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Within the past year, the sport of golf has seen an extraordinarily high increase in players hitting the links to enjoy the activity as a fun outdoor hobby. Brands are updating traditional golf apparel to feature fashionable and playful takes on classic styles, while maintaining the comfort and function players expect.

KENNY FLOWERS

RETAIL

Duer Forges Ahead Post-Pandemic With New Los Angeles Location

By Noe Garcia Assistant Editor

After a year of shuttering stores and a decline in retail numbers, **Duer** is betting on bricks-and-mortar as the way to go. The performance-apparel brand recently announced that it would open its newest location in early September. The 1,850-square-foot retail space will be located at 170 S. La Brea Ave. and be a part of District La Brea with other well-known retailers including **Fjällräven**, **American Rag Cie**, **Carhartt WIP** and **Champion**.

"Opening a storefront in L.A. is something I've been wanting to do for years, so it's really exciting and also not without a lot of complexities," said co-founder of Duer Gary Lenett of the California expansion of the Vancouver, British Columbia, brand. "Call it crazy or committed, but I spend more time

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Where fashion gets down to businessSM



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GOLFWEAR

Fashion-Forward Golf Apparel Continues to Become the Standard

By Noe Garcia Assistant Editor

Golf apparel is getting an upgrade. After years of standard polos and skirts, **Kenny Flowers**, **Calliope Golf** and **Renwick** are helping to lead the way in putting a new spin on golf apparel with stylish, athletic and comfortable collections.

With the COVID-19 pandemic putting a stop to just about everything in 2020, golf was one of the few sports that could still be played while remaining safe. That realization led to an influx of new players and breathed new life into golf apparel.

Kenny Flowers—an upscale tropical clothing and lifestyle brand putting a fresh spin on Hawaiian shirts, resort looks, and men's and women's swimwear—recently released a fashion-forward collection designed for men and women on the golf course.

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PacSun Ventures Into Resell Market With PS Reserve

PacSun is diving into the resell market with its first-ever resale initiative—PS Reserve.

Launched on July 5, PS Reserve is a new category for PacSun and focuses on popular footwear brands such as **Jordan**, **Yeezy**, **Supreme** and **Bape**. PS Reserve also includes apparel and accessories.

“Footwear is very important to the PacSun customer,” said Richard Cox, vice president of men’s merchandising at PacSun. “Based on that, we know that we need to deliver a compelling footwear assortment in addition to our great apparel offerings. The resell market has really changed the footwear industry, and we had been thinking about how to best participate in that evolution through our own lens in an elevated and authentic way.”

PS Reserve products are part of PacSun’s in-house inventory, which means orders can be fulfilled at a faster rate than services that require a middleman authentication process. This allows for a faster direct-to-consumer experience.

Founder and owner of **The Magnolia Park** Michael “Miki” Guerra—a veteran in



PS RESERVE
Based on the popularity of footwear among PacSun customers, the brand has launched PS Reserve focused on such popular footwear brands as Nike.

the retail and resell space—will help guide PacSun through reselling and authenticating the various products.

“After making the connection with Miki, knowing our goals and knowing his expertise

and the respect that he has in the industry based on all he has done with Mag Park, it felt like the right time to work on launching the project,” Cox said.

In addition to Yeezy Boosts, Air Jordan 1s and Nike Off-Whites, PS Reserve is also currently offering Supreme hoodies, Bape shirts and **Anti Social Social Club** hoodies. Items range in price from \$80 to \$975.

“PacSun, in my eyes, has always been the most aligned with the aftermarket consumer,” Guerra said. “We constantly would see an outfit from PacSun and then completed with footwear or accessories from Mag Park. The introduction of PS Reserve will now eliminate the need to go somewhere else to get the complete outfit.”

PS Reserve has also allowed PacSun to cater to the buying habits of environmentally committed Gen Z consumers, for whom purchasing secondhand goods is a rising trend. According to the Piper Sandler “Taking Stock With Teens Survey” Spring 2021 report, these efforts have helped PacSun become the No. 3 apparel brand among teens.

—Noe Garcia

ISKO, Soorty Team Up for Unique Collaboration

ISKO and **Soorty** have signed a landmark technology-licensing agreement that partners the two competitors on the production of fabric and garment collections.

“With this partnership, we are paving the way toward the implementation of new best practices that will change the industry forever,” said ISKO Director of Strategic Projects

Marco Lucietti. “We truly believe that going beyond the traditional conception of competition can really push change for the better—better service for our customers, better business and a better future.”

ISKO Future Face by Soorty will be the first collaborative effort between the companies. The launch of the collection will be



ISKO
ISKO and Soorty’s collaboration allows for new business opportunities through which they will better serve their customers with new product such as ISKO Future Face by Soorty, a sample of which is pictured above.

created using ISKO’s innovative Future Face technology and will be produced by Soorty specifically for the U.S. market.

ISKO, a part of Sanko Tekstil, the textile division of the **Sanko Group**, creates patented technologies while Soorty uses its comprehensive vertically integrated infrastructure to create sustainable denim that’s manufactured at scale and will be used to produce the collections. The collaboration allows for new business opportunities for both companies and allows them to better serve their customers.

The partnership marks a business model that is a first in the industry and could change working practices and increase value for the entire market through new collaborations. ISKO and Soorty are at the forefront of sustainability, inclusivity, technology and education in the industry. The common goals make the partnership a perfect alignment.

“We believe in cooperation over competition. And we believe that this cooperation will unlock immense value for brands and consumers,” said Director of Soorty Enterprises Asad Soorty. “ISKO Future Face by Soorty is a truly game-changing offering that can be used to create an endless array of products, all of which are in high demand in both the pandemic and post-pandemic world. We’re hugely excited by the possibilities this opens up for the market.”—N.G.

Inside the Industry

The Port of Oakland announced the approval of a \$465.3 million fiscal year 2022 budget by the Oakland Board of Port Commissioners. With the fiscal year 2021 approved for \$432.5 million, this recent decision represents an increase of 7.6 percent. “We are proud of all of the Port of Oakland employees who have gone above and beyond to help keep us financially solvent and move forward during a once-in-a-hundred-year pandemic,” said Port Board President Andreas Cluver. “With a capital budget of \$102.9 million, the port is remaining committed to regulatory-compliance and infrastructure-upgrade projects. Our budget strategy is to maintain long-term financial strength, resiliency, and prioritize and plan for major capital projects,” said Port of Oakland Executive Director Danny Wan.

Sweden-based textile-innovation brand Coloreel announced that it has secured 70 million SEK, or more than 8 million USD, in private placement to existing and new shareholders. These funds will support market expansion and growth while also exploring new applications such as sewing. “In this private placement, we bring in a number of exciting and strong investors alongside the existing major shareholders, Robur Ny Teknik, SEB Stiftelsen, Svea Ekonomi and Ilija Batljan, who also participated in this placement. In parallel to this, we now receive more and more new expressions of interest from additional investors, which feels very exciting,” said Coloreel founder Joakim Staberg. Coloreel offers sustainable and high-quality on-demand digital dyeing of threads.

Thermore, the Milan thermal-insulation producer whose products are relied upon by the apparel industry, announced the launch of its new Ecodown Fibers Genius. Through its development of the product, Thermore has created fibers that intertwine, affording even distribution of insulation, which minimizes the occurrence of cold spots or clumping. According to the company, the new product is “a hybrid between free fibers and rolled insulation.” Ecodown Fibers Genius is durable, allowing it to be blown in baffles, panels or hand stuffed or applied to custom patterns and squares for plaid construction. Termed by Thermore as the “Swiss Army knife of free-fiber products,” the new product actually increases in warmth by 10 percent after washing.

Luxury-goods company Salvatore Ferragamo S.p.A. entered into a transaction agreement with Inter Parfums, Inc., a manufacturer and distributor of prestige perfumes. Inter Parfums, Inc., will retain the exclusive and worldwide license of the Italy-based Ferragamo perfumes. Effective in October, the agreement will last 10 years with a 5-year optional term subject to certain conditions. The perfume maker will operate through a wholly owned Italian company in Florence, guaranteeing production in the country. “Inter Parfums’ great competence and recognized creativity make it the ideal partner to preserve the values and heritage of our brand with made-in-Italy products,” said Leonardo Ferragamo, president of Salvatore Ferragamo S.p.A. “Its great commercial expertise will also ensure a new boost to the business of our fragrances, which will be distributed through a carefully selected sales network.”

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Leigh Fibers Partners With Tidal Vision to Produce Bio-based Textile Treatments

By Dorothy Crouch Managing Editor

Solving issues of the toxicity that could result from traditional textile treatments, **Leigh Fibers** and **Tidal Vision** have announced a partnership that will rely on sustainable, ecologically sound resources to improve this segment of the industry. With the opening of a new production facility in Wellford, S.C., Tidal Vision's Tidal-Tex water-based textile treatments, which incorporate chitosan, will be applied to products from Leigh Fibers, which is known for its textile-waste conversion.

"Our partnership with Leigh Fibers signals a transformational shift in the textile industry's access to sustainable, bio-based textile treatments that are now displacing millions of pounds of synthetic, often toxic chemical treatments used in the textile industry," said Tidal Vision Director of Business Development in Textiles Kari Ingalls. "Tidal Vision partnering with Leigh Fibers has given us an extra 24,000 square feet of production space—83,000 square feet total and the capacity to produce a total of 1,600 to 2,000 metric tons of liquid chitosan solutions per month."

Tidal-Tex products serve as an alternative to nonbiodegradable chemicals, which include silver and copper. To create Tidal-Tex, Tidal Vision processes its chitosan through crab and shrimp shells, sourced as by-products from seafood-industry waste. A nontoxic, biodegradable polymer, chitosan is a product that can be added to a textile manufacturer's existing system.

"Tidal-Tex is used by manufacturers of fiber at the top of the supply chain, such as Leigh Fibers," Ingalls said. "Those fibers are turned into textiles by textile manufacturers further down the supply chain, and the treated products end up in all sorts of products from furniture, mattresses, carpet and more. There are a lot of apparel brands that have been reaching out to us and our customers recently, and we believe this demand will continue to grow from this segment of the larger textile



Craig Kasberg and Kari Ingalls of Tidal Vision are bringing the company's Tidal-Tex textile treatments to Leigh Fibers' 1 million-square-foot facility in South Carolina.

industry."

The South Carolina location of the facility where the Bellingham, Wash.-headquartered Tidal Vision will produce its Tidal-Tex within Leigh Fibers' 1 million-square-foot headquarters is centrally located in a hub of the United States textile industry. Tidal-Tex is applied via a simple act of dipping, spraying or coating. As a versatile product, Tidal-Tex can be applied to fibers, yarn, and woven and nonwoven fabrics. Through this partnership, the use of the facility will allow Tidal-Tex to be available at a lower cost than more-traditional treatments.

"Partnering with Tidal Vision is a win-win for our company, our customers and the environment," said Eric Westgate, senior vice president of Leigh Fibers, in a statement. "Their Tidal-Tex product line delivers the key benefits that

our customers look for in textiles at a lower price and is made from sustainable materials in the USA. At Leigh Fibers, we're committed to advancing sustainable innovation and repurposing textiles for a cleaner, healthier planet."

Tidal-Tex is offered in different formulas to address the distinct needs of those within the textile industry. Formulas of Tidal-Tex include biostatic, fire-retardant and anti-odor treatments. With Tidal Vision's proprietary cross-linking technology, Tidal-Tex also affords wash durability.

"Our mission is to create positive and systemic environmental impact," said Tidal Vision's Chief Executive Officer Craig Kasberg in a statement. "In the textile industry, to have the biggest impact, it made sense to start with fibers treated at the top of the supply chain. Leigh Fibers was our ideal partner since their mission, values and business model are so synergistic with ours. Both of our companies produce sustainable solutions by upcycling byproducts that would otherwise end up in landfills, and through vertical integration we provide high-performance products out of what was previously considered waste."

As both companies look forward to partnering together, their main focus is on creating an eco-friendlier treatment alternative for the fiber and textile industries to bypass potentially harmful formulas. By spreading the word regarding the benefits of chitosan-based products, Ingalls feels that the sky is the limit regarding the areas in which Tidal-Tex can aid different industries to clean up their processes from deep within the supply chain at the very building blocks used to create popular products.

"We feel that the most important piece is the total impact of replacing millions of pounds of synthetic, often toxic chemicals with our safe, bio-based, sustainable product," Ingalls said. "The fibers that Leigh Fibers treats end up down the supply chain in hundreds, if not thousands, of consumer products." ●

TECHNOLOGY

Tukatech-Sowtex Partnership Affords Digital Design-and-Development Platform

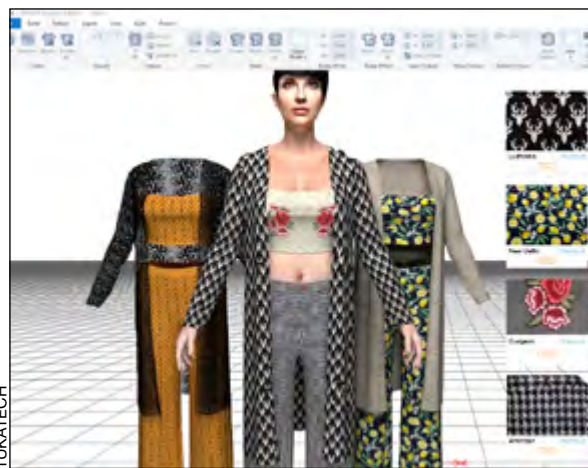
Fashion-technology firms **Tukatech** and **Sowtex** have joined together on a collaboration, which will yield a 3D visualizer and design-lab solution that will reduce the time devoted to sampling processes. Launched July 8 throughout Asia, this digital platform allows all supply-chain members to work together through real data.

According to Sowtex founder Sonil Jain, the new process offers tools to users that allow them to design, develop, approve, share, sell and produce goods.

"[The technology solution will] reduce sampling turnaround time from weeks to hours," Jain said. "The Sowtex Design Lab—comprising lifelike digital swatches of 10,000-plus global textile manufacturers—will combine Tukatech's 3D Visualizer to enable designers, garment manufacturers, fashion brands, fabrics and trim manufacturers, and stockists to make design and sampling processes quick and easy."

Gurgaon, India's Sowtex serves as a business-to-business marketplace with more than 10,000 verified buyers and sellers. It gained attention over the last year when it was selected as Startup of the Year 2020 by *Silicon India*. With smart tools and Internet of Things solutions, the firm affords options such as discovery of design, ready stock and lead generation.

Through a partnership with the Los Angeles-based Tukatech, which provides fashion-design software, virtual-product develop-



The Sowtex Design Lab will combine Tukatech's 3D Visualizer to enable designers, garment manufacturers and fashion brands to make the sampling process quick and easy.

ment, cloud collaboration, marker-making tools and cutting-room machinery, Sowtex will streamline its process, yielding greater efficiency. The Sowtex material catalog lends access to thousands of trims and fabrics in a number of **Pantone** colors through its online space. For users of the platform, Tukatech is also offering its library of ready-made 3D garments or fit designs to an existing model to which a user would like to fit the styles. With the Tuka3D Designer Edition, before creating a physical sample, users are able see fabrics and trims in 2D/3D garments.

"Since the industry's average adoption rate is around 15 percent, a large number of physical samples end up in the landfill," said Ram Sareen, the founder of Tukatech. "We are grateful to partner on disruptive technologies and innovative solutions with Sowtex for companies in the Asia region."—D.C.

FINANCE

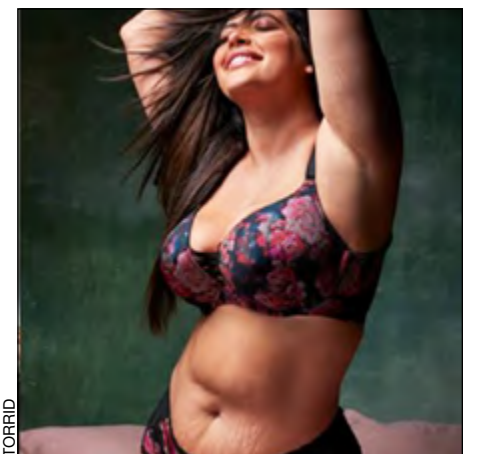
Torrid Closes Above IPO Price as Body-Positivity Movement Grows

Following the initial public-offering price of \$21 per share, the City of Industry, Calif., expanded-size brand **Torrid** closed at \$24.15 per share on July 1, up \$3.15, for a 15 percent increase on its first day of trading.

The company trades on the **New York Stock Exchange** under the symbol CURV. The IPO closed July 6. According to media reports, the company was valued at \$2.5 billion following the IPO close. It had raised \$230 million through its offering of 11 million shares of its common stock. Selling shareholders granted underwriters a 30-day option to buy an additional 1.65 million shares of common stock at the IPO price, less the underwriting discount and commissions. No proceeds from share sales by selling shareholders were received by Torrid.

Through its online and bricks-and-mortar presence, Torrid offers apparel, intimates and accessories to women ages 25–40 in sizes 10–30.

"We believe Torrid stands to benefit from thriving cultural movements involving female empowerment, body positivity and socially influenced purchasing. The growing celebration of femininity, inclusivity and self-identity, along with the emergence of plus-size celebrities and influencers, inspires young, curvy customers to demand more-flattering and stylish clothing they are proud to wear," the brand said in its prospectus filed with the **Securities and Exchange Commission**. "To achieve our mission of being the best direct-to-consumer plus-size apparel and intimates brand, we have created a proprietary fit that empowers our customers and drives loyalty. In turn, our loyal customers provide us with a rich set of data that allows us to improve our products and experience, thus creating a virtuous cycle that reinforces our leading position in plus-size apparel and intimates."

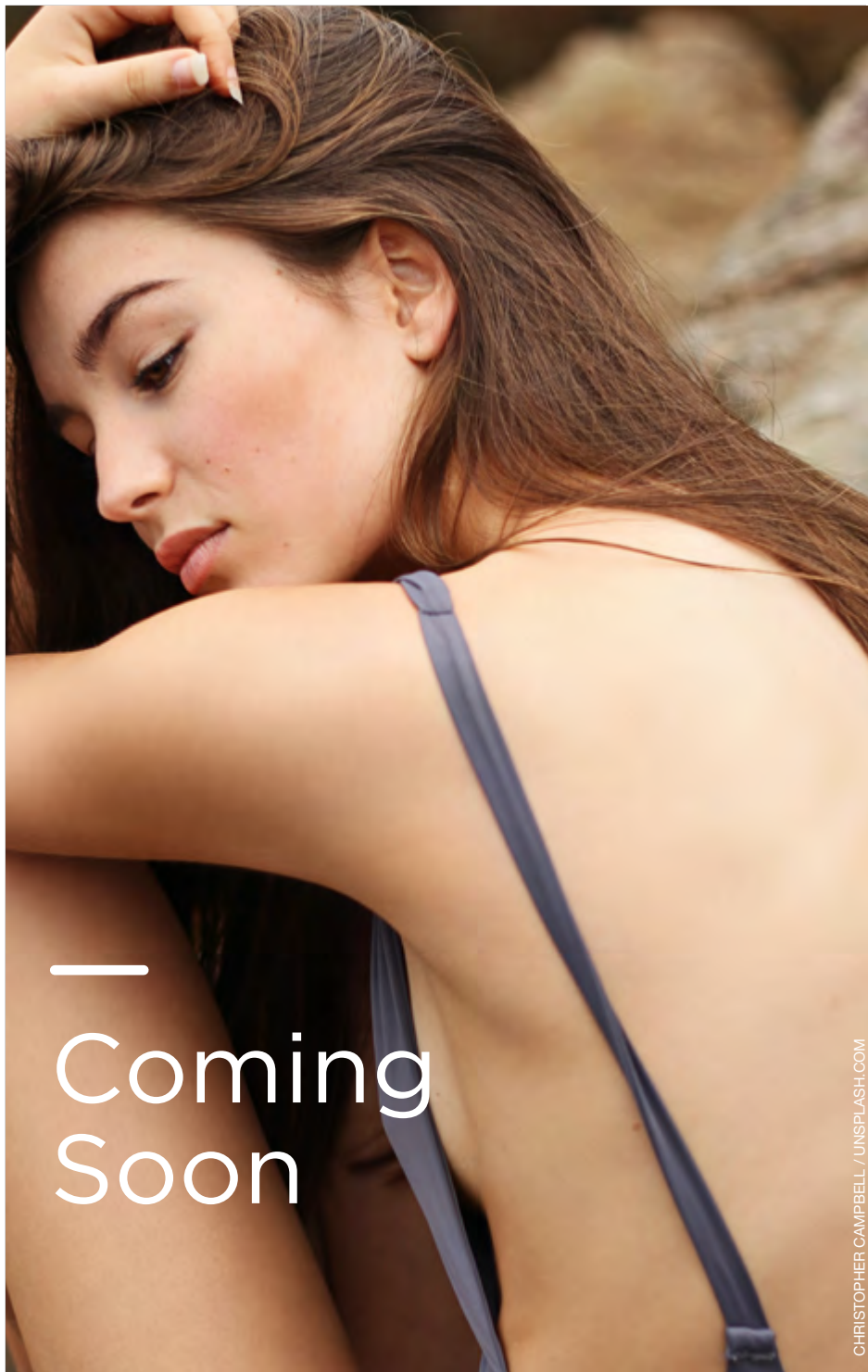


Offering apparel and intimates in sizes 10–30, Torrid is focused on female empowerment and body positivity.

In 2020, the brand generated net sales of \$974 million in the plus-size apparel and intimates market, which the company said serves 90 million women. The brand's 2020 net sales saw a 6 percent decline, which the company cited as due to challenges stemming from the COVID-19 pandemic. Yet it also cited an increase in e-commerce sales, offsetting the declines from its in-store sales. In 2019, the company's net sales totaled \$1.037 billion, an increase of 14 percent over 2018's net sales of \$909 million.

Torrid's growth strategies include cultivating its intimates line Torrid Curve, attracting new customers, fortifying relationships with existing clients, driving loyalty to the brand and interest in its credit-card program, and growing its unified commerce platforms.

In 2013, Torrid was acquired by the private-equity firm **Sycamore Partners** in a \$600 million deal that included the clothing retailer's sibling brand **Hot Topic**.—D.C.



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TECHNOLOGY

Thr3efold Launches With a Mission to Cultivate a Responsible Fashion Industry

By Dorothy Crouch *Managing Editor*

Ethical fashion manufacturing is at the core of Jessica Kelly's **Thr3efold** software-as-a-service business-to-business platform, which affords access to responsible supply-chain partners and invaluable guidance for apparel and soft-accessory brands.

Founded in 2015, the company was backed by Kelly's 10 years of fashion experience in New York City. With a network of factories throughout Asia, Europe and South America—some of which offer minimums as low as 100 units and others that can handle high quantities—it is now time, according to Kelly, for Thr3efold to shift the ethical-brand-building experience.

"The ethical fashion space is still very community oriented for the most part. You are having a lot of people helping each other make some inroads there," Kelly explained. "You're going to have the old-guard luxury houses that have their supply chain and are going to keep it under lock and key. I don't think that means they're hiding something. I just think it's how things have been done for a very long time."

Member brands of Thr3efold vary in size, and the company is gaining recognition from leaders in responsible fashion. Following the June 10 launch party, Kelly, who is now based in her childhood town of Charlotte, N.C., revealed that **Mara Hoffman** Vice President of Sustainability for Product and Business Strategy Dana Davis has joined the platform's board of advisers. For Kelly, leading brands through their evolution is an important component of developing an ethical, sustainable fashion industry.

"A lot of those smaller brands are coming with limited to no experience in the fashion industry so they are really navigating blindly on how to do this," Kelly said. "This side of the industry is so insider focused. It's who you know. It's all referral based. It's exclusive—but not in a good way."

One of those smaller brands is **Reversibles**, a San Diego label founded by Caroline Morrow, who was inspired to create a more-responsible, sustainable brand for women after she reflected on the reversible clothing she wore as a child, yielding more clothing options in a single piece. Morrow has been working with Thr3efold for a year and participated in the company's four-month Coaching Club, a fashion-industry educational intensive.

"Thr3efold is a one-stop place where you can get all that information from and get connected to a whole network that you wouldn't have been able to get connected to without it," Morrow explained. "They connect you to really great sustainable resources, and they

have an ethical-factory directory that you get when you join Thr3efold's platform."

Reversibles' first collection is planned to be released later this year or early 2022, yet it has been building momentum through Instagram **@ReversiblesTheLabel**. While certified ethical manufacturing was once notoriously costly, Thr3efold does consider the limited resources with which many emerging brands are working.

"They are really great with always trying to hone that down back to what's the most sustainable way we can do this process and how does it fit into your budget," said Morrow.

To join the Thr3efold platform as a factory, potential supply-chain partners must retain an ethical certification that is granted through an audit by a third party. The Thr3efold mission focuses on ethics in labor—no indentured workers and no child laborers—and Kelly notes that many factories whose practices protect workers are often more ecologically responsible.

The company's Deadstock District Community is also growing. Currently hosted as a private **Facebook** group,

Kelly envisions an online marketplace on the Thr3efold site through which dead stock can be bought and sold. There are also plans to eventually add certified sustainable mills to the Thr3efold sourcing mix.

"The [Deadstock District Community] was something I wanted to get started once I learned there were leftover bolts of fabric lying around in every brand office and factory around the world," Kelly said. "Eventually, as we gain funding and traction, it will go onto the platform, and there will be a deadstock marketplace where the Deadstock District will live."

A Thr3efold membership costs \$4,000 annually, charged in monthly payments, with a 15 percent discount for brands that pay upfront for 12 months. Emerging brands are also provided opportunities for an emerging-brand scholarship. Acceptance into the Starter Scholarship program affords a reduced membership cost of \$1,500 upon application approval. Memberships include access to the Thr3efold ethically certified-factory database, with more information available at thr3efold.com. The platform's software maintains a strong connection that affords clear communication between brands and their factories.

"We are creating an environment where people can tap into this ethical supply-chain system that is not exclusive. It's there for everyone," Kelly said. "No matter how many years you have or haven't worked in fashion, you can still gain access to really incredible factories." ●



Jessica Kelly, founder of Thr3efold, is intent on offering emerging brands the resources they need to make ethical choices.

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GOLFWEAR



KENNY FLOWERS

Reflecting the festive nature of golf, Kenny Flowers features matching golf shirts for men and women in unique prints.

Golf apparel *Continued from page 1*

"Golf took off in 2020 as a great socially distanced activity, and I realized that Kenny Flowers could fill a void in the golf-apparel industry by launching the first line of high-quality matching golf shirts for men and women," said Kenny Haisfield, chief executive officer and founder of Kenny Flowers. "As a brand that's known for unique prints that make a statement—and is all about embracing the feeling of vacation—we wanted to give our customers the chance to feel fresh on the fairway too."

The new line by Kenny Flowers incorporates stylish patterns, unique prints and colorful options. The Twilight Special is black with white palm trees, The Birdies of Paradise sports bright-colored parrots, and The Leopards of Leisure features fresh coconuts. The line of golf apparel is currently available online for \$88 a polo.

The shirts also feature the first-ever built-in tee holder, eco-friendly recycled fabric, coconut buttons, UPF 40+, as well as anti-odor, moisture-wicking, quick-dry, anti-microbial and wrinkle-resistant properties.

"When shopping for golf shirts, it's important to have versatility for any course and any weather," Haisfield said. "KF polos have a fun, upscale feel with athletic stretch to keep you at the top of your game. Plus, they're made from sustainable materials and are as stylish as anything on the market."

Calliope Golf, a Spokane, Wash., fashion brand dedicated to the modern woman golfer, is moving golf apparel forward with details such as edgy leather, sporty-and-chic vibes, and pretty-in-pink patterns. To put it simply, Calliope Golf, like Kenny Flowers, mixes function with fashion.

"The change has been relatively constant leading up to the pandemic, but I do think we're going to see more entrants into the golf-apparel space post-pandemic as the sport continues to evolve and grow," said CEO of Calliope Golf Cassy Isaacs. "More companies are recognizing the need for women's golf clothing to be trendier and more fashionable. I think we're going to see a lot of really

great trends in women's golf fashion over the next couple of years."

With a new demographic of golf players, the result has been apparel with newer cuts and fits in addition to more-technical fabrics that include dynamic stretch and UV protection. Isaacs said that women want to be the best dressed out on the course and want anything that isn't outdated.

"Women are tired of wearing the same golf polos and the same horrible patterns that have been consistent in women's golf fashion for years," Isaacs said. "They want new, trendier designs and better fits. We want to look good out on the golf course, just like we want to look good when going out on a date."

Calliope Golf features belt bags, sleek skirts with five styles to choose from and lockets to contain a ball marker. The pieces retail for \$32 to \$72.

"We've been working tirelessly on creating products that are both fashionable and functional," Isaacs said. "We take a golf-leisure approach and try our best to create products that women can wear or use both on and off the golf course—skirts and skorts that have functional pockets, classy and urban-style polos that are fitted and flattering, and unique accessories like magnetic locket bracelets and golf-specific belt bags that hold all essentials for women."

Renwick, a Bedford, N.Y., golf-apparel brand founded by the sister entrepreneur duo of Sarah and Pippa Renwick, was inspired by their mother's and father's 1970s collared golf polos, with the brand featuring elevated classics for on and off the course. The collection features sleeveless T-shirts to collared shirts and dresses and is made with 100 percent Peruvian cotton.

"Starting a brand like Renwick has been a dream of ours for a long time as the gap in the market has not only affected us but our mother and other friends and family," said the Renwick sisters. "We are excited to have launched right as the sport is seeing a comeback and with so many more women playing. Renwick is for women by women, and we aim for our collection to focus on and be what women actually need and want within

The image is a composite of four photographs arranged in a 2x2 grid, each depicting a different stage of a garment manufacturing process. The top-left photo, labeled 'Cutting', shows a large industrial cutting machine with a long table and a worker. The top-right photo, labeled 'Sewing', shows a large room filled with many workers operating sewing machines. The bottom-left photo, labeled 'Finishing', shows workers at long tables, likely inspecting or finishing garments. The bottom-right photo, labeled 'Logistics', shows a warehouse area with many large cardboard boxes stacked up.

APPARELNEWS.NET JULY 9, 2021 CALIFORNIA APPAREL NEWS 7

FASHION



Adam Fishbein—Verité



Amit Ben David—Link



Kassidy Hayslett—Pearlstien



Nina Guadalupe Cawley—Oceanatomy



Bryan Candage—Royall



Hyun Oh—Reneo



Tinuola Olanrewaju—Tritez Designs



Vanessa Lammers—A Piece of Me

Santa Monica College Student Designers Featured in LA Mode Virtual Event

Upon completion of their 2-year fashion coursework, **Santa Monica College** student designers showcased their collections during the “LA Mode 2021: Distance in Design” exhibition, which was unveiled virtually this year. Encompassing the theme of “Sustainability and Technology Meet Fashion,” the event was led by SMC fashion professors La Tanya Louis, who is also the producer of LA Mode; Jan Ardell, collections director; Lorrie Ivas, SMC Fashion Advisory Board industry-judge director; and Wynn Armstrong, fashion-show set tech.

Creations were judged virtually by advisory board members and SMC alumni, who considered winning designs in categories including marketability, creativity, sustainability and outstanding collection.

Unveiled on June 25, LA Mode 2021 was dedicated to the sustainability of oceans and the commitment to keep these resources clean. As an institution of higher learning located within a coastal community, SMC holds dear the importance of the seas.

Winner of the LA Mode Outstanding Collection in Sustainability and Future of Fashion Award was Nina Guadalupe Cawley for her Oceanatomy collection with honorable mention bestowed upon Kassidy Hayslett for her Pearlstien collection. The award for Outstanding Creativity was given to Amit Ben David for the Link collection with honorable mentions highlighting the work of Tinuola Olanrewaju for Tritez Designs, Adam Fishbein for Verité and Bryan Candage for Royall. The

honor of Outstanding in Marketability was awarded to Hyun Oh's Reneo collection; honorable mentions in the category were bestowed upon Amit Ben David for Link and Vanessa Lammers for A Piece of Me. Awarded the Outstanding Collection was Adam Fishbein for Verité; in addition he was accepted into the **Academy of Motion Picture Arts and Sciences** 2021 Gold's Rising Internship Program. In May, Nicholas Alexander was selected by Ilse Metcheck, SMC Advisory Board member and **California Fashion Association** president, as the recipient of the **California Fashion Foundation's** annual scholarship.

This year, **Tukatech** founder Ram Sareen was honored with SMC's 2021 Style & Substance Award for his commitment to fashion education.—*Dorothy Crouch*



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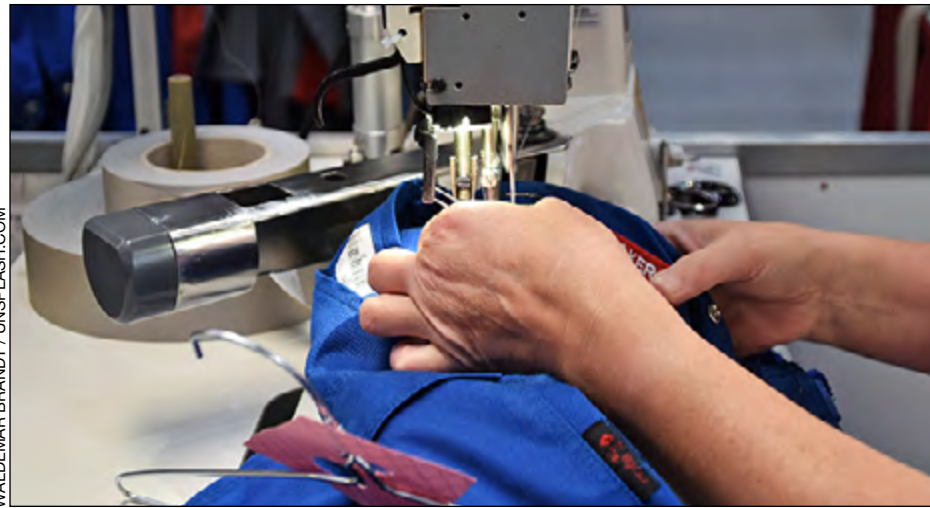
SB 62 Moves to Appropriations Committee Following Passage by Assembly Panel

The Garment Worker Protection Act, also known as SB 62, which was sponsored by California State Senator María Elena Durazo (D-Los Angeles), recently passed through the state's Assembly Judiciary Committee. The 8-3 vote, announced June 22, now sees the bill moving toward the Assembly Appropriations Committee.

"Today's vote means California is one step closer to respecting the dignity of our garment-industry workforce, which has been exploited for far too long," Durazo said in a statement. "Many of L.A.'s garment makers work 60 to 70 hours per week while receiving far below state minimum wage with no breaks. We want L.A.'s fashion industry to be prosperous but not on the backs and at the expense of hardworking men and women."

Co-sponsored by the downtown Los Angeles labor-advocacy **Garment Worker Center**, SB 62 would abolish piece-rate work in California's apparel industry in favor of a minimum wage. A more-controversial component of the bill would hold retailers accountable for unpaid wages when they work with subcontractors that produce goods sold at their stores. For many apparel-industry advocacy groups including the **American Apparel and Footwear Association**, the bill is seen as hurtful to the fashion business.

"AAFA and its members strongly support the protection of labor rights and the improvement of working conditions for all workers



Following a June 22 8-3 vote by the California Assembly Judiciary Committee, the Garment Worker Protection Act, or SB 62, has moved toward the Assembly Appropriations Committee.

in the apparel and footwear industry," said Nate Herman, AAFA senior vice president of policy. "Although well-intentioned, the bill, as currently written, would impose unprecedented joint liability on businesses with no control over garment workers. If this provision becomes law, it would drive garment manufacturing out of California and lead to the loss of jobs in California's garment-manufacturing sector. This is because companies doing the right thing, paying prices that en-

sure decent wages for workers, will be held liable for companies that intentionally try to do the wrong thing."

For supporters of the bill, the legislation is viewed as a welcome change that affords greater financial security and gratitude for the essential work performed during the COVID-19 pandemic.

"Even as these workers dedicated themselves to producing life-saving PPE, the pandemic has only worsened the exploita-

tion they face," said Manuela Boucher de la Cadena of the **California Labor Federation** in a statement. "SB 62 will ensure that garment workers are granted the protections they so rightly deserve, including fair wages, and will hold manufacturers and retail brands accountable for their role in the abuses garment workers suffer daily."

California Fashion Association President and apparel-industry veteran Ilse Metchek feels that the bill's foundation is built on requirements by existing legislation that is simply not enforced.

"I don't see how they are going to appropriate more oversight when there is no oversight of the existing law," Metchek said. "In general, the law, as written, does not bring in any appropriations. How is the state going to find the same contractors they haven't found since 1995?"

Metchek has heard from many CFA members who are opposed to the bill, as they fear retailers will seek goods from outside the United States. While Metchek understands the workers' concerns, she feels there is a better method.

"We understand the plight of the worker, and we sympathize with the plight of the worker. The industry needs that worker," Metchek explained. "The ideal conclusion to this is getting everybody registered, being sure that every factory is registered, and if they are not registered—close them."

—Dorothy Crouch

RETAIL

Duer *Continued from page 1*

within the realm of excitement than worry. For several reasons, our product is perfect for the beach culture that's synonymous with California. We've tracked our sales through both our e-commerce and wholesale divisions of the business, and we do have a loyal fan base in the L.A. area, which is cause to feel optimistic."

Duer is known for what Lenett describes as "the world's most comfortable pants," which combine natural and sustainable materials made from resources such as eucalyptus trees, wood chips and recycled plastic bottles with performance features and fibers. The result is comfort, style and performance in multiple articles of clothing including jeans, joggers, shorts, tops and jumpsuits.

"We want to be the next big thing out of Vancouver, following in the path of brands like **Arc'teryx** and **Lululemon**," Lenett said. "Pre-pandemic, we were doubling in size every year. Our growth is now being accelerated as we emerge from the pandemic and tap into an increased demand for comfortable performance apparel that is also stylish. Where other jeanswear and lifestyle brands can find some aspect of their offerings to meet this category, the combination of performance and style for Duer is built into our DNA as our central brand promise."

According to multiple analysts, including "Retail Dive," in 2020 e-commerce increased by more than 32 percent, foot traffic decreased by nearly 50 percent, the net of store openings versus closings was negative for the fourth year in a row, and bankruptcies increased.

Despite the discouraging numbers and retailers growing weary of on-site locations, Duer's omni-channel approach allows the company to chart its own path and move forward with little worry. One thing Duer did to minimize this risk was shift to a new form of business because it was also hit hard by the pandemic.

"After losing 70 percent of our revenue



The Duer L.A. location, like the company's first Vancouver location, will incorporate a "performance playground" where customers can experience the natural and sustainable apparel brand firsthand.

overnight when the pandemic first hit, we were forced to pivot—and the result was a new made-to-order business channel, Next," Lenett said. "The model lines up demand with supply so we are no longer left with excess inventory, and the result is a new low-waste solution to apparel production."

Pre-ordering has worked for Duer and other retail brands in a current atmosphere where every penny counts. The shift to producing only what has been ordered also has a positive impact on the environment.

As an omni-channel business, Lenett said retail will continue to play a critical role in Duer's business model. Storefronts don't fit the traditional role of retail when it comes to an omni-channel business, but instead the new physical location in Los Angeles will act as a brand hub and not just a revenue driver. This also means that charting success is based on how the multiple channels are performing together within a region instead of just the profit of one store.

"There is an inherent benefit for a performance brand like ours that relies on communicating natural, rich stretch fabrics to have a physical retail space for customers to experience the product firsthand," Lenett said. "In fact, we don't just encourage people to touch the fabrics, we outfit our stores with performance playgrounds and bikes so you can take the product for a real trial."

The retail store will also combine experiential and sensory elements to narrate the natural and sustainable materials Duer uses. The interactive and experiential design is nothing new as Duer's first store in Vancouver employs a product testing ground.

The home base of Vancouver is sure to play a significant role in the L.A. location as the two cities share much of the California lifestyle, according to Lenett. Duer is inspired by the West Coast vibe and lifestyle, while its design is inspired by what people do and is built with performance to tackle any activity.

The L.A. location is just the first step in Duer's expansion plans. Lenett said the company is hoping to open "at least a few more American stores" in the next six months. On top of that, Duer is also focusing on its women's business, which is rooted in bottoms while mirroring the same extension into tops and accessories as the men's business.

"Expansion is definitely the theme over the next few years," Lenett said. "From storefronts to new categories to our global footprint through our network of wholesale partners, we've made some huge strides but still think we're just entering our biggest growth opportunity. We are larger in Canada and parts of Northern Europe than we are in the U.S. We won't be a secret in the U.S. for long." ●

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480 S. Dean Street, Englewood, NJ 07088
Contact: Mandy Liu, (201) 608-5758, Mandy.Liu@kornit.com
www.kornit.com

Products and Services: Kornit Digital is the leading provider for digital textile printing solutions. Kornit's innovative printing technology enables businesses to succeed in web-to-print, on-demand, and mass customization concepts. We offer a complete line of direct-to-garment printing solutions that range from commercial to mass production level. Offices in Europe, Asia, and North America.

Textiles

Asher Fabric Concepts

www.asherconcepts.com
Products and Services: In 1991, Asher Fabric Concepts, based in Los Angeles, transformed the apparel industry by offering cutting-edge, high quality, "Made in U.S.A" knits for the contemporary fashion, athletic, and yoga markets. Since then, the company has become internationally known for its in-house system of vertically integrated machines that manufacture premium quality, knitted fabrications with and without spandex. Asher Fabric Concepts provides fabric development, knitting, dyeing, and finishing in addi-

tion to fabric print design and printing capabilities based on each customer's needs. The company differentiates itself from the competition by offering proprietary textiles and by continually updating and innovating every aspect of textile design and production. After years of working with the best brands in the apparel industry, Asher Fabric Concepts saw a need for quality sublimation printing. Asher Fabrics is thrilled to now offer in-house sublimation printing to their clients. With an in-house design team, new prints are constantly added to its collection, and color stories are updated seasonally.

Fashion

Dallas Market Center

www.dallasmarketcenter.com
Products and Services: The Dallas Apparel & Accessories Market is held five times each year at the Dallas Market Center. Located in one of the country's fastest-growing regions, the Dallas Market Center brings together thousands of manufacturers and key retailers in an elevated trade-show environment. Featuring 500 permanent showrooms and over 1,000 temporary booths, including expanded contemporary lines and resources, the Dallas Market Center is where inspiration starts. Upcoming events include the Apparel & Accessories Market on Aug. 24-27.

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Las Vegas Apparel

www.atlanta-apparel.com/Markets/Las-Vegas-Apparel
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Alejandra's Fashion Inc.

(323) 240-0595
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www.alejandrafashion.com
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