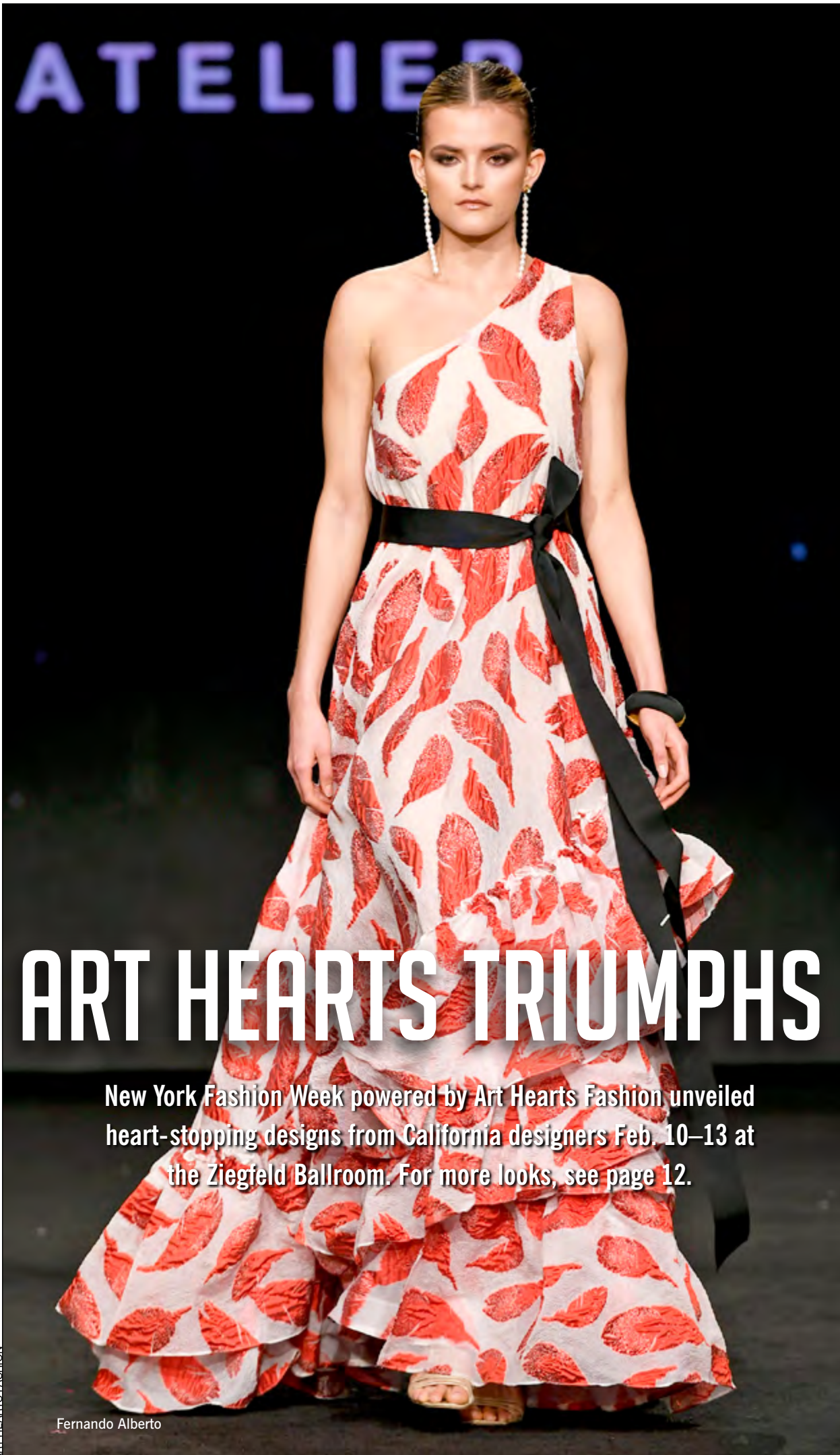


CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR 77 YEARS

\$3.99 VOLUME 78, NUMBER 6 MARCH 4, 2022 DOUBLE ISSUE



ART HEARTS TRIUMPHS

New York Fashion Week powered by Art Hearts Fashion unveiled heart-stopping designs from California designers Feb. 10–13 at the Ziegfeld Ballroom. For more looks, see page 12.

Fernando Alberto

ART HEARTS FASHION

TRADE-SHOW REPORT

LA Textile Previews a Glamorous Yet Sustainable Future

By Julia Ingalls *Contributing Writer*

A live sketch artist, ample Australian coffee, a shift from fast fashion toward cut-to-order—the Spring/Summer '23 **LA Textile** show had everything. Kicking off the Feb. 23–25 edition on an unusually crisp Los Angeles morning, attendees ascended to the 10th floor of the **California Market Center's** C building, where LA Textile Show Manager Matthew Mathiasen warmed everyone up with an informative seminar. Mathiasen took the podium and explained that of the 146 companies exhibiting in the show's 90 booths, 72 percent of them had a sustainable option for buyers.

"This is a huge telltale sign of how you should look at your
➔ **LA Textile** page 6

INDUSTRY FOCUS: SUSTAINABILITY

What is the biggest accomplishment in fashion sustainability that has been achieved over the last five years and what are the next steps to expand upon it?

By Dorothy Crouch *Contributing Writer*

Despite its once fringe status, sustainable living has reached closer into the mainstream fashion market, and what was, in the past, a lifestyle choice has now become a necessity. On Feb. 27, the United Nations Intergovernmental Panel on Climate Change released its report, "Climate Change 2022: Impacts, Adaptation and Vulnerability," which identifies how
➔ **Industry Focus** page 8

INSIDE

Where fashion gets down to businessSM

Los Angeles Fashion Week x The New Mart ... page 2

PI Apparel ... page 2

Grayscale menswear ... page 4

perfectwhitete T-shirts ... page 14

New Showrooms and Lines ... page 18

Resource Guide ... page 18

www.apparelnews.net

Los Angeles Fashion Week, The New Mart Make Announcement

From March 14 through 20, **Los Angeles Fashion Week powered by Art Hearts Fashion** will display in venues on the 2nd and 3rd floors of **The New Mart**. Tom Keefe, general manager of The New Mart, noted that the building “has doubled down on being the premiere wholesale apparel showroom destination on the West Coast by bringing additional resources to our tenants. Today, more than ever, content creation is a vital tool for any apparel brand.”

Over the past two years, The New Mart has completed the build-out of a state-of-the-art, fully equipped photographic studio complete with makeup counters, lighting systems, backdrops and changing rooms. There is also a podcast studio. The upgrades to a 20,000-square-foot third-floor event space are now finished and include a fashion runway and a 32-foot-by-8-foot **Standard Vision** LED video wall and **Bose** surround-sound system. Added Keefer, “We are thrilled to be debuting this extraordinary fashion theater with Art Hearts Fashion.”



Over the past two years, The New Mart has completed the build-out of a state-of-the-art, fully equipped photo studio in addition to a podcast studio and an event space that will host runway shows.

Cindy I. Keefer, CEO of **Fashion Techworks**, added, “Art Hearts Fashion and Fashion Techworks was love at first sight! We are honored to be associated with the very prestigious Los Angeles Fashion Week powered by

Art Hearts Fashion, which has a rich heritage for delivering world-class fashion shows.”

Fashion Techworks, located in The New Mart, is the only downtown L.A. turnkey production and design center for fashion, entertainment and tech creatives, delivering in-house resources providing entrepreneurs with the tools they need to go from apparel concept to commercialization. “We are dedicated to providing entrepreneurs with services for productivity and growth that are ecologically and socially responsible, embracing the latest technological advancements in digital fashion design, manufacturing, and an on-demand prototype and short-run production services. Our partnership with Art Hearts Fashion offers opportunity and inspiration for our shared community,” said Keefer.

Fashion shows begin on The New Mart’s 3rd floor on March 15 with a Fashion Techworks Showcase featuring California-life-style apparel and accessories as well as an Emerging Designers and Tech Showcase.

—Julia Ingalls

TECHNOLOGY

PI Apparel to Showcase Design Leaders, Challenges, Solutions

PI Apparel is set to hold **PI Apparel Los Angeles 2022** March 15–16 at the **Westin Bonaventure Hotel & Suites** in downtown Los Angeles. The event brings together leaders from the fashion, apparel and footwear industries to discuss the challenges and technologies disrupting the industry.

Topics to be covered include digitization and the impact digital technology has on the design, manufacturing, logistics and sales of products; how to elevate sustainable strate-

gies to become a more sustainable operation; what technologies are being used in the footwear industry; and what new business models are available that help move into a more on-demand, local, customizable and sustainable operation.

Other topics and activities held during the two-day event include panel discussions on sustainability and the new technologies and ways to shape the consumer buyer experience such as using augmented and virtual realities



PI Apparel Los Angeles 2022 is set to take place at the **Westin Bonaventure Hotel & Suites** in downtown Los Angeles. The event, set to take place March 15–16, will bring together leaders of the fashion, apparel and footwear industries to discuss the technologies disrupting the industry

to provide a new shopping experience and how a make-to-order production model in footwear can challenge the traditional sales models and provide a better consumer experience while driving product sustainability and long-term profits.

PI Apparel Los Angeles’ focus-group sessions will focus on the topics of moving a business toward fabric and material digitization and the challenges faced in doing so and how, in order to create a viable domestic manufacturing sector, partnerships should be reached with local vocational schools to create a curriculum around manufacturing needs.

Featured speakers at the event include Gina Patterson, fit engineering manager at **Columbia Sportswear**; Mark Charlton, technical design leader at **Carhartt**; Mitch Harvey, senior 3D innovation manager at **Deckers Brands**; Dale Bathum, president of **Expivi**; and the founder of **Senza Tempo**, Kristen Fanarakis, among others. Sponsors of the event include **Lectra**, **Browzwear**, **CLO Virtual Fashion**, **Twine Solutions** and **Expivi**.—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 2022 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

COAST trade show has introduced the **Swim and Resort Lifestyle** show, set to take place at The Kimpton Goodland Hotel Fort Lauderdale Beach June 14–15. The event brings a change to the traditional format of featuring contemporary clothing and accessories and is set to focus exclusively on swim and resort collections, responding to exhibitor demand and the category’s rapid growth and success in the global marketplace. The founder of **COAST**, Karen Bennett, estimates that over 50 brands and 300 buyers will attend the event. “**COAST** has always offered resort and swim lines, but more brands requested a show that highlights them,” Bennett said. Bennett also mentioned the new location in Fort Lauderdale is a more convenient drive for Southeast and Florida retailers.

Dallas Market Center has announced details for its upcoming market, which is set to take place March 22–25 and includes the **Apparel & Accessories Market**, the **Total Home & Gift Market** and **KidsWorld**. New, permanent showrooms added before the March event include **Amanda James Design**, **Bella Bliss** and **Double A Sales**, while the space showcasing temporary brands was recently expanded. The **Boutique Hub**, a boutique-industry community, is hosting its **Boutique Summit** at the **DMC** March 20–21, and all buyers are invited to hear **Boutique Hub** founder **Ashley Alderson** speak on March 22.

Emporio Armani announced the release of its **Spring/Summer 2022 Sustainable Selection** featuring an exclusive pop-up shop concept at **Fred Segal** in Los Angeles. The pop-up began March 1 and will run for four weeks at **Fred Segal’s Sunset Boulevard** flagship. The **Sustainable Selection** features a skate park-inspired design highlighting the aesthetic of the collection. The brand’s commitment to sustainability is expressed through its approach to manufacturing and packaging. To further increase the commitment to sustainability, **Emporio Armani** will donate a percentage of sales from the pop-up to **Heal the Bay**, a nonprofit organization dedicated to making the coastal waters and watershed in the Greater Los Angeles area safe, healthy and clean. The collection is available exclusively at **Fred Segal**, both in-store and online, before **Emporio Armani’s** complete rollout begins in April.

Designers and Agents is set to return to The New Mart during the upcoming **Los Angeles Market Week**. The independent trade show will take place March 7–9 on the third floor of The New Mart building for its first L.A. event of the year. The show is set to premiere pieces for the upcoming Fall ’22 season and will feature brands including **Harris Reed**, **Altaia** and **Epice** as well as new brands **Diega**, **Juna World**, **Filosofia**, **Pomandere**, **tonlé** and **NUDE**. The curated trade show implements a rigorous screening process that results in a collection of brands that possess originality and great quality. **D&A** is known for its focus on the women’s ready-to-wear, accessories and lifestyle categories and presents over 300 brands from the U.S., Europe, Japan and other global locations.

COOPER
design
SPACE

LA MARKET

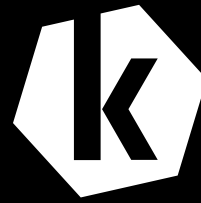
MARCH 7-10, 2022

500+ Premium Brands

860 S Los Angeles St.
Los Angeles, CA 90014
cooperdesignspace.com
Tel: 213-627-3754

Sustainable, On-Demand Fashion Manufacturing

For the garment, apparel and home textile industries



Kornit
Digital
bonding
matters



**JOIN US AT
KORNIT SHOWCASE DAY**
3/10 ENGLEWOOD, NJ

*See and feel the Kornit difference, and
how sustainable, on-demand production
can grow your fashion business in 2022.*



SCAN TO RSVP

DALLAS APPAREL & ACCESSORIES MARKET

MARCH 22 – 25, 2022

The National Destination
For Wholesale Fashion.



DALLAS
MARKET
CENTER

dallasmarketcenter.com | @dallasmarket

MEN'S FASHION



Grayscale offers bold colors, great fabrics and textures, and eye-popping patterns that afford its wearers the opportunity to stand out among traditional suit styles.

Grayscale Turns Heads With Great Fabrics, Colors and Patterns

By Tyler Shultz Assistant Editor

As men begin to rediscover experimenting with patterns, colors and fits of suits, consumers are continually looking for pieces that help them stand out. With bold colors and eye-popping patterns, **Grayscale** offers an alternative way to dress up and make a statement.

Founded in 2014, Grayscale founder and creative director BJ Gray initially set out to design bow ties. While working as a banker in Washington, D.C., Gray became known for his style and fashion sense, and many of his clients would often ask how he put his outfits together, which led to him eventually putting together the closets of his clients. Wanting more than the standard blacks and blues traditionally found in D.C. clothing stores, Gray decided the best way to get pieces that he couldn't find was to make them himself.

After leaving his banking job, Gray moved to Paris, where he studied fashion design. Gray then moved to Los Angeles and began working as a stylist's assistant while working on his brand and was able to bring his pieces in for fittings, which gave him the opportunity to receive live feedback on his pieces. In 2017, Gray launched his first collection of seven pieces and received a great response, ending his stylist's assistant days and allowing him to become a full-fledged designer.

Gray said he draws inspiration from life and is always tinkering with his pieces so they relate to consumer needs. For example, he included an elastic waistband on suit-style pants to help men transition from work-from-home dress back to office attire. He also draws influence from his previous profession and loves to use math to create his suit designs, creating pieces such as the Pythagorean and the Line It

Up suits.

"Going back to my original profession within banking, I add so much math into a lot of the things I do. I'm big when it comes to symmetry and making sure things line up," Gray said. "Having a suit be able to function and have a line that goes from the top of the jacket to the bottom of the pant and still be lined up is not the easiest. I love challenging myself and my tailors, who probably hate me, because I push the envelope on what a normal suit could be."

Gray noted colors are a big trend in suits, and a new openness in fashion toward untraditional color schemes and fits allows Grayscale to create pieces that feature the geometric prints and other patterns that make the brand stand out. He also mentioned that the trends of high-waist fits and bell-bottoms are coming back as people want to be more comfortable now while dressing up.

"This is a time when we have no lines anymore as to what masculinity looks like. Maybe even 10 years ago, seeing a man wear a hot-pink suit would be seen as a faux pas," Gray said. "Now, it doesn't matter who it is. You're going to see colors and it doesn't have any inclination as to who that person is or what their life is and it shouldn't! Fashion is an expression of your inward self. I always love the pieces that show who you are without saying a word."

Grayscale also has a women's collection, which Gray said is still being worked on and refined. Offerings on the website also include unisex options. Currently Gray only sells via e-commerce but has hopes of one day selling the brand in stores.

Gray also mentioned an upcoming Grayscale fashion show slated for late March in Los Angeles that will display a new collection. He didn't want to reveal too much information but claimed the event will be a show-stopper. ●

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

FASHIONGO WEEK PALM SPRINGS

MAY 3-5, 2022 PALM SPRINGS, CALIFORNIA

Designed to Escape, Made for Discovery



Fashion Go 

Join us this May, as we fuse our powerful FashionGo online platform tools and services, and the in-person wholesale community together, taking the B2B market experience to the next level.

- All the benefits and digital features of FashionGo – **now in person!**
- Curate a productive getaway in Palm Springs, California.
- Discover and shop thousands of styles on the floor and online.
- Grow with the FashionGo community during exciting event happenings.

REGISTER & LEARN MORE: WWW.FASHIONGOWEEK.COM

TRADE-SHOW REPORT



Spotlight on RC International/ Revolution Textiles' hemp-infused Bull Denim.



The Turkish Textile booth.



Michael Vaux Morrell of Freedom Denim showcases soft fluid fabrics



The new Pantone paper traveler in action.



Bold, eye-catching patterns from Confetti Fabrics.



A sampling of beautiful print designs of KBC.



Bennett Silks' marvelous hot air balloon option.



A sampling of Kalimo's latest designs.



The Solstiss "70s touch" in bright orange.



The show was filled with exhibitors and visitors from around the world.

LA Textile *Continued from page 1*

business," he said, eliciting nods from the audience. "We're not just using the word 'sustainable' anymore, we're actually doing it. It's actually happening. Guess what? Boutiques all the way in Alabama are shopping sustainable now. That did not happen 10 years ago." Many of the exhibitors agreed with Mathiasen, citing their own customers' preferences.

After briefly reviewing fashion trends—"90 percent of our customers are turning toward our basic items; the quality is not so fancy, not so chic, but rather features relaxed and stretchy qualities; customers prefer the drapy ones"—Bogachan Doganay of the Turkey-based **Özel Tekstil** confirmed a shift toward sustainable fibers and processes. "We are trying to make all our qualities sustainable. Organic cottons and hemp are quite important. Some suppliers are not using hemp because hemp fibers are very difficult [to work with], but right now most of the designers or the purchasing managers are trying to find linen qualities and hemp qualities for the Summer season, because these fibers don't need certification."

Doganay also confirmed that the cut-to-order trend is on the rise among his clientele. "Everybody is following their own direction. It looks like everybody is following their customers much more than before the pandemic."

Over in the Premium & Designer Collections area, Laura Keefer of **KBC** was also mindful of the increasing importance of sustainability. "Europe has always been ahead in sustainable fabric, but they are becoming even more committed to it," she said, "and our line is converting to it."

Francois Damide of **Solstiss** showcased the company's

gorgeous Spring 2023 offerings, some of which feature a mixture of chamois and lace. Resplendent, bold colors and intricate patterns woven largely on technology that the company has been using for over 150 years, dazzled visitors to the booth. "The new line is always a mix of different styles—very red carpet, very luxurious. We have some bright colors, that '70s touch."

For Julia Abrahamian and Raissa Hannon of the designer collection **Kalimo**, lush color and sustainability make for an excellent pairing. As Abrahamian explained, "I believe that eco-friendly styles and trends are here for good. After this pandemic, people are much more conscious about the environment but also themselves and about being in the moment, enjoying the moment, enjoying the present. We try to translate a little bit of that in our fabrics and in our collections."

Hannon also previewed an exciting new advancement in Kalimo's use of technology for customers. "We will be launching a new platform where our clients can go online, check their prints, create their own boards and access the trends we have available."

For designers who are just starting out as well as fashion veterans, **Bennett Silks** has numerous new options that are not only of the highest quality but also display a distinctively playful approach. John Barle commented on a piece festooned with hot-air balloons: "I call it the Montgolfier after the Montgolfier brothers, who invented the hot-air balloon. It's so whimsical to me in an elegant way. The minimums are adjustable for someone who's starting out."

In the Fabrics section, both **RC International** and **Hemp Traders** were mobbed by visitors as they unveiled their new hemp-infused options. The sheer variety of colors now avail-

able portends not only a sustainable but also a vivid future.

In the Texworld Pavilion, Michael Vaux Morrell of **Freedom Denim** spoke of the benefits of performance fabrics, which include both denim and hemp. "There have been performance attributes in regards to linear compression fabrics that are fit for giving, so you fit a wider mode of human body with the same SKUs. In regards to fit-for-giving fabrics or 'tough rub' fabrics where it gives flex abrasion resistance, the crotch and knee don't blow out."

For upcoming looks for the Spring and Summer seasons, he previewed a line of crew fabrics in whites, lighter shades, soft blues and "mother nature's color" as well as "heritage fabrics with flashbacks to the 1980s, 1950s and '60s."

Morrell also spoke about how hemp is becoming an increasingly popular fiber in the industry. "Hemp is still relatively expensive, but it's coming down. The amount of seed that's going into the ground is increasing, and the supply should increase and demand should bring it down, in theory at least."

Finally, what better palette cleanser than a literal new palette? At the **Pantone** booth, Pat Brandt revealed the company's new paper traveler, a folding compendium of Pantone's must-have palette for on-the-go designers and other hue-conscious clientele. Brandt demonstrated how the Pantone paper traveler effortlessly folds and unfolds to make it easier to quickly demonstrate and select specific Pantone colors wherever one may be.

With its international exhibitor list, its convivial and welcoming hosts, and an emphasis on information over hype, LA Textile provided a comprehensive preview of the future of glamorous yet sustainable fashion. ●

**Print +
Online +
Archives =
Total
Access**

**Get Yours Today
and Save 50%!
call toll-free
(866) 207-1448**



**CALIFORNIA
ApparelNews**

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

Atlanta Apparel Breaks Attendance Records in First Market Event of 2022

By Tyler Shultz Assistant Editor

Atlanta Apparel's first market of the year, which ran Feb. 1-4 at AmericasMart, brought the largest number of exhibitors and retailer attendees to a February show since 2016. The event also showcased the largest-ever number of temporary exhibitors and showrooms as well as buyers sourcing an increased amount of product for the Fall season.

Attendance grew over 10 percent from February 2021 and saw continued increases in attendance of buyers from the Northeast while still performing well with buyers from the Southeast, Midwest and Southwest in addition to international buyers.

Brad Hughes & Associates has been in business for 32 years in the Dallas area but wanted to branch out to reach more and different markets and customers. Hughes, CEO of his eponymous operation, attended the Atlanta market for the first time and reported great success for the brands showcased, leading Brad Hughes & Associates to commit to attending the next Atlanta market in April.

During the show, Hughes showcased the L.A.-based **Black Halo**; **Emily Shalant** from New York; **Bariloche** out of Madrid; **Vintage to Vogue**, an accessories company from Michigan that designs upcycled jewelry; and **Josie Bruno Vintage**, which creates upcycled and embellished army jackets. Vintage to Vogue and Bariloche were new to Atlanta as well. Hughes also noted that most of the brands he works with are specialty-store driven as opposed to majors and department stores and that this was a big selling point that customers love.

"The retailers at Atlanta were excited to see something new. They've been looking for the next new thing, so we received a great response. And everyone was very complimentary, friendly and inviting, so we're coming back," Hughes said.

Hughes mentioned embellishment as an important part of upcoming fashion trends, and the customers that gravitate to it are ones who want to be noticed when they walk in the building.

"It's all about novelty, embellishment and good fabrics as well as quality and elevation. Those are words we use a lot. As fashion is at all different levels of price points, we're focusing on the elevated part of the equation," Hughes said.

Cary Hack, sales representative for **Marc Fisher LTD**, said it was great to see the large number of retailers that attended the event.

"This is the third time I've gone, and I continually pick up significant customers every time I go. Our order base gets larger and larger each time, so it's been a really great show. The customers have thanked me for



Atlanta Apparel's first market event of 2022 broke attendance records and saw the most visitors to a market since 2016. Buyers were able to source products for Spring/Summer as well as get a head start on the Fall season.

attending because we usually attend shoe shows and not apparel shows, so it's nice to offer variety," Hack said.

Melissa Novell, vice president of merchandising for **Scout and Molly's** boutiques, was attending the Atlanta market for multiple reasons. Scout and Molly's is a nationwide franchiser based in King of Prussia, Penn., that helps individuals open and run their own Scout and Molly's boutiques. Novell was attending with a large group of people to celebrate one of the store owners who had reached \$1 million in revenue this year for the first time, and many other owners came to support her as she received the award.

"Two other big draws are the cash-and-carry business. In the boutique business, we're always looking for great deals and really good opportunities, and they have probably the best setup I've seen at a market for the cash-and-carry businesses," Novell said. "The other business we pursue at market are the temporaries. It gives us a really good opportunity to see the product in person and really select things that you wouldn't normally get to buy because they wouldn't normally have reps that will visit our boutiques throughout the country."

Novell said there was a good mix of product for both Spring Immediates and Fall preorders. Many of the trends for Fall were similar to trends from last year but with updated details. She also mentioned that color remains popular now as people are looking to fashion to help lighten the mood over the past couple of years.

"Everything is staying with colors being predominant as opposed to the blacks and grays that were popular prior to COVID. We're definitely seeing a trend toward color—even stores that used to sell mostly black are now selling a lot of color. People want to be happy post-quarantine, so that has maintained a foothold," Novell said. ●



Our retail finance experts can help turn your accounts receivable into fast working capital.

+ New York
+ Los Angeles
+ San Francisco

+ Charlotte
+ Chicago
+ Washington D.C.

+ London
+ Glasgow
+ Sydney



whiteoaksf.com/commercialfinance
info@whiteoakcf.com

WELCOME TO
MINDFUL
MANUFACTURING



VECTOR APPAREL PROJECTS

Our carefully cultivated team and vertically integrated factory allow for an atmosphere of care, collaboration, and partnership.

We're carrying on the long tradition of USA made goods. An ethically structured supply chain and worker's rights are our foundation.

We specialize in earth-friendly materials and low waste manufacturing techniques. Craft a unique journey for your brand while telling a sustainable story.

Contact us to learn more about creating your custom strategy.



vectorapparelprojects.com



(213)746-4668

Apparel News Group



Seventy-six years of news, fashion and information

CEO/PUBLISHER
TERRY MARTINEZ

ASSISTANT EDITOR
TYLER SHULTZ

CONTRIBUTORS
ANDREW ASCH
DOROTHY CROUCH
VOLKER CORELL
KEVAN HALL
BETTI HALSELL
JULIA INGALLS
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

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.

What is the biggest accomplishment in fashion sustainability that has been achieved over the last five years and what are the next steps to expand upon it?

Industry Focus *Continued from page 1*

the climate crisis is headed toward an irreversible state that will change life for all beings on the planet.

Many brands, manufacturers, designers and supply-chain resources within the fashion industry are cleaning up their practices, step by step. Some have been proponents of sustainable practices since they founded their companies while others have been focusing on an approach that values progress over perfection as they avoid greenwashing through genuine efforts to adopt true green practices.

There has also been a realization that sustainable practices reach beyond environmental concerns to include issues surrounding gender equity and workplace standards that promote a safe environment. As fashion focuses on progress within the sustainable-apparel-making segment, *California Apparel News* asked sustainability experts and those who are gaining ground in this space: *What is the biggest accomplishment in fashion sustainability that has been achieved over the last five years and what are the next steps to expand upon it?*

Mukul Agrawal Chief Sustainability Officer Birla Cellulose



It is now more urgent than ever for the fashion industry to shift from a linear—take, make, use, dispose—model to a circular model. The man-made cellulosic-fibers process has a unique capability to recycle pre- and post-consumer cotton waste into fresh fibers.

Birla Cellulose developed innovative in-house proprietary technology for recycling pre-con-

sumer cotton waste into fresh viscose fibers akin to regular fibers and launched Liva Reviva with 20 percent feedstock as pre-consumer waste.

Circularity is one of the key focus areas for us. We are part of several consortium projects working toward next gen solutions such as Liva Reviva. Birla Cellulose is aggressively working on scaling the next-generation fibers up to 100,000 tons by 2024 and increasing the recycled content of both pre- and post-consumer waste.

We have emerged as a winner in the first edition of the National Innovative and Sustainable Supply Chain Awards by UN Global Compact Network India for its case study on “Liva Reviva & Fully Traceable Circular Global Fashion Supply Chains.”

Birla Cellulose was also ranked No. 1 among global MMCF producers in Canopy’s Hot Button Report 2021 for the third consecutive year. The top ranking in the environmental report reflects our relentless attempt to improve sustainable wood-sourcing practices, conservation of forests and development of next-generation fiber solutions.

Michal Arbel Sustainability Communication Lead Kornit Digital



There has been essential focus and effort placed on the fight against overproduction in the fashion industry in recent years. The main purpose of this has been to prevent unsold items from being incinerated or going to landfills. By changing the way fashion is manufactured and producing only what is genuinely needed and will be sold, producers can make a large and impact-

ful contribution to resource conservation. This impact prevents the major problem of unsold items without demand. Kornit Digital technology disrupts the traditional fashion-manufacturing industry and enables on-demand fashion production.

Enrica Arena Co-founder and Chief Executive Officer Orange Fiber



We believe that the biggest goal that has been achieved in fashion over the last five years is that sustainability has become a crucial theme for brands and retailers.

Sustainability has established itself as a market trend associated with positive and measurable economic results for the companies that adopt it, validating the business models that are based on

it and accelerating the conversion of supply chains.

From circular design to certifications that measure claims and impact; innovative technological systems to make the supply chain fully transparent, traceable and accessible to customers; passing through the choice of sustainable materials such as our fabrics from citrus-juice by-products; and regenerative production and end-of-life management systems, the fashion industry is increasingly committed to making good intentions on environmental protection a reality.

However, the global fashion industry remains complex, fragmented and still partly opaque, with unsafe working conditions in some production sites around the world and causing environmental pollution and social exploitation.

We believe that through the adoption of common rules and thanks to the joint action and commitment of brands and clients, sound sustainable fashion for people and planet will be the standard in the future.

Kerry Bannigan Executive Director Fashion Impact Fund



Over the last five years the fashion industry has faced—whether through industry advocacy or consumer demand—that not only is it possible to create an ecosystem that values people and planet but that the systems and solutions exist to achieve transformational sector change. While progress is being made on these fronts by some stakeholders, the industry still lacks the education, legislation and finances necessary for immediate substantial change.

It is no understatement that for progress to be achieved it is critical that the fashion industry prioritize gender equality with women being fairly represented throughout the value chain. Myself, I want to see more support for women entrepreneurs who are accelerating the fashion industry’s transition to an equitable, inclusive and regenerative sector. Global media should be amplifying their visibility, and financing should be more accessible to women and their communities, who are driving forces for sustainable development in the fashion ecosystem. It is imperative to support their leadership as they are addressing the critical issues of our time.

Ayesha Barenblat Founder and Chief Executive Officer Remake



The biggest accomplishment to creating a more just and accountable fashion system was the passage of California’s Senate Bill 62, the Garment Worker Protection Act. This bill addresses the root causes of wage theft, which is so endemic in the fashion system, by eliminating the piece-rate system of pay and holding brands jointly liable for the wages stolen from garment workers.

The bill is an example of extraordinary worker-led organiz-

ing, broad and deep coalition building, and remarkable solidarity from businesses and citizens that succeeded in closing a major regulatory gap in the United States’ largest apparel-producing hub. As of Jan. 1, garment makers in California now make \$14 over their historic poverty wages of \$3 to \$5. SB 62 is also by far the most far-reaching victory in the global brand accountability movement as it has secured legal responsibility on brands and retailers for wage theft.

The passage of the Garment Worker Protection Act in California was due in large part to the work of Marissa Nuncio, executive director of the Garment Worker Center, who brought into law this worker-led piece of legislation and is one of fashion’s heroes.

Matthew Boelk Vice President of Partnerships Everywhere Apparel



When the resources required to create a manufacturing input are limited—and an abundance of this manufactured material is already available—does it make much sense to keep depleting one’s limited resources in order to harvest additional raw inputs?

Thanks to the recent developments in the production and knitting of recycled cotton, this oversimplified analogy is a legitimate question that large fashion companies should be asking themselves when continuing to choose virgin cotton over recycled cotton.

Recycled-cotton use in apparel, when coupled with a closed-loop return system that combines post-industrial cotton with post-consumer cotton in a landfill-neutral production loop such as the system recently launched by Everywhere Apparel, is one of the most significant achievements in fashion sustainability. The shining of a brighter light on what is now possible with recycled cotton along with the wholesale rejection of the titans of our industry’s excuses as to what “does not work” will be required to push this exciting space further.

Cotton cultivation uses over 21 trillion gallons of water annually and accounts for 16 percent of global pesticide use while occupying only 2.5 percent of farmland.

Quentin Caruana Founder and President Marque Luxury



The demand for second-hand luxury as well as the industry’s need for a sustainable approach to fashion has finally arrived. Marque Luxury believes in promoting sustainability by being part of the circular economy while providing authenticated pre-owned luxury.

As the resale luxury market continues to expand, there is strong evidence of the next

generation of consumers’ values shifting from exclusivity to inclusivity. These visible trends have encouraged growth in the buying and resale of luxury goods, creating what Marque Luxury believes to be a pivotal change for the fashion industry. In the eyes of our new consumers, luxury brands are becoming value opportunities rather than a symbol of wealth. This environmental impact of buying pre-owned instead of new promotes the circular business models, including re-commerce, and is key to enabling the industry to finally lend itself to the reduction in global emissions and beyond. By sourcing and providing thousands of pre-owned luxury goods, Marque Luxury and its 18-plus Re-Commerce Hubs located worldwide have become a force behind this global and economic movement, creating more of a demand for vintage luxury goods and extending the life cycle of each item.

We at Marque Luxury credit that the global social awareness and outcry for a more sustainable approach to fashion, in and of itself, is one of the largest accomplishments for this

industry to date. This social and economic awareness will continue to shape and transform the way society views, consumes and promotes the resale luxury industry if these trends continue.

Kristy Caylor
Co-founder and Chief Executive Officer
For Days



Fashion sustainability has become an industrywide focus in the last five years. Brands who are not participating in the conversation are essentially irrelevant, which is tremendous progress. Most efforts have focused on the upstream supply chain, such as better materials, lower water wastage, renewable energy and much stricter employment standards. In my view, this is excellent for sustainability 1.0, and now the hard work begins as we aim to build a fully circular system. We still have a massive landfill-waste issue. While resale and reuse are essential ingredients for the circular economy, they are not the whole picture. We must design for, build infrastructure for and engage customers in a fully circular system. Addressing end-of-life starts at the beginning. Let's see if we can get there in the next five years.

Carlo Centonze
Co-founder and Chief Executive Officer
HeiQ



Although consumers and brands increasingly seek sustainable textiles, it is virtually impossible to meet this demand with existing yarn materials. Today most of us wear clothes made from cotton (24.2 percent), trees (5.9 percent) and, predominantly, oil (62 percent), all of which have serious ecological downsides. The industry is challenged to react as follows: phase out substances of concern and oil-based microfiber release; transform the way clothes are designed, sold and used to break free from their disposable nature; radically improve recycling by transforming clothing design, collection and circular reprocessing; and effectively use resources and move to renewable inputs.

The industry sees materials innovation as its exit and is ready to mobilize large-scale, targeted "moonshot" innovations such as the search for a "super fiber" that is suitable for a circular system but with similar properties to mainstream ones and no negative externalities. HeiQ is one such innovator with the development of its climate positive HeiQ AeonIQ yarn, a versatile alternative to polyester and nylon that is a game changer with huge industry-transformation potential. Adoption of HeiQ AeonIQ by the textile industry would lead to reduced dependence on oil-based fibers, help decarbonize our planet, stop the release of plastic microfibers into the oceans and reduce the impact of the textile industry on climate change.

Tyler Chaffo
Manager of Global Sustainability
Avery Dennison Smartrac



The biggest accomplishment from the fashion industry in the last five years is around collaboration to solve macro challenges related to sustainability. We've seen the necessary breaking down of barriers among suppliers and competitors in order to enable increased levels of circularity and define the roadmap to move to net zero. An example is a notable fast-fashion retailer that has committed to recycling any clothes dropped off at their stores, even competitors' clothes. The pandemic has accelerated this need for greater collaboration, highlighted during the initial phase when two-thirds of chief purchasing officers indicated they were focusing heavily on ensuring their suppliers avoid bankruptcy. This notion of open sourcing has continued with initiatives focused on transparency with organizations such as the Sustainable Apparel Coalition and the United Nations. The next steps in this progression will be to continue to formalize what this process looks like, how it's implemented and what the outcomes

can be. We're seeing that happen with the Digital Product Passport initiatives through the European Commission, and I believe you'll see best practices around sustainability begin to be shared across various industries. You can't manage what you don't measure, and this ability to standardize what we measure and how we communicate that information will naturally lead to additional opportunities to keep garments in circulation longer, reduce waste and ultimately ensure the fashion industry is a force for good.

Stacy Flynn
Co-founder and Chief Executive Officer
Evrru



Garment recycling via reuse, rewear and regeneration is the biggest trend right now. This helps to keep textiles in circulation and out of the landfill. It is important that we recognize the number of resources that go into making one garment of clothing, such as the time it takes to grow the cotton, harvest and process it, and then have the materials woven into fabric for someone to cut and sew. That's a lot of resources.

Consumers must be educated about the importance of their role in recycling. The single act of committing to reuse, rewear or regeneration allows those resources to continue and can have a profound impact on our environment. Demanding that clothing be made from recycled materials is another thing customers can do to help ensure that our resources remain viable. Brands and manufacturers can also contribute to the solution by sourcing fabrics made from recycled materials. Through fabric recycling and regeneration, we can help keep the apparel industry in balance with natural resources. We become part of the solution making resources circular and not extractive.

Julie D. Habelmann
Founder
Noble Sands LLC



It's really encouraging to see all the small, local, ethical emerging brands that are engaging aspects of sustainability. I think it's also important to recognize the sentiment of "it's better to do a little of something than a lot of nothing."

Jean Hegedus
Director of Sustainability
The LYCRA Company



A huge area for improvement and necessity is continuing to hold fast fashion, high fashion and many celebrity fashion brands accountable. If small brands with considerably less resources can produce sustainably and ethically, they certainly can. I remain hopeful that quality over quantity will win in the end.

I believe the biggest accomplishment has been in defining that we as an industry need to decrease our carbon emissions by at least 45 percent by 2030 to be in line with the Paris Agreement. Having this goalpost allows brands, retailers and their entire supply chains to set or modify their own targets as needed and define their roadmaps accordingly. Now, as an industry, we need to act with a sense of urgency to meet these goals—using more renewable energy, making products from renewable or recycled resources, and ensuring garments are designed for a long life span—one that can potentially withstand several owners and then be recycled at end-of-life.

According to the Ellen MacArthur Foundation, in the last two years seven resale and rental platforms have grown to have billion-dollar valuations. Businesses such as these can potentially grow from 3.5 percent of the global fashion market today to 23 percent by 2030, representing a \$700 billion opportunity. It will take this kind of mindset shift—from make-take-waste to developing circular business models at scale—to meet our obligations to the planet.

Jessica Kelly
Founder and Chief Executive Officer
Thr3fold



I think the biggest accomplishment is the recent passing of the supply-chain regulations in the U.S. and EU and the upcoming Fashion Act in New York. Brands have made much progress over the last five years when it comes to their impact on people and planet, but these new laws will push those efforts along much faster. COVID-19 highlighted all the areas where our supply chain is broken as well as the digital tools we now have at our disposal to modernize the production and supply-chain side of the industry that has been technologically stagnant for too long. I'm looking forward to the improvements we can make from that starting this year.

Michelle Lea
Vice President of Global Marketing
NILIT



The apparel industry has made significant progress in the past several years to improve its environmental impact, but substantial work remains to be done. The growing population of conscious apparel consumers will settle for nothing less. At NILIT, we are committed to collaborating with our global supply-chain partners to accelerate our sustainability initiatives and focus on the products and processes that will improve apparel's life-cycle analysis and sustainability profile. We continue to rapidly expand our broad SENSIL consumer-brand portfolio of sustainable premium nylon products and are committed to helping our value-chain partners communicate to consumers about the smarter choices they can make to reduce fashion's carbon footprint.

Last year, we introduced several new SENSIL products targeting the apparel industry's specific environmental challenges such as water use, recycled content and textile-waste persistence with SENSIL BioCare, for instance, that accelerates the breakdown of microplastics if they end up in the ocean. We are very excited about our upcoming launch of a groundbreaking, sustainable nylon that uses reduced fossil resources and will be the very first of its kind for the apparel industry.

In addition to sustainable-product development, NILIT has committed to responsible production practices to reduce our impact as a manufacturer with the reduction of greenhouse-gas emissions, zero waste—management manufacturing and the preservation of water in downstream processes. Our corporate sustainability report as well as our investment in new sustainability-leadership positions are public declarations of NILIT's commitment to leading the global apparel industry to a more responsible, sustainable position.

Dr. Cindy J. Lin
Co-founder and Chief Executive Officer
Hey Social Good



The biggest achievement in fashion sustainability happened in two areas: increasing sustainable options for alternative fibers and demand for data transparency and traceability of the fashion supply chain.

The explosion of alternative fibers such as Tencel, Lyocell, RPETE, recycled plastic bottles, recaptured fish nets, hemp, pineapple, cactus, etc., is tremendously exciting because these options can accelerate the creation of a functional circular market—assigning value to once-used materials and preventing pollution along the supply chain. Consumers' demand and expectation for greater transparency of how a piece of clothing is made means brands need to do a better job of offering documentation and credible information that makes sense for people and the planet. Instead of being a burden, this now offers a real cost benefit because customers will be more willing to pay for that quality in materials and impact.

What is the biggest accomplishment in fashion sustainability that has been achieved over the last five years and what are the next steps to expand upon it?

Industry Focus *Continued from page 9*

The next steps include innovation in materials and manufacturing technology, i.e., algae for dying jeans, 3D printing to eliminate wastes, etc. and sustainability data intelligence where better data offers brands more efficiency, more sustainable choices, and greater insight and connection with their customers' desires.

Steve McCullough Event Director Functional Fabric Fair



When we started Functional Fabric Fair in New York during the summer of 2018, sustainability was just starting to be a focal point of the exhibitors and was not a requirement for submitting samples to our Forum, which highlights the best developments in a number of fabric categories. Now it is a requirement. The lengths that fabric makers are taking to ensure a fabric's sustain-

ability is impressive. During our November 2021 event in Portland, Ore., submissions would only be considered if at least 50 percent of the material came from a recycled source. We were so pleased to see how many samples came in for consideration.

For the future, associating a metric to measure the sustainability of an item is a focus of ours and hopefully for the industry. Measuring the carbon emission for a fabric is something that in the near future will be a requirement to measure and communicate to the consumer. Once the carbon emission for a fabric is established, then the carbon emission for a finished garment can be calculated.

Measuring this will take in all aspects of the fabric, from the content, energy source of the manufacturing process, water consumption and even working conditions. How wonderful the industry is moving so seamlessly into this!

David Nussbaum Founder and Chief Executive Officer PORTL Inc.



One thing the pandemic has taught us is that quality interactions can happen remotely. The side benefit of keeping safe from disease turned out to be saving billions of dollars on travel and massive amounts of carbon damage.

For fashion, though, a fuzzy head and shoulders on Zoom wasn't going to cut it. In order to make remote meetings work

in fashion you need full-length and absolutely stunning resolution. You need to be able to see how the fabric moves, finely tune a model's walk and feel the emotion in the designer's gestures. You need holograms.

Holograms—and holo-portation, or “beaming” places—have proven to work. IWC has been beaming around the world for meetings for a year now, and CEO Cristoph Grainger-Herr has saved millions on travel by staying in Schaffhausen, Switzerland. Some innovative companies have begun to present their fashion shows using them too—the first ever at New York Fashion Week was Tombogo's Fall '22 show last month. These brands can beam their models in and avoid huge runway builds.

Fashion is doing tremendous work in terms of using more environmentally friendly materials and techniques, but now this huge bonus in sustainability is really low-hanging fruit. Cut down the jet travel with holograms and you'll make the planet—and your customers—happy.

Alexa Raab Global Brand and Communications Leader Sorona



Transparency and collaboration are essential for the future of sustainable fashion. To answer the call, we launched the Common Thread Fabric Certification program and the Preferred Mill Network, making it possible for brands and designers to have a clear choice when they are seeking sustainable fabrics. We're proudly collaborating with other branded fiber companies such as Lenzing and Cordura to advance scalable sustainable offerings. Collaboration is the ticket to advancing a more circular economy, and we are thrilled to be part of this type of meaningful change.

Emmanuelle Rienda Founder Vegan Fashion Week



The last five years truly amplified the need to rethink the way we produce and consume fashion. Next-gen plant-based materials made their way into the mass market, allowing designers to drop animal-based textiles and their negative impact on the planet. Ethics in sustainability is a crucial piece of sustainable development.

Jessica Schreiber Co-founder and Chief Executive Officer, and Camille Tagle Co-founder and Creative Director FABSCRAP



We believe the biggest accomplishment has been the significant shift in fashion brands to become more accountable for their own textile waste. As brands begin to realize the volume of fabric waste they produce and the devastating impact this has on our environment, they are examining recycling and reuse in ways they never have before. In the five years FABSCRAP has been operational,

we have quickly grown to servicing 600 brands in the Northeast alone, and we continue to see an overwhelming amount of interest and demand as more brands explore better practices. FABSCRAP keeps meticulous data for each recycling partner and details the total weight diverted from landfills, the end use of sorted material and CO₂ emissions saved. We encourage companies to evaluate these results with the hope that they will take even bigger, more preventative next steps toward reduction and circularity.

Asher Shalom Founder Asher Fabric Concepts/Asher LA



Asher Fabric Concepts wants to leave the planet in better shape. Therefore we have financially invested heavily in transitioning many of our core yarns to sustainable ones.

Five years ago, sustainable yarns were considered a novelty item in our collection. In 2022, we are stocking sustainable yarns—even as yarn prices continue to rise.

We push to dye many of our fabrics at Swisstex California—a Bluesign-certified dye house certifying textile

products are safe for the environment, workers and customers.

In the printing arena, we are heat-transfer printing in-house for customers such as Beyond Yoga, Michael Stars, SUNDRY + LNA using Transfertex-sustainable printing, water-free technology and the greenest producer of heat-transfer paper.

The biggest accomplishment in fashion sustainability in the last five years is the extensive variety of sustainable yarns, whereas in the past customers were limited to organic cotton in 30/1 count.

Mike Simko Global Marketing Director Hyosung Performance Textiles



The need for sustainability has driven supply-chain cooperation and transparency. This movement has motivated brands and retailers to build relationships beyond their direct suppliers to include mills and fiber producers. It is no longer acceptable for most brands and retailers to simply buy from tier 1 suppliers; they also need to vet and build relationships with tiers 2 and 3. These last five years

have resulted in most major brands and retailers incorporating eco-friendly offerings into their product lines.

Depending on a brand's or retailer's corporate sustainability objectives, Hyosung can supply a broad range of textile solutions to help them achieve their goals and better communicate their sustainability stories. These solutions include our GRS-certified yarns made from 100 percent recycled material, including creora regen spandex; creora bio-based yarns, which replace petroleum-based raw materials with ones that are derived from corn; energy-saving creora Ecosoft spandex; and water-saving yarns with dope-dyed solutions.

Melodie van der Baan Chief Executive Officer Max Retail (formerly SwapRetail)



I think the biggest accomplishment in fashion sustainability is tied to the rising popularity of resale and technology. The recent shift we've seen in social behavior gives merchandise a longer life span, whether it's inventory that's been worn or new with tags but past season. E-commerce marketplaces help these goods find new and rightful homes instead of being tossed out, reducing the waste problem our fashion industry is known for.

I believe we can further advance sustainability in our industry by encouraging brands and retailers to be thoughtful about a product's life cycle from the moment they produce or buy it. Embracing resources available to help sell their unsold inventory will help assure the \$113 billion of leftover goods in the U.S. alone has a positive, useful fate. ●

To read more about Sustainability in the apparel industry, please read our Industry Focus: Denim section at <https://www.apparelnews.net/news/2022/feb/10/industry-focus-denim-what-advancements-and-innovati/>



Asher_{LA}



MADE IN USA

PRE-SHRUNK

VERTICAL MANUFACTURERS OF PREMIUM LUXURY BLANKS.
YARNS: SUPIMA - RECYCLED COTTON - RING SPUN - OPEN END

JERSEY OPTIONS: 120 GSM-300 GSM

FLEECE OPTIONS: 330 GSM-600 GSM

OFFERINGS: ENZYME + DTG PRINTING + EMBROIDERY + GARMENT GRINDING



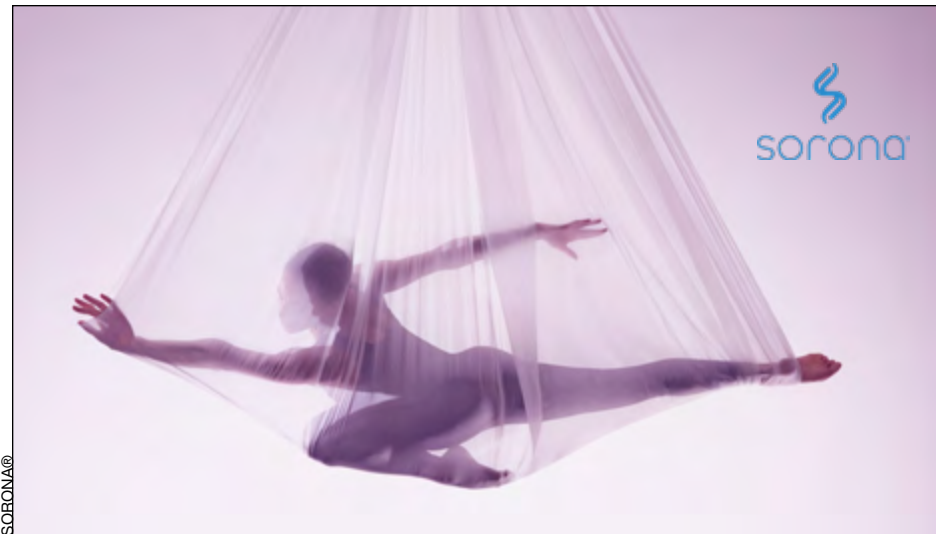
ASHERLOSANGELES



INFO@ASHERLA.COM



BCI Better Cotton Initiative
www.bettercotton.org



Sorona Agile

A New Global Network for Sustainable Fabrics

“Sustainability and Transparency” were ranked #1 by over half of all executive respondents in a recent survey from McKinsey & Co. That’s welcome news for producers, suppliers, brands, and designers looking to connect with like-minded consumers. And with a broad shift throughout the fashion industry toward a more sustainable future, brands like Sorona® are taking critical steps toward making a variety of quality sustainable fabrics available and accessible at scale.

“For years we’ve seen an increased demand for traceability and transparency throughout the value chain,” says Global Brand & Communications Leader Alexa Raab. “That’s what gave us the confidence to launch the Common Thread Fabric Certification program two years ago and move forward with the Preferred Mill Network now.”

The Common Thread Fabric Certification was introduced by Sorona® to create trust and transparency within the supply chain. Mills are certified for carrying fabrics made with a minimum percentage of Sorona® content. Each fabric type is scientifically tested for a range of performance characteristics including comfort, stretch, warmth, breathability, softness, wrinkle resistance, UV and heat resistance, shape recovery, long-lasting durability, vibrant color retention, stain resistance, and more. With their certification in-hand, the mills become part of the Preferred Mill Network, a global catalog offering the full collection of sustainable Sorona® sub-branded fabrics—Agile, Aura, Luxe, Profile, and Revive. This network now includes over 350 mills around the world and is available to any apparel brand in need of samples and sourcing of fabrics.

“To be truly sustainable, we believe responsibly made fabrics must be accessible and scalable while meeting or exceeding performance expectations of the traditional alternative,” says Raab. “Our goal is to continue to support mills and brands as they continue to increase their sustainability efforts. Programs like Common Thread and the Preferred Mill Network are designed to make a sustainable choice reliable and simple.”

With its superior shape recovery, breathability, ultraviolet protection, and long-lasting fit retention, fabrics made with Sorona® are

made to last. Scientific testing proves Sorona® fabrics have outstanding dimensional stability and are colorfast. “Clothes that continue to look new will stay in a person’s closet and out of the landfill,” says Raab.

For those items that have reached their expiration date, the landfill can still be avoided. Sorona® is recyclable. Raab adds, “A circular economy is one of many ways the industry can fulfill the sustainability promise, and Sorona® is part of that answer.”

Made from 37 percent plant-based materials, Sorona® is a high-performance fiber and a key ingredient in clothing from some of the world’s most popular sustainable brands.

“The fundamental process to make bio-propanediol (Bio-PDO) from industrial dent corn is the same fermentation process that is used to make beer, and the entire process from corn harvesting to Sorona® production is carried out in the

U.S.,” says DuPont Biomaterials Product & Global Application Development Principle Investigator Samit Chevli. This means the production of Sorona® uses 30%–40% less energy and releases 56%–63% fewer greenhouse-gas emissions than the production of nylon 6 or nylon 6,6.

More than 43.7 million garments worldwide are made with a certified Sorona® fabric, and among those the most common fabric type is Sorona® Agile, made for athleisure and activewear. The demand is quickly growing for the additional certified fabrics including Sorona® Aura, a breathable and lightweight insulation, as well as Sorona® Luxe, which reduces pilling in fabrics made with natural fibers.

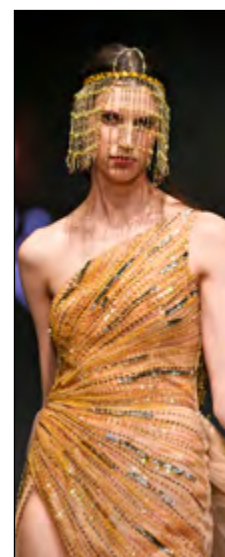
“It’s encouraging to see so many partners committed to taking critical steps forward to improve the industry and meet the moment for sustainable offerings,” says Raab. “It’s our hope that programs like the ones we’ve introduced will continue to make these choices easier and more common. We’re so encouraged by the response already, which has included many brands taking their first steps forward with sustainable capsule collections made with Sorona®.”

This Thought Leadership column is sponsored content

NEW YORK FASHION WEEK



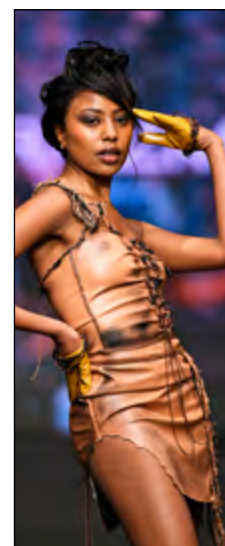
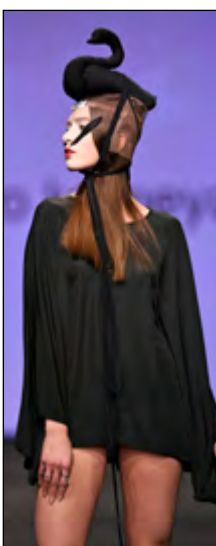
Fernando Alberto



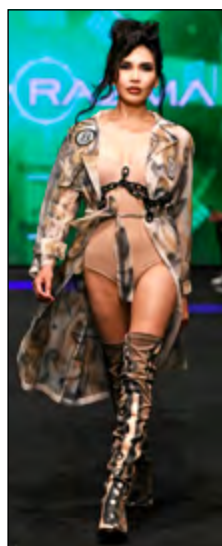
Kenneth Barlis



Kentaro Kameyama



Asta Razma



California Designers Rock the House at New York Fashion Week

What was the unifying thread among California designers at New York Fashion Week powered by Art Hearts Fashion, held Feb. 10–13 at the Ziegfeld Ballroom in Manhattan? Bold, occasionally shocking, innovative.

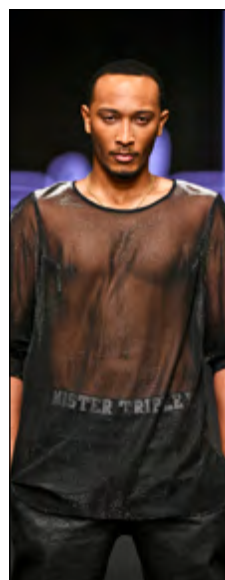
On day 1, Argyle Grant treated the audience to eye-candy models barely clad in sunglasses and swimwear.

On day 2, Fernando Alberto showcased below-the-knee floral and animal prints and an array of darkly glittering tops and svelte, envy-inducing pants. And then Kentaro Kameyama brought his usual disruption to the runway. Unafraid to reference the Before Times Oscar fashion sense of Björk, Kameyama daringly experimented with fowl headwear. There was a black swan paired

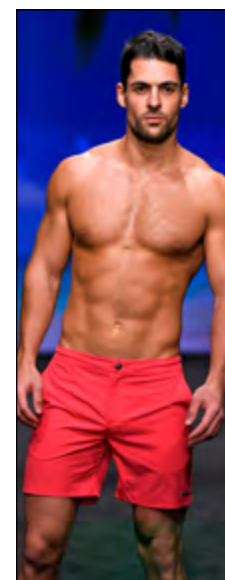
with a black-and-white full-length dress, a white swan wedding train, and of course the classic Little Black Swan hat/dress combo.

On day 3, what was Kenneth Barlis to do? Why, label accessories with hot-button issues of the moment, of course, and then pair them with smoky leather and gem-encrusted body-hugging tops. Asta Razma also played head games—in this case, a series of sheer and beaded face coverings paired with kaleidoscopic outerwear. Mister Triple X showcased a night-on-the-town look of black, dark-gold stripes and sheer tops over his bold-faced signature waistlines.

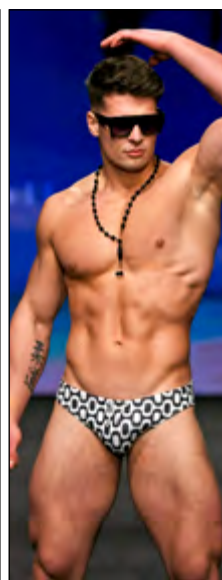
If you didn’t gasp at least once during the presentations of these California designers, you weren’t paying attention.—Julia Ingalls




Mister Triple X



Argyle Grant





IFJAG™

INTERNATIONAL FASHION
JEWELRY & ACCESSORY GROUP

"WHERE VOLUME BUYERS COME TO SHOP"

Join Us In
ORLANDO
Previewing Fall/Winter Fashions

Over 100 Manufacturers And
Direct Importers Exhibiting Fashion
Jewelry And Accessories

May 11-13, 2022

Embassy Suites
8978 International Drive
Orlando, FL
Hours: 9am - 6pm Daily

Benefits

- Complimentary Buffet Buyer Lunch
- Complimentary Local Transportation
To And From Exhibition

www.Ifjag.com

New Vendor Inquiry: Info@Ifjag.com

Dedola Global Logistics: Building a bridge over troubled waters

You lead a fast-paced team and hustle to meet your deadlines and stay on trend. Unfortunately, you can't control external circumstances, which changed radically in 2020 in the wake of COVID. Now your time-sensitive shipments bob up and down on the Pacific Ocean, unable to make port and unload. Like it or not this is the new reality, the kind Dedola Global Logistics is made for.

A family business launched 45 years ago and currently run by the sons of the founders, DGL is a leading freight forwarder that stands out in a field known for nightmares. With a carefully built network in 190 countries, Dedola Global Logistics provides all air, ocean, trucking, and warehouse services with intimate understanding of the needs of the fashion industry.

"Apparel is a demanding industry where everything is quite time sensitive," says CEO Marc Dedola, "so it has a great appreciation for the lengths to which we go to accomplish something. Today— and I'm not exaggerating—it takes ten times the amount of follow-up as it used to. Things get lost. They're backed up and there aren't enough workers. You have to be tenacious, and too many freight forwarders just aren't built to be that."

"Today, there's simply a much more dramatic difference between a quality player and a not-so-good one. In a normal market, a no-frills carrier might make sense, but today that's just not an option for anyone who wants to stay in business," says Dedola. Because DGL represents a huge number of clients, it is able to negotiate discount rates with carriers. Think of it as a travel agency for goods manufactured overseas, with value-adds that include vast experience in smoothly handling all your duty paperwork and keeping those fees as low as possible.

But its real benefit is a tenacious attitude tailor-made for times of crisis like the one we're seeing now. "The year 2020 changed the shipping landscape completely," explains Dedola. "Before COVID, things were relatively dependable in regards to arrival into port, and goods were unloaded within a window of time that was predictable. Now everything is backed up and a complete mess, and the way we're helping our apparel clients comes down to our way of doing things. Our industry is rife with mediocrity, and in times of crisis that practically becomes malpractice. But because we're so thorough, we're built for these kinds of situations."

In times of chaos it can be difficult to see when someone is doing a good job because it seems like no one is, but things could always be worse. "In the current climate," says Dedola,

"our customers are getting along far better than their competitors." And unfortunately, Dedola says, the problems of the past two years don't look to be dissipating any time soon. "This year looks to be pretty similar to the last in terms of the challenges involved."

Shipping from China, for example, used to be pretty predictable, running about three and a half weeks door to door from a Shanghai factory to an L.A. warehouse. Now that can easily be doubled, and your eagerly awaited goods are, to paraphrase an old song, seem to be on a slow boat from China.

The lack of dependability of ocean freight requires new solutions, and Dedola Global Logistics can usually come up with half a dozen options of varying

cost. Expedited airfreight can arrive in one to three days but is obviously the most expensive option. Deferred air costs less and arrives in about a week. Combination air and sea options can get your goods delivered in about ten days, and finally there are expedited ocean options that get things back to the old normal of three weeks or so. "Today you have to be very creative about how you solve problems," Dedola says, "and our customer-service team is deeply in tune with the needs of the apparel industry."



Marc Dedola



Those needs don't end when ships and planes finally arrive, which is why Dedola offers expertise in the classification of goods for customs purposes and ways to help the apparel importers pay as little in duty fees as possible. And DGL has built careful relationships with its truckers, and such loyalty becomes invaluable during times of crisis. Finally, there is the peace of mind that comes from knowing exactly what's going on. This is provided by DGL's state-of-the-art 24/7 tracking system called TrakItPRO, which allows clients to see all the details regarding where their goods are and when they can be expected to arrive. "It's a very robust system apparel importers will value for its transparency," says Dedola.



www.dedola.com
sales@dedola.com

T-SHIRTS



perfectwhitetee Approaches Basics With Simplicity

A perfect story of friendship brought together Jen Menchaca and Lisa Rodrigues-Hickey, two fashion veterans who sought to create a solution to a void they perceived in the basics market. Blending Rodrigues-Hickey's sales and showroom experience with Menchaca's brand-building expertise, the women completed their venture by bringing on a Los Angeles-based silent partner whose vertical operation led the trio to develop **perfectwhitetee**.

"Something was missing in the T-shirt world. We decided to partner up together and use my sales and showroom experience combined with her brand-building experience to do something together, and we took a leap of faith," explained Rodrigues-Hickey. "It started as 'Let's find our top core styles'—a basic crew tee, a V-neck, a hoodie, something everybody needs in their closets. Let's just launch a basics-replenishment program. It was February 2020 when we launched at **Coterie**."

Launching ahead of the spread of a global pandemic that would force much of the global population to remain at home, the women and their new basics brand entered the era of work-from-home fashion.

"We were very hands-on with our re-

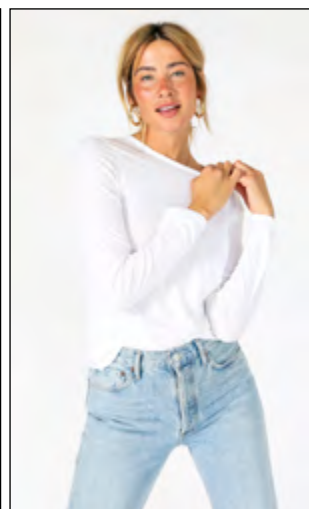
tailers during a very tough time," said Menchaca.

Soon, the brand launched into additional silhouettes, including bottoms, with more colors. The formula of relying on soft cottons and garment dyeing proved to be a success. Within the uncertainty of the COVID-19 pandemic, perfectwhitetee was providing comfort through quality basics.

"Our retailers were saying that their customers wanted more from us by fall of 2020—more colors, more silhouettes, more fabrications," said Rodrigues-Hickey. "Because we are vertical, we were able to have fun with that and take some fabrications and give them a wide leg and give them a mock neck and do special drops. The fun part about us is that we're able to go pretty quick to market if we're finding something we really love and [our customers] really need."

The made-in-Los Angeles brand ranges in price from \$48 to \$128 retail. It has also branched out into branding its own perfect candle, which features a blend of scents in bergamot, sandalwood and cedar. perfectwhitetee has also expanded into men's, a sign of growth and promise for this young brand, which is available at perfectwhitetee.com.

—Dorothy Crouch



FUNCTIONAL FABRIC FAIR

POWERED BY **PERFORMANCEDAYS**

PORTLAND

APRIL 4-5, 2022
OREGON CONVENTION CENTER

Dedicated to outdoor and active apparel, the NEW Spring Portland edition will feature innovative textiles and color trends for the Spring 2023/2024 season alongside expert-led talks focusing on the sustainable future of the textile industry. The fair is open – free of charge – to verified designers, product, purchasing or material managers looking to source fabrics and accessories for outdoor, sportive performance and lifestyle apparel.

REGISTER AT:
functionalfabricfair22.com/CAN

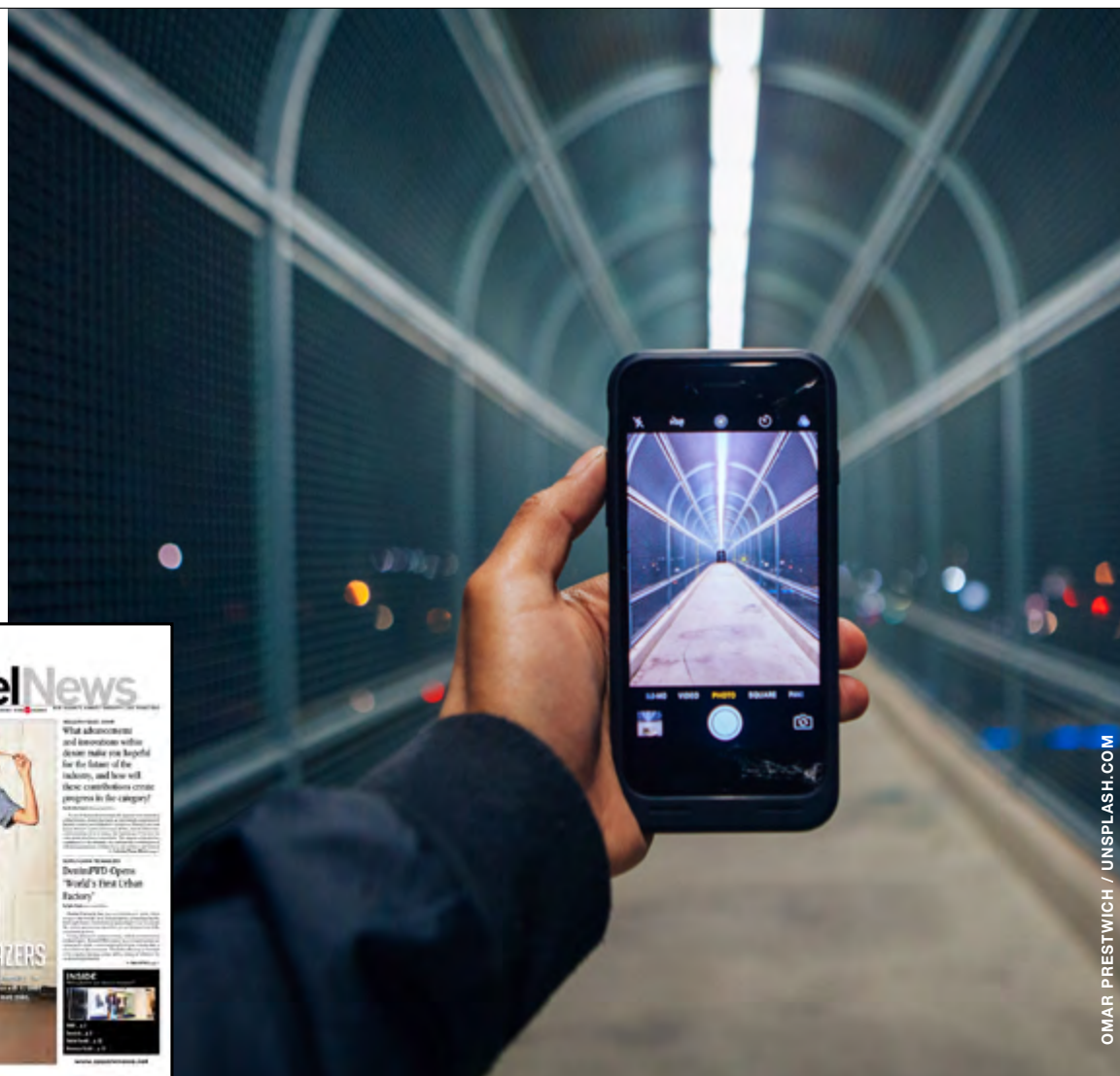


Coming Soon

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.

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



OMAR PRESTWICH / UNSPLASH.COM

CALIFORNIA
ApparelNews

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

Atlanta Apparel features an eclectic array of styles and accessories

Spring is in the air, and there's no better place to see visions of seasons to come than Atlanta Apparel. Brands are eager to show their wares as buyers once again are flocking to fill their shelves with the newest and best designs. As one enthusiastic vendor puts it, "Atlanta draws the best attendance from around the country and the world—it is a must for stores and brands to attend."

Elan

Designers Elan and wife Galit bring an international edge to their wide-ranging collection of high-quality fashion pieces based on flattering silhouettes and a relaxed fit. The Florida-based company, which calls itself a mother-daughter brand, considers the Southeast its home turf, making Atlanta Apparel the perfect place to mingle with favorite customers. In fact, the show functions as a fact-finding mission for Elan. "The feedback helps us navigate the trends and buying habits season after season," the couple says. "Recently we have seen a shift to elevating the collection, from fabrics we choose to looks we chase, our customers are at the forefront of these decisions." The timing of the April show "is perfect," they say, "to pre-book our Fall 2022 collection and do last minute fill-ins for Summer deliveries." As far as bestsellers, "Effortless comfort with a twist is always a hit," they note, "and our shackets check every box."



Endless Blu

Located in the heart of downtown Los Angeles, the young-contemporary brand Endless Blu is most famous as a "coastal line." Having met "amazing new customers" at the Atlanta Apparel show, however, they've broadened their horizons considerably, now looking to target the Midwest. Their wide-ranging, trendy, yet affordably priced silhouettes run the gamut and encompass just about every category, from casual to cocktail to clubwear dresses, tops and skirts to shorts and crop tops, jumpsuits and rompers, shrugs and cardigans, and that's just the start. The silhouettes are ultra-feminine, classic, and eclectic, many of them featuring a floating, ethereal vibe, delicate floral prints, and form-hugging crop tops paired with flowing skirts. For the upcoming show, Endless Blu brings "amazing" transitional and Fall/Winter styles—"definitely chic and modern-vibe items" designed to appeal to "women all around the world. We just can't wait till we show them to our buyers!"



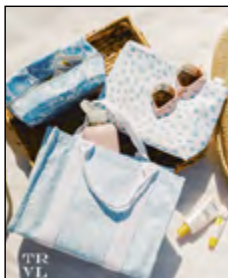
Johnny Fly

"Spring weather brings so much life to April Markets in Atlanta—perfect for sunglasses! "say the makers of Johnny Fly, the entirely sustainably sourced—and incredibly striking—sunglass collection fashioned largely from wood. Founded in 2012 by ex-racecar driver Johnny Freeman with the idea of bringing technology and fashion together, the company has attracted a solid customer base among all age groups and lifestyles. What do their clients like? "Our sustainable materials, thoughtfulness in little things like spring hinges, comfort, durability, and high-quality lenses, limited-edition colorways, and customer service that includes warranty and affordable repairs—we're all about that!" Frames, which also include RX, are crafted from compressed-cotton acetate with ethically grown wood arms, making each frame one of a kind. The Figure is their current bestseller. "It carries across age groups, is flattering on, and feels a little different than what people typically already have," they say. "We believe it will stay strong this year, although we are always dreaming up new ideas."



TRVL Design

With so many people making plans to travel as the world opens up again, now is the time to check on packing accessories—at least that's what the imaginative creators of TRVL Design believe. Their zippered pouches in a variety of easy-pack sizes sport in-house-produced exuberant designs of wild animals and animal prints in such equally vibrant colors as melon, bright pink, and deep blue. The pouches come in three collections: Wild Thing, featuring a cheetah-spot print; Animal Kingdom, festooned with romping zebras, cheetahs, and Bengal cats; and Kalahari, a perfect stripe complement to the former. "We expect the softer colors we introduced in January to continue to be strong," they say, "but color in general is where it's at for us." TRVL Design pouches come in a range of sizes, plus two- and three-pouch sets, from the Mini and Jewel Round to the larger Road Tripper, Traveler, and Classique to the Overpacker in classic black, creating "cohesive collections that merchandise beautifully."



The next Atlanta Apparel edition runs April 11–15 at AmericasMart in downtown Atlanta, Georgia. Visit Atlanta-Apparel.com and follow @apparelmarkets for the latest information.



DENIM

Lee Softens Iconic Union-Alls With Pastels for Spring

As trends tick more toward workwear and coveralls gain momentum among the fashionable, Lee has reintroduced its Union-All pieces in new hues for Spring 2022. Launched online in February, the pieces will be available in Iconic Blue, Smoke and Plum. There are also Union-Alls featured in Super Bleach, Bone and Avocado.



For more than 100 years, Lee's Union-All

has symbolized utility and comfort while it eventually gained in popularity for its style—a place where it now sits among beloved pieces of style mavens. Relying on the denim legacy of brands such as Lee, the fashion set trusts in the name as it has come to signify quality and longevity.

"New this Spring, Lee's Oversized Union-All features details inspired by our iconic Storm Rider jacket," said Betty Madden, vice president of global design. "Made with lightweight 100 percent cotton, it is the most relaxed version with a longer length and widest leg opening, appealing to shoppers looking for looser-fitting styles."

While Lee is expanding Union-All's style influence, the brand is also growing its sustainable approaches to manufacturing. With the launch of this new collection of Union-Alls, Lee is incorporating REPVE into

For 100 years, Lee's Union-All has symbolized utility and comfort and sits among beloved pieces of style mavens. It now is adding sustainability to its iconic coveralls.

its twill, placing it among the growing list of brands that are incorporating recycled components into their production.

"The Chetopa Service Union-All launched in Fall as part of a capsule reimagining of one of Lee's most famous fabrics—chetopa twill. The updated twill contains REPVE recycled fibers, TruTemp 365 thermal comfort technology and stretch for comfort. This Union-All has a slightly wider leg opening than our original, featuring heritage details with a blend of street and work elements," Madden said. "Our short-sleeve Union-All is now available in a twill and soft terry knit fabric. The design has been updated with a vintage feminine feel thanks to a fitted banded waistband with pleating and a relaxed fit through the hip."

Lee Union-Alls are available online at lee.com.—Dorothy Crouch

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

LAS VEGAS **LICENSING
EXPO**



24-26 MAY
Mandalay Bay Convention Centre

Plan your return to the
**WORLD'S LARGEST
LICENSING MARKET**

SHOWCASE YOUR BRAND AND CONNECT
with thousands of participating licensees,
retailers, and manufacturers, in-person and
online

A UNIFYING SHOW THEME
to mark our return to in-person events,
Licensing Expo celebrates the theme of
Location-Based Experiences

ENHANCED HEALTH AND SAFETY STANDARDS
enables you to connect and do business safely,
effectively, and with confidence

ENQUIRE TO EXHIBIT
licensingexpo.com

GLOBAL
LICENSING
GROUP

LAS VEGAS
**LICENSING
EXPO**

LONDON
**BRAND
LICENSING
EUROPE**

CHINA
**LICENSING
EXPO**

**BRAND & LICENSING
INNOVATION SUMMIT**

OFFICIAL PUBLICATION
LICENSE GLOBAL

NEW SHOWROOMS AND LINES

California Market Center

110 E. Ninth St.
cmcdtla.com

NEW SHOWROOMS

MOBILE SHOWROOM
Suite C225
EDWIN USA
Sustainable premium-denim brand made in Japan for women and men

JACKSON ROWE SHOWROOM
Suite C235
Jackson Rowe
Sustainable and ethical contemporary lifestyle brand from Canada for women, men and kids

RELOCATED SHOWROOMS

MONEY RUINS EVERYTHING
Suite C265/C255
FILA
ES skateboarding and Timex watches for men, women and kids

KEY NEW WOMEN'S BRANDS

THE GEM AGENCY
Suite C229
Beck Bags
Women's contemporary leather handbags
By Dose
Women's contemporary footwear
Gin & Jules
Women's ready-to-wear made in Los Angeles

SHARON KOSHET SALES
Suite C401
Paris Hilton Sliving Collection
Women's contemporary apparel

FERN LIBERSON & CO
Suite C410
Gigi Moda
Women's apparel made in Italy

BETTY BOTTOM SHOWROOM
Suite C433
Beyond Threads

Women's sustainable apparel and accessories made by artisans from Peru
Blue Sky
Women's bamboo/Lycra apparel
Heart of Haute
Women's vintage-inspired apparel
Lyng Designs
Women's art and textile-driven apparel from Bali

KEY NEW KIDS' BRANDS

SMALLSHOP SHOWROOM
Suite C500
Sweet Bamboo
Sustainable baby and kids' sleepwear

ELOISA & MIA SHOWROOM
Suite C508
ILYBeans
Contemporary nursery beanies
Joy Costumes
Luxury princess costumes for children

SHAYNA MASINO SALES
Suite C540
Ooh! La, La! Couture
Tutu and special-occasion dresses

THE DRESSING ROOM
Suite C545
Showaflops
Stylish kids' flip-flops with drainage holes

BOW & ARROW SHOWROOM
Suite C580
Headster Kids
Genderless, modern headgear made in Canada
Whimsie Kids
Handcrafted, sustainable fairy wands and accessories

Cooper Design Space

860 S. Los Angeles St.
cooperdesignspace.com

NEW SHOWROOMS

8RINGS8
Suite Mezzanine 3 Room B

THE BAHH COLLECTIVE
Suite 202
0039 Italy
Acrobat
Blu Ice Leather
MAC Jeans
MAC Jeans Men's

YJM
Suite 203

MATDALEE STUDIO
Suite 205
Bling Bar
Conges Fine Jewelry
Eight Five One Jewelry
Joy Dravecky Jewelry
Leeada
Melinda Maria
Sierra Winter Jewelry

FELICITE APPAREL
Suite 312
Felicite

FRIEDMAN MARINI SHOWROOM
Suite 318
LABEL+thread
Lola & Sophie
Molly G

ICI COLLECTIVE
Suite 321
Caballero
Harmin
St. Roche

HOUSE OF QUIRKY
Suite 401
Mink Pink

BAREFOOT DREAMS
Room 402
Barefoot Dreams

METTA STUDIO
Suite 523
Fidelity Denim

Ideal
Lavender Brown
Lucca Couture
Modern American
NYTT

RAE SHOWROOM
Suite 523
Letter to Juliet
See U Soon
TheKorner
Threads 4 Thought
Wild Pony

RELOCATED SHOWROOMS

TAB SHOWROOM
Suite 407
Band of the Free (formerly Band of Gypsies)
Deluc
Knititude
MAURITIUS Leather
Sadie & Sage
Sage the Label
theNOW

GUEST SHOWROOMS

NOTHING TO WEAR/SUBTLE LUXURY
Lobby G

DEREK LAM/10 CROSBY
Suite 211

FASHION LAB
Suite 213

MINT SHOWROOM

Suite 410

TRADE SHOWS

CURVE LOS ANGELES
Suite 801

The New Mart

127 E. Ninth St.
newmart.net

EXCLUSIVES – MARKET ONLY

THE PIVOT SHOW
Suite 604
AS 98
Charleston Shoe
Frye
Henriette Steffensen
Ilse Jacobsen
J. Slides
Jeffrey Campbell
Miz Mooz
Oncept
Papucei
Rollie
U.no 5 Tokyo

HALLE BOB
Suite 711

DAVID GALAN
Suite 715

MIRIANA OJEDA
Suite 715
Alquema
Anarkh
Bia Miro
Igor
Matthildur
Simply Mila

NEW TENANTS

WESTSIDE MERCHANDISING
Suite 508

AVANTE GARDE JEANS
Suite 510

PROVIDENCE WEALTH CORP.
Suite 810

NEW LINES

THE BANK
Suite 135
Vince men's
Vince shoes

CHANTAL ACCESSORIES
Suite 509

Emproved
Henelle

SHOWROOM FIVE21
Suite 605
Carla Ruiz
Forever Unique London

MELODY FAST SALES
Suite 609
Zedd

HASSON COSTA
Suite 700
Andine
Betro Simone
Charles Henry
Corey Lynn Calter

SHOWROOM SHIFT
Suite 715
Letol Scarves

JOKEN STYLE
Suite 808
Amorcito Jewelry
House of Avida
Kadan Swimwear
Sumatra Active

SAPPHIRE/KINDRED
Suite 1004

MARY MINSER
Suite 1005
Your Brand Here!

FASHIONLINK
Suite 1011
Zut

VALERIE HAMBAS
Suite 1108
Pashma Collection

LYNN GIRARD SHOWROOM
Suite 1203
Bolide Knits

LK SALES
Suite 1207
Brand Bazar

M GROUP SHOWROOM
Suite 1210
Lucky Brand Dungarees
Nautica Apparel
Nautica Cold Weather

Resource Guide

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

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.

Dallas Market Center

www.dallasmarketcenter.com
The Dallas Apparel & Accessories Market is held five times each year at the Dallas Market Center. Located in one of the country's fastest-growing regions, the Dallas Market Center brings together thousands of manufacturers and key retailers in an elevated trade-show environment. Featuring 500 permanent showrooms and over 1,000 temporary booths, including expanded contemporary lines and resources, the Dallas Market Center is where inspiration starts. Upcoming events include the Apparel & Accessories Market on March 22–25.

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.

Freight and Logistics

Dedola Global Logistics

www.dedola.com
Dedola Global Logistics is an international freight forwarding and logistics service provider with over 45 years of experience. Imports clients range from small businesses shipping 10 times a year to Fortune 500 orga-

nizations shipping over 500 times a year. The company approaches every shipment with the same customer-driven focus, assisting clients in achieving a seamless supply chain. DGL manages a complete matrix of logistics services, ocean, FCL and LCL, air, trucking, rail, distribution, palletization, warehousing, and more. Clients have stayed with DGL for decades because of its dedicated service reps available 24/7, industry-best cargo tracking visibility platform, and its continually innovative and consultative approach to finding solutions.

Technology Kornit Digital

480 S. Dean Street
Englewood, NJ 07088
Contact: Mandy Liu, (201) 608-5758
Mandy.Liu@kornit.com
www.Kornit.com
Kornit Digital is writing the operating system for sustainable, on-demand, digital fashion and textiles with end-to-end solutions including digital printing systems, inks, consumables, and an entire global ecosystem that manages workflows and fulfillment. Headquartered in Israel with offices in the USA, Europe, and Asia Pacific.

Fashion-Tees, Blanks + Decorated-Apparel

Asher LA

www.AsherLA.com
Asher Fabric Concepts is proud to announce its new division Asher LA, a wholesale elevated blanks brand, cut and sewn in Los Angeles. The sustainable blanks are offered in Supima & BCI cotton. With over 13 million tons of waste across the fashion industry, Asher LA makes it a focal point to shift the industry standard by using eco-friendly raw materials such as organic cotton, recycled cotton, and recycled polyester. The company repurposes its excess fabric production into its blanks line instead of creating waste. The blanks are produced with high-quality sewing, in-house design services such as state-of-the-art digital printing, embroidery, and garment dye — all of which

can aid a client's brand in taking designs to the next level. For over 30 years, attention to detail has been the core of the company's DNA. Over 100-plus employees across Asher's knitting mill and sewing factory work to ensure each product is 100 percent vertical; every garment offered is knit, cut, sewn, dyed and pressed at its Los Angeles-based warehouse. No business is too big or small for Asher LA and the company is happy to offer products with no minimums. Customers have the option to purchase in-stock products on demand with in-stock or custom colors.

Sustainable Sorona®

www.sorona.com
Designed for movement, touch, and everyday use, Sorona® makes fabrics look good, feel good, and do good. The revolutionary 37% bio-based polymer offers spinners, mills, and brands a high-quality, eco-efficient fiber that adds softness, durability, and stretch to fabrics without sacrificing performance. Sorona® is used in various apparel applications, including athleisure and athletic wear, insulation, swimwear, outerwear, suiting, faux fur, and home goods like carpet. The innovative bio-based monomer Bio-PDOTM is the basis for the polymer. Derived from nature and designed for performance, the biological process for creating Sorona® utilizes 30-40% less energy and releases 56-63% fewer greenhouse gas emissions than nylon 6 and nylon 6,6. Sorona® is a USDA Certified Biobased Product, is BlueSign certified, and carries the OEKO-TEX® Standard 100, Class 1 certification.

Vector Apparel Projects

213.746.4668
info@vectorapparelprojects.com
Vector Apparel Projects was born out of a desire to return to the strong roots of community-based American manufacturing. As the local industry and skilled apparel labor pool started to vanish, company founder, Dana Weinstein, anticipated the need to offer high quality, specialized manufacturing. Since 2013, Dana has cultivated a thriving team of like-minded staff and partners and built a unique training model to hone the skills required to manufacture domestically. Vector Apparel Projects offers full pack-

age and hybrid package production plans that may include fabric and trim sourcing, sample development, custom pattern work, fittings, fabric management, forecasting and scaling, and collaborative time and action calendars. Manufacturing services include cutting, marking and grading, sewing, finishing, labeling, tagging, full inspection, packing, embroidery, screen-printing, garment dye and wash. The Los Angeles-based company prides itself on ethical business practices, careful attention to detail, and high quality manufacturing. They strive to achieve lasting partnerships built for long-term growth through longstanding relationships with many local mills and vendors.

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.

White Oak Commercial Finance

555 West 5th Street, Suite 3380
Los Angeles, CA 90013
Gino Clark
(213) 226-5201
Fax: (213) 226-5374
www.whiteoaksf.com
White Oak Commercial Finance, LLC (WOCF), formerly Capital Business Credit/Capital Factors, is a global financial products and services company providing credit facilities to middle-market companies between \$1 million and \$30 million. WOCF's solutions include asset-based lending, full-service factoring, invoice discounting, supplychain financing, inventory financing, U.S. import/export financing, trade credit-risk management, account-receivables management, and credit and collections support. WOCF is an affiliate of White Oak Global Advisors, LLC, and

its institutional clients. More information can be found at our website.

Trade Shows

FashionGo Week Palm Springs

www.fashiongo.net
www.fashiongoweeek.com
FashionGo is the #1 B2B fashion wholesale e-commerce marketplace; connecting the fashion industry to buy and sell the latest trends. Established in 2002, FashionGo offers powerful tools, insightful data, and best-in-class service to empower the industry to shop smarter, sell more, and grow. With an increasing number of brands and retailers on FashionGo, the possibilities are endless. FashionGo Week Palm Springs, Calif. is scheduled this May 3–5; fusing the FashionGo online platform and the in-person wholesale community together, taking the B2B market experience to the next level, allowing retailers to seamlessly discover new styles, products, and brands.

Functional Fabric Fair—powered by PERFORMANCE DAYS®

www.functionalfabricfair22.com/CAN
FUNCTIONAL FABRIC FAIR PORTLAND—powered by PERFORMANCE DAYS® returns to Portland, April 4-5, for the first Spring Edition of this popular sourcing event! Dedicated to outdoor and active apparel, the Spring Portland edition will feature innovative textiles and color trends for the Spring 2023/2024 season alongside expert-led talks focusing on the sustainable future of the textile industry. The Fair is open — free of charge — to verified designers, product, purchasing or material manager. Register today to gain access to this can't miss sourcing event!

Resource Guide *Continued from page 18*

IFJAG

info@ifjag.com
www.ifjag.com

IFJAG trade shows feature fashion jewelry and accessories from around the world. It features over 100 manufacturers or direct importers with exclusive designs to our

unique venue of private showrooms which offer buyers a professional environment. The upcoming Orlando show previews Fall-Winter fashions and runs May 11-13, at the Embassy Suites Hotel so you'll have plenty of time to stop by while you're in the area. Preregister at the IFJAG website. New exhibitors who would like to participate in

the show are welcome. Buyers are offered complimentary lunch and local transportation reimbursement.

Licensing Expo

www.licensingexpo.com/en/home.html

Licensing Expo is the largest event for licensing and brand extension. Exhibitors and attendees come to spot trends, build partnerships, and secure brand rights to

products. All through building connections and securing meetings with the most innovative brands and properties from entertainment to fashion to non-profit. Visitors can grow their licensing knowledge, network with peers to discover the latest trends, and secure new deals. Licensing Expo's matchmaking service allows exhibitors and attendees to search for, connect, and secure meetings, all before the show even starts.

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

APPAREL CONSULTING

APPAREL CONSULTING GROUP
50-years experience
Over 30,000 factories visited to date

ERP MANUFACTURING SYSTEMS • LOGISTICS
QUICK BOOKS INTEGRATION • FABRICS
RFID • RFID TAGS • COMPUTER MARKING GRADING
FACTORING • SOURCING • TRIMS AND GARMENTS
FINANCING • PRODUCTION • SOCIAL MEDIA SEO
COSTING • DESIGN

Call (800) 489-8856 or
Click TagsRUs.us for more information

TECHNOLOGY CONSULTING

NEW TECHNOLOGY SERVICES
SUSTAINABLE TECHNOLOGY FOR TOMMORROW

TAGSRUS.US
PREMIUMDENIMFABRICS.US
APPARELSOFT.COM
LABELSTARR.COM
RFIDRUS.COM
ILOVELABELS.US
AGGRESSIVELABEL.COM

Call (800) 489-8856 or
Click TagsRUs.us for more information

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

* DESIGNER-LOUNGEWEAR/ACTIVEWEAR *

*Design development and salesman sample process for seasonal market presentations
*Attend fit sessions throughout Development to ensure design aesthetic and fit is achieved
*Attend regular sourcing meetings with vendors / mills to select new and innovating fabrics / trims / laces/ elastics for seasonal collections
*Maintain close relationships with cross-functional teams and departments to create a streamlined development process
*Follow up, prioritize and coordinate all ongoing projects adhering to product development calendar
*3 – 5 years Loungewear / Sleepwear / Active commercial related design experience
·Excellent Adobe Illustrator / Photoshop CAD skills (Print design a plus)
·Good knowledge of Excel, MS Office for Mac, Outlook & Adobe Acrobat
·Technical Understanding of garment construction, fit, and fabrication
·Ability to understand the needs of and develop product resonating with the our Brand
Job Type: Full-time/ In Office
Email resumes to: claireg@felinausa.com

* CUTTERS, SPREADERS & MECHANICS *

Garment manufacturer in Wilmington, CA is hiring for Cutters, Spreaders, Mechanics. The cutting room cutter/mechanic's primary function is to support manager with the execution cutting room orders for manufacturing and to maintain and service cutting room equipment. Other duties may be assigned. Prior business experience required. If you are interested, please send your resume to: anne@scoresports.com

* PRODUCTION COORDINATOR *

Seeking motivated individual for a full-time Production Coordinator based in Gardena, CA. Position requires plan, scheduling, coordinating with suppliers/shipping & multi-faceted prod related admin work. Req'd Qual: Min. Bachelor degree in Business/Actg or 3+ yrs related work exp & proficient in EXCEL. Offer Health benefits/401K. Salary DOE.
Email resumes to: hr@genexus.us

Jobs Available

* ADMINISTRATIVE MANAGER *

Otis College of Art and Design
Administrative Manager
Req'd Quals
Bachelor's degree required preferably in Production, Fashion, or Business. A combination of experience/education may serve as a substitute for minimum education. Position requires a minimum of 7 years of demonstrated work experience planning and directing special events and or managing a multi-faceted administrative department. Skills required for the position include: communication (written & oral skills); organization; problem identification & resolution; counseling; conceptualization & design; scheduling; creative writing & editing; project management; budget development. Must demonstrate ability and practice to work with diverse people and programs.
Interested candidates must apply via our website at <http://otis.simplehire.com/postings/19215> to be considered for the position.

* INDUSTRIAL SUPERVISOR (KNITTING MILL) *

The California Prison Industry Authority is searching for an Industrial Supervisor (Knitting Mill), located in San Luis Obispo, CA! Under the direction of the Prison Industries Superintendent II (Knitting Mill), the incumbent in this position supervises and trains inmates in the manufacture of knitted goods, plans and schedules production, including labor, materials and equipment; coordinates and/or supervises installation, operation, maintenance and repair of equipment and/or machinery; trains, counsels and supervises inmates in production work, quality control, safety, and personal development. Evaluates inmates' performance, and recommends action, assists in budget preparation as requested, supervises and/or performs preparation of records and reports on production, processing and inventories. Maintains order, security of working areas and work materials. Assists in searching and control of inmates. Performs other duties as required.
<http://www.calcareers.cagov/CalHrPublic/Jobs/JobPosting.aspx?JobControllId=275069>

www.apparelnews.net/classifieds

Jobs Available

* CUSTOMER SERVICE MANAGER

*We are looking for motivated individual for full time Customer Service Manager.
*Office location is in Studio City, CA.
*Candidate must have at least 5 years of experience in Apparel Industry.
*Ability to multitask and work under pressure.
*Proficient in EXCEL, knowledge of ERP Apparel Magic & EDI Lingo Software is a big plus.
Email your resume to: contact@thecdgroup.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

L.A. MARKET WEEK

FALL/WINTER '22

MARCH 7-10



NEW MART

d&a
designersandagents

UPCOMING L.A. MARKET DATES:

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

NEW MART BUYER INCENTIVES:

- BUYERS LOUNGE WITH FREE INTERNET, LUNCH & BEVERAGES
- PREFERRED HOTEL DISCOUNTS
- NO BUYER APPOINTMENTS REQUIRED



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