

A California Apparel News Special Section

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# Trade Shows

May 2022

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TRINA TURK

Trade-Show Producer Q&A: With trade shows returning to in-person, what additional amenities are you offering, and what developments are you maintaining? • Shop & Dine: Los Angeles, Las Vegas, Dallas, Atlanta, Miami, New York • Freight & Logistics: Crowley Maritime Navigates Evolving Shipping Needs • International Trade-Show Calendar

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It's all about having the best quality products. The **New Mart's** 100 showrooms feature 500+ prestigious global fashion brands.

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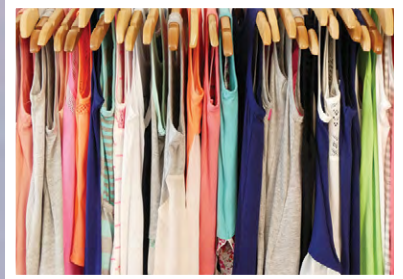
Los Angeles fashion hubs like Melrose Ave., Abbot Kinney, and Rodeo Drive are all great locations to shop the latest apparel trends in the Entertainment capital of the world.

**Designers and Agents**, the leading trade show for domestic and international independent brands is in house for the Spring and Fall markets on the 3rd floor of the **New Mart**.

The **New Mart's** content creation resources for tenants and the apparel community feature podcast and photo studios, creative co-working spaces and a 17,500 sq. ft. Fashion Theatre and Event space for hosting fashion shows and industry gatherings.

In addition to co-hosting five LA Markets per year, with 2,500 fashion brands within one city block, the **New Mart** is open every day of the year.

# NEW MART



### UPCOMING LA MARKETS

- **June 13-16, 2022** (some showrooms open Sunday June 12)
- **August 1-4, 2022** (some showrooms open Sunday, July 31)
- **October 10-13, 2022** (some showrooms open Sunday, October 9)
- **Designers and Agents October 10-12, 2022** (on the 3rd floor)
- **January 16-19, 2023** (some showrooms open Sunday Jan 15)
- **March 13-16, 2023** (some showrooms open Sunday March 12)
- **Designers and Agents March 13-15, 2023** (on the 3rd floor)



For Leasing inquiries, contact Chris Wayne, Leasing Manager, at 213-627-0671 or [Chris@newmart.net](mailto:Chris@newmart.net)



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

**NEWMART.NET**

**127 E. 9TH STREET**  
IN THE LOS ANGELES FASHION DISTRICT



## With trade shows returning to in-person, what additional amenities are you offering to exhibitors and attendees, and what developments over the last two years are you maintaining?

By Christian Chensvold *Contributing Writer*

Over the past two years, a novel phrase entered the language: “the new normal.” And while it typically describes things that are subpar compared to bad times, there’s no reason “the new normal” can’t mean “better than ever.”

Since 2020, the apparel industry’s many trade shows have had to radically rethink the way they do things and are revved

up and ready for the return to in-person shows.

From streamlined processes and greater amenities, apps and web solutions that make shopping shows even easier, to an emphasis on after-hours social events that bring people together, apparel-industry trade shows are ready to prove that you really can have it all—and in a safe, fun, efficient and stylish experience.

To find out just what they have in store, *California Apparel News* contacted the industry’s notable shows and posed the following question: *With trade shows returning to in-person, what additional amenities are you offering to exhibitors and attendees, and what developments over the last two years are you maintaining?*

**Jennifer Bacon**  
Vice President, Fashion and Apparel Shows  
Texworld New York City  
Apparel Sourcing New York City  
[Texworldnewyorkcity.com](http://Texworldnewyorkcity.com)  
[Apparelsourcingnewyorkcity.com](http://Apparelsourcingnewyorkcity.com)



After several attempts to return to an in-person event, we are happy to announce our return to the Javits Center July 19–21. The show is set to include a new segment for footwear-material components, invigorated specialty sections and a robust offering of networking opportunities as we welcome back suppliers from around the globe.

As a key element and attendee favorite, Textile Talks and the Lenzing Seminar Series will also return live on the show floor with an impressive speaker lineup and tailored industry topics. In addition to live education, attendees can also discover the trends for F/W ’23–24 in the Texworld Trend Showcase, curated by TOBE/The Doneger Group.

Due to the pandemic, we were forced to accelerate the digital components within the show. The AI matchmaking feature within our virtual platform has proven to be a valuable tool and will be a mainstay within the show as we continue to connect global manufacturers and suppliers to the U.S. market. Digital technology has been great, but it does not fully serve our industry in the way it needs to. To bridge this gap, we introduced the Sourcing Showroom. The program allows countries still impacted by the pandemic an opportunity to not lose their foothold in the market and allows buyers a place to touch and feel the products without exhibitors being physically present. Each sample within the Sourcing Showroom has a unique QR code that links to the virtual platform, so you are able to see detailed product information as well as chat directly with the exhibitor all from the show app conveniently housed on your phone. The Sourcing Showroom will return to the show floor this July and is set to include over 4,000 products from our Asian suppliers as the pandemic is still heavily affecting this region.

**Tricia Barglof**  
Executive Director  
OFFPRICE Las Vegas  
[offpriceshow.com/lasvegas](http://offpriceshow.com/lasvegas)



Trade shows have evolved since pre-pandemic days and are offering the attendee a wide array of new amenities to simplify and heighten their experience.

Traditionally the fashion space has always relied on tactile senses—what a fabric feels like, how it hangs—and there wasn’t really a need for cutting-edge technology, but the pandemic has led our industry

to start using new forms of technology. Our attendees are now expecting digital fluidity throughout the show. Our focus on digital features makes the experience more touchless and eco-friendly. Digital is a huge complement to our show, but we will always need to meet in-person.

Our show app has enhanced functionality with a lesser need for printed materials. Our lead retrieval and registration are touchless and an efficient way to gather information for exhibitors and get buyers on the show floor. Digital signage guides them to their vendors, and online access to exhibitor offerings allows for straightforward preplanning.

Because attendees and exhibitors see the digital components as part of the omni-channel approach to sourcing, we are consistently introducing new technologies. That said, there is no replacement for the face-to-face element. We are now starting to be more strategic about putting resources into social activations that are truly valuable to attendees and benefit their business. We know retailers are there to do business, and the opportunity to build meaningful relationships is something we see as a positive by-product of such interactions.

Research shows that attendees are being more selective in what shows they go to. We strive to offer a comprehensive wholesale marketplace with a seamless, effective experience that meets and surpasses their expectations of what a sourcing trade show can offer.

**Igor Bonnet**  
Vice President of Operations  
Première Vision  
[premierevision.com](http://premierevision.com)



The COVID pandemic put a full stop to in-person trade shows, but luckily we had started our marketplace project way earlier so we were ready to go to a full-digital trade-show solution rapidly. We managed to maintain a continuous relationship with our community of exhibitors and visitors throughout the various lockdowns. Since last July we managed to hold all our trade shows

physically while keeping the digital version as a natural extension of the in-person show.

There are still travel restrictions in some countries, especially in Asia, but we can see that as soon as people can travel they come back to our shows since nothing can replace face-to-face conversation and the ability to touch and feel products.

We are getting ready for a busy summer. We will host PV Paris on the new dates, July 5–7, instead of the usual September dates. Then we will be in the U.S. July 19–20 for our PV New York appointment before moving to Portland, Ore., for the relaunch of our PV Sport event together with the Materials Show.

With more than a thousand exhibitors coming physically to the show from more than 45 countries, PV Paris remains the place to be for creative and sustainable fashion.

Première Vision has started to work on the subject of sustainability for many years already, with a dedicated section called Smart Creations and many other initiatives to inform, educate and help everyone to develop products in a more sustainable way.

But it is now time for the whole industry to make a change, and PV wants to be a driver in that evolution. The market has rebounded, and people are eager to see the latest developments, so we are very confident that our upcoming events will be a great success.

## Trade-Show Q&A *Continued from page 3*

**Raphael Camp**  
President  
Curve  
[Curve-newyork.com](http://Curve-newyork.com)  
[curve-losangeles.com](http://curve-losangeles.com)



Facilitating our exhibitors and attendees to come to Curve is our main focus. Our first “come back” trade shows were in August 2021 in New York and L.A. We needed to offer a VIP concierge service to our community and make sure that traveling to New York or L.A. and attending our events would be as easy as possible. We kept that high level of service similar to what one can find in the hospitality industry. In addition, we developed a matchmaking program that our audience can either use online before the shows or offline during the show. This hybrid component to our show is now fully integrated with our offer. Ensuring that our exhibitors and attendees can meet and accomplish business all year long and that we enable those encounters is key to us.

**Devon Damello**  
Associate Show Director  
Collective Shows  
[Swimcollective.com](http://Swimcollective.com)  
[Activewearcollective.com](http://Activewearcollective.com)



The relaunch of our Swim Collective and Active Collective events in 2022 introduced our attendees and brands to a fully reimaged, retreat-style oceanfront marketplace at the Paséa Hotel and Spa in Huntington Beach, Calif. The two-day event is a refreshingly immersive experience for the industry to connect, celebrate, and see the newest brands and looks.

Combining the top brands in a luxurious setting with the Pacific Ocean and beautiful Paséa grounds as a backdrop has proved to be a winning combination, along with complimentary upscale bites and beverages, receptions and entertainment. Buyers have responded well to the upscale experience and ease of exploring all the brands in our streamlined booth packages, which allow products to take the forefront.

Our upcoming Swim Collective market June 14–15 will feature a preshow welcome reception on June 13 and a day-one reception with DJ Lindsay Luv on June 14. Both receptions will include bites, beer, wine and our signature cocktail. Registration is free for qualified retailers and media.

**Hillary France**  
CEO and Co-founder  
Brand Assembly  
[brandassembly.com](http://brandassembly.com)



Brand Assembly has always been about experiences for brands, buyers and retailers, and we want everyone to have fun while doing business. Part of that means good food and great beverages, providing nutrition, caffeine, happy hour and everything in between on a complimentary basis.

The other part of that means ensuring that the energy at the show is positive, fostering a sense of community and belonging among everyone on the floor. Everything from the atmosphere and music to activations and programming is crafted to transfer or enhance that energy.

We were thrilled to be met with eagerness and anticipation upon our return to in-person shows, and we’re excited to go into our June and October shows with greater intentionality and innovation.

**Betsy Franjola**  
Founder  
Preface  
[prefaceshow.com](http://prefaceshow.com)



The Preface Fall/Winter 2023 event will be held in Los Angeles July 27–28. This will be our third in-person event since the start of COVID. Our schedule of events includes everything from our pre-pandemic shows, and customers now have the option to purchase the trend, color palette and fabric collections for a remote “show in a box” experience.

The energy for brands to return to live events has been increasing, and we feel lots of creativity and desire for newness, particularly here in Los Angeles. Our goal is to provide the most engaging experience possible for our attendees in a space full of innovative product, interesting ideas and inspiring trends.

**Margot Garcia**  
General Manager  
Cooper Design Space  
[cooperdesignspace.com](http://cooperdesignspace.com)



We are extremely excited to have trade shows returning to an in-person basis. The importance of having a one-on-one connection with not only our showrooms but also our exhibitors and attendees of the whole L.A. market is vital and key to a productive event. Historically we have been successful at building precisely these types of relationships and are looking forward to continuing that momentum this year.

June market will allow attendees to receive a more curated concierge experience. We will be offering exhibitors and attendees our signature Buyers’ Lounge, which will allow them to conduct business direct from the comfort of the Cooper Building, where they will not only have access to Wi-Fi but also refreshments and a cash bar, making it a perfect place to visit with clients while perusing our lobby’s art exhibition. This year we will also be teaming up with a mobile mani/pedi/foot massage vendor for when you can sit back and relax for a few minutes.

The last two years have also helped us put in place expanded cleaning measures for the health and safety of all our attendees. There will be hand sanitizers, and all our common areas are sanitized every day to ensure our space is ready for all to enjoy. Masks are strongly recommended but are of course optional. Here is to yet another successful market for the Cooper Design Space and the Los Angeles Fashion District.

**Desiree Hanson**  
Executive Vice President of Fashion Events  
WWIN  
[wwinshow.com](http://wwinshow.com)



Over the last two years it has become abundantly clear that WWIN show buyers want an in-person destination to experience and source high-quality products, styles and trends from leading brands and private labels in women’s apparel and accessories. They want an experience that is enjoyable and inspiring yet also highly conducive to writing orders and getting business done.

In WWIN’s Las Vegas locations—February at the Caesars Forum Conference Center and August at the Caesars Palace Hotel—we have reimaged a carefully merchandised show floor and added a new dedicated area for accessories—Adorn—to meet customer needs.

We know our exhibitors and attendees have jam-packed schedules all day, so we are committed to offering complimentary breakfast, lunch and afternoon refreshments to keep everyone recharged. WWIN focuses on creating efficiencies for buyers during Las Vegas Market Week with a discounted hotel block right on the Strip and an expansive hosted-buyer program to deliver the right buyers directly to our exhibiting brands.

WWIN offers highly relevant and interactive educational programming. The WWIN Workshop presenters share the pulse of what’s happening in the areas of trend styling, social media and retail growth through live demos and engaging discussions. Our popular Pop, Fizz, Clink will continue at our next editions for more after-hours orders and fun networking on the show floor. We host a curated, guided trend tour—with mimosas!—to help buyers discover what’s new and meet new brands, and we always plan experiential at-show moments like a live DJ, social-media moments, live artist paintings and more show-floor activations intended to inspire.

WWIN will continue to be the place for our community to connect, foster new relationships, learn what is happening in the market, garner new ideas and do business with a stellar lineup of exhibiting brands.

**Kelly Helfman**  
President  
Informa Markets Fashion  
[informa.com](http://informa.com)



With the return to in-person events, we are excited to incorporate new amenities for our brands and attendees. As a customer-led organization, we are always evolving and listening to the feedback we have gathered to create better experiences. We are now offering the ability to conduct live selling from the show floor to reach retailers who are not at the event and help further expand their B2B order writing as well as offering retail buyers the opportunity to go live from the show.

Known for our diverse panel discussions led by industry leaders, we are adding metaverse education and workshops with resources for both brands and retailers that offer insight into the future of the industry. Our commitment toward a sustainable future will continue to expand through our partnerships with key social-good verification programs and the new sustainable-denim lab with Maurizio Donadi.

We are also committed to maintaining and evolving our digital show planner via our mobile app to help attendees plan their visits more efficiently and give our brands the ability to showcase their offerings to new audiences. All these elements will create a well-rounded experience from online to on-site. We are also continuing to expand on our robust matchmaking program to make meaningful connections in the communities we serve. Through our networking events and hosted parties, our goal continues to be making our in-person events a rewarding experience for everyone.

**Ken Haruta**  
Show Director  
CALA Men’s and Women’s  
[calamens.com](http://calamens.com), [calashows.com](http://calashows.com)



Since trade shows are returning back to being fully in person, and after the success of our last couple shows, we are expanding our event to include both men’s and women’s collections in a space of over 50,000 square feet. In addition, we are enhancing retailer and exhibitor packages to include complimentary Wi-Fi, music, upgraded food and beverage service, as well as Uber codes to use toward transportation to and from the show for buyers that stay at The Hyatt Regency Newport Beach.

A year ago we evolved from a hotel-room show to an open-booth show. This allows brands to work together in unison and creates a far more appealing and convenient show experience for reps and retailers alike.

We are all also hosting a cocktail party open to all retailers and reps on Aug. 28 at Dick Church’s. It will be a relaxed social setting that provides an opportunity for everybody to congregate outside show hours. Being a regional show, we have a unique opportunity to provide a more intimate experience where business connections and relationships can be established between all the wonderful people involved in our industry. This is something we feel is of the utmost importance after the last couple of years and is something that sets us apart from other shows.

**Jim Iwasaki**  
President and Chief Visionary Officer  
OC Apparel Show  
[ocapparelshow.com](http://ocapparelshow.com)



The OC Apparel Show has been having an in-person show format from our inception in May 2021.

We hold our show at the Irvine Embassy Suites in Southern California, and our buyers and reps have supported us from day one. Our reps are set up in the hotel suites, and each room has a large showroom in the front portion, which is about a 10’x20’ space with a large window to showcase their merchandise. These rooms help control the number of people in a room at any given time.

We feel that the way we treat our reps and our buyers is unique in that we have formed a three-way partnership. Our reps are equally as important to our show as our buyers, maybe even more important. So, we make sure that our reps are taken care of with complimentary food and impeccable support from our team. We offer so many amenities, and though we don’t want to give away our “secret sauce” it is clear that our reps appreciate

➡ Trade-Show Q&A page 6



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# THE LARGEST APPAREL SHOW IN THE COUNTRY

Only in Dallas you'll find thoughtfully curated fashion brands across a lifestyle marketplace, complete with trending trade show floors and stunning permanent showrooms. Our expansion momentum is bringing you a bigger and better inspirational experience at every market. Join us and source our vast and juried selection of premier lines from contemporary apparel, footwear, fashion accessories, and even diamonds.

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JUNE 14 – 17, 2022

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## TRADE-SHOW Q&A

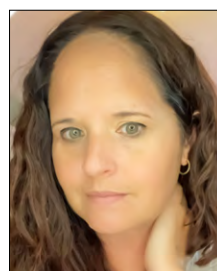
### Trade-Show Q&A *Continued from page 4*

it. We're told time after time that our show is well run and very professional. This kind of feedback is vital to our goal—to always make our show better than the previous one.

Our buyers are also pampered. The feedback that we get from them is that they love our show—in fact, many say they won't ever miss it.

With boutiques, men's stores, country clubs, hotels, casinos, yacht clubs and resorts, we are making our show known as the best "Cali-Coastal" show in the country, and we built our event as the only resort show on the West Coast to help buyers stay local and shop local.

**Veronica Jouaneh**  
**Vice President Partnerships**  
**Agenda Show**  
**[agendashow.com](http://agendashow.com)**



We are excited to see in-person shows returning consistently and across the board in the U.S. The last two years have introduced new risks and opportunities, and we have been challenged to find

new and innovative ways to create value and engage with our community. Year-round engagement has been important to staying relevant, and we certainly intend to maintain and expand on our engagement as we believe it allows us to better understand the needs of all of our stakeholders in a timely and authentic way.

While domestic attendance rates are climbing, 2022 has continued the trend toward lower international attendance from both attendees and exhibitors. While we believe this volume will return in 2023, we have provided flexibility and alternative forms of activation for international members of our community.

General compression of timelines throughout the show cycle has put more pressure on content development, general planning, and event and activation design. While we expect to see lead times expand in 2023, we do believe that a more nimble operations team, flexible event designs and evolving show configurations will be required to support this new trend in the medium term.

During the pandemic, brands generally experienced a wave of growth in direct-to-consumer commerce. We believe this is a new reality, and we plan to maintain solutions and expand offerings to strike the right balance by supporting B2B commerce and providing direct access to consumers for buyers and sellers seeking that experience on our platform.

**Tom Keefer**  
**General Manager**  
**The New Mart**  
**[newmart.net](http://newmart.net)**



Over the last two years, The New Mart has doubled down on bringing the latest fashion to the DTLA fashion district. To that end, we invested a great deal of time and dollars to upgrade the third floor to create a 17,500-square-foot Fashion Theatre fully equipped with a runway, a giant Standard Vision Video wall and a sophisticated Bose Surround Sound system.

Within a month of opening in February, we became the future home of Los Angeles

Fashion Week by Art Hearts Fashion, which is held twice a year in March and October. We are also testing new business models to explore creating hybrid market and fashion-week events that allow us to host evening fashion shows during some select L.A. Market Weeks.

The first of these will take place next month when we host Los Angeles Swim Week by Art Hearts Fashion June 11–14 on the front side of the upcoming L.A. Market Week June 12–16. This is designed to help bring swimwear and resortwear to life on the runway for buyers and the larger fashion industry.

During the June L.A. Market, buyers are invited to come for a free lunch each day in our second-floor buyers' lounge, and buyers who want to attend the fashion shows at no cost can come up to the third floor of The New Mart to enjoy some wine and stunning fashion. In addition to the five L.A. Markets The New Mart co-hosts every year, we are open every business day of the year for buyers to visit our 100 showrooms and over 500 world-renowned fashion brands.

**Ed Mandelbaum**  
**President**  
**Designers and Agents**  
**[designersandagents.com](http://designersandagents.com)**



While Designers and Agents is always reevaluating ways to improve the experience for both retailers and brands, the foundation of our model has remained consistent. The trade-show mission is

first and foremost to be an ideal platform for the discovery of new resources for retailers and the opportunity for both emerging and established brands to increase their bandwidth through exposure to the right audience.

Over the past two years, D&A has seen an increase in the number of international brands eager to join the American marketplace. D&A has welcomed a fresh crop of brands to its roster since resuming in-person shows, with an increase in global brands eager to access the best of the American retail audience.

The goal at D&A is to deliver those objectives in the best way possible, and through these efforts D&A has built a tremendous sense of community, which can be experienced in the energy and ambiance of the shows.

We are currently reviewing possible initiatives for the upcoming shows. In the past D&A has highlighted and hosted designers from various locales and has been a pioneer in supporting sustainable design. For D&A, the focus is and will always be on producing the ideal environment for the business of fashion.

**Bob Maricich**  
**CEO**  
**International Market Centers**  
**[imcenters.com](http://imcenters.com)**



IMC's hybrid-market format permanent showrooms together with temporary exhibits — enabled Atlanta Apparel to operate continuously through the pandemic. We've built on this momen-

tum not only to grow Atlanta Apparel to current record-setting exhibitor and retailer participation but also to expand to the West

➔ Trade-Show Q&A page 8

# FASHIONGO WEEK PALM SPRINGS

JULY 26-28, 2022 PALM SPRINGS, CALIFORNIA

*Designed to Escape, Made for Discovery.*



Transforming and elevating the wholesale fashion market experience, FashionGo Week is the destination for brands and buyers to finally merge business and pleasure. Experience the very best of in-person and online shopping, discover top trends with digital tools, connect and learn from thought leaders, and soak in all the beauty and world-class wellness experiences that Palm Springs offers.

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[WWW.FASHIONGOWEEK.COM](http://WWW.FASHIONGOWEEK.COM)

## Trade-Show Q&A

Continued from page 6

Coast with our 2021 launch of Las Vegas Apparel, which has had two successful showings during Las Vegas Fashion Week and continues to grow leading up to its third edition this August.

With health and safety protocols necessitating a change in many events and amenities during the pandemic, IMC introduced new digital tools to maintain content and community during industry disruption. As our industry broadly returns to more-normal conditions, we're delighted to be able to resume so many of the in-person activities—at-market education, live fashion shows, networking opportunities, buyer amenities and more that are hallmarks of the Atlanta Apparel experience.

At the same time, many of the digital tools that offered touchless experience advantages over the last two years—including online registration, virtual navigation of the show floor and interactive exhibitor directories—have become cornerstones of physical sourcing events. Through utilization of technology to conduct business in the new normal, IMC has created new efficiencies, and these virtual tools continue to streamline many of our market-connected operations.

As the Atlanta Apparel team developed new ways to modernize, buyers and suppliers also brought new technology such as social media “go lives” to the physical market. Retailers’ use of this new online tool to interact directly with consumers during market has provided direct, immediate feedback from consumers, which in turn has led to heightened order sizes, created consumer-facing brand equity and informed inventory management.

**Steve McCullough**  
Event Director  
Functional Fabric Fair  
[functionalfabricfair.com](http://functionalfabricfair.com)



is the same answer: The Loop.

The Loop is our digital platform to help material-sourcing professionals search, examine and order swatch or hanger samples directly from the suppliers who partner with us. It was so successful in the absence of physical shows that we decided to continue to enhance this platform in order to work side by side with our physical shows. We are now able to offer content from our shows and broadcast to a global audience.

One of the best features at our face-to-face fairs is the Forum, a seasonal collection highlighting the most interesting and innovative developments from our suppliers. In the past, only exhibitors from the Munich show would be displayed in Munich and only Portland exhibitors would be featured in Portland. Now if one participates in either event their samples are displayed, expanding their exposure to both continents and globally via The Loop.

More than 50,000 sample requests have been received and fulfilled on The Loop, creating thousands of new leads and opportunities for our great group of exhibitors. Since sourcing is still very much a touch-and-feel experience, the addition of The Loop hasn't

affected our in-person attendance. In fact, we have more attendees at the physical events now than ever before.

**Cindy Morris**  
President and CEO  
Dallas Market Center  
[dallasmarketcenter.com](http://dallasmarketcenter.com)



Dallas has become the largest marketplace in the U.S. for apparel and accessories, which is a bold claim, but our growth has been tremendous.

We have held in-person events exclusively over the past two years, and we've learned that there is simply no substitute for the in-person experience—for buyers and for sellers. That's why we are welcoming a record number of new buyers and more brands participating than in decades. These new buyers are startup bricks-and-mortar and online boutiques but also well-established womenswear stores and men's stores and Western retailers seeking one show with a mix of new products.

To maintain buyer loyalty and continue to attract new buyers, our formula is simple: offer the best in-person market experience, and that begins with product. Our team has worked hard to ensure buyers can find every type of product they need—from leading-edge apparel and curated accessories to gift, indie beauty brands and artisanal items. We've also expanded key categories like footwear because buyers are seeking additional options. And for retailers buying closer to need, we emphasize our Immediate Goods

and brands with products available quickly.

Our surveys show buyers value one thing above all else: time. To help maximize their trip to market, our teams offer them incredible support for their journey to Dallas, entry into the marketplace, and time spent among exhibits and events. We know buyers want a very efficient experience so that they can start their day with a Starbucks and a new buyer tour, plan their day with our mobile app, and conclude their day with a glass of wine and a fashion show.

Finally, there is the X factor in Dallas—a combination of values that come from being family owned. We have good energy and great people who care deeply for the customer.

**Tom Nastos**  
Founding Management of FG Events /  
Co-founder of BluEnsign  
FashionGo  
[fashiongo.net](http://fashiongo.net)



We saw the need to incorporate new technology in order to optimize better ways for B2B to discover, transact and build stronger relationships to generate more opportunities for both brands and retailers. Through

FashionGo Week Palm Springs, we were able to merge both the online and in-person trade show, curating an experience that is most relevant and important to the community.

During our first event, we provided attendees the ability to place orders in-person with exhibiting brands and manage as well

➔ Trade-Show Q&A page 10

# IN MOTION FOR FALL

Atlanta has the top brands and resources for every season, every trend, and every category. If you missed our record-setting market in April, be sure to join us in June and August for more great events, as well as Resort and Autumn/Winter styles. Each market hosts hundreds of brands, plenty of parties and complimentary food and drinks, plus trend presentations and photo ops to keep you inspired.

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Wednesday, June 8 – Saturday, June 11

## August Atlanta Apparel 2022

Tuesday, August 2 – Saturday, August 6

## Las Vegas Apparel 2022

Sunday, August 7 – Wednesday, August 10

## October Atlanta Apparel 2022

Tuesday, October 11 – Saturday, October 15

Complete date listings at [Atlanta-Apparel.com](http://Atlanta-Apparel.com) and [LasVegas-Apparel.com](http://LasVegas-Apparel.com)



ATLANTA  
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## Trade-Show Q&A

Continued from page 8

as track those on-site orders online via the FashionGo app. We also amplified discovery of products and brands that are curated to attending retailers with Style Match+, an image-based search tool in which any image can be searched on FashionGo to find a similar or exact style on the show floor.

Harnessing the power of technology and social media, we incorporated opportunities for content creation that no show has ever seen before, including the Social Livestream Studio dedicated to our retailers. Exhibiting brands also were able to go live instantly to our 1 million registered FashionGo buyers with their bestsellers and new arrivals at our GoLive Studio. The beautiful locations around Palm Springs served as a secondary backdrop for branded content.

We also partnered with the boutique agency Paper & Diamond to curate premier experiences and the GoWell Oasis, a self-care and wellness destination on the show floor with complimentary one-on-one treatments such as reiki, sound healing and massage therapy.

Moving forward, we plan to maintain the capabilities of an omni-channel-marketplace experience coupled with new tools, features and benefits that best align with the needs of our exhibitors and attendees and that will shape the future of wholesale, with our next Palm Springs show coming July 26–28.

**Marissa Nicholson**  
Senior Vice President and Show Director  
Outdoor Retailer  
[outdoorretailer.com](http://outdoorretailer.com)



For 40 years Outdoor Retailer has worked to support and strengthen the outdoor community—then, during the pandemic, and now, as the industry meets the demands of increased outdoor participation. As we

have returned in person, we've launched new services to deliver greater value to both brands and retailers at our events, including Match, a concierge-led matchmaking service that allows exhibitors and qualified attendees to schedule appointments in advance of and during Outdoor Retailer.

On-site we also now have The Resource Center featuring trend and market-research experts, and this summer attendees can book in-person appointments with the NPD Group, WGSN, Talkoot and Outside Looks.

We have multiple platforms to highlight and celebrate our community, including our awards programs and year-round publications. Plus, Outdoor Retailer continues to offer extensive educational programming, networking and community events.

There's a wealth of resources available through Outdoor Retailer and so many opportunities to build relationships. And in person, we experience the full capacity of those relationships and have meaningful conversations that move our businesses and industry forward.

**Lucía Palacios**  
Promoción Sectorial  
Vestex  
[vestex.com.gt](http://vestex.com.gt)



We are excited to be back for on-site shows as nothing replaces personal relationships. But as everything evolves we are also ready to meet the new normal. Hybrid events are here to stay, and we

have a new value-added tool for our exhibitors and visitors. This year we will have a virtual platform, very easy to use, with connectivity across all participants. Technology has grown into our lives quickly these past two years, and being connected is being informed.

Show platforms do not replace in-person contact and should never seek that purpose. Their objective is to create more exposure and connect with businesses and associates around the world who are not yet ready to travel.

We are maintaining the warmth of a personalized show, where everyone knows one and another and is able to do business in a relaxed environment with all the necessary security measures.

Adaptability must be our new motto, embracing digitalization not only in our social environment but as the new way to do business and a key tool for maintaining closeness with suppliers, meeting new ones, and interacting within sectors and across industries. We are certain that this is only the beginning of what trade shows will become, and we are ready to take up the challenge for future generations.

**Susan Power**  
Founder  
The Fabric Shows  
[thefabricshows.com](http://thefabricshows.com)



The industry's future looks good. In collaborating with my team, we all agreed that we must reopen slowly as the industry regains confidence for face-to-face shows while still watching the global

health challenges our business is facing.

While our shows were "on hold," we expanded our market-research efforts and found that phone conversations with buyers and exhibitors helped us better prepare for our shows' relaunch. Expanding our buyer outreach included more one-on-one conversations with buyers so that we could best provide for the needs of the industry. While the majority were working remotely, more than ever they appreciated the efforts we made to connect with each of them and plan shows to best serve their needs.

In 2020, we rebranded as The Fabric Shows. The company produced its first show in 2012 as DG Expo Fabric & Trim Shows. As the shows grew, each new show took on its own name, but collectively they are now known as The Fabric Shows.

More than ever coming out of the shutdown, The Fabric Shows focused on growing our exhibitor base by adding additional companies based in the Americas and including American agents for European textile producers based on our conversations with buyers. We found that a large amount of our buy-

➔ Trade-Show Q&A page 12

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## BRANDS TO SEE

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American Paper & Plastic  
And the Why  
Anna Ober & Co., LLC  
Avery Apparel  
Axis Apparel  
BE Stage  
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Lime N Chili  
Linny Co.  
LLOVE  
LOVELY MELODY  
Melody Apparel  
New Vintage Wholesale  
Nylon Apparel  
On Blue  
Pasted Nip  
Phil Love  
Pink Armadillos  
Sew in Love  
She + Sky

## Trade-Show Q&A

Continued from page 8

ers were also interested in seeing European collections added along with our American suppliers.

A large number of our exhibitors reported that they were very profitable during the past two years, but one noted to me at the recent Dallas show that orders written in person were much larger than what she had been getting when she was collaborating with them remotely. Others have also shared that nothing is as good as meeting in person—and being able to look, touch and feel the fabrics!

**Moriah Robinson**  
Events Director  
California Market Center  
[californiamarketcenter.com](http://californiamarketcenter.com)



The CMC started our transition back to in-person events in June of last year when we reintroduced a fully activated LA Market Week and then relaunched our LA Textile and Label Array events in the

fall. We found our attendees, exhibitors and showroom tenants eager to reconnect in person. As such, our goal was to facilitate a transition that was welcoming, seamless and celebratory by offering helpful and experiential amenities that we continue to curate as part of our LA Market and trade show events.

Conveniences we tailor for each event include hotel discounts, a free-parking-validation program, streamlined registration and on-site check-in processes as well as custom

digital guides and one-on-one assistance with our attendee relations team. Complementing these functional amenities are a range of experiences we design to make an attendee's trip to our events even more distinct, from complimentary coffee bars, snacks, luncheons and receptions to buyer raffles, swag giveaways, creativity zones, photo-booth portraits, decorative Instagram-worthy moments, free seminars and so much more.

Additionally, in our effort to navigate a hybrid industry over the last two years, CMC explored a number of digital strategies that we continue to maintain. These were developed to create smoother, user-friendly, pre-show engagement with our events while also aligning with CMC's overarching commitment to sustainability. These include a completely digital shift to our exhibitor-application and customer-service process, an enhanced digital journey for attendees, from pre-registration to show preparation, and the creation of comprehensive visual brand directories for increased online presence for our exhibiting and showroom brands.

**Judy Stein**  
Executive Director  
Miami SwimShow  
[swimshow.com](http://swimshow.com)



This July 16–18, the renowned swimwear trade-show SwimShow renews its commitment to foster and support the growth of the swim community while celebrating face-to-face interactions and a new look

and feel with an updated branding. SwimShow is thrilled to celebrate the full return of the in-

person buying experience that started in Miami 40 years ago.

The popular show known for its presentation of both emerging and veteran brands has developed new show categories to help both brands and buyers navigate the show floor and further identify product categories. The NewNew will represent emerging brands new to the market while SwimCore is for those brands that have become globally recognized swim staples. Finally, SwimMode is for those innovative and disruptive brands that never fail to set the trends for every new season.

Contrary to other shows out there, we are proud to represent all swim tiers and categories. We have worked with size-inclusive brands for many decades alongside those brands that are setting trends and those early innovators who made sustainability a priority many years ago. The swim industry is a niche market, and our mission is to bring it back together in one place.

We are witnessing a counter trend of online brands looking for offline visibility. Our goal is to bring everybody back, in-person, and do what we do best. These days there is a need for human interaction and to rediscover the tactile experience of trade shows. Even in conceptualizing our new logo icon, we connected the two letters S in an effort to symbolize unity and the swim industry coming together again.

**Mary T. Taft**  
Executive Director  
Fashion Market Northern California  
[fashionmarketnorcal.com](http://fashionmarketnorcal.com)



FMNC is busy continuing to upgrade and improve all amenities in our new hotel setting. Both exhibitors and buyers are loving the new venue, so we are working hard to think of

exciting new additions to each show.

We now offer complimentary valet parking on Sunday and Monday because it's great to just get dropped off right at the front door. We have a delicious buffet lunch each day for both buyers and exhibitors with endless options. The rate at the hotel affords buyers that live close by to take advantage of staying the night, which adds a fun atmosphere when all gather informally at the end of the day, just like buying used to be.

We will be adding speakers as well as seminars that will offer helpful information to buyers, from social-media posting to overcoming supply-chain issues. These are fun and informal in a casual setting, so it will be so easy to stop by for a quick listen.

Our other exciting development is that we have added a new show, Satellite Style, a contemporary market geared toward brands that have not ever been represented in Northern California. We realize that the new buyers in the business are looking for just this type of product, and our first show will be in August!

**Roy Turner**  
Show Director  
Surf Expo  
[surfexpo.com](http://surfexpo.com)



Surf Expo returned to in-person shows in 2021, and we are teed up for a fantastic show once again in September. Our community has come to rely heavily on several tools that we provide to enable

buyers and sellers to maximize their time at our events and make connecting easier. From our matchmaking tool, which enables brands and buyers to research and connect for conversations and appointments before and during the show; a lead-capture and retrieval app for scanning badges, which is included with each booth; to other key marketing tools like our debut Spring/Summer Buying Guide, which just launched—all are helping our customers explore, discover and connect in new ways.

On-site our attendees can meet with the industry's top heritage brands as well as the newest, plus enjoy special events, parties, fashion shows and educational opportunities across the show floor, which help make the entire event immersive, valuable, fun and memorable.

**Jeff Zuckerman**  
CEO  
ILOE Studios  
[iloestudios.com](http://iloestudios.com)



After two years of connecting virtually, ILOE Studios has officially begun reconnecting with our community of exhibitors and attendees with two shows already under our belts.

We are focused on highlighting and building back the relational aspects of the trade-show experience. Our team is dedicated to providing an exceptional customer-service experience that puts people first when creating dynamic partnerships with both exhibitors and attendees. For our part in elevating trade-show customer service, an initial step in returning to in-person events has been developing our buyer concierge program, which assists them with every aspect of their market experience.

Additionally, we have moved forward with establishing ourselves as a 365-day-a-year information source. This allows us to offer both buyers and brands ways to advance their business by connecting them with experts who can provide relevant resources such as educational articles, how-tos and webinars.

Our company has invested in new technologies that maintain human-focused elements to connect buyers with exhibitors in order to facilitate discovery as well as establishing and maintaining networks.

We plan on continuing with our mission to consistently focus on personal relationships that benefit our industry as a whole. Technology is important, and we will continue to advance our virtual presence, but it can never be a replacement for the people-orientated business that is fashion. ●

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# Shop & Dine

By Christian Chensvold *Contributing Writer*

After spending all day looking at the fashions of the future, you might just find yourself wanting to wind down with cocktails and dinner in an atmosphere redolent of the familiar—as in things that are tried-and-true, nostalgic, classic and never go out of style. In short, you need a shot of vintage glamour served up with a funky chaser.

From coast to coast, L.A. to New York, here are some hot spots to take in during the trade shows, because what's business without a dash of pleasure? You can also visit these vintage clothing shops prized by locals and sought out by visitors and find something suitable to wear to dinner at one of these eateries that span the range from retro diner to sumptuous speakeasy.

## LOS ANGELES



### The Prince

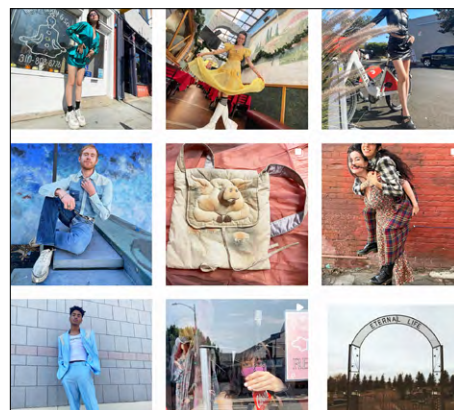
3198 W. 7th St.  
(213) 389-1586

Every trip to L.A. should include a dash of Old Hollywood, and you can find it—with a surprisingly modern twist—at a bar and restaurant known by the regal name The Prince.

The spot is considered a must-visit for cinephiles, having been featured in a huge number of shows and films, including “Mad Men,” “New Girl” and “Chinatown,” which is rather amusing considering The Prince’s location in what is now known as Koreatown.

Situated on the ground floor of a Tudor Revival-style building from the Art Deco era, the famed restaurant opened in the 1940s under the name The Windsor and quickly became a hot spot for Hollywood’s movers and shakers. Film fans love daydreaming about what deals and gossip took place in the nostalgic red booths surrounded by glamorously garish red-and-gold wallpaper and oil paintings.

Everything under the sun is always changing, and sunny L.A. embodies this principle to the extreme. The Prince’s menu has been updated to reflect its neighborhood and for the past three decades has offered Korean cuisine. That means you can down some octopus tentacles with your martini at the horse-shoe-shaped bar before moving on to kimchi and fried chicken in the dining area.



### Squaresville

1800 N. Vermont Ave.  
(323) 669-8464  
[squaresvillevintage.com](http://squaresvillevintage.com)

In mid-century America you were either hip or square. But fashion is a cycle, and by the '80s Huey Lewis and the News told us it was hip to be square. Who even knows where we are now, which is all the more reason to

just wear what you want and don't take the name Squaresville literally. This renowned L.A. vintage shop can make you look hip or square, chic or rock 'n' roll, glam or grunge, because the biggest factor is the attitude you bring to what you wear.

Some shops are strictly curated, but Squaresville is a leading buy-sell-trade emporium, which means the influx of new stuff is constant and you're sharing in the style of your peers in the local fashion community. That said, Squaresville prizes the unusual and funky, which means you've probably figured out its name is an ironic one.

Like other hot spots in L.A., Squaresville is a favorite haunt of stylists and influencers and maintains an Instagram account loaded with looks that reflect L.A.'s eclectic approach to style and wide range of influences. The 20-year-old shop is located in Los Feliz, the neighborhood that drove the vintage scene in the '90s, and will probably make you want to watch “Swingers” again.

## LAS VEGAS



### The Golden Steer Steakhouse

308 W. Sahara Ave.  
(702) 384-4470  
[goldensteerlasvegas.com](http://goldensteerlasvegas.com)

Some restaurants have an old-school vibe while others truly are old school, having graduated from the ups and downs of business to earn a spot in the hall of fame. These are the living legends of mid-century Americana, the places that keep the flame alive. And in Las Vegas one such flame is grilling a prime cut of beef at The Golden Steer Steakhouse, which was founded in 1958.

What began as a small restaurant and bar gradually absorbed the neighboring buildings and grew into a spacious spot capable of becoming the Vegas institution it is. Legends such as Elvis Presley, Frank Sinatra and Muhammad Ali all enjoyed libations in the clubby, Victorian-themed bar before sitting down in the dining room to choose from rib eye, filet mignon, porterhouse or prime rib, all grilled to perfection.

While so many restaurants in the city cater to tourists, Golden Steer is prized by locals and respected for the staff, many of whom have worked here for decades. And kudos to Golden Steer for enforcing a dress code that bans flip-flops, shorts, tank tops and other items the Rat Pack would disapprove of. Now that's old school.



### Red Kat Vintage

1300 S. Main St., Suite 110  
(702) 331-2039  
[theredkatlv.com](http://theredkatlv.com)

Back in the day, Las Vegas is where legendary but aging performers went to wind down their careers, and so it's fitting that Sin City is a vast repository of vintage Americana. There are so many shops in Vegas you can easily make a day of it, and no excursion would be complete without a stop at Red Kat Vintage. This sprawling emporium gets top marks from locals and draws every retro aficionado come to town to roll the dice and try their luck at finding that great old signature piece that will take their style in a whole new direction.

In keeping with the city where it's located, Red Kat is more glam than glamour, with a strong rock 'n' roll vibe and plenty of naughtiness. But there's also an ethical angle, believe it or not, of which the store is proud. “Every year tons of mass-produced goods go into landfills,” Red Kat proclaims. “By joining the vintage and reused fashion movement, you help break that trend. It keeps those items in use and removes you from the cycle of poorly made, short-lived clothing. Join us in making ethical choices with style.” Perhaps Vegas's moniker “Sin City” doesn't tell the whole story.

## DALLAS



### The Diner

3330 Belt Line Road  
(972) 243-8646  
[dinerdallas.com](http://dinerdallas.com)

You've probably heard how most restaurants fail within five years, but not The Diner, whose roadside sign bills it as “a classic forever,” and after 25 years in business it has a good head start on eternity. The vibe inside is pure retro Americana, complete with antique jukebox, chrome and red-vinyl seating, neon signs, '50s memorabilia and the signature checkerboard floor, all of which can make you wonder why they ever went out of style as you dine on comfort food with a contemporary twist.

Back in the day classic diners would offer what was called a “blue plate special,” which was an affordable main course ordered as a single item, typically changing each day. The Diner's blue plates include Southern fare such as Country Fried Catfish, Grilled Chicken Atomic, Meat Loaf (“just like mom made it”) and Ham Hawaiian. All come with

freshly baked cornbread and veggies and can be washed down with The Diner's signature sweet tea.

The Diner opens for breakfast at 6 a.m., and make sure you're wide awake as you'll have to choose between tempting classics such as Eggs Benedict, Country Fried Steak, French Toast a la Mode and the Napoleon Omelette.

The Diner is hugely popular, a testament to the quality cooking, and yet the prices will feel like they too are a blast from the past.



### Dolly Python

1915-1916 N. Haskell Ave.  
(214) 998-0506  
[dollypythonvintage.com](http://dollypythonvintage.com)

Sometimes you go shopping for another dress to add to your closet and then see something so strangely odd that only the word “curio” does it justice and you end up coming home with a new centerpiece for your apartment instead. Dolly Python is just the place where that might happen as it's the kind of treasure trove that is part vintage-clothing store and part antiques emporium.

Founded in 2005 and the winner of multiple awards for best vintage store, Dolly Python encompasses a sprawling 3,800 square feet where you're as lucky to find a flirty '50s dress as you are a dinosaur fossil—stylishly displayed in glass, of course.

Clothing is for both men and women, with a focus on real vintage from the '40s through the '80s along with vintage boots (this is Texas, after all). Jewelry is also a specialty, and there are cases and cases of vintage pieces as well as the lines Beth's Addiction and Savage Bones and Stones and special pieces consigned by Lush Life Antiques spanning everything from Native American turquoise to shimmering Art Deco.

Over 30 dealers make up the antiques offerings, all with different specialties. Budget some time and prepare for visual overload of the most pleasant kind.

## ATLANTA



### The Vortex Bar & Grill

438 Moreland Ave. NE  
(404) 688-1828  
[thevortexatl.com](http://thevortexatl.com)

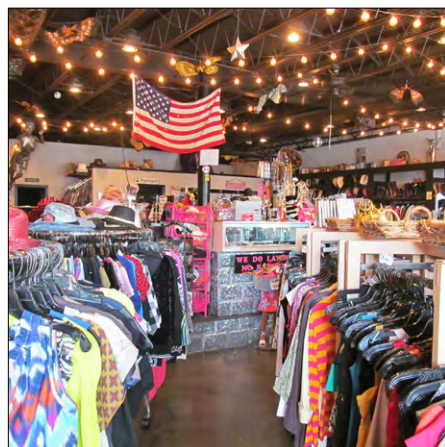
Visiting the vintage shop next door, you won't be able to unsee the eatery next door, and so The Vortex is the most logical place to dine. It's entrance looks like something out of

an amusement park designed by Tim Burton, with a touch of psychedelic voodoo. Routinely voted to have the city's best burgers, The Vortex was founded in 1992 by three siblings from Los Angeles who dreaded the thought of a day job and decided to make a wacky skull-shaped burger joint instead.

The Vortex is much more than that, however, boasting a huge selection of beers and specialty cocktails, not to mention "ridiculously indulgent bar food." In fact, according to The Vortex, "basically everything we offer is bad for you. It's the kind of place your momma warned you about."

Appetizers include Disco Taters (tater tots topped with white sausage gravy, shredded cheese and crumbled bacon) and Mutha-cluckin' Chicken Rolls (shredded chicken, cheese, onions and seasoning stuffed in a tortilla and deep fried), while signature burgers include Hell's Fury (pepper jack cheese, Atomic Death Sauce, habanero relish and roasted jalapeño), which finds its foil in Holy Guacamole, the establishment's ode to "burger divinity."

The Vortex boasts of its close community ties, all the way down to the décor. Devoted fans are encouraged to donate quirky items in an effort to secure their place in "Vortex History" with a spot on the wall or a shelf.



**Psycho Sisters**  
428 Moreland Ave. NE  
(404) 523-1000  
[psycho-sisters.com](http://psycho-sisters.com)

If you have a sister who's a little psycho, this legendary Atlanta shop can commiserate. Founded in 1991 under this unforgettable name, Psycho Sisters' motto touts cool clothes and cool people, and isn't that the whole point of vintage shopping?

The expansive store includes sections for outrageous costumes, corsetry and other seductive items and used clothing divided by "masculine" and "feminine" rather than men and women.

Upstairs is where the store's legacy really shines through, as the vintage wares are organized by decade, starting with flapper and passing through groovy sixties, disco seventies and big-hair rocker eighties. This has helped make Psycho Sisters an invaluable resource for stylists and costume designers, and its blasts-from-the-past have been featured in countless movies, music videos and fashion shoots. Regulars become virtual addicts and praise the store's near-daily influx of new arrivals, not to mention the friendly and knowledgeable staff.

Psycho Sisters is located in the hip and eclectic neighborhood known as Little Five Points, and perhaps nothing endorses the store's prominence more than the fact that it is open 364 days per year from 10 to 10. That, and its huge and popular \$4 earring section.

## MIAMI



**Havana 1957**  
1410 Ocean Drive  
(305) 763-8671  
[havana1957.com](http://havana1957.com)

Any trip to Miami should include a dash of Cuba, a stylish vacation spot celebrated in many old Hollywood movies ("Blue Skies" with Bing Crosby, for one example) before the Caribbean island closed its doors to the world. Right before the revolution is considered Cuba's great golden age of style, and it's given a rousing tribute at Havana 1957, which boasts no less than five locations, including a flagship spot on Ocean Drive.

There's much more to Havana 1957 than just mambo, mojitos and décor that takes you back to the days of glory and glamour. For starters, it's open for breakfast, which means you can pay a visit before work as well as after. Menu highlights include modern twists on Cuban staples such as roast chicken, shredded beef and seafood, with traditional sides such as white rice, black beans and sweet plantains.

Rum is Cuba's signature spirit, and Havana 1957 makes use of light and dark, flavored and not in its assortment of mojitos for every taste. Fans of mixology will also enjoy staples such as the Cuba libre, daiquiri and piña colada, while those who take their liquor neat can partake in the expansive selection of fine aged rums from around the world, including Guyana, Barbados, Trinidad and Panama. After that, get ready to mambo.



**Miami Twice**  
6562 Bird Road  
(305) 666-0127  
[miamitwice.com](http://miamitwice.com)

If you're puzzled by the name of this revered vintage shop, it'll come to you when you see its neon logo, which is straight from a popular '80s TV show. A relatively nondescript exterior hides the treasures inside: vintage clothing, accessories and memorabilia spanning the entire 20th century, with a special focus on flapper dresses for your next fun night out. Many locals consider it the best vintage store in the city and especially prize the huge selection of luxury handbags.

Founded nearly four decades ago, Miami Twice is prized for its fun vibe and energetic staff. And while many vintage shops force you to scour through rack after rack of items

➔ Shop & Dine page 16

# Stay Ahead of Constant Shifts, Challenges, and Demands: Time to Connect the Dots

From supply-chain challenges, overproduction, and an influx of material waste, there's an immense amount of data and information that brands need to be hyperaware of while not falling behind on current industry and consumer demands. It is fundamental for brands to connect the dots from the initial design to product finalization to stay ahead of these new challenges. With the help of on-demand manufacturing and domestic manufacturing, both of these processes reduce waste, minimize supply-chain issues, and increase manufacturing efficiency. Adding advanced technology such as AI, IoT, and 3D can transform a company's profitability, sustainability, and optimization in the most effective way.



## The Shift to Online Shopping

In the last few years there has been a dramatic shift toward e-commerce, social media, and even live-streamed selling, which has caused brands, retailers, and manufacturers to rethink the way they sell, develop, and produce their collections in a new direct-to-consumer approach.

The online world has opened up opportunities for many new players to enter the marketplace with a fresh business model of direct-to-consumer, taking out the middleman and thereby reducing their price points while still maintaining the same margins. Consumers have not only shifted their shopping online but are now more active than ever on social media. This has led to trends no longer dictated by designers and brands but rather by social influencers. So instead of brands predicting trends, they are now reacting to them.

## Transparency Into Competitor Insights

From a perfect overlook of market analysis to a peek into an agile direct-to-consumer supply chain, brands can now offer what consumers want while predicting the market's available stocks and prices.

Having full transparency is beneficial for companies to stay ahead of competitors, produce garments that won't undersell, and properly create the right amount of merchandise. Brands can see what their competitors are producing and how they are selling to help them remain proactive through all the constant changes that occur in the industry's climate. Brands don't have to dig for the latest insights on what to produce and for how much, helping them make smarter decisions,

continually make profits, and scale back overproduction while increasing their sustainability.

## The Demand for Sustainability

Apparel is one of the least sustainable industries, contributing between 2 percent and 10 percent to the global

carbon footprint. One of the main reasons for garments ending up in landfills is the excessive stocks due to poor estimation. With inflation costs rising dramatically, excessive stocks cannot be an

option anymore. This continuous cycle leads to a very fast-paced industry with shorter trend cycles and customers demanding more options, at cheaper prices, available immediately.

Brands want to have the ability to monitor industry trends, keep an eye on how much to produce, and take a peek into their competitors' recent collections, pricing, and discounts. Having these data consolidated accurately, in real time, and stored in

a cloud would help optimize development from start to finish and provide a global go-to-market strategy, ending up saving an immense amount of

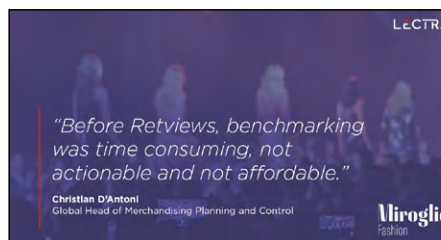
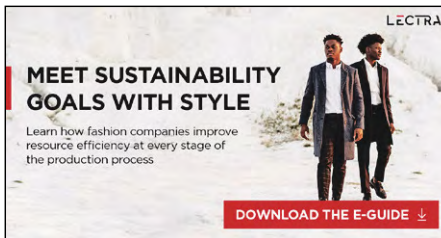
time and money while being highly sustainable.

## Right Products at the Right Time

Through an accurate AI-powered solution, brands can have access to all the information they need to help optimize development from start to finish and provide a global go-to-market strategy, all in one spot. With Lectra's Retviews, brands can navigate a customizable dashboard that gives access to detailed insights on competitors' recent collections, cross compare their data from previous years,

and so much more. It's more important now than ever before to be able to produce the right product at the right time, which has never been made

easier for brands that utilize Lectra's solutions such as Retviews, On Demand, and Lectra PLM systems.



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SPONSORED CONTENT

## Shop & Dine *Continued from page 15*

rejected by fashion history, Miami Twice is what you might call curated as everything is carefully selected by owners Mary Kyle Holle and Diane Kyle with a focus on design, quality and wearability. The combination of vintage and luxury resale also makes the shop unique.

Consider yourself forewarned, though, as a trip to Miami Twice is hardly in the same category as hitting a funky thrift store. Demand for luxury resale is high, and coveted items are priced competitively well into the thousands of dollars. But that's why credit cards were invented.

## NEW YORK



### Bathtub Gin

132 Ninth Ave.  
(646) 559-1671  
[bathtubginnyc.com](http://bathtubginnyc.com)

Yes, they really did make bootleg gin in

bathtubs during Prohibition, and it probably tasted pretty much as you'd imagine. That's not the case, of course, with Bathtub Gin, a speakeasy-inspired bar and eatery in Chelsea that celebrates its name with an antique copper tub in the center of the establishment.

The mixology is done strictly behind the bar, however, and includes such signature drinks as the S'Mores Old-Fashioned, whose ingredients include bourbon, walnut bitters, graham crackers, vanilla and cacao, and Flip-pin' Good, whose recipe calls for rum and rye liqueur, cognac, orange bitters, ginger, vanilla and quail egg.

Food includes such specialties as The Dirty Burger (made with mushroom-onion conserva and raclette) and, for snacking, Gin Candy Spiced Hazelnuts.

Entertainment includes speakeasy-era throwbacks such as burlesque, plus a disco night and DJs on weekends. The décor is dark and sexy with luxurious damask fabrics

to put you in the proper mood for a dose of escapism. "Each evening," the establishment boasts, "is a chance to immerse yourself in another era, when life felt just a little more glamorous and the night was always young." Careful, you may not want to come back.



### Fine and Dandy

445 W. 49th St.  
(212) 247-4847  
[fineanddandyshop.com](http://fineanddandyshop.com)

Curated is an overused cliché these days, but it truly applies to Fine and Dandy, which makes for a charming excursion just off Midtown Manhattan and is the perfect place to pick up a souvenir for the dapper man in your life back home. It began in 2008 as an online shop of natty accessories and quickly built a social-media following thanks to the ceaseless flow of vintage mood-board material gathered by founders Matt Fox and Enrique Crame III. Four years later they found the perfect tiny spot for a shop and opened to a rave review in The New York Times.

Fine and Dandy is filled floor to ceiling with menswear memorabilia and dapper items such as ties, scarves, hats, pocket squares, watchstraps and key chains and rare retro items such as sock garters, spats and neckerchiefs.

Its Archives division was created in partnership with costume designers and consists of rare pieces for discriminating collectors. Never ones to rest on their laurels—and they're savvy enough to actually know what that means—Fox and Crame launched Fine and Dandy Throwback in 2020 in the space next door, which offers vintage-styled designer pieces from the '70s to today. ●

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# Crowley Maritime Navigates Evolving Shipping Needs

By Christian Chensvold *Contributing Writer*

The prettiest piece of fashion you've ever seen—and at the most unbelievable price—is of no use unless it's in your size. Otherwise it's no different than a shiny red sports car that doesn't run. So, you can have the best relationships with the best manufacturers in Asia, who might even be the great unicorn of the business world and provide their services good, fast and cheap (normally you only get to pick two).

But the global pandemic of the past two years has changed the manufacturing landscape, and the ripple effects have become tidal waves across the ocean. "Nearshoring" may sound like an unnecessary new word, but the thing it describes is very real—the need to bring manufacturing back to the Western hemisphere, where the shores are nearer and transit times can be three days instead of 30.

Nearshoring is the biggest trend in shipping logistics, according to Jackie Gonzalez, vice president of supply chain for **Crowley Maritime**, which has 130 years of experience, 7,000 employees and \$2.5 billion in annual revenues. "It doesn't matter how great your relationship is with an Asian manufacturer, but if you have no way to get the product to where you need it, then what's the point?"

Clothing, shoes and accessories have short life cycles driven by fast-changing styles tied to the weather, instant trends and other dynamic factors. In the wake of COVID and the growing options available through e-commerce, logistical practices such as shipping coordination have become more important than ever.

A piece of clothing may go around the world and back from its birth into the supply chain as a piece of fabric until it's finally purchased and worn, and every glitch in the system prevents that final consummation from taking place.

Crowley knows the business of freight, or what's known in the industry as logistics solutions. "We like to say that there's no maritime company that can match our trucking services," said Bob Goldenberg, Crowley's vice president of commercial operations, "and no trucking company that can rival our ocean fleet."

Clothing is transported across the globe through a combination of sea, road, rail and air methods, but the most common is the first as upward of 90 percent of apparel spends at least a portion of its journey through the supply chain on a ship. And, increasingly, it's spending a lot more time on that ship plus more time sitting outside port waiting to dock and unload.

"For years labor in Asia was cheap and freight charges were relatively minimal," said Goldenberg. "But the hottest topic we hear from the apparel industry now is that they're all trying to figure out how to diversify their supply chain so they're never caught like they were at the beginning of the pandemic. Moreover, they've seen their ocean freight fees go from \$4,000 to \$34,000. Then there's the fact that their goods are 40 days away, take another 40 days to get stripped and another 10 to get out of terminal."

Nearshoring means that instead of finding suppliers and manufac-

turers in places like China, India and Vietnam, you find them in Central America and the Dominican Republic. Each nation in this region tends to have its own specialty, such as Guatemala for denim.

One of Crowley's logistics-solutions services, especially for apparel companies working exclusively with Asian manufacturers, is making introductions to partners in Central American countries.

"Nearshoring has become so important right now," says Gonzalez, "that we're actually seeing a lot of Asian vendors moving into those markets with pop-up manufacturing facilities all throughout Central America, bringing their experience closer precisely because of the supply chain. Asia just isn't stable right now—just look at the shutdown in Shanghai."

Rising apparel brands shouldn't underestimate the importance of logistics and will find

sustained growth a lot easier by partnering with a logistics-solutions provider.

"You can hand over your entire supply chain with a holistic view and have it optimized," said Gonzalez, "including increased sustainability and decreased carbon footprint, reducing empty miles by loading the same box or truck for the next destination, and many advantages you get by working with a blended carrier that knows how to handle every piece of the process from the origins to delivery—customs, documentation, warehouse needs, ocean rail and trucking in both directions."

Many apparel companies overemphasize their focus on marketing, but this only takes us back to the great dress in the wrong size and the pretty sports car that doesn't run. Marketing is useless—will actually backfire—without the goods to back it up. ●



With over 130 years of experience and 7,000 employees, Crowley Maritime is able to optimize a supply-chain solution for any manufacturer.

## COLLECTIVE SHOWS

### SWIM COLLECTIVE

June 14 + 15, 2022  
Paséa Hotel and Spa  
Huntington Beach, California

### ACTIVE COLLECTIVE

August 17 + 18, 2022  
Metropolitan Pavilion  
New York, New York

August 23 + 24, 2022  
Paséa Hotel and Spa  
Huntington Beach, California

[COLLECTIVESHOWS.COM/REGISTER-NOW](https://collectiveshows.com/register-now)

# International Trade-Show Calendar

## May 20

**Western Canada Fashion Week**  
Edmonton, Alberta  
Through May 22

## May 21

**Belgium Fashion Week**  
Ghent, Belgium

## May 22

**Interbride**  
Düsseldorf, Germany  
Through May 24

**International Textile Alliance Showtime Market**  
High Point, N.C.  
Through May 25

**ITA Interwoven (formerly Showtime)**  
High Point, N.C.  
Through May 25

**New England Apparel Club Manchester Signature Show**  
Manchester, Mass.  
Through May 25

## May 23

**Global Sources Virtual Summit**  
Online  
Through May 24

## May 24

**AAFA Global Supply Chain & Trade Conference**  
Baltimore  
Through May 25

**Las Vegas Licensing Expo**  
Las Vegas  
Through May 26

## May 25

**Artificial Intelligence on Fashion and Textile International Conference**  
Online  
Through May 26

**Premium Textile Japan**  
Tokyo  
Through May 26

**Complexland**  
Online  
Through May 27

## May 27

**Western Canada Fashion Week**  
Edmonton, Alberta  
Through May 29

**Garment Technology Expo New Delhi**  
New Delhi  
Through May 30

## May 30


**Shoes and Leather Guangzhou**  
Guangzhou, China  
Through June 2

## May 31

**Édition Spéciale Luxe Pack**  
Paris  
Through June 1

**Supreme Celebration**  
Munich  
Through June 1

**Emitex, Simatex and Confemaq**  
Buenos Aires, Argentina  
Through June 2



The **WWIN** show offers attendees a truly unique experience through unparalleled hospitality, networking, education, and conveniences like complimentary breakfast, lunch, and refreshment breaks. WWIN is known for making business happen and the continued success of order writing between buyers and exhibitors is a testament to our mission. WWIN runs Aug. 8–11, at its summer location, Caesars Palace Hotel, for a reimagined floorplan experience at the heart of the Las Vegas Strip with seamless access to hotels, restaurants and other fashion week venues. Experience expanded show-floor offerings with ADORN, focused on accessories and WWIN's well-known, high-quality women's apparel and footwear. Visit [www.wwinshow.com/register](http://www.wwinshow.com/register) to join!

**EuroCIS**  
Düsseldorf, Germany  
Through June 2

**FESPA Global Print Expo**  
Berlin  
Through June 3

## June 1

**Couture**  
Las Vegas  
Through June 5

## June 2

**Graphics Pro Expo Indianapolis (formerly The NBM Show)**  
Indianapolis  
Through June 4

**Intertext Portugal**  
Porto, Portugal  
Through June 4

## June 5

**Michigan Women's Wear Market**  
Livonia, Mich.  
Through June 6

## June 6

**Shoptalk Europe**  
London  
Through June 8

**WWSRA Intermountain Summer Show**  
Salt Lake City  
Through June 8

**New York Shoe Expo, FFANY Market Week**  
New York  
Through June 10

## June 7

**Global Fashion Summit**  
Copenhagen, Denmark  
Through June 8

**Luxe Pack Shanghai**  
Shanghai  
Through June 8

**Milan Design Week**  
Milan  
Through June 12

## June 8

**June Atlanta Apparel**  
Atlanta  
Through June 11

## June 9

**Global Department Store Summit**  
Seattle  
Through June 10

**Outdoor Retailer Summer Show**  
Denver  
Through June 11

## June 10

**Jewelry, Fashion & Accessories Show**  
Schaumburg, Ill.  
Through June 12

## June 11

**London Fashion Week**  
Online  
Through June 13

**Rome Fashion Week**  
Rome  
Through June 13

**Expo Riva Schuh**  
Riva del Garda, Italy  
Through June 14

**Gardabags**  
Riva del Garda, Italy  
Through June 14

**Los Angeles Swim Week powered by Art Hearts Fashion**  
Los Angeles  
Through June 14

## June 12

**Northstar Fashion Exhibitors**  
St. Paul, Minn.  
Through June 13

**Outdoor by ISPO**  
Munich  
Through June 14

**LA Market Week**  
Los Angeles  
Through June 15

**LA Kids Market**  
Los Angeles  
Through June 15

## June 13

**Label Array**  
Los Angeles  
Through June 15

**fASilitate**  
Salt Lake City  
Through June 16

**June 2022 Market Week**  
Los Angeles  
Through June 16

**Winter/Holiday '22 Market Week**  
Los Angeles  
Through June 16

**Bangkok Gems & Jewelry Fair**  
Online  
Through June 17

## June 14

**Coast Ft. Lauderdale**  
Ft. Lauderdale, Fla.  
Through June 15

**Swim Collective**  
Huntington Beach, Calif.  
Through June 15

**Dallas Apparel & Accessories Market**  
Dallas  
Through June 17

**Pitti Immagine Uomo**  
Florence, Italy  
Through June 17

## June 15

**AAFA Brand Protection Seminar 2022 Virtual**  
Online

**Luxe Pack New York**  
New York  
Through June 16

**Fashion Industry Gallery (FIG)**  
Dallas  
Through June 17

## June 16

**Intex South Asia**  
Dhaka, Bangladesh  
Through June 18

**ISPO Shanghai**  
Shanghai  
Through June 18

**Jewellery & Gem Asia Hong Kong**  
Hong Kong  
Through June 19

## June 17

**Mediterranea Show**  
Milan  
Through June 20



**IFJAG** trade shows feature fashion jewelry and accessories from around the world from 120 manufacturers or direct importers with exclusive designs to a unique venue of private showrooms that offer buyers a professional environment. The upcoming Las Vegas show runs Aug. 6–9 at the Embassy Suites Hotel, and the Dallas show runs Oct. 24–26 at the Embassy Suites Dallas. Visitors will have plenty of time to stop by while in both areas and can preregister at the website. IFJAG welcomes new exhibitors who would like to participate in the show. IFJAG offers buyers complimentary lunch and local-transportation reimbursement. [info@ifjag.com](mailto:info@ifjag.com), [www.ifjag.com](http://www.ifjag.com)



The Dallas Apparel & Accessories Market is held five times each year at the **Dallas Market Center**. Located in one of the country's fastest-growing regions, the Dallas Market Center brings together thousands of manufacturers and key retailers in an elevated trade-show environment. Featuring 500 permanent showrooms and over 1,000 temporary booths, including expanded contemporary lines and resources, the Dallas Market Center is where inspiration starts. Upcoming events include the Apparel & Accessories Market (June 14–17, Aug. 23–26, Oct. 23–28), KidsWorld Market (June 22–28, Aug. 23–26, Oct. 25–28), and Dallas Men's Show (July 30–Aug. 1) [www.dallasmarketcenter.com](http://www.dallasmarketcenter.com)

**Milan Fashion Week Men's**  
Milan  
Through June 21

## June 18

**Interfilière Paris**  
Paris  
Through June 20

**Salon International de la Lingerie Paris Exposed**  
Paris  
Through June 20

## June 19

**Copenhagen International Fashion Fair (CIFF) Kids**  
Copenhagen, Denmark  
Through June 21

**Fashion Market Northern California**  
South San Francisco, Calif.  
Through June 21

## June 20

**NRF Supply Chain 360**  
Cleveland  
Through June 21

## June 21

**CALA San Francisco**  
San Francisco  
Through June 22

**View Premium Selection**  
Munich  
Through June 22

**NRF Protect**  
Cleveland  
Through June 23

**WWSRA Montana Summer Show**  
Bozeman, Mont.  
Through June 23

**WWSRA Northern California Summer Show**  
Auburn, Calif.  
Through June 23

**WWSRA Rocky Mountain Summer Show**  
Estes Park, Colo.  
Through June 23

**Heimtextil Frankfurt**  
Frankfurt, Germany  
Through June 24

**Techtextil Frankfurt**  
Frankfurt, Germany  
Through June 24

**Texprocess Frankfurt**  
Frankfurt, Germany  
Through June 24

**Paris Fashion Week Men**  
Paris  
Through June 26

## June 22

**GreenTech Festival**  
Berlin  
Through June 24

**Pitti Immagine Bimbo**  
Florence, Italy  
Through June 24

**Dhaka International Denim Show**  
Dhaka, Bangladesh  
Through June 25

**Dhaka International Plastics, Packaging & Printing Expo**  
Dhaka, Bangladesh  
Through June 25

**Garment Manufacturers Sourcing Expo**  
Bangkok  
Through June 25

**Dallas Kidsworld Market**  
Dallas  
Through June 28

**Dallas Total Home & Gift Open House**  
Dallas  
Through June 28

## June 23

**Dr:Op:01**  
Paris  
Through June 25

## June 24

**Man-Woman Paris**  
Paris  
Through June 26

**Neonyt Lab**  
Frankfurt, Germany  
Through June 26

**Tranoi Men**  
Paris  
Through June 26

## June 25

**Splash Paris**  
Paris  
Through June 27

## June 26

**CALA Denver**  
Denver  
Through June 27

**Minneapolis Mart Gift, Home, Apparel, & Accessory Show**  
Minneapolis  
Through June 28

## June 27

**Next Summer (formerly Sport Achat été)**  
Chambéry, France  
Through June 28

## June 28

**Future Fabrics Expo**  
London  
Through June 29

**LeShow Moscow**  
Moscow  
Through June 30

**WWSRA Northwest Summer Show**  
Tacoma, Wash.  
Through June 30

## June 29

**In-Store Asia**  
Mumbai, India  
Through July 1

**Pitti Immagine Filati**  
Florence, Italy  
Through July 1

**F.A.C.T.S. Show Miami**  
Miami  
Through July 30

## July 2

**Playtime Paris**  
Paris  
Through July 4

## July 3

**Paris Fashion Week Haute Couture**  
Paris  
Through July 7



Constructed in 1924 for clothing manufacturer Milton G. Cooper, the Cooper Building has maintained a strong connection to the garment industry through its historic use and design. Acquired by Stanley and Anita Hirsh in the 1970s, they transformed it into a Fashion District icon. Now known as the **Cooper Design Space** it remains in the Hirsh family, committed to the fashion industry and offering a variety of studio, office, and showroom spaces within a single, dynamic location at the corner of Los Angeles and Ninth streets. It is home for many of Los Angeles' most creative premium fashion brands and individuals. Copper Design Space invites you to attend its 2022 Markets dates as follows: June 13–16, Aug. 1–4, Oct. 10–13. [www.cooperdesignspace.com](http://www.cooperdesignspace.com)



International Market Centers, producer of Atlanta Apparel, presents **Las Vegas Apparel**. Buyers and exhibitors can come together Aug. 7–9 in sunny Las Vegas at the Expo at World Market Center Las Vegas to do business in our industry's growing categories of young contemporary, accessories, and more, plus buyers can visit gift showrooms on campus for even more buying options. Get an exclusive look at apparel's new home on the West Coast where show organizers are extending the hospitality you know and love all the way to Las Vegas. [www.LasVegas-Apparel.com](http://www.LasVegas-Apparel.com)

## July 4

**Texworld Evolution Paris**  
Paris  
Through July 6

**Frankfurt Fashion Week**  
Frankfurt, Germany  
Through July 8

## July 5

**Asia Apparel Expo Berlin**  
Berlin  
Through July 7

**Première Vision Paris**  
Paris  
Through July 7

**Val:ue**  
Frankfurt, Germany  
Through July 7

**Hong Kong Fashion Week**  
Hong Kong  
Through July 8

## July 6

**China Licensing Expo**  
Shanghai  
Through July 8

## July 7

**Spinexpo Paris**  
Paris  
Through July 8

**Northern Fashion Week**  
Manchester, England  
Through July 9

**Premium+Seek+TheGround+FashionTech**  
Berlin  
Through July 9

## July 8

**Mid-South Jewelry and Accessories Fair**  
Memphis, Tenn.  
Through July 10

## July 9

**The Ground**  
Frankfurt, Germany  
Through July 9

**Playtime Shanghai**  
Shanghai  
Through July 10

**TrendSet**  
Munich  
Through July 11

## July 10

**Modefabriek**  
Amsterdam  
Through July 11

## July 11

**Trends The Apparel Show**  
Edmonton, Alberta  
Through July 13

## July 12

**Milano Unica**  
Milan  
Through July 14

## July 13

**Fashion Week San Diego Workshop: Intellectual Property Law**  
San Diego

**Lineapelle New York**  
New York  
Through July 14



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Calendar

Continued from page 18

July 14

**Paraiso Trade Show/Festival**  
South Beach, Fla.  
Through July 17

July 15

**Miami Fashion Week x The Society**  
Miami  
Through July 17

**Supreme Kids**  
Munich  
Through July 17

**La Plage Miami**  
South Beach, Fla.  
Through July 18

July 16

**SwimShow**  
Miami Beach, Fla.  
Through July 18

**Cabana Miami Beach**  
Miami Beach, Fla.  
Through July 18

**Designer Forum NY**  
New York  
Through July 18

**Destination: Miami by Coterie**  
Miami Beach, Fla.  
Through July 18

July 17

**Pure London Pure Origin**  
London  
Through July 19

**Scoop in the West**  
London  
Through July 19

**Scoop London**  
London  
Through July 19

July 18

**Project New York**  
New York  
Through July 19

**Man/Woman New York**  
New York  
Through July 20

**Gift & Home Summer Market LA Mart**  
Los Angeles  
Through July 22

July 19

**Functional Fabric Fair—powered by Performance Days**

New York  
Through July 20

**Inspiramais**

São Paulo  
Through July 20

**Première Vision New York**  
New York  
Through July 20

**Apparel Sourcing New York City**  
New York  
Through July 21

**ASI Show Chicago**  
Chicago  
Through July 21

**Home Textiles Sourcing Expo**  
New York  
Through July 21

**Texworld New York City**  
New York  
Through July 21

**Seattle Mart Summer Show**  
Seattle  
Through July 23

July 20

**Kingpins New York**  
New York  
Through July 21



**Surf Expo** is the largest and longest-running watersports and beach/resort/lifestyle trade show in the world. The show draws buyers from specialty stores, major chains, resorts, cruise lines, and beach-rental companies across the U.S., the Caribbean, Central and South America, and around the world. The show features more than 1,000 exhibitors showcasing hard goods, apparel, and accessories in addition to a full lineup of special events including fashion shows, annual awards ceremonies, and demos. The next show is Sept. 8–10, at the Orange County Convention Center in Orlando, Fla. [www.surfexpo.com](http://www.surfexpo.com)



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 hosts over 100 showrooms that carry over 500 collections. [www.newmart.net](http://www.newmart.net)

**New York Fabric Show**  
New York  
Through July 21

July 21

**Graphics Pro Expo Meadowlands (formerly The NBM Show)**  
Secaucus, N.J.  
Through July 22

**Fashn Rooms**  
Düsseldorf, Germany  
Through July 25

July 22

**Supreme Women & Men**  
Düsseldorf, Germany  
Through July 25

July 23

**Gallery Fashion & Shoes**  
Düsseldorf, Germany  
Through July 25

**Haute Steam by FWSD Youth Fashion Sustainability**  
San Diego

July 24

**Curve Los Angeles**  
Manhattan Beach, Calif.  
Through July 25

**TRU Show San Francisco**  
San Francisco  
Through July 25

**Supreme Body & Beach**  
Munich  
Through July 26

**Travelers Gift Show Philadelphia**  
Philadelphia  
Through July 26

**Las Vegas Market**  
Las Vegas  
Through July 28

July 26

**Colombiamoda**  
Medellín, Colombia  
Through July 28

**ColombiaTex**  
Medellín, Colombia  
Through July 28

**FashionGo Week Palm Springs**  
Palm Springs, Calif.  
Through July 28

July 27

**AAFA Traceability & Sustainability Conference**  
Pittsburgh  
Through July 28

**Preface LA**  
Los Angeles  
Through July 28

**Asian Licensing Conference**  
Online  
Through July 29

**Hong Kong International Licensing Show**  
Online  
Through July 29

**Intex South Asia**  
Colombo, Sri Lanka  
Through July 29

July 29

**Innatex**  
Frankfurt, Germany  
Through July 31

**Hong Kong International Diamond, Gem & Pearl Show**  
Hong Kong  
Through Aug. 2

**Hong Kong International Jewellery Show**  
Hong Kong  
Through Aug. 2

July 30

**Dallas Men’s Show**  
Dallas  
Through Aug. 1

**Northwest Shoe Travelers Market**  
St. Paul, Minn.  
Through Aug. 1

**AGHA Melbourne Gift Fair**  
Melbourne, Australia  
Through Aug. 4

July 31

**Kentucky Bluegrass Buyer’s Market**  
Lexington, Ky.  
Through Aug. 1

**Curve New York**  
New York  
Through Aug. 2

**Playtime, Kid’s Hub New York**  
New York  
Through Aug. 2

**LA Market Week**  
Los Angeles  
Through Aug. 3

**LA Kids Market**  
Los Angeles  
Through Aug. 3

Aug. 1

**August 2022 Market Week**  
Los Angeles  
Through Aug. 4

**Resort/Early Spring ’23**  
Los Angeles  
Through Aug. 4

**New York Shoe Expo, FFANY Market Week**  
New York  
Through Aug. 5

**VOW Bridal & Formal Atlanta**  
Atlanta  
Through Aug. 6

**World of Prom and Special Occasion**  
Atlanta  
Through Aug. 6

**Sourcing at MAGIC Online**  
Online  
Through Sept. 1

Aug. 2

**Just Around the Corner**  
Manchester, England  
Through Aug. 3

**August Atlanta Apparel**  
Atlanta  
Through Aug. 6

Aug. 4

**Gartex Texprocess India**  
New Delhi  
Through Aug. 6

**Graphics Pro Expo Long Beach (formerly The NBM Show)**  
Long Beach, Calif.  
Through Aug. 6

Aug. 5

**Edmonton Footwear & Accessory Buying Market**  
Edmonton, Alberta  
Through Aug. 7

Aug. 6

**Contours**  
Köln, Germany  
Through Aug. 8

**IFJAG Las Vegas**  
Las Vegas  
Through Aug. 9

**OffPrice Las Vegas Evolve, The Closeout Show**  
Las Vegas  
Through Aug. 9

**Supreme Women & Men**  
Munich  
Through Aug. 9



**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. The local management team offers quick responses, hands-on personalized service, and the flexibility to meet all 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. [www.merchantfinancial.com](http://www.merchantfinancial.com)



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Aug. 7

**Michigan Shoe Market**  
Livonia, Mich.  
Through Aug. 8

**Chicago Collective**  
Chicago  
Through Aug. 9

**Deerfield Children’s Show**  
Deerfield, Ill.  
Through Aug. 9

**F.A.C.T.S. Show**  
Las Vegas  
Through Aug. 9

**Travelers Super Show**  
Wilmington, Del.  
Through Aug. 9

**Las Vegas Apparel**  
Las Vegas  
Through Aug. 10

**Midwest Gift & Lifestyle Show**  
Des Plaines, Ill.  
Through Aug. 10

**Sourcing at MAGIC**  
Las Vegas  
Through Aug. 10

Aug. 8

**MAGIC Las Vegas**  
Las Vegas  
Through Aug. 10

**Project Las Vegas**  
Las Vegas  
Through Aug. 10

**WWIN**  
Las Vegas  
Through Aug. 11

Aug. 9

**Agenda Las Vegas**  
Las Vegas  
Through Aug. 10

**Copenhagen Fashion Week**  
Copenhagen, Denmark  
Through Aug. 12

Aug. 10

**Northwest Materials Show**  
Portland, Ore.  
Through Aug. 11

**Première Vision Sport**  
Portland, Ore.  
Through Aug. 11

**Copenhagen International Fashion Fair (CIFF)**  
Copenhagen, Denmark  
Through Aug. 12

**Revolver**  
Copenhagen, Denmark  
Through Aug. 12

**Indo Intertex**  
Jakarta, Indonesia  
Through Aug. 13

Aug. 11

**Texcare Asia, China Laundry Expo**  
Shanghai  
Through Aug. 13

**International Jewelry and Merchandise Show**  
New Orleans  
Through Aug. 14

Aug. 13

**Atlanta Shoe Market**  
Atlanta  
Through Aug. 15

Aug. 14

**AFA Expo Ignite**  
Toronto  
Through Aug. 16

**JA New York**  
New York  
Through Aug. 16

**Stylemax**  
Chicago  
Through Aug. 16

**NY Now**  
New York  
Through Aug. 17

Aug. 16

**CALA San Francisco**  
San Francisco  
Through Aug. 17

Aug. 17

**Active Collective New York**  
New York  
Through Aug. 18

**Northeast Materials Show**  
Boston  
Through Aug. 18

**OC Apparel Show**  
Irvine, Calif.  
Through Aug. 18

**Première Vision Sport**  
Boston  
Through Aug. 18

Aug. 19

**Vancouver Footwear & Accessory Buying Market**  
Richman, British Columbia  
Through Aug. 21

Aug. 20

**STYL/KABO**  
Brno, Czech Republic  
Through Aug. 22

Aug. 21

**Travelers Show Pittsburgh**  
Moon Township, Pa.  
Through Aug. 22

**Fashion Market Northern California**  
South San Francisco, Calif.  
Through Aug. 23

**Northstar Fashion Exhibitors**  
St. Paul, Minn.  
Through Aug. 23

**Satellite Style**  
San Francisco  
Through Aug. 23

**ASD Market Week, SourceDirect at ASD**  
Las Vegas  
Through Aug. 24

**Store Point Retail**  
Championshipgate, Fla.  
Through Aug. 24

Aug. 22

**Apparel Textile Sourcing**  
Toronto  
Through Aug. 24


**Bodyfashion Days**  
Mijdrecht, Netherlands  
Through Aug. 30

Aug. 23

**Active Collective**  
Huntington Beach, Calif.  
Through Aug. 24

**American Equestrian Trade Association (AETA) International Trade Show**  
Dallas  
Through Aug. 26

**Dallas Apparel & Accessories Market**  
Dallas  
Through Aug. 26



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**FashionGo** is the #1 B2B fashion wholesale e-commerce marketplace; connecting the fashion industry to buy and sell the latest trends. Established in 2002, FashionGo offers powerful tools, insightful data, and best-in-class service to empower the industry to shop smarter, sell more, and grow. With an increasing number of brands and retailers on FashionGo, the possibilities are endless. FashionGo Week Palm Springs, Calif., is scheduled for July 26–28 fusing the FashionGo online platform and the in-person wholesale community together, taking the B2B market experience to the next level, allowing retailers to seamlessly discover new styles, products, and brands. [www.fashiongo.net](http://www.fashiongo.net), [www.fashiongowee.com](http://www.fashiongowee.com)

**Dallas Kidsworld Market**  
Dallas  
Through Aug. 26

Aug. 24

**Fashion Industry Gallery (FIG)**  
Dallas  
Through Aug. 26

**Istanbul Fashion Connection**  
Istanbul  
Through Aug. 26

**Jumble Tokyo**  
Tokyo  
Through Aug. 26

Aug. 25

**Cambodia International Textile & Garment Industry Exhibition**  
Phnom Penh, Cambodia  
Through Aug. 28

**WESA Western/English Apparel & Equipment**  
Dallas  
Through Aug. 28

Aug. 28

**CALA Men’s and Women’s Show**  
Costa Mesa, Calif.  
Through Aug. 29

**Trend Seattle**  
Seattle  
Through Aug. 29

**Gallery Shoes & Fashion**  
Düsseldorf, Germany  
Through Aug. 30

**Livonia Children’s Show**  
Livonia, Mich.  
Through Aug. 30

**Manchester Signature Show**  
Manchester, N.H.  
Through Aug. 30

**National Bridal Market Chicago**  
Chicago  
Through Aug. 30

**Trendz**  
Palm Beach, Fla.  
Through Aug. 30

Aug. 29

**CHIC Shanghai**  
Shanghai  
Through Aug. 31

**Intertextile Shanghai Apparel Fabrics**  
Shanghai  
Through Aug. 31

**Intertextile Shanghai Home Textiles**  
Shanghai  
Through Aug. 31

**PH Value Shanghai China International Knitting Fair**  
Shanghai  
Through Aug. 31

**Yarn Expo Shanghai**  
Shanghai  
Through Aug. 31

**MosShoes**  
Moscow  
Through Sept. 1

Aug. 30

**Munich Fabric Start, Bluezone**  
Munich  
Through Aug. 31

**Project Tokyo**  
Tokyo  
Through Aug. 31

**Spinexpo Shanghai**  
Shanghai  
Through Sept. 1

**Collection Première Moscow**  
Moscow  
Through Sept. 2



# CALA MEN'S & WOMEN'S

Aug. 28–29, 2022

Orange County Fairgrounds, Costa Mesa

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CALA  
SAN FRANCISCO  
June 21–22  
Aug. 16–17

CALA  
SEATTLE  
Next show dates  
coming soon

CALA  
SALT LAKE CITY  
Next show dates  
coming soon

CALA  
SCOTTSDALE  
Next show dates  
coming soon

CALA  
DENVER  
June 26–27

# Dallas Market Showcases Western Classics With Contemporary Styles

Call it the “Yellowstone” effect. Call it a nostalgic vibe. Or call it what it really is, America’s never-ending love affair with the Western aesthetic—the country’s first true design style. Westernwear, especially when given a fresh new view with contemporary touches and new pairings, never shows its age as these and many other Dallas Market brands amply demonstrate.

## Agave Sky

Necessity is often the mother of invention, and so it is with Agave Sky. Its founder could not find a comfortable, stylish pair of boots that she liked so she decided to make them. The result is a casual-to-nightlife collection of classic silhouettes and high-quality materials reimagined with a splash of downhome comfort and fresh style. Case in point: the ostrich slides, which borrow a classic Western boot leather but transform it into a comfortable sandal in a myriad of colors. Similarly, Agave Sky’s first flat mule, the Adaire, features a feminine pointed-toe silhouette with the twist of 100 percent hand-cut cowhide. The Adaire, which comes in more than a dozen different materials and colors, is a bestseller along with the Cowhide Slide and Cowhide High Heel. As Agave Sky moves into its own custom-designed vintage leathers, “we are seeing a growing trend in our line of feminine, strappy Georgia booties as well as our Paige ankle boots.” Consumers seem to be “channeling their inner Beth Dutton”: Sales are growing, and suburban and city boutiques are calling.



## Hooey

“Hooey” is a hardcore rodeo term referring to the last wrap taken during a tie-down roping competition. And that’s where native Texan and Hooey founder Joey Austin, still today a competitive roper, has spent a good part of his life and what has continued to generate his passion for Western culture. From a “humble start” in 2009 selling caps at local rodeos to becoming the preeminent Western action-sports brand, Hooey never strays far from its roots. But a stint working in California and observing the surf-and-skate scene gave Austin an eye for contemporary trends. “We push the envelope with quality, progressive styling, and unique products,” he says, “while remaining grounded in our Western heritage.” The collection ranges from caps to men’s/women’s/boys’/girls’ apparel, shoes, hoodies, jackets, and backpacks, with consumers attracted to Hooey’s bright, original patterns, which are its bestsellers. Also popular: Hooey’s proprietary custom premium bamboo-blend men’s pocket Ts, joined now by a just-launched women’s bamboo dress line.



## Juan Antonio

Juan Antonio Cerrillo knows his leather. With 30 years of experience in his family’s leather-garment manufacturing business under his belt, so to speak, in 2009 he branched out on his own into designing handbags and accessories, including men’s and women’s wallets, briefcases, leather jackets and—yes—belts. He sources the fine leathers from around the world, but all the designs are fully and proudly made in the U.S.A. Tooling is done by skilled craftsmen, and embellishments such as lacking, braiding, appliques, inlays, and studding are hand-applied. While many of the bestsellers have been in the line for years, Juan brings new designs to every market, always evolving with new colors and leathers. In fact, he explains, all product is made to order, “so that allows our customers to get involved in the creation of their order by choosing what leathers and colors they want, which will make their lineup of Juan Antonio unique to their collection in their store.”



## Scully

When you are looking for an American leather-goods company with a pedigree, you need not look further than Scully. Founded in 1906, this family-owned company—now into its second century and fourth generation—were the purveyors of choice when Admiral Byrd and crew needed gloves and jackets for their expedition to Antarctica. Scully provided flight jackets and helmets to American aviators in both World War I and II, and Scully items are on view at the Smithsonian and Seattle’s Museum of Flight. Today, Scully is still known for its exceptional men’s and women’s leather jackets, handbags, business accessories, and travel pieces. The years have added men’s and women’s apparel items to the mix, adding to its leather category contemporary (Honey Creek and the Cantina) and Western and Old West apparel (Wahmaker and Rangewear). All celebrate a Western as well as contemporary aesthetic. “Western being the first design in America,” it notes, “has promoted the outdoor lifestyle for many years in many small towns as well as the big cities.”



**See these brands and many more at Dallas Apparel & Accessories Market running June 14–17, 2022. For more information, visit [www.dallasmarketcenter.com](http://www.dallasmarketcenter.com).**



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Calendar

Continued from page 20

**Euro Shoes Première Collection**  
Moscow  
Through Sept. 2

**Aug. 31**  
**All China Leather Exhibition**  
Shanghai  
Through Sept. 2

**Dhaka International Yarn & Fabric Show**  
Dhaka, Bangladesh  
Through Sept. 3

**Dye + Chem Bangladesh International Expo**  
Dhaka, Bangladesh  
Through Sept. 3

**Textech International Expo Bangladesh**  
Dhaka, Bangladesh  
Through Sept. 3



**Swim Collective** and **Active Collective** return to in-person events in 2022 with an entirely reimagined experience. The California markets return to their new beachfront location at the Paséa Hotel and Spa in Huntington Beach, Calif., with refreshed branding, all new displays, and immersive activations for retailers to feel, see, and try products in real life. The new format truly supports brand storytelling and the ability to share the heritage and lineage of the textiles behind their products. Swim Collective will be hosted June 14–15 at the Paséa Hotel and Spa; Active Collective NY will be hosted Aug. 17–18 at the Metropolitan Pavilion and Active Collective CA will be hosted Aug. 23–24. Register now at [www.collectiveshows.com/register-now](http://www.collectiveshows.com/register-now).



**OFFPRICE Las Vegas** offers a wholesale marketplace to those needing to source products, make valuable connections, and write orders. Today, retailers need product more than ever. At OFFPRICE, buyers can touch, feel, and see the best offerings to fill their inventory. Whether it be excess goods, in-season closeouts, overproduced or budget goods, retailers find high margin products at the OFFPRICE show that maximize their open-to-buy dollars and increase their bottom line. Registration is open now! The next show takes place Aug. 6–9 at the Venetian Expo. For more information, visit [www.offpriceshow.com](http://www.offpriceshow.com).

**Sept. 2**  
**Bijorhca Paris**  
Paris  
Through Sept. 5

**Who's Next, Impact, Traffic Paris**  
Through Sept. 5

**Sept. 3**  
**InterLook Messe**  
Köhn, Germany  
Through Sept. 4

**ILM International Leather Goods Fair**  
Offenbach, Germany  
Through Sept. 5

**Sept. 4**  
**Autumn Fair**  
Birmingham, U.K.  
Through Sept. 7

**Moda London Spring Fair**  
Birmingham, U.K.  
Through Sept. 7

**Sept. 5**  
**London Textile Fair**  
London  
Through Sept. 6

**Berlin Fashion Week**  
Berlin  
Through Sept. 10

**Sept. 6**  
**Cinte Techtextil China**  
Shanghai  
Through Sept. 8

**Sept. 7**  
**Fashion Rendez-Vous Première Vision**  
Paris  
Through Sept. 8

**Tokyo International Gift Show**  
Tokyo  
Through Sept. 9

**Sept. 8**  
**Imprint Canada**  
Montreal  
Through Sept. 9

**Surf Expo**  
Orlando, Fla.  
Through Sept. 10

**Los Angeles Small Business Expo**  
Los Angeles

**Maison&Objet**  
Paris  
Through Sept. 12



Shop the West Coast's premier venue for the fashion industry's top apparel, accessory, gift, and footwear in a friendly and relaxed atmosphere at **Fashion Market Northern California** coming Aug. 21–23. Visitors and exhibitors enjoy buffet lunch daily, afternoon treats, as well as complimentary valet parking on Sunday and Monday at the Embassy Suites in South San Francisco. FMNC's mission is to offer quality-driven fashion and accessory collections to retailers throughout Northern California and beyond in a beautiful venue minutes away from San Francisco Airport.



**Texworld New York City, Apparel Sourcing New York City, and Home Textiles Sourcing**, the East Coast's largest textile sourcing event, announced its first in-person since July 2019. The shows will be held on July 19–21 at the Javits Center. Popular among attendees, Texworld NYC's Textile Talks and the Lenzing Seminar Series will return live on the show floor. Known for insightful and topical sessions for all levels of experience across all segments of the industry, Texworld NYC's educational program is not to be missed. Additionally, visitors will have access to a curated selection of F/W 23–24 trends in the Texworld Trend Showcase presented by New York-based trend agency, TOBE/The Doneger Group. The hybrid Sourcing Showroom will also return to the show floor to enable global suppliers still facing travel restrictions to be physically represented in the U.S. marketplace. [texworld-usa.us.messefrankfurt.com/new-york/en.html](http://texworld-usa.us.messefrankfurt.com/new-york/en.html)

**The SOCIETY Fashion Week**  
New York  
Through Sept. 12

**Sept. 9**  
**CENTRESTAGE**  
Hong Kong  
Through Sept. 11

**Hawaii Market Expo**  
Honolulu  
Through Sept. 11

**Trends The Apparel Show**  
Edmonton, Alberta  
Through Sept. 11

**Sept. 11**  
**Michigan Women's Wear Market**  
Livonia, Mich.  
Through Sept. 12

**Sept. 12**  
**The New International Lingerie Show**  
Las Vegas  
Through Sept. 13

**Dallas Design Week**  
Dallas  
Through Sept. 15

**Sept. 13**  
**SPESA Advancements in Manufacturing Technologies Conference**  
Detroit, Mich.  
Through Sept. 14

**Sept. 14**  
**Filo**  
Milan  
Through Sept. 15

**Northern Michigan Show**  
Gaylord, Mich.  
Through Sept. 15

**Sept. 15**  
**Osaka International Gift Show**  
Osaka, Japan  
Through Sept. 16

**Sept. 16**  
**Graphics Pro Expo Charlotte (formerly The NBM Show)**  
Charlotte, N.C.  
Through Sept. 17

**Billings Market Association**  
Billings, Mont.  
Through Sept. 18

**Designers and Agents NY**  
New York  
Through Sept. 18

**Momad, Shoes Room by Momad**  
Madrid  
Through Sept. 18

**HOMI Fashion&Jewels Exhibition**  
Milan  
Through Sept. 19

**Sept. 17**  
**SHWRM**  
New York  
Through Sept. 19



The "Original" **OC Apparel Show** has become a favorite in the Southern California region for over a year now. Proving to be a hit with retailers from Northern California and along the coastline down through San Diego, the show takes pride in all of the small details that makes The OC Apparel Show stand way above the rest. Buyers love the "original" OC Apparel Show and have been coming back show after show. The great selection of unique lines and some of the hottest manufacturers in the industry are here to help make buyers' jobs easier. When travel becomes a chore and time away from stores is limited, show organizers have found that San Diego, Orange County, LA County, Palm Desert/Springs, the valleys, Inland Empire and the Temecula Valley are all loyal to the show.OC Apparel Show is changing the trade-show mold and building something fresh and new—a place reps love as much as buyers. The show is looking for swim, athleisure, surf, and golf reps/exhibitors to join the Aug. 17–18 dates. The Southern California "Lifestyle and Resort" vibe is exactly what the market needs and the show is looking for retailers who want a place to call home in the OC market. Come check out why the "Original" OC Apparel Show is the hottest show in the industry! [www.OCApparelShow.com](http://www.OCApparelShow.com)

**Sept. 18**  
**REV Chicago Boutique Show**  
Des Plaines, Ill.  
Through Sept. 19

**Coterie New York**  
New York  
Through Sept. 20

**MAGIC New York**  
New York  
Through Sept. 20





2022 Show Dates

June 19 - 21

August 21 - 23

October 23 - 25

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[info@whiteoakcf.com](mailto:info@whiteoakcf.com)

## INTERNATIONAL TRADE-SHOW CALENDAR

### Calendar

*Continued from page 23*

**Milano Micam**  
Milan  
Through Sept. 20

#### Sept. 19

**fASIlitate**  
Scottsdale, Ariz.  
Through Sept. 22

#### Sept. 20

**Fashion London SVP**  
London  
Through Sept. 21

**Heimtextil Russia**  
Moscow  
Through Sept. 22

**Lineapelle Milan**  
Milan  
Through Sept. 22

**London Brand Licensing Europe**  
London  
Through Sept. 22

**Paris Retail Week**  
Paris  
Through Sept. 22

**Techtextil Russia**  
Moscow  
Through Sept. 22

**Trendz West**  
Palmetto, Fla.  
Through Sept. 22

**Milan Fashion Week**  
Milan  
Through Sept. 26

#### Sept. 21

**Texhibition Istanbul Fabric and Textile Accessories Fair**  
Istanbul  
Through Sept. 23

**Vietnam International Textile and Garment Exhibition**  
Ho Chi Minh City, Vietnam  
Through Sept. 24

#### Sept. 22

**Interfilière Paris**  
Paris  
Through Sept. 24

**White Show—Man & Woman**  
Milan  
Through Sept. 25

**White Street Market**  
Milan  
Through Sept. 25

#### Sept. 23

**Western Imprint Canada Show**  
Calgary, Alberta  
Through Sept. 24

#### Sept. 25

**The Deerfield Show**  
Deerfield, Ill.  
Through Sept. 26

#### Sept. 26

**Allfashion Sourcing**  
Cape Town, South Africa  
Through Sept. 28

**Taropak**  
Poznan, Poland  
Through Sept. 28

**Paris Fashion Week Women**  
Paris  
Through Oct. 4



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#### Sept. 28

**LA Textile**  
Los Angeles  
Through Sept. 30

#### Sept. 29

**Tranoi Women**  
Paris  
Through Oct. 2

#### Sept. 30

**Impressions Expo Fort Worth**  
Fort Worth, Texas  
Through Oct. 2

**Womon Paris**  
Paris  
Through Oct. 2

**Première Classe**  
Paris  
Through Oct. 3

#### Oct. 3

**The Indy Show**  
Plainfield, Ind.  
Through Oct. 4

**Luxe Pack Monaco**  
Monaco  
Through Oct. 5

#### Oct. 4

**JiTAC European Textile Fair**  
Tokyo  
Through Oct. 6

### CALA MEN'S & WOMEN'S SHOW

Ken Haruta and Gerry Murtaugh formed a partnership to run **CALA Men's and Women's Show**. The open-booth show hosted this past August in Newport Beach was the most successful event in 15 years. Attendance records were broken on both the wholesale and retail sides, and they are looking to repeat this at the next show, to be held Aug. 28–29 at the Orange County Fairgrounds in a 33,000-square-foot pavilion just off the 73/55 highway going into Newport Beach, in close proximity to the John Wayne and Long Beach airports. Please visit the show's new website [www.calamens.com](http://www.calamens.com), [www.calashows.com](http://www.calashows.com).

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messe frankfurt

INTERNATIONAL TRADE-SHOW CALENDAR

LECTRA

As a major player in the fashion, automotive and furniture markets, **Lectra** contributes to the Industry 4.0 revolution with boldness and passion by providing best-in-class technologies. The group offers industrial intelligence solutions—software, equipment, data, and services—that facilitate the digital transformation of the companies it serves. In doing so, Lectra helps its customers push boundaries and unlock their potential. The group is proud to state that its 2,400 employees are driven by three core values: being open-minded thinkers, trusted partners and passionate innovators. Founded in 1973, Lectra reported revenues of 388 million euros in 2021 and is listed on Euronext (LSS). For more information, please visit [lectra.com](http://lectra.com)

Oct. 5

**LA Majors**  
Los Angeles  
Through Oct. 7

Oct. 8

**Fashion Week San Diego**  
San Diego  
Through Oct. 9

Oct. 9

**Travelers Show Baltimore**  
Baltimore  
Through Oct. 10

**LA Market Week**  
Los Angeles  
Through Oct. 12

**LA Kids Market**  
Los Angeles  
Through Oct. 12

Oct. 10

**The Essence**  
Shanghai  
Through Oct. 11

**Brand Assembly**

Los Angeles  
Through Oct. 12

**Designers and Agents LA**

Los Angeles  
Through Oct. 12

**Label Array**

Los Angeles  
Through Oct. 12

**October 2022 Market Week**

Los Angeles  
Through Oct. 13

**Spring '23**

Los Angeles  
Through Oct. 13

Oct. 11

**October Atlanta Apparel**  
Atlanta  
Through Oct. 15

Oct. 12

**Travelers Show Ocean City**  
Ocean City, Md.  
Through Oct. 13

SWIMSHOW  
SWIM • BEACH • RESORT

**SwimShow**, the premier tradeshow dedicated to the swimwear industry, takes place July 16-18 at the Miami Beach Convention Center in Miami Beach, FL. With more than three decades of expertise, SwimShow is recognized as the global tradeshow where the very best gather to network, exhibit and purchase next year's trends. Held every July, SwimShow is the largest of its kind in the world and attracts more than 7,500 buyers, manufacturers, designers, corporate personnel, press, bloggers, influencers, fashion consultants, stylists, VIP's and other fashion industry leaders from over 60 countries to showcase brands and create business opportunities. SwimShow is planned and executed with the utmost needs of swimwear buyers anticipating the trends, debuting new designers each year and producing an all-encompassing tradeshow that is second to none. [www.swimshow.com](http://www.swimshow.com)

S  
SATELLITE  
STYLE

The well-established and ever successful Fashion Market Nor-Cal show is introducing a Contemporary show, **SATELLITE STYLE**, running Aug. 21-23 at the Embassy Suites in South San Francisco. A place to find more fashion-forward styling, as well as lines not yet represented in Northern California, under the same roof as the FMNC. Come shop at the new Satellite Style! [www.satellitestyle.co](http://www.satellitestyle.co)

**Taipei Innovative Textile Application Show (TITAS)**

Taipei, Taiwan  
Through Oct. 14

Oct. 13

**Rooms Creation Festival**  
Tokyo  
Through Oct. 16

Oct. 15

**Exponoivos Lisboa**  
Lisbon, Portugal  
Through Oct. 16

Oct. 16

**Next Point Retail Technology**  
Chicago  
Through Oct. 19

Oct. 17

**Fashion Source, Première Vision Shenzhen**  
Shenzhen, China  
Through Oct. 19

Oct. 18

**Fashion Sourcing Expo**  
Tokyo  
Through Oct. 20

➔ Calendar page 26

The Fabric Shows

American & European  
Textile & Trim Collections  
Produced Globally  
Including Made in USA!  
Low Minimums + In Stock  
Custom Design & Printing

New York Fabric Show

July 20 & 21, 2022

San Francisco Fabric Show

November 20 & 21, 2022

@TheFabricShows

[TheFabricShows.com](http://TheFabricShows.com)

S  
SATELLITE  
STYLE

Contemporary Market

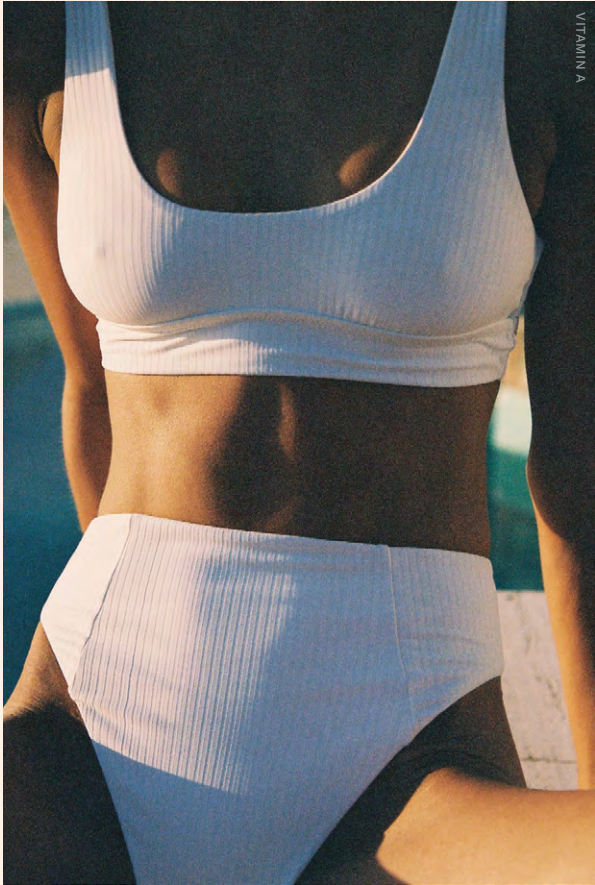
2022 Show Dates

August 21 - 23

October 23 - 25

[www.satellitestyle.co](http://www.satellitestyle.co)

# SWIM SHOW



7500+ Attendees

450+ Exhibitors

Miami Beach

July 16-18, 2022

T. 305.596.7889 info@swimshow.com swimshow.com #SeeYouAtSwimShow

## INTERNATIONAL TRADE-SHOW CALENDAR

### Calendar

Continued from page 25

#### Fashion World

Tokyo  
Through Oct. 20

#### International Fashion Brand Expo

Tokyo  
Through Oct. 20

#### Japan Fashion Expo

Tokyo  
Through Oct. 20

#### Shoptalk Fall Meetup

Online  
Through Oct. 20

#### Textile Tokyo

Tokyo  
Through Oct. 20

#### Oct. 19

##### Kingpins Amsterdam

Amsterdam  
Through Oct. 20

##### Texfusion London

London  
Through Oct. 20

#### Oct. 23

##### Travelers Show Pittsburgh

Moon Township, Pa.  
Through Oct. 24

##### Fashion Market Northern California

South San Francisco, Calif.  
Through Oct. 25

##### JA New York

New York  
Through Oct. 25

##### Satellite Style

San Francisco  
Through Oct. 25

##### Trendz

Palm Beach, Fla.  
Through Oct. 25

#### Oct. 24

##### IFJAG Dallas

Dallas  
Through Oct. 26

#### Oct. 25

##### Dallas Apparel & Accessories Market

Dallas  
Through Oct. 28

##### Dallas Kidsworld Market

Dallas  
Through Oct. 28

### WELLS FARGO

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### The Fabric Shows

**The Fabric Shows** feature American and European Textile & Trim Collections with Global Production including Made in USA. Exhibiting companies have low minimums, produce to order and many have In-Stock programs. Attendees include designers/manufacturers of sewn products (apparel, home, other), private label producers, event /party planners, retail fabric stores. The show takes place in New York twice a year (January and July) and in several other cities once a year. Scheduled 2022 shows July 20-21, New York Fabric Show at the New Yorker Hotel; Nov. 20-21, San Francisco Fabric Show at the San Francisco Hilton Financial District. [TheFabricShows.com](http://TheFabricShows.com)

#### Oct. 26

##### Functional Fabric Fair—powered by Performance Days

Portland, Ore.  
Through Oct. 27

##### Fashion Industry Gallery (FIG)

Dallas  
Through Oct. 28

#### Oct. 28

##### Lexus Charleston Fashion Week

Charleston, S.C.  
Through Oct. 29

#### Oct. 29

##### Exponoivos Porto

Porto, Portugal  
Through Oct. 30

#### Oct. 30

##### Manchester Signature Show

Manchester, N.H.  
Through Nov. 1

##### Northstar Fashion Exhibitors

St. Paul, Minn.  
Through Nov. 1

##### Japan Fashion Week

Tokyo  
Through Nov. 2

#### Nov. 2

##### CHIC Shenzhen

Shenzhen, China  
Through Nov. 4

##### IFAI Expo

Nashville, Tenn.  
Through Nov. 4

#### Nov. 3

##### Coast Miami

Miami  
Through Nov. 4

##### Functional Fabric Fair—powered by Performance Days

Munich  
Through Nov. 4

#### Nov. 4

##### ASFW Sourcing and Fashion Week

Addis Ababa, Ethiopia  
Through Nov. 7

#### Nov. 6

##### Michigan Women's Wear Market

Livonia, Mich.  
Through Nov. 7

#### Nov. 7

##### FashionGo Week New York City

New York  
Through Nov. 9

#### Nov. 8

##### New England Apparel Club

Hyannis, Mass.  
Through Nov. 9

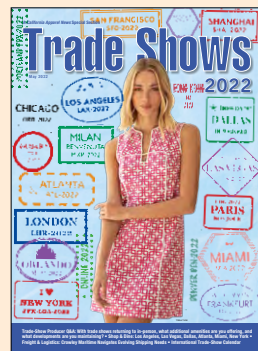
#### Nov. 10

##### Interfilière Shanghai

Shanghai  
Through Nov. 11



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On the cover: Trina Turk

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# 2022

# LA MARKET

# DATES

## June

6/13-6/16

## August

8/1-8/4

## October

10/10-10/13



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