

CALIFORNIA ApparelNews

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L.A. LOVE TO A TEE

With a message of choosing love over fear, Ruben Rojas is cultivating his art-inspired label to grow from its Los Angeles T-shirt roots into a global brand that makes an impact. See more styles on page 8.

RUBEN ROJAS AND COLTON DUNCAN

SUPPLY CHAIN

5Loc Promotes Cotton Transparency, Traceability 'From Field to Fabric'

By Dorothy Crouch Managing Editor

Responsible cotton has been Brent Crossland's passion throughout the industry expert's nearly 40-year career. After working with a number of companies including **Wrangler** and **Bayer CropScience**—where he created the e3 sustainable cotton program that affords guidelines to farmers—Crossland recently founded **5Loc Cotton**. The company's sourcing-as-a-service model introduces manufacturers and brands to farmers who are working toward cultivating more-responsible fibers such as cotton that is non-GMO hybrid, organic, transitional or regenerative.

"There are companies that do pieces and parts, but there never was an entity, a group or person that tried to go in, from field to fabric, and manage every piece of it and be a consultant for it," the Valencia, Calif.-based Crossland said. "We're

➔ 5Loc page 2

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Where fashion gets down to businessSM



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MADE IN LOS ANGELES

With Production in L.A., Bromelia Swimwear Brings Brazilian Confidence

By Dorothy Crouch Managing Editor

Two years after launching her company in Rio de Janeiro, **Bromelia Swimwear** founder and native Angeleno Lauren Quinn decided a move to her hometown would be best for the brand and relocated after launching the swimwear line in 2018. Founded on a belief in ethical-manufacturing practices, Quinn brought with her a sense of contributing to the community. When COVID-19 hit as she prepared to move, Quinn knew that she had to act quickly in order to allow the brand to help those who would face challenges during the pandemic.

"We were moving production from Brazil to California, but I decided as things got worse and worse throughout the year that this needed to be an overnight action. I needed to create all these jobs in my community, and then we could branch

➔ Bromelia page 6



5Loc founder Brent Crossland is committed to eliminating greenwashing as part of his efforts to bring true environmental responsibility to the industry.



At the center of cotton advancement and research, 5Loc has an office at Texas Tech University's Innovation Hub at Research Park.

5LOC *Continued from page 1*

doing something that breaks the mold a little bit, and it makes people uncomfortable. It has to be done. Times are changing. The era of transparency and traceability especially, it's going to get there—it has to get there."

The name 5Loc is a play on the locks, or sections of a cotton boll, which typically number four or five. The name also touches upon the five core elements of 5Loc: "transparency, social integrity, economics, environmental responsibility and traceability," according to Crossland. 5Loc also has an office in Lubbock, Texas, at **Texas Tech University** within the school's Innovation Hub at Research Park.

While the sustainable ambitions of many brands are often sought through an approach that relies on aggressive marketing campaigns to relay eco-friendly messaging to consumers, risks of greenwashing remain a problem within the industry. Through an approach that val-

ues quality of responsible efforts rather than a robust green marketing campaign, Crossland hopes that steady, authentic efforts will have greater impact.

"It offers flexibility," Crossland explained. "What I try to do is listen to what the brand's end game is and what they are really after; then I make suggestions on which cotton initiative would best fit them and also which farmers that are under those initiatives probably best fit what they're trying to do and vice versa."

Within its role, 5Loc works with a brand as it begins production and matches it with a farmer who will agree to a required quantity of cotton that meets the customer's preferred responsible option, adhering to a certain price point. Working with the brand's existing partners or suggesting new resources, 5Loc outlines the entire supply chain, which includes spinner, mill and clothing manufacturer. To ensure the process meets a client's desired Sustainable Development Goals—those out-

lined by the United Nations, which Crossland describes as "the perfect roadmap"—5Loc compiles all SDG data and certifications regarding the cotton's life cycle through garment production.

"Everyone has to know what the expectation is and, consequently, the needs of each person in that supply chain and put together timelines. That is a big undertaking. That is one of the things that we do that makes it all work," Crossland said. "We take the initiative to put everybody together at the table and keep track of it, keep everyone on the timeline and the project plan."

Though Crossland loves his work and can talk about cotton sourcing from the early stages of farming to apparel making, his venerated reputation within the industry speaks volumes regarding his capabilities for connecting different players along the supply chain.

Alberto Candiani, a fourth-generation member of one of the industry's foremost denim families, is one of the most-respected individuals in the industry. As the president and owner of the 83-year-old **Candiani Denim**, Candiani has worked with Crossland and is familiar with his cotton expertise. Reflecting on Crossland's impact on the industry, Candiani recognizes opportunities for those on the fashion side to learn more about cotton sourcing as he says many are unfamiliar with the process. This sharing of knowledge is integral to combating greenwashing.

"There is so much speculation and greenwashing happening—we need to adjust this at the very source, and 5Loc can provide that adjustment," Candiani said. "In the era of transparency and traceability, how to collect and share data and how to provide certain information can be 5Loc's major strength."

In addition to facilitating a sourcing education for the fashion set, Candiani notes that, through 5Loc, Crossland is making agricultural education more alluring for those who are not familiar with the beginnings of cotton's life cycle.

"Data and science can get terribly boring, and this is where storytelling can play a cool factor," Candiani said. "The fashion people would love to hear more about farmers, their stories and best practices. Farmers will benefit on the other end."

Enjoying relationships with **Supima**, **BCI**, **e3** and the **U.S. Cotton Trust Protocol**, Crossland is able to accommodate the array of responsible-cotton sourcing goals of many different clients. Through his tailored approach to transparent supply-chain management, Crossland is looking forward to the day when this type of detailed traceability is the standard.

"The whole supply chain—traceability, transparency, the social aspect, the biodiversity; this is hitting everyone at a very fast pace. It's creating a lot of opportunity but also huge challenges," Crossland said. "I don't want it to be a niche anymore. I want it to be the way we do business. In a way, it would almost be like in five years there wouldn't be the same needs as there are now for the program." ●

Inside the Industry

New York-based private and commercial bank **IDB Bank** announced that Mitchell Barnett has joined the firm as senior vice president, head of apparel and consumer products. Barnett brings more than 20 years of experience with consumer-products companies and a track record of building a business centered on excellent customer experiences. He will complement IDB's already distinguished leadership and help contribute to the bank's extensive expertise in apparel and consumer products. "We couldn't be more excited about having Mitchell as part of the team and leading the charge in our go-to market strategy in consumer products and apparel," said IDB Bank Executive Vice President and Chief Lending Officer Lissa Baum. "His exceptional leadership, experience, commitment and knowledge enhance our ability to deliver superior service and added value for our clientele."

Striving to make shopB2Z a more streamlined experience, Z Supply, LLC, has debuted a revamp of its wholesale platform, **shopB2Z.com**. The business-to-business platform—designed to bridge the gap between traditional wholesale order-entry systems to provide a specialized, curated shopping experience for its retail partners—has added AI-powered algorithms, new functionality for sharing and editing draft orders, and performance enhancements to handle large orders with multiple deliveries. "We're so happy with what our development team has done with shopB2Z, and we're seeing and hearing great feedback from our retail partners," said Z Supply President Mandy Fry. "We are constantly striving to make our business—and in turn our clients' businesses—run more efficiently, and shopB2Z is a fantastic tool to achieve that."

Discover e-Solutions has delivered a specialized platform for companies operating in the retail, fashion, apparel and footwear sectors. DeSL customers can now efficiently digitalize all of their core processes from product development to delivery of finished products. The new functionality also allows speed-to-market, vendor collaboration, product costing, quality and sustainability. "Over recent months we have seen a marked increase in the number of companies who realize that PLM alone is just not enough to satisfy their digital-transformation requirements," said DeSL CEO Colin Marks. "DeSL is the only company that can provide a combined best-of-breed solution covering all aspects of the product design, development and procurement processes."

HeiQ and The LYCRA Company have partnered across multiple technology and brand platforms to bring more-innovative, quality-enhancing and sustainable-textile technologies to consumers around the world. Building on discussions that started in 2019, HeiQ and The LYCRA Company have elected to leverage their shared philosophies and strengths in textile science, commercial networks and global marketing to drive innovative platforms into broad textile markets. The companies envision consumer-branded innovations in the stretch, thermoregulation, freshness and sustainability market spaces. "By combining the strength of both companies, we will continue to drive meaningful innovation within the textile industry, delivering new solutions at a quicker pace to a broader audience," said Steve Stewart, chief brand and innovation officer at The LYCRA Company.

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Atlanta Apparel heads west to the ‘fashion destination where business gets done’

For its premiere Las Vegas Apparel show, Atlanta Apparel is road-tripping west, and the mood among its exceptional vendors could not be more enthusiastic. “Everything about Vegas is exciting!” one gushes. Equally energizing is the sense that clients and consumers alike are ready to break out and make up for lost time, eager for new product to bring fresh air to loyal consumers.

Ces Femme

Ces Femme, for one, cannot wait for Vegas—“the city, the people, the whole environment is made for excitement!” With femininity its aesthetic and its goal to be “part of an essential wardrobe for women from all walks of life,” Ces Femme will show transitional-Fall Immediates to November deliveries in time for Black Friday, as well as its Holiday collection. “We have definitely built focus on comfort and casual trends but see trends shifting to become dressier,” the brand says. “Our customers are eager to dress up again. We hope to maintain the comfortability yet stay with the ever-changing fashion trends.” When it comes to bestsellers, “We love our shackets!”—oversized jacket bodies that are offered in solids, prints, brushed fabrics, and “the best corduroy.”



Lena

Lena believes the time has come to dress up again, and it plans to be at the forefront. “We would like to be where we do not offer a variety of styles or collections covering the majority of womenswear,” its says, “but to be the first few brands carrying cocktail and day-event wear.” Showing Fall/Winter, covering some Resort and Spring transition, in Vegas Lena targets big-name e-commerce and department-store clients, noting a shift in their focus these days to “more Immediates.” Their ultimate consumer is “someone who wears designer-brand clothing from time to time and would mix our Lena dresses in their wardrobes for day-to-day wear.” The expected bestseller: the cocktail-dress collection. “We think people just can’t wait to dress up this holiday.”



Misia

Misia caters to “a more modern missy clientele”—women who are looking for “sleek modern looks without sacrificing comfort.” Comfort has been the byword this past year, and Misia doesn’t see that desire going away any time soon. “Even at home, people wear what feels great,” the brand says. “With the rise of video conferencing as a norm, creating designs that are comfortable yet stylish is part of our focus.” To that end, Misia believes its top seller for Fall/Winter will be “dresses that are comfortable, with distinct necklines, shoulders, and prints,” plus versatile “cute sets that can also be mixed and matched with other tops or bottoms.” Looking to bring immediate goods and book preorders in Vegas, Misia believes “proper fit and affordable pricing keeps us an easy choice for buyers and consumers.”



Palladium Inc Jewelry

“Leave the sweatpants behind!” says Palladium Jewelry, and that might well be the motto for Las Vegas. The brand believes its consumers are “wanting to go back out again and put on beautiful statement jewelry as well as more fashion-forward clothes.” Targeting boutiques in all price ranges, Palladium sees an improving retail business, with buyers looking for new collections of accessories to add to their shops. Its Vegas offerings will feature Fall/Winter “as well as some Summer goods for immediate shipping.” Favorites include handmade artisan statement necklaces in vibrant colors by both Israeli studio Ayala Bar, with intricate limited-edition mosaic pieces blending natural elements and glass with metals and fabrics, and Thailand-based Zsiska, heralded for its unique handmade resin work and handcrafted color pigments.



Las Vegas Apparel runs Aug. 8–10 at the Expo at World Market Center Las Vegas.



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FREIGHT AND LOGISTICS

Port of Los Angeles Sees Record June Numbers, Sets New Fiscal-Year Mark

By Noe Garcia Assistant Editor

The Port of Los Angeles saw another new record in the month of June with more than 875,000 20-foot equivalent units (TEUs) processed. The TEUs represented the port’s busiest June ever and closed the fiscal year at 10,879,383 TEUs—a new record for any Western Hemisphere port. The June numbers were also a 27 percent increase over last year’s 8,560,882 TEUs.

“Together we’ve kept the port operational during the pandemic, dock work shifts have increased, and berth ship productivity has jumped 50 percent since pre-pandemic numbers,” said Port of Los Angeles Executive Director Gene Seroka. “I’m so proud of the extraordinary work accomplished under these challenging circumstances.”

The port also surpassed 10 million TEUs in 12 months and broke the 1 million TEU barrier in May. The increasing numbers and records have been a common theme over the past 12 months in which the port eclipsed eight monthly records, had its two highest-performing quarters and top four individual months in its 114-year history.

“Key economic indicators all suggest that U.S. consumer spending will remain strong through the remainder of 2021,” Seroka said. “Even as Americans return to airline travel, vacations and in-person events, retail sales and e-commerce remain robust.”

“Fall fashion, back-to-school items and Halloween goods are arriving at our docks, and some retailers are shipping year-end holiday products early,” Seroka said. “All signs



In June, the Port of Los Angeles set a new record for any Western Hemisphere port.

point to a robust second half of the year, which is good news for the nearly 1 million residents in the region who have jobs tied to the San Pedro Bay port complex.”

Loaded imports for June 2021 were more than 467,000 TEUs compared to just over 369,000 in June 2020, an increase of 27 percent. Conversely, exports were under 100,000, at 96,067 TEUs, for June 2021—the lowest export number the port has seen since 2005. It was a 12 percent decrease from 110,000 TEUs last June.

The past 12 months were described as a “peak season on auto repeat” by Seroka. The total June 2021 volume of 876,430 TEUs surpassed the previous June 2019 record of 764,777 TEUs by 15 percent. The 2021 fiscal year also broke the top fiscal year on record, set in 2018–19, by 12 percent.

“While all these milestones are inspiring, the cargo continues to move at a record pace and there’s no lull in the action,” Seroka said. “We have to continue to squeeze every ounce of efficiency that we can out of this port complex.” ●

RETAIL

Klarna Acquires APPRL, Expands Reach to Global Consumers

Klarna, a leading global retail bank, payments and shopping service, has announced the acquisition of APPRL, a SaaS platform that allows content creators and retailers to work together frictionlessly to bring immersive and informative shoppable content to global consumers.

Klarna continues to grow its roster of retailer marketing services—powering merchant growth with content that allows consumers to shop smarter through inspiration, reviews and more—while also expanding its suite of tools to engage with consumers.

“As social shopping becomes a core element of the retail experience, we believe Klarna’s position at the center of the shopping ecosystem is instrumental in connecting retailers to both consumers and content creators who resonate with their brand audiences,” said Klarna CEO Sebastian Siemiatkowski. “By adding APPRL to Klarna’s existing retailer-support expertise, we see a huge opportunity to create an enriching and informative shopping experience for consumers everywhere while accelerating retailer growth.”

A Comparison Shopping Service, the AI-driven styling engine and content-creation platform, and HERO, a world leader in conversational commerce, are now part of Klarna’s retailer support. When put together, these platforms help consumers make informed



Retail bank, payment and shopping service Klarna announced its acquisition of SaaS platform APPRL, which affords ease within the workflow between content creators and retailers, as they work to bring shoppable content to global consumers.

purchases. APPRL’s role will allow retailers to directly connect with relevant content creators to create social shopping content and track campaign results through Klarna.

“We are incredibly excited to join Klarna on its impressive journey and bold mission ahead,” said APPRL CEO Martin Landén. “As retailers continue to embrace influencer marketing as their growth engine, with an increasing focus on ROI, data and automation, APPRL has been seeing an exponential increase in demand. With APPRL’s platform together with Klarna’s scale, incredible talent and portfolio of marketing services, we will be able to offer retailers an end-to-end influencer and performance-marketing solution they won’t be able to find anywhere else.”—N.G.

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L.A. MARKET WEEK

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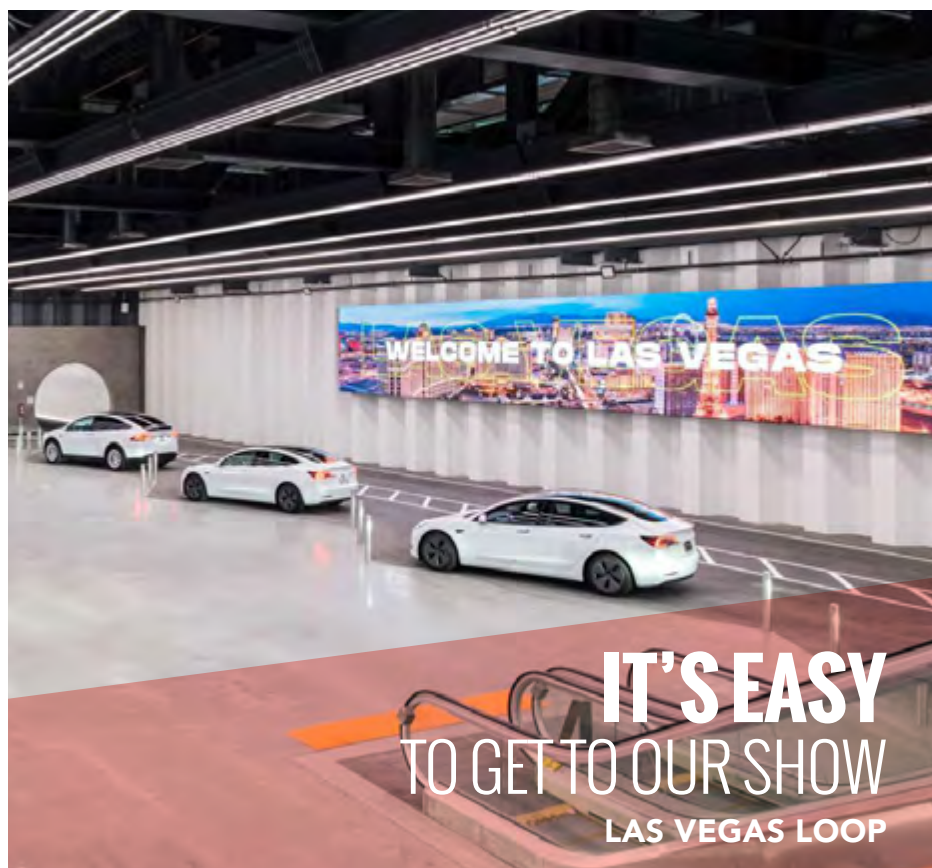
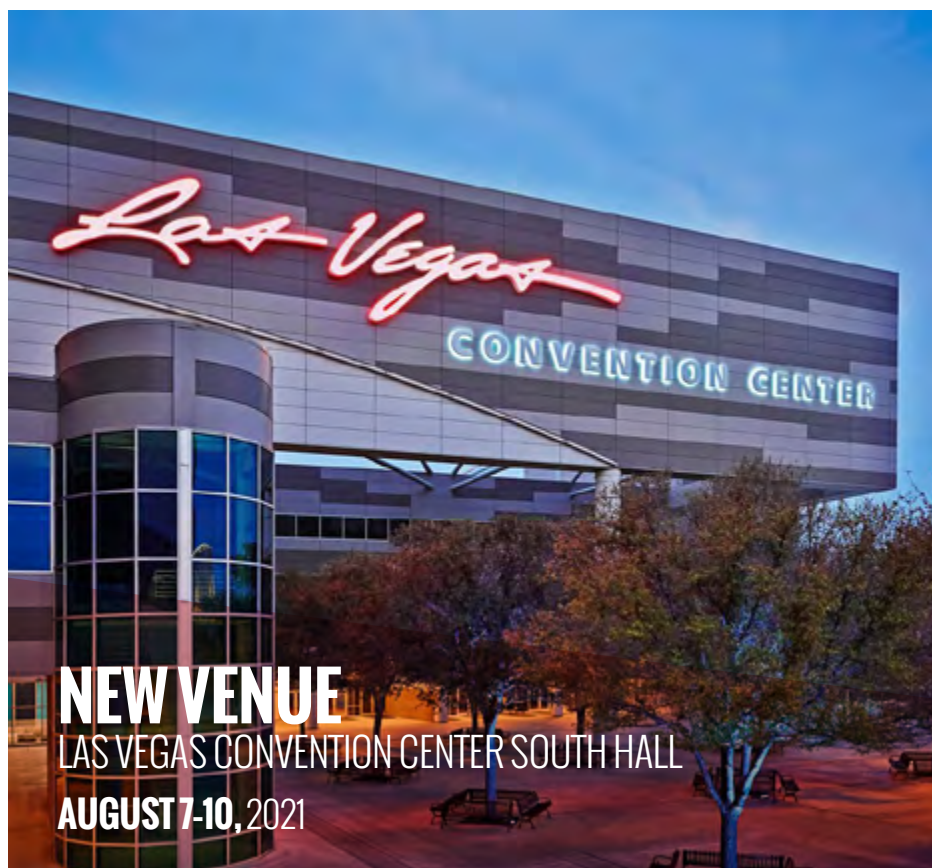
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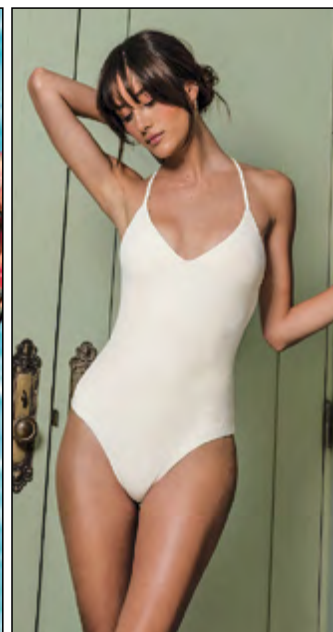
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MADE IN LOS ANGELES



Bromelia owner Lauren Quinn set out to elevate women's confidence when they're wearing her swimwear by creating a fit for every body.

Bromelia *Continued from page 1*

out again internationally," Quinn explained. "I got everything to L.A. except for milling. I still mill all the fabric in Brazil because I could not abandon those communities, and their fabric is just—there is nothing like it."

Upon relocating the Bromelia brand to Los Angeles, Quinn channeled the label's mission into a cause that she holds dear to her heart—supporting other women. From her manufacturing partners to Bromelia's customers, Quinn committed to ensuring that she could help other women navigate the challenges of 2020 and 2021 by creating jobs and providing a confidence-boosting product.

"We put faith into 2021, and we created more product than ever, not knowing if stores were going to be open, but the bottom line was to create more jobs so we did what we could," Quinn said. "We made pivots so we could put funding and capital into production to create these jobs, and it's paying off. We thought that if we started with the seed of something that was positive, that would have a ripple effect. We created so much good work, and we have such an amazing team."

With a fresh approach to marketing Bromelia, Quinn also set out to elevate women's confidence when they're wearing her swimwear. Wishing to bring with her the confidence that she observed on the beaches of Rio, Quinn sought out local Los Angeles women for her 2021 campaign, which included pieces that would complement bodies that might be a bit larger due to a year spent indoors during stay-at-home orders. Bikinis were made with a thicker waistband, and a one-piece with more shirring afforded the appearance of a flatter abdomen.

"The concept when I started it in Brazil is that I wanted to export the confidence that the women had on the beach and the fact that they didn't fuss with their swimsuit. They had their heads held high. They thought they were beautiful, and those who looked at them thought they were beautiful," Quinn said. "That was one of the catalysts of the brand, but I realized the marketing wasn't reflecting that."

As a final act of solidarity, Quinn bypassed extensive photo editing in favor of showing the models' cellulite and stretch marks. While emphasizing the different characteristics of real women's bodies was Quinn's goal, she did note that the details she includes in her swim pieces are incorporated as part of the Bromelia mission to help customers find the perfect fit.

"If you put some clean, finished seams on a suit, then you're not really restricting that female figure at all. They can have a proper apple booty, or they can have a teeny tiny little something, but if you put that clean, finished seam on it, it's not digging in," Quinn said. "It's moving with you, and you can feel like it's gliding over your silhouette, not cutting into it."

Priced retail from \$80 to \$88 for bikinis and \$158 to \$182 for one-pieces, Bromelia Swimwear is available via bromeliaswimwear.com and at select retailers. The brand's pieces come in XS–XL.

Moving forward, Quinn wants to continue promoting the brand positivity that stems from Bromelia's Brazilian roots. "There is a suit for every body. There is your perfect fit no matter what your pain point or insecurity is," Quinn explained, "not trying to fit into a mold, not having to step out of your comfort zone, but trying to find an accessory that enhances you." ●



After moving her brand to Los Angeles from Brazil, Bromelia founder Lauren Quinn maintained the same commitment to the community and encouraging women to feel confident.



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T-SHIRTS



What began as a mural by artist Ruben Rojas in 2018 evolved into a T-shirt line, and now the brand includes tank tops, hoodies, joggers, bra tops, shorts, leggings, hats, masks and even a 14-karat-gold necklace and earrings—all to spread the “love.”

Ruben Rojas Falls in Love With Sharing an Important Message on T-shirts

By Dorothy Crouch Managing Editor

As he was painting his “Love Yourself” mural in Sherman Oaks, Calif., in 2018, Los Angeles artist Ruben Rojas thought the piece would also work well as a T-shirt graphic. After posting a picture of the mural, followed by an image of the complementary T-shirt, Rojas sold 100 of the pieces. With a lifelong interest in fashion, Rojas saw an opportunity and officially launched his apparel at the end of 2019, promoting a message that he feels has been lost amid a lot of noise resulting in a trend of fear. The **Ruben Rojas** T-shirts feature the artist’s handwriting spelling out the word “love” in an array of colors and designs.

“We either operate out of love or we operate out of fear. You turn on the T.V. at any given moment and all you’re seeing is fear—everything out there is not showing how good life is. Yes, there are all those bad things,” said Rojas, who believes individuals are able to overcome this negativity. “We can do a lot in our power, so live through love and this whole

notion of take responsibility, it comes from self-love and believing you’re enough and this is where this comes from.”

Choosing T-shirts as his apparel platform, Rojas believes that the billions of people on the planet can serve as the perfect amplifiers to share a message of love. The ubiquitous pieces of clothing are worn in an array of ways, from the focal point of a stylish outfit to an undergarment, making the T-shirts an excellent medium for building the “living through love” messaging.

“[T-shirts] are accessible, we wear them all the time, they’re comfy—even if you throw on a button-up on top, it could be under there. That was really the notion with the T-shirts, and I am really picky about them. Trying to find the perfect blank was really the biggest challenge,” Rojas said. “I want to be as big as **Nike** as the Love logo is like the Nike swoosh and ‘Live through love’ is like ‘Just do it.’”

The brand is made in Los Angeles, affording control to Rojas, who maintains a hands-on approach to building his apparel line. While he started with a T-shirt, the brand

has grown to include tank tops, hoodies, joggers, bra tops, shorts, leggings, hats, masks and even a 14-karat-gold Love necklace and earrings, which are made in the Los Angeles Jewelry District.

“The Love symbol is so powerful, so clean,” Rojas said. “If you Google ‘love,’ there is tons of love stuff out there. It’s how I am doing it. The community I am building around it. The lifestyle I am building into it is what people are really gravitating to.”

Available at rubenrojas.com and boutique retailers, T-shirts are priced from \$35, with other pieces ranging in price from \$20 for masks to \$525 for the handcrafted Love necklace. T-shirts are created in sizes S–XXXL.

During the fall, Rojas will release the Remmy blanket, in honor of his son, who was born in 2021. Later this year, Rojas will release a sweatsuit that will be covered in the Love messaging for the holidays. A luxury line will eventually follow, allowing Rojas to maintain the existing accessible brand while also offering a premium product. ●



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LiCi Fit Uplifts Women With Colorful, Comfortable Activewear

By Noe Garcia Assistant Editor

After searching for gym apparel that would satisfy the vibrant, fun and fit needs of Liz Holtz and Cinée Goudailier, the pair's frustration plateaued and they decided to create their own solution—**LiCi Fit**. Known for its elevated, limited-edition collections, LiCi Fit features pieces such as buttery-soft crop tops, fitness tops and leggings. The activewear brand, co-founded by Holtz and Goudailier in 2017, is a lifestyle-apparel label rooted in fitness and wellness by helping inspire and encourage women to be their best.

"We are truly women founded, owned and operated," said Goudailier, who, with her business partner, uses portions of their first names—"Li" for Liz and "Ci" for Cinée—to create the brand's moniker. "LiCi is an independent business, and no task is too big or too small for anyone on our team. Every order comes with a handwritten note—not printed—[which is] something we have done since the very first packages were sent out."

LiCi Fit apparel is made to be both stylish and functional and designed to hug a woman's body and contour to her curves. The brand has also developed a signature LiCi fabric known for its buttery feel while simultaneously being lightweight and quick drying. The combination of the fabric and fit along with bright, colorful patterns is designed to make the apparel "the second skin you feel sexy in."

The dynamic duo's message has resonated as they have created a tight-knit community of women looking to uplift each other, with more than 165,000 social-media followers and attracting some of the biggest celebrities and influencers, including Kylie Jenner, Anastasia Karanikolaou, Gabrielle Union and Vanessa Hudgens.



LiCi Fit

Los Angeles' LiCi Fit, a women-founded, owned and operated lifestyle apparel brand, is helping empower and uplift other women with its buttery soft pieces such as tops and leggings.



approach with a stripe and metallic look.

"Our pieces not only look super cute, but they are also extremely functional," Goudailier said. "The LiCi fit has been perfected through years of trial and error, so whether you are working out at the gym or running errands, you can trust LiCi leggings not to fall down or scrunch up. Our bottoms are 'squat proof' and move with you, so you'll never have to worry about any wardrobe malfunctions in or out of the gym."

LiCi Fit's features, which separate them from the mass-produced products on the market today, are the result of many fittings and revisions to create the perfect cut-and-sew fit. The pieces, which are all designed in Los Angeles, typically range in price from \$45 to \$85 retail and are made with women of all shapes and sizes in mind ranging from XS to XXXL. They can be purchased on LiCi Fit's website at licifit.com.

For fans of LiCi Fit, they know to purchase a print when they see one they like. All of the prints are limited edition, and once they sell out they're likely gone forever. It's rare that LiCi Fit ever restocks a print.

"Each collection of colorful, buttery-soft LiCi leggings and sports tops is made in limited quantities that sell out without any paid

advertising," Holtz said. "Everything is produced in limited-edition collections, which gives everyone an opportunity to wear something unique, in addition to producing significantly less environmental waste."

The future is bright for LiCi Fit with new prints, styles and products on the way. The brand will soon be branching out into new categories, including swimwear.

"We strive to not just be remembered for our bright and beautiful apparel and leggings but as a brand who leaves behind a legacy of women's empowerment, giving back through community initiatives and spreading self-confidence all over the world," Holtz said. ●

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At Faena Forum, Miami Swim Week Powered by Art Hearts Fashion Brings the Heat

During its run July 8–11, **Miami Swim Week Powered by Art Hearts Fashion** showcased designers whose garments epitomized the atmosphere of the hot, provocative edginess for which the city is known. Art Hearts Fashion returned to Miami Swim Week with its formula for blending the artistry of fashion from established and emerging designers with installations of artistic works throughout its space. The work of Erik Rosete, who also founded and designs **Mister Triple X**, brought stylish sensibilities to Miami Swim Week.

Hosted at **Faena Forum**, the schedule of fashion shows brought more than 30 designers to the runway, including California brands **Adam Saaks Religion**, **Argyle Grant**, **Cirone Swimlingerie**, **Fernando Alberto Atelier**, **Hale Bob**, **Jacque Designs Swimwear**, **Mister Triple X**, **MP Swim**, **Natalia Fedner**—a bicoastal brand that also has New York roots, and **Sharnel Guy Swimwear** sharing West Coast Pacific vibes with the East Coast Atlantic

beaches of Miami.

During the finale of Adam Saaks Religion, the designer performed a live cutting and styling of a swimsuit on the runway with Princess Love of “Love and Hip Hop Miami,” who modeled the look. Argyle Grant interpreted swim shorts into a street design that could transition from the beach or pool. **Swarovski** crystals were the main attraction at Cirone Swimlingerie, affording a sophisticated take on sparkling swim. The combination of sequined bikinis and vibrant cover-ups brought cool California style to the runway at Fernando Alberto Atelier. At Hale Bob, the brand’s signature bohemian style was presented in stunning white, intricate paisley and lovely florals. Jacque Designs Swimwear presented updated takes on classic bikinis with alluring details that made string styles more alluring.

In true Mister Triple X style, the brand brought high energy to the runway with striking pieces that included camouflage

details and florals, bright colors and metallic harnesses. The designs were in the details for Natalia Fedner, who unveiled intricately designed chain-mail styles. Sharnel Guy Swimwear presented swim with unexpected details such as animal prints juxtaposed with sheer lace on a one-piece style and unusual cutouts on its bikinis.

Additional designers who showed their global brands on the runway included **Asherah Swimwear**, **Aude**, **Berry Beachy** and **Papi Swim**, **Black Tape Project**, **Bikini Beach Australia**, **Camilla**, **FollowingDory Swimwear**, **Giannina Azar**, **GSaints Swimwear**, **Indigo Wild Swim**, **Keva J Swimwear**, **Kino Swim**, **Lila Nikole Collection**, **Luxe Isle**, **Manish Vaid by Jsquad**, **Marqueza Swimwear**, **Matte Collection**, **OMG Swimwear**, **Risque Dukes Swim Apparel**, **Villebrequin** and **Willfredo Gerardo**. On its final night, Art Hearts Fashion hosted a closing gala at the **E11even** night-club.—*Dorothy Crouch*



Adam Saaks Religion



Argyle Grant



Cirone Swimlingerie



Fernando Alberto Atelier



Hale Bob



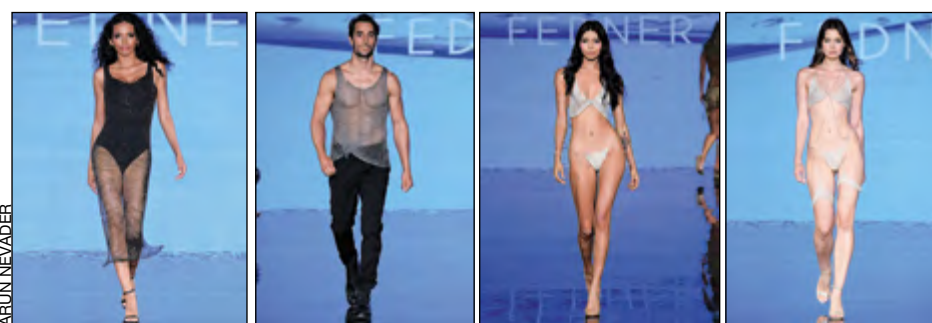
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Mister Triple X



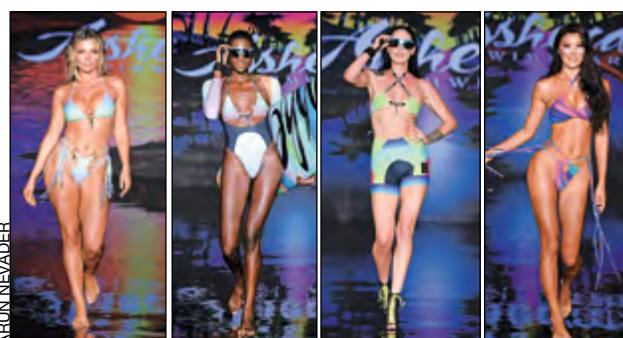
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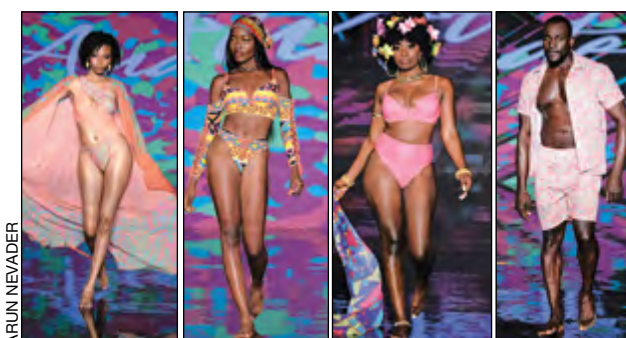
Natalia Fedner



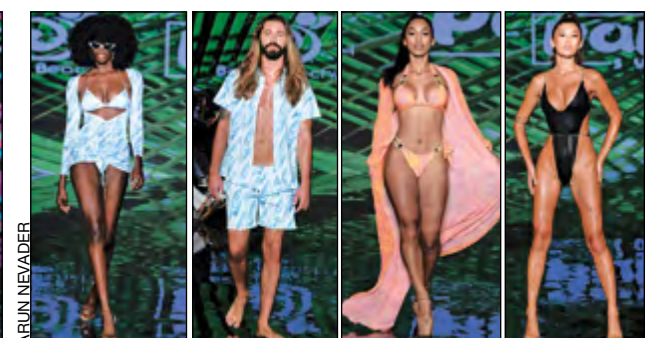
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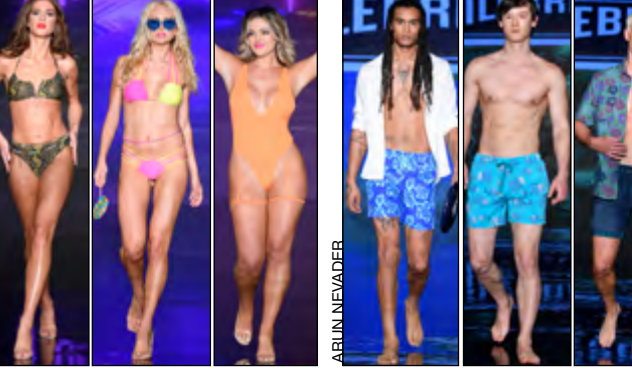
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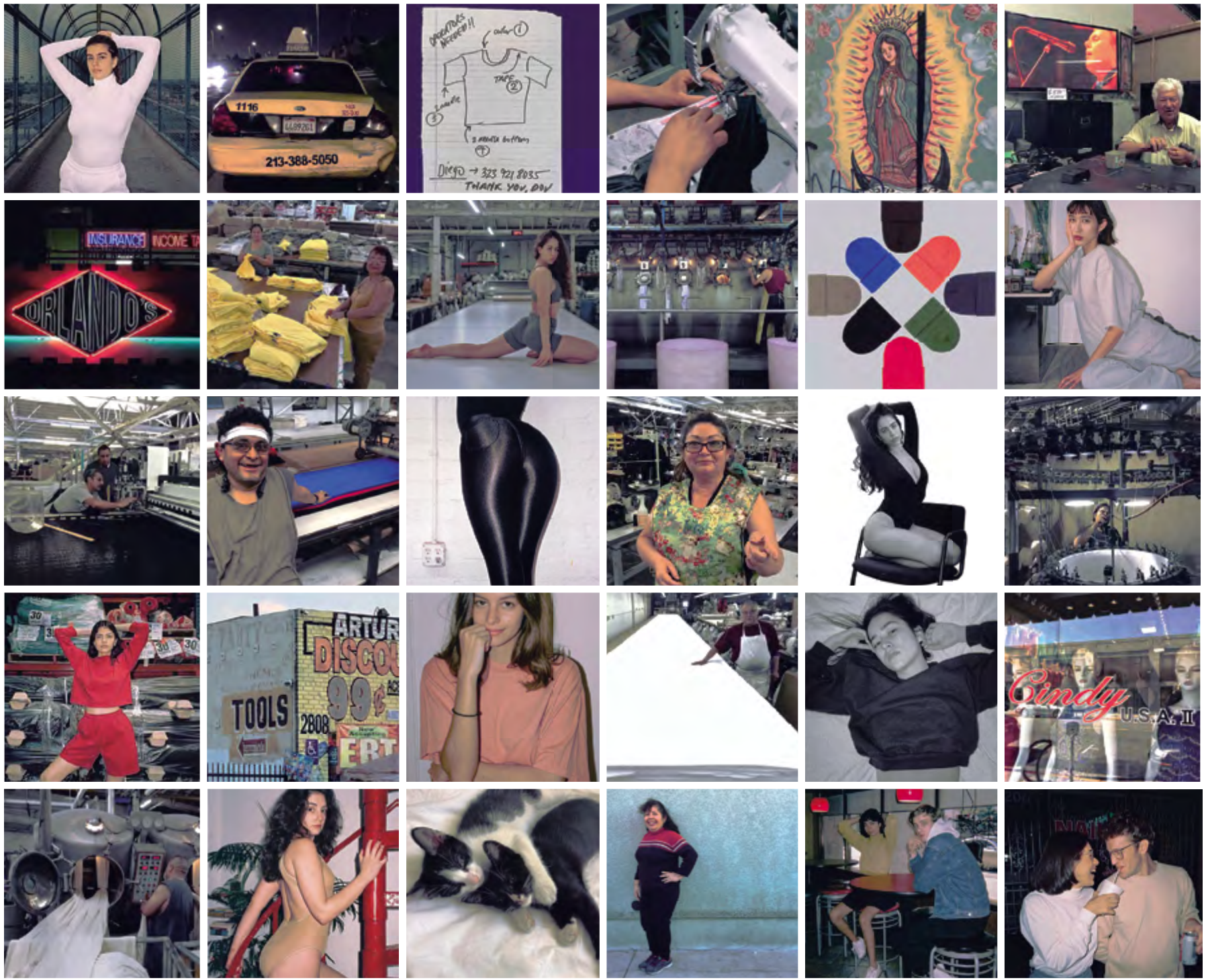
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