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DESERT AIRS

Song, sun and streetwear filled the Revolve Festival, held April 16–17 at the Merv Griffin Estate in La Quinta, Calif., and the Coachella Valley Music and Arts Festival, held April 15–17 and 22–24 at the Indio California Empire Polo Club. Fashion trends included a return to the '70s, shades of neon, bucket hats and lots of crochet.

For more looks, see page 4.

TIM BEGAS

RETAIL OPENINGS

OTD Opens Flagship West Coast Store on Sunset Boulevard

By Tyler Shultz Assistant Editor

On the Sunset Strip and part of the shopping, dining and work experience **The Sunset**, John Varvatos opened his first West Coast store on April 28 for his latest endeavor, **OTD**—On This Day. The brand is based on storytelling, with the name inspired by the celebration of great moments in time through **Instagram** and **Facebook**'s On This Day highlights. The store is the brand's flagship location on the West Coast.

The brand began after Varvatos left his eponymous brand in August 2020 and decided he wanted to do something different. He began mixing a more sophisticated style with sports- and athleticwear as well as taking inspiration from streetwear to develop OTD, which launched its first collection of men's, women's and unisex clothing both online and with the opening of its first bricks-and-mortar store in New York in October

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DENIM

Lenny Combines Vintage and Upcycled for One-of-a-Kind Looks

By Tyler Shultz Assistant Editor

With thrifting increasingly becoming the favored way to shop and the resale market booming as sustainability becomes a focal point of modern shoppers, vintage and upcycled clothing have been thriving as the pandemic sparked a rise in consumers shopping with their consciences as well as their wallets.

In an effort to create the perfect pair of vintage jeans, **Lenny** creates custom and bespoke upcycled denim pieces. The label began as a tie-dye brand at the beginning of the pandemic but quickly pivoted to a combination of founder and CEO Lindsey Davidson's two favorite things—vintage and denim—with all Lenny products being sourced and made in Los Angeles. Davidson said she feels inspired when she sees a pair of pants and loves the silhouette, and she attempts

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Where fashion gets down to businessSM



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Los Angeles Swim Week Returns to L.A.

Art Hearts Fashion has announced it is set to host **Los Angeles Swim Week** June 11–14. The four-day event is in collaboration with **Fashion Techworks** and **The New Mart** after the successful debut of The Fashion Week Hub @ Fashion Techworks / New Mart in March, which allowed designers who were part of **Los Angeles Fashion Week powered by Art Hearts Fashion** a chance to showcase their lines in more of a trade-show setting.

“With our newly completed New Mart Fashion Theater, we are delighted to again be partnering with Art Hearts Fashion to create this new hybrid market week/fashion week event to add yet another good reason for buyers to put **Los Angeles Market Week** at the top of their list,” said New Mart General Manager Tom Keefer. “Within one city block in the Los Angeles Fashion District, more than 2,500 fashion brands will be showcased June 12–15. Buyers will be welcomed with VIP passes plus free food and drinks for evening fashion shows to bring the brands to life on the runway.”

Swim Week will take place alongside L.A. Market and provide a nighttime counterpart to the daytime trade shows, with buyers and industry guests able to attend as part of their Los Angeles Market Week experience.

“Art Hearts Fashion is thrilled to be hosting Los Angeles Swim Week. With **Miami Swim Week** being one of our most popular events, it only makes sense to bring Swim Week to L.A. and showcase our California sun and style,” said Art Hearts Fashion President Erik Rosete. “Art Hearts Fashion’s expansion will include pop-ups and experi-



ART HEARTS FASHION

Art Hearts Fashion returns to Los Angeles alongside Los Angeles Market Week and is the second collaboration between Fashion Techworks and The New Mart following The Fashion Week Hub @ Fashion Techworks / New Mart event in March.

ences in addition to a series of evening runway shows. This event is the next stage of evolution for Los Angeles fashion. The event will feature swimwear and resortwear from local and international designers.”

—Tyler Shultz

Inside the Industry

The **NPD Group** has announced the winners of its inaugural Denim Retail Performance Awards, acknowledging top-performing brands in key areas of the denim market based on U.S. sales revenue in 2021. Denim jeans generated \$18.4 billion in sales in the U.S. in 2021, an increase of 36 percent over 2020 and 9 percent over 2019. Sales grew across all demographics, with women’s jeans up 9 percent and men’s jeans up 12 percent over 2019. The best-selling jeans brand in the U.S. was Levi’s. “Jeans were among the first clothing items to rebound after 2020 as consumers sought a wardrobe refresh and craved the latest fashion trends to make their debut back into public life,” said Susan Merrill, president of fashion apparel for NPD. “Offering a variety of styles and options catering to consumers’ demands for comfortable clothing that can be dressed up or down, jeans manufacturers continue to be leaders in innovation.”

Kornit Digital Ltd. has announced the London edition of Kornit Fashion Week, set to take place May 15–17 at the Freemasons’ Hall in London. The company is aiming to continue its momentum after successful shows in New York, Milan, Tokyo, Los Angeles and Tel Aviv. Kornit Fashion Week is conceived to demonstrate how fashion and textile producers and creators are using Kornit’s suite of technologies, which facilitate a more sustainable, on-demand production process. Kornit Fashion Week London will continue to connect the virtual and digital worlds in an effort to dress “you and your avatar” and demonstrate how the limits of virtual fashion are tested.

Curve, the curated lingerie and swimwear show, has brought back its Pitch Off competition. The “Shark Tank”-like design competition afforded the opportunity for 10 new designers to give an elevator pitch and showcase samples from their collections. Eight judges from the intimate-apparel industry listened, asked questions and gave feedback, with the winning designer getting the chance to have his or her designs available at a prominent retailer. Attendees were also entered for a chance to receive the winning designer’s collection to sell in their stores. The winning brand was Zhe by Karyn Elizabeth, whose collection will be available online at Journelle.

The OFFPRICE Show launched Sustainable Style on Earth Day 2022, pledging to promote circularity in the fashion industry. “Our show offers overruns, overstock and clearance items the chance to recirculate in the economy. Although known for our lower-than-wholesale pricing, sustainability has always been a quiet partner of the products seen at our show. And with today’s buyer, repurposed, recycled and secondary market goods are taking their share of the consumer’s closet,” said Executive Director Tricia Barglof. Tarsus Group, the parent company of OFFPRICE, has also done its part in helping foster a more sustainable fashion industry. The company has a signatory pledge to produce net-carbon-zero events and has implemented sustainable practices at its shows such as sorting recycled materials before they leave the property and reducing the use of vinyl in banners by 55 percent.

“**Making the Cut**” has been renewed for a third season in search of the next

global fashion brand. The show will continue to be set in Los Angeles with runway locations including Rodeo Drive, Vasquez Rocks and a rooftop of one of DTLA’s skyscrapers. Heidi Klum and Tim Gunn will also return to host the new season as well as executive produce. Nicole Richie and Jeremy Scott will serve as judges on the show with additional guest judges throughout the season. “I am excited for ‘Making the Cut’ to return this summer for its third season,” said Klum. “I was so happy to be reunited with Tim, Nicole and Jeremy as we searched for the next great global fashion brand among our most talented group of designers yet. This season’s fashion far exceeded our expectations, and there are so many amazing looks that I cannot wait to wear myself.”

Los Angeles Apparel has launched SWAP MEET, a resale marketplace powered by Archive that features pre-loved items as well as one-of-a-kind samples. As a natural extension of Los Angeles Apparel, SWAP MEET allows customers to sell authenticated Los Angeles Apparel items for cash or earn credits toward new items, or they can shop for pre-loved items and keep them from becoming waste. The resale market continues to grow as more consumers are looking for additional ways to practice sustainability. The resale market is expected to double in size to \$77 billion in the next five years.

DeSL has partnered with Higg, a sustainability-insights platform, to strengthen its suite of tools to help fashion and other consumer-goods industries manage their corporate goals regarding sustainability, climate change and compliance. As an end-to-end PLM solution, DeSL will be able to scale with Higg’s tools offering accessibility to a wide range of companies. It will also be able to deliver Higg’s social and environmental sustainability insights to designers and developers from the beginning of the development process, allowing brands to see value-chain data in one solution and deliver the visibility of the environmental impact of all design and sourcing decisions. “The ability to predict the likely sustainability and carbon-footprint effects of product and sourcing-partner choices will enable brands to make better decisions when it comes to balancing margin requirements with corporate sustainability goals. Integrating with the Higg platform will bring a new level of trusted and transparent data to help with these decisions,” said DeSL CEO Colin Marks.

BASF has announced a new collaboration between its e3 sustainable-cotton program and the United Nations–hosted Conscious Fashion and Lifestyle Network with the aim of collaborating on and accelerating the implementation of the UN’s Sustainable Development Goals. The key objective of the network is to mobilize expertise, innovation, technology and resources toward a sustainable and inclusive recovery from the COVID-19 pandemic. The e3 cotton program provides field-level traceability, and farmers who are part of the program commit to tracking eight sustainability measures on all of their eligible cotton acres, ranging from water use and pesticide management to soil conservation and a reduction in greenhouse-gas emissions.

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Kingpins Holds First In-Person Event Since 2019

Denim trade show **Kingpins** returned to Amsterdam April 20–21 for its first in-person show in over two years at **Sugar-City**, a former sugar factory located on the outskirts of Amsterdam. Moving the show to SugarCity allowed for more floor space and greater flexibility to add new elements.

This edition featured over 80 exhibitors ranging from fiber makers, denim and garment factories, piece-dye factories, and others in the denim industry and included **Cone Denim**, **Cotton Fabric**, **Jeanologia** and **Ribbon-Text**. Over 30 U.S. brands made the trip to Amsterdam, and over 1,000 people registered to attend the show.

The first day of the show featured a presentation by Amy Leverton, founder of the denim trend-forecasting agency **Denim Dudes**, and designer and trend forecaster Shannon Reddy showcasing the trends and styles shaping the Fall/Winter 2023–2024 denim trends, which include softer colors, mood-enhancing fashions that play into “dopamine dressing,” a blending of traditional mending techniques with streetwear looks and oversized silhouettes.

Greensboro, N.C.–based Cone Denim premiered its latest collection, a partnership with U.S. hemp-processing firm **BastCore**, to create a line of denim products made using



The Kingpins trade show returned to Amsterdam for its first in-person event since 2019 and brought together the denim industry to showcase the latest technologies and innovations having an impact on the industry.

U.S.-grown hemp cultivated in Alabama and U.S. cotton dyed with natural indigo from Tennessee.

“BastCore’s innovation of American hemp opens great opportunities to create sustainable denims made from U.S.-sourced agriculture products located in close proximity to Cone’s manufacturing operations in Mexico,” said Steve Maggard, president of Cone Denim.

Other panels discussed how to remove unethical behavior from the supply chain and how to combat greenwashing in the industry. A presentation by the **House of Denim**, in collaboration with the **Jean School** and **The LYCRA Company**, displayed how Gen Z would design denim for its generation.

—Tyler Shultz

Amsterdam Denim Days Follows on the Heels of Kingpins

Following the **Kingpins** trade show’s return to physical events in Amsterdam April 20–21, **Amsterdam Denim Days** returned April 22–23 at **De Hallen** and **Denim City**. Dubbed the “Market Edition,” the two-day event highlighted independent designers, artisans and local brands and included workshops, customization opportunities, vintage shopping and an education series, Denim Talks, sponsored by **Lenzing’s Carved in Blue**, a denim community blog by the Tencel denim team.

“The Dutch have always had a love for denim, and that got strengthened by the presence of some big brand names that created a lot of jobs in the denim business,” said Sander van de Vecht, owner of **Denim. Lab** and a Denim Days exhibitor. “Adding some cultural reasons and being in central Europe, it attracts a lot of people from around the world to settle here and find a job in the industry.”

Since 2014, Denim Days has provided a platform for creators, consumers, brands and buyers interested in denim to discuss and move the industry forward as well as give a closer look at the processes that go into making denim.

Attendees were able to browse the latest offerings and insights from a variety of companies across the entire denim vertical, including **Advance Denim**, which showed how the latest sustainable innovations and high-tech denim can give a glimpse into the future of the denim industry; **Mood Indigo**, Europe’s first vintage-denim store; and **Hargan Denim**, which was selling its Spring 2022 collection of handcrafted and repurposed denim.

Officina+39, a supplier of sustainable



Amsterdam Denim Days returned April 22–23 at De Hallen and Denim City in Amsterdam. Dubbed the “Market Edition,” the two-day event highlighted independent designers, artisans and local brands. Since 2014, Denim Days has provided a platform for a closer look at the processes and ingredients that go into making denim.

chemicals for the textiles, garment and denim industries, presented a collaboration with **Cocircular Lab** that featured a capsule collection of donated items that were updated using newly developed applications by using its Recycrom dye stuffs made from textile waste.

“It was a great joy to partner up on this collaborative project using creative expression to raise the awareness of circular solutions while emphasizing the need for transparency and the evolution of infrastructure in order to propel the future of material reuse,” said Cocircular Lab founder Adriana Galijasevic.—T.S.



Lenny creates custom and bespoke upcycled denim pieces in Los Angeles, where CEO and founder Lindsey Davidson is able to craft a story by using and repurposing jeans that have been lived in by someone else, making each piece feel a little more special and unique for the wearer.

Lenny *Continued from page 1*

to recreate it while also adding her own personal touches.

The brand embodies slow fashion by handcrafting each piece and doing all customizations and tailoring as well. Creating each piece individually allows Davidson to craft a story with each pair by using and repurposing jeans that have been lived in by someone else, which makes each piece feel a little more special and unique for the wearer.

“Creating each piece on a made-to-order basis allows us to put in the time and effort and also keep our brand fully sustainable and circular because when we start making a certain amount of pieces then it takes away from what our whole mission is,” Davidson

said. “When you’re making large quantities you’re able to charge less and it offers accessibility for people, but a lot of times people don’t truly think about the negative impacts fashion has. They think that they wore a shirt for a season and they are done with it as opposed to thinking about the future and thinking about how it will impact the earth in 20, 30 or 40 years.”

With the **Coachella Valley Music and Arts Festival** kicking off this year’s season of festival fashion, many festival goers aimed to make a statement with their looks. However, the price of looking good comes at the cost of the environment in the form of additional textile waste from clothes never to be worn again. Online resale platform **thredUp’s** recent thredUp Festival Fashion survey reported that one in four people in the U.S. plans to attend a music festival or concert this year,

with 42 percent of festival goers planning to buy a new outfit for the event. For Lenny’s Festival Fashion drop, Davidson took those realities to heart and set out to design items that not only could but would want to be worn on more than one occasion.

“So many times we shop for events but we don’t want to spend so much money and think, ‘Oh, I don’t want to spend this amount on something I’ll never wear again,’ so I felt I might as well create these timeless pieces that you can wear not just to a festival but out and about when hanging out with friends and family as well,” Davidson said. “Especially being in L.A. when we spend a lot of time in both shorts and jeans with that casual vibe.”

Davidson said the brand has a few upcoming collaborations that she is excited about, and Justine Skye was recently seen wearing

Lenny while heading to Coachella during the first weekend. Davidson hopes to one day expand the brand into creating the perfect tee but keeping it sustainable and using raw materials. She added that she would eventually like to have a space that acts as a jean bar and a space that serves as an area for workshops and events that can help teach people how to tailor and embroider their own garments.

“If people want to learn how to embroider or take a class in tailoring, I think it’s important to embrace and emphasize the trade skills. I have no proper training or anything, I’ve learned everything through **YouTube** and with practice and trial and error. If people are educated, especially in this day and age when so many people don’t want to be confined to one occupation and want different sources of income, it’s a great way to have a side gig,” Davidson said. ●

Revolve



TIM REGAS

Coachella's Return Brings New Festival Fashion Trends

After a two-year hiatus due to the COVID-19 pandemic, the **Coachella Valley Music and Arts Festival** made its return to Indio, Calif., April 15–17 and 22–24. In addition to the return of live music, many Coachella attendees were thrilled to show off their best festival outfits.

The festival is an opportunity for brands to show off their latest pieces and boost sales as influencers take to the desert with ample opportunities for brand promotion. While the 2022 iteration of the event still brought out a lot of “Boho

chic” looks, new styles and trends have emerged since the last Coachella.

Crochet hit festival fashion with attendees sporting crochet crop tops, matching skirt sets and dresses. Sheer tops and layers as well as sparkling tops made with sequins or metallic mesh were also rocking.

Revolve held its annual invite-only Coachella party April 16–17 a short distance from the festival grounds at the **Merv Griffin Estates** in La Quinta, Calif. Influ-

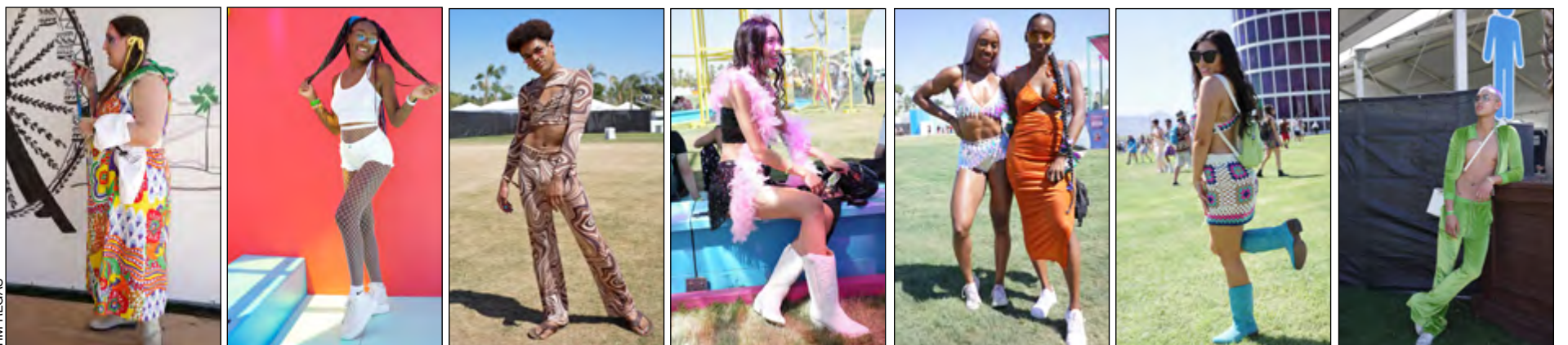
encers were offered complimentary drinks made with Kendall Jenner’s **818 Tequila** and food from **Erewhon** as well as shopping experiences with gifting suites and performances from Post Malone, Jack Harlow and Willow Smith.

Rachel Zoe also held the sixth edition of **ZOEasis**, a mid-day party held April 16 that featured artists, musicians and other talent including Keke Palmer, Olivia Culpo, Nicole Scherzinger and others.—Tyler Shultz



TIM REGAS

Coachella Valley Music and Arts Festival



TIM REGAS

Functional Fabric Fair Portland Brings New Features to Latest Edition

By Tyler Shultz Assistant Editor

The spring edition of **Functional Fabric Fair Portland**—powered by **Performance Days** took place April 4–5 at the **Oregon Convention Center** in Portland, Ore., providing an opportunity for designers and brands to source high-performance functional fabrics, finishes, trims and accessories for the outdoor, lifestyle and activewear industries. Over 1,100 attendees were able to browse booths from over 80 exhibitors including **Amaterrace**, **Ekoten**, **Cordura** and **37.5**.

“Functional Fabric Fair is focused on what I care about—not fancy booths or large-brand booths. They focus on making sure I have brands to show my fabrics to in an appropriate setting. The educational seminars certainly help bring in the brands and designers,” said Peter Lucier, sales executive at **WidePlus International Co. Ltd.**

New features at the show included an **Outdoor Innovators Spotlight** that highlighted pioneers in the outdoor industry, with **Marmot**, **Moss Tents** and **Schoeller Textil USA, Inc.** displaying some of their development notes. The show also partnered with **Struktur** to hold a full-day workshop that brought industry leaders together to discuss how to relaunch events and bring people together in a safe way as well as highlight the most future-focused ideas surrounding materials, technology and sustainability.

“This has been awesome! It’s great to get back out here and see all these great customers,” said Stephen Kerns, president of Schoeller. “We always enjoy coming to Functional Fabric Fair. It’s a very well-organized show. They do a great job of getting the messaging out of who’s going to be here, and we couldn’t be happier.”

On the attendee side, Tin York, material representative for **Tinsellmat, LLC**, said that “seeing all the vendors and looking for new trends and the presentations were very inspiring and insightful.”

Each Functional Fabric Fair features a focus topic that deals with a developing trend in functional fashion. The focus topic for this edition was carbon neutrality and what manufacturers should be doing in their production processes to help reduce emissions.

Steve McCullough, event director for Functional Fabric Fair, said the Portland show’s topic was organizing the indus-



The latest edition of Functional Fabric Fair, in Portland, Ore., provided an opportunity to source high-performance functional fabrics, finishes, trims and accessories for the outdoor, lifestyle and activewear industries.

try and making sure there is a set standard for sustainability, with an end goal of having a carbon-footprint or carbon-emission stamp on every garment that allows consumers to see if a company is truly being sustainable or not.

“One of the highlights at the show is an area that we call the Forum, which is a group of highlighted fabrics in different categories from our exhibitors. We only choose fabrics that fall under certain criteria, and this one happened to deal with our focus topic. All our fabrics displayed in the Forum must be made with at least 51 percent recycled fabric. You can have the best soft-shell material in the world, but if you don’t use at least 51 percent recycled materials, we won’t even consider you,” said McCullough.

Although lightened restrictions have led to a return to in-person shows, Functional Fabric Fair as well as German partner Performance Days, which puts on a show in Munich, still make sure to involve digital aspects into their in-person shows. Both companies co-own a digital platform called The Loop, an online platform that connects the functional-fabric industry year-round.

“If you take part in either of our shows, you are automati-

cally part of The Loop and you have a showroom and fabrics on The Loop. It has the same Forum as we do at our physical shows. And from The Loop, you can click on not only Forum fabrics but any fabric that any exhibitor has in their digital showroom and request a sample for free,” McCullough said.

“We put all of our content and all our focus topics from years and years ago until now. We have all of our speakers, presentations and Q&As, whether they were in Portland or Munich. It’s a treasure trove of information, and you can almost design your entire line just sitting at your desk.”

McCullough also noted that the lines between function and fashion are blurred now, with consumers not wanting to wear clothes that don’t offer some sort of performance value to them. Performance wear is beginning to become more readily available in standard, everyday clothing as opposed to specialty pieces.

“As a consumer, you don’t want to wear something that doesn’t do anything. I don’t buy Levi’s jeans that don’t stretch. Maybe 20 years ago Levi’s didn’t have any stretch; they were 100 percent cotton. Levi’s jeans I wear now have 5 percent spandex,” McCullough said. ●

RETAIL OPENINGS



OTD has opened its flagship West Coast location on the Sunset Strip, bringing together a mix of a more sophisticated style in sports- and athleticwear to West Hollywood. The brand launched in October 2021, and the location represents the brand’s second storefront.



OTD *Continued from page 1*

2021. In early December 2021, he opened a pop-up on Sunset in the same location as the West Coast flagship.

Varvatos always had plans to develop some pieces that could be worn by anyone but said it was great that even at the pop-up shop people were just shopping for whatever looked good, regardless of who it was designed for.

“The exciting thing is people come in already wanting to look at everything. It’s been fun to watch people discover the whole collection and pick and choose whatever they like,” Varvatos said. “Why should we have preconceived ideas of what someone should wear? I think when you start to draw those lines yourself then you’re discounting someone who can shop on the other side of the store, and who are we to make that decision really?”

Varvatos began shopping for locations for a retail store during the pandemic and said it was difficult to imagine how the foot traffic would be after the lockdown restrictions were lifted. While visiting L.A., a friend had mentioned the loca-

tion at The Sunset, which used to be an old **H&M** store, and a late-night trip to the glass-front store solidified the location for Varvatos.

The store was initially planned to open in late October, but ongoing restrictions in L.A. County due to an uptick in coronavirus cases because of the delta variant kept pushing the opening date back. After Varvatos spoke with the landlord of the center, **Kilroy Realty**, the OTD pop-up was opened in the courtyard of the shopping center behind the actual store location to promote the brand while the physical store was being finalized.

“Having the pop-up has been amazing because when you talk about business, we’ve already created a nice business since December, and we’re hidden from the street. With a great view from the street and an already established business since December, it’s a great way to open, especially for a new brand.”

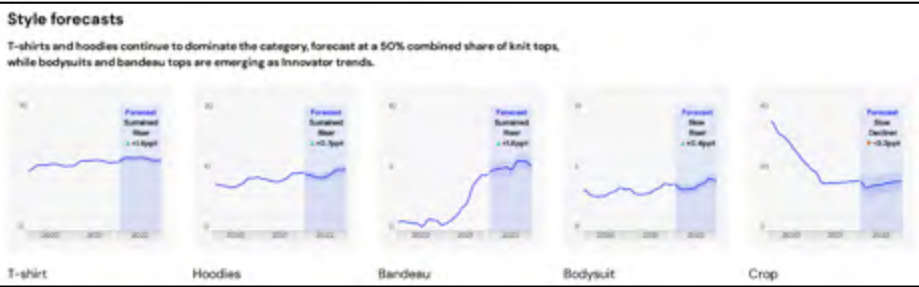
The inside of the store features custom furniture as well as a mural by Denver-based artist Joe Palec that tells the story of and highlights many iconic L.A. landmarks such as **The Comedy Store** and **Randy’s Donuts**. The store will also fea-

ture collectible contemporary photography.

Varvatos noted Kilroy was curating the space and was looking for tenants that are unique. The OTD store adds a retail component to a shopping center based in health and wellness that features businesses such as **Equinox**, **SoulCycle**, **SunLife Organics**, **Sweetgreen** and the **Martinez-Samuel Salon**.

Although the pandemic forced a lot of businesses to adapt and invest in more digital aspects, Varvatos said it’s important to maintain a physical footprint as it lends itself to a different kind of relationship between the brand and customer.

“Everyone I talk to who has retail—their business is really good right now. People have a pent-up drive to go out and go shopping again. Also, with new brands, you have to touch and feel it. We have an online presence, and we do okay, but when people walk in the store the conversion rate is really high because people can touch or feel it, see it and try it on,” Varvatos said. “It’s a combination that you need. We really believe in digital, but the success is in relationships too—the people and connectivity. Plus we can really tell our story in person.” ●



WGSN has announced the launch of its new forecasting tool, TrendCurve+ which predicts with 90 percent accuracy and up to 12 months ahead on a variety of different key items, silhouettes, prints, colors and design details. To demonstrate the capabilities of TrendCurve+, WGSN released an example report showing the expectations for the women's knit tops category.

WGSN Launches TrendCurve+

Trend-forecasting company WGSN has announced the launch of TrendCurve+, a fashion-planning tool that combines data sources across social, search, shelf, shows and sentiment with advanced machine learning to tell customers which trends to invest in, how much and when.

The forecasting tool predicts with 90 percent accuracy and up to 12 months ahead on a variety of different key items including silhouettes, prints, colors and design details that allow brands to wisely invest for future demand. The TrendCurve+ platform also affords the opportunity to see a current trend's life cycle and how to best capitalize on it. It also increases sustainability efforts by helping reduce overstock and other inventory waste.

To demonstrate the capabilities of TrendCurve+, WGSN released a sample report showing the expectations for the women's knit-tops category. Knit tops first began growing in the latter half of 2020 as more people began opting for comfort and loungewear due to lockdowns during the pandemic. Knit-tops sales reached an all-time high and, according to TrendCurve+, continued growth in the category is forecasted.

The report shows the growth was sustained throughout 2021 and is forecasted at 23 percent of total apparel for Fall/Winter '23. The TrendCurve+ report also found that knit tops have increasingly been featured on the runway, with the number of knit tops in pre-Fall and Fall/Winter shows more than doubling compared to pre-pandemic numbers.

A fashion retailer and WGSN client discovered it was over-indexing a number of womenswear categories, and, using TrendCurve+, WGSN was able to advise the client where to reduce certain styles and where to invest in others. Based on the analysis of this client, WGSN recommended decreasing the share of dresses, rebalancing the dress mix, reducing the amount of puff-sleeved dress products and investing more in loungewear and leggings.

In an effort to lean into technology's constantly growing presence in the lives of consumers, WGSN recently launched WGSN Consumer Tech, a new vertical dedicated to helping companies design technology products that enhance the lives of consumers.

—Tyler Shultz

Atlanta Apparel Continues to Break Records With Customer Service

By Louise Damberg Contributing Writer

Showing inimitable Southern hospitality, Atlanta Apparel, held April 11–15 concurrent with VOW Bridal and Formal at AmericasMart Atlanta, offered exhibitors and buyers an array of networking and social opportunities, a return to fashion events and seminars, as well as inventive takes on Grab n' Go for breakfast, Lunch n' Learn midday, and sweet treats and happy hours toward the end of each day.

The show welcomed attendees from 47 states, Washington, D.C., Puerto Rico and 11 countries, once again breaking records for brand offerings by presenting over 3,500 lines in over 350 permanent showrooms and 400 temporary exhibits. The market's apparel resources were marked by notable growth in footwear, resortwear, accessories and contemporary categories.

"The positive energy this April at Atlanta Apparel could be felt across all 14 floors," said Caron Stover, International Market Centers SVP, apparel. "The Atlanta buyers came to market hungry for inventory and found an impressive scope of apparel, accessories and footwear offerings to meet customer needs."

And indeed, customer service was the hallmark of the show.

Freddy Simon, CEO and president of Freddy Simon & Associates, who has owned and operated a multi-brand showroom at AmericasMart for 38 years, declared this edition of market "terrific."

"The organizers changed dates to work around the religious holidays, and it worked. We had a great flow of traffic and business," said Simon.

Simon also noted the organizers' dedication to keep markets open during the pandemic. "The only market we did not have was in March 2020, but then we reopened with all safety protocols in place, including temperature checks, distancing and face masks."

Simon's own customer service to his brands includes years of experience to help his lines and buyers navigate financial downturns and the changing needs of consumers, especially during the recent two years of lockdowns and working at home.

Like the many exhibitors and buyers at VOW, he is seeing a big return to dresses with parties and weddings and graduations back on many people's calendars.

Anna Groom, owner of the South Boutique in Birmingham and Tuscaloosa, Ala., echoed Simon's sentiment about customer service and its importance now more than ever.

"We are known at South for our amazing customer service. We truly believe our customers will go the extra mile to shop with us because of the relationships we have built," Groom said. "We have customers of all ages and strive to keep up with the latest trends while keeping core, timeless pieces that represent our brand. Atlanta Apparel never disappoints. We love how fast-paced every single minute is during this show. We have built countless relationships with vendors and feel that Atlanta Apparel has

our best interest in assisting us with buying each time."

For Lisi Lerch, owner of Lisi Lerch, Inc., "Atlanta Apparel gives me the opportunity to show all of my latest creations to the buyers face to face. While they may have seen us on social media, at Atlanta Apparel



Retailers were able to source for Immediates through Fall/Winter on 14 floors.



The newest trends were showcased throughout the show including vibrant colors.



John Portman Boulevard served as the runway for the August/Winter 2022 Fashion Show.

ATLANTA APPAREL

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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- * Coordinate with vendors and interdepartmental teams facilitate the new development and production process.
- Assist Design Department in products developing process;
- F/U with vendors to ensure that development and production samples are executed correctly and timely. Place/ monitor progress of all requisitions, including Communicate daily with overseas factories and vendors to track development and production statuses
- Issue /Process Purchase Order, communicate with vendors/factories to ensure payment related documents, shipping documents, production sample delivery and development items are completed accurately and on-time. timely delivery of production samples by monitoring Time and Action Calendars
- Resolve any delivery issues at time of placement
- tracking progress on Weekly Report.
- Monitor all PO's movement up until the time of arrival at DC.

REQUIREMENTS:

- * 3-4 years of related work experience required or a degree, preferable in Textile/apparel, business administration.
- Strong English written and verbal communication skills
- Ability to use basic computer programs effectively, competence on Word, Outlook and the ability to accurately setup Excel spreadsheets and the ability to create formulas

Email resumes to: claireg@felinausa.com

Jobs Available

* GARMENT/PRE-PRODUCTION COORDINATOR *

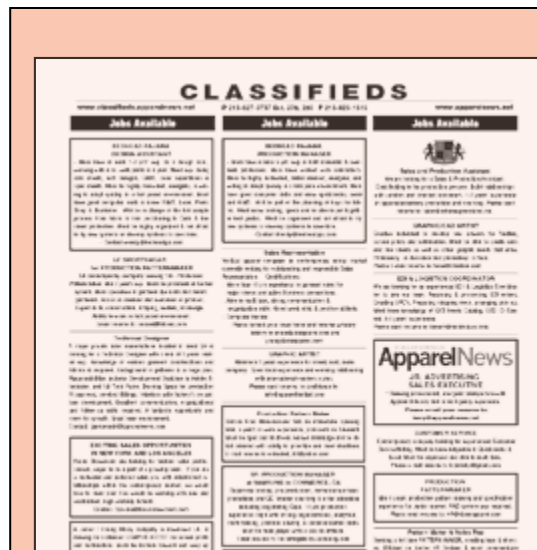
- Job description
- * Women apparel/ Garment Industry background
 - * Required- Minimum 3 year experience in garment industry is required
 - * Required- Knowledgeable in fitting and measuring garments - (measuring small units such as 1/8th etc.)
 - * Must be detail oriented, highly organized
 - * Computer knowledgeable(Microsoft/Word/Excel)
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