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FRESH IN ACTIVE

Activewear continues to flourish as brands including Los Angeles-based Cream Yoga continue to build on the momentum of trends for comfortable yet performance-focused apparel. For more, see page 13.

CREAM YOGA

TEXTILE TRENDS

Textiles Tick Toward Fresh Takes on Tradition for 2022

By Dorothy Crouch *Managing Editor*

As a new year begins, the fashion industry seeks a fresh start to move forward and create alluring styles. At the foundation of these design ambitions is the choice of the appropriate textiles to elevate garments and attract customers.

This edition of trend reporting on textiles sees freshness in fabric designs including those that are inspired by traditions such as ikat dyeing, newness in beloved pink hues and a return to summer with updated florals, which perfectly capture the spirit of the season. While fresh approaches to design can be found in these textile trends, mainstays such as tie-dye, animal prints, and checks and stripes returned, affording options to satisfy the demands for these patterns that are now wardrobe staples.

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RETAIL

With Roots in Family and Community, Susan Lee Grows Wilder

By Dorothy Crouch *Managing Editor*

In her Echo Park, Calif., shop, **Wilder Los Angeles**, Susan Lee celebrates community through selling vintage clothing within a welcoming space, yet the roots of her store reach into different facets of the entrepreneur's life. A denim-industry veteran whose career path has focused on design, Lee founded Wilder (pronounced as the first syllable in the word "wilderness") as a concept project that occupied an empty building at her parents' Mt. Washington, Calif., nursery, **Echo Gardens**.

"To this day, I think about that space as a start. I had no idea what it was going to be. The nursery itself was very hip and cool, so it attracted a lot of designers," Lee said. "All of a sudden, designers started reaching out and wanted to come

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INSIDE

Where fashion gets down to businessSM



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Kevan Hall Studio Launches as Saks OFF 5th Designer Spotlight

Within a successful 2021, Los Angeles designer Kevan Hall ended a busy year by launching a collaborative Designer Spotlight collection with retailer **Saks OFF 5th**. Joining forces with the off-price subsidiary of **Saks 5th Avenue**, the retailer that specializes in designer and luxury goods, Hall created a collection for women who want to feel beautiful for any occasion yet are searching for looks at a lower price point. The seven pieces in the Kevan Hall Studio collection are all priced below \$500, affording Hall's design genius at a more affordable cost than his Kevan Hall Collection, which is typically seen on the red carpet and sought after at his Los Angeles atelier.

"For me, when I'm designing, it always starts with a theme, and that theme really starts to come to life with my fabrics. Then I start doing sketches, and I sketch maybe hundreds and hundreds of sketches," Hall said in a video introducing the collection. "Then, the collection begins to get fleshed out with patterns, it goes into the sewing machine and then it all begins to come to life."

While creating the collection, Hall updated classic silhouettes with his unique touch and



Designer Kevan Hall works on his Kevan Hall Studio collection for Saks OFF 5th, which appeals to women who want style at a lower cost.

an alluring color scheme. The Sculpted Top with cowl neck and draping in its asymmetric sleeves was designed in satin. It is available in emerald and royal blue. A floor-length Checked Ruffle Maxi Skirt in black-and-white stripe or blue-toned floral includes a banded waist and front-button closure. Hall's red-carpet influences also appear in the collection in pieces such as the Sequin Double Slash Sheath Dress in silver or gold mélange. The cocktail-style piece features a boat neckline, cap sleeves and a concealed-zip back.

"This collection for Saks OFF 5th I am real-



The Kevan Hall Studio collection was introduced through Saks OFF 5th with pieces priced below \$500.

ly excited about. There are wonderful textures of velvet. There are beautiful prints that are sexy and fun. These are clothes that I love to see worn by women around the world. It could be to the office. It could be to a party. It could be just to walk down the street with swagger and with attitude because these are really lifestyle clothes," Hall said. "I'm a designer, and I love to make women look beautiful."

Available through saksoff5th.com and Saks OFF 5th locations, the Kevan Hall Studio collection is sized XS–XL and 4–14.

—Dorothy Crouch

FIBER AND YARN

Seaweed Yarn Maker AlgiKnit Launches Innovation Hub

New York-based startup **AlgiKnit** has announced the opening of its innovation hub in the Research Triangle area of North Carolina.

Founded in 2017, AlgiKnit creates environmentally friendly yarns made from kelp, and the company has been developing new technology to produce yarns on a commercial

scale that can be used to create footwear, accessories and apparel products.

In March 2021, the company announced it had raised \$2.4 million from investors. The investment was slated to help further the commercialization of AlgiKnit's kelp-derived yarns. The company was also named a finalist



AlgiKnit creates yarns derived from kelp that can be used to create footwear, accessories and apparel items. The company opened an innovation hub in the Research Triangle area in North Carolina that will be home to the research-and-development, manufacturing, and business-development teams.

in the Microfiber Innovation Challenge, held by **Conservation X Labs**, a technology and innovation hub based in Washington, D.C.

"We know consumers need more cost-competitive, environmentally sound materials options that perform as well as conventional materials," said Aaron Nesser, co-founder and chief technology officer of AlgiKnit. "The yarn we're producing today has the look and feel of the natural fibers consumers are familiar with plus all the makings of a no-compromise-conscious material."

AlgiKnit's new facility will contain the company's research-and-development, manufacturing, and business-development teams. The Research Triangle area has a history of textile manufacturing and has become a hub for technology companies.

"North Carolina's Research Triangle area is becoming a hub for big tech and life sciences, and we look forward to collaborating with other companies focused on scientific innovation and disruption," said Aleksandra Gosiewski, co-founder and chief operations officer of AlgiKnit. "We're also excited for the opportunity to tap into the deep and diverse pool of talent and knowledge in the area to strengthen our scientific and engineering divisions."—Tyler Shultz

Inside the Industry

Adore Me, one of the first lingerie brands to bring extended sizes to the market, has introduced Adore Me Tech, an organizational structure that represents what a tech group in a retail company can look like. The new technology's mission is to build upon the existing Adore Me Operating Platform, which currently employs 15 tools including a scaled-up inventory-management system, a product-ordering tool and advanced-shipping notifications, an algorithm-based try-at-home subscription box, an advanced product-creation tool used by Adore Me designers, and a self-serve tool that serves as home base for influencer campaigns.

Crocs Inc. announced it has entered a definitive agreement to acquire the casual-footwear brand Hey Dude for \$2.5 billion. "With the acquisition of Hey Dude, we are thrilled to add another high-growth, highly profitable brand to our portfolio," said Andrew Rees, chief executive officer of Crocs. "We believe Hey Dude's casual, comfortable and lightweight products are aligned with long-term consumer trends and are a perfect fit for Crocs." Upon completion of the transaction, Hey Dude will operate as a stand-alone division. The founder of Hey Dude, Alessandro Rosano, will continue to lead product development as a strategic adviser and creative director. The transaction is expected to close in the first quarter of 2022.

Huntsman Savile Row and Morehouse College have partnered to announce a new scholarship to help prepare business, mathematics and computer-science majors for their futures. The London and New York-based fashion house has contributed a \$100,000 gift to Morehouse to establish the Huntsman Savile Row Scholarship, which, in addition to providing financial support, will also provide each Huntsman Scholar with a bespoke Huntsman suit. Huntsman Scholars will also participate in mentoring activities and coaching sessions with executives in which they will be given insights into the luxury-fashion industry. To be eligible for the scholarship, rising Morehouse men must have at least a 3.25 GPA and a major that falls within the Division of Business Administration and Economics, the Division of Math and Computational Science, or the Division of Experiential Learning and Interdisciplinary Studies.

Brixton has appointed Rick Robertson as the new chief financial officer of the premium-lifestyle brand, effective Jan. 3. Robertson reports directly to Raphael Peck, chief executive officer of Brixton, and will help lead the brand through its continuing growth. The company's expansion has mainly been driven by initiatives around wholesale accounts, digital direct-to-consumer advancements, a fast-growing women's business and its Brixton Retail Experiences. Prior to his current role, Robertson served as vice president of commercial finance at TaylorMade Golf Company and most recently served as CFO at Municipal Co., where he helped the direct-to-consumer startup achieve its current success in the activewear market.

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SoundCommerce Launches New Solution to Optimize Profitability for Brands

By Tyler Shultz Assistant Editor

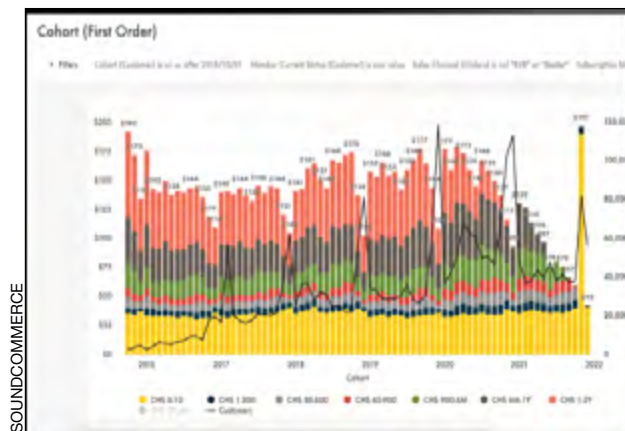
Retail-data platform provider **SoundCommerce** has launched a new cloud solution that aims to help retailers better serve customers by using data to create shopper profiles that allow retailers to provide better offers and promotions based on shopping preferences.

SoundCommerce has launched Customer360, which collects customer profile and event data in real time and uses the data across marketing, merchandising, customer experience and finance, allowing for better retail decisions, improved shopper experiences and increased customer lifetime value. The idea behind Customer360 is that every decision a retail brand makes should be informed by the behavior of the customer being served.

The platform helps consumers and brands create and enrich shopper profiles with identity and demographic attributes that track shopper behavior. The shopper profiles can then be used to optimize marketing campaigns to drive customer engagement and increase customer lifetime profits.

"The first step is to understand who the most valuable customers are and who is most likely to engage as a shopper next," said SoundCommerce founder and CEO Eric Best. "From there, based on everything we're collecting for the individual consumer profiles, the brand can be very prescriptive in terms of the products and offers being promoted, which in turn leads to those merchandising and marketing campaigns performing better when the content and timing of the promotion aligns with the customer's needs and behaviors. What's at stake here is the ability to increase the value of a shopper relationship tenfold by aligning marketing to a particular type of shopper."

SoundCommerce was founded in 2018 by Best, who said the inspiration for the technology came from the team's work at companies including **Amazon** and other consumer brands and retailers. Best previously co-led the apparel brand **Richer-Poorer** as CEO in 2017, and much of the technology developed by SoundCommerce comes from Best's firsthand experience in dealing with the complexities of the apparel industry.



SoundCommerce Customer360 is a retail cloud solution that helps brands align marketing, merchandising and operations data to build accurate views of customer profitability and lifetime value.

PacSun has adopted Customer360 to bring marketing and event data together to balance customer experiences with profits. With the platform, PacSun will also optimize assortment, promotions and fulfillment for engagement and customer lifetime value. PacSun will gain insight into a customer's average order and whether that customer frequently returns online orders, which allows the brand to see which customer should receive exclusive discounts or offers.

"SoundCommerce helps PacSun manage complex omnichannel data to drive great customer experiences and higher customer lifetime value," said Mike Relich, co-CEO at PacSun, in a statement. "With SoundCommerce, we're making smarter decisions to build stronger relationships with our community even as we grow our profitable retail operations."

As online and other digital shopping ventures continue to rise, brands are looking for new ways to be able to engage directly with the consumer, which has given rise to applications that provide benefits in exchange for shoppers opting in

to sharing their shopping data. SoundCommerce supports and integrates shopping-cart plug-ins that help bring more data into Customer360.

Customer360 joins SoundCommerce's fleet of other platforms, including Campaign360 and Profit360. Campaign360 offers insights on marketing campaigns and tracks the orders, profits and customer lifetime value that were the results of marketing campaigns, and Profit360 provides order tracking and shopper-accurate profitability tracking. Jewelry brand **Mejuri** implemented Profit360 in October 2020 to optimize profits across direct-to-consumer commerce and its retail stores. Both platforms are designed to provide actionable data and insight at the intersection of retail marketing, finance and operations.

SoundCommerce announced in September 2021 that **Rainbow Shops**, an apparel chain comprising several brands that target teens and young women, had adopted SoundCommerce to unify and activate all data across its legacy Salesforce Commerce Cloud and Shopify e-commerce storefronts, aiming to ensure continuity of customer experience. SoundCommerce helped Rainbow Shops unify more than eight years of order history and engagement data to unlock insights and develop new marketing and operations processes.

In addition to Rainbow Shops and PacSun, SoundCommerce works with other brands including **Eddie Bauer** and **ProFlowers** as well as **Constellation Brands**, a marketer of beer, wine and spirits that includes the brands **Corona**, **Robert Mondavi** and **Svedka** in its portfolio.

SoundCommerce plans to continue developing and building upon its existing platforms as well as developing new services that can help brands and retailers navigate the challenges of embracing a more direct-to-consumer model.

"The next step for us is digging into the back-office operations of apparel merchants by offering support for more-complex operations such as buy online and pick up in-store, buy online and ship from store, buy online and return in-store," Best said. "We plan to dig deeper into those operational concerns that help apparel manufacturers that may have traditionally sold through the retail channel become more adept at the direct-to-consumer model." ●



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RETAIL



Denim-industry veteran and vintage collector Susan Lee welcomes visitors to her Sunset Boulevard Wilder location where she is building a space to cultivate this tightly knit community.



Inside the Wilder space, walls are adorned with carefully selected vintage pieces, such as Lee's first love—denim—as rare concert T-shirts hang from the ceiling and lifestyle pieces are displayed in the middle of the shop.

Wilder *Continued from page 1*

shop and then it was always called Wilder Los Angeles. Wilder means getting lost in the forest. I thought it was appropriate because of where it was located. It was this beautiful atmosphere with plants and trees and this little building that had this concept store. I focused that store on sustainability."

During November 2020, an opportunity to rent a prime retail space on Sunset Boulevard arose and Lee could not resist. With pre-pandemic monthly rents for commercial spaces in the area averaging \$10,000-\$14,000, Lee negotiated a rate at a quarter of those prices for her space that measures about 1,000 square feet. Now, a little more than one year after moving into her new space, Lee has not only built up her Wilder business by recreating the atmosphere of wonder felt in her former shop, but also contributed to the community through lessons from her late father, Hi Duk Lee, who, with her mother, Kil Ja Lee, emigrated from Korea, launching multiple bricks-and-mortar businesses and outlined planning for Koreatown in Los Angeles.

"Be good to your neighbors because they're the ones who are going to protect you," Lee recalled her father saying.

It is this lesson that Lee has incorporated into the fabric of her business as she carves out a space in her new neighborhood. Her father's lessons were fortified by a 24-year career in the denim industry, which is known for its closely knit community.

"This shop is more than a shop. It's bringing a community together," Lee explained. "People in the denim community, people in this neighborhood—we all just come together, and it clicked to me at one point, 'Oh, this is what Dad did' at a very different scale, but he came as an immigrant, barely spoke the language and did something amazing."

At Wilder, Lee constantly focuses on how to share the stories told by the vintage pieces she sources while also creating new tales through proper merchandising. Deadstock vintage denim, rare concert T-shirts, military pieces, unique footwear, luxuriously tailored garments and preloved home goods are complemented by plants and carefully organized seed packets that are also for sale, paying homage to the shop's botanical origins. The tales of these goods forge a path that references a sustainable past, present and future, according to Lee.

"It's a story about the past because that is what feels familiar about vintage, and that is what people are drawn to," Lee explained. "It's a story about the present because it's a story about you—how does it fit into modern times? Now what I am finding is that it

is a story about the future. Younger generations, when they shop here, they are very well aware of how vintage is helping the environment."

As an independent retailer that focuses on selling preloved items, Wilder must approach conducting business differently than its counterparts that specialize in offering new stock to consumers.

"When you're dealing with vintage, there is only one of everything, so it makes it harder to buy. You have to take unique pieces and build a story out of completely different pieces. You don't have the option to go out and say, 'I want five of these or 'I want this same shirt in three different colors,'" Lee explained. "You have to take different prints and patterns, different colorways and build something. It's quite challenging but very beautiful when you say, 'Aha! It looks the way I wanted it to look.'"

Lee also notes that a difference in selling vintage is the price points at which she sells her goods. While retailers who specialize in new stock are able to buy multiple units of the same pieces in different colors at wholesale cost and sell according to suggested retail pricing, Lee often relies on her carefully selected goods that are only available as one-of-a-kind items. When Lee first opened her concept space within her parents' shop, she had the recognition of the denim and styling communities. Within her current location, where walls are covered with pieces that she sources from her constant mission for finding storytelling vintage and rare treasures from her lifelong efforts as a collector, Lee is reaching a new clientele. Rather than focusing on making the sale, Lee prioritizes making her customers happy.

"The customer base changes when you open up publicly, so I want people to come in. They don't have the corporate budget. I want people to leave happy and leave having a beautiful experience. I also don't want people to come in and make a mad purchase, becoming angry about how much money they're spending. I am very careful about tiering it and making sure everyone can walk out buying something and be happy about it."

With price points ranging from \$8 for vintage patches from the 1970s to \$3,500 for a pair of rare Levi's hidden rivets from the 1930s, Lee is able to reach a broad customer base. Strengthened with assistance from her store associates, whom she considers family, Lee is growing her vintage shop into a story that indeed tells the past, present and future of sustainability.

Wilder Los Angeles is located at 2151 W. Sunset Blvd. in Echo Park, Calif. Additional information can be found at wildershopla.com.

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Elements of Ikat

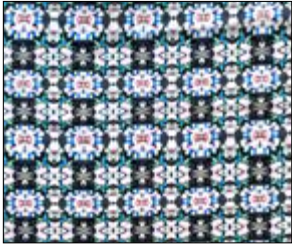
Drawing upon dyeing techniques rooted in tradition, the ikat-inspired designs that are ticking reflect styles from a variety of artists around the world. These textiles appear with elements that call back to the artistry of specialized fabric dyeing in unique designs and mesmerizing patterns.



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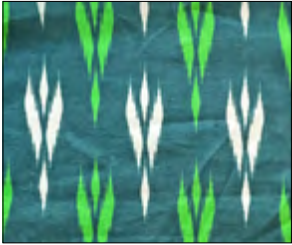
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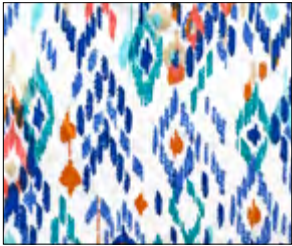
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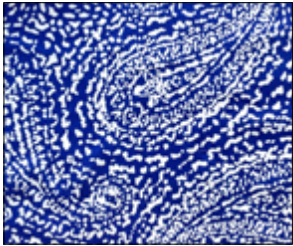
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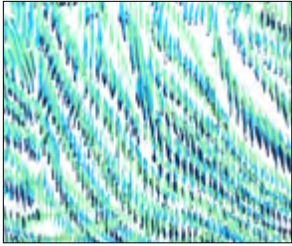
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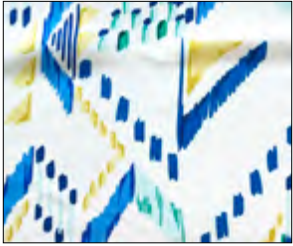
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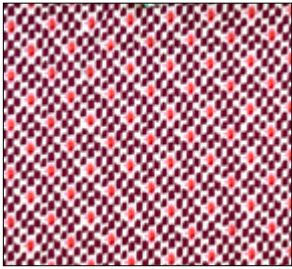
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Pretty in Pink

During the 1980s, Molly Ringwald of “Pretty in Pink” showed the world how to approach this light, delicate rosy hue with a bit of an edge. Updated hues provide an array of options from romantic to wild with twists of vintage.



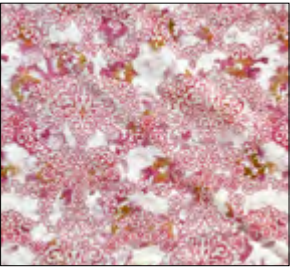
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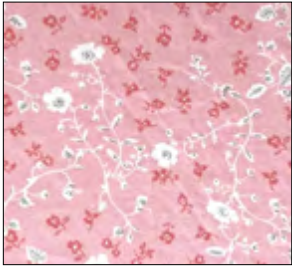
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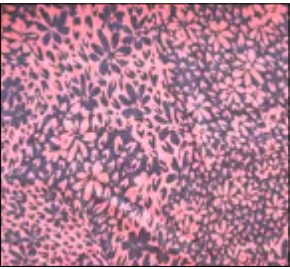
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Tiss et Teint



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Summer Blooms

Palm fronds, hibiscus and lilies receive a lot of attention this season as nature’s floral influences move toward plant-heavy inspiration. Subdued black is brought to life with vibrant pink or orange petals, while leaves appear in a variety of greens.



Confetti Fabrics



Cinergy Textiles, Inc.



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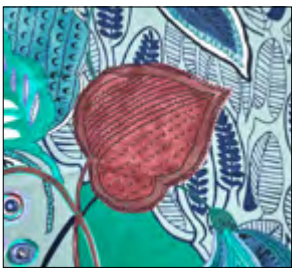
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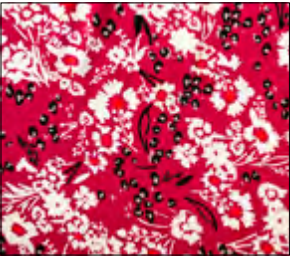
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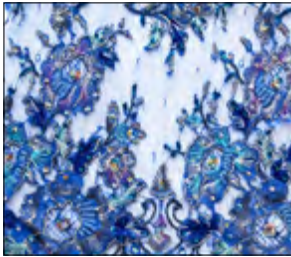
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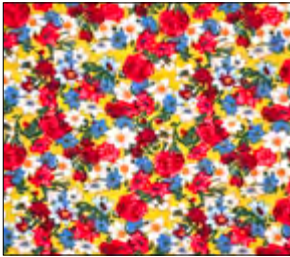
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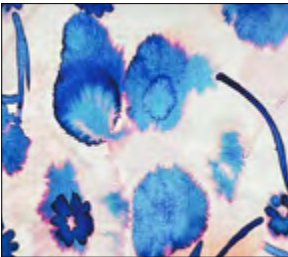
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Indigo Inspiration

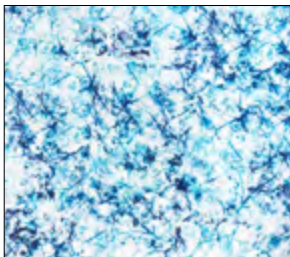
Allowing a cooler hue to shine through, this season's blues are darker yet feature in a variety of patterns that include supporting colors. In swirling arrangements, beautiful batik prints or striped designs with bright floral overlay, these blues afford freshness in fashion.



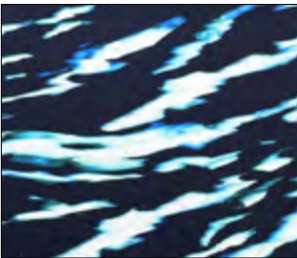
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Mind Tricks

Abstract patterns and tie-dye designs in trending textiles reflect a growing need for escapism. As an art form, fashion favors the unique, and these fabrics in subdued hues with dreamlike characteristics or avant-garde designs help a design vision transform into reality.



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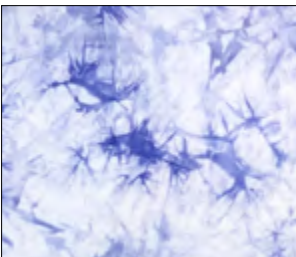
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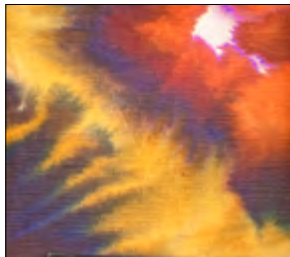
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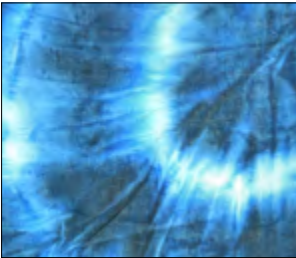
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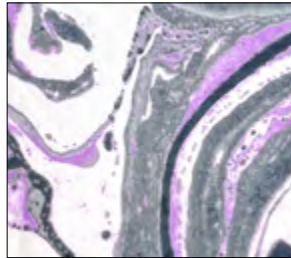
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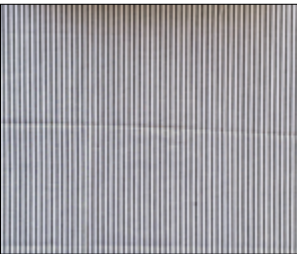
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Checking on Stripes

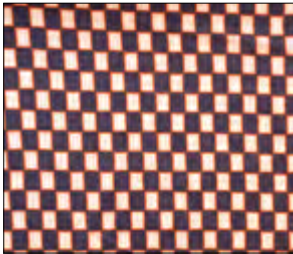
Often associated with preppy styles, plaids and stripes were adopted by those who marched to the beat of their own drummers such as rebellious punk rockers and hippies, who saw past the styles' conventional reputations into mesmerizing and beautiful imagery.



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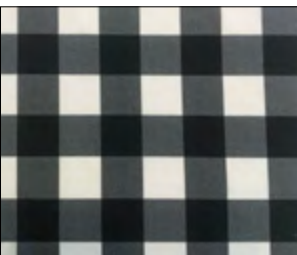
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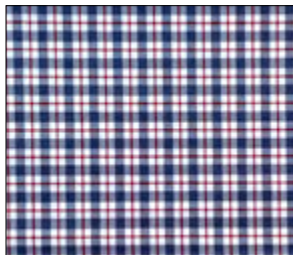
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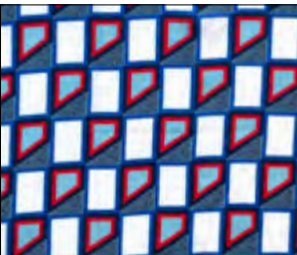
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Paint It Black

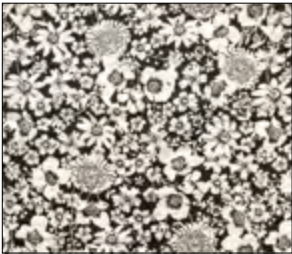
The staple of style, a certain type of black serves at least a small part in every wardrobe, whether an entire outfit or a small, delicate detail in the background. This season, black doesn't stand alone and is seen supported by intricate patterns or as a backdrop for the star of the show.



Antik Dantel



Bennet Silks



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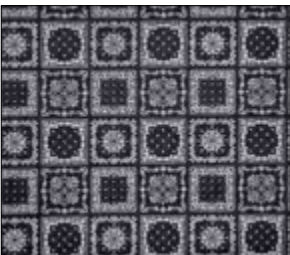
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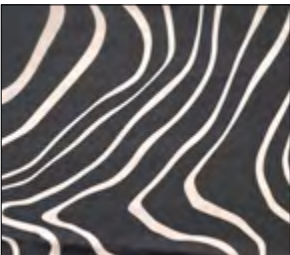
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Go Beyond the News and Behind the Scenes

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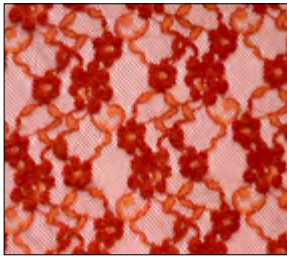
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TEXTILE TRENDS

Lace Love

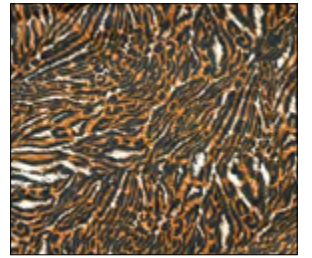
Trends in lace experience a twist as traditional patterns give way to modern approaches. Finding beauty in the details, lace is finding its way into geometric shapes, unique designs and romantic florals. These patterns give in to romance yet speak to a renewed fashion industry.



Antik Dantel

Wild One

Continuing to trend this season, animal prints appear with standard patterns in cheetah, leopard and tiger but also align with fresh approaches for the new year. Updated hues and patterns including camouflage and neon serve as the backdrop for these patterns, which command center stage.



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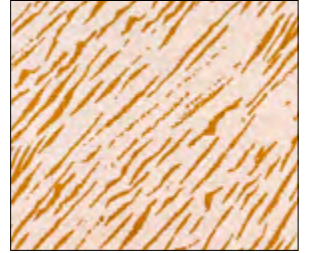
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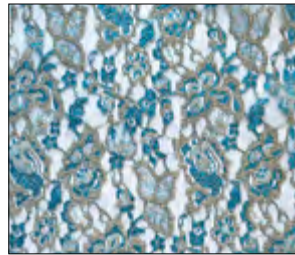
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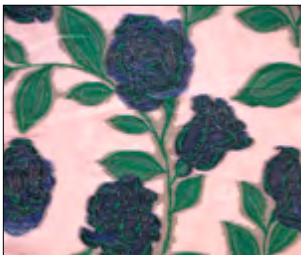
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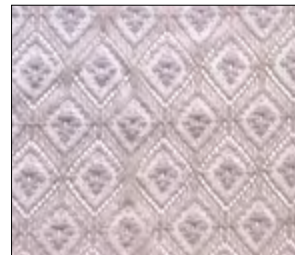
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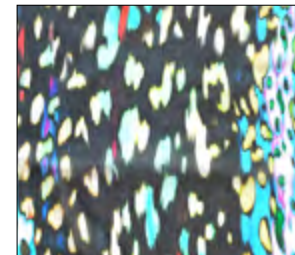
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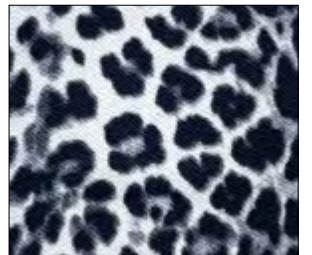
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Swim Is In at California-Lifestyle Brand Bella Dahl With New Launch

By Dorothy Crouch Managing Editor

Known for its cool Southern California style, Los Angeles women’s brand **Bella Dahl** took a plunge further into the Golden State culture as it launched its first swim collection. The label ventured into the swim category in December with a line of pieces for women and girls with styles that speak to the Bella Dahl Southern California aesthetic. For its first line, Bella Dahl created swimwear in addition to complementary cover-ups designed to ensure comfort and style.

“The Bella Dahl aesthetic and staying true to that [was our inspiration]. This is our first round, and we wanted to make sure it felt like Bella Dahl,” explained Chelsea Titzer, head designer at Bella Dahl. “All the fabric that we chose has that extremely soft hand feel. It’s not typical that you find something so soft in swimwear and so comfortable to wear, and we really wanted to bring that same feeling that you get in Bella Dahl clothing to the beach and to the pool.”

The swim collection was made in Los Angeles, which is a common practice for most Bella Dahl pieces. “With Bella Dahl, we keep the majority of our production local. It’s very

important to us to support the community and keep people working here in L.A. instead of sending everything overseas,” Titzer said. “We have incredible contractors, artists, garment-dye-and-wash houses. Keeping production here in L.A. is so important to keep this industry alive. There are countless clothing brands located here in Los Angeles. A lot of them import their goods. If we can keep our industry here, that is the most important message to send out, and that is what we’re trying to do.”

Designed in nylon and spandex, the Bella Dahl swim collection was a project to which the company’s design team dedicated a great deal of research and development. The company wanted to set apart this collection from other swim brands by applying processes that would allow the pieces to stand out among other goods in the category.

“It almost feels really silky. It’s different than most swim that you see. We just had to work with our garment dyer to figure out how to get these fabrics to take the dye and do these beautiful tie-dye looks we have,” Titzer said. “We wanted to have the opportunity to have those great dye processes in swimwear, which is not something that

is common and is very difficult. It’s been a huge learning experience.”

Building on its first swim and cover-up offerings, Bella Dahl will launch a resort-and-cabana collection this month. Working from its foundation in the inaugural swim collection, the brand is developing this next collection with the same attention to detail and comfort in fabric composition and style as it did for these first pieces.

“These pieces are an extension of what we’ve done before in lounge, but [they are] more pool and beach ready,” Titzer said regarding the full collection that Bella Dahl is preparing to launch. “We are a California lifestyle brand. These cover-up pieces were just an extension of that in easy, lightweight fabrications, soft to the touch, all natural fibers. We have a new crinkle-textured gauze-linen blend that is very soft, and it sold out before we even launched it.”

Priced at retail for under \$200 for one-piece designs and \$100 for separates, the Bella Dahl swim collection is sized XS–L with some cover-ups available in XL at belladahl.com. The next Bella Dahl swim collection is planned for release in May. ●

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Los Angeles brand Cream Yoga was launched by designer Tammy Tong, whose personal practice served as the inspiration for responsible active apparel.



Focused on inspiring his community to “chase the vibe,” LSKD founder Jason Daniel is spreading this message with an expansion of the Australian brand into the United States.



Satisfying a need in the activewear atmosphere for women of color, Black-woman-founded Lukafit was launched by Mbali Z. Ndlovu to provide a welcoming active space.

A New Year Brings Newness in Activewear

By Dorothy Crouch *Managing Editor*

Activewear continues to grow following its nearly two-year upswing due to the movement toward comfortable clothing brought on by the COVID-19 pandemic. What was, at the time, a consumer trend that embraced easy pieces as many complied with stay-at-home orders has evolved into a new standard in fashion that welcomes activewear inspiration for workouts, going out and along designer runways. Throughout the United States and around the globe, activewear trends remain strong, and active brands are pushing forward with great momentum.

Taking responsibility in L.A. active

Launched in 2020, **Cream Yoga** is the brainchild of Los Angeles designer Tammy Tong. A graduate of the **Fashion Institute of Design & Merchandising**, Tong had designed with companies including **Cult of Individuality**, focusing on denim and knits over a 20-year career. Before emigrating from China to the United States many years ago, Tong spent childhood moments in her mother’s tailoring shop, watching clients joyfully leave the business with their new clothes. Despite working in different categories, Tong was enamored with activewear, always remaining updated on the latest trends.

“Deep in my heart, no matter where I worked, I always liked to follow the activewear brands, trends, materials—all the amazing designers I see and how the runway and trends are going more toward performance and functional kinds of product,” Tong said. “Fashion is not about clothes. It’s also about things around us happening in our world.”

One of the most important happenings in the world, according to Tong, is a focus on responsible apparel manufacturing. A yoga practitioner, Tong hopes to connect her clients with the happiness that an active lifestyle can afford, similar to the contentment she has found through her practice. With each collection, the designer hopes to include additional sustainable components within her brand. Currently the brand incorporates materials such as organic cotton and recycled nylon as well as responsible dyeing practices while also connecting with resources that are **Global Organic Textile Standard** certified.

“To create product is never just to build a nice look. It’s a lot of small things behind it and inside it, because when the process comes together people can tell and feel what you did. With activewear it’s even more important because the fabric is not just a fabric that will look good but also have a lot of functional [attributes],” Tong said. “With this process, I think how we build it shows our customer that we care about the planet and the environment.”

Available via creamyoga.com, Cream Yoga is sized XS–L and priced \$28–\$98.

Active representation on the East Coast

As a fitness advocate, launching an activewear brand was a natural step for Mbali Z. Ndlovu, who launched New York’s **Lukafit** in 2017 after finding success as a wellness and exercise leader. While Ndlovu and her fitness followers were committed to keeping their bodies healthy, they were unable to find activewear that would support their curves and a cohesive wellness community for women of color.

“Like me, most of the women I’ve met along my health journey want to get stronger, healthier and feel more confident,” Ndlovu said. “However, it’s tough to feel confident in workout clothes that don’t fit properly and that you constantly have to adjust. It’s frustrating to support brands that

treat curvier women and women of color as tokens in their advertising—if we’re included at all. It’s difficult to stick to your health and fitness goals consistently when you’re going it alone.”

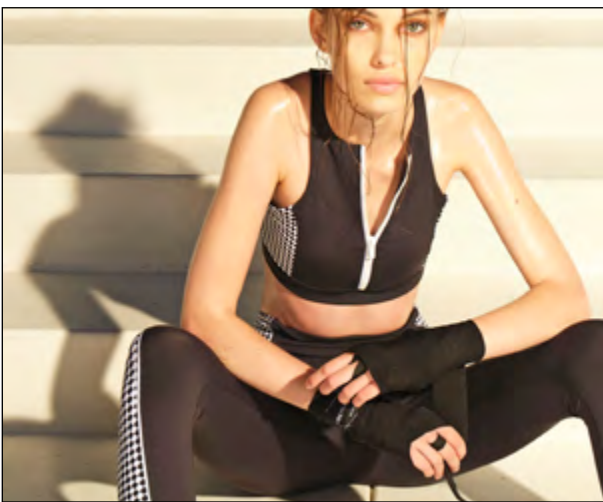
Leading with its Squat-Proof Leggings, Lukafit is shifting the conversation in activewear to a truly inclusive direction. The leggings and complementary bra designs promise to support the bodies of curvier women, while the brand remains committed to welcoming women of color into the fitness space.

“Our North Star is to continue creating activewear that makes our customers truly feel celebrated and prioritized,” Ndlovu explained. “At our core, we want to address deeper issues around beauty and body ideals. When it comes to body ‘goals,’ it’s incredibly important for us to see a diverse range of what ‘healthy’ and ‘fit’ look like. We want to empower our customers of all shapes and sizes to truly embrace and feel confident in their bodies.”

This message is resonating with Lukafit’s clients and attracting additional attention as the brand gains recognition from the fitness community. According to the brand, its name is influenced by Ndlovu’s South African heritage and rooted in the Zulu word for sweat—*juluka*.

“Thankfully, this mission has deeply resonated with our customers, who are tired of feeling ignored and tokenized by bigger brands,” Ndlovu said. “They want to be celebrated, and they are ready to galvanize around brands that successfully pull this off. There has never been a better time for community-first brands!”

Lukafit can be found at lukafit.com. The brand is available in sizes S–3XL and priced \$40–\$64.



Designing fashion-forward activewear with innovative materials, the Emily Jackson-founded IVL incorporates collagen peptide amino acid that is sourced from upcycled food waste in the form of aquaculture fish scale.

Innovative fitness pieces in Salt Lake City

A fitness enthusiast and follower of trending fashion, Emily Jackson was a wellness blogger and marathon runner until her third pregnancy relegated her to bed rest. Using this time wisely, Jackson examined how she could develop a women’s activewear line that performed to her high standards yet was also fashionable. This led to the launch of her Salt Lake City-based **IVL** in 2019.

“I really dove deep into trying to find these technical fabrics that you can find in men’s lines but not in women’s. I came across this **Umorfil** collagen fabric for IVL, and that is what we launched with. It’s really cool,” Jackson said. “Our

fabric sets us apart, and we really try to be fashion forward. We study the runways, we look at **WGSN**—all the trend reporting—and we try to be ahead of what’s coming in fabrications and the styles that we do.”

The Hydralux fabric used by IVL comprises Umorifil N6U nylon, which features 37 percent nylon, 37 percent nylon Umorifil N6U and 26 percent spandex. IVL also features its Hydrasculpt fabric, which comprises Umorifil T, a blend of 37 percent polyester, 37 percent poly Umorifil T and 26 percent spandex. The collagen peptide amino acid is sourced from upcycled food waste that consists of aquaculture fish scale. Umorifil is known for its materials that afford a soft hand, color fastness, sun protection, washability, high water regain and are biodegradable.

“Trying to prevent environmental pollution, we really stand for using high-end fabrics that are great for sensitive skin. We’re doing all of that and trying to be eco friendly while having these fashion-forward styles. That is what IVL stands for. Our slogan is ‘technically fashion.’ Marrying the two, you don’t have to compromise. You can be fashion forward but also have these technical, really cool advanced fabrics.”

Thinking about the brand’s future and upcoming trends in activewear, Jackson foresees more technically advanced goods in vibrant hues with runway influences.

“It will really hang on our sustainable technical fabrics trying to come up with styles that are fashion forward,” said Jackson. “There are exciting colors coming and new styles.”

IVL strives to keep price points under \$200, with the brand beginning at \$68. It is sized 2–14 and is available at ivlcollective.com.

Australian active expansion into the U.S.

After the opening of a new facility for its Logan, Australia, headquarters, **LSKD** is already looking toward its next expansion project—a branch in Southern California to grow its United States presence. Founder Jason Daniel began his career as a motocross athlete, which included much focus on fitness. From Daniel’s original brand, **LKI**, which manufactured an array of sportswear products from 2007 to 2018, the company transitioned into LSKD—the founder’s nickname of “Loose Kid”—in September 2018 by refocusing on key products in functional sportswear that are influenced by streetwear.

Using its proprietary Rep fabric, which affords four-way stretch compression, LSKD offers high performance but also the soft characteristics the company wishes to bring to its clients.

“We wanted to get a buttery soft feel. For that we went with a poly-elastane blend,” Daniel said. “We spent over 12 months developing our raw material. We developed the Rep fabric, which is our own raw material, fitted it and developed a material that we felt was perfect for the everyday athlete and that they could wear at a high-performance training session at the gym but also outside of the gym.”

The brand has close ties to **Pura Vida** co-founder Griffin Thall and **Blenders Eyewear** founder Chase Fisher. With these brands located in Pacific Beach, Calif., Daniel is considering expanding LSKD’s roots into the San Diego area.

“We have some big goals to grow our brand within the USA community,” Daniel said. “Coming from Australia, it’s really exciting when we can build our brand and community in the U.S., and the next thing is aligning our mission back to what we do every day. We want to create something bigger than ourselves. We are looking at setting up an office in the U.S. next year as well.”

With a mission that Daniel mentions as “to inspire our community to chase the vibe through sport, fitness and adventure,” LSKD is available in women’s sizes 2–14 and men’s S–3XL. Priced \$18–\$150, the brand can be found at lskd.com. ●

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Apparel News Group
The New Mart
127 E. Ninth St., Ste. 806
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Resource Guide

Fashion District Cooper Design Space

860 S. Los Angeles St.
Los Angeles, CA 90014
(213) 627-3754

www.cooperdesignspace.com
Instagram: @cooperdesignspace

The Cooper Design Space, at the corner of Ninth and Los Angeles streets in the heart of L.A.'s Fashion District, hosts a space that embraces cross-pollination among L.A. lifestyle businesses in fashion, media arts, and publishing. The building is 11 stories tall and, having been built in 1927, represents the city's history of creative commerce. It's a space that encourages fluidity across functions by offering an event venue, offices, public art space, and showrooms in a single location.

ILOE Studios

www.iloestudios.com

ILOE Studios is an expertly curated fashion experience catering directly to the better contemporary market. Discover and explore an engaging collection of the better women's contemporary community of apparel, outerwear, accessories, and footwear. Enjoy an easy-to-navigate and balanced layout with purpose-driven attention to detail that enhances the shopping experience. Founded by industry veterans in 2012, they craft their fashion events to maximize business opportunities and build a thriving community that serves their brands' and retail buyers' unique needs. ILOE Studios puts people first. That's what drives their success. They are dedicated to enhancing the community by listening to the voices of other optimistic industry leaders. Together they will build a thriving and inspirational marketplace. Upcoming next year are ILOE Studios shows in Las Vegas running Feb. 14–17 at the Caesars Forum Conference Center (adjacent to WWIN) and Chicago running March 27–29.

Las Vegas Apparel

www.LasVegas-Apparel.com

International Market Centers, producer of Atlanta Apparel, presents Las Vegas Apparel. Buyers and exhibitors can come together Feb. 12–14 in sunny Las Vegas at the Expo at World Market Center Las Vegas to do business in our industry's growing categories of young contemporary, accessories, and more, plus buyers can visit gift showrooms on campus for even more buying options. Get an exclusive look at apparel's new home on the West Coast where we'll be extending the hospitality you know and love all the way to Las Vegas.

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.

Textiles Design Knit Inc.

1636 Staunton Ave.
Los Angeles, CA 90021
Phone: (213) 742-1234
Fax: (213) 748-7110

info@designknit.com

www.designknit.com

Contact: Shala Tabassi, Pat Tabassi

Design Knit, Inc. is a knit-to-order mill based in Los Angeles specializing in the development and production of high-quality, sheer to heavyweight knit fabrics for contemporary, athleisure, sportswear, and loungewear markets. The collection includes but is not limited to: Supima Cotton, TENCEL™ Lyocell, TENCEL™ Modal, Organic Cotton, ECOLIFE®, cashmere blends, linen blends, rayon, mélange, triblends, etc. Fashion-forward athleisure collection. Cut-and-sew sweater knits. Now introducing STUDIO DK, the fabric source for your growing brand. Lower minimums and some stock items available.

The Fabric Shows

www.thefabricshows.com

The Fabric Shows feature American and European Textile and Trim Suppliers with Global Production. Including: Made in USA, Low Minimums, Stock Programs. Attendees include designers, manufacturers (producing apparel, accessories, home furnishings, other sewn products), plus private label retailers, fabric Stores, and event and party planners. Exhibitors are wholesale suppliers (including mills, converters, importers, and distributors) who have low minimums, and many have in-stock fabric and trims, and domestic production including small lots. The next show is New York Fabric Show running Jan. 19–20.

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

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foils. Reach out for an appointment. Visit us at the January 2022 Outdoor Retailer Show and February 2022 Sourcing@Magic Show.

Philips-Boyne Corp.

135 Rome St.
Farmingdale, NY 11735
(631) 755-1230
Fax: (631) 755-1259
sales@philipsboyne.com
www.philipsboyne.com
Philips-Boyne Corp. offers high-quality shirtings and fabric. The

majority of the line consists of long-staple Egyptian cotton that is woven and finished in Japan. Styles range from classic stripes, checks, and solids to novelties, Oxfords, dobies, voiles, Swiss dots, seersuckers, gingham, flannels, and more. Exclusive broadcloth qualities: Ultimo, Corona, and Superba. Knowledgeable customer-service team, immediate shipping, and highest-quality textiles. Philips-Boyne serves everyone from at-home sewers and custom shirt-makers to couture designers and branded corporations.

Texprocess Americas

texprocessam.link/98b
Early-bird registration is now open for Texprocess Americas, the largest sewn products and technology tradeshow in the Americas. Once again co-located with Techtextil North America, North America's only dedicated show for technical textiles and

nonwovens, the event will bring together the entire supply chain for the textile industry. Discover new products, exciting technology, groundbreaking materials, and advanced solutions from hundreds of exhibitors from around the world, and access exclusive educational opportunities led by industry experts. Make your plans now to join the industry for three days of education, networking, and business development. Come and see for yourself, May 17-19, 2022, in Atlanta.

Technology

CalComp Graphic Solutions

www.calcomp.gs.com
Based in Cypress, Calif., CalComp Graphic Solutions has provided color printing solutions and services since 1985. Its experienced team provides equipment, training and service tailored to each client's specific needs for a variety of applications employing solvent,

UV, dye-sub, DTF/DTG printers, laminators, cutters, heat presses, RIP/color management software and ink and media supplies. CalComp offers onsite services including installation, training, technical support, and color management. The CalComp service team is factory trained from the manufacturers they represent including Mimaki, Roland, Hewlett Packard, Royal Sovereign, Wasatch, Ergo Soft, and Caldera. CalComp encourages customers to find out how their solutions and services can save you time and money in your printing equipment investment.

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PROFESSIONAL SERVICES & RESOURCE SECTION

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

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Jobs Available

* FABRIC PURCHASING AGENT *

- * A MUST in Textile/Apparel background
- * Place & process raw material purchase orders including confirm delivery dates
- * Coordinate and follow up with suppliers on shipping raw materials to factory.
- * Follow up with vendors on raw materials bulk submission rejections & approvals
- * Follow-up with vendors to ensure that production samples are executed correctly and timely.
- * Request & track the receipt of SGS & internal testing results
- * Daily process tracking progress through RMPO tracker. Identify items that may present delivery delay & address accordingly.
- * Review ready lists from vendors prior shipping to verify accurate quantity & date
- * Request & authorize booking from material suppliers
- * Monitor shipments to ensure that goods come in on time, & in the event of problems trace shipments & follow up undelivered goods
- * Request & process shipping documents including invoice payments & standard fabric weight

Send resumes to: clareg@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

* EXPEDITING CLERK *

Process & review courier docs, work orders, shipping schedules, determine, request & maintain inventory of supplies. Confer w/ dept. supervisors on progress & co. changes for profitability. Jobsite: L.A., CA. Min. H.S. Diploma or foreign equiv. + 2 yrs. exp. & exp. w/ Int'l shipping, Excel, PowerPoint (MS) & Numbers (Mac). Fax CV to: Richline Textiles, Inc., attn.: M. Omrani @ (323) 486-4883

Jobs Available

* SHIPPING SPECIALIST, PRE-PRODUCTION, PRE-PRODUCTION ASST., PRODUCTION, BRAND & TECH DESIGNER & GARMENT DESIGNER *

Well established garment manufacturer based in LA downtown area is looking for following positions. We are a clothing manufacture for Men's, Women's, Missy, and Kids clothing. Need Garment Industry experience. Monday through Friday.

For consideration, please send resume to:
hr@4goldengreen.com

- Shipping Specialist with experience in Garment Industry and Freight Forwarding.
- Pre-Production
- Pre-Production Assistant
- Production
- Brand & Tech Designer
- Garment Designer

* FULL CHARGE BOOKKEEPER *

Great opportunity to join a small dynamic team located near downtown Los Angeles. Candidate will have a track record demonstrating the ability to manage a wide range of responsibilities from accounting to operations. Apparel industry experience a must.

- * Responsible for all aspects of AP
- * Responsible for all aspects of AR
- * Prepare weekly AP and Factor reports for CEO
- * Prepare monthly financials for CEO to review
- * Light HR and Payroll duties

Job Requirements

- * Bachelor's degree in accounting or a related field
- * Proficient with Word and Excel
- * Excellent communication skills, both written and verbal
- * Ability to work independently and as part of a team, able to problem solve and be self-disciplined

Compensation will be commensurate with experience. Email resumes to: accounting@burningtorchinc.com

www.apparelnews.net/classifieds

Jobs Available

* SAMPLE SEWER *

Wilt seeks: Higher end sample sewer, knits, complicated styles and some wovens. Min 7 years exp. Must speak English & legally able to work in the US. Email resume to: parcandpearl@parcandpearl.com

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space

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STONE HARBOR (323) 277-2777

L.A. MARKET WEEK

SUMMER/AUTUMN '22

JAN 17-20



UPCOMING L.A. MARKET DATES:

- MAR 7-10* - FALL/WINTER '22
- JUN 13-16 - WINTER/HOLIDAY '22
- AUG 1-4 - RESORT/EARLY SPRING '23
- OCT 10-13* - SPRING '23

*INCLUDING DESIGNERS & AGENTS

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

NEWMART.NET

127 E. 9TH STREET

IN THE LOS ANGELES FASHION DISTRICT