

CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR 76 YEARS

\$3.99 VOLUME 77, NUMBER 25 DECEMBER 17, 2021 DOUBLE ISSUE



HOLIDAY DREAM

For Holiday 2021, designer Dalia MacPhee designed her collection for celebration with a campaign that relays feelings of dreamlike wonder. See more looks on page 7.

INDUSTRY FOCUS: TECHNOLOGY

As 2021 draws to a close, what types of technology should apparel businesses consider investing in to successfully navigate 2022?

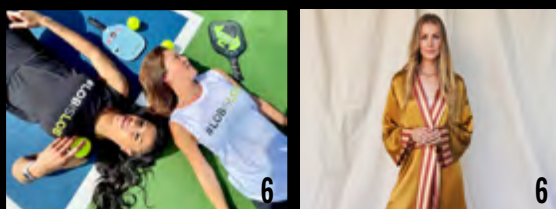
By Dorothy Crouch *Managing Editor*

With the new year arriving in a couple of weeks, a sense of opportunity and new beginnings has been felt as businesses look back on the progress made and lessons learned during 2021. Entering 2022, the apparel industry is looking toward a fresh start. To support this optimism that has been cultivated through overcoming challenges and applying hard work, businesses will need to continue to invest in technologies that allow them to remain agile, ready to shift direction with solutions when an obstacle lands in their path.

➔ Technology page 3

INSIDE

Where fashion gets down to businessSM



Pantone COTY ... p. 2

Ecovative's Fashion for Good Cooperative ... p. 8

Marque Luxury in Houston ... p. 8

Liberty hiatus, Offprice announcement ... p. 9

Merchant & Gould launches ITC Group ... p. 9

2021 Financial Review ... p. 10

Resource Guide ... p. 11

www.apparelnews.net

RETAIL

Labor Shortages Continue Through the Holiday Season

By Tyler Shultz *Assistant Editor*

Retailers, restaurants, warehouses and other businesses are still in the midst of experiencing labor shortages that have affected many industries throughout much of the year. While 2021 has yielded a record-breaking holiday-shopping season, many businesses have continued to face staffing problems despite this time period usually ushering in increased hires.

In October, the **National Retail Federation** said it expected retailers to hire an increased number of seasonal workers over those who were brought in during the 2020 holiday season. Retailers began hiring for the holidays in October this year as more shoppers started their holiday shopping earlier. To match the early shopping start, major retailers such as **Walmart** started hiring in the third quarter for seasonal posi-

➔ Retail page 9

Pantone Creates New Color for COTY 2022

Inspired by creativity and the spirit of invention, **Pantone 17-3938 Very Peri** has been announced as the color authority's Color of the Year 2022, with the tone resembling a periwinkle blue that features a violet-red undertone. With the fidelity of blue blended with the dramatic sensibilities of red, the 2022 COTY relays the warmest example of the sapphire-inspired hues. Touching upon the current climate, the color represents the change that has been felt globally as the world emerges from isolation yet brings with it lessons learned through shifting lifestyle standards in addition to the merging of physical and digital lives.

"As we move into a world of unprecedented change, the selection of Pantone 17-3938 Very Peri brings a novel perspective and vision of the trusted and beloved blue color family," said Leatrice Eiseman, executive director of the **Pantone Color Institute**. "Encompassing the qualities of the blues yet at the same time possessing a violet-red undertone, Pantone 17-3938 Very Peri displays a spritely, joyous attitude and dynamic presence that encourages courageous creativity and imaginative expression."

This Color of the Year announcement marks the first hue that Pantone has created. Very Peri creates an allure of warm, friendly



Color authority Pantone announced its Color of the Year this week with the introduction of the first hue it has ever created—Very Peri.

energy while remaining carefree and confident in joyful experimentation. There are whimsical notes to the color, yet it inspires hope for the future as its place within style can be applied to advanced technological pieces or natural looks.

"The Pantone Color of the Year reflects what is taking place in our global culture, expressing what people are looking for that color can hope to answer. The Pantone Color

of the Year reflects what is taking place in our global culture, expressing what people are looking for that color can hope to," added Laurie Pressman, vice president of the Pantone Color Institute. "Creating a new color for the first time in the history of our Pantone Color of the Year educational color program reflects the global innovation and transformation taking place. As society continues to recognize color as a critical form of communication and as a way to express and affect ideas and emotions and engage and connect, the complexity of this new violet-red-infused blue hue highlights the expansive possibilities that lie before us."

For this important announcement, Pantone partnered with **Artehouse**, whose 100-year-old New York City boiler-room space below **Chelsea Market** was chosen to serve as the location for the Color of the Year's official announcement. An exhibition to encourage full immersion in the color will open to the public in 2022. Pantone has also partnered with the block-chain network **Tezos** and Polygon1993, the Paris-based multidisciplinary artist, to create a digital representation of Pantone 17-3938 Very Peri from artworks that are inspired by the hue.—*Dorothy Crouch*

RETAIL

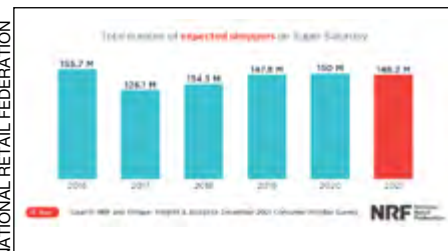
More Than 148 Million Americans Plan to Shop Super Saturday

An annual survey from the **National Retail Federation** and **Proper Insights & Analytics** revealed that more than 148 million consumers plan to shop on Super Saturday, the last Saturday before Christmas.

This year's number is a slight drop from last year, when 150 million shoppers were out on Super Saturday. The 2021 number is still an

increase over the pre-pandemic 2019 numbers.

The number of expected shoppers is the third-highest number recorded since the NRF began tracking the data in 2016. Just over a quarter of consumers, 27 percent, plan to shop exclusively in-store, and another third of consumers plan to shop online only. Most Super Saturday shoppers, 41 percent, plan on using



The National Retail Federation anticipates more than 148 million consumers to be out shopping on Super Saturday, the last Saturday before Christmas. The 2021 number is the third-highest since the NRF began tracking the data in 2016.

a combination of the two.

Following the early shopping trend, a record 42 percent of shoppers say they plan on purchasing their last gifts before Super Saturday. Although early shopping was a hot topic this year, more than half of shoppers said they plan on picking up gifts in the week leading up to Christmas. The survey found holiday shopping will continue during the week after Christmas, with 65 percent taking advantage of deals and using gift cards received during the holidays.—*Tyler Shultz*

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.

Inside the Industry

Fossil Group Inc. has announced that Melissa Lowenkron will join the company as senior vice president and general manager of the Fossil brand. In the newly created position, she will be responsible for brand strategy, product design and marketing. Lowenkron previously spent 24 years at Neiman Marcus, where she most recently served as senior vice president and general merchandise manager for handbags, ladies' shoes, beauty and jewelry. With the new appointment, Executive Vice President and Chief Brand Officer Steve Evans will focus his efforts on growing Fossil Group's other owned and licensed brands including Relic, Michele Watch, Skagen Denmark, Misfit, WSI and Zodiac Watches. Fossil also makes licensed accessories for brands including BMW, Puma and Kate Spade New York.

The Bay, which operates *thebay.com* featuring Marketplace, one of Canada's largest premium life and style digital platforms, is partnering with NuOrder by Lightspeed to further accelerate its digital-first transformation, helping buyers make decisions using data, collaborate with vendors and expedite the go-to-market process. The purchase-order/item-creation process is automated through a fully integrated system that can show and deliver products to customers faster. "We are driving a customer-centric approach across our business, and the NuOrder by Lightspeed platform now streamlines our internal process with significant speed and efficiency and allows us to elevate and cater to market preferences through curated on-trend assortments," said Laura Janney, chief merchant of The Bay.

The American Apparel & Footwear Association applauded the House's passing of the Ocean Shipping Reform Act of 2021, which would require the Federal Maritime Commission to establish and enforce rules regarding minimum service requirements for shippers, respond to breaches of contracts, and address excessive and unjust detention and demurrage fees. The bipartisan piece of legislation was introduced Aug. 10 by Congressmen John Garamendi (D-Calif.) and Dusty Johnson (R-S.D.). The legislation now moves to the Senate for consideration. "The AAFA encourages equally swift passage of OSRA by the Senate to stem the tide of this disaster and benefit all Americans by helping to bring this crisis under control while preventing future crises," said Steve Lamar, president and CEO of the AAFA.

JOOR, the world's leading digital wholesale platform, has released its end-of-year figures for 2021, which show the continued acceleration of brands growing or expanding their digital offerings even with the return of in-person shopping and events. Real-time insights from the platform found the volume of wholesale transactions increased 60 percent over 2020, averaging over \$1.5 billion per month. The number of orders placed on the platform increased 35 percent year over year, and the average order value increased 59 percent over last year. Brand and retailer engagement also grew on the platform with over 400,000 new connections between brands and retailers. Retail accounts grew by 100,000, a 37 percent increase over 2020, mostly driven by boutiques joining the platform.

Working Capital to Grow Your Business

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

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

REPUBLIC
BUSINESS CREDIT

866.722.4987 • REPUBLICBC.COM • CONTACT@REPUBLICBC.COM

As 2021 draws to a close, what types of technology should apparel businesses consider investing in to successfully navigate 2022?

Technology *Continued from page 1*

Whether solving issues within the supply chain, advancing retail strategy or approaching production from a different perspective, fashion businesses must invest in technologies to support their work when a problem strikes in order to avoid disastrous outcomes. *California Apparel News* asked apparel-technology experts: *As 2021 draws to a close, what types of technology should apparel businesses consider investing in to successfully navigate 2022?*

Shahrooz Kohan, Chief Executive Officer, AIMS360



The market is changing fast because of supply changes and buying patterns. The whole supply-to-delivery process is now omni-channel as it is impossible to know what will happen next. Costs and selling prices are constantly a moving target for each channel. One day goods are stuck in the port and brands require domestic production and the next day it changes again. We have had to upgrade our omni-channel automation software to accommodate the day-to-day changes in production, order taking and delivery. Our client brands are staying in business by being able to quickly adapt to changes.

Jason Wang, Chief Operations Officer, Alvanon



When it comes to samples, imagery and production, physical textiles have been the standard in fashion. One of the solutions to combat this waste is digital technology, with digital sampling and 3D digitized models that can not only help within the supply chain but also solve customers' fit issues by creating realistic virtual body models to make clothes that fit every body.

Today, we're using digital to help us get a more efficient supply chain by making 3D models streamlined across digital and physical forms. Alvanon enables companies to generate and leverage their authentic 3D digital assets across multiple platforms and applications. We have seen how 3D avatars can change the way we design, produce, merchandise and sell fashion. 3D digitized models will change the fashion production game in 2022.

Mark Kwong, Head of Business Development, Brandboom



As we've seen over the last couple of years with the pandemic, everything can change very quickly. Many countries still have heavy restrictions in place—and those restrictions change frequently. As the pandemic continues to create challenges, buyers often can't, or don't want to, travel. As a result, the ability to do everything online is not only expected—it's demanded.

The name of the game is flexibility. Brands that have always used the standard seasonal approach to their lines now need to be more agile with planning and inventory. We've also seen brands benefit from expanding their product lines; for example, incorporating a new casual line or focusing on regional markets to accommodate the ever-changing "new normal."

So, apparel businesses should be investing first and foremost in flexible technologies that are immediately fully functional while being able to accommodate frequent and unanticipated changes at super-fast speed.

Dan O'Connell, Co-founder, BrandLab360



Our unique technology is at the forefront of the rapidly building trend of using gamification to elevate e-commerce inside the metaverse. To successfully navigate 2022, it's essential that apparel businesses consider investing in technology where people can meet, transact, work and play online. We believe this will be the catalyst for a cascading cultural shift in the future of e-commerce supported by the metaverse and Web 3.0.

Michele Salerno, Director of Marketing and Assistant Vice President, Celerant Technology Corp. & CAM Commerce



Apparel retailers have learned over the past 21 months how vital technology is for their businesses. Retailers who were still using inadequate and/or aging software to run their business definitely had a disadvantage versus retailers who were already using an innovative and more modern software solution.

Implementing new fulfillment methods such as buy online, pick up same day—whether it be in-store or curbside—was virtually impossible if you didn't have the right technology foundation to support these initiatives. Flipping your entire store's available inventory to an instant virtual store online to continue serving your local customers when perhaps they couldn't come into your store—and doing this quickly across the many local communities you may serve with 100 different store locations—is virtually impossible without the right software as your business's backbone.

Moving into 2022, we have all learned a lot from the past 21 months, and the most successful retailers have come out on top and will continue to thrive because they understand how important an innovative and comprehensive software solution is to manage both their bricks-and-mortar and online businesses.

Paul Magel, President of Business Applications, Computer Generated Solutions



If recent history is any indication of what the apparel industry will universally focus on, it will be the supply chain. However, brands and distributors individually should be evaluating and investing in their companies' greatest pain points. The supply chain has become a catchall for much of the 2020 and 2021 disruptions, but the specific technology needs within the

supply chain can depend upon where the business priorities lie. Is the priority sustainability and compliance, reduction in supply-chain costs, or production lead times? How ready they are, as an organization, to adopt and implement technology will also be a consideration.

When priorities and corporate readiness are identified, only then can the appropriate technology be selected and deployed.

In 2022, the digitization of the supply chain will be critical, and that can mean anything from deploying a PLM platform that connects an apparel business's designers, production and vendors to installing a shop-floor-control solution that allows for real-time production tracking with notifications sent to the brands as the goods move through the manufacturing process. Key to the success of any initiative will be the collection of data throughout the supply chain and transforming that data into meaningful information to be used to form insights and actionable intelligence.

Accelerated technology deployment will be a necessary business fundamental in 2022 for not only success but survival. Taking careful consideration of your business's overall goals and priorities will be the key to choosing the right area to focus on.

Roy Avidor, Co-founder and Chief Executive Officer, Cymbio



Automation has become a key driver in accelerating digital sales in 2022. The upcoming year will require businesses to lean on technology and provide the customer journey, scalability and data needed to keep up with the increasing changes. And while the rules are always evolving, in order to continue growing and moving forward businesses need to create a firm foundation today in order to grow digital sales.

Consumers are shopping differently; therefore, it's crucial to accelerate the adoption of digital-first strategies and channels. Thanks to e-commerce, consumers have increased access to whatever they need more than ever before.

For brands, selling at retailers and marketplaces has become a must, and the only way to do this at scale is through

automation. Automation enables brands to easily sell on any channel, regardless of their systems, while streamlining product data, imagery, mapping, inventory syncing, taxonomy, orders, billing, tracking, returns and reports. The bottom line is that businesses have even more power to reach and sell on a global scale with automation in their back pockets.

Tim Check, Product Manager of Professional Imaging, Epson America, Inc.



As we approach the end of the year, take stock in where you've succeeded and what has worked well. If you've found success in a niche market, what are other products and services that would be a good fit?

Consider investments in new technology only when it will support your path to success. That could be in the way of faster production, lower operating costs or expanded capabilities. Only you know what is best for your business.

As an example, a regional sportswear-apparel producer faced a significant drop in team-apparel sales due to the pandemic and shifted its product offerings to cater to esports apparel and accessories. The existing dye-sublimation printers worked well to enable the company to start producing products such as video game-themed clothing, personalized gaming pads and energy-drink insulators. Sales picked up and, to the company's surprise, they seemed to have uncovered a sizable market opportunity. Direct-to-garment turned out to be the solution they needed. They were able to produce the sublimated cut-and-sew apparel without any personalization and later used DTG to add personalization.

The customer-order pattern for esports products was different from team sportswear in that the number of unique orders was higher with smaller job sizes. Designing and producing personalized cut-and-sew apparel was difficult to do efficiently while the accessories, like gaming pads, were quite easy. Noting that the top-selling products consisted of a dozen esports game themes, they looked to find a more efficient solution to personalizing the apparel.

John Robinson, Senior Vice President of Client Engagement, Exenta From Aptean



In 2022 and beyond, companies absolutely must invest in technology that delivers real-time visibility into the key performance indicators of their business, including inventory of raw materials, inventory of product, sales, financial information, available inventory to sell and production orders against sales. Only a tailored, industry-specific ERP solution provides that level of visibility for fashion and apparel companies.

For companies designing and producing their own products, a PLM solution also delivers valuable efficiencies, helping apparel brands be not just quick to market but also smart to market. It's important to get the right products to market at the right time. A PLM facilitates collaboration between designers and vendors, and a modern PLM really lifts administrative burdens from designers, freeing them to be creative.

Those businesses that manufacture their own products—essentially any operation that includes running machinery and having labor involved in getting a job done—want to maximize productivity from their investment in equipment and human capital. Investing in shop-floor control, or manufacturing execution software, allows manufacturers to track the efficiency of each operation and each operator in real time and delivers visibility into real-time WIP, eliminating production bottlenecks.

To succeed today, apparel companies need to bring digital transformation to every aspect of their business. Even brands not directly engaged in e-commerce often have a need to support that for retail customers who do, including a way to keep inventory current, receive online orders, drop-ship to the end customer and facilitate the process in reverse for returns. Future-proofing an apparel-business supply chain requires nonstop progression toward becoming more agile at every phase of the game, from design and development all the way through to a client's experience in engaging with a brand online or in the retail store.

As 2021 draws to a close, what types of technology should apparel businesses consider investing in to successfully navigate 2022?

Technology *Continued from page 3*

Tirsa Parrish, Managing Partner, Fashion Index



Going into 2022, apparel companies and retailers, even smaller retailers, should adapt their websites and platforms to ensure they have a drop-ship functionality. This will allow them to significantly speak to the commitment to socially responsible production, which provides zero waste and no inventory options!

Ulla Hald, Founder and Chief Executive Officer, FAVES



Live selling and planning tools are the two investment areas I recommend for 2022. But let's be clear, making technology investments without human adaption is meaningless at best. There's no magic pill. To be successful in the ever-changing apparel landscape, both technology and human processes need to innovate and adapt.

Live selling really took off in 2021, allowing savvy retailers a new way to connect with customers. Those who were engaging and authentic and showed up on social channels consistently were rewarded with a substantial increase in sales.

To win in 2022, I suggest more apparel retailers experiment with live selling and invest in technology platforms to help automate the process. Live selling is a game changer. It's the unlock to connecting with customers anywhere. But as with any social presence, it requires a commitment to being authentic and present.

We can't control global logistics, but we can control the products we order. It amazes me how many retailers use their gut when investing in inventory and all too often end up with similar or redundant products from multiple vendors or forgetting to order key styles.

Another trouble spot is losing track of when products are supposed to arrive. Nobody wants to receive an order of Rudolph sweaters on Dec. 26. Staying on top of orders and expected deliveries is essential, but it's not easy without the right tools.

Chris Kronenthal, President and Chief Technology Officer, FreedomPay



2021 has shown us that consumers' appetite for buy-now, pay-later options is growing and is not limited to bigger-ticket items or online purchases. Apparel retailers need to meet this growing consumer demand in 2022 and need the right technology to make BNPL as seamless as any other transaction. This calls for a platform that can swiftly and securely connect disparate systems like POS, customer loyalty app and a BNPL solution behind the scenes.

Katja Dömer, Chief Marketing Officer, inriver



As e-commerce continues to dominate the apparel landscape, both from a retail and wholesale perspective, it's more crucial than ever that product details are consistent and accurate across marketplaces. A product-information-management solution, especially one that provides digital marketplace auditing, can be a game-changer for apparel businesses looking to amplify their online selling game, eliminate return costs and attract repeat customers.

Kristin Savilia, CEO, JOOR



Virtual showrooms have become a critical investment for apparel brands to maintain business continuity. As brands now consider the reintegration of in-person selling, having a virtual showroom will remain a necessity in order to efficiently conduct business with partners around the world. Selecting the right marketplace is critical, especially when it comes to imagery and intelligence. Look for virtual channels that offer rich 3D imagery, including augmented reality, and product-attribute tagging that incorporates artificial intelligence. These technologies enable better discoverability and can eliminate the need to ship samples to buyers. Regarding the global supply chain, apparel brands and buyers must rely on seamless inventory management systems, which bring together an up-to-the-minute view of their wholesale businesses.

Robert Zoch, Global Content Manager, Kornit Digital



The successful apparel business is one that invests in tools to minimize the time—and perhaps complexity, even more so—involved in the accurate fulfillment of real demand for its products. If there were ever any doubt that forecast-based production cycles were on the way out, a global pandemic, the explosion of e-commerce and a serious shipping crisis certainly laid those doubts to rest. On-demand production, nearer to the purchaser for quick delivery, is key to serving today's marketplace, and the tools exist to align production with those demands, eliminating waste and driving healthier profit margins in the process.

Producers need tools to harness that demand, whether it's coming from online stores, social media or design apps that empower users to bring their own creations to life. The Internet of Things—like smart devices—it's all part of that digital revolution, which eliminates the guesswork for businesses that make the effort to tune in. Starting with the more effective capture of consumer demand and sentiment, they can invest in highly automated workflow software that eliminates friction from point of sale to the production floor to shipping finished goods.

A truly modern and intelligent end-to-end workflow enables immediate flexibility and agility to answer demand in real time, eliminating overproduction.

Alison Bringé, Chief Marketing Officer, Launchmetrics



Going into the new year, brands should consider providers that support two things: launch and metrics. When managing an apparel business, there are two sides to the coin; on one side you have technology that digitizes internal processes and optimizes resources in order to increase efficiency, and on the other you have tools that allow you to track marketing strategies by leveraging data and insights in order to make smarter decisions around your branding efforts.

In 2022, as we settle into the new era, it will be pivotal that brands invest in both in order to enable their executives to succeed with the right tools and services while implementing a holistic approach to their brand performance. If the past years have taught us anything it's that we need to be more efficient so as to spend more time on what really matters.

Leonard Marano, President Americas, Lectra



As we look back on the challenges of both 2020 and 2021, we realize the need for digitalization to increase transparency and agility in the supply chain. Digitalization creates a seamless data workflow and reduces the number of errors, time wasted and money spent, which today is vital to the health of any business. That digitalization combined with automated technology and Industry 4.0-enabled solutions reduces the exposure producers have from shipping delays, raw-materials shortages and hard-to-find labor.

To operate in a more effective way, businesses need to implement fully connected workflows across the entire supply chain. One example is the use of AI to gain competitive analy-

sis and make more-accurate decisions about what is needed to produce, avoid overstock, optimize price and margins, and save time and money. Another is leveraging a fully connected suite of products that connects data, accurately, from PLM and development in 2D/3D CAD to production planning and manufacturing. Whether you are producing made to order, customized or mass-produced garments, seamlessly connecting the data eliminates errors and reduces the labor gap.

Catherine Cole, Chief Executive Officer, MOTIF



Our industry is changing so rapidly and will go through so much disruption over the next decade due to sustainability and 3D development imperatives that individuals and companies can't be complacent. The best thing newcomers and industry veterans can do is make sure their arsenal of skills is well stocked. We all need to embrace continuous learning with an open mindset to successfully navigate 2022.

Learning should never be a one-time event but ongoing with built-in opportunities for immediate application. We are launching a new series of live virtual master classes between February and June 2022 so learners can interact in real time with an instructor.

Tommy Fazio, Fashion Director, NuOrder



Investment in digital transformation is key for brands and retailers in 2022. This year, we have seen more and more companies making the move to digital, allowing them to more efficiently run their businesses through real-time data and insights, immersive storytelling as well as virtual selling between retailers and brands.

Greg Flinn, Solutions Director of Planning and Optimization, Oracle Retail



Retailers should focus their efforts in three areas as they finish up 2021. First, they should explore robust, AI-native forecasting capabilities to better understand if the category shifts that occurred over the last two years will maintain their trajectory and for how long. Second, apparel retailers should investigate enhanced order-management systems that take better advantage of the supply chain to most efficiently and profitably fulfill orders from any selling or inventory-holding location. Finally, retailers should evaluate mobile POS systems that facilitate the ability to service the customer wherever they want to shop. Certainly the existence of a powerful planning solution sets the framework on which to build these focus areas and better manage open-to-buy as well as productivity across the entire enterprise.

Esther Kestenbaum Prozan, President, Ruby Has



Apparel businesses should think deeply about technology-enabled services overall and specifically about the technology capabilities of third-party e-commerce-fulfillment providers. It's not enough to have the right technology if it doesn't integrate with the provider. Invest in a relationship with a fulfillment provider who has a robust and comprehensive set of integrations with every platform and utilizes seamless e-commerce demands. Also look for intelligent use of automation and robotics such as world-class sortation systems that can bring speed as well as economies of scale.

Galina Sobolev, Chief Marketing Officer, StyleScan

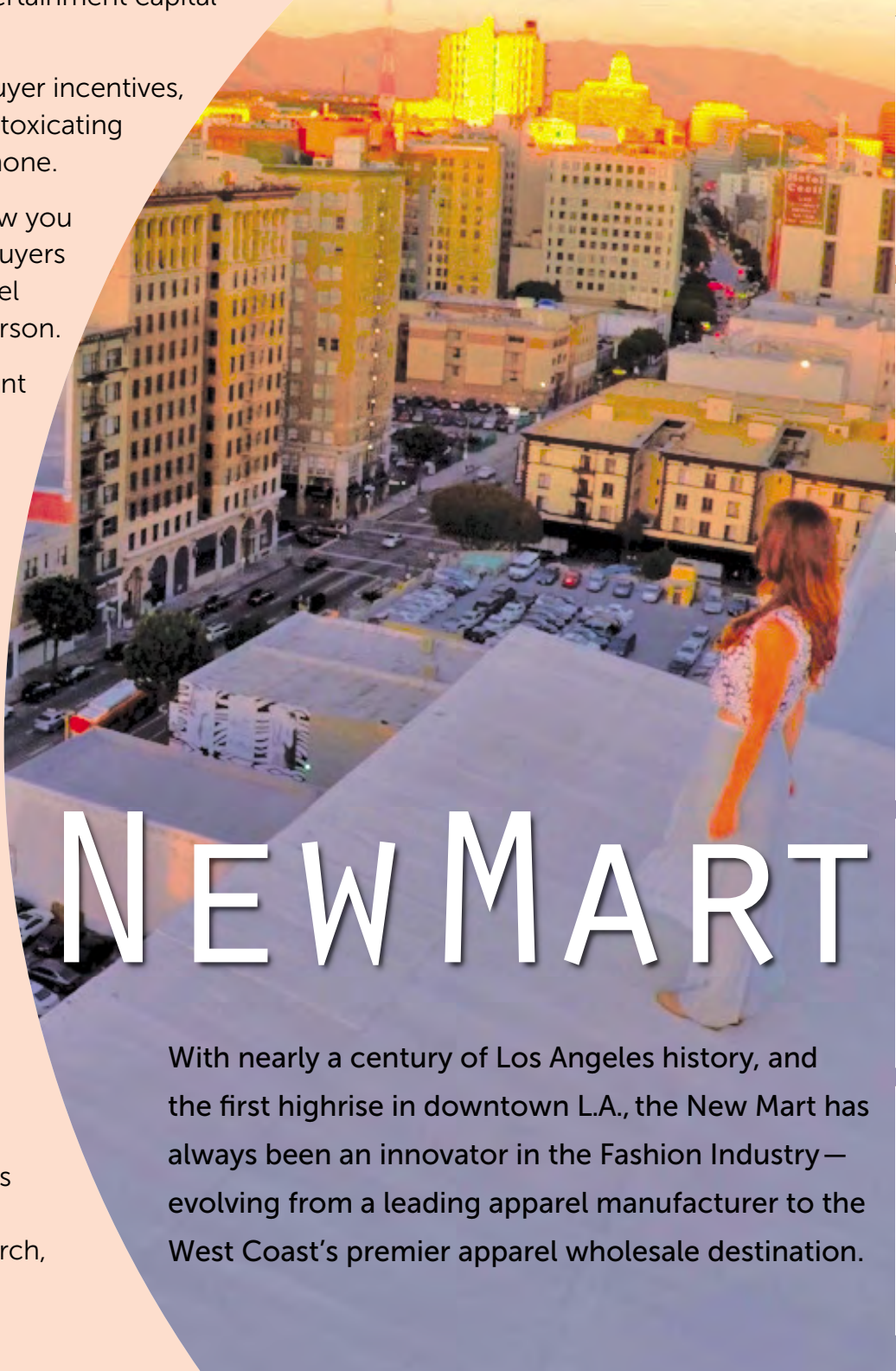
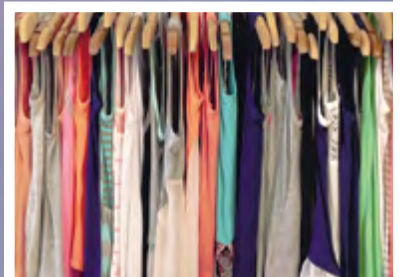
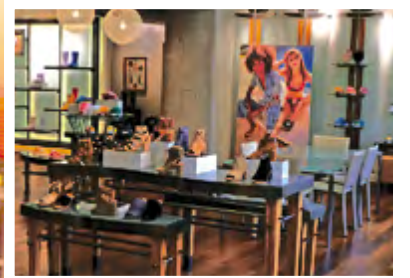


As we have learned in the time since 2020, apparel businesses should continue directing significant efforts toward enhancing their e-commerce, specifically by digitizing clothing into 3D. Many large industry names—Levi's, Ralph Lauren, PVH and Lululemon—are embracing the digital direction and have already begun us-

➔ Technology page 10

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

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



NEW MART

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

For Leasing inquiries, contact Chris Wayne, Leasing Manager, at 213-627-0671 or Chris@newmart.net



Scan this QR Code to see our video on why buyers should come to the New Mart for the next LA Market!

NEWMART.NET

127 E. 9TH STREET

IN THE LOS ANGELES FASHION DISTRICT

ACTIVEWEAR



In addition to its message of kindness, Civile is committed to sustainable practices, using recycled materials that are ethically sourced, manufacturing its goods locally and utilizing packaging made from compostable materials.

Civile Leads the Way in Pickleball Culture With Message of ‘Playing Nice’

During 2020, golf was thought of as the most pandemic-friendly sport, but enthusiasts of pickleball beg to differ. At San Diego–headquartered **Civile**, which is the Italian word for “be civil,” pickleball is not only a sport but also a lifestyle and, with its apparel that pays homage to the game, the brand seeks to establish this activity as a major contributor of athleticism and sportsmanship. Brand partner Kate Nowlan sees great opportunity for the brand to reside at the forefront of forming the culture of pickleball as the sport grows, in addition to promoting the activity’s core values of kindness.

“Civile apparel is defining the emerging culture of pickleball. When you look at skateboarding, for example, it’s a niche sport, and there was a culture that emerged with that and brands that attached themselves to it and helped define it. You can say that is what we are doing in a similar way, so the growth opportunity is tremendous for us,” Nowlan explained. “It’s about bringing civility back and being nice and being kind.”

Founded by Aubri Steele, who now serves as the company’s chief executive officer, in 2020 Civile practiced a sustainable

approach to apparel and manufactures its goods primarily in San Diego with production on certain pieces performed in Los Angeles and Orange County, Calif. Creating the apparel locally at factories where the brand’s team is able to ensure its products are crafted by expert sewers who use materials created from recycled sources is important to maintain quality but also reduces the company’s carbon footprint. Packaging for the brand’s pieces comprises a compostable material, an additional eco benefit.

“We don’t have the supply-chain issues when it comes to getting our goods produced. That has been a huge part of it. Also supporting local [businesses], and we feel very special to be working with these sew houses,” Nowlan said. “We are focused on sustainability, meaning we use fabrics that are using recycled materials and are ethically sourced, but beyond that, when we manufacture in the U.S., our carbon footprint is a lot less.”

The brand already plans on expanding as it is experiencing high growth within its men’s category. Civile has heard from men who enjoy the sweats, T-shirts and performance pieces,

but they want more.

“We are going to produce more men’s products,” said Nowlan. “We are probably going to be launching [more] in spring 2022 for the men’s. We will have three more drops in 2022 [anticipated for April, August and October] on the women’s side and include some men’s stuff, but we want women’s to be our hero.”

Civile is also going to expand its sizing as there have been requests from women who love the brand’s mission but have different body types or want additional coverage.

“We have heard from women who want us to expand to make things for women who are curvier or on the larger side as well as—and this at times goes hand in hand—older women who don’t want the fitted look,” Nowlan said. “We are taking that into consideration to be inclusive because that is a really important value that we have.”

Available in sizes XS–XL in women’s and S–2XL in men’s, Civile is priced at \$32 for a T-shirt to \$148 for a pickleball dress and is available at civileapparel.com.

—Dorothy Crouch

MANUFACTURING



Launching in 2017 originally to serve the denim needs of tall women, Midheaven has branched out to include loungewear, activewear and swim, as well as expanding its brand sizing.

Moving Beyond Denim, Midheaven Rebrands to Include Other Categories

After launching in 2017, the Kathryn Brolin–founded **Midheaven Denim** brand set off on a mission to create denim pieces for tall women. Standing 5 feet, 11 inches, Brolin is familiar with the struggles tall women encounter when shopping for the perfect jeans. Nearly five years later, Brolin has dropped the word “denim” from the **Midheaven** name and refocused the brand’s mission on providing garments across a number of categories following its continued growth.

“Our customer base was of a certain niche who supported us through [the COVID-19 pandemic]. It continued to grow organically based on what people were asking for, which has been really nice,” Brolin said. “We noticed that people were asking for certain things, and out of that has become what we really wanted to do, which was not limit ourselves by calling ourselves only a ‘denim brand.’”

Looking toward future categories such as sleepwear, activewear and swim, part of Midheaven’s rebrand includes loungewear, which was a shift based on demand during the pandemic. The brand expanded into loungewear by introducing bralettes and shorts with soft recycled cotton in

sizes S–XL that are made in Los Angeles, remaining with a domestic-production mission that has been a part of its ethos since the denim launch. This new category also includes T-shirts, roomy tie-dyed hooded sweatshirts and matching wide-leg sweatpants, a crop hoodie sweatshirt and matching pants—all made from deadstock.

Sustainability has remained a tenet of the brand from its roots manufacturing its denim in Los Angeles using **Candiani** denim fabrics that rely on BCI cotton, waste recycling, a healthy work environment and fair-labor practices, including wages.

“Everybody who shops with us who has been around since the beginning knows that we will always have denim as the cornerstone of our business,” said Brolin. “Our loungewear was something our customers were asking us for because they were quarantined at home. It was a place I really wanted to go anyway.”

Through a partnership with interior-design brand **Pierce and Ward**, Midheaven released a luxurious 100 percent imported European-silk robe with the apparel brand’s signature stripe. The lounge collection is priced from \$72 for

a T-Shirt to \$395 for a robe.

“We thought that we were going to slowly roll these out because we are not known as a brand that carries silk anything, and they immediately sold out. We’re back in production on them again,” Brolin said. “It feels like the little engine that could is. With each order that we place with our manufacturers, it grows in quantity, so that is a really nice feeling.”

Another element of the Midheaven shift was expanding the brand’s sizing. Originally Midheaven Denim produced goods in sizes 25–33. As the brand began to work under a collaboration with designer Cynthia Rowley, it started to expand its sizing, now offering goods in 24–40 through its site, midheavendenim.com, and a Malibu, Calif., bricks-and-mortar location.

“What was formerly only a denim brand for tall girls is no longer just for tall girls, and it’s not just a denim brand,” Brolin said. “We see that a lot of our competitors don’t have the extended sizing our customers are asking us for. We wanted to be a place where anybody who has any body can shop.”—D.C.

FASHION



BRETT STANLEY

Enchantment and Wonder Found in Dalia MacPhee's Holiday Collection

Designing for the Holiday 2021 collection of her eponymous line, designer Dalia MacPhee was inspired to create a collection that spoke to a season that is more celebratory than last year. As people emerge to safely celebrate the holidays, MacPhee also wanted to celebrate a return to glamour, fashion and fun.

"The inspiration for the collection was similar to the inspiration for Fall. It was a continuation, basically a resurgence of fashion, which we all miss—an excuse to celebrate, safely obviously, but more social and celebratory than the last holiday season. It's something for people to be excited about and able to move in," MacPhee explained. "There is a little of that Roaring Twenties inspiration of getting back out there, dancing and having fun and really celebrating what fashion is."

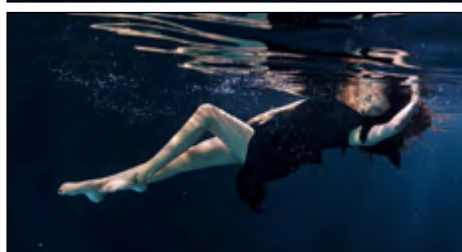
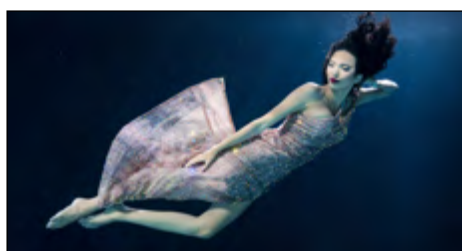
For Holiday 2021, MacPhee relied on sequins, velour, lace, velveteen and mixed media. Hues include jewel tones with deep burgundy, stunning red, rich purple, glimmering gold and elegant black. With short cocktail designs and glamorous floor-length-gown silhouettes, MacPhee applied winged sleeves, capped sleeves, asymmetrical short hems and beaded fringe treatments on cap sleeves. The designer also

chose to use light fabrics, which would allow those wearing the designs to move freely.

"The main thing is to appreciate every moment," MacPhee said. "When you look inside your own closet, I guarantee that there is a dress that, when you look at it, all you see is the memory you had from that dress and hopefully it's a great memory. That is why pieces like this are important. Usually it's being worn to something that is important to the wearer."

Offering a special approach to the Holiday collection was not limited to the garments that MacPhee created. Working with photographer Brett Stanley, MacPhee approached the collection's campaign through a vision that included an underwater shoot.

"There is something about shooting underwater to me that looks like fine art. It feels like you're being transformed into a Caravaggio painting," MacPhee said. "When I've done the underwater shoots, I've always stuck to Spring/Summer collections, but I wanted to throw Holiday in this time because it felt like the last year and a half or two years we've been suspended—everything stopped. So, that is what this feels like as well. Suspended in time."—Dorothy Crouch



Performance and Active Fabrics

J.W. TEXTILE SALES REPRESENTING:

ECLAT TEXTILES PERFORMANCE KNITS

Leading provider of circular knits to higher end athleisure and active wear brands. Los Angeles stock program for domestic production. Heather Moss Jersey, Interlocks, TENCEL and many more performance knit options to choose from.



REX FABRICS ACTIVE TEXTILES

LOS ANGELES STOCK
Rex Fabrics is a converter located in Los Angeles. We offer a large selection of stock fabrics for yoga, sport, swim, gymnastics, and dance. Minimum order quantity is only 5 yards per color. Excellent color selection and color cards available upon request.



VICTORYTEX PERFORMANCE WOVENS

Victory is a woven converter based in Taiwan. Excellent source for stretch and non-stretch woven. Minimum order quantity is 3,000 per fabric / 1,000 yards per color).



J.W. TEXTILE SALES

818.613.2385

JWTS@yahoo.com

www.jwts-eclat.com

VISIT US AT:

OUTDOOR RETAILER - DENVER JAN. 26-28
MAGIC SOURCING - LAS VEGAS FEB. 13-16

Coming Soon

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

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

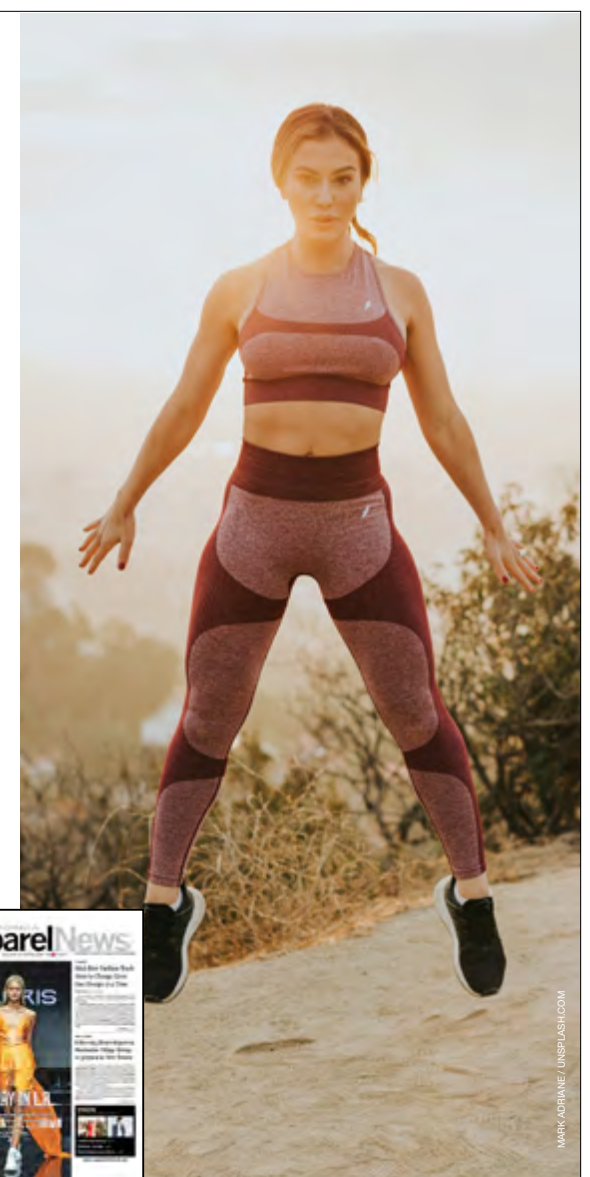
January 7

Cover: Performance/Active/Athleisure
Textile Trends
Technology
Fiber & Yarn
Retail
New Laws
New Lines and Showrooms

Textile Trends + Advertorial
Performance/Active/Athleisure Advertorial
Technology Advertorial
Fiber & Yarn Advertorial
Fashion Advertorial
Finance Advertorial

Bonus Distribution
L.A. Market
Première Vision New York
Impressions Expo Long Beach
Texworld New York
LA Textile
Swim-Active Collective

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



MARIA ADRIANE / UNSPLASH.COM

CALIFORNIA
ApparelNews

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



Marque Luxury has established itself in B2B wholesale by providing authenticated pre-owned luxury items. The new Re-commerce Hub will display all of the company's high-end product offerings including designer bags, watches, jewelry and other accessories.

Marque Luxury Opens Re-commerce Hub in Houston

Marque Luxury has announced the opening of its newest Re-commerce Hub in Houston designed to cater to the needs of current and future wholesale partners in the region.

The new hub will display all high-end product offerings, which include designer bags, watches, jewelry and other accessories. The Irvine, Calif.-headquartered Marque Luxury's digital inventory catalog will also be available for purchase at the location.

"Our team is looking forward to strengthening our existing wholesale customers and building new relationships in the Houston area. We are opening doors to new possibilities. Our goal of extending the life of luxury and working toward a more sustainable future becomes more achievable with each new Re-commerce Hub expansion," said Quentin Caruana, president and founder of Marque

Luxury.

Since being founded in 2017, the brand has established itself in B2B wholesale by providing authenticated, pre-owned luxury items. Other Re-commerce Hubs are in Los Angeles, Las Vegas, Dallas, Atlanta, New York, Miami and Charlotte, N.C., in addition to Japan, Singapore, Hong Kong and Indonesia, among other areas. Marque Luxury recently opened its first Re-commerce Hub in Vietnam, which marked its seventh bricks-and-mortar location in Asia.

The company announced in November that it had secured \$20 million in funding through an investment by **Provident Capital Partners**, which is expected to help it continue its expansion on an operational scale focused mainly in North America.

—Tyler Shultz

Fashion for Good Cooperative Launched by Ecovative With PVH, Bestseller

Mycelium-technology company **Ecovative** has announced the launch of its **Fashion for Good** international sustainable-fashion cooperative, as **Bestseller** and **PVH Corp.** joined as founding members. Innovation platform Fashion for Good connected the three companies as they sought greater opportunities to promote fashion sustainability with Ecovative's second-generation mycelium-leather alternative, Forager Hides, which launched in March 2021, at the center of the collaboration.

"Working directly with fashion brands and tanneries, we make beautiful, high-performing and sustainable materials without harming animals or the planet," said Gavin McIntyre, Ecovative co-founder and chief business officer.

Working within the cooperative, Bestseller and PVH Corp. will collaborate with Ecovative in the development of custom mycelium materials.

"Mycelium provides us with an opportunity to respond to growing consumer interest in lower-impact products while supporting quality and design that meets the needs and expectations of our consumers—in this case, made with 100 percent bio-based resources," said Rebecca England, vice president of innovation for PVH Europe.

Forager Hides were developed in Ecovative's Mycelium Foundry and are grown in sheets that measure up to 24 meters, or nearly 79 feet, in length, and 1.8 meters, or around 6 feet, in width. Forager Hides can be made according to specific tensile strength, density and fiber orientation. The growth process takes nine days.

"Mycelium shows great potential in the



Alternative-materials innovator, Ecovative launched the Fashion for Good Cooperative, which will work with members to develop custom mycelium materials as well as other 100 percent bio-based products.

fashion-innovation sphere—it even extends far beyond our own industry," said Bestseller Sustainable Materials Engineer Anders Schorling Overgård. "This pilot enables us to gain more insight into mycelium as a leather alternative, which ultimately is both biodegradable and fully bio-based."

Among the products that Ecovative scientists are known to create are softer mycelium-leather accessories and garments in addition to more-durable belts and shoes.

"Biomaterials have been in development for years, but they have yet to reach even a small portion of customers," said Katrin Ley, managing director of Fashion for Good. "Ecovative has been focused on scaling its technologies to deliver mycelium at the scale necessary for industry leaders like Bestseller and PVH Corp."—Dorothy Crouch

ATLANTA

THE FASHION EXPERIENCE
WHERE BUSINESS GETS DONE

February Atlanta Apparel 2022

SHOWROOMS: Tues., February 1 – Sat., February 5

TEMPORARIES: Wed., February 2 – Fri., February 4

April Atlanta Apparel 2022

SHOWROOMS: Tues., April 12 – Sat., April 16

TEMPORARIES: Wed., April 13 – Fri., April 15

June Atlanta Apparel 2022

SHOWROOMS: Wed., June 8 – Sat., June 11

TEMPORARIES: Wed., June 8 – Fri., June 10

For Complete Date listing,
please visit [Atlanta-Apparel.com](https://atlanta-apparel.com)



ATLANTA
APPAREL



Let's Be Friends

#atlapparel | @atlantaapparel

Dates are subject to change.
©2021 International Market Centers, LLC



Joshua Hartman (left) joined Merchant & Gould in September as a partner to lead the firm's new ITC Group under Christopher J. Leonard (right), Managing Director and CEO of the firm.

Merchant & Gould Launches New International Trade Commission Group

National intellectual-property law firm **Merchant & Gould P.C.** has announced its new International Trade Commission Group.

The new group was formed during a time when **Lululemon** filed a lawsuit against **Peloton** claiming that the exercise-equipment and media company infringed on the athletic-apparel retailer's IP rights. In the lawsuit, Lululemon accuses Peloton of trade-dress infringement, false designation of origin and unfair competition. Lululemon claims five Peloton-branded products infringe on six Lululemon patents.

The ITC Section 337 Investigations Group will sit within the firm's litigation practice and handle all patent and non-patent issues under Section 337 for all clients, regardless of industry. Section 337 litigation is considered a specialty within the broader intellectual-property and unfair-competition litigation. Cases typically consist of a mix of traditional IP issues, such as patent, copyright, trademark infringement and trade-secrets misappropriation.

Joshua Hartman joined Merchant & Gould in September as a partner to lead the firm's ITC Group. Merchant & Gould's specialized, ITC-focused, Washington, D.C.-area team will steer the ITC Group while working with attorneys across the firm's seven offices.

"With the launch of the ITC Group and this additional niche, Merchant & Gould is increasing our existing IP capabilities in the ITC litigation space during an important shift in our global economy. ITC investigations require a variety of IP specializations, and we have a deep team of IP all-stars who understand the complexity of this area as we move into a more interconnected world," said Christopher J. Leonard, managing director and CEO of Merchant & Gould.

Merchant & Gould is planning a Continuing Legal Education event regarding Section 337 in the spring of 2022. Details, including date, location, topic and speakers, are expected to be announced early next year.

—Tyler Shultz

Liberty on Hiatus, Offprice to Co-locate With New Closeout Show

As trade-show organizers make preparations for the 2022 calendar, major announcements were made recently regarding two major apparel-event players. With the first shows of the new year only weeks away, both **Liberty Fashion & Lifestyle Fairs** and **Offprice** have revealed major changes to their programming.

On Dec. 7, Sharifa Murdock, founding partner of Liberty, released a statement noting that the contemporary men's show would not return for the winter months. The show saw a successful run Aug. 4–5 with a new format called **Liberty West**, an event that was hosted as a product of Liberty partnering with the **LA Men's Market**.

"While it has always been our mission to showcase the rising talent and innovations within the men's and women's fashion industry through highly impactful trade shows and events, we feel there is no better time than now to hit the pause button and restructure our business model to better suit the forward-thinking and heritage brands we serve," Murdock said in a statement. "With that, we've made the collective decision to put a pause on hosting shows at least through the winter season. Although we're deeply saddened to pause our shows that so many look forward to attending each year, at the end of the day our goal is to protect the best interest of our incredible brands and designers—which is why we'll be taking this time to re-evaluate how we operate and implement new initiatives that allow them to scale and add value to their offerings in an even greater way."

On Dec. 9, **Offprice** released news regarding its next show, which will take place Feb. 13–16 at the **Venetian Expo** during the February 2022 Las Vegas apparel trade events.



Liberty Fashion & Lifestyle Fairs and Offprice (pictured) recently made major announcements that will impact the trade-show calendar for early 2022.

Event organizers announced that Offprice would be co-located with **The Closeout Show**, which specializes in offering a hard-goods liquidation marketplace.

"We expect to see a wide variety of general merchandise at The Closeout Show," said Tricia Barglof, executive director of Offprice. "Our attendees know they will find high-margin product at the Offprice show, and we anticipate they will be able to find something unexpected at The Closeout Show that can fill the shelves while waiting for traditionally sourced inventory to arrive."

As a source for discounted apparel, Offprice is well suited as a co-location neighbor to The Closeout Show, which serves as a resource for manufacturer liquidations and closeouts, a valuable **Immediates** option during a time when the supply chain continues to see challenges.

"Everyone in the retail space knows that the time to buy deeply discounted inventory is now," said Gregg Modesti, organizer of The Closeout Show. "Inventory is hard to come by, and our vendors have immediate availability." —Dorothy Crouch

RETAIL

Retail *Continued from page 1*

tions as well as permanent positions to ensure they would have the staff needed beyond the holiday season.

Data from the Bureau of Labor Statistics and the outplacement firm **Challenger, Gray & Christmas** showed that retail companies have added 7.5 percent fewer seasonal jobs this year compared to 2020, and transportation and warehousing companies added 8.4 percent fewer jobs. The 551,400 retail jobs added are down from the nearly 600,000 jobs added in 2020, turning in the lowest number since 2016, when 508,800 seasonal retail jobs were added. Challenger, Gray & Christmas initially predicted retailers would add 700,000 jobs during the holiday season. According to Bureau of Labor Statistics data, there are more openings for jobs than there are unemployed workers.

Companies have started altering their hiring practices to entice more people to apply for open positions. The pandemic changed how businesses approach hiring as more workers have realized their value when choosing where they want to work, so businesses have begun to offer higher wages and signing bonuses to get more applications. Some companies are even offering healthcare benefits and tuition reimbursements to bring workers on. During a *Business Insider* interview, Daniel Zhao, a senior economist at the employer-review website **Glassdoor** said he believes there is no labor shortage but rather a number of workers on the sidelines who would be willing to work under the right conditions.

"I would say 'labor shortage' is kind of a tricky term because it does imply that there aren't workers available," Zhao said in a Dec. 12 story by Rachel DuRose and Madison



The Shops at Sportsmen's Lodge celebrated its grand opening in December and features a variety of shops and restaurants. With roughly half of the businesses operating at the time, the shopping center had no trouble staffing for the holiday season.

Hoff. "What we do know is that there are a significant number of workers on the sidelines who would be willing to come back to work if the conditions were right."

Target took a different approach to its seasonal hiring plans by trimming back on seasonal hires and instead offering more hours to its existing employees. The company said it anticipated current employees would work about 5 million more hours during the holiday season.

In May, athleticwear brand **Under Armour** raised its starting wage to \$15 per hour, a move that put the company in good position during the holiday season. The company also rolled out a short-term incentives program that pays bonuses to employees of stores that hit monthly goals.

Small businesses facing labor shortages aren't always able to compete with the larger companies that offer unprecedented bonuses and wages, but many business owners are still optimistic about the future. The **MetLife** and U.S. Chamber of Commerce Small Business

Index found that 38 percent of small-business owners plan to hire more workers in the next year, up from 28 percent last year, and more than three-quarters of small businesses are optimistic about their futures.

The **Shops at Sportsmen's Lodge** in Studio City, Calif., opened right in time for the holiday season and features a mix of retail stores and restaurants. The center celebrated its grand opening and ribbon-cutting ceremony in December with roughly half of the businesses open for business, including retailers **Vuori**, **Erewhon** and **FP Movement**, as well as the restaurants **Hiho Cheeseburger** and **SUGARFISH**.

The grand opening attracted many locals to check out the new center and the stores that were open. Retailers at the shopping center welcomed the extra foot traffic brought on by the event.

FP Movement, the activewear sub-brand from **Free People** that has been opening physical store locations since 2020, began hiring before the holiday season to make sure it had enough staff early on. It is also well positioned by being near another athleticwear brand, **Vuori**, and a soon-to-be-open **Equinox**, which makes the Shops at Sportsmen's Lodge primed to be a destination for those interested in an active lifestyle.

"We haven't had too much trouble finding staff for this location. We're in a little bit more of a niche market, so there's been a lot of interest and excitement surrounding it, but we have the advantage of people coming from our collection stores who have a lot of internal interest in the brand," said Mel Gribben, FP Movement regional brand director. "We've also hired a lot externally as well, as the fitness and wellness industry is booming, so we have a lot of people who are interested and looking to be with us." ●

Apparel News Group



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.

As 2021 draws to a close, what types of technology should apparel businesses consider investing in to successfully navigate 2022?

Technology *Continued from page 4*

ing 3D apparel for B2B and B2C sales.

For B2B, digital clothing enables garments to be designed, merchandised and sold before being manufactured. It increases speed and efficiency, saves costs and helps the environment.

For B2C, 3D apparel can also facilitate virtual try-ons, be worn in the metaverse and digitally dress endless photos/videos—all the elements necessary to position apparel brands for the future.

Guy Courtin, Vice President and Industry Principal of Retail, Tecsys



What we are experiencing with our supply chains is not seasonal, pandemic-driven issues; rather, they are the result of some fundamental weaknesses within our networks.

At the macro level, governments and NGOs will need to take concrete actions to fix infrastructure, deal with labor issues and rethink how we structure our global supply chains.

But what about further down chain? The act of shopping is happening across more and more channels, both online and offline; this is introducing a great deal of complexity on two fronts: digital orchestration and physical execution.

Digital orchestration refers to the technology backbone that allows retailers to operate more-sophisticated and -optimized order routing. This entails virtual pooling of inventory and its network of dispensing nodes like stores, distribution centers, dark stores, micro fulfillment centers, pickup lockers, pop-up stores and more.

Physical execution refers to the warehousing activities involved in managing the complexity behind the curtain that makes these brands so shoppable. Warehouses are being asked to balance the traditional function of pallets and cases moving from manufacturer to store but then also to layer on top of that all the wrinkles involved in fulfilling online orders, processing direct-to-consumer channels and managing distributed dispensing nodes. And all this while meeting increasingly uncompromising consumer expectations in terms of deliveries and returns.

Joe Walkuski, Chief Executive Officer and Founder, Texbase



Sustainability and traceability will affect the value of your brand more than anything else in the next two years. Get it right and you'll succeed. Get it wrong and your brand may never recover.

As such, it's imperative that companies solidify their strategies and invest in software to create fact-based supply chains defined by accurate data in support of their sustainability and traceability objectives.

Consumers are demanding to know what's in the products they're buying and where they come from. Companies need to be fortifying the processes and systems they use to define and manage supplier, material and product in-

teractions. Only then will they be able to accurately educate the consumer and therefore gain their trust.

Chris Walia, Chief Operating Officer, Tukatech



The most important technological aspect of the fashion business in 2022 will be agility. Is the technology going to allow you to pivot to meet market demands or face the kinds of global supply-chain dis-

ruptions we've seen over the last two years? Consider adapting at least part of your business to a demand-manufacturing or micro-factory production model. You could design, develop, sell, then make products rather than sitting on expensive inventory and waiting for it to be sold.

Virtual design tools like readymade pattern templates and 3D software are a must in order to visualize how a garment will look before it is cut and sewn with very little technical skill required. Then fabric can be printed as needed and laser cut according to what has been ordered. The beauty of the microfactory is that it doesn't have to mean small. It can be scaled to suit the needs of any level of production.

Suresh Menon, Senior Vice President and General Manager of Software Solutions, Zebra Technologies



Today's apparel-store associates have seen their roles shift dramatically over the last couple of years, with more change on the horizon. Under-staffed workforces throughout the retail industry, including

those on the apparel side, have led to increased workloads, making it difficult for them to complete their daily tasks in an effective and efficient manner.

With a substantial increase in demand for omni-channel services, apparel associates continue to manage increased demand for curbside pickup and buy-online, pickup-in-store orders, online returns, and in-store appointment-scheduling services. Apparel retailers will continue to see these challenges well into the future, which means that this pressure on store associates will not abate anytime soon.

By embracing intelligent retail technology, retailers can alleviate some of the burden on associates, fostering a more agile workforce that can react in real time to challenges. Forward-thinking apparel retailers have been investing in artificial intelligence-driven workforce management, real-time store execution and prescriptive analytics to simplify work and drive continuous operational improvement at stores. Empowering workers with mobile access to intelligent retail technology ensures that they always have access to the most accurate and up-to-date information. Whether it's important communication from their manager, a new high-priority task or other key operational information, these solutions ensure that staff is in the right place at the right time to elevate the customer experience. ●

**Responses have been condensed for space.*



Although 2021 was full of its own challenges, the retail sector saw promising growth that brought optimism for the future of the industry.

2021 Sees a Bounceback in the Apparel Industry as COVID-19 Recedes

By Tyler Shultz Assistant Editor

After the onset of the COVID-19 pandemic decimated many industries and cost millions of jobs, many were left wondering how the country would respond in the following years. Although 2021 was full of its own new challenges, such as supply-chain issues, rising inflation and new variants of the virus, the retail sector saw growth, bringing promise as the country continues to navigate into a new normal.

In January, President Joe Biden unveiled the American Rescue Plan to stimulate the economy by increasing unemployment insurance and distributing stimulus payments to qualifying individuals. The move was met with praise from many business groups, and the **National Retail Federation** said the stimulus helped fuel another leg of growth in the economy. Experts from the accounting and consulting firm **Moss Adams** predicted in March that retailers would see robust third and fourth quarters in 2021, which fell in line with the NRF's prediction of a record-breaking holiday season.

Many retailers seized growth opportunities as investment firms believed that retail would return to pre-pandemic form. Menswear retailer **Tailored Brands, Inc.**, announced in March that it had closed \$75 million in new financing for its brands, **Men's Wearhouse**, **Jos. A. Bank**, **Moore's Clothing for Men** and **K&G Fashion Superstore**, and in October, activewear brand **Vuori** announced a \$400 million investment from **SoftBank Vision Fund 2**.

In April, **Mastercard** announced a multimillion-dollar investment in the **Fearless Fund**, an investment fund created by women of color for women of color. The investment helps the fund continually expand its portfolio of women-of-color-founded and co-founded companies. The e-commerce platform **Etsy** made a series of moves in June 2021 that expanded its market reach. In a deal valued at over \$1 billion, Etsy acquired peer-to-peer social shopping site **Depop**. The deal expanded Etsy's reach in the resale and secondhand markets while adding Depop's largely Gen Z user base. Near the end of the month, Etsy acquired the Brazil-based **Elo7**, which established its presence in Latin America. Elo7 is a marketplace for handmade items referred to as "the Etsy of Brazil."

One trend that continued outside of the pandemic was online shopping through digital transactions. The apparel industry was already an early adopter of e-commerce, but the pandemic made it almost a necessity as people shifted to shopping online when they couldn't go into stores. When the pandemic dictated that bricks-and-mortar stores stay closed, many retailers saw increases in their

online businesses.

In addition, to capitalize on the digital trends, retailers began offering new ways for customers to pay for their orders, including using payment services like buy-now-pay-later options or turning to cryptocurrencies.

Ally Lending, the lending service for **Ally Bank**, unveiled a partnership with **Sezzle** in May that offered new interest-free payment plans for online and in-store shoppers. Leading Millennial and Gen Z fashion brand **FashionNova** announced a partnership with **Afterpay** to give customers the option to pay for their orders in four interest-free payments as opposed to paying all at once. Afterpay also parted with **Unibail-Rodamco-Westfield**, owner of the **Westfield** shopping centers, to announce an integrated partnership that offered shoppers at Westfield centers a more flexible way to pay for their purchases as shoppers returned to in-store buying.

PacSun became the first major brand in the apparel and retail space to accept cryptocurrency when it partnered with **BitPay** in October, and near the end of the year **Visa** launched its own digital-currency advisory service, which intends to educate retailers and financial institutions on everything regarding cryptocurrencies, including rolling out crypto features such as exploring nonfungible tokens. Social marketplace **Poshmark** celebrated its 10-year anniversary by launching a collection of NFTs that also offered Poshmark perks for members.

Denim brand **Levi Strauss & Co.** reported that its first-quarter numbers for 2021 were down 13 percent compared to the same quarter in 2020 but that global digital net revenues grew 41 percent, which gave the company confidence to increase its projected outlook for the year and raised its first-half adjusted earnings per share.

Expanded-size brand **Torrid** closed above its IPO price in July as the body-positivity movement has led to more women being comfortable in their own skin.

In October, the NRF predicted a record-breaking holiday shopping season in 2021 as more people returned to in-person shopping in addition to continuing to shop online sales. The supply-chain issues that troubled stores and shoppers most of the year began to ease up around the holiday shopping season, which helped drive numbers.

A majority of shoppers began their shopping before the holiday season, which the NRF defines as Nov. 1 to Dec. 31. This trend also helped alleviate any effects felt from shipments being delayed at the ports. After the early start and the positive Black Friday weekend shopping numbers, the NRF said the holiday season is on track to exceed its initial predictions. ●

Resource Guide

Finance

Republic Business Credit

(866) 722-4987

www.republicbc.com

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

Fashion

Atlanta Apparel

www.AmericasMart.com/apparel

Atlanta Apparel is the largest apparel market on the East Coast, offering thousands of contemporary and ready-to-wear women's, children's, and accessories lines all together in one location at one time. As the apparel and accessories collection of AmericasMart® Atlanta, it features an expansive—and growing—product mix, including contemporary, ready-to-wear, young contemporary, social occasion, bridal, activewear, resortwear, swim, lingerie, fashion jewelry, fine jewelry, shoes, handbags, and more showcased in permanent showrooms and temporary exhibition booths. Trend-driven juried temporary collections include Première (women's premium high-end/contemporary apparel, denim, and accessories) and Resort (high-quality lifestyle apparel and accessories). Atlanta Apparel presents five ap-

parel markets and three specialty markets: World of Prom (prom, pageant, quinceañera, social occasion) each year and Vow | New World of Bridal twice each year.

The New Mart

127 E. Ninth St.

Los Angeles, CA 90015

(213) 627-0671

Fax: (213) 627-1187

www.newmart.net

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

Surf Expo

www.surfexpo.com

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

America, and around the world. The show features more than 1,000 exhibitors showcasing hard goods, apparel, and accessories in addition to a full lineup of special events including fashion shows, annual awards ceremonies, and demos. The next show is Jan. 5–7, 2022, at the Orange County Convention Center in Orlando, Fla.

Textiles

J.W. Textile Sales

(818) 613-2385

JWTS@yahoo.com

www.jwts-eclat.com

Jay Wetherald has been in the textile industry for over 30 years, specializing in fabrics for activewear, athleisure, performance, yoga, swimwear, gymnastics and dancewear. J.W. Textiles represents Eclat Textiles, Rex Fabrics and Victorytex, which include a wide range knits, stretch wovens and non-stretch wovens in solid, novelty, prints and foils. Reach out for an appointment. Visit us at the January 2022 Outdoor Retailer Show and February 2022 Sourcing@Magic Show.

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

PROFESSIONAL SERVICES & RESOURCE SECTION

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

CALIFORNIA
ApparelNews

CLASSIFIEDS

www.apparelnews.net/classifieds

P 213-627-3737

www.apparelnews.net

Jobs Available

*** FABRIC COLORIST/TESTING COMPLIANCE ***

- * visually evaluate colors with consistency and accuracy
 - * comments on color approvals and rejections
 - * approval of all lab dips and bulk submissions on fabrics
 - * approvals for assigned lab dips and bulk production
 - keep approval/rejection records submitted by mills and factories
 - * Review solid, prints and trim for color approval
 - QA Compliance – Testing and factory audits through third party lab.
 - * Garment label – Supply factory with information and layout needed for each style.
 - * Test, Review and comments
 - * Min. 3 years of experience in Fabric
- Send resumes: claireg@felinausa.com

*** SALES REPRESENTATIVE ***

Shipping and Packaging supply company looking for outside Sales Representative

- * 1-2 years prior experience required
- * Salary plus commission

Email resumes: jobs@scicorporate.com

Space for Lease

COOPER
design
SPACE

*** CREATIVE/SHOWROOM SPACE AVAILABLE! ***
900 sq. ft to 4500 sq. ft.
For leasing, please contact:
Julianne Jeffries Leasing Manager
julianne.jeffries@investorshq.com
714-654-7393
Cooperdesignspace.com

Buy, Sell & Trade

WE BUY ALL FABRICS & GARMENTS

Excess rolls, lots, sample yardage, small to large qty's.
ALL FABRICS! fabricmerchants.com
Steve 818-219-3002 or Fabric Merchants 323-267-0010
Email: steve@fabricmerchants.com

***WE BUY ALL FABRICS AND GARMENTS**

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

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

CALIFORNIA
ApparelNews

Go Beyond the News and Behind the Scenes

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

CALIFORNIA
ApparelNews



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

COLLECTIVE SHOWS

An Exclusive Buying Retreat

Swim Collective + Active Collective
January 10 + 11, 2022

The Paséa Hotel and Spa
Huntington Beach, California

Top Brands include:

Body Glove, Frankies Bikinis, Chaser, Seafolly, Solid + Striped
ALL FENIX, Beach Riot, Beyond Yoga, Glyder, NUX, Vuori

Active Collective New York
January 19 + 20, 2022

The Metropolitan Pavilion
New York, New York

Top Brands include:

Beyond Yoga, Free People Movement
KORAL, SPLITS59, STRUT-THIS

Register Now!

