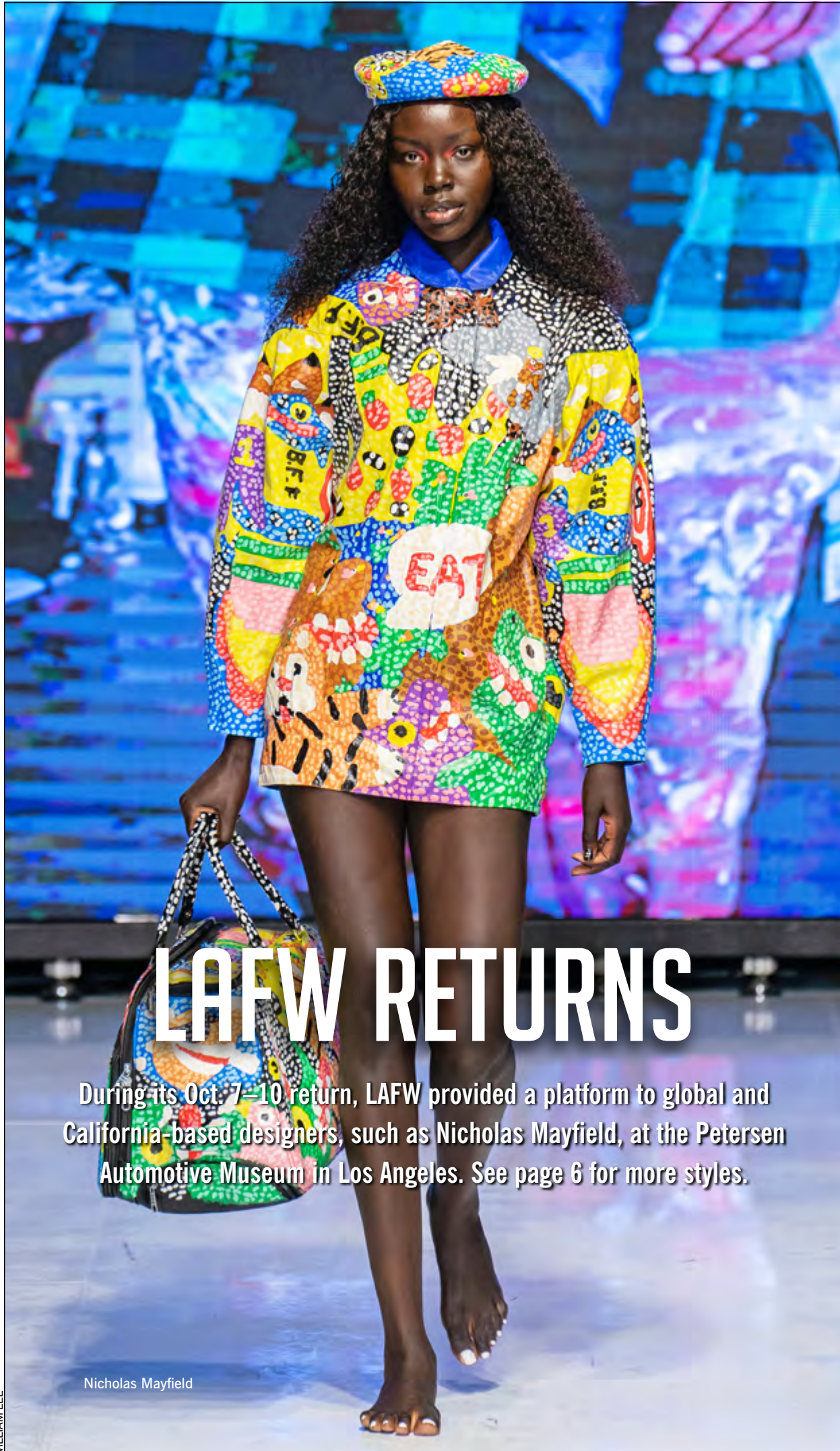


CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR 76 YEARS

\$3.99 VOLUME 77, NUMBER 21 OCTOBER 15, 2021 DOUBLE ISSUE



LAFW RETURNS

During its Oct. 7–10 return, LAFW provided a platform to global and California-based designers, such as Nicholas Mayfield, at the Petersen Automotive Museum in Los Angeles. See page 6 for more styles.

Nicholas Mayfield

WILLIAM LEE

TRADE-SHOW REPORT

L.A. Market Attracts Buyers Invested in Spring/Summer 2022

By Tyler Shultz Assistant Editor

Los Angeles Market Week took place Oct. 10–13 in downtown Los Angeles and brought with it a number of designers and brands previewing their upcoming products and collections. Buyers gathered at the **California Market Center**, **The New Mart** and the **Cooper Design Space** to see what designers had in store for the upcoming Spring/Summer 2022 season.

Fresh designs at the CMC

At **New Designers Space** the brand showcased its newest foray into sustainable fashion by debuting hoodie-and-sweat-pants sets, each made using 108 recycled plastic bottles.

➔ **L.A. Market** page 3

TRADE-SHOW REPORT

Nearshoring and Sustainable Options Tick During LA Textile Return

By Dorothy Crouch Managing Editor

During the return edition of **LA Textile** at the **California Market Center** in downtown Los Angeles, apparel makers and creatives were welcomed back to the trade-show floor to find inspiration following the event's hiatus, which began after its March 2020 edition due to the COVID-19 pandemic. Over the course of the Sept. 29–Oct. 1 event, 1,500 attendees and 130 exhibitors from across 18 countries met to discuss textile-sourcing options.

In addition to networking and buying opportunities, **LA Textile** offered a full schedule of information sessions that provided expert analysis regarding sourcing, production and design trends. On Sept. 30, the event hosted a full-day intensive Sustainability Certificate Workshop presented by

➔ **LA Textile** page 9

INSIDE

Where fashion gets down to businessSM



Ralph Lauren and Dow clean up cotton dyeing ... p. 2
Vuori receives SoftBank investment ... p. 2
NuOrder-GOA partnership ... p. 3
Pangaia Lab x Twelve combats CO₂ ... p. 9
Resource Guide ... p. 10

www.apparelnews.net

Ralph Lauren and Dow Collaborate on New Process to Dye Cotton More Sustainably

Ralph Lauren and Dow are open-sourcing a new platform that aims to transform how the apparel industry dyes cotton.

The two companies released a detailed manual regarding how to dye cotton more sustainably and effectively by using ECOFAST Pure Sustainable Textile Treatment. The manual details how to use ECOFAST Pure, a cationic cotton treatment developed by Dow with existing dyeing equipment.

“As fashion supply chains look to recover from impacts of the pandemic, there is a critical window to build more-sustainable practices into production processes,” said Mary Draves, chief sustainability officer at Dow. “By collaborating today to scale a less resource-intensive dyeing process, we can help address pressing challenge like climate change and



Ralph Lauren and Dow have partnered to release a detailed manual that covers dyeing cotton more sustainably and effectively by using ECOFAST Pure Sustainable Textile Treatment.

water resiliency in the long term.”

Conventional fabric dyeing uses more than a trillion gallons of water each year, according to the companies. Dow says the new

platform uses 90 percent less chemicals, 50 percent less dye, 50 percent less water and 40 percent less energy. Ralph Lauren is the first brand to use ECOFAST Pure and will use the technology in its cotton-dyeing process as part of its new Color on Demand platform. The Color on Demand platform is a system that enables the recycling and reuse of all water from the dyeing process.

Ralph Lauren used ECOFAST Pure as part of its Team USA collections for the 2020 Olympic and Paralympic Games. By 2025, the brand aims to use Color on Demand to dye more than 80 percent of its solid cotton products. The company

has previously referred to climate change as one of the most challenging issues at present and pledged to reach zero greenhouse-gas emissions by 2040.—Tyler Shultz

SoftBank Invests \$400 Million in Vuori

Activewear brand **Vuori** has announced a \$400 million investment from **SoftBank Vision Fund 2** at a valuation of \$4 billion. Since 2015, Vuori has established itself as a leader in the activewear market that merges techwear with a West Coast aesthetic.

After widespread feedback in the United States, Encinitas, Calif.-based Vuori will be-

gin its international expansion in 2022. The brand will launch an omni-channel business in key markets throughout Western Europe and the Asia Pacific region as well as an innovation center in Taiwan. Vuori said it would also increase its retail expansion in the U.S. with more than 100 store openings scheduled over the next five years.



Working Capital Solutions
Tailored for your business

+ New York
+ Los Angeles
+ San Francisco

+ Charlotte
+ Chicago
+ Washington D.C

+ London
+ Glasgow
+ Sydney



Whiteoaksf.com/commercialfinance
info@whiteoakcf.com



Since 2015, Encinitas, Calif., brand Vuori has established itself as a leader in activewear and is now ready to expand globally.

The investment will allow Vuori to expand its product offerings, make key investments in infrastructure and people, and expand its sustainability efforts. Through partnerships with organizations such as **Climate Neutral** and **CleanHub**, Vuori is offsetting its carbon and plastic footprints while trying to eliminate 80 percent of plastics from its supply chain by the end of 2022.

“With its strong consumer engagement, sustainability focus and sheer growth, we believe Vuori is a leading brand in the attractive activewear market,” said Nagraj Kashyap, managing partner at **SoftBank Investment Advisers**. “We are delighted to partner with Joe and the Vuori team as they introduce new products to consumers and expand globally.”

SoftBank Vision Fund 2 is the second investor to back Vuori after **Norwest Venture Partners** invested in the company in 2019.

—T.S.

Inside the Industry

Rent the Runway Inc. announced it has filed for an initial public offering and is hoping the return of events will draw business back in. The fashion-rental company listed the size of the offering as \$100 million, a placeholder that will change when the terms are set. Despite struggling during the pandemic, seeing its valuation dip to \$750 million after being valued at \$1 billion and reporting a nearly 39 percent revenue drop last year, the company saw an uptick in subscribers over the first six months of 2021. The company plans to list on the Nasdaq with the ticker symbol “RENT.”

Mycoworks announced that Ian Bickley has joined the company as a strategic adviser. Bickley brings over 25 years of fashion and luxury-market experience and leadership and previously was president of global business development for all Tapestry brands, which include Coach, Kate Spade and Stuart Weitzman. The news comes on the heels of the company announcing that former Hermès CEO Patrick Thomas had joined the board of directors in July. MycoWorks developed and owns Fine Mycelium, the world’s only proprietary biotechnology that harnesses mycelium to grow a made-to-order natural material to develop a so-called “mushroom leather.” The technology works to replace traditional leather using mycelium, the vegetable part of the fungus.

A \$4.25 million federal grant has led to the creation and expansion of an Industrial Sewing Apprenticeship Program. The need for a sewing apprenticeship became apparent after the pandemic caused problems in fashion-industry supply chains and created an increase in demand for U.S.-made products. The program was launched through the Innovation Grant from the state of Idaho. The first pre-apprenticeship group was taught in May 2021 by Voxn, a Boise-based brand behind the program and apprenticeship, and the International Rescue Committee. The preprogram began as an eight-week course but quickly grew to a 12-week program. The apprenticeship is expected to undergo a massive expansion with the help of the federal grant.

A number of trade associations in the retail, footwear and apparel space expressed disappointment over U.S. Trade Representative Ambassador Katherine Tai’s announcement to keep existing tariffs in place. American Apparel & Footwear Association President and CEO Steve Lamar previously sent a letter to Tai requesting relief from the tariffs left over from the Trump administration’s trade war, claiming the tariffs are directly threatening businesses that are facing shipping disruption. “At a time when the industry is struggling with an unprecedented supply-chain crisis due to our crumbling infrastructure, economic fallout from a damaging pandemic and unprecedented freight costs, it is distressing that the administration has chosen to continue to subject U.S. companies to these damaging taxes,” Lamar said.

NuOrder to Launch Enhanced Grassroots Outdoor Alliance Retailer Experience

By Tyler Shultz Assistant Editor

NuOrder, a leading B2B commerce platform, is launching a new buyer experience for **Grassroots Outdoor Alliance** retailers this fall.

Grassroots Outdoor Alliance is a network of 96 independent retailers with 195 locations in 42 states working together to help the growth of specialty, independent outdoor retail. Members are accepted after completion of an application, an interview, a review of key business metrics and final board approval, which then gives them access to a variety of events and services that can benefit their business. Grassroots Outdoor Alliance has been recognized as a catalyst for the success of its retailers and vendor partners and is seen as a key influencer in the outdoor industry.

The partnership between the two entities was originally announced in the fall of 2020 with a shared goal of revolutionizing the buying process with a new digital platform. When developing the platform, NuOrder used interviews and research to assess what retailers were looking for and found that they wanted a faster and more efficient order-writing process in addition to a single place where they could set ship dates for orders, review and adjust the orders as needed, and upload prebooking spreadsheets. Retailers also said they needed a platform that allows them to confidently place orders by visualizing the whole assortment before it's in stores.

The platform is built to be visually driven to match the nature of the apparel industry, which is what helps set NuOrder apart from other sell-through-reporting companies. The visual nature enables buyers and brands to see reports in a form where they can more easily analyze their business as opposed to looking at rows of text and numbers in spreadsheets.

"The Grassroots partnership provides a critical voice in NuOrder's mission to transform the retail process, with a key focus on helping independent retailers. This new season fo-



With a new NuOrder-led platform, Grassroots Outdoor Alliance retailers will be able to use enhanced ordering capabilities that include improved ship-by-date ordering, the ability to quickly create orders by import UPCs and quantities, ATS reordering, and integration at POS.

cuses on the first priorities that have been shared by Grassroots retailers, and we are just getting started. Our commitment to ongoing innovation will continue with each new season," said Olivia Skuza, co-founder and co-CEO of NuOrder.

With the new platform, Grassroots retailers will be able to use enhanced ordering capabilities that include improved ship-by-date ordering, the ability to quickly create orders by importing UPCs and quantities, ATS reordering, and integration at POS. Grassroots retailers will also have access to the latest virtual-showroom features and the use of advanced capabilities such as NuOrder's proprietary EZ Order functionality, which allows brands to send shoppable line sheets straight to a dealer's inbox alongside easy removal of dropped styles, user-

specific discount and pricing rules, and order export templates.

Grassroots has long advocated for a wholesale-buying solution with consistent processes across all brands. The partnership falls in line with Grassroots' mission to invest in digital technologies that streamline the buying process. Going forward, NuOrder will be the only platform endorsed by Grassroots for its retailers to place orders.

"The historic offerings from B2B sales platforms have been built specifically to cater to the needs of a product brand, while NuOrder is working to build a platform centered around the experience and time concerns of the retailer. For a retail buyer, it's much like the difference between shopping for a hundred products in a hundred stores versus shopping for a hundred products in a single store," said Rich Hill, president of the Grassroots Outdoor Alliance. "The goal here is to directly improve the bottom-line financial health of retailers by making it easier and quicker to visualize, budget, plan and buy. Improved efficiency means better choices made during the buying process and more time available to spend on the shop floor."

Updates and enhancements to the NuOrder platform will continue to be released throughout fall 2021. Those updates include the ability to import spreadsheets, add multiple colorways to the cart more easily and size by buyer-selected ship dates. Retailers will be able to organize and quickly make adjustments across ship dates with fewer clicks, have access to multiple order views and import orders from the platform through an integration into retailers' POS systems. Future plans for the platform include using the sell-through integration to enable easy reordering so retailers don't miss any sales or other key opportunities.

Earlier this year, NuOrder was acquired by **Lightspeed**, a provider of cloud-based, omni-channel commerce platforms to create an industry-leading bridge between buyers and sellers by simplifying product ordering for retailers. ●

TRADE-SHOW REPORT

L.A. Market *Continued from page 1*

"We use 42 percent recycled plastic, 20 percent polyester and 38 percent cotton to make the set feel soft like traditional hoodies and sweatpants," said Bob Chun, executive director at New Designers Space.

Located in The Loft, the CMC's new event space on the 10th floor, was **Label Array**, a showcase featuring on-trend fashion apparel in the contemporary and young-contemporary categories by both established and emerging designers.

Emerging L.A.-based designer Keirstin Selvage brought pieces from her brand, **SELVAGE**, to display at her first show. Pieces in the collection are designed to be classy, elegant and versatile for any occasion, with pieces named after women whom the designer respects and admires.

"I want women to feel feminine and beautiful with this line, no matter their shape or size," Selvage said.

Also at Label Array was **FIT:MATCH**, a new technology platform that uses 3D-mapping technology to take 150 body measurements to match shoppers with products from brands that are guaranteed to fit them. The platform aims to ease the minds of online shoppers and allow them to make a more informed decision on purchases.

"For example, denim is a hard-to-fit category. FIT:MATCH helps provide context around size variance. You might have a size 27 pair of jeans that fits differently than a same-style size 27 in a different brand due to things like stretch and inseam differences," said Hillary Littleton, senior growth marketing manager at FIT:MATCH.

Buyers at the CMC were looking for a wide range of items, from luxury goods to skateboarding pants. Debra Carrington, owner and founder of **Summer Colony Living** in Palm Desert, Calif., was at the CMC shopping for her boutiques and mentioned she had placed immediate orders to fill her stores.

"We're a luxury boutique so I'm looking for luxury brands," Carrington said. "I'm not necessarily price driven but more quality and construction driven. I'm also looking at things that are creative or unusual."

New relationships at the Cooper

At the Cooper Design Space, Mayola Martinez and Jen Derrick, who were at market taking notes to curate for their



Catherine Gee has been showing her brand at Brand Assembly since 2016 and reported positive business during this recent edition.



Wide legs, flares and culottes were trending for Kut from the Kloth buyers.



Each hoodie and sweatpants set from the fresh New Designers Space line uses 108 bottles worth of recycled plastic in its creation.

store, **The Finerie** in San Francisco, said they liked the variety they saw throughout the building.

"We've seen a lot of nice knitwear, and we're glad to see more workwear that isn't super dressy. It's like a soft workwear," Martinez said. "There have also been a lot of good denim brands."

Madalyn Brim, account executive for the New York-based **Derek Lam 10 Crosby**, said buyers at market were looking for colors and cotton poplin for spring but were also going in and asking for novelty pieces and other specialty items. Derek Lam shared a showroom with **ATM Anthony Thomas Melillo** as both brands are owned by the same parent company, **Public Clothing Company Inc.**

"A good thing about sharing the room is the buyers for ATM get a chance to see Derek Lam, even if they had never bought from it before," Brim said.

On the Cooper Design Space's 11th floor, **Brand Assembly** showcased a roster of contemporary brands and designers. Catherine Gee, who has been exhibiting her eponymous label at Brand Assembly since 2016, said that despite the current climate of the ongoing pandemic L.A. Market had been very successful for the brand. During this market, **Catherine Gee** opened a new account with **Girl Boy Girl**, a boutique in Carmel, Calif., that specializes in on-trend women's apparel.

"It's a phenomenal store, and I'm really excited," Gee said. "It's one of the most reputable stores in the nation. She has an impressive array of everything from lower contemporary, advanced contemporary and designer, so to be included in the mix is a huge honor."

On-trend at The New Mart

Buyers at The New Mart were able to browse a wide selection of brands and showrooms. The **M Showroom** on the 11th floor featured brands including **Olive Hill**, **Sisters** and **Paparazzi by BIZ**. On the fourth floor, representatives at the denim and sportswear brand **Kut from the Kloth** noticed the different trends buyers were looking at for Spring/Summer.

"Wide legs, flares, culottes and faux leather are probably the most popular pieces," said Jamie Dufour, West Coast sales account executive for Kut from the Kloth.

Susan Testa and Debbie Hurley, shopping for **Romantiques** in Los Gatos, Calif., said they were browsing the building for blouses and other products that would attract their target customers, who are women ages 25-55.

"I also feel the quality of fabrics are better. There is more of a demand for soft rather than stiff fabrics, at least at the vendors we're looking at," Hurley said.

Taking place on the third floor of The New Mart was **Designers and Agents**, an independent trade show that showcases advanced-contemporary and emerging-designer brands. The **Aubrey Company** showed its brands **Epice**, **MJ. Watson** and **H+ Hannah Wessel**.

"Buyers really welcome the opportunity to touch fabrics. Some people like to try them on or have you try them on so they can see how it looks," said Jakki Fink, senior account executive for the Aubrey Company. "They're really excited to be able to do a more thoughtful and considered buying process." ●



What is the **NEXT** Trade Event?

Join the conversation on
Nov. 12.

Reach 100,000!

Bonus distribution:

- LA Market • Dallas Market
- Atlanta Apparel Market
- Las Vegas Apparel Market
- WWIN • IFJAG • Agenda
- Offprice • LA Textile • CALA
- FMNC • Texworld • Surf Expo
- Swim/Active Collective
- OC Apparel • Outdoor Retailer
- ILOE Studios
- Designers & Agents
- Apparel Sourcing
- LA Fashion Week
- Art Hearts Fashion Week
- Vegan Fashion Week
- LA Fashion and Film Festival
- Functional Fabric Fair
- Première Vision NY

Nov. 12

Cover: Fashion
Freight & Logistics
Technology
Real Estate
Denim

Trade Show Special Section+*
Technology Advertorial
Real Estate Advertorial
Freight & Logistics Advertorial

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 90079
www.apparelnews.net

TRADE SHOWS



MAGIC executives hope that MAGIC Nashville, which is slated for a May debut, will provide greater options for immediates buying and inventory replenishment for bricks-and-mortar businesses and online retailers.

IMF's MAGIC Announces 2022 Show Dates and New Addition to Event Roster

By Dorothy Crouch *Managing Editor*

Apparel-industry trade event **MAGIC** recently announced its 2022 schedule to help buyers plan for next year while also adding a new show to its calendar—**MAGIC Nashville**. Informa Markets Fashion-owned MAGIC will launch its Nashville edition May 16–17 at the **Music City Center**, catering to trend and young-contemporary brands in women's in addition to children's, footwear and accessories. MAGIC Nashville is intended to fill the space between major buying seasons, affording greater options to buyers as the traditional apparel calendar continues to transition according to the needs of the industry.

"For the trend and young-contemporary market, speed to retail is critical in order to deliver on continuously evolving consumer demands," said Jordan Rudow, vice president of events at MAGIC. "In 2021, we introduced **MAGIC New York**, and in 2022 we are further expanding our portfolio to support the industry's need for more-frequent opportunities to convene and conduct business by bringing the spirit of MAGIC to Nashville."

Located two minutes walking distance from the **Country Music Hall of Fame and Museum** on Rep. John Lewis Way South in downtown Nashville, the Music City Center's convention complex occupies a 2.1 million-square-foot space. MAGIC executives hope that the new event will provide greater options for immediates buying and inventory replenishment for bricks-and-mortar businesses and online retailers. The event will also include activations, networking opportunities and education sessions that will afford attendees access to industry leaders, celebrities, influencers, stylists and media.

In addition to the MAGIC Nashville schedule, MAGIC also released dates for the event's counterparts throughout the United States. **MAGIC Las Vegas** will return to the **Las Vegas Convention Center** Feb. 14–16 and Aug. 8–10. Following its 2021 debut, MAGIC New York will return Feb. 27–March 1 and Sept. 18–20 at the **Javits**

Convention Center.

"As new trends emerge and consumer demand shifts, MAGIC's full 2022 calendar will support brands and buyers with more-efficient ways to capitalize on these shifts and ultimately drive more growth for their businesses," Rudow said.

Bringing categories such as trend, young contemporary, sportswear, footwear, accessories and children's to buyers with accessible price points, MAGIC Las Vegas will provide expertly organized themes including made in the USA, sustainability and eco-consciousness to aid retailers in discovering the brands whose missions align with their customers. Educational programming and event activations in addition to celebrity and fashion-industry expert appearances will benefit both established brands as they continue to navigate the market and emerging businesses as they grow. Continuing its efforts to promote diversity, the event will also work through the Informa Markets for Change Initiative, which encourages allyship, inclusion and equity in fashion. This work will be performed through programs, content, educational opportunities and on-site activations. Trend and young-contemporary brands that would like to become involved in the MAGIC programming, which promotes equity and inclusion by featuring minority, women and LGBTQIA+-owned businesses, are encouraged to apply.

During MAGIC New York, buyers will be afforded expanded opportunities in women's and children's apparel, footwear and accessories in accessible to moderate price points. Hosting this edition on the East Coast allows greater options for buyers during major buying seasons while affording access to new brands in addition to private-label opportunities at lower minimums. The show will build on its foundation of creating an exciting buying environment, educational programs, floor activations and networking opportunities that attract domestic and international buyers representing boutique, specialty online and large department stores, generating an atmosphere that provides access to new accounts and territories.

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.

FUNCTIONAL FABRIC FAIR

POWERED BY **PERFORMANCEDAYS**

MUNICH | NEW YORK | **PORTLAND** | SHANGHAI

NEW DATES

**November 17-18, 2021
Oregon Convention Center**

FUNCTIONAL FABRIC FAIR powered by **PERFORMANCE DAYS®**—returns to Portland for the first time since 2019! Dedicated to outdoor and active apparel, the fall Portland edition will feature innovative textiles for the Autumn/Winter 2023 season alongside informative expert-led talks.

The fair is open-free of charge—to verified designers, product, purchasing or material managers looking to source fabrics and accessories for outdoor, sportive performance and lifestyle apparel. Don't miss this chance to reconnect with the apparel community in person!

DEFINING THE FUTURE OF
PERFORMANCE

LEARN MORE: FUNCTIONALFABRICFAIR21.COM/CALIFORNIAAPPARELNEWS





LAFW Marks Return to Petersen With Lineup of Global Designers

Hosting its Spring 2022 lineup of designer fashion shows, **LAFW** returned to the **Petersen Automotive Museum** in Los Angeles' Miracle Mile neighborhood Oct. 7–10. The roster of designers featured during the event included international artists and those representing California.

On the runway from around the globe were Spain's **404 Studio**; Baltimore's Bishme Cromartie; Fabiana Milazzo of Italy; **Frisk Me Good** by Cierra Boyd of Cleveland, Ohio; **Gypsy Sport** of New York; Thailand's **Issue**; Laura Theiss of the United Kingdom and Germany; **Luooif Studio** of London; **Mc2 Manufacturing** by Ronaldo Arnaldo of Manila, Philippines; **Renim Project** of Thailand; and the United Kingdom's **Superdry**.

Los Angeles design was well represented by local designers including Coral Castillo, Elle Madi, Greg Lauren, Oluwatosin "TOSIN" Junaid's **NAID**, **No. J** by Jane Wu,

Nicholas Mayfield, Oliver Tolentino, Ria Victoria and Radka Salcmannova's **RSVisualThing**.

Classic elements were reimagined in pieces by Los Angeles designer Ria Victoria, who incorporated fringe on a traditional foundation of structured dresses and applied sultry cutouts to classically glamorous gowns. Los Angeles-based Oliver Tolentino showcased updated details on classic formalwear with tiered tulle skirting and sophisticated ribbon details, while ruching provided a full look to bottoms that complemented busier top pieces. Greg Lauren's oversized approach to suiting blended style with comfort as the Los Angeles designer also incorporated additional details such as cargo pockets that afforded function to tailored pieces while patchwork details provided an added zest to casual garments such as jeans and other denim-heavy looks.

Closing the event on the evening of Oct. 10, Los Angeles

designer Nicholas Mayfield presented his signature colorful, hand-painted designs with a collaboration featuring other California creatives. Partnering with Jamani Clothing Co.'s Subira James Kiuruwi and Yarn Movement's Shantelle Brumfield, some of Mayfield's pieces featured the designer's animation on the Los Angeles-based Kiuruwi's blanks and others on the Vallejo, Calif., Brumfield's handmade pieces.

Upon returning to the fashion scene this season, Mayfield was grateful to those who bring the cool factor to his designs such as the diverse cast of models that represented real people on the LAFW runway during his show.

"Cool is loving yourself and being yourself. This isn't a collection or a brand that is for the dilution of soul. Cool is you and I thank you. Cool is who you are and it has nothing to do with clothing," Mayfield said. "Cool starts from you. We forgot about that."—*Dorothy Crouch*





www.asherconcepts.com

950 S Boyle Avenue Los Angeles, California 90023 (323) 268-1218



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 **LOS ANGELES** **MIAMI**
Ph. (212) 840-7575 Ph. (213) 347-0101 Ph. (954) 440-1453

MERCHANTFINANCIAL.COM

Statement of Ownership, Management, and Circulation (Requester Publications Only)		Publication Title: California Apparel News		14. Issue Date for Circulation Data Below: September 17, 2021	
1. Publication Title: California Apparel News		2. Publication Number: 1 5 2 8 1 1 5 7 7		3. Filing: 10/15/21	
4. Issue Frequency: Weekly		5. Number of Issues Published Annually: 52		6. Annual Subscription Price (if any): \$49.95	
7. Complete Mailing Address of Known Office of Publication (Not printer) (Street, city, county, state, and ZIP+4®): The New Mart, 127 E. Ninth St. Ste 806, Los Angeles, CA 90015		Contact Person: Andrea Kargas Telephone (include area code): 1-407-226-8867			
8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not printer): The New Mart, 127 E. Ninth St. Ste 806, Los Angeles, CA 90015					
9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor (Do not leave blank): Publisher (Name and complete mailing address): Terry L. Martinez, TLM Publishing Inc., The New Mart, 127 E. Ninth St. Ste 806, Los Angeles, CA 90015 Editor (Name and complete mailing address): Dorothy Crouch, TLM Publishing Inc., The New Mart, 127 E. Ninth St. Ste 806, Los Angeles, CA 90015 Managing Editor (Name and complete mailing address): Dorothy Crouch, TLM Publishing Inc., The New Mart, 127 E. Ninth St. Ste 806, Los Angeles, CA 90015					
10. Owner (Do not leave blank. If the publication is owned by a corporation, give the name and address of the corporation immediately followed by the names and addresses of all stockholders owning or holding 1 percent or more of the total amount of stock. If not owned by a corporation, give the names and addresses of the individual owners. If owned by a partnership or other unincorporated firm, give its name and address as well as those of each individual owner. If the publication is published by a nonprofit organization, give its name and address.) Full Name: Terry L. Martinez, TLM Publishing Inc., The New Mart, 127 E. Ninth St. Ste 806, Los Angeles, CA 90015 Complete Mailing Address: TLM Publishing Inc., The New Mart, 127 E. Ninth St. Ste 806, Los Angeles, CA 90015					
11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities. If none, check box X. Name: _____ Full Name: _____ Complete Mailing Address: _____					
12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one) 12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one) The purpose, function, and nonprofit status of this organization and the exempt status for federal income tax purposes: X Has Not Changed During Preceding 12 Months (Publisher must submit explanation of change with this statement) PS Form 3526-R, July 2014 (Page 1 of 4) Instructions Page 4) PSN: 7530-02-000-9022 PRIVACY NOTICE: See our privacy policy on www.usps.com .					

1. Total Number of Copies (Net press run): 1,932		2. Total Number of Copies (Net press run): 1,932	
3. Total Number of Copies (Net press run): 1,932		4. Total Number of Copies (Net press run): 1,932	
5. Total Number of Copies (Net press run): 1,932		6. Total Number of Copies (Net press run): 1,932	
7. Total Number of Copies (Net press run): 1,932		8. Total Number of Copies (Net press run): 1,932	
9. Total Number of Copies (Net press run): 1,932		10. Total Number of Copies (Net press run): 1,932	
11. Total Number of Copies (Net press run): 1,932		12. Total Number of Copies (Net press run): 1,932	
13. Total Number of Copies (Net press run): 1,932		14. Total Number of Copies (Net press run): 1,932	
15. Total Number of Copies (Net press run): 1,932		16. Total Number of Copies (Net press run): 1,932	
17. Total Number of Copies (Net press run): 1,932		18. Total Number of Copies (Net press run): 1,932	
19. Total Number of Copies (Net press run): 1,932		20. Total Number of Copies (Net press run): 1,932	
21. Total Number of Copies (Net press run): 1,932		22. Total Number of Copies (Net press run): 1,932	
23. Total Number of Copies (Net press run): 1,932		24. Total Number of Copies (Net press run): 1,932	
25. Total Number of Copies (Net press run): 1,932		26. Total Number of Copies (Net press run): 1,932	
27. Total Number of Copies (Net press run): 1,932		28. Total Number of Copies (Net press run): 1,932	
29. Total Number of Copies (Net press run): 1,932		30. Total Number of Copies (Net press run): 1,932	
31. Total Number of Copies (Net press run): 1,932		32. Total Number of Copies (Net press run): 1,932	
33. Total Number of Copies (Net press run): 1,932		34. Total Number of Copies (Net press run): 1,932	
35. Total Number of Copies (Net press run): 1,932		36. Total Number of Copies (Net press run): 1,932	
37. Total Number of Copies (Net press run): 1,932		38. Total Number of Copies (Net press run): 1,932	
39. Total Number of Copies (Net press run): 1,932		40. Total Number of Copies (Net press run): 1,932	
41. Total Number of Copies (Net press run): 1,932		42. Total Number of Copies (Net press run): 1,932	
43. Total Number of Copies (Net press run): 1,932		44. Total Number of Copies (Net press run): 1,932	
45. Total Number of Copies (Net press run): 1,932		46. Total Number of Copies (Net press run): 1,932	
47. Total Number of Copies (Net press run): 1,932		48. Total Number of Copies (Net press run): 1,932	
49. Total Number of Copies (Net press run): 1,932		50. Total Number of Copies (Net press run): 1,932	
51. Total Number of Copies (Net press run): 1,932		52. Total Number of Copies (Net press run): 1,932	
53. Total Number of Copies (Net press run): 1,932		54. Total Number of Copies (Net press run): 1,932	
55. Total Number of Copies (Net press run): 1,932		56. Total Number of Copies (Net press run): 1,932	
57. Total Number of Copies (Net press run): 1,932		58. Total Number of Copies (Net press run): 1,932	
59. Total Number of Copies (Net press run): 1,932		60. Total Number of Copies (Net press run): 1,932	
61. Total Number of Copies (Net press run): 1,932		62. Total Number of Copies (Net press run): 1,932	
63. Total Number of Copies (Net press run): 1,932		64. Total Number of Copies (Net press run): 1,932	
65. Total Number of Copies (Net press run): 1,932		66. Total Number of Copies (Net press run): 1,932	
67. Total Number of Copies (Net press run): 1,932		68. Total Number of Copies (Net press run): 1,932	
69. Total Number of Copies (Net press run): 1,932		70. Total Number of Copies (Net press run): 1,932	
71. Total Number of Copies (Net press run): 1,932		72. Total Number of Copies (Net press run): 1,932	
73. Total Number of Copies (Net press run): 1,932		74. Total Number of Copies (Net press run): 1,932	
75. Total Number of Copies (Net press run): 1,932		76. Total Number of Copies (Net press run): 1,932	
77. Total Number of Copies (Net press run): 1,932		78. Total Number of Copies (Net press run): 1,932	
79. Total Number of Copies (Net press run): 1,932		80. Total Number of Copies (Net press run): 1,932	
81. Total Number of Copies (Net press run): 1,932		82. Total Number of Copies (Net press run): 1,932	
83. Total Number of Copies (Net press run): 1,932		84. Total Number of Copies (Net press run): 1,932	
85. Total Number of Copies (Net press run): 1,932		86. Total Number of Copies (Net press run): 1,932	
87. Total Number of Copies (Net press run): 1,932		88. Total Number of Copies (Net press run): 1,932	
89. Total Number of Copies (Net press run): 1,932		90. Total Number of Copies (Net press run): 1,932	
91. Total Number of Copies (Net press run): 1,932		92. Total Number of Copies (Net press run): 1,932	
93. Total Number of Copies (Net press run): 1,932		94. Total Number of Copies (Net press run): 1,932	
95. Total Number of Copies (Net press run): 1,932		96. Total Number of Copies (Net press run): 1,932	
97. Total Number of Copies (Net press run): 1,932		98. Total Number of Copies (Net press run): 1,932	
99. Total Number of Copies (Net press run): 1,932		100. Total Number of Copies (Net press run): 1,932	

Apparel News Group
76
1945-2021
Seventy-six years of news, fashion and information

CEO/PUBLISHER
TERRY MARTINEZ

MANAGING EDITOR
DOROTHY CROUCH

ASSISTANT EDITOR
TYLER SHULTZ

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.

MADE IN AMERICA



BEVERLY HILLS LINGERIE



Sisters Celine and Joline Nehoray are intent on remaining the faces of the brand, recognizing that there is an element of trust that women must feel when making intimate purchases. Their line sends the message they want to give of empowered women and power women.

Beverly Hills Lingerie's Unabashed Approach to Streetwear-Inspired Intimates

By Dorothy Crouch *Managing Editor*

In 2017, Los Angeles-born and -raised sisters Celine and Joline Nehoray began developing a brand that would allow women to feel sexy and bold while also living these characteristics out loud and with no reservations. Launched in 2018, **Beverly Hills Lingerie** invited women to dress in exquisitely crafted intimates while using its goods not only as undergarments but also as statement pieces in an outfit.

“We found a gap in the streetwear-lingerie market. We really felt like we could fill the gap, merge the space and really find the balance of an edgy, cool streetwear lingerie that encouraged girls to wear lingerie out and feel sexy for themselves—not a taboo thing for the bedroom,” Joline Nehoray said. “This line speaks to both my sister and me and the message we want to give of empowered women and power women from us to our audience.”

Styles such as the Pierre Underbust Corset, made with a lacy handmade appliqué; the Maxime Top, a satin long-line bralette available in black, pink and green; the Fussy Top, a satin-and-lace camisole in pink and black; and the satin-and-lace Temper Bodysuit in pink and black are all meant to be worn as part of an ensemble. The Basile Top is noted as the Nehorays’ favorite as the sisters aim to make elevated intimates more accessible. Available in light azure blue, the corset relies on a spandex-and-polyester-blend mesh. The piece is a structured corset that features thoughtfully placed boning—a preferred design element of Joline Nehoray.

“I absolutely love [the boning features in lingerie]. My sister and I are really into that, and I feel like it’s so underserved in affordable lingerie,” Joline Nehoray explained. “The manufacturer that we work with makes incredible corsets, but they are thousands of dollars. We want to bring that to a wider audience and make it accessible. I absolutely love the structure and the feel of boning and the way it makes girls feel. It is so flattering, and it should be more accessible.”

Within Beverly Hills Lingerie’s mission toward affording quality to its clients is a production process that takes place in Los

Angeles. Rooted in the sisters’ link to the city’s culture, they also felt a kinship with their manufacturing partner that they felt could result in more-beautiful pieces.

“We feel a connection to the quality and luxury here—the people we work with and the options we have to manufacture the products and materials. We really felt that it was on brand to stay here and do everything here from A to Z,” Joline Nehoray said. “We focused on the chemistry between us and the people we work with. We felt like we could create magic and find what we wanted based on the relationship.”

The sisters are also intent on remaining the faces of the brand while working through a hands-on approach. Despite the Nehorays’ bold message regarding lingerie, they do recognize that there is an element of trust that women must feel when making these purchases.

“It’s such an intimate purchase, and my sister and I are such a big part of the brand that we want to be a part of the image and the feeling of the brand—being at pop-ups, meeting customers, meeting potential customers,” Joline Nehoray said.

While wearing lingerie as clothing has trended throughout history, there is a difference between previous trends, such as those seen during the 1980s, and the current styles.

“It’s a different way than the 1980s—now it’s just about self-love, self-respect, self-care and self-wellness. It is definitely a different way, but it’s mimicking it,” said Joline Nehoray. “White is what we are working on more. In terms of fashion or trends in general, I don’t know how much longer hazelnut is going to stay in, but I love the colors hazelnut and sage.”

In addition to e-commerce partners **Garmentory**, **Modesens**, **More Dash**, **Not Just a Label**, **ShopStyle**, **Verishop** and **Wolf & Badger**, Beverly Hills Lingerie engages in pop-up shops. Through the pop-up model, it has enjoyed success with **Nars** and **More Dash**. Sized from XS–XL and priced between \$16 for a two-pack of panties to \$160 for an underbust corset, Beverly Hills Lingerie is available at beverlyhillslingerie.com. ●

The Eco Future Is So Bright Pangaia Lab x Twelve Wants Us to Wear Shades

By Dorothy Crouch *Managing Editor*

Within the last year, scientists have reported the development of a method to channel CO₂ emissions into a resource that can serve as the foundation for manufacturing products including electronics, cars, clothing and accessories with the technology serving as a replacement for fossil fuel-based plastics. These building blocks have led the London-headquartered material-sciences company **Pangaia** to partner with the San Francisco Bay Area-based carbon-transformation company **Twelve** on a collection of eyewear whose sunglass lenses are created from CO₂.

“Pangaia is working to be a climate-positive business, and that means closing the carbon loop and providing a viable pathway to a fossil-free future,” said Pangaia Chief Innovation Officer Dr. Amanda Parkes. “We were excited to partner with Twelve to bring this product to life and show it is possible to create products that have the double impact of capturing and utilizing CO₂ emissions while avoiding the use of traditional fossil fuel-based plastics.”

Coinciding with the partnership, the materials-sciences company also announced the launch of Pangaia Lab, which serves as a platform through which Pangaia announces advanced technology. The release of Pangaia’s first eyewear collection with Twelve was announced under the partnership of Pangaia Lab x Twelve.

“[Pangaia Lab] is a place for us to launch our most innovative products—ones that due to their cutting-edge nature may be released in limited quantities and at higher price points before they reach scale for full integration into the main Pangaia product line and the technology can be available for wider industry use,” Parkes explained. “Through Pangaia Lab, we will be able to promote consumer education around our new technologies and also promote industrywide adoption through viable products.”

According to the companies, the transformation of carbon that Twelve applies is a process that mimics the photosynthesis that plants employ to create oxygen by using sunlight to process carbon dioxide. This technology is able to be integrated into existing systems within the supply chain, affording an innovative alternative to plastics while also creating a space in which CO₂ can be channeled and utilized rather than



PANGAIA LAB x TWELVE



Pangaia Lab x Twelve aims to show that it is possible to create products that have the double impact of capturing and utilizing CO₂ emissions while avoiding the use of traditional fossil fuel-based plastics. The eyewear collection is available in blue, black and silver.

trapped in the environment.

“Twelve’s carbon-transformation technology works like a form of the industrial photosynthetic process, which takes in CO₂ emissions and combined with water and renewable energy can be transformed into critical chemical precursors that are the building blocks for everyday materials like plastics,” said Parkes. “Twelve’s process naturally lends itself to the creation of CO₂Made feedstocks for polycarbonate, a durable and high-performance plastic, which is difficult to replicate in bio-based materials but is perfect for eyewear lenses.”

Through its work shifting materials sourcing into a solution that affords a more sustainable product and provides a use for the abundance of CO₂ emissions, Twelve is ready to apply its technology across industries. The company is in discussions with other brands within fashion, technology, home goods, construction, automotive and space exploration. Nicholas Flanders, co-founder and chief executive officer of Twelve, notes that the time is now for committing to this type of environmental change.

“Our global economy is at a critical point for climate action, where brands and organizations are stepping up to reduce their environmental footprints and build sustainable sup-

ply chains,” Flanders said. “We’re delighted to be partnering with Pangaia, a company committed to making a deep impact through climate action, on a pioneering launch that demonstrates how brands can source carbon from emissions while continuing to make the products customers love. CO₂Made means no trade-offs.”

In order to create a circular economy by closing the loop on sourcing, Pangaia has remained committed to examining fresh technologies, remaining on the edge of new innovations that will promote its ecological mission. The Pangaia Lab x Twelve partnership aligns fully with the materials-sciences company’s goals to expand its influence into new products.

“We are always looking to utilize waste streams, places where there is an abundance of nature, which can be augmented in functionality by high-tech processes,” Parkes said. “The technological process developed by the team at Twelve is a wonderful example of this. We knew this would be a great partnership to showcase innovation in CO₂ capture and utilization as an alternative to the use of traditional fossil fuel-based plastics in eyewear.”

At a direct-to-consumer cost of \$495, Pangaia Lab x Twelve sunglasses in black, blue or silver are available via a waitlist at thepangaia.com. ●

TRADE-SHOW REPORT

LA Textile *Continued from page 1*

Fashionindex.

In town from Seattle, Irena Zilina was visiting LA Textile to source silks and find color inspiration for her business, **Lingerina Zilina**, which had evolved and shifted during the pandemic. Zilina began as a lingerie maker yet transitioned into silk masks, scrunchies and hair bands during 2020. Now ready to return to the brand’s roots in intimates, Zilina was preparing to introduce the lingerie that Lingerina Zilina’s loyal customers have been craving.

“Some colors are popular because of specific areas. I am from the Northwest, and it’s all about gray, beige, navy and black. If you go to Los Angeles, it’s floral prints in pink, turquoise and light colors,” Zilina explained. “Young customers like neon colors, but customers around my age like silk and luxury. I wanted to meet in the middle. Luxury in neon.”

Visiting LA Textile for the first time, Zilina was happy to connect with suppliers and peers in person following a year defined by stay-at-home orders and **Zoom** meetings.

“My main goal is to find silk suppliers and **Pantone** color swatches, which is great for custom-dyed colors,” said Zilina. “There are networking opportunities. I am having a great time since it was hard to keep yourself motivated when we didn’t see people so much and you felt isolated.”

In addition to the joy of meeting with associates in person, another pandemic byproduct was the increased interest in local resources as nearshoring becomes more popular. Faced with supply-chain challenges, many in the apparel industry are now seeking options to diversify.

“We have a lot of people who want their products made in America,” said Albert Huh of Vernon, Calif.’s **Royal Textile Print, Inc.** “It’s been going well. It’s our first year here. It’s been pretty good.”

While there is currently a demand growing for domestic sourcing, Huh noted that the trend toward diverting the supply chain overseas has had an impact on his business. It is Huh’s hope that the interest in United States-made goods will create an uptick in his segment of flatbed textile printing.

“Textile printing in the United States has died off a lot. Most of the industry has moved overseas to China, even down



LA Textile attendees were searching for sustainable goods from exhibitors such as Rachel Ratone and Jay Wetherald (pictured left) at the Rex Fabrics booth, and enjoyed educational programming such as a trend-forecasting session with Jennifer Karulewa of Peclers Paris (pictured right).



south to Central America,” Huh explained. “This is an effort that we’re making to get ourselves out there, have people make their products in the U.S. more and print in the U.S.”

Many exhibitors and visitors noted a focus on ecologically sound options, with 73 percent of companies showcasing sustainable offerings. Visiting the show for the first time from Greenville, S.C., Matthew Moreau, creative director of **The Landmark Project**, which celebrates public lands such as national parks through different products including apparel, was searching for heavier-weight sustainable materials as the brand prepares to expand its clothing line.

“The heavier-weight sustainable materials are really hard to find. At that point, organic cotton gets really expensive. We’re looking at blends that are in the 200 gram and higher weight to do sweatshirts and fleeces but still have a sustainability story,” Moreau said. “Some of the factories we work with can’t even find that so I came to find it myself. I am also looking for good flannels. We’re hoping to do some wool or wool-blend flannels in 2023.”

As a buyer who typically attends outdoor-lifestyle trade

shows, Moreau was impressed with the options that were available to a business the size of The Landmark Project. There was a sense of optimism stemming from attending a textile show that leveled the field for operations of any size.

“You can be a small brand and this is still relevant to you,” explained Moreau. “Almost everybody I talked to has really created a process that helps people who are just getting started, whether its making samples easily, low minimum quantities, stocking fabrics, things like that.”

At the **Rex Fabrics** booth, the Los Angeles textile business saw local buyers and those from Texas and the East Coast, including New York. Representatives Jay Wetherald and Rachel Ratone noted interest in sustainable fabrics.

“For us, we are definitely more into the athleisure and eco-friendly fabrics with the recycled polys. Muted earth tones and rose golds are still the thing,” Wetherald said. “[At this show,] you can find trims, fabrics, sourcing—you can find everything. This is one of the few shows where you can find everything on one floor for small manufacturing. Local manufacturing is very hot.” ●

Resource Guide

Sustainable 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 Nov. 17–18 at the Oregon Convention Center in Portland, Ore.

Technology Kornit Digital

480 S. Dean Street, 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.

Textiles Asher Fabric Concepts

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

knitting, dyeing, and finishing in addition to fabric print design and printing capabilities based on each customer's needs. The company differentiates itself from the competition by offering proprietary textiles and by continually updating and innovating every aspect of textile design and production. Asher Fabric Concepts is constantly adapting as the industry shifts and evolves and offers a selection of sustainable fabrics including recycled polyesters and organic and biodegradable fabrics. Seeing a need for quality sublimation printing, Asher Fabrics is thrilled to now offer in-house sublimation printing to their clients. With an in-house design team, new prints are constantly added to its collection, and color stories are updated seasonally.

Finance Merchant Financial Group

www.merchantfinancial.com
Merchant Financial Group, located near the garment center in downtown L.A., offers non-recourse factoring, assetbased 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.

White Oak Commercial Finance

555 West 5th Street, Suite 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.

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

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

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

PATTERNMAKING

-- SOFA FASHIONS --

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
www.sofafashions.com
English: 213-369-2221 Korean: 323-967-1903

PROFESSIONAL SERVICES & RESOURCE SECTION

Contact Terry Martinez at
(213) 627-3737
or terry@apparelnews.net for info

CALIFORNIA
ApparelNews

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

CLASSIFIEDS

www.apparelnews.net/classifieds

P 213-627-3737

www.apparelnews.net

Jobs Available

* CAD DESIGNER AND COLORISTS *

Growing Textile Company in downtown Los Angeles is looking for an experienced CAD designer and Colorists with excellent design and color-sense and the ability to understand and analyze Fashion trends. Must be proficient in Photoshop. Knowledge of Ned graphic program is a plus with over 2-3 years of experience. Send resume and portfolio to: teamdesign1220@gmail.com Less than 2 years of experience can apply for entry level position.

* PRODUCTION ASST. FULL TIME @ KATIE MAY *

-Pickup/Drop-off of cuts & vendor PO's in LA. Must have insured car & license.-Pull & Receive cuts from contractors.-Daily tracking of vendor PO's.-Lift/Pack as needed.-Must have basic skills in usage of computer & email.-Min. 5 years experience in manufacturing *Email resume to: jobs@katiemay.com or Call: 562-481-4589

* SALES ADMIN COORDINATOR *

CLH Group is looking for Sales Admin Coordinator. Coordinate sales & admin team by managing/processing orders, shipments & EDI. Apparel Magic & EDI experience is a plus but not required. Email your resume to: contact@theclhgroup.com



E-COMMERCE CUSTOMER SERVICE REPRESENTATIVE

Lambs and Ivy since 1979. El Segundo, CA. E-commerce Customer Service Representative position: 1-2+ years DTC/e-commerce, online marketplaces (Amazon, Walmart, eBay, etc), Freshdesk (or similar platform). Great Benefits. Excellent Salary. Please send resume to: wadams1@lambsivy.com

Jobs Available

swatfame

truth in fashion™

* DESIGN ASSISTANT *

Seeking Design Asst to work in our Denim Branded Division. Must be motivated, organized, and detailed-oriented. The right person must be able to write spec sheets, work w/ trim vendors, wash, screenprinters, patternmakers, sewers, and denim exp. a plus. Must possess excellent communication skills, will be working closely with designer, sales reps., and Production. Min. 1 yrs. recent exp. Email resumes to: rvasquez@swatfame.com

Postion Wanted

* FASHION TECH - APPAREL PRODUCT DEVELOPMENT *

Technical Flats (AI), Tech Packs (Excel), patterns (Gerber Accumark), Consulting, 3D simulations. Call: 949-616-0405

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

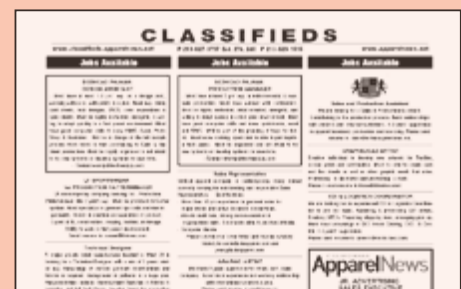
WE BUY ALL FABRICS AND GARMENTS. No lot too small or large. Including sample room inventories. Silks, Woolens, Denim, Knits, Prints, Solids Apparel and home furnishing fabrics. We also buy ladies', men's & children's garments. Contact: Michael STONE HARBOR (323) 277-2777

For classified information,
call 213-627-3737

or email

terry@apparelnews.net

CALIFORNIA
ApparelNews



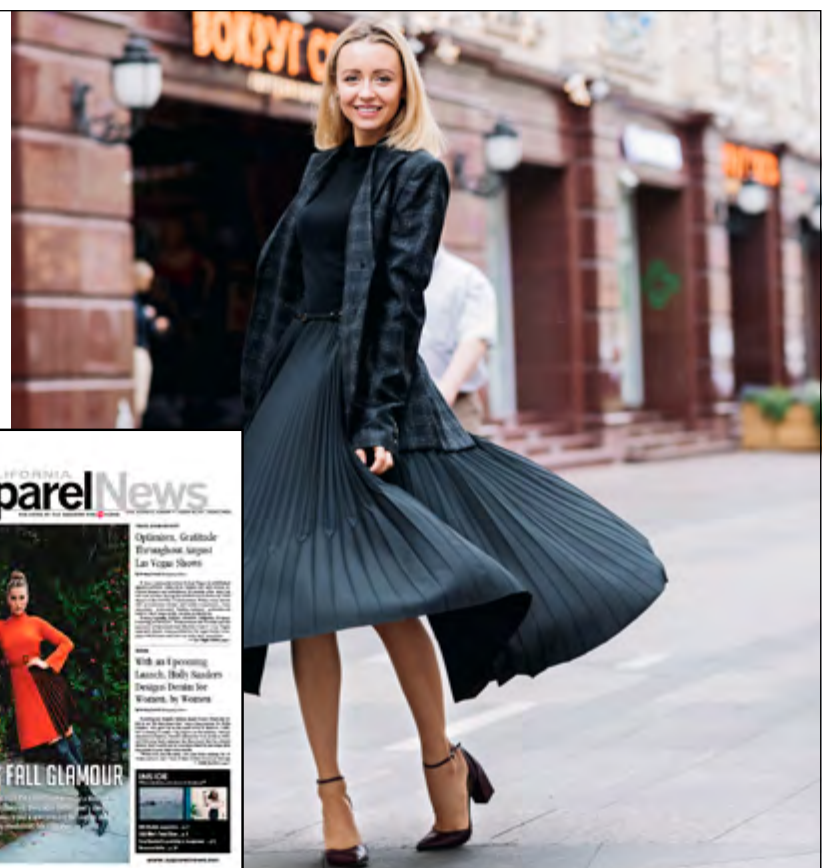
Coming Soon

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

Oct. 29

Cover: Golfwear
Fashion Tees, Blanks + Decorated
Apparel
Denim
Technology
Sourcing
Made in California

Made in California Advertorial
Fashion Tees, Blanks + Decorated
Apparel Advertorial
Denim Advertorial
Sourcing Advertorial
Golfwear Advertorial



CALIFORNIA
ApparelNews

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



save your seat today

2021 NOV.02 - NOV.05

KORNIT FASHION WEEK LA + 4.0 INDUSTRY EVENT

We are excited to invite you to join us for an inspiring event and walk the fine line between fashion, art and sustainable technology.

Enjoy exclusive fashion shows, witness how innovation is driving the fashion industry, join educational sessions with leading key speakers, mingle with industry leaders, participate in exclusive panels with our partners and watch live demos of top technologies.

The event will take place at the Exchange venue in Los Angeles, California



scan to register

Kornit Fashion Week 2021

Please contact your Kornit representative if you are interested to register to the event. An RSVP will be sent upon request.