

CALIFORNIA Apparel News

THE VOICE OF THE INDUSTRY FOR 76 YEARS

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FASHIONABLE DEBUT

For the second virtual installment of its annual FIDM Debut, the Fashion Institute of Design & Merchandising showcased the creations of nine students as they graduated into their designer careers. See more styles on page 3.

Fabian Renteria

ALEX BERLINER OF A&P IMAGES

MADE IN AMERICA

Luxury Is the Foundation for Elevated Basics at Myles Price

By Dorothy Crouch *Managing Editor*

While fashion has reevaluated its approach to how style mavens can blend feeling comfortable with appearing chic, Myles Price focuses on developing basics through an approach to true luxury. When launching his eponymous brand in late 2019, Price envisioned well-crafted basics manufactured using cotton of the highest quality made by those who take pride in their craft.

"Apparel, for me, is emotional. When we execute at a high level, it changes the way you feel. That is something that made me want to start this company," Price explained. "I love luxury apparel. The pieces last longer, they look better, and they fit in a way that makes you feel a little bit more of yourself. It's one of those things that you don't know you're missing until you try them."

➔ Myles Price page 6

TECHNOLOGY

Using AI, Taelor Affords a Perfectly Fit Fashion-Rental Experience to Its Customers

By Dorothy Crouch *Managing Editor*

Looking around the fashion-rental space, Anya Cheng noticed a heavy focus on women's apparel. With a career that includes working in social-media commerce for platforms on Facebook and Instagram, in addition to a position with Target, during which Cheng led the retailer's digital transformation through development of its mobile-tablet application, she used these experiences to develop Taelor. Describing herself as "not very fashionable," Cheng had used Rent the Runway and enjoyed it but wasn't fond of having to sort through pages of clothing options.

➔ Taelor page 4

INSIDE

Where fashion gets down to businessSM

Fashion Market Group forms ... p. 2

Kinpins New York canceled ... p. 2

Curve Los Angeles ... p. 5

Resource Guide ... p. 6

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New Collective to Promote Los Angeles Market Offerings, Attract Buyers

A yet-to-be-named collective of wholesale-apparel organizations located within the Los Angeles Fashion District has been formed ahead of the city's October **Los Angeles Market Week**. Within the group, representatives from the **California Market Center**, **The New Mart**, the **Cooper Design Space**, the **California Fashion Association**, the **Lady Liberty Building**, **Designers and Agents** and **Brand Assembly** joined together to cultivate an efficient, fun and business-focused environment for buyers who visit the fashion district's downtown region by providing greater ease of travel planning in addition to market-week amenities.

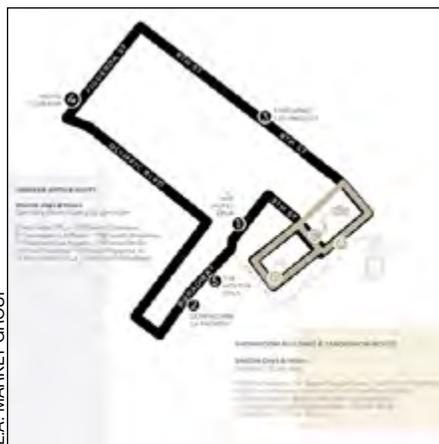
"Today's constantly changing fashion ideas move with such speed that retailers need to be able to see the entire spectrum of available merchandise rather than just relying on the traveling lines visiting their location with capsule collections," explained California Fashion Association President Ilse Metchek. "These capsules may augment their selections, but buyers need to view and visit the entire marketplace to be able to answer, 'What's new?' The strength of Los Angeles' downtown fashion center is that it is open 52 weeks a year; market weeks are just the highlights."

The buildings served by this group of organizations occupy a one-square-mile radius within downtown Los Angeles, which will be served by a shuttle beginning with the October market. The shuttle will offer pickup and drop-off services between the five partner hotels—the **Ace Hotel**, **Downtown LA Proper**, **Freehand Los Angeles**, **Hotel Figueroa** and **The Hoxton DTLA**—and the buildings in which the markets are hosted. In addition to the shuttle service, buyers will enjoy discounted rates at the

five participating hotels.

"D&A has been a part of the L.A. fashion community for over 25 years," said D&A President Ed Mandelbaum. "This group is working in the interest of everyone's benefit—retailers, designers, and sales agents to work in a cohesive and cooperative environment. The entire team at D&A looks forward to coming together and moving ahead."

As the group finalizes the details of its branding and partnerships with area businesses, its focus is centered on a motto of delivering "Fashion Business, West Coast Style," according to representatives of the group's member buildings. Over the next few weeks, the collective will announce additional benefits that will be offered to buyers, such as lounges, local restaurant offerings and tote bags.—*Dorothy Crouch*

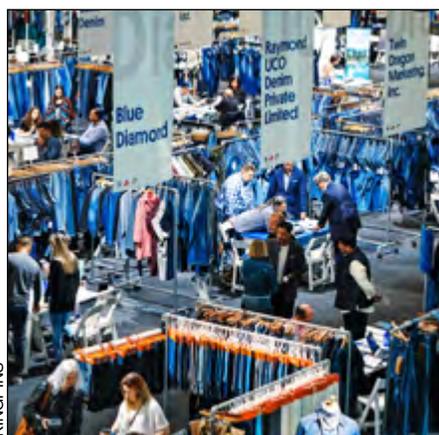


This map detail shows the route a complimentary shuttle will take between the new L.A. market group's participating hotels and market centers.

Kingpins Cancels December On-site Show

Originally scheduled to take place Dec. 6–7, **Kingpins New York** has been canceled, show producers announced Sept. 1. Citing a rise in COVID-19 infection rates, low vaccination on a global scale, potential travel restrictions and a bleak outlook from health experts, Kingpin's organizers made the difficult decision to suspend the New York edition, which would have been the brand's return to the show floor by hosting an on-site event for the first time in two years.

"After careful consideration and with a heavy heart we have decided to once again cancel another physical show due to the current pandemic situation," said Andrew Olah, founder of Kingpins, in a statement.



Kingpins cited rising cases of COVID-19, travel restrictions to the U.S. and low vaccination rates in some denim-producing countries to its precautionary decision to cancel its first on-site show in two years.

"The New York show would have marked two years between physical shows, and we were eagerly looking forward to welcoming back the denim community in the USA. We thought our show would be an ideal time to kick off the Christmas season, rejoicing in the belief that the pandemic was behind us."

Kingpins noted a study from the **Johns Hopkins Coronavirus Research Center** that showed low vaccination rates in many denim-producing countries including Egypt, Bangladesh, Vietnam, Taiwan, Pakistan, Thailand, India, Indonesia and Tunisia, where 3 percent to 15 percent of citizens in each nation have been vaccinated. As the pandemic continues to affect countries around the globe, citizens from these nations could be subjected to lockdowns. Kingpins also foresees a potential rise in cases within the United States due to children returning to school and colder weather forcing people indoors, which could possibly increase the risk of the virus's transmission.

"We do not wish to be half a show or a shadow of what we used to be. We do not wish to risk renewed travel restrictions barring exhibitors from entering the country for our show," Olah explained in a Kingpins newsletter. "We want our physical shows to come back as close as possible to what they once were—and this cannot happen under the current conditions."

Kingpins will continue to produce virtual editions through **Kingpins24**, host online seminars and share information digitally. The brand's virtual editions of **Kingpins24 Global** will be held Oct. 19–21, and **Kingpins24 Latin America** will be hosted Nov. 9–10. Kingpins also recently launched its new series, "Kingpins Stories," which allows readers to connect by sharing their thoughts on the industry with the denim community.—*D.C.*

Inside the Industry

Newlight Technologies announced that it has partnered with Nike to explore the use of AirCarbon, a carbon-negative biomaterial produced by microorganisms from the ocean. AirCarbon uses these naturally occurring microorganisms from the ocean that eat air and greenhouse gases, thereby creating a conversion inside of their cells. AirCarbon is currently used in fashion applications as a carbon-negative substitute to plastic and leather in the production of products including eyewear, wallets and bags. "AirCarbon offers an opportunity to further reduce our impact on the planet," said Nike, Inc., Chief Sustainability Officer Noel Kinder. "Materials account for 70 percent of Nike's total carbon footprint, and we're accelerating our efforts and exploring new opportunities in this space because, in the race against climate change, we can't wait for solutions, we have to work together to create them."

SAXX Underwear Co. Ltd., the innovative Canadian men's underwear brand, announced it received a strategic investment from TZP Group, a multi-strategy private-equity firm, through TZP Capital Partners III, L.P., NLS Group Holdings Inc. It was led by Krystal Growth Partners, which invested in SAXX in April 2010, and it will retain a significant minority interest in SAXX. The brand revolutionized men's premium underwear with its patented BallPark Pouch technology—a hammock-shaped pouch built into each pair. "Creating the iconic BallPark Pouch was the beginning of a new era in men's underwear and epitomizes our company's obsession with comfort and innovation," said SAXX Chief Executive Officer Wendy Bennisson.

DUER, the lifestyle brand that develops high-performing and versatile apparel using natural materials, announced the opening of a new 2,100-square-foot flagship store in Vancouver's Kitsilano district. The performance-jeanswear brand's new spot is located at 1755 W. 4th Ave. and will be transformed into a sensory experience complete with DUER's signature Performance Playground and 3D installations built from eucalyptus, recycled plastic bottles and wood chips. "I believe experiential retail is about to have its moment—far beyond anything we've seen before," said DUER co-founder Gary Lenett. "There's a big market opportunity for brands like ours that can turn retail spaces into testing grounds offering a memorable experience for consumers." DUER plans to open additional stores across the U.S. with the most immediate being in the La Brea district in Los Angeles.

Recess, the Los Angeles vintage-apparel resource and premium consignment boutique has expanded its offerings with designer home furnishings and décor. The vintage designer consignment shop formerly offered only curated clothing and accessories. The full expansion opened to the public on Aug. 13 with the space now offering 3,000 square feet. Recess opened in 2013 and has since become a source for stylists and designers. With the new addition of its home furnishings and décor, Recess hopes to also serve the interior, and set-designer population. The boutique's mission is based on owner Marie Monsod's eclectic statement style and concierge-level of service. Recess is now accepting tabletop, lighting, fixtures, furniture and art.

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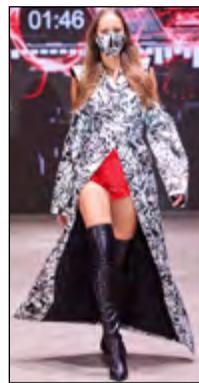
Bella Madden



Dmitry Alek



Dustin Argumendo



Fabian Renteria



Jairui "Ruby" Cai



Jesua Rodriguez



Lily Moon



Sofia Masuda



Zak Weinrich



Advanced Fashion Design Graduates Unveil Collections at FIDM Debut Show

The Fashion Institute of Design & Merchandising created a virtual space that afforded a platform for its Advanced Fashion Design program graduates to showcase their work. More than 100 garments from nine designers who graduated from the downtown Los Angeles school were unveiled during a presentation broadcast through YouTube.

For Dustin Argumendo, the show was an opportunity to challenge the concept of machismo, a characteristic of exaggerated masculinity in Latinx culture. Blending men's tailored suiting with streetwear, Argumendo used messaging such as "No Soy Macho, Soy Machismo," translating into "I am not macho, I am machismo," printed on a crop top and a sweatshirt that stated, "The tragedy of machismo is that a man is never quite man enough."

Lily Moon delivered classic women's tailored garments with modern details such as a blazer with oversized, pillow-like layered sleeves featuring a tulle underlay and tied front and an A-line, floor-length velvet skirt with ruffles over the left knee. The striking juxtaposition of fine tailoring with unique details fit together to establish the collection's aesthetic.

The collection from Zak Weinrich featured pieces based on intimate apparel that had been reimagined as fashionable garments. A pinstriped gray bodysuit featured ruffles reaching out from the hips and buttoned bishop sleeves inspired by a classic white button-down dress shirt, while a black corset with sheer bodice and visible boning was paired with a classic gray-plaid blazer and black tapered-leg pants.

Bella Madden showed a collection in bright neon green and soft pink that brought playful elements to formalwear. A pink-and-white horizontally striped floor-length gown with an empire-waist belt with bow in shimmering lavender featured adjustable straps that included side-release closures worn over a long-sleeve, neon-green T-shirt cut just below the décolletage. A neon-green, bishop-sleeve blouse with pussy bow featured an

"Alice's Adventures in Wonderland" theme and was paired with a pink-plaid miniskirt.

A cartoon approach defined Jairui "Ruby" Cai as the designer featured oversized and pillowy pieces. A large jacket in brown with a high neck and two vertical rows of yellow buttons was finished with oversized yellow sleeves and paired with brown knee-length shorts. An ankle-length gown was designed in a teardrop shape with yellow pillow side details that included wiggle eyes on each hip, while a T-shirt top featured attached oversized pink gloves and was finished with the embroidered phrase, "Someone asked me to do a gown FINE!"

With bright springtime notes, Jesua Rodriguez created pieces that speak to the jet-setter who is finally able to travel to a destination that demands chic garments. A ruffled top in pink, white and green was gathered into the middle to resemble a floral bloom, and complementary off-off-the-shoulder sleeves were allowed to shine when paired with white Bermuda shorts. A sleeveless pink blouse featuring green-stemmed white flowers with orange-yellow pistils was tucked into orange high-waisted, pleated, wide-leg pants and was complemented with a matching front-tie, high-collared capelet.

Vibrant colors in festive silhouettes were on hand at Sofia Masuda's presentation, in which models wore floral crowns to complement the garments. A crop shirt in cerulean featuring a gauzy overlay was worn with purple wide-leg pants that were accented with a scribble pattern in plum and were also dotted with crocheted flowers in multiple colors. Also featured was an ankle-length dress comprising five layers of ruffles in purple, pink, blue and yellow scribbled florals.

Shimmer ruled the runway when Dmitry Alek's collection, featuring party-ready looks, was showcased. Alek's belted, sheer, mock-turtleneck catsuit in sparkling, crisp white was topped with a floor-grazing open trench in a matching bright, shiny snow hue. A sheer mid-length deep-V-neck tank strap

dress featured rhinestones and served as an overlay for a black bodysuit.

Strong silhouettes on classic pieces were found in Fabian Renteria's collection, which was focused on fire-engine red, white and black for its garments and face masks. Renteria included a shiny red oversize-hooded mid-length rain-slicker dress lined with a black-and-white geometric lining and fea-

tured exaggerated shoulders and zippered slash pockets. A black-and-white floral tube top with a red-and-black V-shaped inlay was accompanied by genie pants with a long, thin, ribbon-style belt and ties at the calves.

The event, which was streamed on Aug. 12, is available for viewing through the FIDM website at fidm.edu/en/calendar/debut/.

—Dorothy Crouch



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This issue will feature our Textile Trends pages. Please send samples to be considered for editorial by Sept. 3.

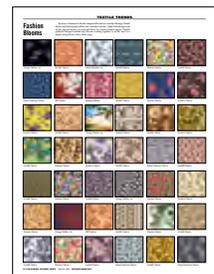
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The Dallas Apparel & Accessories Market, which was hosted Aug. 24-27, held its Studio 54 Fashion Show (left) on the first day, which prepared buyers for shopping and investing in fresh trends (right).

DMC Welcomes Record-Setting Number of Exhibitors, Ready and Eager Buyers

By Noe Garcia Assistant Editor

With a record-setting number of exhibitors, the **Dallas Apparel & Accessories Market** was buzzing with buyer energy throughout 15 floors of curated lines, products and categories at the **Dallas Market Center** Aug. 24–27. Focused on contemporary men’s and women’s apparel and fashion accessories, the markets are home to up-and-coming and established brands.

“We’ve been having successful shows the last 18 months here in Dallas,” said Cole Daugherty, senior vice president of market communications for the DMC. “There’s a real desire by the retailers to find product and to find things that are new, and we have more exhibitors than ever here showing the latest products.”

Daugherty said the market had more than 500 temporary booths of women’s brands—a record for the DMC—and thousands of brands inside more than 500 permanent women’s showrooms. The market center also had 600 brands in the Western show across both temporary booths and permanent showrooms.

“We have a record number of new buyers,” Daugherty added. “New buyer applications are up more than 50 percent, so we could be a great trajectory here.”

Torrie Burton was one of those new buyers perusing the market for her **Gold Soul Co.** boutique. Burton opened Gold Soul, located in Stephenville, Texas, just two months ago and carries Aztec jackets, denim, button-downs, hats and turquoise.

“I knew June was going to be a slower month just because it

usually is, and now it’s starting to pick back up, and the Western industry has a bunch of big events coming up,” Burton said. “It’s great to have the Western market this week and then be able to go to these Western events after, so it’s been awesome.”

Burton was searching for Western-style apparel, a trend that has recently become more mainstream leading to a variety of options in the normally niche category. She had a wide range of wholesale prices to choose from with as little as \$12 for a top to \$200–\$300 for a jacket.

Olivia Hinton, showroom manager for **Pam Martin & Co.**, worked a busy floor inside the permanent showroom exhibiting more than a dozen brands. Hinton was showing Resort and Spring 2022 with bright florals and plenty of color—a popular request currently—to high-end specialty boutiques with a wholesale price point of \$45–\$120.

“Everyone seems very excited about the future and is ready to start buying again,” Hinton said. “All of our stuff is selling out so that means the customer’s liking it, which is good.”

Reeves & Company was also a busy destination with buyers shopping 20 different brands in the permanent showroom. Vice President of Reeves & Company Analeise Thomas said they had something for everyone and sold to new stores, old stores, high-end boutiques, low-end boutiques and more.

“Everyone is thriving,” Thomas said. “The stores are doing really, really well. Some stores are telling us they’ve had the best June/July they’ve ever had, and they’re breaking Christmas numbers. They were having a December-type month in July.”

With wholesale price points of \$29–\$89, Reeves & Com-

pany was able to cater to multiple buyers. Thomas said the company is looking forward to the continued upward tick and trend of sales being up and over last year.

“We’re having a record year, record numbers,” Thomas said. “Our stores are having a record year, and I think that’s going to continue into spring 2022.”

Other brands at the apparel and accessories market included **entro**, **Listiele** and **Fate** and Los Angeles brands **Easel**, **Be Cool** and **Kancan**. The brands’ offerings ranged from denim and blouses to jewelry and footwear.

“It’s very exciting because we’re centrally located, we have deep relationships with manufacturers, whether East Coast or West Coast, and then the buzz and the word is out that Dallas is open for business and you can find everything in one location,” Daugherty said.

The Studio 54 Fashion Show marked the end of day one of the market with models walking the runway in eccentric and elegant styles by various designers. The fashion show ended with special guest designer Jaime Glas showcasing her popular new brand **Queen of Sparkles**.

“This is one of our top lines right now, and it’s really taken the market by storm,” Thomas said. “We have stores from all over the country coming in to buy it.”

Queen of Sparkles launched in March and has seen large demand for its colorful designs and sparkly looks. After the unexpected demand, Glas said she’s working on getting her business organized to ship, create inventory and develop a new line. ●

TECHNOLOGY

Taelor *Continued from page 1*

“I always want to look good and showcase the best of myself for the job, for a date or social gathering, but I don’t have a sense of fashion and I didn’t want to spend a lot of time chasing after clothes,” Cheng explained.

Also a career coach, Cheng teaches people to navigate their course and develop confidence. An aspect of increasing confidence, Cheng says, is helping clients learn how to present themselves to potential associates, business partners and employers. Blending her own desire to always appear presentable to employers with her career coaching, Cheng began taking steps to examine how to help those who experience the same challenges she faced.

“I interviewed 500 people and found out that many have the same problem,” Cheng said. “Surprisingly, a lot of them are busy men—young men—average 32 years old. Most were single, and they have a goal in mind—they want to go on a date, get a job interview or get a job promotion.”

Taelor’s pilot launched in May on *taelor.style* as a rental service that focuses on men’s shirting by sharing boxes of four shirts on a semimonthly basis. For the service, subscribers are charged \$69.99 per month, and while it remains in the pilot stage the company offers only a medium but will be expanding to include a full range of S–XL by the end of the year. Customers can buy shirts that they enjoy wearing at a discounted price. There is also a fashion-styling service that members can access to guide them through the appropriate way to wear their clothes.

“We know people’s true preference, which is really powerful data,” Cheng said. “We know that AI is useful, but the most important thing that you have is unique data. Rental really enabled us to do this. We also found that our customer really liked it. Forty percent of our customers today are engineers, and they are very into having stylists but also what AI will tell us.”

The service is resonating with women as well who feel more



Initially focused on shirts that appeal to both men and women in its pilot program, Taelor has plans to expand into pants in the near future.

comfortable wearing menswear. As fashion-rental services serve customers who seek variety in their wardrobes, to reduce their consumption and examine apparel without commitment, the future seems bright for Taelor, particularly due to the demand for employees to appear presentable as they continue to work from home and attend meetings over video conferencing.

“At the moment, we offer only shirts because we are running a pilot, but our customers told us they want a complete outfit,” Cheng said. “We plan to launch pants in the near future. We have styling tips that mention the pants that would be best to wear with a certain shirt, but because people are still working from home upper body is what they really care about.”

Brands are starting to take notice, as Taelor continues to partner with the labels from which it sources its goods. **Google** recently agreed to add the company to its options for employee perks. Taelor currently offers 50 brands, and while all are not sourced through partnerships the company’s current partners include **Barque New York**, **Modern Libera-**

tion, **TAGS**, **TRANZEND** and **Reese De Luca**, a genderless Montreal-based brand that offers apparel in soft, high-quality fabrics. For the brand’s namesake creative director and designer, contributing to a sustainable fashion space is a large draw to working with Taelor.

“As a small brand, I always produce everything in really small quantities, so I don’t make more than 30 or 40 pieces per style,” De Luca explained. “What I love about Taelor is that my garments, which would normally have one life cycle, have multiple life cycles. My 30 pieces will go way further than that. It [a garment] touches more people but also it’s in the system longer and there is less chance of it ending up in a landfill six months down the road.”

At partner **TRANZEND**, which creates suiting from recycled plastic bottles and coffee grounds, the company’s co-founder and creative director William Chen also enjoys Taelor’s commitment to reducing waste.

“Sustainability is a big part of **TRANZEND**’s product. Therefore, being a part of sustainable practices such as rental and resale makes sense to our business,” Chen explained. “When you own fewer pieces, every piece does more, and this is what Taelor is providing for their consumers, giving them a chance to really feel and try out what they really need and like, which decreases unnecessary purchases.”

With a team that includes artificial-intelligence experts from companies including **Google**, **Facebook** and **eBay**, Taelor is positioned to shape the future of fashion retail. From creating algorithms that rely on the data provided by customers through their preferences and styling sessions, Taelor is developing a platform that makes fashion rental a seamless process.

“Over time, we know AI will not just be about scaling the styling service, but AI knows you probably better than yourself,” Cheng said. “In rental, people specifically tell us that they don’t want us to recommend stuff they already like. They want to broaden their horizons so they can keep trying new things. This all feeds into the algorithm for trends and provides recommendations for customers and stylists in the future.” ●

Curve Los Angeles Returns With Sequel to Its 2020 Debut

By Dorothy Crouch *Managing Editor*

Following the success of its February 2020 premiere, the intimates show **Curve Los Angeles** was hosted Aug. 23–24 at the Manhattan Beach, Calif., **Westdrift Hotel**, where buyers welcomed an opportunity to conduct business in person.

Visiting Curve from the Bozeman, Mont., **Suelto Boutique** owner Sherri Smith looked for pretty, unique pieces from new brands. Smith was impressed with **Avery Rose**, **Samantha Chang** and **Simone Pérèle** as she searched for wholesale price points between \$50 and \$70 for her customers, who are willing to invest in their lingerie.

“It’s so hard to shop on **Zoom**. The color does not show through, so there is a lot of shopping recolorations,” Smith said. “I love this show because it’s a little more relaxed. You have an opportunity to chat with your vendors and to meet new vendors. I love the atmosphere.”

At the Avery Rose booth, founder and Chief Executive Officer Jennifer Coll, a former fit model, was showcasing her luxury lingerie, intimates and loungewear pieces that feature details such as Italian lace and **Swarovski**-crystal embellishments. Coll valued the experience as an opportunity to hear feedback on her designs.

“Doing this show and hearing the feedback [is important],” Coll, who saw buyers from Nebraska, Seattle and Texas, said. “I want the women who are wearing my things to feel exquisite.”

A longtime customer of Avery Rose, retailer Christopher St. James, who has owned the Beverly Hills, Calif., boutique **Luxe Lingerie** for 25 years, was keeping an open mind as he walked the show. Admiring trends in fuchsia and chartreuse, St. James was also impressed by the **Dita Von Teese** line and **memème**.

“Sometimes I don’t need to buy anything, but at least I keep my finger on the pulse of what’s happening. If you don’t go, then you’re missing out,” St. James explained. “I am glad to have these smaller venues. Lingerie is an intimate industry, and the venue and presentation need to match that feeling of intimacy.”

At the booth representing Dita Von Teese, East Coast representative and **Easton International** Vice President Andrea



During Curve Los Angeles, buyers met with representatives from Easton International and the Wells Apparel Group, whose Ginny Wells reported trends in ecologically sound intimates and Holiday goods.

Gaines and West Coast representatives of the **Wells Apparel Group** Wink and Ginny Wells were also selling **Aubade**, **Berlei**, **Gossard**, **Playful Promises**, **Pretty Polly** and **Sainted Sisters**, a wide range of brands that wholesale from \$20 to \$90.

“I did a lot of my holiday fashion—anything blingy, window worthy, something to bring the customers in,” said Ginny Wells. “We actually did quite well with our eco groups.”

According to Ginny Wells, the Pretty Polly line of pieces made from biodegradable polyamide was ticking among retailers as consumers become more aware of the environmental impacts of their purchasing decisions.

The gratitude for a West Coast intimates show was emphasized by Wink Wells, who saw buyers from California, particularly the Los Angeles area, Oregon, Virginia, Montana and North Carolina.

“We now have an important resource for intimate apparel on the West Coast,” Wink Wells said. “We’ve been needing one here.”

Visiting from Sonora, Calif., **Fittin’ Pretty Bras & Boutique** owner Shanna Huber has served an intimates customer that ranges from teenagers who are purchasing their first bras to 90-year-old women since she became the sole independent bricks-and-mortar bra seller in her town in 2019. Huber searched for bras that wholesale between \$30 and \$35 and was also looking into shapewear, which led her to **Leonisa**, but she was also attracted to items at **Proof** and **Soak Wash**.

“Really important with our lingerie is fitting the busts of our girls. We want our girls to rock their lingerie. We’re trying to help women feel good about themselves. I don’t care who it is. I can get the woman with the greatest figure in there and she is still picking and pulling at herself,” said Huber, who was preparing for a meaningful gesture during Breast Cancer Awareness Month. “Year two is this October, and we’re bringing back mastectomy-prosthetic bra fitting.”

At the **I.N. Showroom** space, Ivana Nonnis was representing European brands **Maison Lejaby**, **Calida**, **Verdiani** and **MilaKrasna**. Nonnis felt that this was “the time to move forward.” She felt an excitement at the show and said that buyers were more open-minded during this show.

“COVID gave a lot of people an opportunity to think again and reconsider some things. Because of that, I don’t have pushback when I try to introduce another category that they may not be considering or it’s in the back of their minds,” Nonnis said. “All they need is a little bit of stimulation to eventually move in that direction.”

Searching for pieces to stock at Phoenix’s **Story Essential**, owner Jen Summers was visiting with her business partner and mother, Margie Dehon, and the store’s creative director, Lauren Ross. The trio visited with **Elomi** and **Playful Promises** as they sought to become more inclusive by offering larger bra bands and cup sizes.

“We were really successful because we were able to have conversations in person that sometimes get lost in translation over Zoom,” Summers said. “It’s important to know [the show is] a much smaller scale and it’s much more intimate. What was great for us to know about Curve was that because of the smaller scale you can really sit down and focus and the energy is different.” ●

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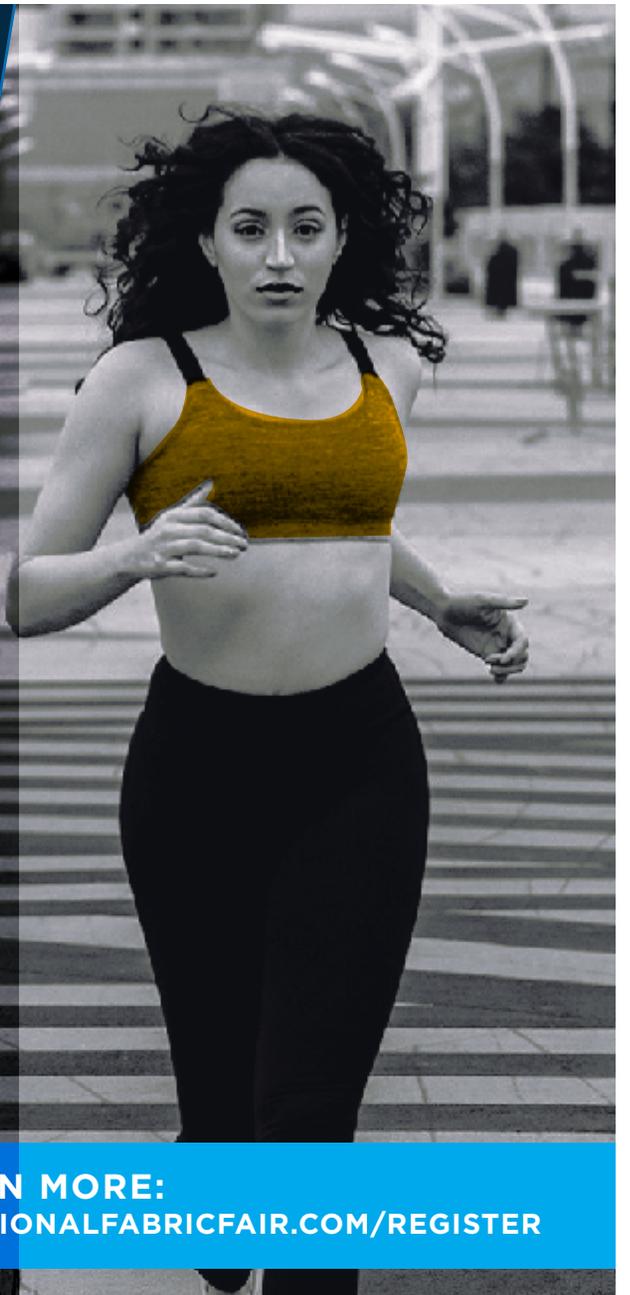
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MADE IN AMERICA

Myles Price *Continued from page 1*

To create basics that could live up to the brand's standards of luxury, Price decided to rely on production in Los Angeles. The brand develops its fabrics from the first steps and ensures garments are subjected to numerous fittings.

"It's really essential to ensure that everything is meeting our standards—to be able to jump in the car and go and have conversations with people and make sure that everything I am putting into the brand is coming out," said Price, who studied apparel construction and design at **Otis College of Art and Design**. "When you think about partners, we really look for people who are committed to their craft."

Myles Price uses extra-long staple cotton, which is grown in the United States, throughout the brand with a sanded **Supima** cotton used in its T-shirts. For its tank tops and tank dresses, Myles Price uses Supima cotton. A custom blend of Supima cotton and **Lenzing** modal are used for the brand's MiniLux hoodies, raglan crew tops and vintage joggers. With its custom, Los Angeles-knit SuperLux fabric, the brand offers pullover hoodies, raglan crew shirts and raglan crew mini-length dresses comprised of 47 percent Supima and 53 percent regular cotton.



MYLES PRICE

Every Myles Price garment is produced in Los Angeles, from developing the fabric to multiple fittings to ensure the brand's commitment to quality, luxury and sustainability.

"[With SuperLux], the Pima dyes a little bit richer. It gives them a little bit more sheen. That is a premium, premium fleece. When we thought about SuperLux, we were thinking about the best fabric possible, the best cut—that is where our SuperLux hit the mark," Price said. "When we

talk about the other pieces we have, they do other things. It was important to me to be able to create hoodies and joggers and raglans out of something that you could wear and be incredibly comfortable in on a Sunday morning but also wear out on a Friday night."

While Myles Price didn't have a full collection until April 2021, entering the business through e-commerce, it has already gained a following and established a presence at retailers **Curve**, located in Hollywood, Calif., and Santa Monica, Calif.'s **Spool**.

"When you have a really high-quality T-shirt, it goes through a life cycle with you. Initially, you can wear it out with a blazer, and then it can get a little more beat up and you can wear it to meet up with friends, and then it could change into a nightshirt a couple of years down the line, and then it might get some holes in it to have a little bit more of a rock 'n' roll look and you can wear it with a leather jacket," explained Price. "It's really special when you have something that is created and crafted with the finest fabrics."

Myles Price women's sizing follows a 0-3 model and is priced at \$82-\$245. The brand is available at select boutiques and at mylesprice.com. ●

Resource Guide

Fashion

Functional Fabric Fair — powered by PERFORMANCE DAYS®

inquiry@functionalfabricfair.com

www.functionalfabricfair21.com/CaliforniaApparelNews

Functional Fabric Fair—powered by PERFORMANCE DAYS®, is the premiere marketplace in the U.S. where apparel CEOs, designers and product development executives source the most current innovations in high performance functional fabrics, finished trims, and accessories from a carefully curated selection of fabric mills and branded technology companies. The fairs are free of charge to industry professionals and are presented in a sustainable and minimal waste environment. Upcoming show is Oct. 27-28 at the Oregon Convention Center in Portland, Ore.

Supply Chain

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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.

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