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E VOICE OF THE INDUSTRY FOR 77 YEARS \$3.99 VOLUME 78, NUMBER 14 JULY 1, 2022 DOUBLE ISSUE

L.A. SWIM WEEK IS BACK! A collaboration between Art Hearts Fashion, Fashion Tech Works and The New Mart, the four-day event ran concurrent with the June L.A. Market. Held June 12–15 at the iconic fashion building, L.A. Swim proved to be an immersive experience for attendees. For more looks, see page 4. Vichi Swim

INDUSTRY FOCUS: DENIM

Denim Experts Weigh In on Design, Responsible Manufacturing, Vintage

By Dorothy Crouch Contributing Writer

Current trends in designing, manufacturing and styling denim relay a sense of going back to the future as demand for vintage pieces soars. Denim experts are not only relying on textile sources from reclaimed pieces to create new designs, in addition to the artistry provided by workers, and washes and finishing that are more responsible, but they are also designing styles that speak to a consumer who values the aesthetics of classic features from previous decades or centuries.

This trend for making what was once old new again has also driven a booming resale market. Vintage connoisseurs and blue-blooded denim veterans on the sales side of the business have dedicated large portions of floor space to soughtafter and, in some cases, the rarest pieces that can live on and be loved again. It is in these stores and spaces that denim enthusiasts can talk shop sharing trade insights, while newcomers to collecting can gain an invaluable education regarding this category that has drawn them in.

■ Denim after page 10

TEXTILE TRENDS

Attention-Grabbing Textiles to Stand Out This Season

By Dorothy Crouch $Contributing\ Writer$

Fashion is continuing to create garments in alluring fabrics that ensure style mavens will make large statements without saying a word. While they are unique and eye catching, this season's textiles will even make those who favor understated style more comfortable with standing out.

In swimwear, fabrics burst onto the scene in neon colors and exciting patterns. An array of prints—from chic to fun styles—in a number of fabrications afford options to bring to life the most unique fashion vision. This season is about showing up in showy fashions, and textile manufacturers are meeting the demand with a focus on creating lively foundations for the next era in fashion.

Textile Trends page 11



SWIM RESOURCES

Bay 2 Swimwear

Inspired by the beaches of New York City-yes, New York has beaches, too-Bay 2 Swimwear was founded by Jillian Bardo, an experienced lifeguard and lifelong lover of sand and sea. Bardo felt the swimwear market lacked a high-end and cute suit that would stay in place among rolling waves and that didn't create a maze of tan lines. The end result is active-chic swimsuits that look good on all shapes and sizes.

Bay 2 Swimwear offers simple styles in sizes ranging from XS to XL, including both bikinis and one-pieces. Aiming to inspire confidence, Bay 2 Swimwear focuses

on the practical concerns of comfort, wearability and quality fabrics. That means no trendy ties, itchy tags or impossibly high cuts.

Recent introductions include the Cape Floral print, which is featured on a range of new suits made from an eco-friendly fabric com-



prised of high CLO spandex-which is chlorine resistant and thus ideal for swimming pools as well as oceans—plus polyester made from recycled PET, or polyethylene terephthalate.

Bay 2 Swimwear also passionately supports environmental and small-business initiatives. Whenever possible, materials and labor are locally sourced, and packaging is made from recycled paper.

Bardo was raised in Brooklyn and grew up going to Riis Park and Rockaway beaches in New York City, where she eventually worked as a lifeguard. Her love of the beach was further kindled by her father, who owned a scuba business, and family vacation spots included such exotic desti-

nations as Cozumel, Palau and Curação.

Prices range from \$80 to \$160, and colors are generally soft and muted, including coral, rose, sky blue, sage and fawn. Visit bay2swimwear.com for more information.—Christian Chensvold

Elomi

Elomi, a Korea-based lingerie and swimwear brand designed for fuller figures, has partnered with Hyosung, the world's largest manufacturer of spandex, for an elegant new swim collection made from Hyosung's creora highelo spandex. The fabric was specifically designed to prevent damage from chronline. Its added benefits include improved durability and long-lasting fit retention, which ensures wearers look and feel their best.

The performance fabric is included in the lining of Elomi's Spring/Summer 2022 swimwear range. Entitled Bazaruto, it is inspired by the clear blue sea, combining sapphire blue with crochet details. Elomi also employs creora highclo in the outer fabric of its range entitled Magnetic. Its UW plunge bikini top flatters all bust shapes and can be matched with full briefs. Pieces from both collections can be mixed and matched for maximum style versatility.

"We specialize in designing and manufacturing high-quality bra-



sized swimwear for the fuller figure," says Senior Elomi Brand Designer Charlotte Davies, "and it's really important to us that our swimwear has longevity. This is why we choose to use durable fibers."

Elomi launched in 2008 as a brave concept in lingerie, intent on becoming a pioneer for the fuller-figured woman. It subsequently expanded into plus-size beachwear and curvy swimwear in cup-sized styles, including bikinis, tankinis and swimsuits. With a mission to inspire and empower women to live their lives without limits, Elomi's on-trend designs and flattering cuts provide the perfect blend

of style and support in styles ranging up to a K cup.

"Elomi has established an amazing reputation for its passion for body inclusivity and positivity," says Claire O'Neill, European marketing manager for Hyosung. "We are thrilled to help the brand develop long-lasting, form-fitting and stylish swimwear that makes women feel as confident and beautiful as they can be."

Visit *elomilingerie.com* for more information.—*C.C.*

Kamari Swim

Miami has its own expression of beach culture, which Kamari Swim embraces wholeheartedly. That means bright colors and bold, sexy styling, meant to make women feel confident and comfortable in their own bodies. Whether sunbathing, socializing or jetsetting, Kamari's suits and sarongs offer versatility and vibrancy, designed to move easily with a woman's body no matter what the occasion.

The brand was founded by Florida native Madison Martina, who-no surprise-spent

her life growing up in swimsuits. Eventually she noticed, however, that she rarely felt both confident and comfortable in the swimwear she found. After some deliberation, Martina decided to fix the situation herself and Kamari was born.

Styles range from bold Miami colors to elegant and subdued black.



Bikini tops are priced at \$90, bottoms at \$85 and one-pieces at \$190. The one-piece style highlights include asymmetrical and crisscross cuts accented with gold rings.

Martina grew up making clothes for her dolls before moving on to making them for herself. While working as a fashion model in Los Angeles, she noticed that the swimwear she would model didn't fulfill the magic combination of making her feel simultaneously comfortable and sexy. She launched Kamari to prove the two were not mutually exclusive. "Why do we try to fit ourselves into swimsuits rather than look for swimsuits that fit us?" Martina said. "This was my

opportunity to create innovative and flattering designs that allowed for easy movement. Just as our bodies typically change throughout the day, our swimwear should change with us and move easily. Women deserve to feel amazing, not uncomfortable."

See kamari.com for more information.—C.C.

Signed By McFly

Bronx, New York-based designer Mugzy McFly has expanded his collection Signed By McFly. Launched as a T-shirt business in 2013 with no investors and just a \$1,000 credit limit, it has grown to include hats, hoodies, body sets, moto and cargo pants—and now, finally, swimwear. The approach has been to create mostly genderless items, with inspiration drawn from the slogan "more dreams, less sleep."

The swim collection includes boardshorts, bikinis and zip-front one-pieces that nod to the '70s, priced at around \$60. Style highlights include classic in the front and string

in the back, the use of camouflage, and "ATM Jam," a fabric pattern



based on international currency.

Mugzy McFly, whose real name is Jevaughn Williams, began making his own fashions at the age of 13. With a mind for business as well as a creative side, he went on to receive an accounting degree from John

In an interview with Essence Magazine, McFly advised other would-be entrepreneurs to view starting a fashion brand like going to college, where one spends four years learning, knowing the financial success will come later. "Learn about everything you can regarding your business for as long as you can-competitors, markets, etc.-and I promise you won't regret it."

Visit signedbymcfly.com for more information.—C.C.

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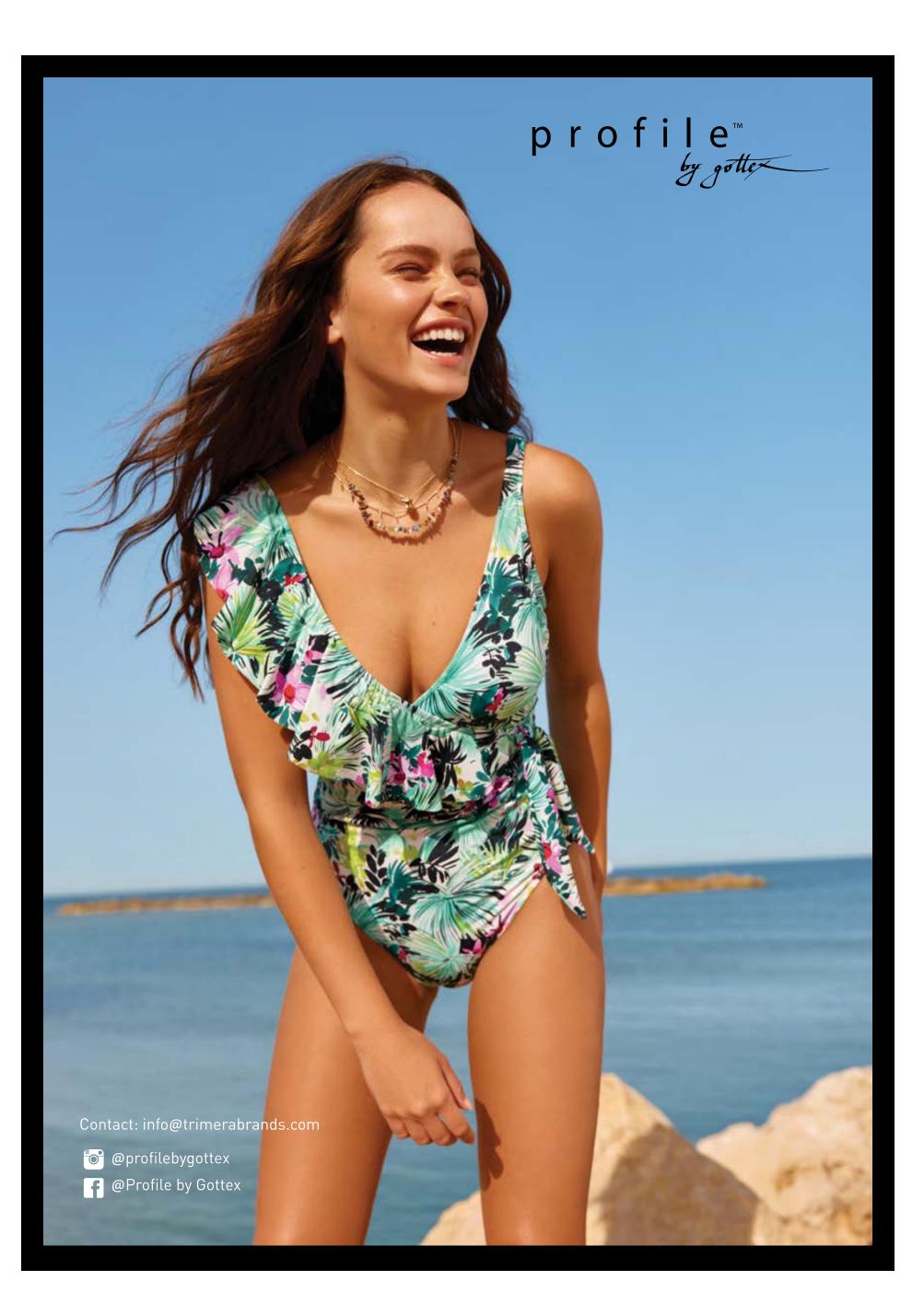
Inside the Industry

SwimOutlet.com has announced the relaunch of Sporti, its top-performance private-label swimwear line along with a series of design collaborations with top athletes and influencers including Stef Corgel; artists Tyler Wallach, aLILscribble, Mat Chavez, Damian Orellana and She Is This; Olympians Emma Weyant and Alex Walsh; and swimmers Gretchen Walsh and Shaine Casas. The first collaboration, the Stef Corgel x Sporti Collection, launched June 1 and features prints named after iconic Southern California destinations. The second collection, with Tyler Wallach, launched June 8 and features a selection of swimwear for LGBTO+ swimmers and allies alike. The Sporti x Tyler Wallach collection is donating a portion of the proceeds to the It Gets Better Project, a nonprofit aimed at empowering and uplifting LGBTQ+ youth around the world. Upcoming collaborations will be launched throughout the rest of 2022 and into 2023 with a special highlight on partnerships with college athletes.

Left on Friday, a premium active swimwear brand, has launched its newest color, a retro red hue named Camp. Consumers can purchase the Offshore and Sunday tops, the Hi Hi and Hi Tide bottoms, and the Sunday Suit and Peak Suit one-pieces in the new color. To celebrate summer and showcase the newest shade, Left on Friday captured cheerleaders and gymnasts on the move wearing the products. Left on Friday was founded by two former Lululemon executives and is a fan favorite among active celebrities such as Jessica Alba. Maria Sharapova and Kate Upton. Products are designed in Vancouver and made in California using high-quality Smoothing Dream Fabrics from Italy.

The 5th Annual Wonder Woman Initiative is set for July 16, during Miami Swim Week, at the Kimpton Angler's. The theme for this year's event, "Metanoia: The Crowned Mind," will be hosted by Brazilian model and actress Karmel Bortoleti and is set to highlight the creative vision of positive transformation through the shift of mental and physical states. Honorees at the event include Victoria Vesce, a Sports Illustrated Swim finalist who is also a brain-tumor survivor; business strategist and author Gloria Ward; and Renee "Stichiz" Casseus, philanthropist and iHeartRadio host. Featured designers showcasing during the event include Tayo Ishola of Eido Swimwear, Jennifer Nicole Lee with her VIP Queen Collection, Judith Gaffney of Culture Trees, Maranatha Novembre of Allure Novembre, Gina Marie Xocal of Xocal Biquini and Jnaba Diallo of Dieo.

Mimaki USA, a manufacturer of inkjet printers and cutters, has announced the launch of its new online store for the U.S. and Canada markets, Mimaki eShop, which represents the first time in the company's history that products are available for sale directly to consumers. Mimaki eShop offers a curated selection of "experienced" machines, accessories inks and overstock products, with an ever-changing lineup of available merchandise. The online store is easy to navigate and was built with customer use as a priority. "Whether it's to satisfy an interest in trying us for the first time or for the seasoned Mimaki user looking to expand their lineup, our new online store has something for everyone," said Vernon Jones, Senior Marketing Manager at



Hyosung Meets Swimwear Trends With New Ocean Protection Initiative and Continuous Textile Innovation

Presenting sustainable solutions for swim and activewear brands

Now that COVID-19 pandemic restrictions have eased, people are once again traveling—eager to get out and explore the beauty and adventure the world presents to us. That said, sales of swimwear have soared with consumers looking for designs and materials that suit their personal lifestyles.

With consumers today being increasingly concerned over our environment, Hyosung, a global textilesolutions provider and the world's largest spandex manufacturer, has developed new sustainable solutions for swimand activewear brands that align with their individual

eco-conscious platforms.

Of latest note is the company's new Ocean Protection Initiative in which it is turning trash into treasure. The initiative begins with the development of Hyosung's MIPAN regen ocean nylon and regen ocean polyester, both made with ocean waste.

MIPAN regen ocean is GRS certified, 100% recycled nylon made from discarded fishing nets and other reclaimed nylon

waste. Hyosung conducts an extensive collection, chemical-recycling, and creation process in order to produce exceptional-quality yarn that meets brands' expectations.

Hyosung's regen ocean 100% recycled polyester fiber is made from ocean plastic, which is Ocean Bound Plastic certified. This certification was created by Zero Plastic Oceans to transparently certify that plastic waste is correctly collected and managed. MIPAN regen ocean will receive OBP certification in the first quarter of 2023.

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

Hyosung's broad portfolio of sustainable and performance fibers have

also caught the attention of many leading swimwear brands including Elomi, O'Neill, and Speedo among others. Highlighted varns include:

- creora® highclo™: spandex designed to overcome vulnerability to damage by chlorine
- creora® regen: GRS certified, 100% recycled spandex
- creora® bio-based: spandex made with 30% renewable resources
- regen askin: 100% recycled polyester cooling and UV protective fiber
- MIPAN regen aqua-X: 100% recycled nylon cooling and UV protective fiber



"Through a recent brand-partner survey, we've learned that most have individual sustainability priorities," says Simko. "We are fortunate to have a broad portfolio of sustainable solutions to meet brands' diverse needs.'

Hyosung is a comprehensive fiber manufacturer that produces worldclass products, providing innovation and solutions to the textile industry. Hyosung's creora® spandex is the world's largest spandex brand, supplying the broadest range of stretch-fiber offerings supported by exceptional technology and quality. MIPAN® nylon and specialty polyester provide functional and sustainable fiber solutions that are essential to today's dynamic textile market. Visit our blog at blog. hyosungtnc.com for all the latest trends, event, and product updates. Hyosung can also be found on Instagram at @hyosung_textiles and on LinkedIn at Hyosung Performance Textiles www.linkedin.com/company/ hyosung-performance-textiles.

HYOSUNG

RUNWAY



Monsanto





Bellaria





Cromartie

Body Glove

Carmen Sol







Bikini Beach

Australia



L.A. Swim Week Features a Fully **Immersive Fashion Experience**

By Betti Halsell Contributing Writer

Los Angeles Swim Week, a collaboration between Art Hearts Fashion, Fashion Tech Works and The New Mart, took place June 11–14 in the heart of L.A.'s Fashion District.

Part runway, part trade show, part art installation, the four-day event treated guests to a series of evening runway shows, pop-ups and experiences. Designers included Nike Swim, Body Glove, Dr. Martens, Carmen Steffans, Mister Triple X, Merlin Castell, Bellaria, Vichi Swim, Sugarpuss, Lybethras, Carmen Sol, Bishme Cromartie, Gyv Me Body, Bikini Beach Australia, Alexis Monsanto, Natalia Fedner, Bad Sisters, Remnant Bikinis, Keppi, Custo Barcelona, Keefer Madness and Cross Colours.

"Bringing fashion to life for the buyers and for key influencers of fashion stakeholders was very important to us," said New Mart General Manager Tom Keefer. "Our goal is to embrace the latest innovations in fashion and technology and showcase them on the

runway rather than separate fashion shows from the trade shows.'

"Art Hearts Fashion was thrilled to be launching Los Angeles Swim Week to complement and elevate the L.A. Fashion District's businesses and trade events," said Art Hearts Fashion President Erick Rosete. "AHF is proud to bring our state-of-the-art runway shows and one-of-a-kind experiences to L.A. By creating a visual and hands-on experience, we are allowing buyers and industry professionals a much more personalized way to experience new and staple brands."

The collaboration between Art Hearts Fashion, Fashion Tech Works and The New Mart began at the March Los Angeles market week and allowed designers a chance to showcase their lines in more of a trade-show setting.

"We are honored to have Art Hearts Fashion create an experience for buyers and industry professionals to connect with and enjoy during the L.A. Fashion District trade show events," added Keefer.





Lybethras







Merlin Castell

My Club Just Mister Triple +











Natalia Fedner

Nike

Remnant Bikinis

Sugarpuss



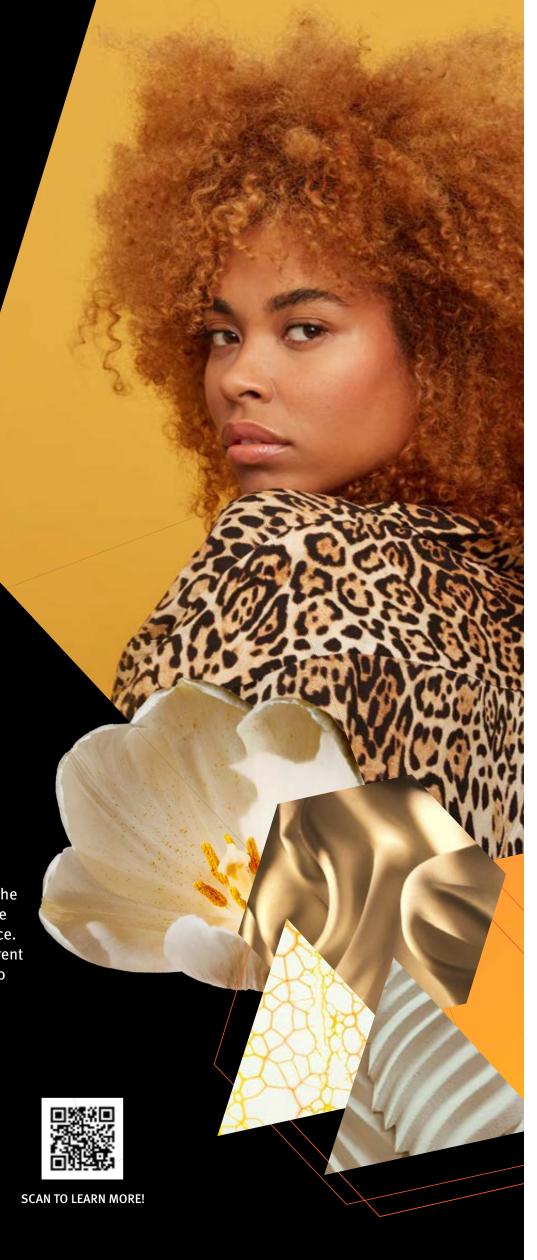
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Neon Dreams

Summer affords an escape from normalcy through textiles in fluorescent and neon hues reminiscent of 1980s-era beach volleyball, rollerblading in the park and enjoying fun in the sun.



EBI Fabrics Corporation

Triple Textile







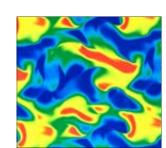
Kalimo

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SWIM SHOW

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Miami Beach







Kalimo

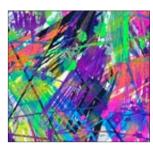
Triple Textile

EBI Fabrics Corporation

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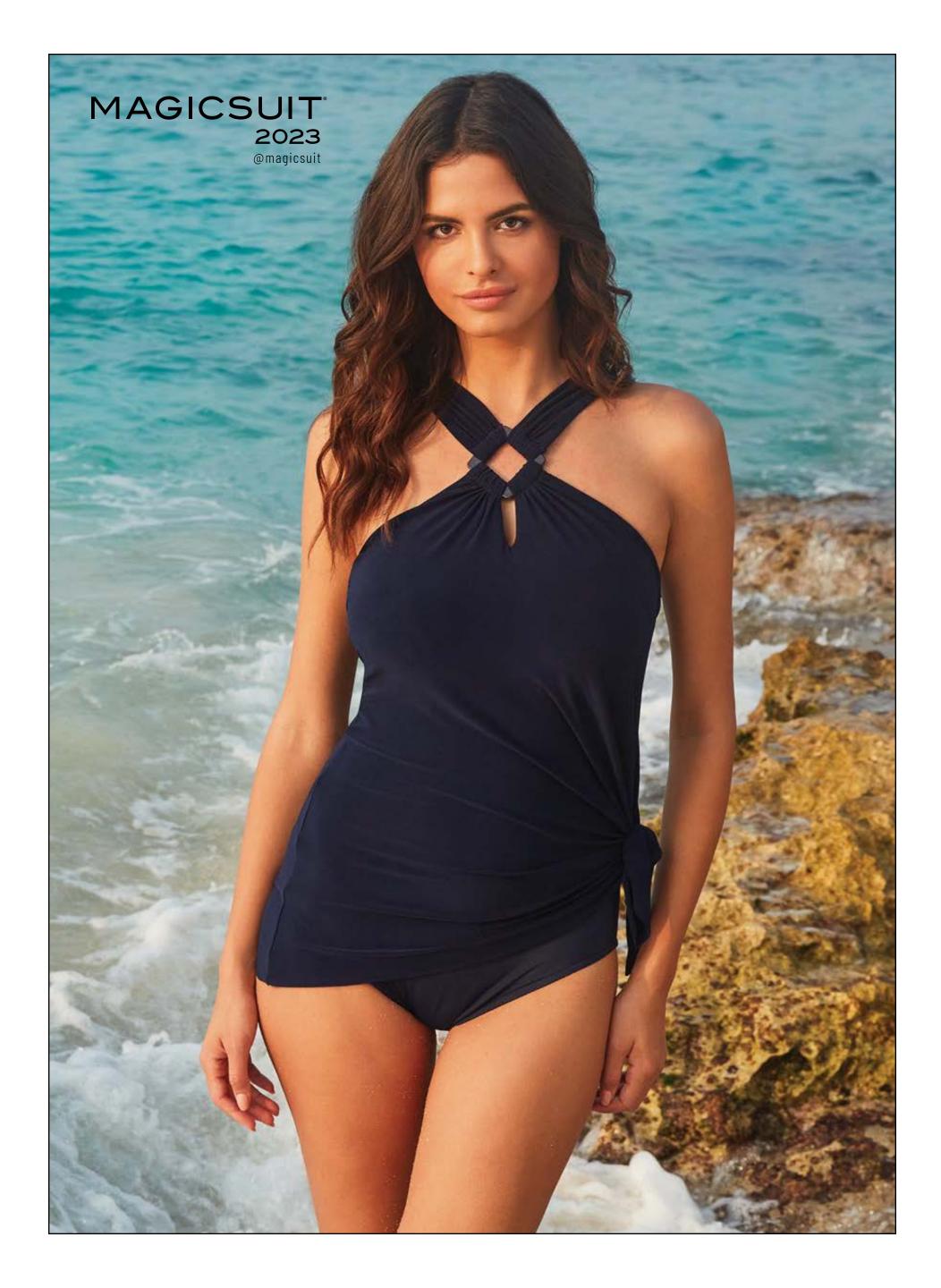




Texollini

Triple Textile







SWIM TEXTILE TRENDS

Everything Under the Sun

Swimwear patterns are inspired by happy imagery such as sunflowers, tropical blooms, brightly colored palms, cheerful paisleys, sumptuous fruits and elevated novelty prints that favor playfully chic designs.



EBI Fabrics Corporation



Triple Textile



La Lame, Inc. / Lyma



La Lame, Inc. / Lyma



La Lame, Inc. / Lyma



La Lame, Inc. / Lyma



EBI Fabrics Corporation

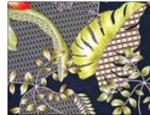


La Lame, Inc. / Lyma











La Lame, Inc. / Lyma



EBI Fabrics Corporation

La Lame, Inc. / Lyma

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www.snapperrock.com | sales@snapperrock.com View the S23 collection: Swim Show | Miami, FL | Booth #672 | July 16th-18th, 2022



As fashion embraces vintage-jean styles and the resale segment booms, are there any elements of classic denim making that you still love and can align with the modern need for responsible manufacturing?

TEXTILE TRENDS
The Wonder of Denim

DENIM TRENDS BY FASHION SNOOPS

Denim's Craft Revival

As fashion embraces vintage-jean styles and the resale segment booms, are there any elements of classic denim making that you still love and can align with the modern need for responsible manufacturing?

With design trends favoring fresh approaches to beloved classic designs and the preloved denim business gaining momentum, California Apparel News asked blue-blooded experts: As fashion embraces vintage-jean styles and the resale segment booms, are there any elements of classic denim making that you still love and can align with the modern need for responsible manufacturing?

Beyza Abaykan **Founder and Chief Executive Officer HM Washing**



I like the vintage, worn effect on the garments. The more saltand-pepper effect there is, the cooler the jeans become.

There are multiple eco-friendly ways of achieving this look, but some affect the strength of the garments, which makes the jeans unsuitable for resale because a weak garment usually breaks and rips after a while.

Hand Made Stone is a sustainable, patented product that achieves these beautiful, bright. vintage looks without affecting the strength of the garments. If a pair of jeans is washed with HMS, you can have the best of both worlds—responsible production and beautiful fades.

Daren Abney Senior Business Development Manager, Denim **Lenzing's TENCEL**



The best part about a classic denim piece is how worn-in and loved it can feel. While the worn denim tells a story of the wearer, I really just crave the comfort of something familiar and soft. The concept of sustainability is ever evolving, just like the fashion industry. So the intersection of sustainable fashion means less environmental and social impact married with a wardrobe that is in

style and makes you feel good.

As the denim industry pioneers new technologies from fiber to finish and continues to make strides in sustainability, vintage denim will continue to play a role—not just in the reduced consumption of new resources but also in the inspiration for adapting an antiquated production method or old fiber in a new, less impactful way. I'm not a collector of vintage denim, per se, but my boot-cut Levi's from 1999 might be acceptable to be worn in public again. My favorite modern jeans however are Banana Republic's Traveler Jean for men. It's the 25 percent TENCEL lyocell blended with cotton and a little poly that makes for a soft and breathable pant for everyday wear.

Sarah Ahmed **Co-founder and Chief Creative Officer DL1961**



DL1961's family-owned, vertically integrated facilities have been perfecting the vintage jean made with sustainable practices for decades. Utilizing waterless laser and ozone technologies, we are able to achieve the washeddown, authentic look of vintage denim without the harmful chemicals and excess water usage that comes with classic manufacturing techniques.

This year, we also opened our textile-recycling plant in Asia, partnering with Recover to turn post-consumer waste into new fibers. We blend these recycled materials with organic, certified cotton and botanic fibers such as TENCEL to help close the loop on fashion while giving the classic denim fit and feel that will remind you of your favorite vintage pair.

Lemi Arkis Founder and Partner Reynas Lable



As the president of a company that produces fashion accessories, Reynas Lable, with a major focus aimed at sustainable and traceable production, my personal responsibility is to target my purchases following the same logic of choice.

When searching for a new garment, the way in which it is produced has always been my first step of choice. A traceable,

verifiable and sustainable supply chain has always been, for me, the basis of a new purchase.

True sustainability must also be merged with work ethics, which is an extremely important point and is also the basis of my work internally in my company. Also very important is the choice of materials, avoiding fibers and accessories that are not compostable or recyclable. Knowing that a garment we are buying will enter the waste-disposal problem when its life is over should be another point of choice. This is why I always opt for 100 percent cotton, preferably organic and recyclable, and real leather. As part of the production chain, I try in my own small way to make conscientious buying both for myself and for my whole family.

Wilson Avalos President The Common Link, Inc.



Responsible manufacturing is about being mindful of the materials we use, the resources we take and the conditions under which such products are made.

Too much attention has been given to the reuse, recycle or repurpose of materials and how to minimize the use of water and chemicals in the process, among other things. The use of technology has facilitated tremendously

the way we do things, keeping us awake and open to new, simple and less harmful ways of processing denim.

While these are very important things to consider, from my perspective nothing is more responsible than improving workers' conditions and paying decent wages that allow them to improve their quality of life. In a business of people, I choose to focus on what makes the most impact in a world designed to consume more and pay less.

Lela Becker, Co-founder and President Tim Kaeding, Co-founder and Creative Director



We approach manufacturing in a very old-school manner with a focus on handcrafting and less of a dependency on machinery. Almost every pair of our jeans is made with sandpaper or some other form of artisanal

In addition, we've always had our production in Los Angeles, allowing us to support the craftsmanship unique to the city as well

as fair wages. I have been working with a lot of the same artisans for over 20 years now. We monitor the production process closely so that waste and our carbon footprint are minimal. We have been exploring new technology to reduce water waste, and it has been wonderful to be hands-on in the

We have also focused on repurposing excess fabric and samples, which prompted us to launch our first 60 percent MOTHER collection in February 2021, a limited-edition capsule made of pre- and post-consumer waste. Just this week, we launched our third 60 percent MOTHER capsule, and it was the second time we partnered with Carolyn Murphy, the model, actress and environmental advocate. This new limitededition, surf-inspired collection includes a denim short, The Cheeky Tomcat Short Short, which features repurposed shrink-blanket inserts on the sides for a looser fit around the legs. It has been a very creative and inspirational process to give materials a second life.

Alberto Candiani President and Owner Candiani Denim



We are discussing circularity and its gravitational tear. The planet is full of beautiful vintage cloths, denim in particular. Still, the planet is even fuller of crapunwearable stuff that keeps going burned or landfilled outrageously-polluting the world like nothing else.

So yes, we still need newly manufactured cloths, billions of jeans a year, but we also need to

make sure that this new production respects circularity and products are designed and engineered smartly according to their end-of-life solutions so they can all be fully recyclable, biodegradable and compostable.

Kevin Child Marketing **Edwin USA**



As a heritage denim brand, vintage-denim styling and cutting-edge denim manufacturing have always been at the heart of the Edwin USA ethos. As the market for vintage-style jeans grows, we've found ways to pair the best parts of classic-denim production with new and innovative technology to meet demand in a sustainable manner while maintaining that coveted look.

Embracing the best parts of traditional denim manufacturing, Edwin USA has begun the process of returning to non-GMO, regenerative cotton fabrics, which are safer for the environment and farmers, as well as minimizing carbon emissions created when shipping by producing locally in Los Angeles, the former capital of global denim production.

Technology and consumer needs do change over time, which is why we've also started implementing state-of-the-art production methods to achieve vintage-looking jeans in sustainable ways never before possible. Be it through the use of garment tags made from recycled plastic bottles or laser distressing in place of harmful chemicals to achieve that worn-in look, each step in our manufacturing is carefully considered to keep us on the forefront of denim design without sacrificing style or quality.

Zennure Danisman Marketing and Washing Manager



A denim garment is a masterpiece that only gets better with age. It comes into the world perfect. It is touched and crafted by many hands on its inception to being created.

When you look at a pair of finished jeans in a retail store, you forget how much skill, expertise and energy goes into making a garment. How many sets of hands and complicated processes

does one item journey through? From the farmers growing

■ Industry Focus: Denim page D



As fashion embraces vintagejean styles and the resale segment booms, are there any elements of classic denim making that you still love and can align with the modern need for responsible manufacturing?

Industry Focus: Denim Continued from page B

the crops to the dye masters to all the different stations on the sewing floor specialized in making each individual stitch and detail of the garment before it is quality checked and sent out into the world to begin its journey.

Each denim item is like a masterpiece, slowly evolving, never finished. So, at ORTA we are just part of the masterpiece. Part of the creation. Each denim garment gives a voice to the cultures of yesteryears but also holds an unsung promise of tomorrow.

At ORTA we believe, when we buy a garment, we are not actually the owners of that garment. We are custodians. Custodians of perfection! Custodians are looking out for and protecting something. Entrusted to us, for a certain amount of time, we become part of the journey of a garment. ORTA is entrusting a garment to you for safekeeping. Contribute to its timeline and be part of the masterpiece for future generations to enjoy

ORTA's promise is fashion-forward, high-quality fabrics that are built to last, crafted with physical and emotional durability, and rooted in eco-modern technologies. We inspire from vintage today's environmental and human-respective processes and engineer the most authentic looks. We are weaving our stories through our own special denim-history archive by echoing the past, present and future of denim.

Alberto de Conti Head of Marketing and Fashion Division Rudolf Group



Most of us agree on the fact that, as individuals, the best thing we can do for the planet is to buy less stuff and use that stuff longer. In the case of clothing, the ideal environmental approach would also require us to wash stuff less. Tricky, but that is when it gets really intriguing if you bring denim into the picture.

Over time, the cultural meaning of jeans has gradually shifted

toward a more rebellious character to then become a fashion staple and something that means so many different things to so many different people. However, at its very core, it is workwear that was worn for hard labor. That is often left out of a sort of glamorized view, but it is very much the truth.

Denim has been worn by cowboys, by enslaved African Americans, by those immigrants who basically built America as we know it today. There was a lot of wear and tear back then but not much washing. That wearing process produced some of the most beautiful and precious archive denim pieces we know. In fact, denim bears our own history and is timeless, with abrasions, scrapings and small stains printed on as anecdotes of our existence. A unique second skin. A second skin that can be irreparably destroyed by excessive care, washing and drying.

Home laundering erases everything, but, by washing less, not only do we save huge amounts of water and energy but also extend quality and preserve the romance. In addition to virtuous cotton qualities, traditional spinning and skilled indigo ring dyeing, technologies are available that help extend the wearing time between washes without giving up any emotional comfort. This is the approach that makes possible the coexistence of the original and unique denim lifestyle and modern environmental consciousness.

Eda Dikmen Marketing and Communications Manager Soorty



I love recognizing the bond between textiles and culture—there is an immense history, an incredible value looking back at wardrobes.

Denim is the most democratizing fabric—people of all ages, genders, sizes and income levels love jeans. They're comfortable, versatile and timeless. For sure it went from workwear to statement wear over the years, but it actu-

ally did much more. It lived through cultural, industrial and social changes, adapting to them. It now pioneers responsible innovation in fashion, adopting new materials and technologies profoundly. That's why I think denim has always been, and will always be, a part of our culture.

Until a couple of years back, consumers showing interest in how a pair of jeans is sewn, what goes into the making of denim or how employees are treated was not common, but it most certainly is now. This is where I think the authenticity of the past will meet the demands of tomorrow.

Time will continue shaping our jeans. Biotechnology, being nature inspired and respecting heritage will stay at the core. Vintage jeans were well made, that's why we're able to keep going back to them whenever we need inspiration. Their performance and durability were more important than anything—perhaps even aesthetics. I hope that this made-to-last mindset, which made what was once a sturdy textile an essential part of fashion, comes back.

Longevity is a concept we, Soorty, have been working on. Woven with carefully selected materials and vigorous construction processes, we aim to increase product life spans. With fabrics built stronger to last longer, we offer functional and emotional durability as a valid solution to the throwaway culture.

Anatt Finkler Creative Director Global Denim



I personally believe that anything done well, with good practices, materials and designed for longevity, can qualify as responsible manufacturing with the ultimate goal of entering a circular supply chain and, therefore, after the user's life, convert into resale and fit into the category of vintage sale in due time. Classic denim made with 100 percent cotton and made to last was the

ultimate way of creating sustainable apparel.

With that being said, manufacturing jeans with natural raw materials such as 100 percent cotton, including recycled preand post-, hemp or man-made responsible cellulose materials such as TENCEL and focusing on the detail for proper and long-lasting manufacturing, with use of clean chemicals and dyes, will allow modern manufacturing to keep being responsible, while, of course, never leaving out the social, economic and environmental part of it. We have to understand that jeans will be kept in production no matter how the vintage and resale market booms, yet the key will be that this new production is circular and cyclical where materials can turn back ultimately into new materials to make new products.

Trinidad Garcia III Founder Trinidad3



Classic styles have been a staple in fashion storytelling. Vintage jeans tell a story. They are resold and embark on another chapter. I love the fact that we are making future vintage, which will give a snapshot of today's manufacturing.

Classic denim making with a modern approach is what I'm truly focused on. I'm excited that we can utilize modern techniques

to tell the story of today for the generations of tomorrow. The use of E3 sustainable cotton tells the story of the multigenerational American cotton farmers in this modern time. This

shows future generations how farming has evolved into a sustainable modern platform. The mills we use have come a long way and continue to innovate techniques toward a cleaner jean. Our factory blends the classic handmade approach with the help of modern sewing machines and making jeans responsibly in the USA. The use of lasers and modern ozone laundry equipment eliminates chemicals and significantly lowers water usage.

Every jean tells a story. I love that our jeans will withstand the test of time and become vintage storytelling pieces one day. They will show how we have embraced the styles of the past with techniques of today that can be here tomorrow.

Lucie Germser Founder SPHYNX and The Women in Denim



Why make new garments and try to pretend that the new is old when, meanwhile, we are throwing away and burning tons of existing vintage denim in Ghana and so many other countries?

We shouldn't focus on the making but rather on better solutions to collect and give old denim second, third and even fourth lives. We should never forget that the most responsible garment is

the one that is already in our closet.

Paolo Gnutti Chief Executive Officer of PG ISKO Luxury by PG



My work experience originates in a spinning mill specializing in the production of combed yarns for denim. This is one of the reasons why, when I build my new collections, I always start with the design of the yarns by chain and weft, count and slubs.

Another fundamental point is the market analysis—what is there? What is missing that I would like to have and I don't

have? From there, I start to create what the market doesn't have and that I assume can become a must trend.

What should be a sustainable future for denim? Definitely traceability, knowing exactly for the consumer how that jean was born and what might happen to it when its days end. When I look for a denim to buy and what to check, the first impact is the visual one, and it has to surprise me to stand out among the hundreds of denims that I already own. The second, after the aesthetic of the garment, what hits me is the fit, it has to fit just right. The third is the feel—the fabric, to the touch, must convey what you are looking for even with your eyes closed.

Those like me who have the fortune to have denim in their blood do not need a datasheet to determine whether or not it will be what they are looking for. So, I would say that all you need is to close your eyes, feel it, listen to it and you will surely get what you are looking for—it is not madness, but it is what my everyday experience with denim looks like.

Adriano Goldschmied Founder House of Gold



It is true that resale is booming and it is a very good thing. Los Angeles, for decades, is the place to find good vintage denim not only for collectors but also for normal consumers who are trendsetters

What is new is that this is now a global trend that has a lot of influence in our industry. This is teaching us to work in durability on the product that we design.

Basically, we have to focus on making a great product that can last much longer for a second, third life and more. In addition to durability, the jean has to be recyclable and biodegradable. Is not any other place better than L.A. to do this? Our industry is home for premium denim; we have such a deep denim culture, and this is just another good step for more-responsible manufacturing.

Industry Focus: Denim page F



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As fashion embraces vintagejean styles and the resale segment booms, are there any elements of classic denim making that you still love and can align with the modern need for responsible manufacturing?

Industry Focus: Denim Continued from page D

Juan Carlos Gordillo Denim Designer



To apply an element of classic tailoring and align it to the current tailoring is to create a long discussion because some people in the industry and consumers will be in favor and others against, depending on the element we select.

Some of us may think the quality is good. And others will say yes, but the manufacturing was very pollutive because of the

processes, the trims and the dyes. However, I am very clear that the only element we should align with is quality, both in selection of materials and in manufacturing.

The quality with which the denim garments that today are vintage were made is very good and makes these garments survive the passage of time.

Now I ask myself, "Is the consumer educated to understand the price of a high-quality product?"

In 2006, it was my first visit to Milan. My sister-in-law gave me denim jeans—Diesel that was made in Italy. Sixteen years later, this pant has survived and has become part of me, and the quality of materials and tailoring are indisputably high.

Another example is a Levi's jacket that I have had since 2005 when I bought it in only a basic wash. And over time it has taken on wear-and-tear effects. But the quality is incomparable when set against the fast-fashion garments that are produced today.

So, if we rescue the quality of the classic confection and combine it with all the advantages offered by today's responsible manufacturing, we will be able to create timeless denim garments that in the future will become vintage-collection pieces because of their quality.

Kathy Kweon President Saitex USA



As consumers embrace vintage-jean styles and the resale segment booms, Saitex has taken steps to maintain classic elements of denim production while aligning with the need for responsible, sustainable production. For Saitex, the process of denim manufacturing has been carefully considered from seed to shelf starting with the farms where the cotton is grown and ending well

after consumers have finished wearing their jeans.

At the newly opened Saitex Mill in Vietnam, we've committed to using only organic and transitional cotton to reduce water usage and harmful chemicals associated with other nonorganic cottons—a return to how the first jeans were made. Moving with the fabric from the mill to our production facilities, new technology is paired with traditional methods to maintain sustainability at every step of the process. One such traditional production method utilizes an Ariel drying system to dry jeans post-wash using air and sun—similar to a clothing line you might use at home—allowing us to reduce energy use by 13 million kilowatt-hours and reduce CO₂ emissions by 80 percent compared to standard industrial dryers.

Prior to the days of fast fashion, jeans were used, repaired and reused over and over until they were deconstructed for other purposes. Harkening back to this idea of use and reuse, Saitex has even considered what happens to our jeans after consumers are finished with them and have committed to upcycling that fabric waste into new clothing, accessories and even furniture, helping to reduce the waste the apparel industry creates every year.

Through the combination of the best traditional practices and modern technology, we see the future of the denim industry and what it can become, a practice and principle we hope to pass down to future generations who will continue to change the industry for the better.

Susan Lee Founder Wilder Los Angeles



On one of my very first days working with the mentor who initiated me into the denim field, he gave me the best advice. He said, denim is simply your canvas. Just like in good art, there are so many layers to the making of jeans. What all denim people have in common is this: We see and we work in layers. This is what I love about classic denim making. The denim is the canvas while the sil-

houette is the frame to hold the denim, and sewing and washing the denim is like painting a portrait.

What I also learned very quickly is that, in denim, creativity and science are always in tandem. It's a constant flow between the technical and the artistry. We also work between old and new. I have always had an affinity for vintage both personally and professionally and have consistently used vintage for inspiration when creating a seasonal collection. But now, vintage has taken a bigger stake in the creative process. As the vintage resale segment booms in our industry, I not only use vintage as inspiration but also now use vintage physically to create newness. As a whole, fashion and design have become multi-dimensional and taken new pathways recently to incorporate vintage. A few examples are upcycling vintage pieces into new ideas and recycling fibers to create new fabrics from old ones.

We really have to acknowledge the importance of pop culture and applaud the younger generation for embracing this. They are the ones who are really driving this new way of creating forward. Because of their demand for a more sustainable world, we are all able to make denim more responsibly and even more creatively than before. Conserving rather than wasting is the forefront of our consciousness when we create jeans now.

Daniele Lovato General Manager Elleti Group



Traditional jeans making is deeply rooted in Elleti Group's vision. Our goal has always been to preserve the know-how and craftsmanship that made Italian denim a leader in this industry segment while enriching and integrating our original "old-school" signature treatments and handworks with the latest technological innovations.

The artisan's touch, combined with the tools available today in terms of sustainable chemistry and advanced machinery, allows us to bring to the market a fresh and green vintage product that perfectly mimics the authenticity of long-worn garments or any other declination of the denim concept. On the other hand, classic denim making and jeans treatments are not only about look but more importantly about creating a durable, functional garment that fits your lifestyle, enduring all kinds of stress while aging without breaking. Therefore, we work to create a treatment that does not affect the natural durability of denim, washing the garments with less and less aggressive processes to the benefit of both the consumer and the environment. With our most environmentally friendly process, Wiser Wash, the entire laundry cycle is shortened compared to traditional washing, guaranteeing a tear resistance of the final product that will make it last longer, just as denim did in its early days.

While the Wiser Wash technology reduces the consumption of water, energy and chemicals and completely eliminates the use of pumice stone, it has become clear that to be able to offer the most sustainable garments on the market the

focus should also be on sourcing a selected range of materials that support and enhance the treatment itself. Sustainability, in fact, concerns every step of the supply chain, and the fashion industry can no longer afford to think only of the end result and neglect the bigger picture.

Otello Lucietto Group innovation Director and Country Manager—Italy Riri Group



Within Riri Group, which now includes zippers, buttons, metal components and fashion jewels, Cobrax stands out, creating different types of iconic buttons and rivets. As a reference point for the luxury and denim markets, Cobrax underlines innovation, quality, beauty and originality.

Riri and Cobrax, denim pioneers since the '70s, interpret the meaning of denim as a lifestyle,

which crosses and mixes not only past and present but is also able to influence young and future generations.

Today, one of the most crucial aspects is represented by environmental protection and by reducing in a drastic way both pollution and resources waste.

Thanks to new generations, a much more sensitive approach is given to the protection of the planet, and the denim sector is demonstrating the ability to maintain the classic aesthetic and communicative canons and standards while prioritizing today's environmental and social emergencies.

Riri is continuously improving its path toward sustainability, paying attention to how to use different resources in the production processes. We are committed to further progressing our environmental efforts and goals, starting from the publication of our second sustainability report in accordance with the Global Reporting Initiative, which includes economics, environmental, social and governance indicators and measurements.

Jeans and denim represent a specific fashionable movement that never dies but will continue to evolve and be present. Now, like yesterday, indigo-colored vintage denim is the most opted for.

Today, softer and more elastic materials have taken over. Examples include cottons mixed with elastic fibers or mixed with other natural materials such as linen, hemp or cashmere. In addition to that, we can affirm that the resale segment is an excellent example of responsible consumption and also a smart opportunity to champion circularity.

Elegance, functionality and style coexist together with sustainable materials and treatments with Riri and Cobrax.

Gabriella Meyer Owner and Designer Denimcratic



Repurposed denim is having a moment in the "see-and-be-seen" summer of 2022. Inventive and novel garments are creating the show-stopping looks currently favored by the industry and consumers alike. But has denim ever not been "in the moment"? The fabric's decades-long versatility is a testament to the material's natural and hard-work aesthetic that resonates with the wearer.

At Denimcratic, we focus on small-batch production and 1/1 designs. This allows us to blend classic-jean design with current style trends while also reducing overproduction and waste. We love to reuse and restyle old 100 percent cotton jeans as the hardware, materials and stitching can be superior and the natural wear is always unique. Our custom consumers, buying the 1/1s, like to participate in the design process, and we enjoy this type of partnership. Our hope is that these garments have an extended life span since the customer is so invested in the process—just another way to reduce our footprint and be responsible.

The current denim-resale boom reflects the consumer's interest in well-designed jeans, but, more importantly, denim buyers have learned that fit comes first! A perfect pair of jeans that feels just right takes on such meaning. The vintage or reuse trend supports this appreciation for form and fit. Personally, I am always honored to own and pay homage to a designer by reusing a beautifully made vintage garment. As a business owner and creator, I learn so much from those who have paved the way in this industry.

Ethically speaking, denim manufacturers have really

stepped up with innovative fibers and thoughtful processing. As an industry, it has been a commendable effort by many to focus on environmental impact, and I am proud to be part of this community and buy my fabric and hardware from these vendors.

Alaina Miller Vice President of Full Package Operations Star Fades International



While I do love "fashion" denim and playing with new details and silhouettes, I could never trade in five-pocket blue jeans with traditional details. These days, recreating a timeless aesthetic while manufacturing responsibly can be done in a variety of ways. Choosing fabrics with recycled content that are 100 percent degradable is one way to manufacture denim more con-

sciously. Additionally, advances in technology have made it possible to create beautiful vintage-looking washes that require less water and completely eliminate pumice stone and harmful chemicals, resulting in less harm to the planet.

Brad Alden Mowry Owner and Founder Artisan Cloth



Denim making is an art as much as a science. I think those of us with a little of the creative and the technical in our souls really appreciate and enjoy this fashion craft. It started with the love of how indigo wears in. Natural whisker marks, worn knees and hems, and other natural abrasions from constant wearing of a jean is the idea of what most brands try to emulate industrially

now—as if your "new" jeans had been worn for years right out of the package.

From the initial styling and fit there is creative engineering happening, including fabric selection, thread colors, stitch details, pattern and fit details, wash and aesthetic details, determining the shrinkage and impact the chosen industrial wash process has on the final product's fit, durability and quality.

The wash itself is an absolute merge of the creative and technical. If there is laser, graphic-design skills are involved to create an authentic-looking worn pattern—hand sanding and other methods of highlighting and lightening very specific chose areas. All of this to emulate a vintage or naturally worn jean.

So many things are now considered to keep this aesthetic but reduce the carbon footprint. From the cotton origins to fibers being recycled, or from a renewable resource to specific indigo products that reduce water use or toxic-chemical use. it's an ongoing, ever-evolving pursuit of excellence with responsibility. What a joy to get to work in such a creative and technical field.

Massimo Munari Art Director ISKO Creative Room



Vintage and secondhand are indeed the new trend, especially as Gen Z has realized that reducing fashion's environmental impact could coincide with reuse and giving new life to garments from the past.

Today, there are lots of successful apps that encourage selling and exchanging secondhand garments, making an increasing number of consumers interested

in this sector and fashion more and more circular. We must, however, acknowledge that although it is a growing phenomenon the world of secondhand globally remains a very small slice of the market and that in many secondhand stores you can also find garments that "look" vintage but have been created recently.

Therefore, there is much talk about "new vintage" as an emerging trend in the denim market. I believe that wearing vintage is not only a trend but so much more. It represents two eras that meet, a past that comes back to life today. It is a combination of garments with a story to tell—that still today

influence our way of living and dressing. As a vintage lover, given my experience of over 30 years in the fashion world, I find that the elements or particular constructions of classic, vintage denim do not represent a sustainable approach as we define it today, but they can surely align with today's need for responsible production.

Thanks to research, innovation and the development by market leaders of new fabrics made from increasingly sustainable fibers, a commitment to a responsible supply chain and the use of new technologies, we are able to produce vintage-inspired garments while reducing the use of virgin materials and substances that are harmful to the environment and people. And last but not least, without compromising the need for comfort and style.

Ebru Ozaydin Strategic Marketing Director—Denim, Wovens, Ready-To-Wear The LYCRA Company

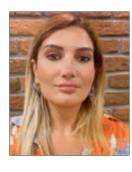


It is absolutely a pair of red selvage denim! Jeans faded with personal marks of repeated wear, a blue-blood wardrobe investment—a preloved, ever-loved item, whether heavy, dark wornin or beaten-up fade. It is currently not so easy to find unless you're lucky to catch one at a flea market or at the Rose Bowl Pasadena or you're lucky enough to travel to Japan. But there are

mills that still have traditional shuttle looms and beautifully merge the authentic look of selvage denim adding enough stretch for improved comfort.

My dream of such reinterpretation would be using recycled cotton and LYCRA EcoMade fiber blended with hemp or COOLMAX EcoMade technology made from 100 percent textile waste for a climate-adaptive version, not forgetting made from responsibly dyed fabric and a waterless wash. Hallelujah!

Özge Özsoy Marketing Chief Bossa



Inspired from denim origins, we created a "Heritage" concept. Keeping our roots in the ground of denim history, we created real heritage looks with innovations in technologies and content. They are in the old flavors that we miss, and the performance of the fabrics is superior.

Denim has undergone a reinvention back to denim roots. Heritage is inspired by old-school

denims—traditional authentic fabric constructions with authentic yarn shapes, vintage indigo shades, coarser counts.

An "old-look new denim" is born. This is the look you like with all the advanced performances so far and together with the will to go toward a more sustainable way to produce and create wonderful denims.

With our Heritage concept we have 100 percent sustainable FUTURE DENIM items. From the roots of denim combining sustainable fibers and dyeing techniques we create the denim of the future. This collection features fabrics with sustainable fibers and yarns such as organic cotton, recycled cotton, recycled polyester, ECO T400 LENZING lyocell with REFIBRA technology and post-consumer recycled denim. These fabrics are dyed with Bossa's Saveblue technology, Zero Water and Zero Waste.

Ron and Jill Perilman Founders Liverpool Los Angeles



We would say all or most of the denim mills we use in depth at Liverpool Los Angeles have already embraced the need for sustainable fabrics. Recycled and organic cotton, vegetable dye processes, recycled poly and many new concepts are the norm. It is now our responsibility as a brand to enforce using recycled marketing and packaging, lowimpact garment washing and fac-

tory monitoring—all are the necessary next steps to complete

the manufacturing cycle.

Liverpool has mandated all garment washing be low impact; for instance, the use of less water, recycled water, ozone and laser machines are now fully enforced. That being said, the vintage trend has been a part of our collection for several years now and is lately gaining even more momentum with consumers enjoying and choosing to wear crop flares, bell-bottoms and wide-leg flares.

Regarding consumers choosing old vintage clothing over newly manufactured vintage looks, it's important to realize most truly vintage denim is rigid, and rigid non-stretch denim is in vogue in our collection currently for selected styles; however, based on our sales data most of today's consumers are opting for vintage-denim fabrics and vintage-denim washes with new stretch properties to which they have grown accustomed.

Dominic Poon Chief Executive Officer Twin Dragon Marketing



Twin Dragon Marketing is bringing classic and vintage-denim elements back through mid- to heavy-weighted items, marble aesthetics, defined twill lines and substantial grin-through that are durable yet soft. Our Americana collection combines sustainable modern technology with an old-school nostalgia to create a truly modern, sophisticated denim. We incorporate recycled fibers,

TENCEL lyocell, liquid indigo and an eco finish, offering the most eco-friendly denim available that also has the benefit of being biodegradable. All items in the collection are versatile to fit any style like low-rise boot, straight and loose silhouettes.

Our dedicated determination to preserve and protect precious natural resources for future generations has led and continues to lead our devotion for responsible manufacturing. We are creating and utilizing the newest technologies to reduce water usage, hazardous chemicals and CO₂ emissions. As a result, we have eliminated freshwater usage at our Mexico mill by working with the local government to offer residential areas clean water for their use first. The government gathers that used water and filters it to send to our mill for manufacturing, rendering the water utilized at the production level 100 percent recycled.

We are bringing back classics remixed with sustainable and modern techniques to create the cleanest denim that is trendy and fashionable.

Jose Royo Vice President Tejidos Royo



We, as denim-fabric producers, believe that the mix of the new with the old is the key to success. Today, the words are "recycle," "circular economy," "second life," "vintage" and "authentic." With the new recycled fabrics, we are trying to have the same effect of the classic-denim look and hand feel.

What should we do different? Instead of using metal rivets, let's

use color stitching; instead of using metal zippers, we can use recycled plastic zippers. The eco design is as important as the raw materials used. If the garment design is developed from a recycled point of view, we will have an eternal denim looking as it was produced in the 1930s.

Today, we are manufacturing fabrics with all components recyclable, making the most sustainable fabric for the classic jean with a new twist—the eternal classic denim.

► Industry Focus: Denim page H

As fashion embraces vintagejean styles and the resale segment booms, are there any elements of classic denim making that you still love and can align with the modern need for responsible manufacturing?

Industry Focus: Denim Continued from page G

Miguel Sanchez Director of the Board Transformers Foundation



As we all know, modern denim was originally created as a working article meant to be strong and last long even if a heavy stitch of rips and applying patches to holes were required. It evolved to be a symbol of an attitude toward life by the late '60s and early '70s to become a fashion icon in the '80s

Over those years, the meant-to-last denim helped to develop

concepts like vintage or reused. I can recall well when passing my jeans to my younger brothers, maybe after some repair work was normal. Glad to see that this concept of extending the life of good jeans is back.

Non-denims, such as garment dyeing and processing, and short-life denims, just to meet fast-fashion demand, will never be vintage. There is no spirit. Vintage means that the article transmits an emotional value and that this value can increase as the garment goes from user to user. Some styles have become legends.

There is still a small industry producing denim fabrics and garments in an artisanal way. Fortunately, the demand for these, inspired by traditional articles, is increasing and the materials, application processes, styles can be well aligned with responsible manufacturing in a stepwise manner that considers:

- Design—old five-pockets in all its forms—slim, straight, boot-cut, tapered—and engineered to last;
- 100 percent cotton is the material of classic denim and still offers many options for future styles;
 - HQ ring-spun warp;
 - Shuttle-loom woven selvage;
- \bullet Not-too-flat fabric constructions with some irregularities to give character;
 - Vast fibers or selected cotton for threads;
- Buttons—there is a wide selection of nice alloys and finishes that are also valid for trims; and
 - Spirit and passion.

Pierette Scavuzzo Director Product Design Cone Denim



Classic denim constructions are timeless, and Cone Denim has the great privilege of having generations of knowledge, knowhow and archives to reference and inspire today's fabrics. This is an exciting moment for the denim industry, fueled by the consumer's affinity for vintage styling and advocacy for sustainable advancements and responsible manufacturing. The dramatic

shift in silhouette, updated post-pandemic wardrobe needs, and a revived interest in vintage and resale for denim circularity is really helping to re-engage the consumer in a 150-year-old product.

What's exciting is that we can reconstruct vintage styles using alternative fiber blends such as recycled and regenerative cotton, hemp and TENCEL along with natural and recy-

cled dyes that are produced with manufacturing processes that save water, chemicals and discharge zero-process wastewater into the environment. Five or ten years ago, you could not have imagined making denim in a facility like Cone Denim Parras, which is reducing its overall water usage by 100 million gallons annually compared to previous years' consumption

Denim mills and brands are uniquely unified in putting our world first. The beauty in what we can do today as denim-fabric makers is to design the fabric in a way that performs best with the most-sustainable garment-finishing techniques. This is very important to close the loop for denim from fiber to finish, providing an authentic, responsibly produced garment.

Mike Simko Global Marketing Director, Textiles Hyosung



I'd say my favorite part about classic denim making is that when I was young and bought a pair of jeans they were stiff and board-y yet over time they faded and softened with each wash. It was almost like they evolved to my body for the perfect fit.

The exciting part about responsible denim making is that we no longer have to wait for our jeans to soften and fit com-

fortably. We can be confident that the denim finishing we do today is better for the environment than the fading we did long ago through home laundering, which released dyes into municipal-waste streams.

We should all be proud of new eco-friendly fibers and finishing that have helped denim mills and brands with their individual sustainable solutions.

For instance, Hyosung's creora 3D Max spandex helps brands and mills achieve their circularity objectives with the Ellen MacArthur Foundation's Jeans Redesign guidelines for recyclable denim. Among its guidelines is a requirement that denim be made with a minimum of 98 percent cellulosic material, leaving 2 percent of the content for stretch or synthetic material.

To achieve the recovery needed, the typical solution has been a mix of polyester and spandex, creating a dual core that can more effectively bounce back; however, this added polyester content means that synthetic yarns make up 8 to 12 percent of a finished garment, preventing denim from meeting the 98 percent threshold for Jeans Redesign requirements for circularity. Creora 3D Max spandex delivers a high-performance stretch denim with the required recovery and replaces the synthetic dual core with a 2 percent spandex content allowing stretch denim to be recycled.

For denim brands looking to make jeans with renewable resources, Hyosung's bio-based creora bio-based spandex replaces 30 percent of petroleum-based raw materials with those derived from dent corn.

Amanda Starling The Business of Denim Chair Executive Director, Industry Relations and Career Center Special Projects Chair International Manufacturing and Product Development Chair Fashion Institute of Design & Merchandising



The challenge is in the question itself. Shopping vintage was once a hot spot for industry professionals—a source of vital importance for designers looking for trend, inspiration and wash references. It has now become a fashion norm for consumers and industry alike.

Vintage sales are on the rise, especially in classic silhouettes. Customers want to feel

the history and stories of their garments, and the old adage rings true: "They just don't make things like they used to." Contemporary vintage shoppers want different things—from the thrill of the hunt to a highly curated luxury experience, the appeal of vintage is the humanization of well-loved garments.

Modern jean manufacturing is adhering to the design standards of the past, adopting classic silhouettes and added durability while innovating by foregoing trims for more-sustainable options and utilizing cutting-edge fabric technology; in this way, the future is found in the past.

Brands are being pushed to come to their consumers with creative, earth-friendly solutions for branding, wash alternatives and lower waste production while maintaining the authenticity of classic denim. Customers vote with their dollars, and the direction of the market is clear—sustainability is top-of-mind whether acquiring old or buying new. Responsibly manufactured denim offers the longevity necessary for the beloved characteristics of heritage denim to emerge.

Adam Taubenfligel Co-founder and Creative Director Triarchy



The only thing about classic denim making that I still love and can align with is a responsibly made pair of jeans that looks like a vintage pair of jeans. Thankfully this aesthetic can be achieved with materials made with low water consumption in mind, without harmful chemicals being applied during the wash processes and without harming workers' health. Anyone still applying the

vintage techniques to achieve these vintage aesthetics is doing so in a way that I don't align with.

The word sustainability in fashion has lost its integrity because the only really sustainable brand would be one that doesn't exist. If we're making new products from virgin and/ or blended materials then we should stop using the "S" word. It really doesn't make any sense.

However, if we take a step back in the alphabet, we land on the letter R, which for me and my team stands for responsibility, a word that still does have integrity. Responsibility is a word I can get behind because it offers a framework to operate a brand when trying to make jeans better and therefore better jeans. We all know what responsible means. We know when we are making responsible versus irresponsible decisions in life and in business, so there are no excuses if you choose to operate under responsibility versus the S word.

The innovations we all have access to today as denim designers make this work exciting again—exciting because we never know what the next innovation will be, but it will be our efforts in operating responsibly that bring these innovations to the forefront and exciting because we know we are doing our best to make denim responsibly so we can leave the planet's resources intact for future generations to continue making denim responsibly.

Alice Tonello Marketing, Research and Development Tonello



I think that the approach of buying more responsibly, even choosing used or reconditioned garments, is a growing trend with great appeal, but it will not be able to block new creations and the classic denim market; on the contrary, it can influence it in a positive way with recurring and interesting inputs and elements.

Fashion often takes cues from the past, reinterpreting styles in

new ways, with a technological level—both in fabrics and treatment—that is certainly more cutting-edge.

Today, a vintage garment can be created with reduced water and energy consumption, with recycled fabrics and new natural fibers. This is the beauty of research, technology and the present. A new way of working, without forgetting the past but reinterpreting it in a new way.

Jason Trotzuk President and Creative Director Fidelity Design House Ltd.



The history of denim is unique in the fashion industry as denim is inherently a non-fashion item, but because of its longevity and social importance it has become a fashion staple.

In the early years denim was workwear for the blue-collar class who had factory jobs and needed a strong, dependable pair of pants or dungarees to wear to work

It was only several years after when the denim wearers in

the factory came out and into the coffee shops and pool halls of America. Wearing denim outside of the factory was considered rebellious and made denim an outlaw in the eyes of the public. It was with this sense of rebellion that denim became the consumer choice for the rebellious generations throughout the last 50 years who chose blue jeans to be the common man's uniform. Think Woodstock, punk rock, '70s disco, '90s grunge, country western.

With this notion, countless hours are spent by designers and makers alike trying to recapture looks and feels from the past where people can reconnect with a moment or an event that brings them back to that cool moment in their lives.

Denim has also become comfort, versatility and accessibility, and when we want to identify with or be recognized or go traveling or doing almost anything, denim is the voice for it. Denim is accepted in casual settings, business and semiformal circles, with an immediate acceptability of coolness and confidence.

Denim is everything. It is the single most important item of clothing, and I can appreciate people's enthusiasm for recycled vintage. It inspires me and gives me hope in consumers' awareness and acceptability of responsible manufacturing. I feel this moment inspires designers to do better and be better at making blue jeans and sustainable items that are in line with consumer demand.

Adam Vanunu Co-founder and Chief Executive Officer Cotton Citizen



At Cotton Citizen, our familyowned and -operated dye house is constantly focused on innovation and the evolution of decades-old techniques that have been utilized throughout history. Responsible manufacturing for the modern era is key to our success and is equally as important to our team and our customer.

While our dye house specializes in traditional garment-dye

and denim treatments, we are shifting our focus to utilizing new techniques involving sophisticated laser technology to replicate the beloved heritage and worn-in treatments made popular over the years. In addition, new ozone technology provides natural bleaching capabilities and limits the need for stonewashing while reducing water consumption and chemical use throughout the manufacturing process. Our facilities are being converted to utilize recycled water to limit our environmental impact, allowing us to replicate and update classic denim-making techniques to be more sustainable and efficient for the modern era.

Andrea Venier Managing Director Officina39



Consumers are increasingly aware of the impact of their choices and their impact on the planet, but when they choose denim they expect it to be iconic and authentic. Because we know this, as players in one of the most critical industries in the world, we also have a responsibility and an obligation to do all we can to bring about positive change and act for good, safeguarding the

product specificity, quality and tradition.

That is the reason we are thoroughly evolving and improving our Trustainable technologies to replace more-conventional ones and preserve the authenticity of the final look with the least possible impact. Thanks to the unique combination of traditional craftmanship and cutting-edge innovations, we are able to provide astounding, sustainable results.

Our innovative Aqualess Mission concept, featuring four advanced laundry products for one innovative process, allows for water-consumption savings up to 75 percent. To get vintage looks and create the well-loved worn appearance, our Aqualess Mission involves Novascraper Indigo, a laser-finishing technique that adds a natural, classic look to denim garments; OZ-ONE Powder, an advanced product to give garments a bleached yet eco-friendly treatment for a worn and distressed look; Aqualess Aged, a waterless compound to give denim-abrasion effects; and Aqualess Fade, a technology that recreates the bleaching effect of chlorine on fabrics.

To make classic denim we need to redesign it with authentic fade patterns and tints. Through our Recycrom technology we can create a full range of pigment powders using textile fibers derived from used clothing and manufacturing waste. The new Ozone Booster SMART O3, our latest technological innovation, provides more-definitive bluish indigo shades than other boosters on the market by activating the ozone reaction on indigo without any strong oxidizing agent. Better results, less aggressive bleaching: 100 percent classic.

Vivian Wang Managing Director and Global Sales Manager Kingpins Show



When I first started in denim, Adriano Goldschmied taught me that everything in denim design should have a purpose or a function. There's a reason for the rivets or why the pockets are stitched that way.

Before the pandemic, I visited brands in China and met with a company that had just begun working in denim. The designer asked me how to keep the color

from fading. I explained that that is the beauty of indigo—that is why it's so unique.

The new generation of denim designers and consumers move so fast. Everything for them is online and everything is visual. I wonder how well they know the history of denim, why jeans are designed the way they are and how the way indigo fades is part of the authenticity of jeans.

As they start learning about denim and exploring the history, I hope they use the past as a reference to create something totally new rather than just recreating the past. You see that with all the innovations in sustainable processes that reduce the amount of water or chemicals or are less harmful to workers than traditional methods. There was a time when the only way you could get that pale-blue shade of denim was with a lot of water and a lot of bleach. Or if you wanted to create a classic stonewash you had to accept pumice sludge as a byproduct of the process. That's not true anymore.

These days, you are able to recreate authentic-looking vintage details, like light-wash denim or a classic stonewash, much more responsibly. That shows an appreciation for vintage authenticity without sacrificing a commitment to sustainable practices.

To me, the best of all worlds is one that brings traditional, authentic washes into the future using modern—and more-responsible—manufacturing methods.

Ani Wells Founder and Director Simply Suzette



Denim suppliers have been proactive in finding innovative solutions to achieving vintage looks with fewer resources, and the industry has been very open and receptive to new ideas for responsible manufacturing. But, as we look to future-facing technology to save us, many look to the history of making jeans for inspiration.

The elements I love and think modern manufacturing can align with all come down to designing for durability and functionality. For example, as we look to avoid the use of rivets for ease of disassembly, denim brands' solutions to Levi's patented rivet birthed many creative ideas for reinforcement, such as using different bar tacks like circles and Xs

I am also a big fan of ring spun-yarn qualities for their superior strength to open end and the unique and varied wear pattern they create.

Lastly, the quality of vintage denim is something I would love to align with. The speed at which we are producing and the different product-quality tiers are obviously not conducive to this; however, vintage is the way it is today because of the time and skill that went into it. If we want to increase the times a pair of jeans is worn, taking a quality-first approach, like the vintage denim we see today, is non-negotiable.

Michelle Zhu Chief Executive Officer Huue



A core tenet of modern manufacturing is using better and more-advanced materials without product compromise. Biology has allowed us the opportunity to create sustainable, bio-based color without trade-offs to our wardrobe or the planet. Huue's indigo dye is based on advancements in bioengineering that observe how plants produce colors in nature and replicates the process in a

way that is scalable and financially viable while maintaining the purity and consistency of synthetic colors.

Huue's business model is to work hand in hand with consumer brands and their supply-chain partners to integrate its biomaterial as a drop-in replacement in their operations and develop co-branded lines of products—starting with jeans—powered by Huue technology. Huue's bioengineered indigo has five times less toxicity potential compared to chemical sources and eliminates fossil-fuel reliance and dangerous, carbon-intensive processing that impacts the population health and environments of garment-producing communities.

Moreover, the solution is bio-identical to petrochemical dye and is just as effective and easy for denim makers to implement without pain of adoption or change in their manufacturing pipeline. This unlocks the power of biology for durable, vibrant color that doesn't compromise on quality while making our manufacturing process more eco-friendly.

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What Do Men Want? These Brands Have the Answer

It's the question male clotheshorses have been wondering for two years: Once meetings, events, travel, and weddings return, how will men dress? The fate of the necktie remains uncertain, but elegance is a plastic concept that can shine through even in the most casual of situations. These Dallas Market menswear brands give us a glimpse of what the gents at your next big shindig might look like.

Borélio

In order to survive, a tradition must constantly adapt to the changing environment. Borélio combines a heritage of fine Italian menswear tailoring

with a modern business model, a small independent manufacturer with a focus on madeto-measure, small ready-to-wear collections, and private label. In keeping with the tradition of custom tailoring, Borélio offers a high level of flexibility and creativity.



"Dressing habits have shifted multiple times already," says the company. "COVID quickly impacted the need to dress for the workplace, evenings out, and weddings. The first shift was to comfortable, relaxed loungewear, a category that soon expanded into more luxurious loungewear and casual clothing.

"As some businesses and dining opened," it adds, "a newfound appreciation of dressing up from the 'sloppy' look took hold. Then tailored dressing exploded after two years of pent-up demand for weddings and proper dress in the workplace."

For a signature piece of the season—which can of course be customized any way you wish—look no further than Borélio's unconstructed double-faced jersey sport coat.

Brooks Brothers

At a ripe 204 years old, Brooks

Brothers is the most iconic menswear company in American history. It has gone for the ride in this dynamic nation by taking a multigenerational approach and offering wares that appeal to father, son, and



grandfather. Creative Director Michael Bastian is leaning into Brooks Brothers' heritage, ensuring that beloved icons are respected while at the same time infusing vitality so that new customers are drawn into the brand.

The pandemic accelerated the casualization of the American male, but the return of dining, travel, and office life have seen a hybrid approach. "Many guys are dressing up again, even when they don't have to," says a spokesperson. "Tailored clothing came back in a big way this year, and men have become savvier about mixing sportswear into their wardrobes in a more sophisticated way. With his khakicotton summer suit, our customer might be wearing a chambray or linen woven rather than a white dress shirt."

Brooks Brothers' latest offerings have an elevated take on color and pattern, mixing East Coast prep with '80s Los Angeles.

Highland Duds

Urban and rural may seem hopelessly

but that's only due to a limited imagination. Highland Duds has found it easy to combine the two inspirational



sources for a modern take on menswear classics. Key to differentiation in a crowded space when it comes to menswear basics are exceptional fit, superior fabrics, and updated prints—hence the slogan "thoughtfully crafted classics."

After two years of Zoom and gloom, guys are ready to dress with a newfound stylish purpose, Highland Duds tells us. "Initially at the start of the pandemic, smart casual dressing was only from the Zoom-appropriate waist up. Now that everyone is returning to the new normal, we're seeing a shift back to dressing up more and going in the direction of smart casual button-downs and chinos."

Highland Duds targets the "traveling adventurer" with an eye for details. "Think of them as the artists, entrepreneurs, and creatives who prefer a classic look with a twist, and they're excited about dressing up and showing off their classic new duds."

Luchiano Visconti

The changes that have come about in

the wake of COVID differ depending on the brand and its position in the marketplace. For older, well-to-do consumers, the past two years have brought about a trend not just for comfort but also



technical fabrics and fabrics made from recyclable yarns.

"We have seen a large increase in people wanting to dress up again," says Luchiano Visconti. "As businesses transition back to physical work environments, we see this as an advantage to our stylish line. This season it's all about a cotton mercerized yarn we developed and that provides natural stretch for our shirts, jeans, polos, sport coats, T-shirts, and shorts. We're a vertical company and own everything from yarn to finished product, with everything developed and produced in Europe."

Luchiano Visconti has a special focus on better-quality fabrics at good value and also offers a huge private-label program to retail customers.

See these brands and many more at Dallas Men's Show running July 30–Aug. 1, 2022. For more information, visit www. dallasmarketcenter.com.



TEXTILE TRENDS

The Wonder of Denim

Classic denim has remained a favorite, but updated approaches include new acid washes in addition to tones of green, red and gray. Textural elements showcase intricate patterns, elevated structure and perfect distressing.





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Fashion Snoops: Denim's Craft Revival

By Patricia Maeda Director of Womenswear at Fashion Snoops, and Nia Silva Director of Materials at Fashion Snoops

For decades, crafted denim was a topic for a niche audience of denim connoisseurs-inside knowledge that felt foreign to the average consumer. Today, an increasing awareness of sustainability and rising consumer interest in heritage and tradition are influencing a denim renaissance that honors the process of creation, putting the focus on the journey of design itself as much as the end result. Brands are transforming today's denim offerings by bringing to light the craftsmanship interwoven in its creation while refreshing the market with progressive denim, reimagining iconic pieces for a new gen-

Honoring the process that goes into an apparently simple jean is not only culturally informed but also highlights the skills and techniques developed over time that have transformed the denim industry and contributed to its legacy today. Its weave, dyes, washes and finishes—and even repurposing old or leftover scraps into new items—are attributes that are now just as important as shape and construction. They represent the true essence of the garment, imbuing the design with an irreplaceable artisanal touch.

Rooted in Tradition



With a rich history that dates back to the late 17th century, denim making was founded on the principles of useful skill and material mastery, making it an ideal choice for workwear styles. And while its manufacturing has evolved over the years, pioneering mills like Japan's esteemed Kurabo and Italy's family-owned Candiani continue to maintain their stance as industry-leading denim artisans with decades of heritage as validation. They, like many others, advocate for the value of premium cotton fibers, slow craft techniques and meticulous detailing above all else. Likewise, well-established denim brands, namely Levi's, Lee and Wrangler, all share an equally rich and layered legacy where craft is central to their products.

This penchant for craft and artisanal heritage is no stranger to the luxury end. Fashion houses and high-end designers across the globe have found denim to be a perfect canvas for crafted designs, reframing denim's humble origins to highlight the skilled artistry imbued in each garment.

At Tod's, for example, Creative Director Walter Chiapponi delivered a Resort '23 collection rooted in denim craftsmanship, particularly through traditional patchwork techniques where pieces of fabric, carefully sewn together with unfinished, frayed edges, exuded a textural, almost imperfect surface for items like straight-leg jeans and trench coats. The designer noted that the uneven textures were meant to bring a sense of humanity to the designs, connecting the wearer to the garment as if it too had a history.

Similarly, traditional dyeing techniques have also been gaining momentum across the denim landscape. At Maison Margiela, Creative Director John Galliano infused a traditional shibori dyeing technique into statement pieces for his Resort '22 collection. Evoking a nostalgic emotion of handme-downs, pieces seemed to display a patina of age carefully adorned by shibori dye patterns in true indigo dyes. Utilizing a technique that emerged to renew old, faded, stained and damaged clothes, Galliano pays homage to what makes craftsmanship so appealing—the skilled hands that have, for centuries, transformed such humble textiles into masterpieces.

Emerging Technologies

Over the years, adaptations to new technologies in machinery, fibers and finishes have helped restructure the modern face of denim craftsmanship. No longer limited to classic 3X1 twill constructions or simply dyed and untreated surfaces. a host of creative and technical offerings are emerging to propose unique takes on the classics. Whether it be through elaborate devoré finishing techniques or embedded fiber-tracing technologies, perspectives both old and new have helped solidify denim as a sizable player thriving at



the intersection of craft and technology.

Continued developments from industry-leading weavers and finishers have spurred a new wave of denim creatives aiming to realize the endless potential of this beloved textile. Among those leading the pack, Diesel has seen a recent resurgence among consumers aligning with the brand's fresh approach to denim as the ultimate design medium for selfexpression.





Fusing classic denim archetypes from Diesel's archive with experimental advancements in dyeing and finishing, the brand, under the direction of Glenn Martens, has forged something altogether new for the once-humble fabric. Offerings from its Resort '23 collection emerged with hybrid dye characteristics and super-tactile surface distressing, all deserving of their own moment in the spotlight. Even earlier collections from Diesel such as its FW 22/23 showing, featured mirror-effect waterproof waxing, eroded super fades and intensely shredded furinspired outcomes unlike anything seen before. Martens has undoubtedly reshaped the brand with his unique forward vision, pushing the boundaries of traditional denim craftsmanship while garnering a cult-like status across fashion communities.

Propelled by the ingenuity, skill and passion of their founders, modern players in the denim industry continue to hone denim's potential in a true exercise of creativity. Coupled with sustainability-led innovation, crafted styles today not only look good but also do good for the planet. New voices in the denim space like Pangaia and Reformation have made conscious efforts to improve production processes, including the use of regenerative Himalayan nettle fibers and new pigments with traceability technologies embedded directly into

As consumers become more concerned with a sustainable future, they also learn to develop a greater appreciation for the history behind the products they consume. For denim, that's often one of craftsmanship, technique and humbleness-elements that can so commonly be overlooked in today's mass-produced industry but that ultimately connect us back to our traditions, immortalizing our heritage for future generations.

About Fashion Snoops: FS is a global trend forecasting agency helping leading consumer-facing brands around the world unlock innovation and propel growth. Through a combination of human and artificial intelligence, we analyze cultural shifts and interpret detected patterns in order to surface trend-driven business opportunities. Learn more at www.fashionsnoops.com.



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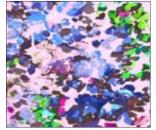
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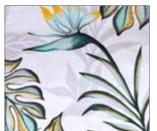
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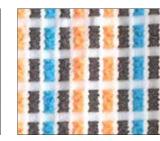
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Mind Your Madras, Plaids, Checks and Stripes

Line-inspired designs in madras, plaid, stripes and checkered patterns are classic in bright colors, affording the comfort of memories spent with loved ones at barbecues and picnics during warmer months.

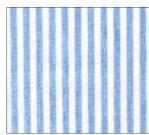


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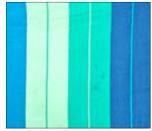
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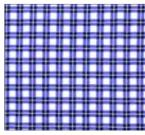
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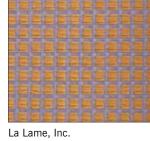
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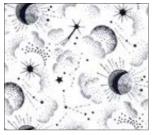
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Making a Statement **With Conversationals**

scenes, animal prints and everyday items such as scissors and ice-cream cones allow fashion mavens to have some fun while making a statement.



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Gimme Some Stretch

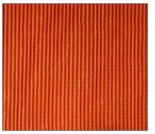
Vibrant hues of cool blue, lively orange, hot pink and festive neon green inspire activity that will raise endorphins while showing up in fashionable activewear to help break a sweat or complement casual style.



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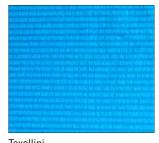
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Brace for Lace: Vintage and Novelty Weaves

Traditional approaches to lace afford dainty details that perfect formal styles and romantic fashions, and, while these classics remain popular, fresh designs are gaining notice through new embroidery and artistic expression.

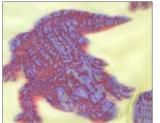








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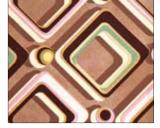


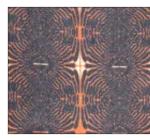




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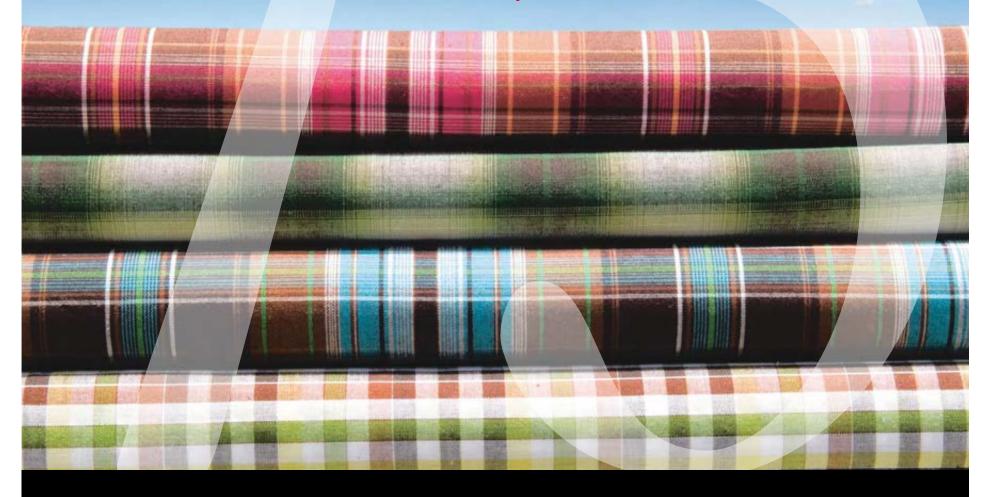
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left, and buyer Annie Williams browsed The New



Owner of the Legacy boutique Milena Hernandez, Managing the Standard Stitch booth at the Cooper were Alana Schmidt, left, and Anna Docking.

Showrooms and Buyers Feel Revitalized Energy at June L.A. Market

By Betti Halsell Contributing Writer

Los Angeles Market Week welcomed buyers to explore the latest trends for Fall and Holiday 2022 June 12-16 at The New Mart, Cooper Design Space and California Market Center.

In the spirit of innovation, The New Mart used this market to debut an immersive feature that bridged fashion shows with trade shows. "We co-hosted along with Art Hearts Fashion and Fashion Tech Works the first Los Angeles Swim Week [see page 18] and successfully held four consecutive nights of swim- and resortwear fashion shows in our newly completed Fashion Theatre," said New Mart General Manager Tom Keefer.

"In addition," Keefer said, "The New Mart explored some new initiatives to enhance the market with some exciting outcomes. Through a recently formed tenant committee we collectively offered some enhanced buyer benefits and incentives including free coffee and lunch services, cocktail receptions and a myriad of added benefits to make the buyer experience unsurpassed."

Karen Anderson, manager of KLA Showroom, a multi-line showroom offering Immediates as well as preorder goods, said that "business has been busy at the retail level, and I have had a lot of reorders." Anderson added that her manufacturers are readily available to recut pieces that are in high demand as the showroom prepares for

Owner of the Legacy boutique Milena Hernandez and buyer Annie Williams shopped The New Mart to replenish the offerings in their Montecito, Calif., store. They were looking for "unique pieces in women's clothing" and were also in the market for fresh cashmere pieces as their best-selling items are cashmere, in addition to goods in primary and pastel colors. The Legacy wholesale price point is \$50-\$100

At the Cooper Design Space, Marketing and Communication Manager Mito Aviles commented that though historically June Market tends to be one of the slower markets. this year they were able to get close to 1,000 buyers through the doors.

"Within the Cooper building, we provided buyers with our Buyers Lounge, filled with refreshments and snacks," said Aviles, "and if buyers had a moment to relax, we offered complimentary mini massages for them to

enjoy. We also teamed up with the Ace Hotel and had Buyers Happy Hour where buyers could enjoy a variety of natural wines, walk the lobby and enjoy the new art by the late artist Paul Kempe.'

Located on the 11th floor of the Cooper was the Brand Assembly show, which featured 100 brands specializing in beauty, wellness, lifestyle, vintage and preloved goods.

At the Standard Stitch booth, Alana Schmidt and Anna Docking talked about their sustainable and size-inclusive brand for women. "The biggest thing about our brand is that our fabric is recycled and organic cotton, which is not common on the market. We worked with our factory to develop this fabric, and after a year of development it speaks for itself," Schmidt said. She added that from the source of fabric to the finished product, Standard Stitch pieces are created in L.A. Wholesale price points for sweatshirts and bottoms range from \$25 to \$50.

At the CMC, Matthew Mathiasen, senior manager of events, said that June L.A. Market was appointment driven for showrooms and brands. "Buyers focused on smart buying plans given the current economic climate," he said. "Showrooms saw their retention buyers, and orders were with bestsellers and products that have proven track records."

Mathiasen added that they saw a range of boutique to corporate-buying teams, with 50 percent California retailers and an assortment of other states including Colorado, Indiana, Texas and Utah.

Gem Showroom Executive Director Jade Svkes expressed the revitalized energy found throughout the last couple of seasons of L.A. Market Week. "I felt like this has been the first true market where buyers are starting to come back and shop," she said. "We were hoping for January, but March actually turned it around, and then this market."

Owner of **Tootsie's Boutique** Liz Taylor was looking for women's contemporary clothing and footwear to update her Oakland, Calif., store's offerings with the latest trends for Fall at a wholesale price point of under \$100. Taylor said that one of the predominant trends that caught her eye was "a lot of emerald green."

The CMC also hosted Label Array, Label Array Kids and Vegan World. Creative Director of Vegan World Emmanuelle Rienda curated a space that included vegan apparel, footwear, beauty and lifestyle products.



From left to right: Owner of Tootsie's Boutique Liz Taylor was accompanied by buyers Lisa Brown and Nini Dake at the CMC



Fan All Flames exhibited at Vegan World.

Here's the Skinny on **Black and White**

Black and white come together to present pattern trends in this classic color combination that can be found in statement stripes, zigzags, florals and geometric prints that allow imagery to take center stage.



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TRADE-SHOW REPORT







The Melissa Obadash booth



New to Swim Collective was Aleena



Among its collections, Raj Swim includes VYB Swim



The Swiminista booth

Swim Collective Rides the Waves of New Trends

By Betti Halsell Contributing Writer

Swim Collective, produced by **Emerald**, took place June 14–15 at the **Paséa Hotel & Spa** in Huntington Beach, Calif., where guests had the opportunity to see the newest swimwear designs from the vantage point of a beachfront resort.

Retailers from swim specialty stores, major department stores, boutiques, surf specialty stores and luxury resorts from around the world traveled to see what was new at the relaunched marketplace.

"Everyone was so excited to get back to the Paséa after our move here in January," said Associate Show Director Devon Ranger. "This location is such an ideal setting for buyers to not only get all their orders placed in an efficient way, but it also offers them this retreat-like experience where they are completely immersed in the swim culture and lifestyle."

Major trends seen at Swim Collective included one-shoulder, asymmetrical bikini tops and suits that provided the versatility of wearing them as a casual top or bodysuit. This trend was demonstrated by the brands Swiminista, Selina Rae Swimwear, VYB Swim and Melissa Odabash.

In fact, founder and CEO of Swiminista, Andrea Bernholtz, was sporting a one-piece bathing suit as part of her trade-show business attire. "I'm wearing a bathing suit right now; I wear

this one all the time," Bernholtz said. She explained the benefits of designing swimwear with versatility in mind, "When you're packing to go somewhere, you can always just take it with you."

Co-founder and Creative Director of VYB Swim Holly Harshman said being ethically conscious when designing the swimsuits is paramount, and the pieces presented at the show were created out of dead-stock fabrics.

Harshman also added that the company puts their collections into moods. "We will have a surfer girl; someone who wants to have the aesthetic of being in the water; made for lovers, which is more on the romantic and botanical side; and the rebel soul, from the rocker edgy side."

Founder of Selina Rae Naudia Pate said that "the brand is inspired by alter egos—it's who you become when you feel the most beautiful and confident, when you feel like you can conquer the world. That's Selina Rae."

Pate added that a lot of clients are wanting product now. "They want the new fresh colors and designs that I have," she said. Blue and watermelon tones were the most popular among interested buyers.

The owner of **Molly Brown's Swim Collection**, Donna Allen, was shopping to replenish her store in Las Vegas. Allen was in search of "skimpy" two-piece swim sets and accessories.

"We are also looking for cover-ups and accessories that would be complementary to the collection." Allen considered the trends within her market "Everything goes, there's not really one particular trend that everyone is going for."

Terri Brocker, the sales manager of **Melissa Odabash**, said that the brand is always in high demand for its animal prints for what she calls "a one-stop shop brand because we have a big array of age range, we have a full accessory line and baby line." She said the brand has had some variation of animal print in every collection for 20 years.

With engagement at the forefront, Swim Collective offered unique ways for retailers and brands to connect. The "Feel It" display created a tool for retailers to experience fabrics provided by brands on display, along with a product showcase for retailers to "See It" in real life. Day 1 was wrapped up with a networking reception where all guests indulged in decadent food and beverage, enjoyed music by DJ Lindsay Luv and soaked in the beauty of the Pacific. It was the place to be after a full day of writing orders.

In between writing orders, "buyers could also enjoy trays passing pressed juice, get a mini-mani and then go off and enjoy an oceanfront sunset reception with the industry. It's really the ultimate way to kick-off the Summer swimwear market," said Ranger.

Resource Guide

Denim

Artistic Milliners

www.artisticmilliners.com Instagram: @ArtisticMilliners Linkedin.com/ArtisticMilliners

The Artistic Milliners ecosystem is the conglomerate of the future, an expansive suite of solutions representing the intersection of our digitally forward ethos for responsible design, manufacturing, sourcing and renewable energy. Along with Star Fades International, the LA-based custom wash and finishing facility, our global footprint includes Artistic Energy, Artistic Lab, Soho Incubator in New York and now Artmill, our pivot into the premium wovens space. The custom-designed plant is equipped with leading-edge European machinery and can produce 2.2 million Yards of fabric across multiple fabrications, blends & finishes. Artmill signifying the next echelon of innovation and technological advancement for Artistic Milliners.

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Swim

Gottex

(844) 454-7844 info@trimerabrands.com www.gottex-swimwear.com www.trimerabrands.com

The Gottex 2023 collection is designed for all women, from the classic to the modern, with the Gottex twist on glam and sophistication. This year's collection includes best-selling styles alongside many new design ideas, silhouettes, fabrics, textures and prints. Four main inspiration stories—Floral, Geometric, Nautical and Animal Skins—are the key motifs for this year collection, and big part of the brand's DNA.

La Plage Miami

www.laplagemiami.cor

For the fifth edition in 2022, Fashion Agent is producing the La Plage Miami show for four days during Swim Week, in Miami South Beach, where the major events in the swim market are held. The show takes place at the Boulan Hotel South Beach in Miami Beach, Fla., July 15—18. Innovative and high-end international brands in all the segments of swimwear (Men/Women), beachwear, cruisewear and accessories (towels, shoes, jewelry, hats, etc.) are on display. Visitors and buyers are offered a unique opportunity to meet high-end European brands in a refined universe and take part in a rich shopping experience with a sophisticated scenography highlighting the collections.

Magicsvit

www.magicsuitswim.com

The Magicsuit mission is to empower women, embrace their beauty and elevate their sense of fashion. With exclusive shaping and slimming properties, this collection was designed to support a woman's figure where she feels she needs it most while keeping in mind her sense of style. With unique detailing, style versatility and a wide range of sizes, Magicsuit is where fashion meets function. Appear Sleeker, Slimmer in seconds.

Miraclesuit®

www.miraclesuit.com

The Miraclesuit® collection is designed to appeal to women of all ages and sizes—there is something for everyone and every body. When a woman wears her Miraclesuit, she feels confident and beautiful: a celebration of herself. Miraclesuit is the swimsuit that comfortably contours, shapes, slims and firms your figure without constricting movement so you can spend more time relaxing and less time worrying about volume took in a swimsuit. Miraclesuit begins with a unique and innovative fabric, Miratex®, which has over twice the amount of LYCRA® and three times the holding power than any other swimsuit. When a woman puts on a Miraclesuit, she appears 10 lbs. lighter in 10 seconds®, the amount of time is takes her to slip it on.

Profile

(844) 454-7844 info@trimerabrands.com www.gottex-swimwear.com www.trimerabrands.com

Profile is a modern swimwear brand for the woman with an independent spirit. Combining the latest trends with fabulous fit and functionality in a feminine colorful and sophisticated look. The 2023 collection reflects the crave for joy and fun back in fashion with a sense of freedom through ethnic and bohemian prints inspired from Morocco and India. Alongside a major Throwback to retro summers with nostalgic references, vintage 60s and 70s prints, ranging from retro flowers, dots and bold bohemian looks.

Snapper Rock

www.snapperrock.com

Award-winning Snapper Rock UPF50 + Swimwear is a fashion-forward, swim, beachwear, and adventure-wear brand for families. Designed 'down-under' in New Zealand since 2003, our variety, quality and UPF50 + technology is what sets us apart from other brands. Our gorgeous array of exclusive prints in the latest styles for children 0-16 years and matching Mom and Dad styles means we have the whole family sun protected. As part of our sustainable journey we have collections incorporating innovative materials such as REPREVE & ECONYL- both recycled from waste products. Snapper Rock can be found in major department stores, boutiques, surf shops and luxury international resorts in 54 countries around the globe.

Textiles and Lace

Design Knit Inc.

1636 Staunton Ave. Los Angeles, CA 90021 Phone: (213) 742-1234 Fax: (213) 748-7110 info@designknit.com www.designknit.com

Contact: Shala Tabassi, Pat Tabassi

Design Knit, Inc. is a knit-to-order mill based in Los Angeles specializing in the development and production of high-quality, sheer to heavyweight knit fabrics for contemporary, athleisure, sportswear, and loungewear markets. The collection includes but is not limited to: Supima Cotton, TENCEL™ Lyocell, TENCEL™ Modal, Organic Cotton, ECOLIFE ®, cashmere blends, linen blends, rayon, mélange, triblends, etc. Fashion-forward athleisure collection. Cut-and-sew sweater knits. Now introducing STUDIO DK, the fabric source for your growing brand. Lower minimums and some stock items available.

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www.ebifabrics.co

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Hyosung

blog.hyosungtnc.com

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Solstiss is respected worldwide for its fine luxury laces and known for the wealth and diversity of its patterns, extensive color palette,

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Technology

Kornit Digital

480 S. Dean Street Englewood, NJ 07088 Contact: Mandy Liu, (201) 608-5758 Mandy Liu@kornit.com

Kornit Digital is writing the operating system for sustainable, on-demand, digital fashion and textiles with end-to-end solutions including digital printing systems, inks, consumables, and an entire global ecosystem that manages workflows and fulfillment. Headquartered in Israel with offices in the USA, Europe, and Asia Pacific.

Trade Show

Dallas Market Center

www.dallasmarketcenter.com

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IFJAG

info@ifjag.com www.ifjag.com

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Finance

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