and fast turnaround using state of the art MS Italian printers, use our easy online order submission at [www.PrintSpandex.com](http://www.PrintSpandex.com). [www.sportek.com](http://www.sportek.com)



**Surf Expo** is the largest and longest-running water-sports 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, Central and South America, and around 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, annual awards ceremonies, and demos. The next show is Sept. 9–11, 2021 at the Orange County Convention Center in Orlando, Fla. [www.surfexpo.com](http://www.surfexpo.com).



**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.

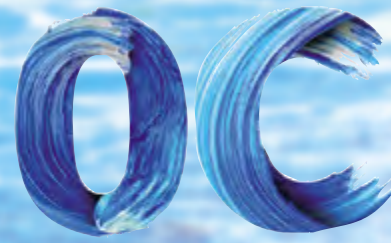
Some of the sales from Prime Day this year included up to 40 percent off on select active and lounge styles from **Shopbop**, up to 20 percent off on select styles from **The Drop** and up to 40 percent off on select **C9 Champion** apparel. There was also 50 percent off Amazon Fire TV devices, 30 percent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