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TRADE-SHOW REPORT

Optimism, Gratitude Throughout August Las Vegas Shows

By Dorothy Crouch *Managing Editor*

It was a successful return to Las Vegas as established apparel-industry trade-show brands and new events attracted buyers and exhibitors 18 months after they last saw one another during the exhibitions in February 2020 ahead of the COVID-19 lockdowns. While many shows still incorporated virtual and online components, event organizers welcomed fashion-industry professionals back to their large-scale, on-site productions.

During **Agenda**, **IFJAG**, **MAGIC**, **Offprice**, **Project**, **Sourcing at MAGIC**, **Womenswear In Nevada** and the premiere of **International Market Center's Las Vegas Apparel**, buyers were grateful for the opportunity to engage with brands and catch up with their associates.

➔ **Las Vegas shows** page 3

DENIM

With an Upcoming Launch, Holly Sanders Designs Denim for Women, by Women

By Dorothy Crouch *Managing Editor*

Founding her **Angela** fashion denim brand, which she refers to as "the best jeans ever," was a long journey for Holly Sanders, who grew up in the small town of Barstow, Calif., but is aiming to make a big impact on the industry. Always interested in fashion, Sanders entered the **U.S. Army** in 2010, yet following basic training she discovered that her already athletic body would not be accommodated by her jeans after she gained a great deal more muscle.

"When you join the army, you join basic training for 10 weeks and you can't wear civilian clothes as you go through

➔ **Holly Sanders** page 3

INSIDE

Where fashion gets down to businessSM

2



3

ABG-Reebok acquisition ... p. 2

CALA Men's Trend Show ... p. 8

Easy Standard's positivity in loungewear ... p. 8

Resource Guide ... p. 10

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FINDING FALL GLAMOUR

When designing for Fall 2021, Dalia MacPhee envisioned a blossoming renewed interest in glamorous dressing as the designer's clients emerged from their homes to find a new collection that nods to classic elements and city sensibilities. See more styles on page 9.

ABG to Acquire Reebok From Adidas

By Noe Garcia Assistant Editor

Authentic Brands Group, a global brand owner, marketing and entertainment company, announced on Aug. 12 that it had entered into a definitive agreement to purchase **Reebok** from **Adidas**.

Reebok is the iconic activewear and footwear brand known for creating the first spiked running shoe, the first athletic shoe designed for women and The Pump technology. Reebok continues to introduce new innovations that propel the shoe industry forward and has a rich and storied fitness heritage.

"We've had our sights set on Reebok for many years, and we're excited to finally bring this iconic brand into the fold," said ABG founder, chairman and CEO Jamie Salter. "Reebok not only holds a special place in the minds and hearts of consumers around the world, but the brand also has expansive global distribution. Adidas has been an incredible steward of the Reebok brand, and we look forward to working with the Reebok team to continue their great work and further its position as one of the world's leading consumer brands."

Reebok currently offers high-quality products with modern styles in both active and lifestyle options. It continues to be a premier destination for athletic and casual offerings with operations in 80 countries and 70 percent of its business coming from outside the U.S. and Canada. ABG's goal is to maintain Reebok's reach in retail, wholesale and e-commerce globally.

Reebok also has deep ties to professional sports and pop culture and will continue to deliver on its mission of providing each and every athlete, from professionals to enthusiasts, with the opportunity, products and inspi-



The Reebok brand offers premier activewear and footwear styles to consumers in 80 countries, with 70 percent of its business coming from outside the U.S. and Canada.

ration to reach their full potential.

"As a longtime partner of Reebok and an owner of ABG, it's a dream come true to welcome this legendary brand to the family," said four-time NBA champion Shaquille O'Neal.

ABG plans on connecting Reebok with strong brands and a network of partners to optimize its value in the marketplace. Reebok's world headquarters will remain in Boston, and ABG will work with Adidas, Reebok President Matt O'Toole and the entire Reebok team to transition the brand to ABG's platform. Reebok's operations will continue in the U.S. and Canada, Latin America, the Asia Pacific, Europe and Russia.

The transaction is expected to close in the first quarter of 2022 and is subject to customary closing conditions, including regulatory approval.

BofA Securities and **Goldman Sachs and Co. LLC** served as financial, strategic and M&A advisers while also providing commit-



ted financing. **KPMG International Limited** served as an accounting and due-diligence adviser for ABG. **Latham & Watkins LLP** acted as legal counsel for ABG. Private-equity partners **BlackRock LTPC**, **General Atlantic** and **Leonard Green & Partners LP** also played an instrumental role in the acquisition. ●

IMPORT/EXPORT



Surging shipments in July stacked up at the docks, which caused delivery delays and shipping lines to skip trips to Oakland.

Port of Oakland Expects Growth After July Dip

After a year of continued cargo growth, the **Port of Oakland** saw a dip in volume last month. But there's a good chance the reduction won't last as the port said it is expecting containerized cargo volume growth to resume as the peak shipping season arrives.

Despite the dip in July business, the port reported that the year-to-date import volume is still up 16 percent and total volume in that same period is up 9 percent. Cargo volume declined 3.5 percent compared to last July, with containerized imports down 1.7 percent year-over-year, containerized exports down 4.7 percent year-over-year and July total volume, which includes imports, exports and empty-container repositioning, down 3.5 percent year-over-year.

The port believes the decline in July was due to record cargo volume over the first six months of 2021. Surging shipments also stacked up at the docks, which caused delivery delays and shipping lines to skip trips to Oakland.

Peak season is August through October—due to retailers bulking up their inventory for the holiday season—the port expects cargo volume to increase again, especially after introducing two new vessel services to Asia. The new vessels were put in place last month and are a key indicator that the port is a key global-trade gateway.

"Vessel berths and container yards were crowded, and some shipping lines bypassed Oakland," said Port of Oakland Maritime Director Bryan Brandes. "We're working through those issues and preparing for a busy peak season ahead."—N.G.

Inside the Industry

The summer 2021 **Dallas Men's Show** was the largest in the brand's history and included more than 700 labels and buyers visiting from more than 40 states. Held at the Dallas Market Center, the show took place July 31–Aug. 2 and had nearly 150 first-time exhibitors and a 200 percent increase in attendance by retailers. "Retailers were eager to attend a centrally located, easy-to-work and safe marketplace with everything they need from so many of the top brands in apparel, accessories, Western products and men's gifts. Working together with our exhibitors, we are going to carry this momentum forward into 2022," said DMC President and Chief Executive Officer Cindy Morris.

The **American Apparel and Footwear Association** recently welcomed the introduction of the Ocean Shipping Reform Act of 2021 (OSRA 21) in the House of Representatives. The bipartisan bill is hoping to address issues that have plagued businesses for years, especially during supply-chain disruptions such as the one caused by the COVID-19 pandemic. If the bill passes, it would require the Federal Maritime Commission to establish and enforce rules regarding minimum service requirements for shippers, respond to breaches of contracts, and address excessive and unjust detention and demurrage fees. "The Ocean Shipping Reform Act addresses many issues that have been a thorn in the side of American business for years and comes at a time when a shipping crisis is stymieing our nation's economic recovery," said AAFA President and CEO Steve Lamar.

Kornit Digital Ltd., a leader in digital textile-production technologies, announced on Aug. 10 that it had acquired all associated assets of **Voxel8**. Voxel8's advanced additive manufacturing and 3D technology for textiles allow for digital fabrication of functional features with zonal control of material properties, in addition to utilizing high-performance elastomers that adhere to inkjet technology. "Voxel8's innovative technologies and talent will help us accelerate the execution of our 4.0 strategy to digitize sustainable, on-demand textile production," said Kornit Digital Chief Executive Officer Ronen Samuel. "With this advanced and proven 3D technology, we will disrupt the business of fashion, empowering completely new creative decorative concepts and never-before-seen functional textile applications while exploring new lucrative opportunities in the functional apparel and footwear markets."

Poshmark, Inc., will soon be available to consumers in India as the leading social marketplace continues to expand throughout the world. The marketplace for new and secondhand styles for women, men, kids, pets and home will join an Indian market that is rapidly becoming eco-conscious with a growing base focused on sustainability and value-conscious consumers. The new market is going to give Poshmark access to more than 622 million active internet users. "India is an ideal fit for our unique social-commerce model, both from a cultural and a business perspective. India thrives on togetherness, and the country's dynamic, youthful and inherently social culture aligns with the core value proposition of our company and community," said Poshmark founder and CEO Manish Chandra.

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Las Vegas shows *Continued from page 1*

As many enjoyed the social aspects of a return to on-site shows, exhibitors fielded orders from buyers who wanted

to stock new product to freshen up their inventory. Running Aug. 8–12, the Las Vegas shows gave new opportunities to the fashion industry as businesses continue to recover from the challenges experienced during the pandemic. With

fresh optimism and gratitude toward trade-show organizers, buyers and brands worked together to build on the momentum that the fashion industry has been experiencing. Coverage continues below and on pages 4 and 6.

Offprice's New Venue Hosts 450 Exhibitors

The **Las Vegas Convention Center** was the new site for **Offprice**, the leading business-to-business order-writing trade show that took place Aug. 7–10.

"We really didn't know what to expect," said Offprice Executive Director Tricia Barglof. "We knew there was pent-up demand for face-to-face meetings due to supply-chain issues. Retailers are looking for in-stock inventory that can ship quickly—that's what our vendors are known for—but once the mask mandate went into effect right before the show, we weren't sure how it would affect traffic."

It's been 18 months since Offprice was at the Las Vegas apparel shows due to the COVID-19 pandemic, but it had a strong showing of 450 exhibitors, who lined the showroom floor with apparel, footwear and accessories for men, women and children.

"To miss the last two shows was really tough," said Francisco DeiTos, a buyer for **Alko Distributors**. "Offprice is unique because our most important vendors are here under one roof. There are always new vendors to see. Normally we try to meet with five new vendors each show, but this time we're having meetings with seven or eight new vendors."

Arvind Nandu, owner and buyer of **Benzer International**, said the pandemic had disrupted the supply chain, which led to companies not having merchandise on hand, but he still couldn't pass up the opportunity to come to Offprice.

"This show, because of the pandemic, it was a little different, but I decided I have to come because this is where you find the deals," Nandu said.

James Nguyen, who helps run the family business of **Cheng's Enterprise**, was selling water and canvas shoes.

"I've been to Offprice for a long time, and they're really good," Nguyen said. "They re-



Rodrigo by Catalina, which sells handcrafted bags made of luxury leather, was one of 450 exhibitors at Offprice. Owned by Rodrigo Zuleta, the bags have been making an appearance at the fashion show for the last two decades.

ally care about the exhibitor. Once you have a need, they are there to help you out."

Rodrigo Zuleta has been coming to Offprice as an exhibitor for two decades to sell his handcrafted bags made in Los Angeles. He was excited to have the fashion event up and running once again.

"All these bags are made with luxury leathers—Italian hides and Brazilian hides. They're handcrafted, and we've been doing this since 45 years ago," said Zuleta, owner of **Rodrigo by Catalina**. "The fashion is the funky stuff. The more funky, the [better they] sell, the more unique, the [better they] sell, and practical bags and beautiful bags made in the USA too."

Offprice had a designated space known as The District for patrons to take photos and play games, a cash-and-carry section, and an area for elevated quality and emerging trends for the modern retailer known as Evolve.—Noe Garcia

WWIN Exhibitors, Buyers Happy to Meet Up

Womenswear In Nevada made a triumphant return to Las Vegas at **Caesars Palace** Aug. 9–12. With eager exhibitors and excited buyers roaming the various rooms, the wholesale women's apparel show floor was lined with both big-name brands and up-and-coming innovators featuring more than 1,500 lines from more than 300 exhibitors.

Exhibitors included **Osgoode Marley**, **Picadilly** and **Jimmy Crystal New York**. Any type of apparel and accessories goods could be found on the showroom floor, from sunglasses and jewelry to blouses and purses.

Soraya Ceden, founder and creative director of **Organic Tagua Jewelry**, was celebrating 10 years in business after being shut down for six months during the height of the pandemic. Now it's business as usual for the accessories brand, which makes necklaces, earrings and bracelets.

"We're all about sustainability. The company is 100 percent fair trade," Ceden said. "When we started 10 years ago, we started with three artisans. Today, we partner with over 106 artisans from the same region. Everything here is handmade, sustainable and fair trade, not to mention the fact that it's organic."

Ceden said she has seen a shift in colors to neutrals as the summer fades and fall approaches. Olive has been a popular color, and long necklaces are currently its No. 1 seller with a wholesale price point of \$4 for bracelets and earrings and \$11 for necklaces.

Sumit Kaura, a USA representative for the clothing brand **Tango Mango**, said the brand has moved to giving consumers the relaxed fit they're currently craving.

"Everyone's going toward casual, relaxed—they're getting into more fitness, so they're going either golfing or playing tennis," Kaura said. "We went that direction as well, making items like skorts, dresses with



Soraya Ceden's jewelry was a popular stop on the floor of WWIN. Organic Tagua Jewelry offers necklaces, earrings and bracelets all handcrafted by more than 100 artisans.

shorts, romper dresses, because that's the easy wear customers are looking for."

Addy Labbe, owner of **Stylz by Addy**, an edgy and retro-style store in Kansas, said she was looking for unique items.

"I'm looking for things that are kind of funky that no one else really has," Labbe said. "The everyday wear that is different from everyone else's."

Dear Elle Boutique owner and buyer Debbie Luecke was looking for more-traditional items for the middle-aged working woman with an active lifestyle. Luecke said she was ordering from lines that were doing well in her store as well as new ones.

"As far as for my store, I'm going to be buying some Immediate and Fall, and I'm going to be picking up just a glimpse of what Spring's going to look like for my boutique."—N.G.

DENIM

Holly Sanders *Continued from page 1*

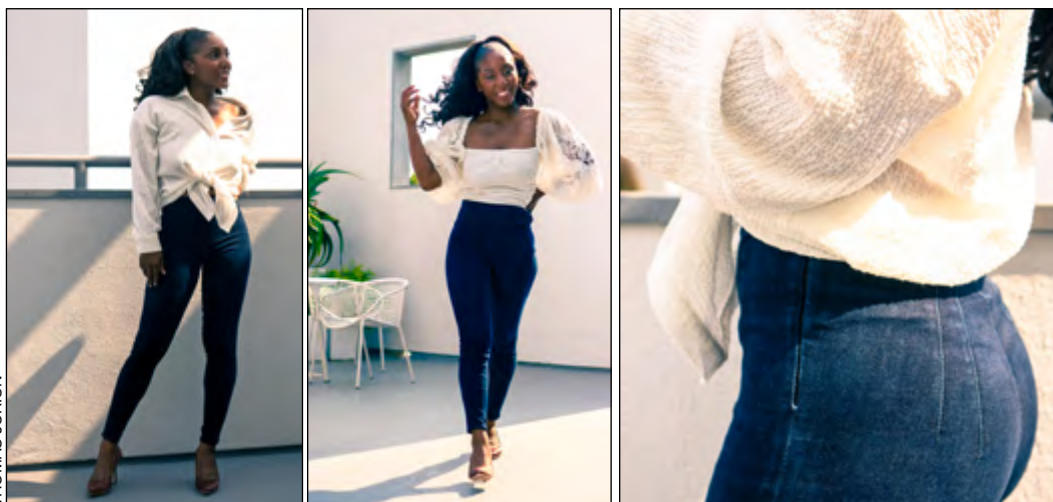
your job training, which varies for everyone. At week four or five, I could wear civilian clothes," Sanders explained. "I had always been into fashion. Once I joined the army, I couldn't wait to wear civilian clothes again, and I went to my favorite store to get some jeans and I couldn't fit into any of them. It was a complete nightmare for me."

Already seasoned in sewing, Sanders remained in Los Angeles and worked within a space at **Maker City LA** in the city's downtown. Sanders also taught sewing through **Airbnb** experiences. While Sanders's focus was on creating curvy-fit jeans in a unique style, the designer also learned from the pupils in attendance at the sewing classes. Sanders learned more about women's bodies, their preferred jeans features and the elements that make them feel beautiful.

With the launch of the Angel jean, which will be released at the end of August, Sanders is including different features that will enhance her customers' bodies and eliminate the characteristics that hinder women from feeling beautiful.

"One day in 2014, I had my sketch pad. Everything I don't like about jeans, I am getting rid of it and changing it in some way. I started with the waistband and got rid of the belt loops because I don't really wear belts," Sanders, who has also worked as a teacher, said. "For my basic jean, I want to truly go from day to night—I can teach in these jeans, I can go on a date in these jeans and I can go to the dog park."

Sanders also featured elements that would contour a wearer's body. Rather than focusing on a bulky waistband, Sanders incorporated darts on the waist. A facing waistband is fea-



After 10 weeks of basic training in the U.S. Army, Holly Sanders had gained so much muscle that her jeans no longer fit. She created the Angel jean to not only accommodate different body shapes but also incorporated elements that would make women feel beautiful wearing it.

tured on the inside of the design with spandex that cinches and smooths the waist. The crotch of the jean includes a gusset, a feature that took inspiration from yoga pants, according to Sanders, and affords a flat, comfortable fit.

"I put the button and the zipper on the side of the jean. It's really deep. It's seven and a half inches long. When you unzip the jean, it folds all the way down to the crotch area, so the jeans fold all the way down around the butt. It's nice because it's easy to put on and easy to take off," Sanders explained. "I really like that because I am curvy as far as measurements go, but if I want that hourglass look, I need a little bit of help."

Remaining mindful when creating the ideal denim was a priority for Sanders, who incorporated a **YKK** recycled zipper, which is located on the side of the jean along with a button to ensure a secure, clean closure. Using **Candiani** denim

sourced as sustainable as I could."

Available in sizes 24–40 and three lengths, Angela—named for Sanders's mother and inspired by Los Angeles—will release the Angel through thebestjeansever.com with direct-to-consumer pricing at \$150. While Sanders is focused on making women feel their best, the designer is also supporting organizations that promote the greater good.

"I call it 'The Giving Jean,'" Sanders explained. "In my head, giving to others is the best thing that you can do. These jeans are not just about looking good. They're about feeling good."

With the release of Angel, the first initiative supported by Sanders will use proceeds from the sale of the first 100 jeans to provide reusable menstrual products to women and girls in Mexico and Ecuador. Sanders is already working on a second initiative that will provide support for veteran suicide prevention. ●

Las Vegas Apparel's Successful Debut Sets the Stage for Growth

Debuting Aug. 8-10 at the **Expo at World Market Center Las Vegas**, **Las Vegas Apparel** was hosted by **International Market Centers** and saw success during its first show.

"It's safe to say that we are planning a February market that will complement the other events," said Kim Adams, vice president of marketing for apparel at IMC.

Buyers hailed from more than 30 states including California, Texas, Washington, Utah, Alabama and Florida in addition to Puerto Rico. International buyers visited from Colombia and Canada. The IMC-owned building is set within the middle of the Las Vegas Arts District, and the show is fashion focused.

"It's this really neat Arts District part of Vegas that the fashion industry has not seen," said Caron Stover, IMC senior vice president of apparel. "We will involve our customers every step of the way in decision-making because that is how we make decisions."

The Atlanta-based **Get It GRL** boutique's mother-daughter team of Kim Askew and Jade Goins traveled to Las Vegas with Patrice Hull of **C2bN**. Goins enjoyed the show's aesthetic as she shopped for "hand-selected pieces at an affordable price" for Fall/Winter, Spring and Holiday.

"Something that pops—tulle, colors, fringe. Right now, a lot of women during post-COVID are looking for comfortable clothes with style. Something you can wear all



Las Vegas Apparel marked its debut at the Expo at World Market Center Las Vegas during its Aug. 8-10 run, as buyers and exhibitors, such as Ces Femme enjoyed connecting within a new space.

day and dress up. Athleisure and cool pieces," Goins said. "Emerald is a heavy color. Rust, orange, mustard yellow never go out."

At the **Vintage Addiction** booth, Alesia Longenderfer was selling her line of bags made from responsible sourcing such

as recycled, upcycled and vintage materials for \$15-\$125 wholesale as she enjoyed a return to trade shows.

"It is what it was years ago—reenergizing and going back to what worked for us 15 years ago. The simplest details are appreciated. They really reach out in so many different ways," said Longenderfer. "You still have those personal touches with your vendors to buy what you need to buy."

The mother-daughter buying team of Jo Dee Dean and Courtney Trede was shopping for **The Parker Shoppes**, a Parker, Colo., lifestyle destination. They shopped for sweaters, accessories and new lines for deliveries in January, February and March.

"We have to find the right price point at wholesale—\$30, but \$20 is better," Dean said. "We are looking for elevated cozy. Our customers are still working from home and will probably not return to the commute. They have to look good from the chest up."

Trends in comfort were still resonating at the **Ces Femme** booth, where sales representative Rodrigo Parra was representing the Los Angeles brand.

"They are looking for fall and winter styles. Comfortable styles, long sleeved. Things they can get now or even if they have to wait a couple of months," Parra said. "They are going for a comfortable fit, oversized and also something that will fit any type of body you have."—*Dorothy Crouch*

IFJAG Creates Community for One-Stop Jewelry-and-Accessories Shopping

During its Aug. 7-10 run, the **International Fashion Jewelry & Accessories Group** hosted the Las Vegas edition of its show at the **Embassy Suites** on University Center Drive. At the suite-style IFJAG show, buyers visited the event from all corners of the country to invest in Immediate, Fall and Spring fashion jewelry.

For buyer Hanan Shiha, this first time at the IFJAG show was successful while shopping for **La Bella Vida**, located in Naples, Fla. Serving her core customers, who hail from the northern regions of the United States and travel to Florida's warm winters, Shiha found goods from **Marcony Accessories** and **T&J International**.

"[My customers are] older and snowbirds who want a lot of silver. They like bulky jewelry, not dainty," Shiha said of the style worn by her bold clientele. "They like to say, 'I am here'."

Within the suite where **Accents by MJ** exhibited, Mary Jo Kukowski was exhibiting goods from her Minneapolis business. Kukowski reported that buyers from all over the United States, including the East Coast, Florida and Idaho, wanted fresh pieces and were demanding color.

"This is where to go for the new trends," Kukowski said. "Some people are looking for Immediate and Fall goods, so they are your deeper tones, and then you have Holiday. My



The IFJAG show welcomed serious buyers who wanted to engage in business and were attracted to the bright fashion-jewelry pieces showcased by exhibitors such as Jamie Rocks & Co.

better buyers are buying for Spring already, so we are looking at turquoise, fuchsias, periwinkles, greens."

Shopping together for their separate businesses were Carmen Drakes-Jones of Houston's **JinaBriskaii** and Danielle Brunson of Denver's **Turner's Creation**, who visited the

show to find fresh, fashionable pieces.

"Jewelry, accessories and clothing in what is happening now—fashion handbags, fur scarves in bold colors, mauve and blues and beiges as well," said Drakes-Jones, who was visiting IFJAG for the first time to shop for a clientele aged 25 years and up. "They want fashion and anything for now. I am going into fall."

Brunson was pleased with the offerings at IFJAG as she helped her mother plan a business expansion into Houston. "It's a boutique setting with unique items," Brunson said. "There is a lot of quality at good prices."

Inside the suite for **Jamie Rocks & Co.**, Sales Manager Carolina Vicuna had arranged a colorful selection of jewelry and accessories offered by the Jacksonville, Fla., business. A seasoned IFJAG exhibitor, Vicuna said that many visitors want Immediate that can ship now. Vicuna was sure to carry different types of stock at an array of price points to accommodate different buyers' needs.

"Some of them want closeouts because it's their store and everything is \$5. There are some pieces I can do closeout prices on, but I am selective. We have something for everyone," Vicuna said. "This is a great show. You have competitive brands, and we all carry a little bit of different styles, and the price point is great."—*D.C.*

Project Continues to Be a Fashion Destination

Held in the Central Hall of the **Las Vegas Convention Center**, **Project** ran Aug. 9-11 and showcased the new, now and next in men's and women's contemporary apparel, footwear and accessories.

The mammoth-sized show saw familiar exhibitors from the likes of **Tommy Hilfiger**, **Calvin Klein** and **Nautica** mixed in with specialty and local names **Keith James**, **Bikini Beach Australia** and **Baja Llama**. Speakers at the three-day event featured well-known faces including Kenneth Cole, Giuliana Rancic and Corey Stokes.

For buyers, Project offered premium denim, multinational apparel brands and promising startups that made passes to the event a must-have. There were also plenty of margin-building products with mid-market labels and an opportunity to connect and develop relationships with other buyers and exhibitors.

"Some of the new trends that we're looking at are really chic and out of the box—something you don't really see too often while you're walking down the street," said the owner and buyer of **H.I.S. Boutique** Andre Barkley.

Yolanda Graham was on the show floor with two other buyers and combing through a rack looking for items that could be more than just one thing.

"We're specializing in looking at different items that are



Baja Llama's fight against boring is in their lifestyle brand of casual button-up shirts and embroidered shorts. They were featured at Project in a large RV.

versatile," said Graham, the vice president of **Blurrd Linez Fashion**. "Some fashions that may be ambidextrous or kind of androgynous. We're also looking at shoes and stylish, not

quite urban, gear but also business-dress casual."

Santia Deck was part of **MAGIC Men's**, a subset of Project, with her company **Tronus**, an athleisure-shoe company. Deck was the first female football player to sign a multimillion-dollar deal with a team, the **Los Angeles Fames** of the **Women's Football League Association**.

"We put a lot of hard work into it. We're known for being super super light, but also you can work out in it, you can go out in it, go to the club—it's very versatile," said Deck, the CEO of Tronus. "I'm very versatile because I'm very feminine, but I'm also a beast on the field, so we pretty much had to implement that into the shoes."

Her futuristic-looking unisex shoes are \$225 for a limited-edition pair, the rest are \$135, and slides are \$65. **MAGIC Men's** gave her the opportunity to create new connections and find new customers.

The lifestyle brand **Baja Llama** was showcased out of a large RV on the showroom floor with CEO Jeff Anderlite in the driver's seat.

"We want to show a lifestyle brand that is a mindset of having fun, fighting against boring [and featuring] quality apparel that's not too expensive that has fun and unique designs and is functional," Anderlite said. "Baja Llama is a way to think about every situation you're in."—*Noe Garcia*

At Functional Fabric Fair — powered by PERFORMANCE DAYS®, Diamonds Are Forever

Steve McCullough had been a sourcing director for over 20 years when he finally really learned the meaning of the fashion buzzword “curated.” And he had to go all the way to Germany to do it.

Held in Munich, Performance Days was a fabric trade show like no other, “the very antithesis of all the other sourcing shows you’re no doubt familiar with,” he recalls. “It was actually a pleasure to travel that far because they curated all the exhibitors. Usually you have to trudge through all the rough to find the diamonds, but this was a smaller show, more digestible for the visitor, and all they had were diamonds. Performance Days had a message, and the show was focused and professional. All of that just made for a completely different and refreshing sourcing experience, and ‘curated’ is really the right word for it.”

Fast-forward a bit and now McCullough is a curator himself, the show director for Functional Fabric Fair, which is run by RX in partnership with Performance Days in Munich. It is a show with a level of refinement that simply didn’t exist in the U.S. until McCullough made it happen.

Functional Fabric Fair had three fantastic shows before the pandemic hit the pause button, but now it’s back and is projected to be even better than before. The show runs Oct. 27–28 in Portland, Ore., a hub of innovation in the industry. Three U.S. shows are scheduled per year: spring and fall in Portland and summer in New York. A new partner will unveil the show in Shanghai this September.



An attendee perusing the offerings of one of the Taiwanese exhibitors

But as with any kind of matchmaking, nothing beats a face-to-face, especially when the match is over fabric, which begs to be touched and felt. “When we had sessions with designers and merchants in the audience, there was such a stirring and excitement. You’re with like-minded people talking about inspirational things, and it sparks imagination and all the wonderful things designers bring. We haven’t had that for a year and a half. We lost that magic of people in the same place firing each other’s imagination. No matter how great a digital platform we create, it can’t replace the in-person touching of fabric and face-to-face interaction.”

McCullough hopes Functional Fabric Fair will provide a jolt of creative energy. “We’re all about being the vehicle to bring that inspiration back, to finally get back together and be inspired together.”

And when it comes to contagious creative energy, the more the merrier. Designers and merchandisers who don’t think functionality fits in with their “aesthetic” might want to reconsider. “These days, the lines between fashion and function are blurred,” says McCullough, “and there is functionality in virtually all of our fashion brands and everything we wear. It could be heating and cooling technology in Calvin Klein jeans, or remember Rafael Nadal’s demonstration in New York’s Bryant Park, playing tennis in a Tommy Hilfiger suit that had stretch, moisture management, odor protection, and cooling technology?”

“Functional fabrics aren’t just for the Patagonias, Nikes, and Lululemons of the world,” McCullough says, “but not all designers are thinking that way. I think they need to broaden their horizon and understand what fabrics can do and understand that our entire vision of the show was built upon the pleasurable experience of the attendee.”



A view of the main aisle from the 2019 Portland Event featuring iconic pieces from pioneers in the outdoor industry including a 1940 down jacket from Eddie Bauer, LL Bean’s Mt. Everest Climb Outfits, 1920s hunting apparel from Woolrich, Columbia, Patagonia, and many more

Standards are stringent to ensure that attendees only see diamonds. “We would rather have our 150 exhibitors and an unbelievable show than have 900, of which 700 are simply ignored,” says McCullough. “We say no to a lot of aspiring exhibitors, and you must be a sustainable, reputable and deliverable company to participate with us. We only bring in people you would want to do business with.”

The highest standards run throughout the show, including the elegantly functional layout in which all distractions are eliminated. Chalk it up to that famous German efficiency. Booths are uniform so the show doesn’t look like a confusing amusement park, and signs clearly mark exhibitor names and place of origin, which are both varied and balanced.

“We limit the number of companies from any one region in the world,” explains McCullough. “The show can never be more than 50 percent Asian, nor can it be more than 50 percent North American or European. There’s a true diversity that adds to that curated, professional experience.”



The Performance Forum is a juried selection of the best products showing.

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“Standards are stringent to ensure that attendees only see diamonds. We would rather have our 150 exhibitors and an unbelievable show than have 900, of which 700 are simply ignored.” —Steve McCullough

A show like that is liable to be reflected in the kinds of people who come, and indeed Functional Fabric Fair’s attendees are essentially as curated as its exhibitors. “Our aisles aren’t filled with people who are just there to browse,” says McCullough. “If you come to our show, it’s because you were meant to come to our show. It doesn’t attract people who just stumble in. Almost everyone you run into is a decision-maker.”

During the extended COVID intermission, FFF expanded its website into a kind of matchmaking service for the industry called The Loop. Swatches can be easily browsed based on type and ordered with one click 365 days per year. So far there have been an astounding 30,000 sample requests fulfilled. “We wanted to create the Google or Wikipedia of functional fabrics, with an ingenious simplicity,” says McCullough. “And every single provider in The Loop sees action, not just the same top 10 percent over and over. Just like with a dating site, we’re here to introduce A to B and to make both attractive to each other.”

Informa Brings the MAGIC Back to Buyers and Exhibitors in Las Vegas

Producing its **MAGIC** trend-driven women's event Aug. 9–11 at the **Las Vegas Convention Center**, **Informa Markets Fashion** afforded a blend of brands, networking events and educational opportunities that attracted buyers to its first event in the city since February 2020.

After recently launching her San Dimas, Calif., **Fashions By KKM** shop, Iroro Edosio was in town to become inspired, and it was inspiration that the business owner found. As a new apparel-business owner, Edosio took in many of the seminars offered during the event including a session featuring Kenneth Cole, another with Giuliana Rancic and a workshop covering e-commerce.

"It didn't disappoint," Edosio said. "I wanted to network through the education and with other boutique owners like myself. I've met at least 10 boutique owners that have been very friendly and open about the business, and that is exactly what I wanted. I have learned a lot in the space of three days."

Veteran buyer Nicole Camacho has been attending **MAGIC** for the last 10 years as a buyer, initially for another business and now as the owner of the **Burnt Boutique**, which sells men's and women's clothing, accessories and apothecary in Las Vegas. As Camacho prepares to expand from a shop within a converted travel trailer into a bricks-and-mortar storefront in the downtown Las Vegas Arts District in October, attending **MAGIC** was important for her to stock up on additional inventory from exhibitors including **Artifacts** and **Signature 8**.

"For the last year, we haven't done any shows. I came to



During their visits to **MAGIC**, buyers were interested in finding unique pieces, but also the tactile experience of examining clothing with exhibitors, such as **Buddy Love**, which sold out of its hot-pink faux-fur coat.

touch and see and feel and feel the energy. I missed that so much," Camacho said. "For unique pieces, I'll go up to \$80 to \$90 wholesale, but on average I like it to be in the sweet spot of \$15 to \$30. There is something to be said about touching it and holding it up to know the size or feel the textile."

At the **Buddy Love** booth, Sales Representative Paige Goff reported heavy traffic from buyers who were seeking bright pieces as consumers seek to have fun with fashion again. Typical wholesale price points for the brand range from

\$30 to \$60.

"Right now, buyers want all the fun stuff. We have holiday filled with sequins and color—things that people can get dressed up with," Goff said. "For our brand, we do really well with hot pink. Hot pink is huge right now. We had a beautiful faux-fur hot-pink coat, and it's completely sold out."

The trend toward standing out was echoed by Kasie Mitchell, owner of Kentucky's **Unkut Strut Mobile Boutique**, which sells women's apparel but specializes in shoes. A repeat visitor to **MAGIC**, Mitchell was searching for pieces that wholesale for \$19 to \$24.

"I love bling—bling, bling, bling. Sparkly, different and unique," Mitchell said. "I have casual streetwear. I looked at rhinestone tennis shoes, all types of shoes. Sometimes I get apparel to match the shoes."

There was also room for sustainability on the **MAGIC** show floor. At the booth for the Canadian denim brand **Lola Jeans**, founder David Abissidan and Creative Director Ericka Cicchillitti reported a good show for their brand, which averages \$40 wholesale.

"She likes to be comfortable with flair and style," said Cicchillitti. "Jackets are resonating this season."

For Abissidan, there is a noticeable shift that occurred in interest toward sustainability.

"The consumers are asking themselves questions if it's ethical, 'How is it made?' 'Where does it come from?'" Abissidan said. "People are much more concerned today than they were 10 years ago."—*Dorothy Crouch*

Sourcing at MAGIC Raises Hopes for Quality, Nearshoring and Sustainability

As part of the **Informa Markets Fashion** schedule of apparel-industry shows, **Sourcing at MAGIC** was hosted at the **Las Vegas Convention Center** Aug. 8–11. For Andreu David, event director for **Sourcing at MAGIC**, this hybrid on-site/virtual production was the fashion professional's first time managing the show in a physical space, and the focus was on sustainability.

"Creating this hybrid opportunity where they can physically represent themselves at our show through samples onsite, in addition to being virtually connected with our audience and our buyers through our digital platform is what was needed," David said, adding that the online component would run until Oct. 1.

Working with Dr. Cindy J. Lin, chief executive officer and founder of the sustainable-certification group **Hey Social Good**, David created the Sustainable Alternatives Gallery for vetted businesses that have passed the responsible-manufacturing assessment.

"A lot of them can't afford the big-name certs," Dr. Lin said. "The reason we are affordable is that we apply machine learning and data analytics versus having a person come through your site and giving you a 100-page survey to respond to."

Exhibitor Chupa Coules of The Hague, Netherlands-based **Continuum Buying Agency** attended the show to represent brands from India.

"There are so many beautiful products that come out of India that are already sustainable. It's all natural anyway," Coules said. "It's a matter of where it's sourced and how it's



During **Sourcing at MAGIC**, the show's centerpiece was the Communal Microfactory powered by **Tukatech**, which also relied on services from the Los Angeles software company's partners **Kornit** and **Fabfad Inc.**

picked."

As a downtown Los Angeles manufacturer, Richard Harding of **Randi USA** was pleasantly surprised at the warm reception the company received during its first experience at **Sourcing**.

"Ninety percent of the people we spoke to here that have been doing this for a while want to leave China and other parts of Asia to do things here," Harding said. "A huge portion of it has to do with the fact that getting things from Asia is a huge problem these days."

The star of the **Sourcing at MAGIC** show was the Com-

munal Microfactory powered by the Los Angeles software provider **Tukatech** and was built with partners **Kornit**, the Israel-based printing-solutions company, and the L.A. manufacturer **Fabfad Inc.** Sean Saberi, CEO of **Fabfad**, revealed that this microfactory served as a preview to a similar concept that is being built at the company's Los Angeles location.

"Students or designers who don't have an office can be at the factory to use **Tutatech** software and pay a monthly fee, and that monthly fee gives them access to everything we have. They can physically see it right then and there," Saberi said. "They will have access to millions of dollars' worth of equipment without paying for it."

The microfactory was a source of inspiration for Gina Robinson of the Las Vegas brand **Gypsy Revolution** as the leatherworker shifts her brand into more-responsible production.

"When I saw the **Tukatech** booth, it made me want to add clothes to my collection," Robinson said. "I am changing my company name from **Gypsy Revolution** to **Heroes of the Revolution**. Originally, the revolution part of the name is the recycled, sustainability part."

Prodigy Wear Clothing Line owner James Gay of Canton, Mich., searched for partners to expand his women's and men's lines.

"It's mostly urbanwear and streetwear," Gay said. "I want to expand my women's line to leggings and workout wear. We're also going into jeans. **AZ Apparel** stood out with their jogging outfits. **Diagonal Fits**—the quality of their material was on the high end. I want to do men's jogging outfits."

—*D.C.*

Agenda Brings Streetwear to the Forefront

As streetwear continues to make its way into the mainstream of life, the **Agenda** fashion trade show placed the spotlight firmly and squarely on the brands that make the industry teem with vibrancy. Set in two rooms at the **Bally's Las Vegas Hotel and Casino** Aug. 11–12, **Agenda** had a diverse and creative look with dozens of exhibitors seeking to get their merchandise the recognition they believe it deserves. The show included **Room Service Radio** interviewing brand owners and CEOs, a live spray-painted mural and more.

Noisy Cart CEO and buyer Lucas Koren was looking to diversify its online marketplace with new brands and items for its customers from the gold mine of unique items at **Agenda**. "We're looking for more higher-end brands, but we're also exploring the different influencer brands here and just seeing what we can offer our customers and seeing what can really be cool for them," Koren said. "We're looking for new emerging brands that may be exciting and on the come up."

WOODMORNING owner Tatianna Morris lived up to the aforementioned description with her carefully crafted apparel. She described her fabric and style as high-end streetwear that's worth the extra look. "**WOODMORNING**



WOODMORNING owner Tatianna Morris wants her embroidered and high-end looks to be her customers' favorite piece in their closet. She offers hoodies, shirts and more on her website.

is that wow factor, so pretty much the kind of clothing we make is a lot of high-end wow accent pieces," Morris said.

"We want our pieces to be your favorite piece in your closet that you pair with a lot of other things."

Drew McClendon's accessories brand **toto.design** also appears to be emerging with colorful looks including pearl necklaces and crystal bracelets that fit the streetwear vibe. "The whole premise behind it is to take inspiration from human culture and nature, outer space and pretty much everything I can think of," said McClendon, who has owned **toto.design** for some six years. "Then I condense that down to specific pieces, and I make everything by hand."

Aside from the normal fun that is **Agenda**, the fashion show had a pair of American rappers, **Soulja Boy** and **Waka Flocka Flame**, stop by. **Soulja Boy** was on hand to promote his new clothing line, **Stacks on Deck Money Gang**, while **Waka Flocka Flame** came to just enjoy the show and all it had to offer.

"As you can see around us, it's been a steady stream of people all day," said **Agenda** Vice President of Partnerships **Veronica Gruneberg**. "It's just been so great to be able to be back to in-person events, and we're really excited about the future and the growth of **Agenda** moving forward."

—*Noe Garcia*

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EasyStandard Highlights Strong Women With Inaugural Collection

By Noe Garcia Assistant Editor

Inspired by real women of the real world, **EasyStandard** is a new women's loungewear brand focused on marrying clothing and community.

The Los Angeles-based brand, which just launched in June of this year, is committed to making premium-quality garments accessible through inclusive sizing and low prices while focusing on elevated essentials such as the perfect white T-shirt, a classic black tank and a super-soft pullover.

"We know garments like these are the foundation of any great outfit so we gave them the upgrade they, and our customers, deserve," said Sabrina Pereira, head of marketing at EasyStandard.

This means EasyStandard works with both a straight-size and a plus-size fit model during the design process to ensure every piece of clothing it releases feels just as good as it looks across a wide spectrum of body types. The clothing brand then enhances that feel by using premium fabrics including **Supima** cotton rib, a **Lenzing** modal-cotton blend and a 100 percent cotton French terry.

Utilizing these standards, EasyStandard released its inaugural 23-piece collection celebrating inclusivity, versatility and spirited empowerment with fitted and relaxed T-shirts and tank tops, casual dresses and matching sets. EasyStandard's targeted customer is the woman between the ages of 25 and 45 but all are welcome.

And instead of naming the inaugural collection, it decided to name each piece after a woman who amazes the team.

"Each item on our website includes a short bio to inspire our customers to look for ways to '#pushthestandard' in their own lives," Pereira said. "We love hearing from the strong, striving women in our community who are doing amazing things on their own terms," Pereira said. "They are mothers, entrepreneurs, volunteers, artists and adventurers. They inspire us so much that we decided to name each piece in honor of someone and share her story. It's truly an honor to share these stories with our community."

The Kait Rib Fitted Scoop Tank is named after a woman

who has "always envisioned a more inclusive planet" and works as an autism-services coordinator. "She devotes herself to making the world more accessible to autistic people, but she also wants to help the world better understand and embrace its differences."

The Tamika Color Block Pullover honors the "lady boss by day as an environmental health-and-safety specialist, culture-loving foodie and house (as in her house) DJ on nights and weekends." Tamika also loves to tend to her plans and listen to her prized Prince albums. Other favorite activities include "adventuring around her Chicago neighborhood with her husband and lucky pooch by her side and creating **Insta**-worthy dinners that taste as good as they photograph."

That's just a sampling of what a customer will find at *easystandard.com* with 20-plus more items named after just as incredible women, including the Chiyo Relaxed Crew Neck T-Shirt, Charlie Fitted Crew Neck T-Shirt, Jade Relaxed Muscle Tank and more.

Though the collection has been on the market for only two full months, the response has been overwhelmingly positive.

"One told us she spent years—and quite a bit of money—searching for the perfect tank until she found it with us," Pereira said. "Others say they are thrilled with how well everything fits, how soft the fabric is and how beautiful the colors are."

The collection can be purchased on EasyStandard's website and pieces range in price from \$19.50 for tanks to \$54.50 for the color-block hoodie dress with inclusive sizing of XS–3X and prices generally 25 percent to 40 percent less than its direct competitors.

The clothing brand has plenty more planned for the future but already has its identity in its inaugural collection with an unshakeable commitment to its customer and its mission.

"Our clothes are versatile and comfortable enough to wear to work, to work out, to go out and to go to bed," Pereira said. "They're essentials for a reason, so we believe it's important to go big on quality. We like to think of our clothes as a blank canvas, and we love to see how our customers make their mark and #pushthestandard."



EasyStandard works with both a straight-size and a plus-size fit model during the design process to ensure every piece of clothing feels just as good as it looks across a wide spectrum of body types. The clothing brand then enhances that feel by using premium fabrics including Supima cotton rib, a Lenzing modal-cotton blend and a 100 percent cotton French terry.

TRADE-SHOW REPORT

CALA Men's Trend Show Debuts Fresh Model in Newport Beach

By Dorothy Crouch Managing Editor

With its lineage stemming from the Ken Haruta **West Coast Trend Show** and Gerry Murtagh's **CALA** brand, the **CALA Men's Trend Show** made its debut Aug. 15–17 at the **Marriott Hotel and Spa** in Newport Beach, Calif. Though the show was still wrapping on Aug. 17, Haruta was already reveling in the success of this launch and looking toward the future.

"This has been a great environment for our show," Haruta said. "We are moving to a property called **The Hangar**. Our dates are set for the last week of January. It's going to be a 50,000-square-foot lease for us. It's going to be 25,000 square feet for men and 25,000 square feet for women."

Reporting the highest retailer attendance in his 14 years of producing his show, Haruta mentioned a 174 percent buyer increase.

The CALA Men's Trend Show hosted an opening-night party with partners **Haupt**, **Saxx** and **Marcoliani** on Aug. 15 at Gary's, a fine-goods men's retailer located at Fashion Island in Newport Beach.

For John Braeger, president of Gary's, partnering with Haruta and Murtagh to host a party was only one facet of his interest in the show. During the day, Braeger could be found on the show floor, searching for goods to incorporate in his store.

"We're buying short-sleeved shirts, and the trend is on the knitted shirts—knitted sport shirts. We're still selling soft coats and swackets—sweater jackets—so that has been really popular. Sneakers are still really strong," Braeger said. "Denim also continues to be really strong, whether it's denim or color, and five pockets."

An enormous trend that was apparent during the show was soft, comfortable clothing that is stylish yet affords movement. At the **Peerless Clothing International** booth, West Coast Sales Representative Julie Dreyfus was pleased with the presence of better specialty stores and had been busy every day of the show fielding orders for her tailored clothing from **Tailored**.

"They want suits and soft. We are trying to get people back into clothing again. It's about soft construction and comfort.



During the CALA Men's Trend Show, Irene Tsakanikas stands beside show favorite Dion Neckwear Ltd.'s martini jacket, which is one of the Canadian manufacturer's most-beloved pieces.

In every brand we need stretch," said Dreyfus, who mentioned trends in blue and brown. "Four-way stretch gives comfort, and it's wrinkle resistant. We've added some polys, viscose, elastane and spandex. It's not about all-wool suits anymore, it's about performance just like your exercise wear."

Exhibiting at the **Proper Fools** booth, Managing Partner Tim Ellis was representing **Flag & Anthem** and **Vustra**. In town from Portland, Ore., Ellis reported that the Americana feel of Flag & Anthem coupled with its quality and value drew buyers to woven shirts that retail for \$59.50 and jeans that retail for \$69.50. Ellis also mentioned that comfort is king with jean products that are knit and include 27 percent stretch.

"This is more of a regional show, which is a good thing. There is a lot of business in California, especially Southern California," Ellis said. "[The show is] much needed. It's only

going to grow and get bigger. If you live in California, especially Southern California, you should be here."

Visiting the show for **The Patios at Valencia Town Center** in Valencia, Calif., store manager and buyer Jeannie Slitzky was impressed with the event's layout and reported that 95 percent of the 25 lines that she saw reported opening new accounts. Slitzky found the booth setting and open atmosphere more inviting and accommodating to her shopping style of visiting every business to find new and different pieces.

"I like shirts that have trim around the collar and on the cuffs. Little tiny details—that is what you need," Slitzky explained while shopping for goods priced \$55–\$125 wholesale. "It gets the customer interested. If it's a plain shirt, no one is going to be interested. If it's got a little zing to it, it's good. You need a little zing in your clothing."

One of Slitzky's preferred vendors at the show was the Toronto-based **Dion Neckwear Ltd.**, where Vice President of Merchandising Irene Tsakanikas was selling the luxury brand's made-in-Canada socks, ties, scarves, men's accessories and formal pieces in addition to its extraordinary martini jacket—once favored by **Playboy** founder Hugh Hefner.

"We're a family-owned and -operated company based out of Toronto. We've been manufacturing since 1967. Everything is handmade, hand finished, old artisan, bespoke-style manufacturing," Tsakanikas said. "The smoking-martini jacket is one of our masterpieces. This is a beautiful cotton-velvet body with contrast silk lapel cuff top pocket, and we can put an interior pocket. It can be monogrammed as well."

Steve Goodwin of Yakima, Wash., was impressed with the show's lineup of exhibitors as he shopped for his better-men's clothing store **Steve Goodwin the Haberdasher**. With 19 appointments over two days, Goodwin was searching for items in high color that would make his store pop as he noted the return of trends in neckties.

"There were a lot of old gold and chartreuse that were more fall colors, but they're spring fabrication. There is a lot of orange," Goodwin said. "There is no reason that local merchants shouldn't support a show like this. It's got the right connections and the right people." ●



CHIAROSCURO FOTOGRAFIA

Glamour Returns as Dalia MacPhee Unveils Fall 2021 Collection

For designer Dalia MacPhee, this year signals a return to fashion and the positivity that it can offer. When envisioning the campaign for her Fall 2021 collection, MacPhee wanted the feel of New York City but was not traveling due to the COVID-19 pandemic. MacPhee decided instead to shoot in the Long Beach, Calif., Arts District.

“Because I am really missing New York, I wanted to do a New York vibe. When you think of fall fashion, I always think of what is happening in New York,” MacPhee said. “Also, I wanted to support the [Long Beach] area. The Arts District is great there because there are tons of nooks and crannies and older buildings and brick walls and murals and whatnot. It wasn’t busy. It’s perfect.”

The first **Dalia MacPhee** shoot that the designer produced since the start of the pandemic, this campaign signaled a rebirth following lockdown. It is this reentrance into fashion that MacPhee hopes will extend beyond her personal optimism regarding a return to glamour in her own collection but also an opportunity for the public to embrace quality again, with a return to appreciation for the garment-making craft. During the shoot for the campaign, passersby walking their dogs were crossing paths with MacPhee’s crew. Some of these pets made appearances in the campaign, supporting the designer’s

vision of an appreciation for fashion finery that could lead to wearing quality garments while performing simple tasks.

“I have this secret wish that people will start embracing good fashion and quality again. When you start incorporating dogs, and people did walk their dogs dressed up, or they would dress up when flying. There was something really special about that,” MacPhee explained. “Everyone on the shoot was an animal lover. Any time the models saw dogs passing by they would jump in and ask. We ended up having a couple of dogs and a cat.”

The Fall 2021 Dalia MacPhee collection nods to classic fashion elements including bohemian mini dresses and knee-length designs with empire waists, pussy bows and contrasting panels that peek out from under skirts. MacPhee focused on updating her day dresses, which are a staple of every collection. After serving the community by contributing to the manufacturing of protective equipment for healthcare workers, MacPhee experimented with new approaches to her designing.

“We did velveteen, which has a little bit of stretch, solids and some printed, which is really cool. We also played with printing a little bit of glitter effect on the velvet. It looks like rhinestones, but it’s glitter that has been hot printed on to it,”

MacPhee said. “The chiffon blends—we printed directly on the material.”

Designs also include a knit collection within which MacPhee mixed details such as lace on sleeves or collars in addition to chiffon insets on skirt designs. Pieces that employed poly-satin blends included prints applied directly to the fabric, and here MacPhee also incorporated sequins.

In addition to her Fall collection, which can be found at daliamacphee.com, MacPhee is cultivating the common good in fashion. After choosing 15 designs, the artist founded the Dress Code initiative, which began in July. Women who have faced challenges and could benefit from a bit of goodwill are receiving dresses that include QR codes with recorded messages that are meant to uplift the recipients. After wearing the dress, the women return the piece to MacPhee, where it is dry cleaned and sent out to another woman with an uplifting message from the previous recipient. MacPhee hopes that this initiative will contribute to creating positive change in the world.

“The ultimate idea is can someone feel like superwoman when she has this on and take that on and can we change someone’s life in the next year?” MacPhee explained. “We need to get to a point where designers are doing things like this.”—*Dorothy Crouch*



CHIAROSCURO FOTOGRAFIA

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Surf Expo

www.surfexpo.com
Surf Expo is the largest and longest-running watersports and beach/resort/lifestyle trade show in the world. The show draws buyers from specialty stores, major chains, resorts, cruise lines, and beach-rental companies across the U.S., the Caribbean, 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.

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- * Min. 2 yr experience n textile/apparel
- * Strong in: English written/verbal, Math, Excel

Send resumes to: claireg@felinausa.com

* FABRIC SOURCING COORDINATOR *

- * Work with vendors, Design and interdepartmental teams facilitate the new development and production process.
- * Work with Purch. Dept on pre-production request, submission rejections or approvals, bulk production shipping samples rejections or approvals.
- * Place and monitor progress of all requisitions, including Communicating daily with overseas factories and vendors to track development and production stats.
- * Tracking progress/ callouts through Weekly Report for delivery issues

Requirement:

- * Min. 2 yrs experience in textile/apparel and Strong in: English written/verbal, Math, Excel

Send resumes to: claireg@felinausa.com

* DESIGNER ASSISTANT *

LA based Designer clothing brand is looking for Fashion Designer Assistant with minimum 3 years proven record experience. Assist with all aspect of design, including tech packs. Associate Degree or Certification in Fashion Design is required. Proficient with Adobe Suite (Illustrator, Photoshop) Full time salary base with benefits.

Email resumes to: aratta06@yahoo.com or lafashiondesign@yahoo.com

Jobs Available

* PRODUCTION, SHIPPING, PRODUCT DEVELOPMENT, TRIM BUYER & ACCOUNTS PAYABLE *

Well established garment manufacturer based in LA downtown area is looking for following positions. For consideration, please send resume to: hr@4goldengreen.com

- * Production
- * Shipping
- * Product Development
- * Trim Buyer
- * Accounts Payable - Need Accounting Background, preferred Apparel Industry. Bilingual English/Spanish. Quickbooks exp.

* 1ST THROUGH PRODUCTION PATTERNMAKER

Established girls' dress company is seeking a senior 1st through production (manual) patternmaker. Knowledge of knit and woven fabrics, garment fit, sewing construction, specs, and tech packs for overseas volume production are required. 15-20 yrs exp. in 1st flat patterns (non-computer) and production patterns. Will be Responsible for production sew-by samples, review and comment on all factory samples from pre-production through production, including fabric and trim yields. Please send resume to: Divina@jinelle.com

PRODUCTION ASSISTANT

PRODUCTION ASSISTANT - FULL-TIME @ Katie May. -Pickup/Drop-off of cuts & vendor PO's throughout LA. Must be legally able to drive w/valid license & have an insured vehicle. -Pull & Receive cuts from contractors -Daily progress tracking of vendor PO's. -Lift/Pack as needed. -Must have basic skills in usage of computer & email -Minimum 5 years working experience in some aspect of manufacturing *Email resume to: jobs@katiemay.com or call 760-449-7342

* CUTTERS, SPREADERS, MECHANICS *

Garment manufacturer in Wilmington, CA is hiring for Cutters, Spreaders, Mechanics. The cutting room cutter/mechanic's primary function is to support manager with the execution cutting room orders for manufacturing and to maintain and service cutting room equipment. Other duties may be assigned. Prior business experience required. If you are interested, please send your resume to: anne@scoresports.com

Jobs Available

* IN HOUSE SALES REP *

LA based Designer clothing brand is looking for in house Sales Rep with minimum 8 years proven record road & market experience. Contemporary clothing Showroom experience is a must. Clear understanding road sales and maintaining tradeshow. Responsible for sales planning and able to achieve set goals. Position has base salary plus commission. Email resumes to: aratta06@yahoo.com or lafashiondesign@yahoo.com

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