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L.A. ♥ ART HEARTS

The City of Los Angeles celebrated Los Angeles Fashion Week powered by Art Hearts Fashion upon its return to the L.A. runway March 17–20 and the debut of the Fashion Week Hub @ Fashion Techworks / New Mart March 14–18. See page 6 for more looks and news on the groundbreaking opening.

Nathalia Gaviria

GETTY IMAGES / LOS ANGELES FASHION WEEK POWERED BY ART HEARTS FASHION

TECHNOLOGY

PI Apparel Los Angeles 2022 Showcases Latest Apparel-Industry Technology

By Tyler Shultz Assistant Editor and
Betti Halsell Contributing Writer

After the pandemic changed the nature of many businesses to embrace more-virtual settings, apparel companies and manufacturers have increasingly been looking for new and innovative technologies to help better serve clients and customers. **PI Apparel Los Angeles 2022** took place at the **Westin Bonaventure Hotel & Suites** in downtown Los Angeles March 15–16, bringing together leaders from the apparel and footwear industries to discuss the challenges and technologies disrupting the industry.

After opening remarks from Safir Bellali, senior director of advanced digital creation at **VF Corporation**, who also served as chairperson of the event, guests were able to browse

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OSCARS FASHION

Costume Couture!

By Nick Verreos Contributing Writer

We're back! After a one-year hiatus, the wonderful **FIDM Museum** exhibition showcasing motion-picture costumes is back with the "Art of Costume Design in Film." Last year the annual exhibition was postponed due to COVID restrictions, but now we can celebrate the 30th anniversary in an extra-fabulous way, making up for lost time. This year, there are about 70 costumes from 22 films featured, and—here's my favorite part!—included in the exhibition are the five **Academy Award** nominees for Best Costume.

As spokesperson for the FIDM Museum and co-chair of FIDM Fashion Design, it is always a delight and an honor to speak on the exhibition, the costumes, and, particularly, give "heart" and a voice to the talented costume designers and the inspirations behind their outstanding designs.

For many people, when you say "costume design," they think of **Marvel Comic** cosplay or period costumes à la Marie Antoinette, but for us it's much more than that. There are many goals for having such an exhibition. For starters, one of

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Where fashion gets down to businessSM



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Smart Manufacturing Company CreateMe Debuts at SXSW

CreateMe Technologies LLC has teamed up with Warner Bros. Consumer Products at South by Southwest in Austin, Texas, to showcase CreateMe's breakthrough technology, which offers solutions that enable on-demand and customized product creation.

Using CreateMe's technologies, the activation at SXSW gives users the ability to personalize clothing and accessories from Warner Bros.' catalog of characters and titles. CreateMe's suite of technologies includes a digital platform for product creation, an on-demand manufacturing platform for small-batch to large-scale orders and an experiential retail solution. The activation at SXSW also integrates additional technology from YR, a U.K.-based provider of on-demand product customization for the retail and event industries.

Austin-based artist Kate Dehler worked with CreateMe to reimagine iconic characters from various Warner Bros. franchises such



CreateMe teamed up with Warner Bros. Consumer Products to showcase its retail customization technologies at SXSW. Users are able to personalize clothing and accessories using characters and titles from the Warner Bros. catalog.

as Looney Tunes in honor of the 80th anniversary of Tweety. CreateMe also collaborated with designer and Houston native Alan Gonzalez, the new host of Bravo's "Project Runway Redemption."

CreateMe will continue to introduce proprietary technology that is created to solve issues such as overproduction. The company was invited to join the World Economic Forum's Global Innovators community, a group comprised of startups and scaleups at the forefront of technological and business-model innovation.

Designer Marris Wilson worked with CreateMe to create her Fall/Winter 2022 collection, which debuted at her first runway show at New York Fashion Week. Wilson used CreateMe's suite of technologies, including its on-demand, direct-to-garment production. CreateMe allows Wilson to bring her designs from the runway directly to consumers through an exclusive see-now/buy-now capsule. With knitwear being a major component of the collection, Wilson worked with CreateMe to virtually eliminate textile waste by using 3D-knitting techniques in the CreateMe Knitwear Center.—Tyler Shultz

Jeanologia Introduces Sustainable Alternative for Garment Dyeing

Sustainable-technology developer Jeanologia has launched Colorbox, a new garment-dyeing process that is faster and more efficient.

Compared to traditional garment dyeing, the use of Colorbox results in a 60 percent reduction in water and chemicals, a 45 percent reduction in energy and a 76 percent reduction in salt, all adding up to a lower Environmental Impact Measurement score.

According to Jeanologia, the main cost of garment dyeing is the reproducibility of it, and Colorbox makes it possible to achieve perfect reproducibility for high-quality prod-

ucts with reduced production times and creates an eco-efficient model in the process. The new technology affords the opportunity to dye the product at any point during the manufacturing process and allows for quick response to customer demands.

"This allows us to reduce product color decision-making deadlines, decreasing lead times to between two weeks and 48 hours compared with the 18 weeks needed in traditional processes," said Jeanologia CEO Enrique Silla.

Colorbox builds upon Jeanologia's existing goal to save water. In 2021, Jeanologia in-



Colorbox, the latest technology from Jeanologia, reduces the use of water, chemicals, energy and salts compared to the traditional garment-dyeing process. Colorbox also allows for a lower EIM score.

creased the amount of water it has saved to be comparable to the annual water consumption of 1 million people. Jeanologia also measured how its technology helps lower emissions. In 2021, the company saved 83.8 million kilograms of carbon emissions, the amount captured by a 100,000-acre area and comparable to what would be eliminated by 5 million trees. It continues to work towards its MissionZero, or the goal to eliminate 100 percent of discharge generated in the manufacturing and finishing processes for blue jeans.

In addition to Colorbox, Jeanologia uses technologies such as laser, G2 ozone, e-Flow, Smart Boxes and H2Zero to revolutionize the apparel and textile industries and transform them into more sustainable and eco-friendlier industries. The company states over 35 percent of jeans produced worldwide every year use Jeanologia technologies.—T.S.

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Inside the Industry

Eco Fashion Week by FABRIC, an annual event held during Earth Week, is set to take place in Tempe, Ariz., April 15–23. EcoFW features sustainable fashion shows, pop-up shops and discussion panels, and highlights sustainable events all over Arizona and at FABRIC. The week begins with a kick-off event presented by Kornit Digital at Phoenix Fashion Week. The runway show will feature four established sustainable fashion brands and 12 emerging sustainable brands curated by FABRIC on the runway. The rest of the event picks up on April 20 and continues until April 23, finishing with the presentation of the Tempe Fashion Week Spring Show.

JOLYN has announced its first surf collection under the namesake JOLYN Surf after having previously launched a surf capsule collection with influencer Eryn Krouse. The inaugural surf collection features four bikini-top silhouettes, four bottom shapes, a one-piece and a surf suit. JOLYN Surf ambassadors include professional surfers Courtney Conlogue, Tia Blanco, Maila Ward and Juli Hernandez as well as Elizabeth Sneed, a body-positive surf influencer known by the handle @curvysurfgirl. "JOLYN Surf allows us to support the athlete, or novice, through their athletic journey for any water-based activity. Our new collection is just as durable as our original swimwear but with new sustainable fabrications and fashion details," said Mondy Herndon, CEO of JOLYN.

BEC + Bridge has announced its return to the Afterpay Australian Fashion Week for the headline designer show, BEC + BRIDGE presented by Afterpay. After a two-year hiatus, the Australian brand will present the Resort '22/23 collection on opening night, May 9. This year's show will be the brand's 15th Australian Fashion Week runway show since making its debut in 2004 after being invited to show in IMG's Next Gen presentation. "Australian Fashion Week is a great stage to propel domestic brands to a global audience, and we are honored to be this year's first headline designer runway show," said designers and managing directors Bec Cooper and Bridget Yorston.

Fred Segal has officially relaunched "The Original Jean Bar" as a permanent fixture at his flagship Sunset Boulevard location as well as online. The relaunch builds upon the retailer's reputation as having created the first-ever "denim bar," in 1965. The Original Jean Bar has been updated and reimagined for today's consumer and features a curated assortment of denim from established and up-and-coming brands such as Good American, Frame, Knorts, EB Denim, Ganni, Pale, Re-Done, Still Here, Closed and more. To coincide with the launch, Fred Segal employed specialized fit experts to provide informed advice for customers looking to purchase denim. The retailer is aiming to open up to six stand-alone Jean Bar locations separate from Fred Segal stores in 2023.

The Port of Los Angeles and the Port of Long Beach have once again postponed the implementation of a container dwell fee on containers left lingering at the marine terminals. The ports have reported a 57 percent combined decline in aging cargo on the docks since the fee was announced in October 2021.

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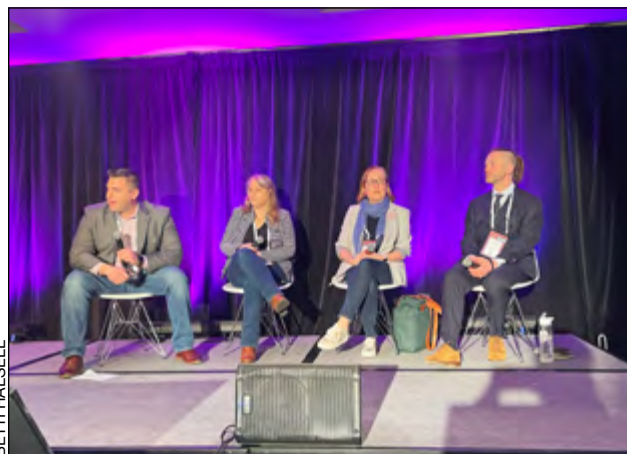
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(Left to right) Lenny Marano, President of the Americas, Gerber Technology & Lectra; Adi Mandel, Marketing Manager, Twine; June Evans, Director of Technical Design, Filson; and, Jeffery Diduch, SVP Design, Technical, Hickey Freeman Tailored Clothing



The Human Solutions booth



The CLO team at the CLO Virtual Fashion booth

PI Apparel *Continued from page 1*

the exhibitor show floor and attend panel discussions on 3D technologies, digital assets and virtual fitting, NFTs, the metaverse and Web3, sustainability, the new shopping experience featuring AR and VR elements, and more.

“The whole idea of the metaverse is important right now because a lot of brands are trying to understand what their presence in the metaverse should be,” Bellali said. “They understand there is an opportunity to step into the space and opportunities to have a voice. There are also financial opportunities. There are new digital marketplaces that are opening up, and I think that’s going to create some really interesting shifts in our industry.”

During the Integrating 3D Technology Across the Entire Product Lifecycle session, Hidi Fankhauser and Christl Schad of **Design Works** discussed how 3D technology can impact all aspects of the product life cycle.

Fankhauser noted how 3D can save time in three different phases of a product: between designers and merchandisers, during design handoff to technical designers, and during the development phase. Using 3D technology can also reduce the length of the traditional prototype process, which can normally take three to six weeks, to just a matter of days depending on the type of product. Time and money are also saved during the sizing process as there is no need to create physical samples nor utilize models or dress forms.

A hot topic of discussion at this edition of PI Apparel was NFTs and the metaverse. Many of the panels and keynote speeches discussed the uses of NFTs and the metaverse and how brands can adapt those uses to drive engagement and better connect with customers. The NFT Mechanics and Ideations session featured guest speakers Eric Holdener, CEO of **Kinestry**, and Rachel Victor, director of strategic insight and user experience of Kinestry, who discussed ways apparel brands can get into the NFT and the Web3 space.

The How Can We Leverage More Sustainable Practices to Increase the Bottom-Line, Market Share & Consumer Engagement? panel discussed how to reconcile the high costs of making sustainable products while keeping consumer-friendly prices. Another topic covered was the responsibility of brands to help educate the consumer on which products are actually sustainable and not an example of greenwashing.

On the second day, footwear specialist Sean Scott, who had a hand in the growth of **TOMS** shoes, was a keynote speaker at Looking to the Future of Decentralized Manufacturing & Local Production. Scott is the co-founder and CEO of the **COMUNITYmade** brand, and he is well experienced in sourcing locally while looking out for the well being of the surrounding community.

Scott elaborated on the benefits of domestic manufacturing and how for so long the industry has been looking at the world

of manufacturing the wrong way.

“Simply making a fair profit for your shareholders is not enough. And that was a whole perspective shift for us,” Scott said. “I’m a big fan of limitations driving creative innovation. I think it is much more effective. I just wanted to make the best shoes I could have the best value, but in doing so, whether I understood it or not, I was incentivized to keep labor costs down. I was incentivized to impress them,” Scott explained.

Lenny Marano, President of the Americas, **Gerber Technology & Lectra**, kicked off the panel discussion No Waste, No Problem: Digitize Fashion Across Your Entire Value Stream to Allow Your Company to Be Sustainable and Profitable by stating that the fashion space is evolving and meeting needs is going to be key.

“We’ve heard a lot about inclusivity over the course of the last few days—being able to adapt to market needs. Personalization, customization are going to be really mandated by our customer metrics,” Marano said. “We are going to see that continue to grow in corporate social responsibility.”

Tiffany Radon and Mark Charlton from **Carhartt Inc.** guided the conversation at the Gender Relevance for Apparel Sizing & A Non-Binary Approach session. Charlton started the presentation with the headline “Style Has No Gender.” With the Gen Z consumer, “there’s an interesting shift of removing the delineation of gender,” Charlton said.

A key factor in this discussion was that non-binary clothing is less of a trend and more of a movement, with Gen Z making up 32 percent of the world’s population and having spending power in the U.S. alone of over \$143 billion.

In addition to the educational talks and sessions, the exhibitor floor at PI Apparel showcased some of the latest upcoming technologies in the apparel space, including **FIT:MATCH**, **Browzwear**, **The Squad Nation**, **CLO**, **Human Solutions**, **VNTANA**, and others.

FIT:MATCH representative Justice Jackson explained that the company’s technology offers the opportunity for apparel brands to match their customers with the best-fitting products, significantly reducing returns while driving conversion and brand loyalty.

“What we’re doing is monumental in the fashion industry,” Jackson said. “Essentially what we’re doing is taking the new **iPhone** and using their LiDAR technology to take body scans—creating an all-inclusive experience for everyone.” Jackson added that the data from each scan are completely private.

Browzwear Business Development Manager for Education (North America) Krista Lippert explained the digital assembly line for design, manufacturing and sales programmed into the company’s technology.

“When you create something in 3D, it can be used throughout the entire process that a designer or a brand might go through—not just design but thinking about manufacturing,” Lippert said.

The significance of digitizing the manufacturing experience is that it greatly reduces the carbon footprint in production, Lippert explained. “The whole process is with one file, and when you get to e-commerce, what customers are seeing, you have that same file that you can put out to the world.”

CEO of The Squad Nation Stephanie Muhlenfeld shared that connection is the cornerstone of her business. The company provides client acquisition and partnerships for brands looking to outsource certain digital and creative aspects of their business to people under The Squad Nation umbrella working remotely.

“The Squad Nation was built on the belief that people should be dispersed and live wherever they want to live, giving them responsibility and authority back over their own lives—we were before the curve [COVID-19]. We already had our infrastructure set to have a remote team.”

Vice president of business development for the 3D fashion software company CLO, Ryan Teng, explained the bridge between apparel and the future of a virtual world. “CLO is a company that is working to have a creative tool—to be able to create things in 2D and 3D and help people make more important decisions without making physical samples.”

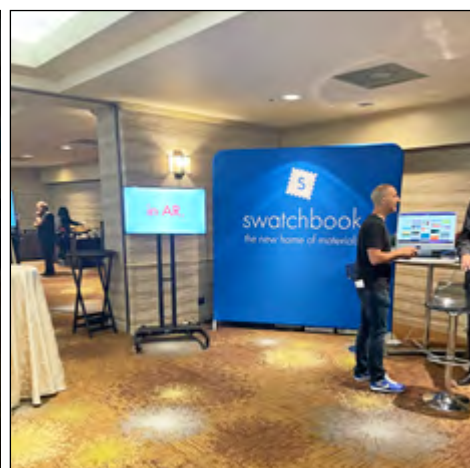
Representative Melinda Miller from Human Solutions, which offers body-measurement data and ergonomic-design simulation in CAD, said the company is making size and fit optimization readily accessible to the apparel industry.

“I came on board because I believe in what [Human Solutions] does,” said Miller. “It’s science based—doing technical body scans so you actually have a real understanding of what America looks like.”

VNTANA has worked with **Hugo Boss**, **Staud** and **Diesel**, among others, and makes it easy for brands to upload, embed and share 3D and augmented-reality assets. According to co-founder and CEO Ashley Crowder, “having 3D on your e-commerce site and being able to view, turn and look at it from every angle alone has proven to increase conversion rate because it gives people a better understanding of the product in addition to increasing cart size and reducing returns.”

John Havens, who spoke on the Business of Sustainability panel, was browsing the exhibitor floor and speaking with people about his campaign, Planet Positive 2030, to get people to begin thinking with a more earth-positive mindset as just becoming carbon neutral isn’t enough to begin making an impact on the earth.

Along with Havens was Gabrielle Aruta, an art-gallery owner and art buyer who was interested in matching companies with international artists to create impact NFTs, where there’s a carbon offset or money can be raised through the sale of the NFT for a charitable donation on behalf of the company. “I’m trying to match artists from marginalized communities to give them more of a platform for exposure and also have people think more ethically about the creation of NFTs,” Aruta said. ●



PI Apparel Los Angeles 2022 showcased the latest technologies and innovations transforming the apparel industry. The two-day event featured keynote speaker sessions and discussion panels as well as a floor showcasing exhibitors.

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!"



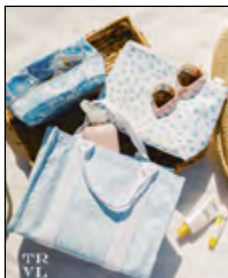
Johnny Fly

"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.



OSCARS FASHION



"Cyrano" costumes by Massimo Cantini Parrini and Jacqueline Durran



"Nightmare Alley" costumes by Luis Sequeira

FIDM

Continued from page 1

the primary reasons is to educate. By showcasing costumes from a variety of films and different costume genres, we can educate the general public on the art of costume design and its importance in helping the narrative of a film and the fulfillment of the characters. In addition, FIDM also has a unique Film & TV Costume Design Program for interested students, so an exhibition such as this can also serve as a premiere costume lab, showing costume design in its best form. You could think of it as an exhibition of costume couture for the public as well as our students.

Now, speaking of the costumes, many visitors to the "Art of Costume Design in Film" exhibition come to see the nominated costumes, and we are lucky to have all five, including the costumes from "Cruella," designed by Jenny Beavan; "Cyrano," designed by Jacqueline Durran and Massimo Cantini Parrini; "Dune," designed by Jacqueline West and Bob Morgan; "Nightmare Alley," designed by Luis Sequeira; and "Westside Story," designed by Paul Tazewell.



And the Oscar goes to ... Jenny Beavan for "Cruella"

Highlights are many, but here are some standouts from the five nominated films:

Cruella's fiery-red gown is inspired by a 1955 Charles James dress created for one of his American socialite clients, Marietta Peabody Tree. While that dress is more mid-century, the rest of the costumes are inspired by the 1970s London punk scene.

In the 17th-century film world of "Cyrano," the costumes are color-coded, with the nobles in pastels and the bourgeoisie in earth tones.

The futuristic designs in "Dune" have subtle—and not so subtle—references to medieval times, 1930s bias-cut Hollywood glamour, the Romanovs before their tragic downfall, "Lawrence of Arabia," Spanish couturier Cristóbal Balenciaga, as well as paintings of Goya and Velazquez.

Luis Sequeira's costumes for "Nightmare Alley" support director Guillermo del Toro's film-noir look, threading the two sartorial

environments of the seedy carnival world and high-society city life. The elegant, textured creations that harken back to the old Hollywood glamour days are exemplified by the costumes worn by Cate Blanchett and Bradley Cooper.

Finally, Paul Tazewell's costumes for "Westside Story" showcase Ariana DuBose's Anita in the bright yellow dress (Tazewell wanted her to be like the sun, gravitating the entire neighborhood toward her). The character of Maria, played by Rachel Zegler, wears an off-white dress that exudes innocence, taking inspiration from the traditional Catholic confirmation dress as well as a hint of womanhood with the bold red belt.

Along with the nominees, 17 other films are showcased from a range of genres to satisfy any movie fan as well as costume-design devotee. You will find everything from Marvel's "Black Widow" superheroes, Princess Diana's tartan suit from "Spencer" and Academy Award-winning costume designer Ruth E. Carter's extravagant "Coming 2 America" designs to "The Tragedy of Macbeth," one of which, worn by actor Denzel

Washington, is actually made of fabric from the **House of Valentino**.

As a result of theaters closing during the pandemic, Hollywood studios have made films more accessible for the public, primarily through nontraditional streaming services, allowing people to see possibly more films than they otherwise would have.

With this exhibition, we can allow the public to enjoy some of the costumes from these films. All in all, the variety on display is a testament to the outstanding work of costume designers from this past year's films, blending the past with the future, fashion with costume, and helping us believe the stories through fabric, design, technology and impeccable construction. Visitors get an up-close peek into the literal threads that help bind a film.


The "Art of Costume Design in Film" exhibition at the FIDM Museum runs through June 4, is closed on Sundays and Mondays, but, as always, it is FREE! ●



"Dune" costumes by Jacqueline West and Robert Morgan



"West Side Story" costumes by Paul Tazewell



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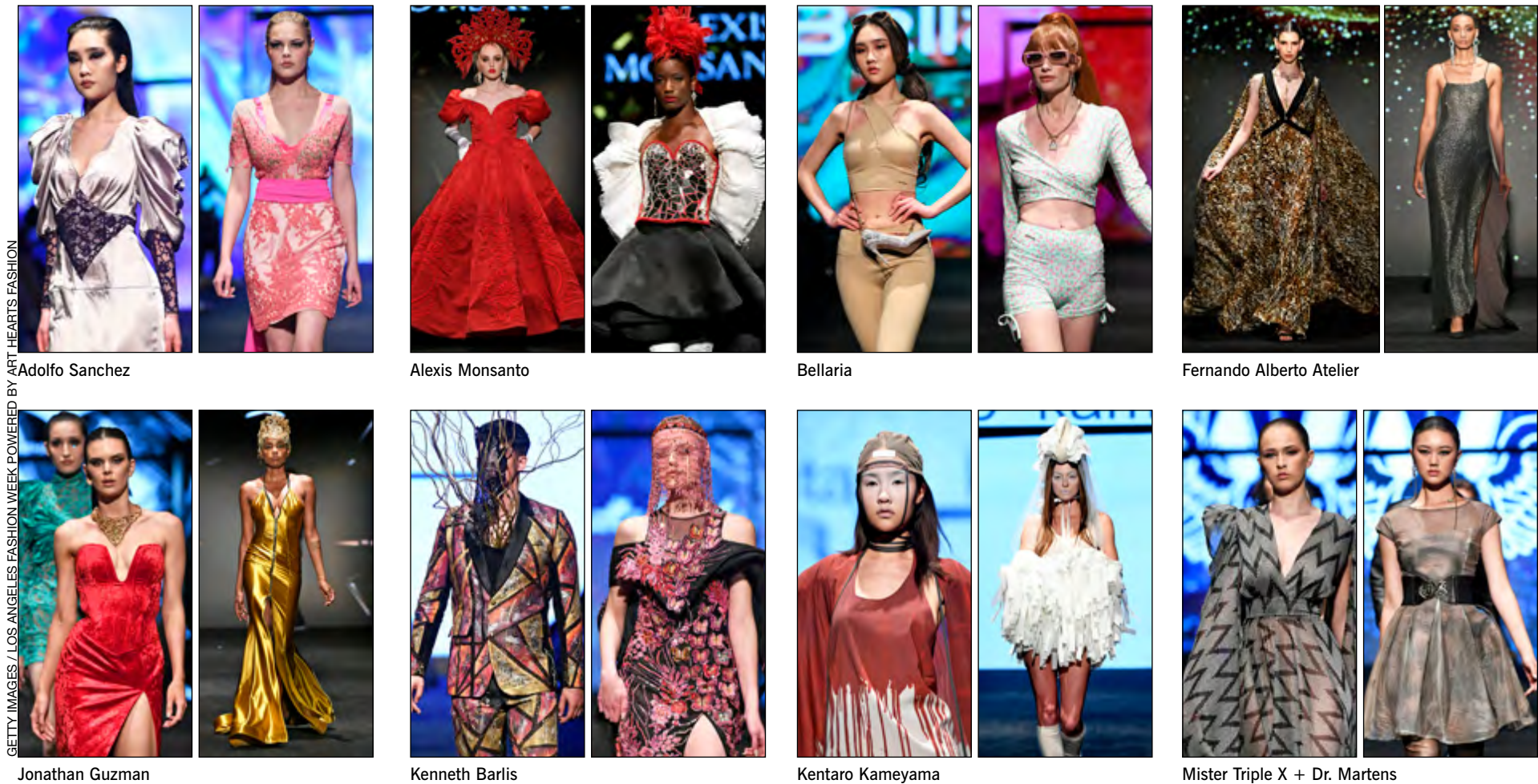
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Art Hearts Fashion Debuts New Fashion Week Hub at L.A.'s New Mart

Los Angeles Fashion Week powered by Art Hearts Fashion returned to L.A. March 17–20 at **The Majestic Downtown**, showcasing international and domestic designers, including 12 from California. During opening night, a special ceremony celebrated the City of Los Angeles honoring Art Hearts Fashion, Los Angeles Fashion Week and **Fashion Techworks** for what Art Hearts Fashion has brought to Los Angeles since its inception in 2010 and for what the partnership with Fashion Techworks is doing for the city's fashion community and industry.

March 14–18 saw the debut of The Fashion Week Hub @ Fashion Techworks / New Mart, providing an opportunity for a closer look at some of the brands and designers at the historic **New Mart Building**. A daytime counterpart to the runway shows, Art Hearts Fashion partnered with Fashion Techworks, a turnkey production and design center and co-working space

located on the second floor of The New Mart that features a podcast studio, photo and content studios, conference rooms, and an event space on the third floor.

"I'm thrilled to see such an explosion of creativity from the apparel industry during the debut of the Fashion Week Hub," said Cindy I. Keefer, CEO of Fashion Techworks. "We started collaborating with the Art Hearts Fashion team less than two months ago to produce this showcase of emerging designers."

President and founder of Art Hearts Fashion Erik Rosete said the Fashion Week Hub adds a new element to the traditional runway shows put on during Los Angeles Fashion Week and allows brands and designers to present their collections in a trade show-like environment. Rosete also said that it had been great to be able to directly connect brands and designers directly with consumers and other fashion-industry insiders.

"We're really happy to align this part of fashion week with the main shows we do on the runway because it gives an opportunity to get to know some of the brands involved in L.A. Fashion Week and gives those brands a chance to do more industry-related stuff," Rosete said.

San Francisco-based designer and graduate of the **Fashion Institute of Design & Merchandising in Los Angeles** Jonathan Guzman was able to take advantage of both of the Art Hearts Fashion events.

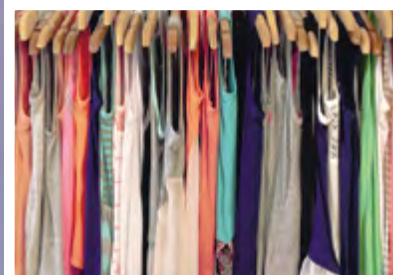
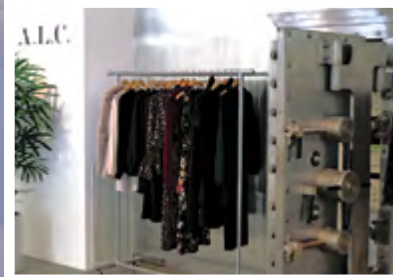
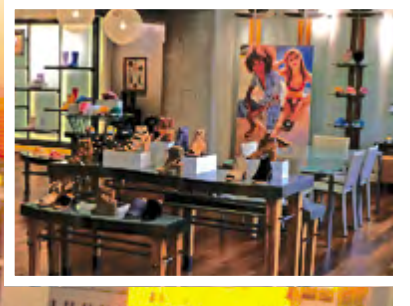
"It's really cool because it gives the public another chance to get to know me and get to know the brand. It's also been a great chance to collaborate with a lot of other creatives who are here. I've met photographers, models and even people in the industry in positions I didn't even know existed who are able to help me with the business side of fashion. It has been a great networking event," Guzman said.—Tyler Shultz



Making its debut at The New Mart in downtown Los Angeles was the Art Hearts Fashion Week Hub, a partnership between Art Hearts Fashion and Fashion Techworks. The Hub provided a daytime counterpart to Los Angeles Fashion Week, offering an opportunity to meet with brands and designers beyond the runway.

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FINANCE



National Retail Federation President and CEO Matthew Shay kicked off the second annual State of Retail & the Consumer virtual event, which also announced the release of its annual retail forecast for 2022.

NRF Holds State of Retail and Consumer Event, Announces Annual Sales Forecast

The **National Retail Federation** held its second annual State of Retail & the Consumer virtual event on March 15, which explored the American consumer and key behavior trends that developed during the pandemic and its aftermath.

The virtual conference featured industry experts, retail CEOs and market researchers who discussed the current climate of the retail market. Key takeaways were:

- pent-up demand will continue to drive and keep spending steady as people are venturing out again,
- retailers' ability to offer solutions to customers in a flexible manner will be a definition of success, and
- how the role of aspirational independents as a group is growing in influence and purchasing power

The NRF also released its annual forecast and predicts retail sales will grow between 6 percent and 8 percent to more than \$4.86 trillion this year. Non-store and online sales year-over-year are expected to grow between 11 percent and 13 percent as customers continue to utilize e-commerce. The 2022 number is a drop from the 14 percent annual growth rate in 2021, the highest growth

rate recorded in over 20 years. This year's forecast is above the 10-year, pre-pandemic growth rate of 3.7 percent.

"The NRF expects retail sales to increase in 2022 as consumers are ready to spend and have the resources to do so," NRF President and CEO Matthew Shay said. "We should see durable growth this year given consumer confidence to continue this expansion, notwithstanding risks related to inflation, COVID-19 and geopolitical threats."

Retail sales are expected to remain strong as the economy continues to open further from the lift in pandemic restrictions. The NRF continues to anticipate job and wage growth while unemployment continues to decline. NRF Chief Economist Jack Kleinhenz said more incoming data is expected in the next few months, and there are other uncertainties that the NRF will continue to monitor.

"Most households have never experienced anything like this level of inflation, and it is expected to remain elevated well into 2023," Kleinhenz said. "In addition to inflation, the forces impacting the economy include COVID-19 impacts, international tensions and policy variability."

—Tyler Shultz

Allen Matkins/UCLA Anderson Forecast California CRE Survey Predicts Retail Optimism

According to the Winter 2022 Allen Matkins/UCLA Anderson Forecast California Commercial Real Estate Survey, all California real-estate sectors are experiencing positive growth despite still recovering from the pandemic-related recession.

The survey polls a panel of real-estate professionals in the development and investment markets in the state of California. Designed to capture activity by commercial-real-estate developers, it looks at the markets three years in the future and at building conditions over that same period. The survey was initiated by Allen Matkins and the UCLA Anderson Forecast in 2006 to further the interest in improving the quality of information and forecasts surrounding commercial real estate.

Over the past four surveys, pessimism about retail occupancy and rental rates three years in the future showed a decline, but that pessimism has now shifted to optimism. In the four markets surveyed, all with low unemployment rates, a growth in income generated a growth in consumption, which led to an increased demand for retail. The panel of experts believe the retail optimism could be contributed to by three factors: a limited return to the office, increasing the demand for



A panel of real-estate professionals in the development and investment markets in California said there is a renewed optimism for retail real estate as a growth in income has resulted in an increased demand for retail.

retail; new housing construction, creating a demand for retail close by; and a demand for the reconfiguration of retail establishments to allow for more open-air concepts to attract customers back.

The survey also showed optimism in industrial-space markets as well as office spaces as more companies make the return to in-office work. The survey mentioned an expanded need for remodeling old offices, building satellite offices to limit commutes and developing mixed-use office complexes to match the flexibility employees became accustomed to while working from home.

—T.S.

FIBER & FABRIC



Three custom-made gowns using Lenzing's Tencel Lyocell fibers and Tencel Luxe filament yarn were featured on the red carpet at the Oscars. The fashions, from left, that Tati Gabrielle, Paloma Garcia Lee and Maggie Baird wore are fully biodegradable and compostable.

Lenzing and Red Carpet Green Dress Global Spotlight Sustainability at the Oscars

For the third year, **Lenzing's** flagship textile brand Tencel and **RCGD Global** have partnered to spotlight eco couture at the **Academy Awards**. As part of the partnership, the winning designs from the 2020 and 2021 Global Design Contest were shown at a pre-Oscars event in Los Angeles.

Tati Gabrielle, Paloma Garcia Lee and Maggie Baird all wore custom-made gowns on the red carpet—all made from Tencel Lyocell fibers and Tencel filament yarns, which are fully biodegradable and compostable.

"We have been diversifying our portfolio of Tencel-branded fibers to now provide a carbon-zero option, which has been incorporated into luxury pieces. For instance, the gown worn by lifelong sustainability advocate Maggie Baird featured a blue fabric made of carbon-zero Tencel Lyocell fibers," said Harold Weghorst, vice president of global marketing and branding at Lenzing. "Looking at the current trends, much of the industry focus is on enhancing circularity and achieving zero waste, and I'm confident we will be seeing a lot more innovations intro-

duced to the market to achieve our collective industry vision of carbon neutrality."

In addition to bringing sustainability to the red carpet, the winning designs from the 2020 and 2021 Global Design Contest were unveiled publicly for the first time with sustainable advocates Zoe Saldana, Haley Strode and Paloma Garcia Lee in attendance. The Global Design Contest gives fresh and emerging designers a chance to be at the forefront of change and showcase new styles and ways to design and wear sustainable fashion.

"It's been really interesting to see in the past few years how perception on sustainability has changed. It's absolutely undeniable that sustainability in the fashion and design industry is being put at the forefront, and this is thanks to the younger generations, who understand the true importance of it and the urge to preserve the planet. Too much harm has been done that could have been avoided, but, thankfully, new design technologies have thoroughly helped in the journey," said Samata Pattinson, CEO of RCGD Global.

—Tyler Shultz

REAL ESTATE

Hollywood & Highland Complex Renamed Ovation Hollywood

California-based private-equity real-estate developer, owner and manager **DJM** has announced that the **Hollywood & Highland** retail complex has been renamed **Ovation Hollywood**. Signage at Ovation Hollywood as well as the web domain and social-media accounts will transition to reflect the new identity.

During the summer of 2020, **DJM** and **Gaw Capital USA** announced a \$100 million reimagining of the center. In addition to the new name, plans included major design improvements, an updated tenant mix and an additional 100,000 square feet of creative office space.

Construction began in 2021 and included the demolition of the Babylonian-themed central courtyard and removal of the elephant sculptures. Additional changes included updates to the parking garage, exterior painting and refurbishment of all elevators and escalators.

"Hollywood & Highland's evolution into Ovation Hollywood is about creating a space that captures the spirit of optimism and the Hollywood dream," said Chad Cress, chief creative officer at DJM. "We of course want to pay homage to Los Angeles' illustrious past here but also tell a forward-looking story that collaborates with and celebrates the city's diverse, talented communities."

Ovation Hollywood's central courtyard was transformed into an oasis-like park setting, and the updated tower arch now features a mural by local artist Geoff McFetridge depicting people standing in ovation to celebrate the Hollywood dream. The courtyard and tower were completed at the end of



Private-equity real-estate developer, owner and manager DJM has announced the Hollywood & Highland retail complex has been renamed Ovation Hollywood. The remodeled retail complex includes major design improvements, an updated tenant mix and an additional 100,000 square feet of creative office space.

March, and full renovations are expected to be completed by the end of summer.

DJM recently acquired four new grocery-anchored properties totaling 536,488 million square feet. All four of the outdoor daily-need properties are located in California and include **Magnolia & Adams** and **Magnolia & Warner**, both in Huntington Beach; the **Poway Town Center**, located in San Diego; and the **Deer Creek Village** in Petaluma. DJM acquired the portfolio from **Merlone Geier** through a joint venture with affiliates of the **Fortress Investment Group**. The retail properties join DJM's continuously growing retail portfolio, which also includes the recent acquisition of the California properties **Gateway Center** in Mission Viejo and **Long Beach Exchange** in Long Beach.—T.S.



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Balance Aims to Simplify B2B Payments

As e-commerce continues to rise and be a significant portion of how the apparel industry does business, many companies are looking for new and innovative ways to transition their accounting processes to be more digital. **Balance**, a B2B e-commerce company, wants to help the next generation of companies by moving traditional trade online.

Balance is intent on transforming the B2B e-commerce checkout experience, simplifying transactions to a consumer level. Bar Geron, co-founder and CEO of Balance, said in an offline world B2B transactions are still being done through invoices, wires and checks, with some finance experts estimating 40 percent of all B2B payments in the U.S. are still made using checks.

"When you take traditional trade, there are innovators and enterprises that want to take those inefficient trade activities and put them in an e-commerce context to make transactions as simple as swiping a card is for a consumer. That's what businesses are looking for, and Balance is optimizing that—to have a seamless checkout experience that is consumer grade and that makes something like purchasing steel as simple as purchasing a pair of **Nikes**."

Geron mentioned the change in the B2B e-commerce space is necessary as industry and the world are continually expanding in the digital capacity. He even noted that wholesalers who don't look at the online side of things may be disappointed they didn't hop on the



Bar Geron, co-founder and CEO of Balance, aims to transform the B2B e-commerce checkout experience to make it as simple as a consumer swiping a credit card.

digital trend sooner.

"Buyers for businesses are all Millennials now who are looking for the next phase, and Balance is looking to create a new experience for how business transactions are being done," Geron said. "No more offline paperwork—everything is streamlined through new checkout experiences solely dedicated for business transactions. Those are the types of problems Balance is trying to solve."

Geron mentioned the company is working with a lot of B2B e-commerce agencies working toward streamlining their payments. Balance is an effective tool across a number of industries and has worked with companies like **notch**, a B2B marketplace for wholesale ordering for restaurants and distributors, and materials-science company **Everywhere Apparel** to create and launch their B2B e-commerce payment solutions.—Tyler Shultz

Swatchbook and Centric Software Partner for PLM Integration of Materials

swatchbook Inc. and **Centric Software** have announced a partnership that will provide seamless integration between the material sourcing, management and design platform swatchbook and the Centric PLM software solution for planning, designing, developing, sourcing and selling products.

The Irvine, Calif.-based swatchbook was founded in 2017 and develops applications that help integrate the creative community within an organization into the product-development process. Centric Software provides a product-concept-to-consumer digital-transformation platform for a variety of consumer goods across a number of different industries including fashion retail, luxury and outdoor. Centric PLM offers enterprise-level innovations for consumer industries.

"With our focus on the fashion industry, we have seen Centric Software emerge as the leader for PLM," said Thomas Teger, co-founder and chief product officer of swatchbook. "Partnering with Centric Software and integrating swatchbook's material samples directly in PLM will speed time-to-market while also reducing waste. Designers will be closely linked to production and vice versa via a dynamic live link to ensure that data is always up to date."

swatchbook will deliver a bidirectional integration between its cloud platform and Centric PLM that will be instantly available for users. The integration is available for materials and colors uploaded by brands as well as any of the material and color combinations that are uploaded by suppliers. Users are also able to create their own colors. Other assets, including sketches, graphics and colors, can be synced with Centric PLM as well.



swatchbook Inc. and Centric Software have announced a partnership that will provide seamless integration between swatchbook's material sourcing, management and design platform and Centric Software's Centric PLM.

"This partnership is an exciting development for apparel and footwear brands moving to a 3D environment. With this integration, the information associated with each material goes straight from the supplier to Centric PLM through swatchbook, boosting efficiency in product-development workflows by eliminating manual data input. This opens up a plethora of possibilities to feed designers' creativity," said Ron Watson, VP of product at Centric Software.

Italian sportswear brand **Kappa** recently integrated swatchbook into its workflow as part of the digital transformation of its supply chain. Kappa will also use swatchbook for material sourcing and management. Other notable clients using the swatchbook platform include **New Balance**, **Target**, **Aldo** and **Merrell**.—T.S.

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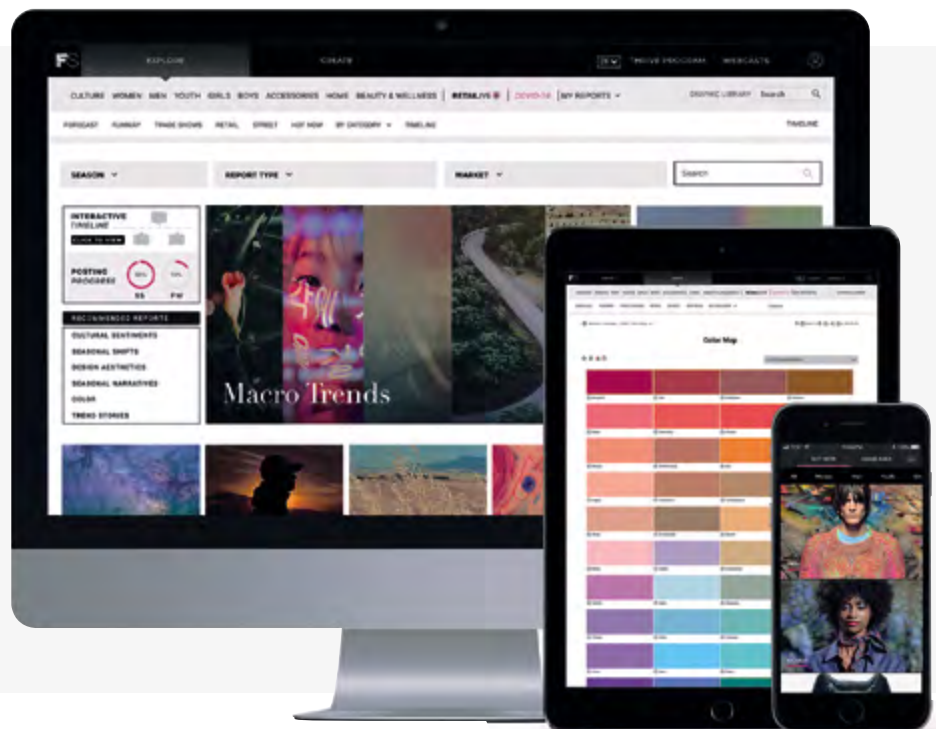




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MADE IN AMERICA



Asher Fabric Concepts has announced the launch of its new division focused on premium wholesale blanks. Called Asher LA, it aims to help reduce the amount of textile waste created in the fashion and textile industries by using the waste from fabric production to create new products.

Asher Fabric Concepts Announces Creation of New Division, Asher LA

By Tyler Shultz Assistant Editor

Asher Fabric Concepts has announced the launch of Asher LA, a new division that offers wholesale elevated blanks.

Founded in 1991, the Los Angeles-based company offers high-quality “Made in the U.S.A.” knits for the better contemporary, swimwear and activewear markets in addition to a variety of made-to-order textiles in different fabrications, colors and prints.

“Asher LA is fully vertical. We are knitting for ourselves in Vernon, Calif., and have over 40 of our own knitting machines, mainly Italian- and Japanese-made machines including **Santoni** and **Fukuhara**,” said Yael Ohana, president of Asher Fabric Concepts and Asher LA. “Our cut-and-sew facility is fully state-of-the-art and includes the TUKA INA intelligent conveyer hanger system, TUKAcut automatic fabric laser-cutter machine, **Tukatech** P4 automatic ‘tensionless’ spreader, a digital printer and an embroidery machine all in-house. The members of the Asher LA production team are all paid fair wages and offered benefits.”

The company aims to do its part to reduce waste in the fashion and textile industries. In addition to using a number of eco-friendly raw materials such as organic and recycled cottons as well as recycled polyester, the company reuses the waste from fabric production to create the products for Asher LA. The company also encourages customers to repurpose and reuse its dead-stock fabrics in an additional effort to reduce the amount of waste created.

As sustainable fashion continues to trend toward the mainstream, many consumers are increasingly becoming aware of the effects the fashion industry has on the environment. Much of the clothing waste created comes from manufacturers, with 13 million tons of textile waste being produced each year. The push for a more sustainable and circular fashion industry has focused on keeping clothes out of landfills by creating apparel from more-sustainable materials so that they can be recycled and used again.

Los Angeles has previously set a goal to send zero waste to landfills by 2050, and the Los Angeles Department of Sanitation

has recommended banning the disposal of textiles in addition to phasing out single-use plastics. The city is also involved in a program created by the **California Product Stewardship Council** that brought four publicly funded textile projects focused on repair and reuse to four jurisdictions in the state—Los Angeles City, Los Angeles County, San Francisco County and Alameda County.

The global recycled-textile market is projected to grow to \$10.37 billion by 2028, with technological innovations in the textile industry driving the market’s growth. Technologies used in various processes such as sorting and decontaminating are increasing, and many vendors are integrating technologies in the equipment used for textile recycling. Growth can also be attributed to the growing awareness of the harmful impact of textile waste on the environment.

“We are using excess premium fabrics either from over-production and/or limited or discontinued yarns to create blanks. We then launder, cut and dye the garments and ultimately garment-dye, wash and enzyme them,” said Ohana. “During the recent pandemic, Asher decided to take these excess materials and manufacture them into masks, which then gave Asher the inspiration into the next phase of Asher fabrics, Asher LA, essentially repurposing first-quality inventory into limited-edition capsules. We are hoping to make a small dent in the amount of waste that goes into landfills and in the energy required to make new fabrics.”

Asher LA offers the option to purchase products available in-stock as well as order from the various custom options the brand offers. The sustainable-blanks line features over 30 unisex and women’s bodies including short- and long-sleeved T-shirts, cropped T-shirts, sweatshirts and hoodies, and tanks and joggers.

“We are carrying stock inventory in PFD [Prepare for Dye] as well as our three core colors: vintage black—a pigment-washed black with highs and lows, sugar—our signature vintage white, and our vintage cobalt. We are also offering our customers the option of their own custom colors across all styles,” Ohana added. ●



Z Supply has launched its first-ever activewear line, Z Supply Active, which debuted to the apparel trade community at the Project trade show in Las Vegas. Z Supply President Mandy Fry said an activewear line was a natural progression for the brand.

Z Supply Launches First-Ever Activewear Line

By Tyler Shultz Assistant Editor

Z Supply, the fashion essentials brand, has launched its first foray into the activewear market, debuting the new line to the trade community at the recent **Project** trade show in Las Vegas.

Z Supply Active features elevated designs in a variety of styles including leggings, layering tops and reversible jackets plus accessories such as tote bags and hats. The new collection comes in a variety of fabrics including nylon-spandex blends, tonal ribs, fleece, cotton-poly jersey blends and sherpa, and features colorways including pink cedar, soft mauve, rouge, midnight blue and sage ash. The line retails between \$34 and \$120 and is available in sizes XS–XL.

Z Supply President Mandy Fry said an activewear line fit the natural progression of the company as it aims to cater to a lifestyle as opposed to a single look or type of person. It wanted to provide the same fits and styles it is known for but apply it to an all-day active lifestyle.

“The styles offered in activewear fit into the line seamlessly because they are so versatile, with special attention paid to design. Built for performance for any workout, our active styles are also made for all-day wear, so the Z Supply woman can wear it to the Pilates studio or out on her morning run, but she can also move through her whole day, layering with many of the Z Supply collection styles,” Fry said. “Our mission is to create closet staples, and Z Supply Active is no different but with added performance fabrics and designs that are made to move in. In addition, the outerwear and casual layers in the active line can be styled so many ways—whether it’s with denim or the all-day leggings, the styles really complete the day.”

Fry mentioned the new activewear line received a great response from buyers at Project, who were impressed with the quality and value the line offered. She also noted that the line was designed to merchandise together so accounts at the show had an easier time creat-

ing a unique assortment of products from the entire line.

“For many existing accounts, it was a simple choice to add Z Supply Active as they know and understand that our distribution strategy and focus on a great product is there to protect and grow their business. New accounts felt that we offered newness in a uniquely soft yet fully functional fabric and in silhouettes that meet the demands of our ‘All Day Active,’” Fry said.

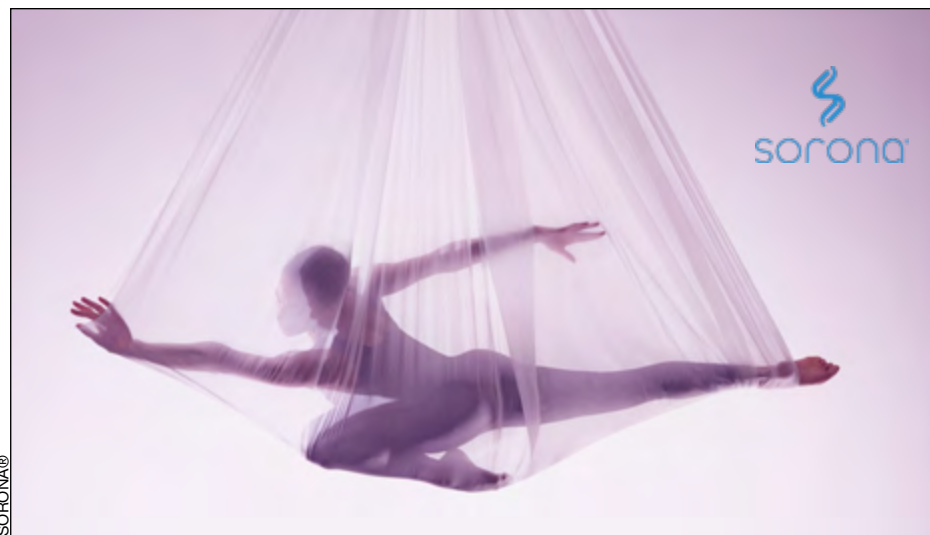
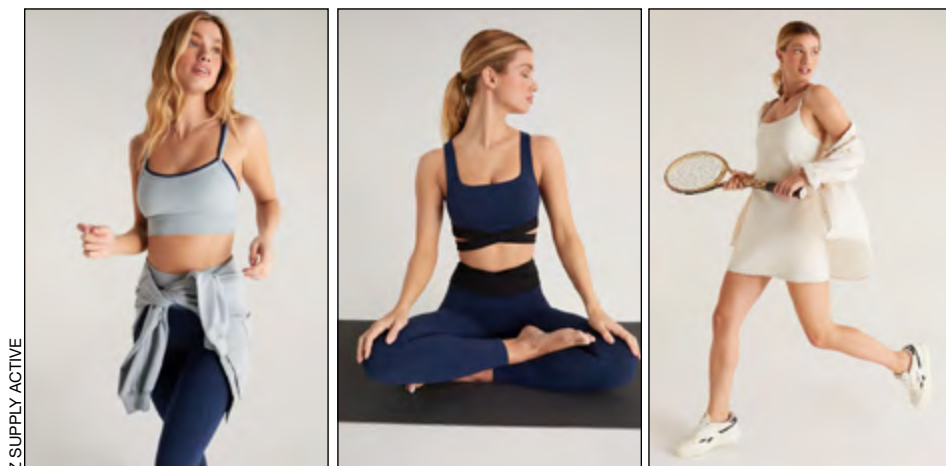
The activewear category has steadily been growing since the pandemic. While other categories were down, activewear and the new athleisure categories began to dominate as people found that those categories better fit the new work-from-home dress ethos, but Fry said Z Supply doesn’t necessarily see activewear as a trend to jump on but instead a way of life.

“The modern, busy woman balances so many things throughout her day. We see our activewear line as an extension of her day and want it to be just as comfortable as it is functional and fashionable, from sunup to sundown,” Fry said.

In addition to the new line, Z Supply is also launching its first-ever line of eyewear, which blends timeless styles and comfort with affordability and features cat-eye styles, oversized rectangle silhouettes and other casual styles retailing between \$59 and \$89.

Both collections are available to approved retail partners using Z Supply’s wholesale platform, **ShopB2Z**, which was revamped in June 2021 and included updates such as AI-powered algorithms that populate key category pages in real time, allowing customers to see the most relevant products Z Supply offers. New functionality was also added to share and edit orders between customers and their sales reps. The eyewear line will be available to shoppers in-store this month, and the activewear line will be available in July.

Z Supply also launched the **Z Supply Foundation** in 2021 to support the next generation of creatives who are working toward a degree in fashion design, art or marketing. ●



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 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



The California Fashion Foundation continues its annual Scholarship Award program honoring future fashion design innovators with a financial award.

After previewing the winning designs, a select committee of industry experts will judge one winner from each school that has participated with the California Fashion Association in 2021. Funds for this year's awards will be in the name of industry donors.

To contribute, please contact the California Fashion Foundation office:
Stacey Rogers | stacey@calfashion.org

Go Beyond the News and Behind the Scenes

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



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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.

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.

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.

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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 package 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 Merchant Financial Group

www.merchantfinancial.com

Products and Services: Merchant Financial Group, located near the garment center in downtown L.A., offers non-recourse factoring, asset-based loans, inventory financing, purchase-order financing, letters of credit, and revolving lines of credit against other tangible assets, such as commercial real estate, trademarks, and royalty income. Our local management team offers quick responses, hands-on personalized service, and the flexibility to meet all our clients' needs. Established in 1985, Merchant Financial Group has become a leader in the industry, satisfying the needs of growing businesses. Merchant services the entire United States, with offices domestically in Los Angeles, Fort Lauderdale, and New York.

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White Oak Commercial Finance

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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 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.

Texprocess Americas

texprocessam.link/98b

Early-bird registration is now open for Texprocess Americas, the largest sewn products and technology tradeshow in the Americas. Once again co-located with Techtextil North America, North America's only dedicated show for technical textiles and nonwovens, the event will bring together the entire supply chain for the textile industry. Discover new products, exciting technology, groundbreaking materials, and advanced solutions from hundreds of exhibitors from around the world, and access exclusive educational opportunities led by industry experts. Make your plans now to join the industry for three days of education, networking, and business development. Come and see for yourself, May 17-19, 2022, in Atlanta.

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PROFESSIONAL SERVICES & RESOURCE SECTION

PROFESSIONAL SERVICES & RESOURCE SECTION

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

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www.apparelnews.net/classifieds

P 213-627-3737

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Jobs Available

* BRAND WOMEN'S FASHION APPAREL CO. SEEKING EXPERIENCED SALES MANAGER *

DESCRIPTION:

- The sales manager will be responsible for managing and motivating the sales teams with key accounts
- Develop new customers by mining current customers and referrals
- Ongoing customer relations and servicing of corporate accounts
- Successfully drive new and existing business to increase the target market penetration by managing all aspects of the retailer relationship

REQUIREMENTS:

- 10+ years of sales exp. with an women's apparel brand name company
- Must have exp. building up brand recognition
- Must have existing accounts and relationships with potential customers, especially large accounts
- Exp. working with private label accounts
- Consistent follow-through, with the ability to build strong business relationships
- Increase annual sales volume

Please email resume to: industry20@gmail.com

* FREELANCE CONTEMPORARY MISSY FIT MODEL *

Fast Growing Apparel Brand based in Gardena CA area is searching for Freelance Contemporary Missy Fit Model on "as needed" basis.

Height: 5'5"- 5'8"

Bust: 37"-38"

Waist: 29"-30"

Hip: 39"- 40"

Please contact: 949-616-0405

www.apparelnews.net/classifieds

Jobs Available

* 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/Acctg or 3+ yrs related work exp & proficient in EXCEL. Offer Health benefits/401K. Salary DOE.

Email resumes to: hr@genexus.us

* URGENT NEED FOR PRODUCTION SEWER *

Cartolina Nantucket is seeking a Production Sewing Operator with experience in high end, ready-to-wear dresses. The ideal candidate will be driven, hard-working, and experienced in the apparel industry. We are looking to hire someone who is able to work full-time for 40 hour work weeks. This is a temporary to full time position.

Cartolina Nantucket está buscando un operador de costura de producción con experiencia en vestidos listos para usar de alta gama. El candidato ideal será motivado, trabajador y con experiencia en la industria de la confección. Estamos buscando contratar a alguien que pueda trabajar a tiempo completo durante semanas laborales de 40 horas. Esta es una posición temporal a tiempo completo.

Email resumes to: zoe@cartolinanantucket.com

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Jobs Available

* SALES REPRESENTATIVE *

Women's moderate knit apparel manufacturer is seeking an energetic and aggressive Sales Representative for major accounts.

* Product development connections are a plus, quick turn domestic/Mexico.

* 5 years minimum experience.

* Must be highly motivated and have accounts to bring to the table.

* Full time or independent,

* Vernon (Los Angeles) based

* Travel necessary.

Please send your resume to: info@latigousa.com

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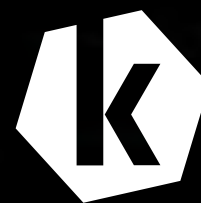


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