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LOVE AND PEACE

GUESS Originals has partnered with musician J Balvin for another collaborative collection. The GUESS Originals x J Balvin Amor Collection advocates for positive mental health while promoting messages of “amor y paz.”

See page 4 for the story.

RETAIL

Sita 1910 Creates a Curated, Personal Shopping Experience

By Tyler Shultz Assistant Editor

In an effort to “retell how we retail” **Sita 1910** provides a unique shopping experience that harkens back to a time that catered to the client and presents clothes as works of art.

The store was named after the nickname of founder Cio Soler’s grandmother Rosita and her birth year. The word “cita” also means appointment in Spanish, which Soler thought was a funny coincidence and often jokes she has “a cita at Sita.”

The idea for the space began taking shape at the start of 2021, beginning as a small project to help smaller designers Soler had met on her travels. Using her vacant condominium in Los Angeles, Soler set up racks and displayed products from the designers and invited her friends to come shop. The store officially opened its location in Beverly Hills two

➔ **Sita 1910** page 4

INSIDE

Where fashion gets down to businessSM



Hyosung Ocean Protection Initiative ... page 2

Thermore EVOdown Recycled ... page 2

MAGIC Nashville ... page 3

Texprocess Americas, Techtextil North America ... page 3

New Showrooms and Lines ... page 10

Resource Guide ... page 11

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TECHNOLOGY

Epson Introduces First Direct-to-Fabrics Printer in North America

Epson America, Inc., has announced the launch of its first direct-to-fabric printer available in North America, the Monna Lisa 8000. It combines engineering with advanced design to deliver the capabilities to print on a wide range of fabrics and is the result of over 20 years of research, development and customer feedback.

The ML-8000 features eight new 4.7-inch PrecisionCore printheads to deliver professional-quality textiles at industrial-level print speeds. It accurately reproduces complex patterns, color gradations and photograph-like detail using Epson’s advanced imaging technologies. The printer also features a large touchscreen panel for easy navigation and includes user-friendly features such as automatic nozzle cleaning, Nozzle Verification Technology, and fluff-blower and ink-mist extraction systems.

➔ **Epson** page 8

Hyosung to Present Its Ocean Protection Initiative at Outdoor Retailer

Hyosung will present its Ocean Protection Initiative at the summer edition of the **Outdoor Retailer** trade show in Denver June 9–11.

The South Korea-based fiber manufacturer that provides innovations and solutions to the textile industry aims to turn ocean trash into treasure with this initiative, which begins with the development of Hyosung's MIPAN regen ocean nylon and regen ocean polyester, both made with ocean waste.

MIPAN regen ocean is Global Recycled Standard certified, made from 100 percent recycled nylon made from discarded fishing nets and other reclaimed nylon waste. Hyosung's process to produce the yarn includes collection, chemical recycling and creation. Hyosung awaits its Ocean Bound Plastic certification in the near future. The OBP certification was created to transparently certify that plastic waste was properly collected and managed.

Hyosung will also present a broad assortment of fabrics and concept garments at the



Hyosung develops fibers using recycled nylon from discarded fishing nets and other ocean waste.

Outdoor Retailer Summer Market that were developed by Hyosung's Fashion Design

Center to help developers and designers conceive garments made with innovative fibers, including creora regen, a GRS-certified 100 percent recycled spandex; creora bio-based spandex made with 30 percent dent corn; MIPAN regen robic, 100 percent recycled high-tenacity nylon; and regen xanadu, a mechanical-stretch fiber made from a blend of PET and corn-based materials.

"Cleaning up our oceans is of critical importance to Hyosung and many of our brand partners," said Hyosung Global Marketing Director—Textiles Mike Simko. "Our ocean-based recycled-fiber offering will allow brands to develop eco-friendly products that align with their sustainability needs and also help provide them with a meaningful story their consumers can connect with."

In 2021, California-based surf and swim brand O'Neill partnered with Hyosung to release a line of women's swimwear made with Hyosung's MIPAN regen nylon as part of its O'Neill Blue Sustainable collection.

—Tyler Shultz

Thermore Launches New Material Using Hybrid Technology

Milan-based **Thermore** has announced the launch of EVOdown Recycled, a new material made of 100 percent recycled fibers from PET bottles.

Thermore EVOdown Recycled bridges the gap between free fibers and traditional padding and delivers an ultra-soft hand and drape of blow-in fibers in a rolled form. The new hybrid technology, described as half fibers, half insulation and fully recycled, affords a boost to productivity while increasing the ease of manufacturing.

EVOdown consists of millions of free fi-

bers encapsulated by two outer layers, making it the only product of its type, allowing consumers to enjoy the lightweight and silky touch of the material.

EVOdown Recycled is another step toward sustainability for Thermore, which has converted over 97 percent of its turnover into insulations made from either partially or fully recycled fibers, bringing Thermore closer to offering exclusively sustainable products.

EVOdown follows the previous launch of Ecodown Fibers Genius, which, when used in garments, allows the fibers to intertwine and



Thermore EVOdown Recycled is a new hybrid technology described as half fibers, half insulation and fully recycled.

create an even and stable layer of insulation. The technology minimizes cold spots and clumping and boosts durability.

Ecodown Fibers Genius is called the Swiss Army knife of free-fiber products and also becomes 10 percent warmer after washing. Thermore previously released Ecodown Fibers Light, a soft, light insulation that offers 20 percent more warmth, and Ecodown Fibers 2.0, a puffy blown fiber product that helps regulate warmth.

Since beginning the business in 1972, Thermore has committed to providing sustainable alternatives when creating its padding and insulation for apparel and outerwear. Thermore was the first company to launch a sustainable insulation in the 1980s and is now focused on eco-friendly innovation, mainly using polyester fibers from PET bottles. Established by Lucio Siniscalchi, Thermore has welcomed the third generation of the Siniscalchi family into the business.—T.S.

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Inside the Industry

Sew Sew You, a Los Angeles-based on-demand apparel manufacturer, recently collaborated with health and fitness influencer Megan Ewoldsen to create the ME Threads Spring/Summer '22 collection. Sew Sew You has a mission to steer the fashion industry away from fast-fashion practices that are damaging to the environment and exclusively collaborates with fitness and lifestyle influencers who share the goal of educating consumers on slow fashion and creating sustainably made collections using excess fabrics and recycled materials. To that end, the company partners with influencers who support social causes in the countries that support Sew Sew You's production facilities, with influencers donating 2 percent of all revenues to the Tulay Foundation.

The ports of Los Angeles and Long Beach entered contract negotiations in early May for dockworkers. The talks are between the Pacific Maritime Association, which represents employers at 29 West Coast ports, and the International Longshore and Warehouse Union, which represents over 15,000 dockworkers. The talks began in San Francisco and are expected to extend past July 1, the date the dockworkers' collective bargaining agreement is set to expire. Shippers are concerned that a breakdown in the talks could lead to further shipping delays. When the two groups negotiated in 2002, a lockout occurred for 10 days. This year's negotiations were suspended on May 26 and picked up again on June 1. Port automation continues to be a contentious topic, with three terminals located at the ports of Los Angeles and Long Beach using some level of automation.

Santa Monica Place is partnering with Streetlet, an online platform dedicated to making it easier to shop small businesses, to bring a Made with PRIDE Marketplace to the Santa Monica, Calif., retail center each Friday, Saturday and Sunday in June. The center is part of the annual Santa Monica PRIDE, a monthlong celebration that displays Santa Monica's inclusive and diverse spirit. Over 15 LGBTQIA+ business owners will take part in the marketplace and feature local goods and services all made and curated in Southern California. Throughout the month, the marketplace will also feature art installations by Amanda Wallace as well as workshops and other events. In addition, visitors can enjoy an overhead colored installation called Lanterns of Love.

ISKO, ISKO Luxury by PG, Euro-tay, Officina39 and Wiser Wash took part in the recent Denim Première Vision show in Berlin, exhibiting their latest developments. ISKO presented at two booths, one for ISKO and one for ISKO Luxury by PG, a collaboration with denim designer Paolo Gnutti. Euro-tay showcased the innovations and technologies used by the company that resulted in more-environmentally friendly production in the Fall/Winter 23/24 collection. Officina39 displayed its latest technological addition to its Trust-ainable collection, its Ozone Booster SMART 03, which assures more final bluish indigo shades than other boosters on the market. Wiser Wash introduced the Wiser Ozone X-perience, or WOX, which consists of an ozone drum and generator that combines hardware technology and software algorithms on the cloud to revolutionize the denim-finish-ing process.

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Artwork by Paul Kempe

MAGIC Nashville Goes Live With Brands, Buyers and a Festival Vibe

By Tyler Shultz Assistant Editor

The debut **MAGIC Nashville** show took place May 16–17 at **Music City Hall** in Nashville, Tenn., exhibiting over 300 local and national brands, with 21 percent of them women-owned and 24 percent self-reporting as sustainable. The show provided an opportunity for Southern and Midwestern brands and retailers to attend a MAGIC show in or near their own backyards.

Top brands included **Gigi Pip**, **Paper Crane**, the **Uncommon Fashion Group**, **Elan** and **Hidden Jeans**. Top retailers included **Hollie Ray** and **Molly Green** for local stores **Hemline** and **Scout & Molly's**, **Dillard's** and **Von Maur** department stores, and retailers in the online, specialty-chain, resort and footwear categories.

In total, the event saw 8,000 registered attendees from 17 countries and from all 50 U.S. states, with the top represented states being Tennessee, Kentucky, Illinois, Texas and Indiana. Of the attendees, 84 percent had purchasing power with the title of Owner, CEO/President/EVP/VP/Chairman/Managing Director or Buyer/Associate Buyer/Senior Buyer with 64 percent being new buyers.

"Given the overwhelmingly positive response we received from the industry in the months and weeks leading up to our launch of MAGIC Nashville, we had high expectations for the event's debut, all of which were absolutely blown out of the water," said Kelly Helfman, president of **Informa Markets Fashion**. "The energy was palpable from start to close, underscoring that Nashville is a burgeoning fashion hot spot. And it was so much more than a trade event—the two days were packed with live music performances as well as on- and off-site parties, giving the event a festival vibe. We could not be happier with the end result of the event's debut and look forward to expanding in the coming years."

Other highlights of the event included various educational talks and discussions regarding trends and tips for creating a successful business. The live music performances added a refreshing and welcome alternative to traditional DJ sets playing music at many trade shows. Attendees were able to take



The debut MAGIC Nashville show saw 8,000 registered attendees from 17 countries as well as all 50 U.S. states. The show provided a closer opportunity for Southern and Midwestern brands to attend a MAGIC trade show.



advantage of invitations to such rare opportunities as riding a mechanical bull, sponsored by **By Together**, and attendees could also memorialize their outfits with a fashion sketch by fashion illustrator Jade Sta Ana.

Attending on behalf of Von Maur, the Iowa-based chain of department stores, General Merchandise Manager of Feminine Apparel Joanna Powers was attending the show mainly to shop the juniors category. Powers said that the show was easy to navigate and the energy was great.

"We really attended it to see what it could become as it grows. It's a pretty easy trip for us to get to Nashville. We had a few immediate needs to fill and wanted to see any new emerging trends. We found one new graphic knit resource. As the show grows, I hope to see more unique vendors, accessories and more contemporary vendors."

Jeremie Brunschwig, chief operating officer for Elan, said the debut show was a great success and that it was great to see new and familiar faces in an exciting new environment. Brunschwig said that exaggerations and bold colors were some of the trends he noticed for Fall, including large collars, zipper details, colorful animal prints, color blocking and vibrant colors. The timing of the show also lined up perfectly

for Elan.

"For many customers this was their first chance to see the brand new Holiday collection. Usually we launch Holiday in the June rotation of trade shows, so this was a great chance to plan ahead," Brunschwig said.

Blake Rayon, president of the Uncommon Fashion Group, said he was impressed with the debut and the amount of activity and business being conducted. Uncommon Fashion also had booths for brands it represents including **Lucy Paris**, **Refined Canvas** and **Patrons of Peace**, young contemporary brands Rayon said were doing great business across the show.

"There was a lot of order placing. It was a very active show. I think what we're also seeing with the ports issues and ongoing closures in China is that a lot of clients have not been receiving merchandise and there is a need to fill in dollars and fill up windows, especially our Southern business and the Northeast," said Rayon. "People really need inventory, which is why it was really great to see other young-contemporary brands who are usually 30 days in on shipping having such activity. It tells you that the marketplace is doing well and that people are needing to fulfill those things that are missing." ●

Texprocess Americas, Techtextil North America Showcase Latest Innovations

By Tyler Shultz Assistant Editor

The co-located **Texprocess Americas** and **Techtextil North America** shows took place May 17–19 at the **Georgia World Congress Center** in Atlanta, returning for the first time since 2018. The shows provide the largest event in the Americas to source materials, machinery, equipment, technology, services and more for the technical textiles, nonwovens and sewn-products industries.

"After such a long hiatus it was really wonderful to finally hold these events together under one roof," said Kristy Meade, vice president technical textiles & technology shows at **Messe Frankfurt North America**. "COVID-19 proved to be a challenge for everyone, but it is clear that these industries are resilient overall and more motivated than ever to continue to push for innovation and advancement. We're happy to be able to provide a platform for them to do so."

The three-day event offered attendees the chance to see products up close, view live demonstrations and meet with exhibitors providing the latest solutions for the ongoing supply-chain issues. The shows featured 16 paid symposia as well as 20 complimentary sessions on the show floor regarding topics such as Automaton and Robotics in Sewing and Military and Protective Textiles.

The show floor featured innovations and technologies from leaders in the industry including **Kornit Digital Ltd.**, **Lectra** and **CGS**, who demonstrated solutions that support on-demand production processes.

Kornit invited attendees to learn more about how to streamline, optimize and grow their businesses by using roll-to-roll on-demand sustainable production and digital printing.

Lectra displayed a unique experience that showcased a number of its integrated technologies including the latest releases of Retviews, YuniquePLM Product Lifecycle Management software, and AccuMark and Modaris interoperability.

CGS, a provider of business applications, enterprise learning and outsourcing services announced the launch and global availability of Shop Floor Control Essential, the newest addition to its BlueCherry suite. The new cloud-based solution enables manufacturers, brands and subcontractors to gain real-time visibility and insight into their supply-chain and factory-floor operations.

"I'm thrilled to be at Texprocess Americas because innovation in manufacturing and textiles is where my focus is,"



Attendees were not only able to see products up close, view live demonstrations and meet with exhibitors but were also provided the latest solutions for the ongoing supply-chain issues.



said Sherri Barry, owner of **Adea Everyday Luxury** and a speaker at the show. "It is so great to have an opportunity to collaborate with people who are like-minded and to learn the newest and greatest things happening in the industry. I'm already planning on coming back next year."

Twine Solutions Ltd. attended to launch the Twine TS-1800 to the Americas market. Attendees were able to see in real time the impact of being able to digitally dye thread matched to a fabric.

Americas Regional Sales Manager at Twine Solutions Gary Feltham said that the rise of on-demand manufacturing and how it is at the forefront for manufacturers, buyers and brands is driven by the growing requirement to supply product in a sustainable way while simultaneously delivering shorter lead times.

Feltham also noted that the increase and newfound comfort in shopping online has led to the increased demand for on-demand manufacturing. Research shows that Millennials and Gen Z are becoming the mature buyers in both corporate and retail buying and are focused on short to immediate response to customized fashion manufactured sustainably.

"We exhibited at our distributor **Henderson Sewing's** booth and participated in the On-Demand manufacturing display that **Tukatech** and Henderson created with our mutual customer, **Los Angeles Apparel**, whose employees operated all the equipment," said Feltham. "We exhibited in real time

product being manufactured and then finishing the product with sewing utilizing digitally dyed thread matched to the fabric's color."

Yoram Burg, vice president of sales for **Embodee**, a platform that helps companies supercharge their existing 3D processes, said the shows provided the company the ability to showcase what it can do. Burg noted that platforms seemed to be a big trend at the show as opposed to individual products or technologies as platforms allow for more of a collaborative and team-based process.

"Typically we would go to events where technology only would be displayed. This was an attempt we've made to bring it down from a conceptual discussion about what the technology could do for a business into how it applies to the actual business. What we were showcasing was how you can actually take 3D products that are made in any 3D solution. Our whole approach with Embodee is we're agnostic to all 3D tools, and you take those models and bring them to a cloud environment," Burg said. "This is where we break out from the mainstream because 3D is typically designed for a person on a computer in a location whereas we're in the cloud so you can now work as a team."

The next edition of Texprocess Americas and Techtextil North America will be held next year, May 10–12, 2023, in Atlanta. ●

GUESS Partners With J Balvin Once Again for the Amor Collection

GUESS Originals, a collection by the **Guess** brand, has released a new collaborative collection with musician J Balvin inspired by his “The Boy from Medellín” documentary. The GUESS Originals x J Balvin Amor Collection ties into the GUESS DNA of graphics and elevated fabrics while featuring an emphasis on J Balvin the person and his journey dealing with mental health.

Balvin and GUESS first met in 2017 and began discussing the possibilities of a collaboration shortly thereafter. The iconic California-based company and the musician share similar interests across fashion, art and much more and, after developing a personal relationship, decided to collaborate after understanding how compatible Balvin’s global voice is with the brand’s global presence. The collection features messages of “amor y paz” (love and peace) and is intended to be a revival of happiness and positivity and pushes especially for self-love.

“With José’s voice and our platform, we felt like it could be very meaningful to push positive messaging. He has always been about being positive since we’ve worked together. We’ve expressed that through the past few collections with color, but this time we wanted to make a more literal statement. The more awareness the better,” said Director of Brand Partnerships & Marketing and Creative Director of Guess Originals Nicolai Marciano.

Balvin has long been an advocate for mental health and wellness after opening up about his struggles with anxiety and depression. In addition to helping destigmatize mental health in the Latinx community, Balvin is set to launch his own bilingual, interactive mental-wellness app, OYE, in the fall of 2022.

“Through my own journey with mental health and wellness, I was inspired and committed to bringing resources to more people around the world. With OYE, we have created a community-focused platform that will provide engaging and accessible emotional-wellness practices for all,” said Balvin. “Everyone’s health journey is different and deeply personal. We wanted to not only encourage and allow people to prioritize emotional and mental health but also provide diverse op-



GUESS



The 47-piece collection includes pieces for men and women as well as select children’s styles. Prices range from \$14 for socks to \$148 for a varsity jacket. It features bright and pastel colors with graphics including hearts, swirl stripes and clovers that define the collection’s playful vibe.

portunities to the global community to build their own worlds of wellness in creative ways.”

The 47-piece collection launched May 12 and includes pieces for men and women as well as select children’s styles. Prices range from \$14 for socks to \$148 for a varsity jacket. It features bright and pastel colors with graphics including hearts, swirl stripes and clovers that define the playful vibe of the collection.

The men’s portion of the collection features a new take on the classic GUESS cargo pant with a relaxed fit and elevated twill fabric. Core pieces were enhanced with vibrant graphics to fit the overall capsule theme. The women’s portion of the collection features a variety of graphic shirts, swimsuits, tops and matching sets. Brightly colored accessories and crochet tops and dresses lean into the summer theme featured throughout the collection.

“The Amor collection is a very personal expression of José’s style. It’s a lot more focused and refined than the past

collections we’ve done just based on the evolution of the relationship. Really fun and vibrant colors, positive messaging, comfortable fabrics and fits,” said Marciano.

The director of the campaign video, Colin Tilley, said that “collaborating with GUESS was a dream, collaborating with José is always something special, and combining them both for this epic campaign is one for the books! We wanted to celebrate togetherness.”

GUESS and J Balvin previously teamed up for a collection inspired by his album “Vibras” in 2018. Merchandise was made available at J Balvin concerts and at GUESS stores located near show venues before being made widely available in early 2019. The Vibras collection marked the brand’s first-ever celebrity campaign to feature a male of Latin descent as the face of the campaign. The collection was followed by the Colores collection, inspired by Balvin’s album “Colores,” which also included men’s and women’s pieces as well as kids’ for the first time. ●

RETAIL



SITA 1910



In addition to offering and showcasing product handpicked by the owner from designers around the world, Sita 1910 offers its own line of products under the Sita 1910 label.

Sita 1910 *Continued from page 1*

months ago behind the **Peninsula Hotel** and offers a cozy, homey vibe, lending to its nickname “The Apartment Store.”

“You walk in and feel like you’re in your grandmother’s old wardrobe room or like your dream closet. We made it about the clothes and wanted to keep the integrity very simple and let it be about the clothes—let the clothes be the art that everyone is looking at,” Soler said.

The store features a mix of products from ready-to-wear to accessories. Soler said she believes in love at first touch when it comes to choosing what products and brands will be featured in the store, and her biggest criterion is if she wouldn’t wear it she wouldn’t want it to be on someone else. Soler lets the products speak for themselves and said that her clientele consists of very stylish women and even stylists for celebrities—those who have graduated past the need to be cool and whose personal style is much more important to them.

“About 80 percent of what’s available comes from abroad and is not available in stores in the U.S., so we’re talking one-

of-a-kind and few-of-a-kind pieces,” Soler said. “Everything from dresses to ready-to-wear to resort and swim. We have cardigans and a collection of vintage **Levi’s** and highly curated vintage T-shirts and flannels. We have custom-made boots. It’s really an eclectic mix. Your 18-year-old daughter can shop here and your 86-year-old grandmother can shop here—everyone will find something.”

In addition to offering and showcasing product handpicked by Soler from designers around the world, Sita 1910 offers its own line of products under the Sita 1910 label.

“I’m doing some private labeling and co-designing with different manufacturers and designers,” Soler said. “So there are Sita 1910 products throughout, which include such as Pima cotton onesies from Peru. We also have crocheted clutches, which are probably one of our top sellers.”

Soler said that the store is by appointment and referral only mainly due to the size of the business. She also believes the exclusivity of the products found in Sita 1910 calls for a more exclusive one-on-one experience while shopping. The business model creates an elevated experience for shoppers, and the store offers healthy snacks and robes and slippers to make

shoppers truly feel as if they are walking into a big closet.

“I love the personal experience with the client. Having one-on-one time with them allows them to get into a comfortable space where they are not there to be sold clothes but are there to be presented works of art and then they can choose what they want,” Soler said.

Soler would like to see the store continue to grow in both collections and clientele but has also adopted a more conscious, value-based approach that includes reducing waste and repurposing materials. Soler noted that she works closely with creators to ensure a fair and sustainable practice and does her best to avoid all waste. The store offers reusable shopping bags and even repurposes old drawstring shoe bags to wrap the more delicate items.

“I feel the key right now is to be different. I look at retailers I admire, and I’ve never gotten a marketing text or been told ‘This is here but might not be here tomorrow.’ When it’s good, you go back,” Soler said. “It’s the trust you build with the owner or the people there that keeps the longevity of the clientele. We need to start being unique and not look over our shoulder to see what other people are doing.” ●

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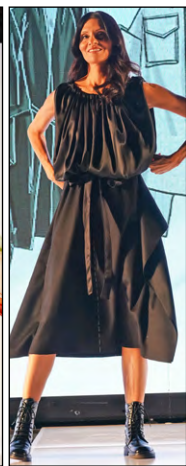
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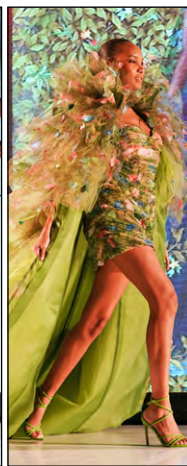
EDUCATION



Designer Mandy Tong under Trish Summerville mentorship



Designer Elias Childress under Zaid Affas mentorship



Designer Ashley Alarcon & Farhan Fallahifiroozi under Kevan Hall mentorship



Designer Elias Childress under Rhude mentorship



Designer Yihan Lu under Michelle Kwak mentorship

Otis College Debuts O-Launch '22, Showcasing Work of Graduating Class

By Tyler Shultz Assistant Editor

To celebrate the return of in-person events, **Otis College of Art and Design** held **O-Launch '22** May 13–15 to showcase the future of art and design and highlight the work of the college's graduating students. The event ended with the commencement ceremony.

On May 13, a preview allowed employers in Los Angeles' creative industries to meet and connect with the graduating students and view their senior projects. This was followed by an opening reception for students, alumni and friends of Otis to view the work. There was also a sale of ceramic works made by students.

The Annual Exhibition was held on May 14 and showcased the work of graduating students in the BFA and MFA programs as well as in Interdisciplinary Studies. Held in the campus commons, Saturday night ended with the Fashion Department's annual runway show showcasing the work of the junior and senior classes. The theme of the show was "Agents of Change" and aimed to highlight the transition of the fashion industry into a more sustainable and environmentally friendly industry and how the students can and will make an impact after graduation.

"As we emerge from navigating through the challenges of online learning, students are directing their attention to the overarching problem of consumption and waste," said Jill Zeleznik, chair of the Fashion Design department at Otis. "Today's consumers are taking a closer look at their role in creating a more sustainable environment. Now more than ever it is imperative to explore leading-edge solutions to foster ecological integrity and consciousness on a holistic level.

"These goals can be accomplished by using eco-friendly textiles, efficient application of fabrics, elevating the quality of garments and reducing the need for fast fashion," added Zeleznik. "It is the Otis College Fashion Program's intention to equip aspiring fashion designers with the knowledge and skills they need to leave a lasting positive impact on the apparel industry and the natural environment."

Fashion Design students worked with mentors Michelle Kwak of **Nike**, Kourtney Morgan of **Patagonia**, Rhuigi Villaseñor of **Rhude**, costume designer Trish Summerville, Fashion Design chair emeritus Rosemary Brantley, and designers Zaid Affas and Kevan Hall to develop collections using a variety of recycled materials such as old product and using different sustainable and eco-friendly production practices that embrace being an Agent of Change.

For the work with Nike, the students repurposed old football jerseys into new pieces including dresses, jackets and hats. An updated

take on the modern power suit made with up-cycled materials was developed in collaboration with Rhude.

The Fashion Design department had also offered an elective course for the first time called Fashioning the Fantastic, which was mentored by Timothy McGrath, design director of **Activision Blizzard's** Call of Duty franchise and conducted in collaboration with Otis's Digital Media department.

"My designs embody the Agents of Change theme both in spirit and practice," said graduating senior Elias Childress. "Part of being an Agent of Change is cutting down on waste and overconsumption in the fashion industry. My work with Zaid Affas achieved that through convertible clothing made for multiple wearings. These designs, which can be changed while on the body, can change the way people think about buying clothing and change the way people relate to the clothes they already own."

The students took to heart the Agents of Change theme and believe in the impact they will make on the future of the fashion industry. As sustainability remains at the forefront of issues for the industry to tackle, the new generation of consumers and designers believe change is a goal that can be reached.

"My peers and I have an innate sense of responsibility for this new world we're stepping into, and we feel that change can and will be made," said graduating senior Tico Andrea Conde-Porto. "We are always thinking of new strategies to better ourselves, our work and the world at large. The industry doesn't always feel the responsibility to better the environment, but that will change once my generation takes on roles of greater importance. We are here to spread love and positivity and to uplift all communities. Because of this, I have high hopes for the future of fashion."

The final day of O-Launch featured the commencement ceremony for the 2022 graduating class. Honorary degrees were awarded to Miranda Kerr, supermodel and founder and CEO of **KORA Organics**; co-founder and CEO of **Snap Inc.** Evan Spiegel; and Bobby Berk, design expert and host of the television series "Queer Eye."

As a gift to the graduating class, Kerr and Spiegel, through the **Spiegel Family Fund**, announced they would be paying all of the graduating students' loans taken out during their time at Otis and verified through the school's financial-aid office, resulting in the largest single gift donation in the history of Otis College. The donation will also be used to establish the **Alternative Loan Debt Repayment Fund**, which will be used by Otis to make charitable gifts to graduating students with loans secured outside of Otis College. ●

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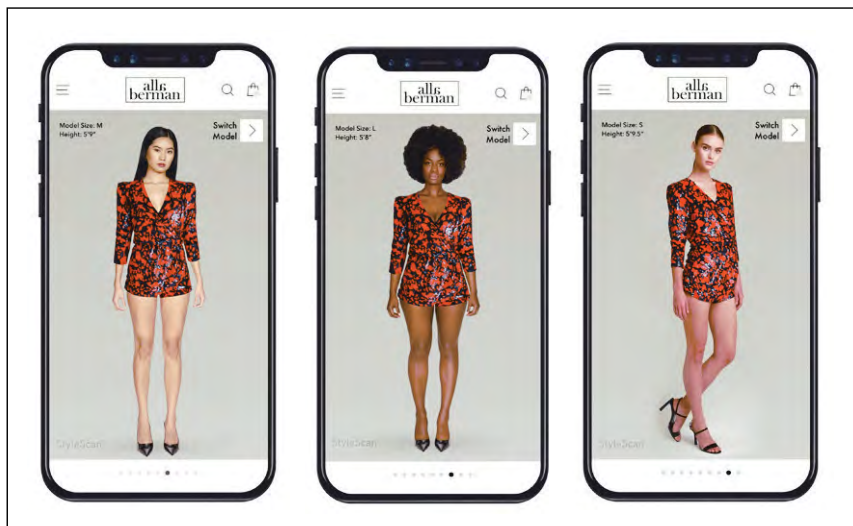
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StyleScan® Digitally Dresses Models in Minutes

Technological innovations are rapidly reshaping the fashion-industry landscape, and hyper-personalization is a key feature expediting digital transformation. StyleScan is a Los Angeles-based startup leveraging artificial intelligence to make e-commerce more personalized and entertaining than ever, and it's already showing positive results for apparel brands.

"We developed a plug-in for e-commerce sites like Wordpress and Shopify called ModelSwitch," says StyleScan CEO Larissa Posner. "ModelSwitch is StyleScan's groundbreaking visualization technology enabling customers to choose a model based on the body size, shape, and skin tone they feel resembles them best. This provides an accurate and relatable digital representation of what the products will look like on the customer."



Galina Sobolev, CMO, and Larissa Posner, CEO, of StyleScan

on the market is its speed and capacity for rendering a high-quality shopping experience with whatever assets a brand has on hand. Large quantities of client assets ranging across several categories—apparel, shoes, accessories, and jewelry—can instantly be converted into realistic digital representations. Within minutes, brands can render their merchandise

on a diverse selection of models ready for consumer-facing display.

"We can convert 2D images, screenshots, 3D renderings, 360-degree photography, and even videos into digital wearables to create a fully customizable online fitting experience," says Posner.

Digitally Generated Imagery With Creative Direction

StyleScan combines a number of emerging technologies including machine learning and AI visualization while also working closely with marketing and creative teams to capture the more abstract qualities of styling. The imagery delivered by StyleScan will always preserve the creative integrity of the client's merchandise.

StyleScan Is Sustainable

On-model product renderings reduce labor and time associated with photo shoots and can also be utilized by brands before producing their merchandise. Digitally displaying and selling collections for preorder results in an efficient and cost-effective supply chain, simultaneously reducing waste otherwise caused by overproduction.

Partner With StyleScan

StyleScan is actively seeking to onboard more brands to provide this best-in-class virtual try-on shopping experience. Early subscribers get discounted rates on software subscriptions that will engage their customers and increase their sales.

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Try Demo: www.stylescan.com/demo
Contact: info@stylescan.com



Long a staple of digital printing in Italy for high-end fashion brands, the Monna Lisa 8000 has been developed to provide that same high quality in a more attainable, easy-to-use package for North American companies.

Epson *Continued from page 1*

The Epson Monna Lisa 8000 can be installed with Epson GENESTA Pigment, Reactive, Acid or Disperse inks to best suit each customer's need. It also features a hot-swappable ink system that holds up to 20 liters of ink per color and can automatically switch to a new pack during the printing process for uninterrupted printing.

"Epson Monna Lisa printers have long maintained a strong reputation and market position in Italy, where they have been used to digitally print fabrics for some of

the world's largest international high-fashion brands," said Epson's Mark Krzywicki, product manager, professional imaging. "The Monna Lisa 8000 has been developed to provide that same high quality in a more attainable, easy-to-use package, enabling North American companies to print on a wide variety of fabrics for both short runs and larger volume orders."

Epson is dedicated to solving societal issues through technological innovations in printing and manufacturing. The company has goals of being carbon negative and eliminating the use of resources such as oils and metals by 2050.—Tyler Shultz

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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Sergio Tacchini

EVENTS

Marcum Symposium Addresses the Future of Trade Shows

By Tyler Shultz Assistant Editor

After a two-year hiatus, the **Marcum LLP Consumer Products & Retail Symposium** returned to an in-person session on May 19 at the **E-Central Downtown Los Angeles Hotel**. The event focused on the future of the trade-show landscape while also discussing the outlooks for consumer-products industries such as electronics, toys, accessories, food and beverage, apparel and e-commerce, among others.

Head of Consumer Products and Retail for Marcum Ron Friedman began the symposium six years ago with a goal of getting people in the industry together to discuss topics of interest to the retail industry. After writing an article before the COVID-19 lockdown regarding the future of the trade-show industry, Friedman set out to gather the industry to discuss where the future lies as events are returning to in-person capacities while still having the ease and convenience of the digital aspects that were introduced during the pandemic.

"I have clients in the apparel industry, and many of my better apparel people said they don't need to go to trade shows," said Friedman. "I see customers when I'm in New York or in Los Angeles. I can speak with them on **Zoom**, which is what everyone did during the lockdowns. So I wondered what the future of trade shows was and what needed to change."

Friedman believes that as the trade-show industry continues to delve into the digital space, the younger generation is going to truly take hold of the digital capabilities that can be brought to trade shows and push the industry into something new and exciting. Friedman used a baseball analogy to illustrate his point of young people implementing an idea and how it can go from something foreign to one generation to the norm for the next.

"In **Major League Baseball**, they're now putting a time clock between pitches in the minor leagues. The guys currently in the major leagues, they're old school, and they do things their way—they're going to hit and pitch when they want. In the minor leagues, they have a pitch every 20 seconds and speed the game up," Friedman said. "You take the young people in any industry that works with consumer products—those young people are going to be the ones who do things differently. The old people are going to leave and the new



From left to right: Marcum's Ron Friedman discussed a new trade-show model for the next generation; Krieger Worldwide president Robert Krieger was a guest speaker on the ongoing supply-chain issues; and Co-founder of Blue Ensign LLC Tom Nastos delivered a keynote speech on the omni-channel aspect of future trade shows.

people are going to come in and they're going to be used to the new way of doing things and want their pitch clock."

Robert Krieger, president of **Krieger Worldwide**, was a guest speaker brought in to discuss current ongoing supply-chain issues and how to best deal with them, as well as offering a bit of advice for how to avoid them. Krieger mentioned some invoices declared to U.S. Customs and Border Production could be non-dutiable, allowing for savings. He cited Section 321 in the CBP and the Trade Facilitation and Trade Enforcement Act of 2015, which describes *de minimis* and could lead to not having to pay duty on product completely under certain circumstances.

"For every problem there are many solutions, so don't be deterred by a tough market because you can be successful just by understanding what's going on and charting a path around the problem," Krieger said.

Krieger also noted that there was a new commissioner of U.S. Customs and Border Protection, which could lead to unknown things coming down the pipeline, typically both good

and bad.

The main portion of the symposium was a keynote speech by Tom Nastos, co-founder of **BluEnsign LLC**. In discussing the trade-show industry, Nastos called upon his years of experience working as the former chief commercial officer of the **Global Fashion Group**.

"Future events will be B2B omni-channel. Retailers are going to want the convenience of digital to be included in physical shows, and they want it to be seamless. They don't want to have a digital and a physical with two separate registrations and processes," said Nastos. "I think it's clearly going there. I think the challenge is to get people accustomed to a new way, and I think that does sometimes take time, but it's coming either way."

To illustrate his point, Nastos brought up the recent **FashionGo Week Palm Springs** as an example of how trade shows can adapt to a digital future. That trade event featured digital tools including StyleMatch+ that brought the ease of digital search to an in-person trade show. ●

Resource Guide

Fashion District Cooper Design Space

860 S. Los Angeles St.
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www.cooperdesignspace.com
Instagram: @cooperdesignspace

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

Dallas Market Center

www.dallasmarketcenter.com

The Dallas Apparel & Accessories Market is held five times each year at the Dallas Market Center. Located in one of the country's fastest-growing regions, the Dallas Market Center brings together thousands of manufacturers and key retailers in an elevated trade-show environment. Featuring 500 permanent showrooms and over 1,000 temporary booths, including expanded contemporary lines and resources, the Dallas Market Center is where inspiration starts. Upcoming events include the Dallas Men's Show on July 30–Aug. 1, and Apparel & Accessories Market on Aug. 23–26.

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Technology Kornit Digital

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Contact: Mandy Liu, (201) 608-5758
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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.

StyleScan

stylescan.com

Fashion brands are now using a sustainable solution by digitally-dressing models with StyleScan software and enabling them to display garments on models with different body sizes, shapes, and skin tones. Client assets ranging most categories—apparel, shoes, accessories, and jewelry—are converted into realistic digital representations and instantly rendered on a diverse selection of models ready for consumer-facing display. StyleScan is already showing positive results for apparel brands, and the company is actively seeking to onboard more clients!

Trade Show 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 Las Vegas show runs Aug. 6–9, 2022, at the Embassy Suites Las Vegas, and the Dallas show runs Oct. 24–26, at the Embassy Suites Hotel Galleria. 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.

Fashion Asher LA

www.AsherLA.com

Asher Fabric Concepts is proud to announce its new division Asher LA, a wholesale elevated blanks brand, cut and sewn in Los Angeles. The sustainable blanks are offered in Supima & BCI cotton. With over 13 million tons of waste across the fashion industry, Asher LA makes it a focal point to shift the industry standard by using eco-friendly raw materials such as organic cotton, recycled cotton, and

recycled polyester. The company repurposes its excess fabric production into its blanks line instead of creating waste. The blanks are produced with high-quality sewing, in-house design services such as state-of-the-art digital printing, embroidery, and garment dye—all of which can aid a client's brand in taking designs to the next level. For over 30 years, attention to detail has been the core of the company's DNA. Over 100-plus employees across Asher's knitting mill and sewing factory work to ensure each product is 100 percent vertical; every garment offered is knit, cut, sewn, dyed and pressed at its Los Angeles-based warehouse. No business is too big or small for Asher LA and the company is happy to offer products with no minimums. Customers have the option to purchase in-stock products on demand with in-stock or custom colors.

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