ppare \$3.99 VOLUME 77, NUMBER 22 OCTOBER 29, 2021 DOUBLE ISSUE VOICE OF THE INDUSTRY FOR 76 YEARS

LOVE IN L.A Returning to The Majestic Downtown, Art Hearts Fashion celebrated fashion week in Los Angeles with a full roster of international and California designers including Willfredo Gerardo. See page 4 for more styles.

MADE IN CALIFORNIA

Silent Panda Gives a Designer's Voice to Samuel Taylor

By Dorothy Crouch Managing Editor

The road to fashion greatness was a winding path for Samuel Taylor, founder of the elevated luxury streetwear and wearable-technology brand Silent Panda. Once a promising baseball player who was a member of AAA teams for the then-California Angels, currently the Los Angeles Angels, and the Cincinnati Reds, Taylor always found himself sketching, starting as a preteen who was bullied for the clothing he wore.

'My parents didn't believe in paying premium prices for clothing. They bought my siblings and me what they felt they could afford," Taylor explained. "Although the teasing kept going, there was somewhat of a respect that 'Hey, we're going to continue to tease this kid, but this guy has some talent."

⇒ Silent Panda page 3

TECHNOLOGY

PacSun Partners With BitPay to Accept Cryptocurrencies

By Tyler Shultz $Assistant\ Editor$

Recently, Anaheim, Calif.-based PacSun announced a partnership with leading blockchain payment provider BitPay that will allow the Southern California-lifestyle brand's customers to pay for their purchases with cryptocurrency.

The partnership makes PacSun the first major brand in the fashion-and-retail space to accept cryptocurrency. Atlantaheadquartered BitPay allows retailers to receive settlement the next business day directly to their bank accounts in its local fiat currency so businesses don't have to hold the cryptocurrency and can avoid price volatility. Crypto payments are push-versus-pull payments, which eliminate risks typically associated with card-based transactions.

⇒ PacSun page 5



Logistics-Industry Expert Talks Current Supply-Chain Issues

As part of its "Q&A With the Experts" series, the California Fashion Association hosted an event with Robert Krieger, president and chief executive officer of Krieger Worldwide, who spoke on the current issues within the supply chain and the effects of these problems on the apparel industry.

Krieger has more than 40 years of experience in the logistics industry, and his expertise has transformed Krieger Worldwide into a leading customs brokerage firm and international freight forwarder.

The virtual seminar was hosted Oct. 18 and covered topics including solutions for moving goods from Asia, reasons freightcharge increases have been so high, how long the container shortage might last and whether the United States government can effect global-import solutions.

One of the current solutions Krieger offered was to explore other shipping options, including using air freight and charter flights. Although President Joe Biden announced a plan to keep the Port of Los Angeles open "24 hours a day, seven days a week," Krieger said it would be best to still try to avoid the congestion altogether and use different ports if possible. He also said he doesn't expect to see shipping rates fall back to pre-pandemic numbers for the foreseeable future if ever.

As for how long the shipping struggles will continue, Krieger mentioned that some experts believed the earliest there would be any change would be around Chinese New Year 2022 while others are saying around August 2022. Some of the more pessimistic thinkers don't believe there will be a dropoff in the congestion until Chinese New Year 2023. Krieger believes the earliest we might see a difference is by April 2022 but warned that things could get worse before they get better.—Tyler Shultz



Robert Krieger, president and chief executive officer of Krieger Worldwide, a leading customs brokerage firm and international freight forwarder

SUSTAINABILITY

FABSCRAP Expansion Includes Opening of Philadelphia Location

Following the May announcement of its partnerships with URBN and Nordstrom, which afforded it extensive funding, the textile recycling and reuse nonprofit FAB-SCRAP has opened a location in Philadelphia. In addition to bringing the group's services to Philadelphia, FABSCRAP's new location will allow the New York City-headquartered nonprofit to serve the Mid-Atlantic region of the United States, including Washington, D.C.; Baltimore, Md.; and Southern New Jersey.

"The expansion to Philadelphia with the support of URBN and Nordstrom is a fantastic example of how leading brands can invest in sustainable innovations to make a resource more available in their industry," said Jessica Schreiber, CEO of FABSCRAP. "These vanguard steps forward create a new standard for companies to see themselves as stewards of the planet, taking responsibility for their impact and working to reduce it."

With its client list of more than 550 brands, FABSCRAP provides resources for the fash-

ion, interior-design and entertainment industries. This evolution in sustainable design will also include a retail fabric thrift shop where creatives can find reclaimed textiles, yarns and trims. The organization will also expand its FABSCRAP volunteer fabric-sorting program. FABSCRAP noted that it would work with local design-school educators while also providing regional businesses with opportunities to learn about textile waste and sustainability. Local recycling company Retrievr will work with FABSCRAP to collect any excess items and unwanted commercial textiles.





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FABSCRAP, the textile recycling and reuse nonprofit, has a client list of more than 550 brands, providing resources for the fashion. interior-design and entertainment industries.

Strengthening its commitment to the Philadelphia fashion community, FABSCRAP will choose a local designer to highlight each year, with Grant Blvd chosen as the inaugural 2022 FABSCRAP Featured Designer for the city. During the FABSCRAP media launch on Nov. 10 in Philadelphia, an installation of limited-edition, zero-waste garments made from dead-stock fabrics and reimagined textiles will be displayed. Philadelphia's Made Institute will create bespoke fashion-design illustrations from FABSCRAP swatches, while Drexel University fashion-design students will create an installation that showcases dead-stock fabric-based apparel. In May, FABSCRAP noted its interest in potentially expanding its services to Los Angeles if the company could work with the right partner.

—Dorothy Crouch

Inside the Industry

Keen Footwear announced it has been awarded the Good Housekeeping 2021 Sustainability Innovation Award for its Detox the Planet initiative. The initiative keeps perfluorochemicals (PFCs) and per- and polyfluoroalkyl substances (PFAS) out of its footwear. PFCs are made up of a class of over 5,000 different chemicals that are known as "forever chemicals" because they never break down. Keen's Detox the Planet initiative developed an identification system that allows for the removal and replacement of the chemicals in its supply chain with safer alternatives. Keen has been committed to eliminating PFCs from its supply chain since 2014 and successfully went PFC-free across all of its footwear by 2018. Keen has also opened its initiative to other companies, offering all the information needed to end PFC usage in products.

Chloé has become the first major luxury brand to achieve B Corp certification as it has committed to moreeco-friendly practices under Creative Director Gabriela Hearst, who joined in December 2020. Fall/Winter 2021 was described as four times more sustainable as the previous year's collection, and 58 percent of the materials used in the Spring/Summer 2022 collection are low impact. The brand has set several sustainability objectives for 2022, including dedicating 1 percent of employee hours toward volunteer work. "Rather than a final goal, this certification marks a new stage in our transformation toward a purpose-driven model, reinventing how we do business," the brand said.

Burberry has appointed Jonathan Akeroyd as chief executive officer and executive director effective April 1, 2022. Akeroyd will be leaving his current position as chief executive officer of Versace. The new position allows Akeroyd, a British national, to return to the United Kingdom and be closer to his family. Akeroyd will succeed Marco Gobetti as CEO of Burberry, who will step down from the role and leave Burberry on Dec. 31. Prior to his time at Versace, Akeroyd was the chief executive officer of Alexander McQueen from 2004 to 2016. He has also held several senior fashion positions at the London-based luxury department store Harrods. "Jonathan is an experienced leader with a strong track record in building global luxury fashion brands and driving profitable growth," said Gerry Murphy, chair of Burberry.

Global Denim has partnered with **Jeanologia** for a collection that will highlight the importance, benefits and capabilities of laser-cut denim and will show the Mexican market what the denim business is capable of in terms of technology, innovation and sustainability. Global Denim aims to connect the local market and local technological needs to international technological opportunities. The collection features eight different top-selling fabrics that come in indigo, black and gray to show off the potential of laser capabilities. Global Denim and Jeanologia previously partnered to offer a semester-long project to 20 students that examined denim manufacturing from cotton to final product. Students worked with Global Denim to develop their own collections and received hands-on training from Jeanologia about sustainable finishing.

Silent Panda Continued from page 1

The inspiration for the name Silent Panda was also developed during this time as Taylor became more talented in baseball as he grew up. Though he was a gifted athlete, Taylor was quiet, and while people didn't know his name they knew of his abilities and described him as resembling a panda bear. Taylor holds a degree in Black Studies from Contra Costa College, located in San Pablo, Calif., but also studied exercises in sports science at the University of San Francisco and took classes at the Academy of Art College.

When he was in the midst of his studies, in 2002, Taylor was offered a job with **Outkast Clothing Co.**, the eponymous brand founded by the hip-hop duo Outkast.

"They offered me an opportunity to become an assistant designer, and I told them that I was still in school. They took a look at my work and said, 'You can finish school later. You can design, and you're really good,'" Taylor said. "So I took them up on their offer and worked with those guys for

their offer and worked with those guys for a year and a half, and that is how my career got started."

Between 2002-2012, Taylor worked as a designer with **Fortune 500** companies and several private labels. These roles in design led Taylor to work with **Levi's**, **Old Navy**, **PacSun** and **Reverb**. In 2012, Taylor launched an athleisure brand named **TESH Sports**, but he branched off in another direction, eventually founding Silent Panda.

Launching Silent Panda in 2017, Taylor found his calling and success as an independent designer. While knitwear and some twills are manufactured in Italy and Portugal, Silent Panda enjoys ties to local manufacturing for its suits, gowns and blended-fabrication pieces. Taylor splits his time and production between Los Angeles and San Francisco, supporting the apparel industries in both cities.

Now a force in not only fashion but also in the future of wearables at the crossroads where style and technology meet,









Hailing from Oakland, Calif., Samuel Taylor supports manufacturing in the state by splitting production of certain Silent Panda pieces between Los Angeles and San Francisco.

Taylor is showing his work on major fashion runways including **New York Fashion Week** and **Tokyo Fashion Week**. For his NYFW virtual Spring/Summer 2022 presentation called "In My Head: Inspirational Thoughts," a focused Taylor sits at a sewing machine constructing a garment. Models then walk through the doors of this workspace wearing pieces from the collection that touch on a wide array of styles. The pieces include branded sweatshirts paired with miniskirts; varsity jackets and sweaters; suiting; a coat that features the face of Jesus Christ; and formal evening gowns. It is from this presentation that the future of Silent Panda will grow.

"The roots in the brand are reimagining futurism within Black heritage. That is the whole conceptual aspect of the brand," Taylor explained. "Everything that we do, we reimagine organizations that either have been banned, deleted from society or closed down."

Intent on remaining ahead of trends, Taylor notes that

designing around themes of futurism would not be possible without incorporating technology, a space in which he feels the fashion industry still has a lot of room to grow.

"In fashion, we're adopting technology, but we have been slow to truly embrace it as the immediate future of the industry," Taylor explained. "We, as a collaborative bunch, are dedicated to pushing the envelope and taking risk creatively to tell our own story of how we are embedding innovation and technology into all of our product. By embracing this method, we can control our own narrative and carve out the continued success for Silent Panda going into the future. That is how I want to to operate our company—utilizing innovation and technology to tell stories based on my community so that we can become the best versions of ourselves."

Available at *silentpanda.com*, the brand is sized in women's S-L and men's M-XXL with pricing set at \$95 for a T-shirt to \$1,100 for a suit.



FASHION



Art Hearts Fashion Showcases Design Love From California and Beyond

With its run Oct. 14-17, the Los Angeles fashion event Art Hearts Fashion unveiled its roster of designers, who presented Spring 2022. During the city's fashion week, Art Hearts Fashion followed its beloved formula of blending global designer fashion with other artists who work with different media. Held at The Majestic Downtown, whose history dates back to 1924, the Los Angeles space afforded 30,000 square feet, 30-foot-tall ceilings, arched windows, and marble in sculpted columns and original floors.

"After a year of virtual shows, this season was especially meaningful," said Art Hearts Fashion President Erik Rosete. "As the longest-running Los Angeles Fashion Week production, we wanted to make our return to inperson events a truly memorable experience for guests and designers. We are beyond excited to have brought the runways back to life.'

California designers brought their Golden State best to the runway, showcasing tailored pieces, formalwear, artistic designs and avant-garde works. California was represented by Adam Saaks Religion, Alexis Monsanto, Anna



Giannina Azar

by Skye Yayoi Drynan, Jonathan Marc Stein, Kenneth Barlis, Kentaro Kameyama, Mister Triple X, Natalia Fedner, StormyWeather Designs and Willfredo Gerardo.

Designs were also shown by Chavez Inc., Custo

Stein's work remained loyal to the designer's ability to blend sultry elements with traditional formal features, as with a floor-length skirted gown in iridescent silver with one Grecian shoulder, while the other half featured a peek-a-boo of a black sweetheart neckline and thinly twisted straps.

Castell's pieces stood out in striking bright red, as the finale piece included a tea-length gown, contrasted with a long cathedral train in the same ruffled design as the entire skirt's layers of red tulle, topped with a collared sleeveless silk in the same scarlet hue and embellished with delicately placed lacy beadwork and plunging neckline.

Taking notes from 1970s disco, Gerardo channeled festive dressing in shiny sequins, smooth satin and layers of pearls. Returning to a party atmosphere on the runway, Gerardo encouraged the audience to feel happy and celebratory again.

At the core of Art Hearts Fashion is the production's commitment to highlighting not only fashion but also its artistic partners. Showcased in the reception space were artists including Juicy Queen Coco with "Gold Heart Dreams" and "Rainbow Booty" and untitled pieces



Kingpins24 Hosts Virtual Global Event for Denim Community

By Dorothy Crouch $Managing\ Editor$

During the Oct. 19–21 edition of **Kingpins24**, the global denim-community fixture **Kingpins** sought to again connect the industry through a virtual platform. This installment focused on three pillars—Inspiration, Innovation & Technology, and Earth Day—with one serving as the focus for each day.

"They are the elements that everyone in our business has to look at every season," explained Kingpins founder Andrew Olah. "We have to create collections based on what's new, we have to be inspired by something—whether it's art or a political situation or something—and we have to think about how to do it in a way that is the least harmful to the planet."

Lead sponsors for the event included **Lenzing** and **The Lycra Company**. Major sponsors included **Coats** and **Diamond Denim**, with **BCT Denim Division** sponsoring Inspiration Day. The program for Kingpins24 included informative panels such as "The Future of Fibers," "Preview—Denim Trends S/S 2023" with Denim Dudes' Amy Leverton and "Uzbekistan: The Future Starts Now!"

"We want to create a platform where people can witness the newest innovations and technologies, understand how companies uphold sustainable development, and see what brings passion and joy to the business," explained Kingpins' Managing Director and Global Sales Manager Vivian Wang. "Our goal is for each individual attendee to implement at least one goal or idea from our event. At the end of the day, everyone is working towards a better future—no one in the denim industry walks alone."

Educating the denim community regarding more-responsible, sustainable practices also included affording opportunities for hands-on experiences at a virtual show. Named the Indigo Museum Collaboration Projects, these additions were introduced throughout the show with collaborations including Naveena Denim Mills X Better Than Jam, Cone Denim X MN Dye Studio, Naveena Denim [NDL] X Muur NYC, Advance Denim X Marvin Ruby and Artistic Milliners X Nece Gene. With each project announcement, viewers were given insight into the work between these brands and organizations, and were invited to order kits to be used during future workshops hosted by the companies.

On the first day, where the focus was on "Inspiration,"



Tricia Carey of Lenzing made an exciting announcement from the fiber maker regarding its Tencel lyocell. A new matte Tencel lyocell has been introduced utilizing minerals that are added to reduce the shiny features of the yarn.

Olah and Wang welcomed Denise Sakuma of The LYCRA Company and Tricia Carey of Lenzing. Carey shared an exciting announcement from the fiber maker regarding a new matte Tencel lyocell.

"When we started our Tencel lyocell in the early 1990s, designers were trying to figure out how to use the fiber the best way, experimenting with a lot of fabrics. They came up with a fabric that really optimized the beauty of Tencel," Carey said. "The one thing designers kept saying to us was, 'Can we reduce the shine somehow?""

Dedicated to the theme of "Innovation & Technology," the second day saw **Rudolf Hub 1922** introducing its new OFFUEL product range. The line includes finishing agents for denim garments based on formulations of renewable raw materials. The launch took place during an information session in which Rudolf's head of marketing and fashion, Alberto

de Conti, was interviewed by denim expert and Cocircular founder Adriana Galijasevic.

"The OFFUEL product series is an extremely progressive array of chemical auxiliaries consisting of at least 90 percent alternatives to crude oil and/or components based on recycled materials," de Conti explained. "It's very urgent for all of us—all the players in the textile supply chain—to start thinking of alternative, renewable raw materials. From this perspective, chemical companies that are often perceived as a problem are in fact a big part of a possible solution."

Day three's "Earth Day" concentration began with Olah and Wang speaking with Diamond Denim's Maurizio Baldi and Jayesh Mandalia regarding the intersection of sustainable initiatives, buyer demand and trends.

"Innovation and sustainability are a must," Mandalia said.
"Right now, I am finding more that people are starting with—
from the cotton, manufacturing and washing and also the recycling part as well—what to do with the garments after."

At Diamond, a primary area of concentration on sustainability is found within the internal shift of the company's practices. As it evolves, Diamond is aiming to gain greater understanding of its carbon footprint.

"Over the past two years, we have developed procedures to focus more on company projects than on a single fabric or a single category of fabrics," Baldi explained. "We are planning to produce 40 percent of our energy with solar panels."

This most recent edition of Kingpins24 was hosted on the heels of a launch connected to the brand. Through Kingpins' sibling organization, the Transformers Foundation which works as a representative for the denim industrya report named "Cotton: A Case Study in Misinformation" was released Oct. 5 to identify errors in reporting on sustainability in the denim industry. In its report, Transformers revealed that the widespread belief of fashion being the second-most-pollutive industry, which has been spread by industry insiders and reported by media outlets over a number of years, was found to have no traceable origin, nor did any concrete evidence of this detail, which had been accepted as fact, exist. In its quest for promoting responsible denim practices, the Transformers Foundation requested that the industry's leaders, media and denimheads take a closer look at their information sources to ensure that accurate information be shared.

TECHNOLOGY

PacSun Continued from page 1

Using BitPay, customers will be able to pay for their purchases with 11 different cryptocurrencies: bitcoin, bitcoin cash, ethereum, wrapped bitcoin, dogecoin and litecoin. Five different stablecoins pegged to the U.S. dollar—GUSD, USDC, USDP, DAI and BUSD—will be accepted. In addition, PacSun will support several different crypto wallets and exchanges. The company took a balanced and diversified approach when deciding on the types of coins to accept.

Although there are concerns surrounding security and price volatility, cryptocurrency has become increasingly popular among Millennial and mainly Gen Z audiences. A May 2021 study found that14 percent of American adults, or around 21 million people, owned cryptocurrency, and 20 percent of people who have never owned cryptocurrency are likely to buy within the next year.

"PacSun's decision to accept crypto follows many other major brands that believe in this new and modern pay option. Crypto payments help businesses attract a new customer segment while lowering payment costs and eliminating fraud chargebacks. These benefits are the buzz that are attracting more businesses to adopt, and the more companies that adopt crypto the quicker crypto goes mainstream," said Bill Zielke, CMO of BitPay.

"To quantify the benefits to new businesses, BitPay worked with leading research and advisory firm Forrester Consulting for a study entitled 'The Total Economic Impact of Accepting Bitcoin Using BitPay.' There are four main findings based on interviews with four merchants that accept bitcoin and other cryptos. First, up to 40 percent of customers that pay with crypto are new to the merchant. Second, purchase amounts are twice that of credit-card purchases. Third, crypto is less expensive than cards, and lastly there are no fraud-related chargebacks," said Zielke.



To help engage customers, PacSun enlisted a 3D-graphics artist to create a disruptive and digital activation in store windows and is partnering with influencers and content creators to spread the word on social media.

PacSun and BitPay share a common customer base in Gen Z, with a recent study finding 54 percent of current or former cryptocurrency holders are Gen Z. As online shopping and digital sales continue to rise and with PacSun as an example, more

companies will begin to see cryptocurrency as an acceptable form of payment. PacSun President Brie Olson said the company has a genuinely positive outlook on blockchain technology, so entering the crypto space was a natural alignment.

"The crypto space has super-strong network effects. It is a lifestyle, a community in itself, and allowing for seamless integration of shopping is a critical component of enabling our consumer to engage with PacSun as a brand. Our consumers find a sense of community and fun engagement in the crypto space. Nearly one-third of Millennials have half of their wealth in crypto, and half own NFTs [non-fungible tokens]. This is a natural space for Pacsun to coexist in and align with our core consumer. As online sales accelerate, we do believe that cryptocurrency will play a larger role in the expansion and inclusion of a broader community of consumers. More customers who have crypto currency may be attracted to PacSun and use it on our site—people who are looking for new places and new ways to spend," Olson said.

The brand initially teased accepting cryptocurrency on social media prior to the announcement and received an overwhelmingly positive response. To help engage the customer, the brand enlisted a 3D-graphics artist to create a disruptive and digital activation in store windows and is partnering with influencers and content creators to spread the word on social media.

PacSun plans to further its involvement in the crypto space by launching NFTs with key brand partners as well as offering special deals around the holidays geared toward customers who choose to pay with cryptocurrency.

BitPay recently partnered with **Verifone** to provide its blockchain payment technology to enable cryptocurrency payments on Verifone's in-store and e-commerce cloudservice platforms in the United States. Verifone provides end-to-end payment and commerce solutions to retail brands, major financial institutions and directly to more than 600,000 merchants. •

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FASHION











Fan All Flames











Pure Void Parker Day

Vegan Fashion Week Returns to Los Angeles Event Roster

With the rising popularity of vegan and cruelty-free products over the last few years and greater emphasis on these goods during the past 18 months, Vegan Fashion Week produced its autumn show in downtown Los Angeles. Following a COVID-19-induced hiatus, which impacted most on-site fashion events around the world, Vegan Fashion Week hosted two days of runway shows and produced a marketplace showcasing cruelty-free items. The event took place Oct. 8-9 in the penthouse of South Park Center on South Olive Street, affording breathtaking views of the city, which served as a perfect backdrop for fashions that ranged from high-end style to avant-garde designs.

"Friday was focused on industry and elevated fashion with international designers. I wanted to celebrate female international designers," explained Vegan Fashion Week founder Emmanuelle Rienda. "Saturday was really a snapshot of L.A.'s culture with local brands. I wanted to show what was happening in the fashion scene in Los Angeles with two different themes-colorful and very goth."

This emphasis on a global movement toward vegan fashion, while paying homage to Vegan Fashion Week's home city, saw Nous Étudions from Buenos Aires and Vegan Tiger of Korea, while Fan All Flames and Pure Void Parker Day represented Los Angeles. Additional brands that contributed to Vegan Fashion Week were Anew Atelier, Awear,

Desserto, Dr. Martens, Lunar Method, Luxelab, Mistohn, Premium Basics, Sylven New York, R99, Shoes 53045, Solios Watches, Sylth Virago, Veganwear and cruelty-free hair-care brand Maria Nila.

"It's important to care about the real issues. The pandemic raised questions, but people are really not yet looking at the real issue, which is how we treat the planet," Rienda said. "All the amazing designs from this new generation—in comparison to sustainable fashion, vegan fashion is really a new lifestyle and a new movement from a new generation that is really looking forward to better resources for the planet. It's a really deep movement."

—Dorothy Crouch

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save your seat today $\Xi NOV.02 - NOV.05$

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 (12) 2021

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