

CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR 76 YEARS

\$3.99 VOLUME 77, NUMBER 16 AUGUST 6, 2021 DOUBLE ISSUE

RETAIL

Back-to-School Landscape Evolves Post- Pandemic in Spending, Trends, Thinking

By Noe Garcia Assistant Editor

As the apparel industry continues to recover from the COVID-19 pandemic and normalcy returns more each day, the back-to-school season is in full swing and even had a jumpstart this year with new trends, record spending, and a shift in buying power and consumer thinking.

According to the annual survey released by the **National Retail Federation** and **Prosper Insights and Analytics**, consumers plan to spend record amounts on school and college supplies this year. Families with children in elementary through high school plan to spend an average of \$849 on school supplies—a nearly \$60 increase over last year—and

➔ Back to school page 6

TRADE SHOWS

New Innovations in Versatile Comfort Take Over L.A. Market Week

By Betti Halsell Contributing Writer

L.A. Market Week, which was held in downtown Los Angeles Aug. 1–5, saw trends of multifunctionality within apparel and provided opportunities to connect. The **California Market Center**, **The New Mart** and the **Cooper Design Space** afforded an environment to shop a Holiday/Resort market, yet many buyers who visited the downtown Los Angeles Fashion District were searching for Spring/Summer 2022 essentials. Many showrooms reportedly broke new ground in innovation, bringing awareness to the utilitarian potential of clothing.

Cultivating the spirit of the resort life, designers looked to the fashion archives. Adding touches of saturated color and free-form movement, exhibitors showcased style notes from the 1960s bohemian era, relying on the flow of the summer

➔ L.A. Market page 16

INSIDE

Where fashion gets down to businessSM

12



14

WSS purchased by Foot Locker ... p. 2

Industry Focus: Finance ... p. 8

2021 RCGD Global Design Contest ... p. 10

Liberty lands in L.A. ... p. 15

Sustainable sourcing at Preface ... p. 17

Resource Guide ... p. 18

www.apparelnews.net

DENIM FOUNDATIONS

Slipping into a pair of NYDJ denim from the brand's Fall 2021 Foundations collection, the legendary Christie Brinkley joined daughters Alexa Ray Joel (left) and Sailor Brinkley-Cook (right) to celebrate the generational bonds between women.

For more on Foundations by NYDJ, see page 2.

NYDJ Foundations Campaign Celebrates Women With Fresh Fall Denim

NYDJ has recently launched its Foundations campaign and Fall collection featuring crisp button-downs and fresh denim for autumn weather.

“These jeans hold you in in all the right places without ever squeezing you,” said legendary supermodel and actress Christie Brinkley in a statement.

The Foundations campaign is centered on Brinkley’s unique and carefree spirit, and she is joined by her two daughters, model Sailor Brinkley-Cook and singer/songwriter Alexa Ray Joel.

“Post-COVID, everyone sort of wants to get back into the groove of dressing actually outside of sweatpants, and these are a great middle ground,” Brinkley-Cook said in a campaign video.

The trio celebrated the powerful bonds



Modeling legend Christie Brinkley joined NYDJ to showcase the brand’s Fall Foundations collection through a campaign that highlights the bonds between women.

between women.

“To me, beauty is being creative,” Joel said in the video. “It’s freedom of expression, and my mom really does have that bohemian

spirit that she imparted to me and my sibling.”

The trio’s full Fall looks include everything from Slim Bootcut Jeans to Sheri Slim Pants in Corduroy to Puff-Sleeve Crewneck Sweaters. The Foundations campaign also includes pieces including the Teresa Wide Leg Angle Jeans, The Sleeveless Perfect Blouse and the Silk Reversible Kimono.

“A favorite pair of jeans that hugs the body in just the right way makes me feel sexy,” Joel said.

The Foundations campaign features 31 pieces in various colors in sizes XXS–XL and 00–18. Fits include regular, petite and plus. The collection ranges in price from \$29 to \$499 and is available at nydj.com.

—Noe Garcia

RETAIL

Foot Locker Broadens Market on West Coast With Acquisition of WSS

Foot Locker, Inc., the New York-based specialty-athletic retailer, has entered into a definitive agreement to acquire Eurostar, Inc., or WSS, for \$750 million. The transaction will be funded with Foot Locker’s available cash.

WSS, an athletic-footwear and -apparel retailer headquartered on the West Coast, focuses on the Hispanic consumer demographic in California, Texas, Arizona and Nevada, where the company operates 93 off-mall stores. The company also heavily

relies on ties with its customers to generate revenue, with approximately 80 percent of sales coming from its loyalty program.

WSS generated approximately \$425 million in revenue during the 2020 fiscal year and had a three-year revenue CAGR of approximately 15 percent. The acquisition is expected to grow Foot Locker’s earnings per share this year.

“WSS has built a successful, high-growth business by pioneering the neighborhood-based-store model, built on community

engagement and a full-family offering,” said Foot Locker Chairman and Chief Executive Officer Richard A. Johnson. “This acquisition enhances our product mix and provides access to a customer base and store footprint that are both differentiated from and complementary to our current portfolio. We are thrilled to welcome WSS’s customers into the Foot Locker family as well as join forces with their talented team. Looking ahead, we see significant opportunities to expand this business, including by accelerating WSS’s store growth into new geographies in North America.”

Foot Locker is expected to diversify its store and customer footprint through WSS’s differentiated market position, complementary customer base and real-estate portfolio. The acquisition will also allow the company to serve different customers and offer various price points across its products.

“Since WSS’s inception 37 years ago, we have focused on meeting the needs of underserved communities while elevating our neighborhoods, one step at a time,” said WSS founder and Executive Chairman Eric Alon. “Through our WSS Cares! initiative and the support of Foot Locker, our mission to positively impact the communities we serve will continue. We are extremely proud to be a part of Foot Locker as they share our commitment to community.”

Similarly, Foot Locker also recently agreed to acquire Text Trading Company, K.K., or atmos, which owns and licenses the atmos brand, a digitally led, premium global brand, for \$360 million. As with the WSS transaction, the acquisition will be funded by cash.—N.G.

Inside the Industry

MarketTime, the provider of best-in-class B2B omni-channel commerce solutions, announced that Jacob Teplin joined the company in a newly created position as chief operating officer. Teplin will be responsible for all aspects of sales, customer success and support, and operations for MarketTime and its industry-leading software solutions. He brings nearly 15 years of experience driving growth, transformation and operational excellence across a portfolio of global brands. “Jacob has proven himself to be a strategic thinker and a skilled operator capable of delivering success on the most complex initiatives,” said Michael Levy, CEO of Crow Holdings, an equity partner with MarketTime. “I am excited to see the success that Jacob will achieve in growing the MarketTime business, bringing new innovative solutions to their customers, and bridging the gap between physical and online B2B commerce.”

The Port of Oakland’s U.S. shipping line Matson launched a new vessel service on July 27. Matson’s CCX service was the first China-to-Oakland service for the carrier and was the third first-call service introduced at Oakland this year. The new service will call Chinese ports in Ningbo and Shanghai and make stops in Long Beach and Honolulu after visiting Oakland. “Matson is a big part of the port’s business, and we’re gratified that they want to expand our relationship by opening a Northern California gateway to China,” said Port of Oakland Maritime Director Bryan Brandes. “The fact that it’s a first call underscores the importance cargo owners place on Oakland.”

Officina+39, a research and chemical-application company in the textile and fashion sector, is now a partner of the Bluesign-approved network of chemical manufacturers. Officina+39 focuses on innovation, sustainable practices, clean information, transparency and social responsibility or what it calls “trustainable.” The partnership makes good on a longstanding pledge to minimize environmental impacts by using new solutions and technologies while increasing waste recycling and water conservation. “We always say that going green is our passion,” said Officina+39 Managing Director Andrea Venier. “But it’s more than that—it is our first goal. Supporting the development of a better industry and preserving the world housing us all is extremely important to us, and this partnership is a huge new step toward what we hope will be a shared change for good.”

Express, Inc. has launched Express Community Commerce, a first-of-its-kind social-commerce experience for fashion enthusiasts to style, inspire and earn commission. Express—the unisex-apparel and accessories brand that operates more than 500 retail and factory outlets—is focused on bringing like-minded entrepreneurial style experts together with the new program. Express Community Commerce gives Express Style Editors exclusive access to sell and earn commission on specially designed seasonal collections. “Building upon the strong performance of our influencer marketing programs, along with our brand purpose, which is to create confidence and inspire self-expression, Community Commerce will be a powerful and innovative way for customers to engage with Express,” said Express Chief Executive Officer Tim Baxter.



The 37-year-old WSS maintains 93 stores throughout California, Texas, Arizona and Nevada, complementing Foot Locker’s North American reach.

BRAND ASSEMBLY SHOW

LOS ANGELES
SPRING 2022

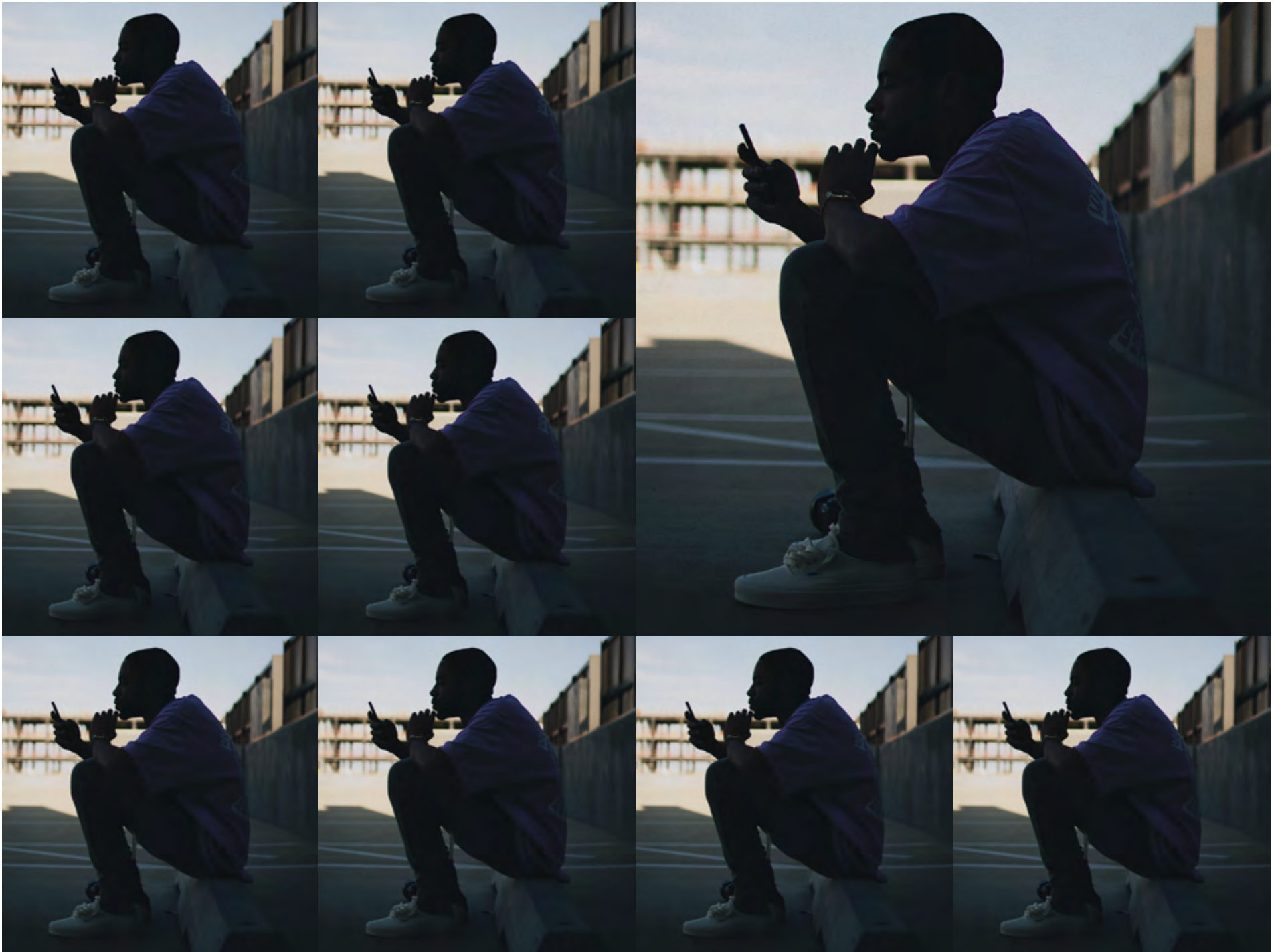


REGISTER TO
ATTEND

OCTOBER 11 + 12
9A-6P

OCTOBER 13
9A-4:30P

COOPER DESIGN SPACE
860 S. LOS ANGELES ST
11TH FLOOR



Is your product information giving you
the power to connect, the confidence
to grow and the insights to evolve?

Let product information
unlock your digital front door

www.inriver.com

inriver

Surf Expo Highlights Sustainability in Apparel, Accessories, and More

“Sustainability is the topic of conversation this year,” reports one Surf Expo vendor. It is also the mission and driving force behind a number of brands looking to combine great design and function with eco-friendly practices that help ensure a bright and beautiful future for the planet.

Le Club Original

“When we discovered a way to combine our love for all things fashion with practices that help our planet continue to thrive and remain beautiful for future generations,” says Le Club Original, “we were all in.” This men’s company uses new technology to create clothing from recycled plastic bottles and organic cotton, looking to become 100 percent sustainable by 2023. The swimwear collection, launched on Earth Day this year, is made from 100 percent recycled plastics, a development the company believes will help promote the use and production of sustainable clothing. Targeting “adventurous men 25 to 45 years old” and parents for their boys’ line, Le Club experienced “unexpected growth” online and through specialty retailers during the pandemic. In fact, its new Sustainable and Islander collections are almost sold out.



My Blue Iguana

The designers at My Blue Iguana used their “quiet time” last year to “further our designs, packaging, and quality so that once business engaged again we would be fully prepared to resume our upward trajectory.” Good thing—demand was immediate. Using only ethically sourced materials from approved domestic and international harvesting for its Wood Watches, Wood Sunglasses, and Wood Optical Frames, the company finds that its mission to “create with sustainable materials the most comfortable and stylish accessories you have ever worn has really resonated” with its diverse array of customers young and old. Bestsellers include the Ebony Wood Watch, comprised of contrasting woods and metals to create “form and function” timepieces, and sunglasses pairing various metals and now Italian acetate.



Sand Cloud

Started by three friends whose common goal was to “protect our oceans and save the fishies,” Sand Cloud had a dream to reinvent an age-old product: the beach towel. Using organic cotton and aiming to eliminate the use of any plastic packaging, the trio



has since expanded into sustainable accessories such as glass water bottles to reduce single-use plastic. Appealing to a global customer of all ages and walks of life, the unifying theme is simply a love of travel and beaches. A towel from Sand Cloud is not only a sand-resistant, ultra-absorbent Turkish-cotton towel, but the company also donates a portion of every sale to a worthy environmental charity. Bestsellers have historically been the turtle towel, with tie-dye running a close second!

STRW Co.

STRW stands for “Surf the Reusable Wave,” and, not surprisingly, this eco-conscious cutlery company prides itself on its mission to “replace single-use waste in all aspects of life but especially plastics straws, cutlery, and Styrofoam take-out boxes.” Having spent the past year building a strong online presence and relationship with retail partners, this year promises nothing but growth as clients are “begging for new products.” Two new offerings are coconut bowls and collapsible straws, with the bamboo cutlery a proven bestseller in more than 400 retail locations. STRW makes it easy for retailers with a bestseller pack including seven products and a free display. Portability and sleek and trendy design appeal to more than just those with a love for the environment.



True Ocean

True Ocean’s bath and body collection starts with one ingredient: ocean water. Filtered to remove undesirable particles, clean seawater is the base for its line of products—a big hit among vacationers looking for a unique souvenir or gift to take home that can be enjoyed every day. Despite last year’s turbulent retail waters, True Ocean’s business has ticked up steadily, particularly in the last few months as travel demand has skyrocketed. True Ocean’s target client is the mid-size, slightly higher-end coastal-beach retailer with one to 20 locations. Among its bestsellers are the “super-refreshing” Face Spritz, a blend of ocean water, rose oil, and grapeseed, and the bed-linen spray Pillow Mist, containing ocean water, aloe, and coastal air fragrances—“the perfect nightcap!”



Surf Expo runs Sept. 9–11 at the Orange County Convention Center in Orlando, Florida

**SURF
EXPO**

www.surfexpo.com

TRADE SHOWS



This edition of the Informa Markets Fashion for Change Incubator Program features Black-owned designers and brands including Chelsea Grays, a menswear line using fashion to address social issues, and Oak and Acorn, a sustainable denim-based brand.

IMFC Incubator Program Announces Participants for Project Las Vegas

The Informa Markets Fashion for Change Incubator Program has selected its participants for the upcoming August edition of Project’s Las Vegas apparel-industry trade event. The IMFC Incubator Program will highlight up-and-coming contemporary brands, according to an announcement recently made by **Informa Markets Fashion**, host to fashion trade-industry events including **MAGIC**, **Coterie**, **Project** and **Sourcing at Magic**.

The IMFC initiative focuses on fostering allyship, inclusion and equality within the fashion industry. Through the program, initiatives are offered that support, nurture and elevate Black-owned, designer of color-owned, women-owned and LGBTQIA+-owned fashion brands that often don’t find the necessary support they deserve.

Participants who were selected for the 2021 Project edition of the program will each receive complimentary space at the upcoming Project Las Vegas event, taking place Aug. 9–11 at the **Las Vegas Convention Center**. This year’s program features Black-owned designers and brands who will also be highlighted via an omni-channel approach through various custom content, marketing and social-media promotions leading up to and throughout this 2021 edition of Project. The designers will also receive mentorship and leadership guidance from the IMFC Committee, which consists of executives from across Informa Markets Fashion with backgrounds in branding, marketing, social media, finance and sales.

“Investing in initiatives that support diversity and inclusion needs to be a top priority for all of us in the fashion industry,” said Kelly Helfman, commercial president at Informa Markets Fashion. “We recognize the responsibility we have as a key connector of the industry to use our resources and platforms to elevate and better support design talent.”

Program participants to be featured include **Oak and Acorn**, **Ollivette**, **Chelsea Grays**, **Lucky + Lovely**, **Keith and James**, **BAO**, **Melrose High**, **Visionary Society** and **Earth Chic Resort Wear** by Neshia Farhangi.

The participants’ works range in various categories of men’s and women’s apparel,

accessories, wellness-and-beauty products, and other areas. Oak and Acorn is a sustainable denim-based brand, Ollivette focuses on durable and sustainable handbags as an accessories brand, Chelsea Grays is a menswear line using fashion to address social issues, and Melrose High is an American luxury brand based in streetwear and infused with elevated fabrics from around the world.

“Consumers crave uniqueness and newness—that’s no secret,” Helfman said. “Shining the light on often underrepresented brands and talent not only provides a platform for these brands to expand their industry reach, but it also connects them to retailers who are looking to diversify their retail assortment and better deliver on what consumers are looking for—fresh points of view from designers and brands that authentically represent and reflect who they are.”

New IMFC initiatives and participants will be announced for future events. Brands interested in being considered for upcoming opportunities are invited to apply via <http://exhibit.myfashionevents.com/IMFC-apply>.

—Noe Garcia



Accessories brand Ollivette focuses on durable and sustainable handbags.

POSTMASTER: Send address changes to: CALIFORNIA APPAREL NEWS, Customer Service, PO Box 4419, Orlando, FL 32802. **CALIFORNIA APPAREL NEWS** (ISSN 0008-0896) Published by TLM PUBLISHING INC. APPAREL NEWS GROUP Publishers of: **California Apparel News**, **Market Week Magazine**, **New Resources**, **Waterwear**, **New York Apparel News**, **Dallas Apparel News**, **Apparel News South**, **Chicago Apparel News**, **The Apparel News (National)**, **Bridal Apparel News**, **Southwest Images**, **Stylist** and **MAN (Men's Apparel News)**. Properties of TLM PUBLISHING INC., The New Mart, 127 E. Ninth St., Suite 806, Los Angeles, CA 90015, (213) 627-3737. © Copyright 2021 TLM Publishing Inc. All rights reserved. Published weekly except semi-weekly second week of July. Periodicals Postage Paid at Los Angeles, CA, and additional entry offices. The publishers of the paper do not assume responsibility for statements made by their advertisers in business competition. Opinions expressed in signed editorial columns or articles do not necessarily reflect the opinions of the publishers. Subscription rates: U.S.: 1 year, \$89; 2 years, \$140. Foreign: \$180 U.S. funds (1-year subscription only). Single-copy price \$3.99. Send subscription requests to: California Apparel News, Customer Service, PO Box 4419, Orlando, FL 32802 or visit www.apparelnews.net. For customer service, call (866) 207-1448.



**MAX
TECHNOLOGY**

THE NEW ERA OF ON-DEMAND PRODUCTION IS HERE

INTRODUCING KORNIT MAX TECHNOLOGY

Demand for retail quality, enabling just-in-time production for e-commerce fulfilment, and supply chain dynamics all compel the highest industry standards and the necessary technology to achieve it. Immerse yourself in the new era of eco-friendly, limitless fashion with Kornit MAX technology:

- Meet rigorous quality and consistency standards
- Boost your productivity
- Gain new capabilities, including Kornit's groundbreaking XDi decoration effects

Learn more at: <http://kornit.com/lp/hq/max-technology/>

Visit us in Las Vegas
North Hall, Inside Main Entrance
at Booth #60700



Kornit
Digital
bonding
matters

Back to school Continued from page 1

families with college students plan to spend an average of \$1,200—an increase of \$141.

“As of now, most families are planning on a return to in-person, and that is fueling different purchases and more purchasing than last year,” said NRF Senior Director of Industry and Consumer Insights Katherine Cullen. “Children heading off to school—they may not have needed school uniforms last year. They may be purchasing those items this year.”

This year, back-to-school spending is expected to reach \$37.1 billion, while back-to-college spending is expected to reach \$71 billion. Both totals are records and up from \$33.9 billion and \$67.7 billion, respectively, over 2020, and both types of spending have increased for three consecutive years. Back-to-school-spending numbers are actually at an all-time high in the survey’s history since it was first conducted in 2003.

“Consumers expect to spend about 6 percent more compared to last year,” said NRF Chief Economist Jack Kleinhenz. “Of course, the amount of spending for college is much greater than for grade school.”

The annual survey also stated that 26 percent of all back-to-class shoppers had already begun to buy items for the new school year in June. The number is up from 21 percent in 2020 and 17 percent in 2019.

“A lot of freshmen last year, a lot of college students, may not have made that traditional move out of their parents’ home onto a college campus,” Cullen said. “This year that’s of course possible, so we have students who may have held off last year, and they’re expecting to buy items like a microwave, bedding and other furnishings.”

Despite a return of foot traffic to retail locations, online shopping held strong and is a top option of purchasing for 48 percent of K–12 shoppers and 43 percent of college shoppers. Other top destinations to shop for back-to-school are department stores, at 48 percent; discount stores, at 44 percent; clothing stores, at 41 percent; and office-supply stores, at 27 percent. Top back-to-college destinations are department stores, at 33



Generation Z is changing the shopping narrative with its rising buying power, estimated to be \$323 billion, and preferences for eco-friendly and sustainable products.

percent; discount stores, at 30 percent; office-supply stores, at 29 percent; and college bookstores, at 28 percent.

The increased spending is also a result of shifts in consumer thinking and buying power, according to **Computer Generated Solutions’** 2021 “State of the U.S. eCommerce Consumer Survey.” The survey showed an affinity for local shopping and items made in the USA.

The main culprit for the change in shopping habits is Generation Z, which includes those born between 1997 and 2012. As Millennials, born 1981–1996; Gen X, born 1965–1980; Baby Boomers, born 1946–1964; and the Greatest Generation, born prior to 1946, have shown far less deviation from the norm, Gen Z is changing the narrative with its rising buying power, estimated to be \$323 billion.

“As pandemic-related fears dissipate with the continued rollout of the vaccine, new trends in consumer-shopping habits have emerged,” said CGS President and Chief Executive Officer Phil Friedman. “As the shopping experience continues

to evolve, brands and retailers need to take notice of the preferences of younger consumers. Generation Z and Millennials have different shopping habits and motivations for buying that continue to affect the post-pandemic retail industry.”

Gen-Z buying habits are creating new trends in the e-commerce landscape, balking at online marketplaces like **Amazon** and preferring shopping destinations that reflect eco-friendly and sustainable values. Only 37 percent of Gen Z is buying from online marketplaces compared to 67 percent of the other generations. Gen-Z consumers are also five times more likely than Baby Boomers to use secondhand sites such as **eBay** or **ThredUp** for nonessential items.

“The pandemic, naturally, had a lasting impact on consumer habits and shopping behaviors,” said Paul Magel, CGS president of the business-applications division. “Brands, retailers and their customers experienced the scarcity and delay of goods over the last year. Now, consumers have had a chance to take a step back and identify how and where they wish to spend. For some generations, we are witnessing a gravitation toward sustainable and locally made goods, for others it is secondhand marketplaces, while other age groups are going back to what they know, whether that be department stores or the large online marketplaces.”

Gen Z is also motivated to purchase for quality, with 27 percent reflecting this buying preference, and influencer endorsements resonating with 21 percent of respondents. Another place Gen Z differs is in something called “revenge shopping”—defined as consumers making up for lost time with increased spending. Eighty-two percent of Millennials and Gen Z have splurged or plan on splurging on a purchase this year, while 64 percent of Baby Boomers said they have not taken part in revenge shopping or splurged.

As retailers continue to adapt to the ever-changing landscape of consumer tastes, it’s clear that back-to-school shopping is evolving. It’s no longer all about giants like Amazon, while retail stores can’t rely on traditional items as the younger generation is commanding a different shopping experience. With buying power increasing and a continued paradigm shift in the thought process of consuming, the back-to-school season is poised to continue to make changes over the coming years. ●

Miss Me

@ MAGIC & WESA

TRADE SHOW

MAGIC
AUG 9TH - AUG 11TH, 2021
LAS VEGAS
CONVENTION CENTER
BOOTH #: 50708

WESA
AUG 26TH - AUG 29TH, 2021
DALLAS MARKET CENTER
D2 SHOWROOM
SUITE #15452

**COMPLIMENTARY
GIFT BAG GIVEAWAY
DON'T MISS OUT!**
**WHILE SUPPLIES LAST*

FIND US ON

@MISSMEJEANS

www.missme.com

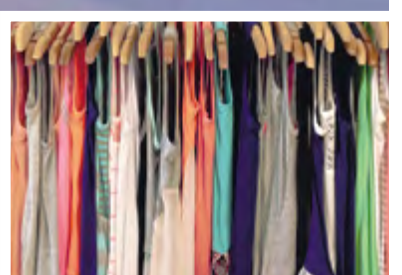
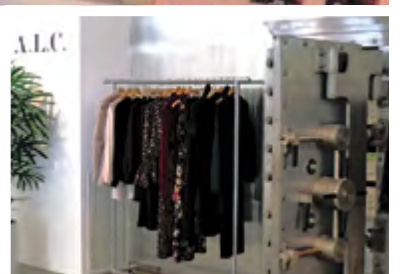
Top 10 Reasons to choose the New Mart for your West Coast Showroom

- 1 The New Mart is located in the heart of the Los Angeles fashion district.
- 2 The New Mart's 24/7 security guard daily services provide tenants with a safe and comfortable work environment.
- 3 The New Mart's 100 showrooms feature 500+ world renowned fashion brands.
- 4 Los Angeles leads the way in setting global fashion trends as the Entertainment capital of the world.
- 5 With a strong focus on buyer incentives, the New Mart offers an intoxicating charm that is second to none.
- 6 Our safety protocols allow you to reconnect with your buyers so they can touch and feel tomorrow's fashion in person.
- 7 We provide ala carte tenant services including:
 - Photography Studio
 - Podcast Studio
 - Conference Rooms
 - In-House Catering.
- 8 The soon-to-be completed 15,000 sq. ft. Fashion Runway and Event Space will have state-of-the-art A/V equipment to promote your brand.
- 9 In addition to hosting 5 LA Markets each year, the New Mart is open for business every day.
- 10 The Ben and Joyce Eisenberg Foundation that owns the New Mart donates millions of dollars every year to charities focusing on cancer research, elder care and a myriad of well-deserving causes.



NEW MART

With nearly a century of Los Angeles history, and the first highrise in downtown L.A., the New Mart has always been an innovator in the Fashion Industry — evolving from a market-leading apparel manufacturing building to the West Coast's premier apparel wholesale destination.



To join the New Mart family, call Chris Wayne, Leasing Manager, at 213-627-0671.

127 E. 9TH STREET
IN THE LOS ANGELES FASHION DISTRICT

NEWMART.NET

As consumers shop in the midst of back-to-school season, how should apparel-industry professionals guarantee a strong finish as they head into fall?

DREAMSTIME.COM

By Dorothy Crouch Managing Editor

Upon entering August, the apparel industry was already in a full back-to-school-season swing. Now that consumers are out and about after a year of COVID-19 lockdowns, apparel businesses are ready to help these customers spend. While consumers and businesses want to bid adieu to the challenges of 2020, there remain issues that could still affect shoppers and the apparel industry.

As kids prepare to return to school and employees to their offices, new viral variants of the pandemic have developed, leaving some businesses experiencing difficulties staffing their apparel operations with qualified workers.

Despite these issues, there is a lot of good news in the industry. Many consumers want to spend money and treat themselves to new products as they enjoy more freedom following a year of remaining at home. This back-to-school season is fueling growth in retail over the previous year as consumers seek to make purchases that were delayed during 2020 due to remote-learning policies that kept students and teachers home rather than in the classroom.

With consumers finalizing back-to-school purchases, in addition to planning autumn spending and holiday splurges, we asked financial-industry experts: *As consumers shop in the midst of back-to-school season, how should apparel-industry professionals guarantee a strong finish as they head into fall?*

Darrin Beer
Western Regional Manager
CIT Commercial Services



Current retail figures suggest the back-to-school selling season will be higher than pre-pandemic levels as parents and students remain optimistic about returning to the office and classrooms. Many are looking for that fresh start and are eager to invest in updating their closets.

Apparel companies need to maintain liquidity and financial agility to support the recent increase in demand while remaining flexible in supporting an e-commerce strategy that's not going away. Supply shortages and logistics expenses are becoming a greater challenge as business increases. Maintaining a consistent workforce has also become difficult during these times.

It's also important for apparel companies to stay at the forefront of styling and trends as we head into the fall and holiday shopping seasons. Retailer lead times for merchandise have decreased, and companies need to be ready to meet demand should it continue to grow.

No one can guarantee a strong finish, and recent increases in Delta-variant cases of the coronavirus remind us that the pandemic isn't entirely in the rear-view mirror. Working with trusted advisers and factors during this period is critical for success.

Mark Bienstock
Managing Director
Express Trade Capital



Those apparel companies that planned their inventory levels properly for the upcoming back-to-school and holiday shopping periods will be the big winners. With the ongoing shipping and port delays, those importers and manufacturers that had the foresight to either bring the merchandise in early or to have it flown in will be able to hopefully expand their retail footprint as many retailers are looking for at-once

merchandise. However, all of the apparel manufacturers will need to be very cognizant of their inventory levels going forward as the expectation into 2022 is that some of these shipping disruptions will begin to normalize again.

Sydnee Breuer
Executive Vice President, Western Region Manager
Rosenthal & Rosenthal



If there's anything this past year plus has taught us, it's that there are no guarantees! The best we can hope for is to be flexible and in a position to pivot so that a strong finish is more likely than not. With the rising cases of the Delta variant and concerns about how that will not only impact consumer spending but also government regulations, the apparel industry needs to be able to have the right product at the right price

and at the right place, which is certainly a tall order.

Consumer-shopping behavior has changed as customers are spending less and less time in bricks-and-mortar stores. Product needs to be easily accessible and delivered or picked up depending on the consumer's individual preference. As the pandemic and variants continue to wreak havoc on the psyche of consumers, a continued online and social-media presence will be key to getting eyes onto product and driving demand for it whether on the brand's own website directly, in-store, bricks-and mortar retailer e-commerce sites or digitally native e-commerce sites.

And with the continued supply-chain challenges and increased transportation expenses, it's more important than ever to have enough on-hand inventory at a price the consumer is willing to pay. And with some profit for the wholesaler!

Unfortunately, I don't expect it to get any easier for the holiday shopping season either.

Gino Clark
Executive Vice President and Managing Director of
Originations
White Oak Commercial Finance, LLC



As America heads back to the classroom and the economy continues to climb, the apparel industry has much opportunity ahead of it, but the road to growth contains various potholes that companies must actively navigate to gain share of a strong retail environment that is pursuing record growth in 2021.

Supply-chain disruptions remain a very present challenge across a myriad of industries and have resulted in increased delays for materials and finished goods and related costs. In this scenario, we recommend that businesses manage expectations on delivery schedules and prices by frequently and openly communicating with their suppliers, retailers and lenders. Transparency will be critical to building and maintaining trust and establishing long-term relationships and repeat business.

Another positive-yet-daunting prospect for the apparel industry is its ability to respond to the pent-up spending power of consumers who are ready to return to stores. The anticipated increase in back-to-school sales will test the bandwidth of many in the industry, and it is critical for them to be prepared for a strong selling season and the marketplace demands that accompany it. We advise that businesses closely account for the variables impacting their verticals, manage their operations accordingly and set realistic goals that can be confidently achieved.

Eric Fisch
Senior Vice President—National Sector Head for
Retail and Apparel
HSBC Bank USA N.A.



The past year and a half has seen dramatic shifts in consumer behavior and the ways apparel companies have needed to adjust. We are indisputably in a period of healthy demand, with many brands and retailers exceeding revenue projections and pre-COVID sales levels. Our clients at HSBC are taking advantage of the positive environment, selling through more full-price inventory and selectively expanding their

retail footprint. There is no doubt that uncertainty and volatility will continue.

With the memory of 2020 so fresh in the minds of many apparel executives, some may choose to maintain the conservative strategies of last year in order to guard against any future shocks. In 2020, the lockdowns necessitated canceled inventory orders and selling existing stock at marked-down prices. Companies also slashed marketing budgets and limited future purchases to just their core products and perennial sellers. These strategies allowed companies to maintain liquidity through a period of limited selling and survive until the shoppers returned. While these quick actions proved vital last year, I would caution companies against leaning on them too heavily going forward.

We are experiencing the effects of pent-up consumer demand across multiple categories, which is somewhat masking the normal and healthy selectivity that rewards the brands that show innovation and creativity. Once we settle back to a more normalized level of consumer purchasing, the companies who play it safe with design and merchandising decisions may lose ground to those who have taken risks and expanded product offerings. My advice to the market would be to return to the philosophies and strategies that made them successful before the pandemic so they maintain the loyalty of their core customers. The current growth rates within apparel are not sustainable for the long term. Companies need to be ready to differentiate themselves for a time when we see a more discerning shopper.

Rob Greenspan
President and Chief Executive Officer
Greenspan Consult, Inc.



As the fall season approaches, apparel manufacturers and importers should be aware of the worldwide supply-chain problems. As a result of this current situation, apparel companies should have backup plans for product procurement. Additionally, apparel companies should be aware of their ability to deliver goods to their retail customers. You should not oversell your products. You should only take

orders for what you know you can deliver. This is not the time to push for more sales.

If you have any excess inventory, try to focus on finding sales outlets for this inventory. Turn your excess inventory into liquidity.

While many companies are still trying to find employees to fill vacant positions, be careful in your hiring. Keep your overhead in line, and don't let payroll costs get out of control.

There aren't any guarantees in this business, but if you manage your sales and inventory and keep your overhead in line, you should be in a position of financial strength through the end of the year.

INDUSTRY FOCUS: FINANCE

Lee Haskin
Chief Executive Officer
Crossroads Financial



In order to have a truly successful back-to-school season, it is important for retailers to make sure they have adequate inventory on hand to meet the demand of their customers.

All reports indicate an expectation of a strong back-to-school shopping season. With the anticipated outpouring of shoppers, the success will be quantified based on the amount of inventory that the businesses have to ship and sell to its customers. Therefore, it is vital for bricks-and-mortar locations to keep the shelves stocked and their warehouses full. Additionally, it will be critical for the e-commerce segment to have inventory on hand to fulfill orders.

We are all aware of the recent supply-chain issues. Exploring backup options and planning in advance is key to minimizing supply issues and maximizing a successful season. Examples are in-

creasing the lead time for getting new products, looking at secondary suppliers and staying up to date with logistics challenges. The winners will be the ones who deliver.

From a financing standpoint, most inventory lenders will lend against inventory held in the United States or in transit. In order to maximize the financing availability through a standalone-inventory revolving line of credit, it is imperative to get products in as early as possible. This assists the company in cash flow supported by the inventory and ensures a beneficial experience for all.

Robert Meyers
President
Republic Business Credit, LLC



The key area for apparel-manufacturing companies in the back-to-school season is the need to focus on both sides of their businesses.

Firstly, supply-chain issues and inventory management seem to continue to be the No. 1 issue impacting the second half of 2021. From conversations with our clients, it appears the costs of a shipping container have exceeded \$20,000 several times so far in 2021, often requiring a wait and long lead times. One of our clients said that this is an increase of four or five times what would be considered normal shipping volumes.

Secondly, apparel manufacturers need to carefully manage their confirmed and speculative order process as the next few months unfold. With increasing supply costs, uncertainty and time delays,

it could have a knock-on impact on financial performance later in 2021. These two main issues are going to reduce profitability as gross margins are squeezed from both their suppliers and their customers during the back-to-school season.

Pricing is often a function of supply-and-demand curves; however, when you add in additional variables you can see often silly and irrational impacts on pricing. We tend to advise our clients to make sure they are conserving cash, selling to creditworthy retailers and maintaining their focus on e-commerce channels in the event they get stuck with too much or too little inventory. E-commerce and online sales can help sell through old and returned inventory far quicker than the traditional wholesale channels. My advice is always to plan for a few scenarios and sense check your sensitivity analysis with industry experts. It is important to understand that normal isn't here yet, so adaptability and flexibility will always put entrepreneurs in the best position to succeed. ●

Industry
Focus:
Finance
Coming
Soon



ANDRÉ TASSIN / UNsplash.COM

Our popular "Industry Focus: Finance" will return with financial-industry experts advising readers regarding economic and business issues affecting the apparel industry.

Reach 50,000 buyers and decision-makers in the apparel and finance-related industries.

California Apparel News serves the largest apparel center in the country with highest quality reporting and the greatest outreach to the marketplace.



Call for special rates and information: 213-627-3737

CALIFORNIA
ApparelNews

Apparel News Group
The New Mart
127 E. Ninth St., Ste. 806
Los Angeles, CA 90015
www.apparelnews.net

Working Capital to Grow Your Business

We have designed our products with the flexibility to meet your needs and with the experienced team to ensure we deliver when you need it.

- Traditional Factoring
- Asset Based Lending
- Seasonal Overadvances
- Direct to Consumer

REPUBLIC
BUSINESS CREDIT

866.722.4987 • REPUBLICBC.COM • CONTACT@REPUBLICBC.COM



Increase your working CAPITAL without giving up EQUITY

AR Factoring - PO Funding - Credit Insurance
Collections - Logistics

contact@expresstradecapital.com

212.997.0155

RCGD Partners With Tencel, CLO for Global Design Contest

By Noe Garcia Assistant Editor

Red Carpet Green Dress, a women-led global change-making organization, has launched the 2021 RCGD Global Design Contest in partnership with sustainable-fiber producer **Tencel** and 3D garment-design-software provider **CLO**.

The international design contest enables talent from all over the world to enter the prestigious competition. Open to fresh and established designers over the age of 21, the contestants are often looking to begin or continue their careers, which are often guided by an interest in or passion for sustainability.

"Fashion touches every part of the globe," said Red Carpet Green Dress Chief Executive Officer Samata Pattinson about making the contest global. "It felt like a no-brainer."

Focusing on sustainable-textile innovations using the Tencel brand, designers can submit their applications at rcgdglobal.com until Aug. 23. The winners will be selected by an international panel of design experts, including RCGD founder and leading environmentalist Suzy Amis Cameron.

"The emerging design community is one of the most exciting and rewarding to work with—it is full of immense talent, inspiring creativity and uplifting hope," Pattinson said. "We are so excited to be working with Tencel to showcase the future of sustainable textiles and with CLO to showcase the future of design creativity through software. This year's contest will give two lucky winners the opportunity to broaden their horizons and become part of our network of leaders in the space."

The winning designs will be created in the fall from Tencel-branded fibers as one-of-a-kind pieces planned through CLO's cutting-edge, true-to-life, 3D garment-simulation software. Each winning design will also be worn to the RCGD event by an RCGD ambassador.



In 2013, Michael Badger took RCGD's top honors when he created a gold GOTS-certified silk crepe de Chine dyed by Penny Walsh. The dye process used a formula based on chamomile and goldenrod seeds and the garment—worn by actor Naomie Harris—included recycled details.

"As a first-time partner of Red Carpet Green Dress, we are very excited to be working with them on their annual global design competition and to be the exclusive 3D-technology provider powering the digital twin of the winning garments," said CLO Virtual Fashion CEO Simon Kim. "We believe that technology is the answer to helping designers and companies operate more sustainably and hope that contest participants are inspired to integrate CLO into their current and future processes to truly amplify their creativity and expand their ability to experiment with designs in a socially responsible way."

The 2021 RCGD event is focused on showing the power of sustainable design using fabrics made with Tencel fibers—

both botanic in origin and biodegradable—or Tencel Luxe filament. The event will specifically highlight environmental themes of regeneration, circularity and decarbonization.

"We are thrilled to continue our partnership with Red Carpet Green Dress this year, and we can't wait to be inspired by the innovative ideas that we will see," said Harold Weghorst, **Lenzing AG** vice president of global marketing and branding. "By bringing together young and established talents, we hope to encourage more designers to take a proactive step toward building a more eco-friendly fashion world through experimenting with sustainable materials like Tencel-branded fibers in their designs. As we continue to lay the foundation for a more sustainable fashion future, eco-friendly materials and timeless fashion pieces will become mainstream choices among designers, brands and consumers."

The winning designers will be announced in September. Prizes awarded to the winners include the opportunity to dress prominent talent in the fashion and media industry for a high-profile red-

carpet moment, presenting work to an audience of sustainability leaders and innovators, a monetary award, a meeting with RCGD campaign founder Amis Cameron, a business mentorship with Pattinson and an invitation to join the 2021 Red Carpet Green Dress event.

In addition to Amis Cameron, the other judges for the RCGD Global Design Contest are Weghorst, celebrity stylist Micaela Erlanger and Abrima Erwia, co-founder of **Studio One Eighty Nine**.

The 2021 RCGD event will also present the 2020 contest-winning designs by Sanah Sharma Mehra and Jasmine Kelly Rutherford after COVID-19 forced the postponement of the RCGD pre-Academy Awards event earlier this year. ●

AVAILABLE @ FASHIONGO.NET

CEROS

JEANS

@MAGIC & ATLANTA APPAREL

MAGIC
AUG 9TH - AUG 11TH, 2021
LAS VEGAS
CONVENTION CENTER
BOOTH #: 50912

ATLANTA APPAREL
AUG 3RD - AUG 5TH, 2021
AMERICASMART/BUILDING 3
75 JOHN PORTMAN BLVD NW
ATLANTA, GA 30303
BOOTH #: 5-190

EXCLUSIVE GIVEAWAY
★
EVENT
LIMITED QUANTITIES AVAILABLE
SO DON'T MISS OUT!

WWW.CEROSJEANS.COM (COMING SOON!)



WORKING CAPITAL SOLUTIONS FOR INNOVATIVE BUSINESSES.

We're committed to amplifying the growth of your business with our forward-thinking financing services. Get in touch with Merchant today to talk about how we can help you set sail to your dream business.

MERCHANT
FINANCIAL GROUP

NEW YORK

Ph. (212) 840-7575

LOS ANGELES

Ph. (213) 347-0101

MIAMI

Ph. (954) 440-1453

MERCHANTFINANCIAL.COM

Ambercycle and Avery Dennison Work Together to Close the Supply-Chain Loop

By Dorothy Crouch Managing Editor

The end of life for clothing often leads to the land-fill, creating an enormous fashion-waste problem for the industry. Solving the problem together, Los Angeles-headquartered **Ambercycle** and Glendale, Calif., label, tag and RFID developer **Avery Dennison** have developed an option to ensure unwanted clothing can be recycled into new garments rather than become the pollutive alternative of littering the planet.

After launching Ambercycle in 2015 with business partner and company Chief Technology Officer Moby Ahmed, the business's chief executive officer, Shay Sethi, was focused on developing a molecular regeneration-based clothing-recycling process to become an end-of-life option for the materials that are regenerated into the company's Cycora yarns and fabrics at its Los Angeles site. While this technology was groundbreaking, there remained loose ends that needed to be tied up, specifically regarding traceability to keep Ambercycle garments within a closed-loop system from the company to the consumer and returned to the plant at the end of life to be recycled again.

"Circularity is this idea in which things that we use are going back into the supply chain. We felt that there has to be some sort of digital infrastructure built on top of this new technology foundation. When we started discussing with Avery Dennison this idea of creating a digital passport, they said, 'We already have this.' It was a very good fit," Sethi explained. "Not only do you need the chemical infrastructure to say, 'Okay, an old garment can become a new garment,' but this layer of how we get garments back into the system is really important."

Through a QR code on the label affixed to Ambercycle clothing, customers are able to scan the piece and learn the supply-chain history of the garment. An Avery Dennison application and data platform shows customers the production processes and elements that a garment contains and then leads them through the process of disposing of the clothing by returning it to Ambercycle, which recycles it into a textile.

At Avery Dennison, sustainability has been part of its



An Avery Dennison application and data platform shows customers the production processes and elements that a garment contains and then leads them through the process of disposing of the clothing by returning it to Ambercycle, which recycles it into a textile.

86-year history, with recent announcements including the introduction of its Sustainable ADvantage portfolio, which includes all of its ecologically sound offerings. For Debbie Shakespeare, senior director of compliance and sustainability for Avery Dennison retail branding and information solutions, the opportunity to provide these options to apparel partners such as Ambercycle is integral to reaching true sustainability.

"One of the areas we really see is unique right now is in the space of substantiality and digital and digital really being able to provide a solution for sustainability," Shakespeare said. "Our partnership with Ambercycle is about being able to create that transparency of a supply chain and really helping

consumers get the garments back to the right locations at end of life. Circularity and end of life is a space we're really seeing quickly develop."

With the Avery Dennison technology, apparel brands such as Ambercycle, which manufacture in the United States, are able to provide proof to customers that their goods are made domestically by telling their stories of authenticity within the application. Working with emerging brands, Avery Dennison—which recently became a member of the **Forest Stewardship Council**—is able to build momentum by making the technology accessible to many. As consumers become acclimated to using the technology, it will allow these enormous strides in ecologically sound apparel manufacturing to be taken by a greater number of customers more easily.

"The partnerships that we've had with emerging brands and designers have really given us the platform to talk about these innovations," said Amy Lee, senior manager of trends and insights for apparel at Avery Dennison. "When we're working with the bigger brands, we can't talk publicly about new products and launches. It's really great to have that platform and the story to share with all of our customers and give guidance and examples of how they can adopt it and where to start. That has been invaluable."

As Sethi builds the Ambercycle presence within textile and apparel manufacturing, the company has partnered with designers to manufacture collections with sustainably minded brands. In May, Cycora x MsLyon launched with ecologically aware designer Madeleine Lyon, with additional partnerships in the works, including Cycora x Knarli.

"The most important thing about our business is accelerating the transition to a circular world in which materials are being reused and remanufactured and regenerated back into new materials," Sethi said. "The best thing about the Avery Dennison partnership is that it's a tangible realization of this shift where we are trying to work with customers, community members and figure out ways in which the system can be realized." ●



Our Retail Finance Experts can help turn your accounts receivable into **fast working capital.**



RECENT FACILITIES PROVIDED:



\$10m

Factoring Facility

e-Commerce
Apparel Retailer



\$50m

ABL Facility

Athletic Footwear
and Apparel Retailer



\$10m

Factoring Facility

Private-label Apparel
Manufacturer & Importer

Contact us today: info@whiteoakcf.com

whiteoaksf.com/commercialfinance

SURF EXPO



SEPTEMBER 9-11, 2021

ORANGE COUNTY CONVENTION CENTER
WEST CONCOURSE
ORLANDO, FL

The Premier Watersports & Beach Lifestyle Marketplace



WATERSPORTS

Surf • Wake • Bluewater • Paddle • Wind • Skate

COASTAL LIFE

Swim • Boutique • Resort • Coastal Gift • Footwear

Scan to see
exhibiting
brands.



REGISTER TO ATTEND [SURFEXPO.COM](https://surfexpo.com)

Denim's New Look

By Melissa Moylan Vice President of Womenswear at Fashion Snoops and
Nia Silva director of Materials at Fashion Snoops

Youth Uprising

Blame it on the youth. As we emerge from the pandemic, right now is the perfect time for a wardrobe upgrade and—more specifically—new jeans. Through various **TikTok** videos, Gen Z has declared skinny jeans over in favor of high-waisted, loose-fitting jeans. You know them as mom jeans, but the notion extends to baggy styles and the '90s puddle jeans with a relaxed, oversized shape that gathers at the ankle. Obviously, a major silhouette shift like this doesn't happen overnight (keep in mind that skinny jeans have had a solid 10-year run). At the same time, we're also seeing the resurgence of Y2K styles such as low-rise flare jeans paired with crop tops. The most interesting thing here is that youth is fueling this new denim cycle, and brands with these styles are most relevant even though, at this point, they certainly cause a generational divide.

While not everyone is in favor of high, loose jeans yet, one could understand how we got to this point from a few angles. After spending nearly a year in sweats, consumers are ready to go out and get dressed again. While jeans are inherently casual, they're also a big contrast to joggers and feel more elevated as a departure from elastic waistbands. Now, take that familiar relaxed shape from your favorite sweats and apply it to denim. The roomy fits of these Gen Z-preferred jeans feel almost like a natural progression from the living room to the street, and they're actually quite comfortable.

Youth Uprising



Darrel Hunter @modehunter

A Whiter Shade of Pale

The washes that we're seeing accompany these new shapes tend to gravitate toward lighter, almost whitened, blue shades. Recent Resort and Spring '22 collections from denim brands such as **Diesel** and **R13** continue to explore pale indigos in washed-out styles. From a mill perspective, leading suppliers specializing in these softly saturated denims like **Bossa** and **Azzard-9** do so with state-of-the-art laser or bio-enzyme finishes for a low-impact stonewashing-esque outcome. As a novelty alternative to lighter washes, we're also seeing colored and all-over-printed denim tap into dopamine dressing and the desire to stand out. Washes explore festive outcomes in bleached or acid-dye effects, and elsewhere canvases are beginning to adopt either overdyed or softly tinted colors.

Today's consumers are strongly motivated by sustainable initiatives, and contemporary denim brands are taking stock with new alternatives emerging as the ideal choice for eco-conscious buyers. Often criticized for its high water, energy and pesticide use for growing cotton fibers alone, denim is quite the sustainable challenge. However, the latest denim offerings from mills **Tejidos Royo** and **Candiani** are committed to a more mindful approach and instead boast lowered chemical processing, water usage and CO₂-emission outputs. In part, sustainable denim has never been so popular because

A Whiter Shade of Pale



Missoni Resort 2022

Burberry Resort 2022

there has never been such variety.

Now we're seeing mills experiment with undyed raw canvases, recycled elastomeric fibers, laser-distressing treatments and organically derived dyes that can look and feel like your favorite pair of jeans without the added environmental guilt. Heritage brands such as **Wrangler** have devised foam-dyeing techniques that cut down on energy usage by 90 percent, while contemporary brands like **Armed Angels** work directly with fair-trade farmers to create zero-toxin styles, appropriately dubbed "detox denims." It's also worth noting that, from a fiber perspective, sustainability is top of mind. Biopolymers derived from regenerated cellulose, corn, beet and sugarcane are picking up steam as is the use of lyocell and hemp-fiber yarns from brands like **AG** to offer a resilient yet low-impact alternative.

Couture Collaborations



Philosophy di Lorenzo Serafini Resort 2022

Couture Collaborations

On the luxury end, recent denim collaborations have achieved buzz and generally increased the relevance of denim in ready-to-wear. **Levi's** has successfully teamed up with **Ganni**, **Miu Miu** and **Valentino** to drive buzz and newness that stay true to each brand's individual aesthetic. Special touches include prints, embroidery or reinterpretations of iconic Levi's jeans. **Universal Standard** also features a limited-edition capsule collection called Erdem with an inclusive size range from 00 to 40. Perhaps most surprising is that at the Fall '21 couture collections, **Schiaparelli** and **Balenciaga** both featured couture denim, bringing denim to made-to-measure pieces. While the luxury consumer is a far throw from Gen Z, the continuing casualization of RTW within denim shouldn't be underestimated.

Vintage Revitalization

With sustainability in mind across generations, we're seeing an uptick in vintage, secondhand and reworked denim. The Gen-Z consumer is an avid thrifter and enjoys the hunt for something unique—cue those vintage Levi's or authentic aughts low-rise jeans at **Depop**. New York-based brand **The Series** caters to this market with one-of-a-kind pieces like vintage denim with custom embroidery or stitching. Re-

Vintage Revitalization



Etro Resort 2022

worked denim is the strategy behind **RE/DONE**, where vintage Levi's are upcycled into modern fits. While RE/DONE is digitally native, it's also one of the few brands to open stores during the pandemic—a testament to its mindful and circular ethos, which resonates with customers. More luxury brands are embracing dead-stock materials in their collections too, such as **Etro's** bohemian patchwork denim for Resort '22, proving that the best denim only gets better with age.

In what still appears to be a challenging time for our industry, denim offers newness and excitement not only from a shape perspective but with sustainable processing and an uptick in vintage relevance. New silhouettes clearly resonate with Gen Z, though it will likely take some time for other generations to try something new. In the meantime, lighter washes, trend-right collabs and reworked denim should provide a welcome departure from loungewear as we venture out more. ●

Fashion Snoops is a global trend-forecasting agency helping leading consumer-facing brands around the world unlock innovation and propel growth. Through a combination of human and artificial intelligence, we analyze cultural shifts and interpret detected patterns in order to surface trend-driven business opportunities. Learn more at www.fashionsnoops.com.

Liberty West Debuts With a Successful Show in DTLA

By Dorothy Crouch Managing Editor

Fresh off a successful event that was hosted during **Miami Swim Week**, **Liberty Fashion & Lifestyle Fairs** entered the Los Angeles trade-show market with its new show, **Liberty West**, an event that was the product of Liberty's joint effort with the **LA Men's Market**. With a female-led team helmed by Liberty vice president Edwina Kulego and former LA Men's Market sales-and-marketing lead Sannia Shahid joining the brand as sales director, the show promoted a fresh start in trade events following pandemic lockdowns.

"People are so happy to be back. They are so happy to be back in business. The buyers have shown up. The brands are excited to also just showcase what they've been working on," Kulego said and noted that a New York City show is scheduled for January and a return to Los Angeles will take place in February—in addition to another Miami event. "The majority of the feedback has been overwhelmingly exceeding expectations."

The event took place Aug. 4-5 at the **California Market Center** and remained true to the core values of the Liberty brand.

For Hawaiian-apparel brand **Avanti Shirts'** Director of Operations Vincent Hui, the absence of shows made him grateful for a return to trade events.

"Ever since COVID, I feel like more than ever we need in-person shows especially for our products," Hui said. "For buyers too, it was kind of old to them, but COVID made them appreciate it. They missed that interaction with the vendors and feeling the fabrics."

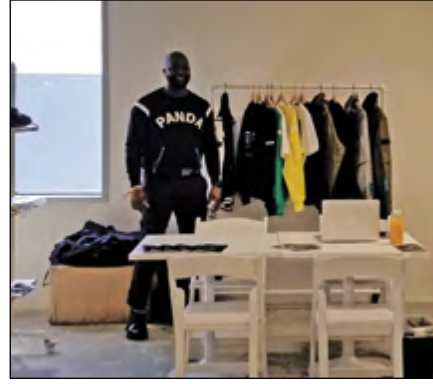
This sentiment was echoed by **American Rag Cie.** buyer Orlando Reneau, who is based in Los Angeles.

"As a buyer it's important to see the collection. One thing I couldn't do over Zoom, if I am going through your collection, I am not able to put a story together about your collection," Reneau explained. "At least here, I can merchandise it."

"Liberty is all about community. We are about the people. We support diversity. We are currently a Black woman-owned company with a women-led team, but we love our



The Chris Pyrate and Friends booth, managed by Project Manager Michael "M.K." Kim, was promoting the work of muralist Chris Pyrate and showcasing a colorful world that is a translation of the artist's work and mindset.



At the Silent Panda booth, the brand, which is owned by Samuel Taylor, introduced his new footwear designs based on futuristic style notes blended with hiking, sneaker and ski-boot elements.

men," Kulego said. "We are really thinking about what's important—working with brands that are doing things that are responsible. We are nimble, we're flexible."

On the show floor, the event drew buyers from across the country, including James Smith, owner of Atlanta's **Nacirema**, a men's mid-level to high-end streetwear store that is on the verge of celebrating its 10-year anniversary and has two locations in the city. As a store owner who seeks to bring different looks to his clientele, aged 18-40, Smith was drawn to visiting a Los Angeles-based show to find pieces his customers could not find elsewhere.

"People like me who are not privy to the show in L.A. and the brands that are here—it's just a good experience. You're seeing things that you normally wouldn't see. I like to show my customers something different, something they're not used to and they can get comfortable with. You don't always want to be in your comfort zone. That is the thing about fashion. A lot of people like to stand out."

At the **Silent Panda** booth, the focus on offering something different to the designer-streetwear and wearables buyer was ingrained in the San Francisco Bay Area brand owned by Samuel Taylor. As Taylor prepares for fashion weeks in New York City

and Tokyo, the designer was introducing his new footwear design based on futuristic style notes blended with hiking, sneaker and ski-boot elements that will be released in October.

"You scan your QR code [on our clothing] and you'll be directed to the mobile app, and the actual mobile app allows you to access our portal, where you can earn bonus points, you can receive rewards—there is even a virtual stylist that tells you how to wear a product," Taylor explained, regarding his garments, which retail from \$75 to \$875. "Once the fashion industry truly embraces technology, we'll take a turn for the better. It will solve a lot of problems."


At the **Chris Pyrate and Friends** booth, Project Manager Michael "M.K." Kim was also promoting a brand that was founded on being different. The work of muralist Chris Pyrate, the Washington, D.C., brand show-

cased a colorful world that is a translation of the artist's work and mindset and wholesales for \$25 for a T-shirt to \$300 for a coat.

"Some are looking for that high-end streetwear blend, which is the mark we're going for—it's been our primary focus," Kim said. "They are looking for things that are designed by artists, so the phrase we're leading with is an artist-led streetwear brand. Everybody has a T-shirt, everybody has a hoodie, but our covers are reversible, they come with hoods that detach, we have ski pants. All of our jackets are satin lined on the inside."

Buying for California retailer **Pharmacy Boardshop**, store manager and buyer Ben Gonzalez was meeting with established contacts. Searching for goods to stock at the eight-door operation, Gonzalez saw trends in futuristic styles in bright colors and clean aesthetics.

"Funky colors or things you might not have thought would work two years ago are working right now. They don't have to match," Gonzalez said. "Some people are doing capsules with other companies, and you'll see the brightness of it or the darkness of it or the funky trippy colors or trippy designs. That is eye-catching, like the purple everybody is wearing." ●



TUKATECH

TUKACAD + APM

Limited offer **EXTENDED**
until **August 31st, 2021**

The TUKACAD FREEDOM PACKAGE

Get ready to **SWITCH** to TUKAcad
from your current fashion CAD
software to enjoy these benefits

- TUKAcad PE + pattern making, grading
and marker making
- APM (Automatic Pattern Making)
included with full CAD
- FREE TUKAcad online course
- UNLIMITED face-to-face training
- UNLIMITED data conversion

**SWITCH
TODAY!**



New Designers Space located in the CMC building, exhibits copper infused "Vforce" Collection.



Located on the fifth floor at the CMC, the AB Spoon Showroom showcases one of their most popular brands for boys under the name Monster.



Lisa Lenchner (left) and Shannon Kane pose in front of their women-led showroom Lenchner & Kane Sales.



Mother-Daughter showroom, Lenchner & Kane Sales shows collections representing Spring/Summer 2022 from European-based designers.



Kerry Forker visited L.A. Market Week to find goods suitable for Hawaii's coastal lifestyle.



Scotch & Soda at the Cooper Design Space fills the brand's showroom with vibrant hues of summer and latest art collaboration with L.A.-based artist, Abel Macias.

L.A. Market Continued from page 1

dress to capture the energy of Spring/Summer 2022.

Various showrooms adorned their mannequins and window displays with the revitalization of color and abstract prints, preparing for the tropical movements that speak to these seasons. Retailers were hunting for goods that met two critical goals: comfort and versatility.

Emerging from stay-at-home is a process that will take time to defrost, and comfort has remained a priority. With new incentives, buyers are left with the task of introducing the product that can do it all.

Antiviral designs at the CMC

Within the CMC, the **New Designers Space**, located in suite C201, had a breadth of designer lines from all over the world on display, bridging multinational brands and the U.S. market. "Our goal is emerging all the international designer collections and introducing them into the U.S. market," said showroom representative Hyeju Lee.

Gearing up to combat our shared microscopic enemy, the multi-line showroom showcased its in-house collection of copper-infused outerwear for men and women.

The **Vforce Collection** is a line of outerwear pieces that the brand boasts are "compounded with copper," fusing the line to become "Protective Personal Apparel." With the retail price sitting between \$115 and \$160, the antiviral properties have been proven to kill "99.9 percent of the microorganisms like bacteria," according to the brand.

Made for the commuter audience, the utilitarian coats are constructed to be durable, water-resistant, hypoallergenic and provide an extra layer of protection, Lee said. During studies, the **Centers for Disease Control and Prevention** found that metal alloys such as copper can disrupt the development of viral spread.

Much of the foot traffic at the CMC made its way to the fifth floor, where showrooms that specialize in childrenswear fielded business during the height of back-to-school season. Three retail pioneers from different parts of the nation decided to meet for the very first time in person after only having a virtual connection but which had grown into a friendship.

Los Angeles native Jany Koo is the creative director of **Hello Little Page**, Porshia Hernandez is the owner of **Five Suns** in North Carolina, and **Jam** boutique owner Joana Miller from Sacramento, Calif., talked about the intricate balance of shopping for kids while keeping parents in mind.

As their young clients become more expressive, so do the

trends. The three women-led retail businesses were on the path to explore **AB Spoon** in search of **Bobo Choses** and other brands. Breaking down virtual barriers to retail relationships, they took their physical steps toward in-person buying together. The general retail price point for all three business owners nestled between \$30 and \$100.

Hernandez said she was looking to step outside what she has already done in the past season. "I'm really challenging myself to pick some fun or crazy prints," she said.

At the AB Spoon showroom located in suite C534, Beatriz Villafañe-Stripling sold pieces with a wholesale price point between \$12 and \$16. One of her top-performing collections is **Monster**, which is tailored for boys, while another brand she carries, **Pink Chicken**, allows girls to embrace their bohemian side.

Dressing for comfort at The New Mart

The season continues to reclaim the free-form energy found in trends present during recent editions of the 2021 L.A. Market Week circuit. Buyers and showrooms are connected through the femininity of loose-fitting dresses and their many variations.

Mother-daughter duo Lisa Lenchner and Shannon Kane summarized the traffic within their women-led showroom and the consistent trends that are consistently showing in their orders.

Lenchner has been in the industry for over 40 years and has seen it all. She passed down her abundance of knowledge to her daughter, who partnered with her mother to run **Lenchner & Kane Sales**, located in suite 603 in The New Mart. Kane said that the foot traffic has mainly been appointment-based, but she had also seen a healthy number of walk-ins as well.

A multi-line showroom, Lenchner & Kane Sales is showing collections representing Spring and Summer 2022 from European-based designers.

"I've been seeing a lot of green," said Kane, explaining that the color, presented in different hues, represents new beginnings. She added that dresses and other goods from one of their popular collections, **Ruby Yaya-Lula Soul-Lula Life**, are flying off the hangers.

Her theory behind the new force of the free-flowing silhouettes is convenience and versatility. Another hot commodity was their scuba-material leggings, which have been a staple piece on many of their purchase orders.

Aligning to the relaxed dress code found at The New Mart was Hawaii-based store owner Laura Phillipson and her col-

league Kerry Forker, who migrated to L.A. Market Week in search of new multifaceted options to meet the diversity within their market.

Their businesses cater to the women's contemporary lifestyle, with a retail price point between \$30 and \$100. Phillipson is the co-owner of the multiple-door boutique **Sand People**. Phillipson talked about the wave of ever-changing trends that flow in with the cocktail styles desired by vacationers and locals, finding versatile comfort runs parallel to the retail needs of Kauai.

"It's beachy-resort, but all of our locals buy from us as well," Phillipson said, describing her target audience. "We have to cover a lot." Added Forker, "It's coastal living."

Coastal views at the Cooper

The Amsterdam-based couture brand **Scotch & Soda** is located temporarily in the Cooper Design Space. It solidified the beauty of coastal views in its custom prints for the Spring/Summer 2022 collection. As a multinational brand, it was rare to have a California-grown design collaboration with Los Angeles-based artist Abel Macias, who handcrafted the statement prints sprinkled throughout the collection.

Showroom coordinator and account executive Laura Ballweg explained that the Scotch & Soda designers pulled trends happening overseas and integrated them with the inspiration of coastal living found domestically.

"Our design team definitely does a lot of research on the trends for the next year—we definitely reflect all of the big trends," said Ballweg.

She went on to describe the energy behind the collection as "a revival of trends." Pulling from the 1960s era, the assembly of goods reflected a saturation of sunset colors and bold prints. Ballweg confirmed she has been seeing a lot of summer maxi dresses; however, they are geared to hold their own as an occasional outfit with the right accessories. The retail price point for Scotch & Soda sits between \$150 and \$228.

Owner of the **Splendiferous** boutique Monica Wellington spoke about the enormity of the new normal that was felt throughout her excursion at L.A. Market. Wellington said her retail price point is between \$50 and \$100 and identified her need for summer loungewear.

Wellington said the demand for comfort in her store "is definitely being asked for." While visiting market, Wellington was in search of new lines.

Wellington's interest peaked when discussing Scotch & Soda, finding its new collection aligning with the call for relaxation echoing from her clientele in Mendocino, Calif. ●

Apparel News Group



Seventy-six years of news, fashion and information

CEO/PUBLISHER
TERRY MARTINEZ

MANAGING EDITOR
DOROTHY CROUCH
ASSISTANT EDITOR
NOE GARCIA

CONTRIBUTORS
ANDREW ASCH
VOLKER CORELL
KEVAN HALL
BETTI HALSELL
ILSE METCHEK
TIM REGAS
ROXY STARR
NICK VERREOS

WEB PRODUCTION
MORGAN WESSLER
CREATIVE MARKETING DIRECTOR
LOUISE DAMBERG
DIRECTOR OF SALES AND MARKETING
TERRY MARTINEZ

SENIOR ACCOUNT EXECUTIVE
AMY VALENCIA

ACCOUNT EXECUTIVE
LYNNE KASCH

BUSINESS DEVELOPMENT
MOLLY RHODES

ADMINISTRATIVE ASSISTANTS
CHRIS MARTIN
RACHEL MARTINEZ
SALES ASSISTANT
WESLEY IN

CLASSIFIED ACCOUNT EXECUTIVE
JEFFERY YOUNGER

PRODUCTION MANAGER
KENDALL IN

FINANCE
DAVID MARTINEZ

PUBLISHED BY
TLM PUBLISHING INC.
APPAREL NEWS GROUP
Publishers of:
California Apparel News
Waterwear

EXECUTIVE OFFICE
The New Mart
127 E. Ninth St., Suite 806
Los Angeles, CA 90015
(213) 627-3737
www.apparelnews.net
webmaster@apparelnews.net

PRINTED IN THE U.S.A.

Go Beyond the News and Behind the Scenes

The editors and writers of *California Apparel News* are blogging at *ApparelNews.net*



Apparel News Group
The New Mart
127 E. Ninth St., Ste. 806
Los Angeles, CA 90015
www.apparelnews.net



The trend-presentation mood boards, produced in partnership with the digital-printing provider MimakiUSA, are always a much-anticipated feature of the Preface show.

Carrying a Sustainable Message to DTLA, Preface Hosts On-site Event

By Dorothy Crouch *Managing Editor*

Returning to Los Angeles, the **Preface** show hosted its July 28–29 event at the **El Santee Building** in the city's downtown. Joining together under the mission of sustainability and circularity, textile manufacturers, printers, supply-chain services and garment businesses focused on green production methods were happy to finally meet within a space that afforded a tactile show experience.

"When it comes to fabric, especially sourcing, they wanted to get to a place where they can touch and feel and talk about what they need with that face-to-face interaction," explained show founder and **BFF Studio** owner Betsy Franjola. "Normally I find that we have people who are really hungry for inspiration, and that is the main goal of our show, but this time I think it was paired with the desire to physically source and physically interact with mills that drove people to come."

Preface also hosted information sessions with industry leaders and an educational series that included dyeing and mending workshops. Preface's commitment to sharing its trend forecasting with attendees is one of its most-anticipated offerings. All attendees receive a complimentary experience kit filled with an array of textile samples and the invaluable book containing Preface's seasonal trend report. A premium version filled with the aforementioned items—and an extended rundown on trending inspiration, in addition to handcrafted mood boards, a master palette of swatches, gifting, and a remote webinar—is available for \$500.

"There are trend companies that I love, but it's \$10,000 per person to use them. Here, for \$500, you can at least find out what's going to be coming up," said Marge Pietrera, founder of the Charleston, N.C., **Fashion Index** apparel-sourcing directory. "It's a lot more tangible, especially if you're starting out."

At the **Laguna Fabrics, Inc.**, booth, Sales Manager Stacy McDonnell noted that she was making solid connections and discussing solutions to current issues faced by brands that were searching for recyclables, cellulose-ics that will biodegrade, in addition to textures and luxury textiles.

"There have been a lot of people who were working overseas that need to find domestic fabrics, which is what we do. That is important to us because it's hard to get things out of China right now, it's hard to get things out of India, and it's hard to get things out of Bangladesh, so now they are having to re-

source," McDonnell explained. "Hopefully we can establish new relationships and programs."

Nearshoring apparel manufacturing was on the minds of many during the event. Partnering with Preface, digital-printing provider **MimakiUSA**—the United States arm of its Japanese parent company—contributed to the creation of the valuable trend-presentation mood boards. Senior Textile Segment Specialist Victoria Nelson Harris noted that large and small brands were able to benefit from connecting to the vast network of Preface supply-chain resources.

"During the pandemic, there was serious supply-chain disruption for all parts of the textile and apparel industry. Driving trends was a significant shift to DTC/e-commerce, creating a democratized market for small and large brands to compete," Nelson Harris said. "Secondly, there was a shift to localization of manufacturing due to many brands and manufacturers having their stock stuck overseas or in ports. So there is a demand for a digital solution to create less waste and obtain faster speed to market, which digital textile printing aligns with perfectly."

The importance of driving a sustainable future and the opportunities that Preface affords in this space were alluring for representatives such as Peri O'Connor, who owns Burbank, Calif.'s **Periscope Art**, a showroom representing 14 art studios including **Amanda Kelly** and print studio **Créations Robert Vernet**.

"For me personally, I feel passionate about sustainability, so I love participating in this show. This is my second time," O'Connor said. "[There are] great vendors and the trends are fabulous. It's nice to see what the art studios have done reflected in what they are talking about there."

After launching his brand of sportswear, which relies on fabrics derived from plant fibers, Matthew Carpenter of the Los Angeles brand **Driveway Paradise** attended Preface for the tactile experience. While Carpenter had attended a virtual edition of Preface during the COVID-19 lockdown, this was his first on-site experience of the show.

"To physically touch the fabrics and speak to the people who represent them in person directly is invaluable," Carpenter said. "[It's about] the ability to gather as many fabric samples and contacts from those mills in one place and use all that information to make really great connections and talk with people in the industry but also make the best decision on which fabrics to go with for future collections." ●

ALEJANDRA'S FASHION, INC.



We Are a Full-Package Clothing Manufacturer With a Fully-Compliant Factory Offering:

- Cutting • Sewing • Finishing • Logistics
- Competitive Prices • Located Near DTLA

Contact us today:
Alejandra's Fashion Inc.
alejandrasfashioninc@gmail.com
 (323) 240-0595
www.alejandrasfashion.com

Print +
 Online +
 Archives =
 Total Access

Get Yours
 Today and
 Save 50%!
 call toll-free
 (866) 207-1448



CALIFORNIA
ApparelNews



Apparel News Group
 The New Mart
 127 E. Ninth St., Ste. #806
 Los Angeles, CA 90015
www.apparelnews.net

Resource Guide

Fashion Brand Assembly

www.brandassembly.com
Brand Assembly is a business platform and community built to accelerate fashion and lifestyle brands. Our mission is simple: help brands achieve theirs. We do this by providing resources, infrastructure and community through our trade shows and back office services. We are passionate about developing the tools that designers need to prosper. Brand Assembly Show is a fashion and lifestyle trade show playing host to women's contemporary brands and retailers in an immersive environment that is both fun and efficient. It is an effective business-driving event that encourages successful sales as well as a place for discovery and genuine connection.

CEROS

Customer Service (323) 235-7362
www.cerosjeans.com
With its launch this year, CEROS Jeans has set out to become a new leader in the women's denim market. Deriving its name from the unicorn constellation, CEROS is a symbol of uniqueness in the universe, and our jeans accentuate a woman's unique style with timeless yet modern denim pieces. Featuring premium fabrics, quality trims, and superior fit, CEROS is sure to become a staple in every wardrobe. Come visit our booth at Las Vegas MAGIC Aug. 9 – 11 for a peek at what the future of denim holds. With CEROS, The universe is yours.

Miss Me

www.missme.com
Customer Service (323) 235-7375
Since 2001, Miss Me has been an industry leader in western contemporary apparel and is the original embellished denim. Miss Me is a symbol of bold style and superior quality and is a go-to in every woman's closet. Our denim showcases the multi-dimensional character of the modern woman by featuring wardrobe staples that make a statement and are versatile for any occasion. This year, Miss Me is excited to bring a new line, Sailey, to the denim market with innovative designs, fabrics and flare. Come visit Miss Me Aug. 9-11 at Las Vegas MAGIC for an exclusive look at what the next season has to offer.

The New Mart

127 E. Ninth St.
Los Angeles, CA 90015
(213) 627-0671
Fax: (213) 627-1187
www.newmart.net
In the heart of Los Angeles' Fashion District is the landmark New Mart Building. The showrooms of The New Mart represent the most exclusive and coveted contemporary lines from an international array of designers and manufacturers. The New Mart is unique in both architecture and style. The intimate setting creates a user-friendly experience for visitors. Each of its glass-fronted, uniquely designed showrooms provides a buying adventure that cannot be experienced at any other showroom destination. The New Mart is open year-round to the wholesale trade only and we host over 100 showrooms that carry over 500 collections.

Las Vegas Apparel

www.atlanta-apparel.com/Markets/Las-Vegas-Apparel
International Market Centers, producer of Atlanta Apparel presents the premiere of Las Vegas Apparel. Buyers and exhibitors can come together Aug. 8–10 in sunny Las Vegas at our very own Expo Center at World Market Center to do business in our industry's growing categories of young contemporary, accessories, and shoes. Get an exclusive look at apparel's new home on the West Coast where we'll be extending the hospitality you know and love all the way to Las Vegas.

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.

Finance CIT

www.cit.com/commercial/solutions/commercialservices
CIT is one of the nation's leading providers of factoring and financing to middle market consumer product companies. Our customized financial solutions help middle market consumer product companies improve cash flow, reduce operating expenses and mitigate credit risks. As a preeminent lender and provider of lending and financial and operational solutions to companies in the consumer products space, CIT can help you focus your efforts on developing ideas into sustainable, growing businesses.

Express Trade Capital, Inc.

1410 Broadway, 26th Floor
New York, NY 10018
(212) 997-0155
EFax: (212) 202-3864
contact@expresstradecapital.com
www.expresstradecapital.com
Express Trade Capital goes above and beyond to ensure your success. We offer flexible, client friendly solutions that break the mold of traditional banking models that simply don't fit most small and medium size wholesale and B2B businesses. We operate with an entrepreneurial mindset and business perspective that allows us to provide financing for clients and transactions that fall outside of strict banking parameters. Whether it's invoice factoring, purchase order funding, inventory finance, letters of credit or shipping & logistics, whatever your business needs, our innovative financial strategies are custom tailored to help you reduce headaches and achieve maximum growth. We are committed to increasing your cash flow and solving working capital constraints while reducing risk throughout so you can focus on building your business.

Merchant Financial Group

www.merchantfinancial.com
Merchant Financial Group, located near the garment center in downtown L.A., offers non-recourse factoring, asset-based loans, inventory financing, purchase-order financing, letters of credit, and revolving lines of credit against other tangible assets, such as commercial real estate, trademarks, and royalty income. Our local management team offers quick responses, hands-on personalized service, and the flexibility to meet all our clients' needs. Established in 1985, Merchant Financial Group has become a leader in the industry, satisfying the needs of growing businesses. Merchant services the entire United States, with offices domestically in Los Angeles, Fort Lauderdale, and New York.

Republic Business Credit

(866) 722-4987
www.republicbc.com
Republic Business Credit is an independently owned commercial finance company headquartered in New Orleans with regional offices in Los Angeles, Chicago, Houston, Nashville and Minneapolis. Offering factoring, non-recourse factoring and ABL, with seasonal over-advances, we focus on tailoring finance solutions to fit our clients' needs. At Republic, we are proud of our can-do, flexible attitude and our emphasis on responsiveness.

White Oak Commercial Finance

555 W. Fifth St., Ste. 3380
Los Angeles, CA 90013
Gino Clark
(213) 226-5201
Fax: (213) 226-5374
www.whiteoaksf.com
White Oak Commercial Finance, LLC (WOCF), formerly Capital Business Credit/Capital Factors, is a global financial products and services company providing credit facilities to middle-market companies between \$1 million and \$30 million. WOCF's solutions include asset-based lending, full-service factoring, invoice discounting, supply-chain financing, inventory financing, U.S. import/export financing, trade credit-risk management, account-receivables management, and credit and collections support. WOCF is an affiliate of White Oak Global Advisors, LLC, and its institutional clients. More information can be found at our website.

Technology inriver

125 S Wacker Drive Suite 2500
Chicago, IL 60606
sales@inriver.com
www.inriver.com
Inriver empowers organizations to deliver revenue-driving product information at every customer touchpoint. Inriver's digital-first Product Information Management (PIM) tool, powered by the industry's only elastic data model, enables marketing executives to bring compelling product stories to life, get actionable guidance on what influences buying decisions, and quickly adapt as needed. As a result, B2B and B2C businesses turn product information into their strongest strategic asset for driving revenue.

Kornit Digital

480 S. Dean St., Englewood, NJ 07088
Contact: Mandy Liu
(201) 608-5758
Mandy.Liu@kornit.com
www.kornit.com
Kornit Digital is the leading provider for digital textile printing solutions. Kornit's innovative printing technology enables businesses to succeed in web-to-print, on-demand, and mass customization concepts. We offer a complete line of direct-to-garment printing solutions that range from commercial to mass production level. Offices in Europe, Asia, and North America.

Supply Chain Alejandra's Fashion Inc.

(323) 240-0595
alejandrasfashioninc@gmail.com
www.alejandrasfashion.com
Alejandra's fashion organization has provided the best factory direct apparel solutions for various recognized brands such as Nordstrom, Abercrombie & Fitch, Macy's, Target and Walmart. The 25,000 square foot Vernon-Calif. facility offers full-package and semi full-package services including cutting, sewing, finishing and logistics. Alejandra's works with corporate clients to convey the most astounding quality clothing and customer satisfaction delivering 100 percent American labor. With a production capacity of 35,000 items per week, Alejandra's Fashion has a wide range of experience with simple through high-end garments.

This listing is provided as a free service to our advertisers. We regret that we cannot be responsible for any errors or omissions within the Resource Guide.

PROFESSIONAL SERVICES & RESOURCE SECTION

ACQUISITIONS & MERGERS

Acquisitions & Mergers

Textile, Apparel and/or Industry-Related Businesses Looking to Acquire or be Acquired and/or Merge.

Please contact Brian D. Thaler
Reincarnation Textile Resource
714-227-3458 or
BThaler@Scott-Thaler.com
Strictly Confidential

PATTERNMAKING

Professional Patternmaking Service

Over 30 years of Experience
Womenswear & Menswear
All Styles for Individual and Industrial Needs
Delicate Handmade Patterns & Original Sample Making
Costumes, Special Sizes, Special Projects
California State Licensed Educator
in Fashion Design and Patternmaking

www.sofafashions.com
English (213) 369-2221 • Korean (323) 967-1903

MODEL SERVICES

Rage
MODELS
"Real Models for Real Clothes for Real People ®"

PRO FIT MODELS
ALL SIZES AVAILABLE

TEAMRAGE@RAGEMODELS.COM
818.225.0526

FIT | SHOWROOM | TRADE SHOWS | PRINT | COMMERCIAL | RUNWAY
WWW.RAGEMODELS.COM

SEWING MACHINE / SUPPLIES

ACE SEWING MACHINE INC.

214 E. 8th St.
Los Angeles CA 90014
Tel (213) 622-8345
Fax (213) 622-0142
Acesewing.com

- All kinds of sewing machines
- Sewing notions & thread
- Fashion Design Supplies
- Dress forms, rulers, tools
- Pattern & Marking paper
- Safety pins, hook & eyes
- Elastic, velcro, hanger tape
- Cutting room supplies

TEXTILE DESIGN STUDIO

BEATNIK TEXTILE DESIGN STUDIO

BEATNIK Textile Design Studio is a new and up coming Los Angeles-based print studio. We make unique, trend orientated designs to be readily sold on line or in person. We cater to women's, junior, contemporary, and home markets.

www.beatniktextiledesignstudio.com

Call now for Professional Services & Resource Section rates at (213) 627-3737

CLASSIFIEDS

www.apparelnews.net/classifieds

P 213-627-3737

www.apparelnews.net

Jobs Available

* BOOKKEEPER-FASHION/APPAREL *

Los Angeles, CA

Tukatech, the industry's leading fashion technology solutions provider seeks a full-time Bookkeeper. This position reports directly to our Controller.

Responsibilities:

- * Bank reconciliation
- * Payroll
- * Filing sales tax returns
- * Accounts Receivable and Payable
- * Generate invoices
- * Record payments and adjustments
- * Interact with customers, deliveries, and vendors
- * Perform other accounting and assigned duties

Qualifications

- * BA/BS in Accounting or other business-related field preferred
- * Knowledge of QuickBooks a must
- * 2+ years relevant experience
- * Strong analytical skills
- * Effective communication
- * Highly organized and attentive
- * Able to deal with changing priorities
- * Demonstrated knowledge of Accounts Receivable/Payable
- * Payroll tax and Sales Tax experience
- * Basic computer skills
- Tukatech Benefits
- * Medical
- * Personal time-off
- * "Family-style" lunch every day
- * And more!

To apply, please send resume to:
careers@tukatech.com

Jobs Available

* CUSTOMER SERVICE/EDI MANAGER *

Komarov is looking for a customer service representative who has EDI experience. This position is full time and in our offices located near Huntington Park in Los Angeles. You will be in constant contact with our wholesale customers and our team of sales reps. Daily tasks include but are not limited to entering and processing specialty store and department store orders, allocating and invoicing, troubleshooting order, processing payments, and factor approvals. Experience with AIMS360, JOOR, and Shopify is a plus. Email resume to ashley@komarovinc.com.

* PRODUCTION ASSISTANT *

Textile Company in LA needs Production Assistant Duties:

- * Receive and send shipping samples, updated with Mills and report customers,
 - * Prepare sales orders.
 - * One Year experience in textile industries
- Email resumes to: nidia@ekbtextile.com

* 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

Space for Lease

COOPER
design
SPACE

* CREATIVE/SHOWROOM SPACE AVAILABLE! *

900 sq. ft to 4500 sq. ft.

For leasing, please contact:

Julianne Jeffries Leasing Manager

julianne.jeffries@investorshq.com

714-654-7393

Cooperdesignspace.com

Buy, Sell & Trade

WE BUY ALL FABRICS & GARMENTS

Excess rolls, lots, sample yardage, small to large qty's.

ALL FABRICS! fabricmerchants.com

Steve 818-219-3002 or Fabric Merchants 323-267-0010

Email: steve@fabricmerchants.com

*WE BUY ALL FABRICS AND GARMENTS

WE BUY ALL FABRICS AND GARMENTS. No lot too small or large. Including sample room inventories. Silks, Woolens, Denim, Knits, Prints, Solids Apparel and home furnishing fabrics.

We also buy ladies', men's & children's

garments. Contact: Michael

STONE HARBOR (323) 277-2777

**For classified information, call 213-627-3737
or email terry@apparelnews.net**

Coming Soon

Reach 50,000 buyers with highest quality reporting and the greatest outreach to the marketplace

August 20

Cover: Fashion

Las Vegas Wrap

Technology

Denim

Made in America

Intimate and Loungewear

Fashion Advertorial

Technology Advertorial

Made in America Advertorial

Denim Advertorial

Finance Advertorial

Intimate and Loungewear Advertorial



FELIPE VIEIRA / UNSPLASH.COM

CALIFORNIA
ApparelNews

Apparel News Group
127 E. Ninth St., Ste. 806
Los Angeles, CA 90079
www.apparelnews.net



Your business:

Fashion and apparel.

Our business:

Knowing yours inside-out.

Now more than ever, working with a team of experts is essential.

At CIT, our strength is our people, who make it their business to help you grow.

Visit cit.com/commercialservices or call us at **800-248-3240**.

cit.com |     @CITgroup