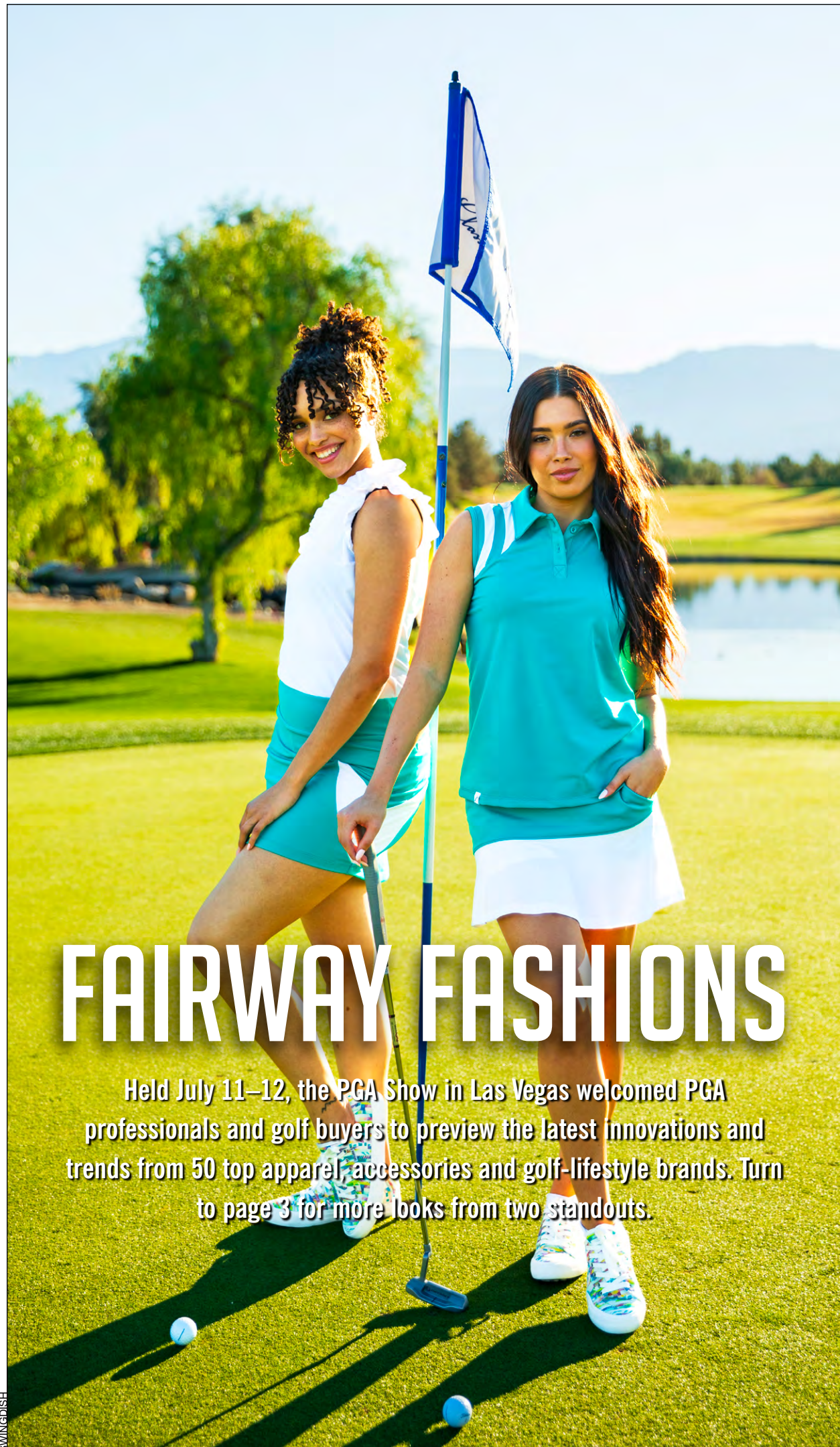


CALIFORNIA ApparelNews

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FAIRWAY FASHIONS

Held July 11–12, the PGA Show in Las Vegas welcomed PGA professionals and golf buyers to preview the latest innovations and trends from 50 top apparel, accessories and golf-lifestyle brands. Turn to page 3 for more looks from two standouts.

FINANCE/FASHION

Quiksilver and Netflix 'Stranger Things' Collection Rolls Out

By Christian Chensvold *Contributing Writer*

If you were lucky enough to have lived through the last great decade to be a teenager—the '80s, of course—then you surely remember the colors. Everyone was pretty in pink—preppies in their pink polos and punks in acid pink. And surfers and skateboarders were notorious for their pastels, from their lavender tees down to their turquoise **Converse**.

But think a little harder and you'll remember the dark side of the '80s—gothic bands like The Cure, The Cult and The Misfits and singers like Siouxsie and the Banshees, Pat Benatar and Joan Jett, whose backup band was known, fittingly, as The Blackhearts.

This contrast between bright and dark is a key theme in "Stranger Things," the hit **Netflix** sci-fi horror drama set in a small town in Indiana. The time is the '80s, and when it came

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INDUSTRY VOICES

Sustainable, Resilient, Equitable: How Western Hemisphere Trade Policy Plays a Role

By Beth Hughes *AAFA vice president, trade and customs policy*

The United States hosted the Summit of the Americas for the first time in four years June 6–10 in Los Angeles with "Building a Sustainable, Resilient and Equitable Future" as the focus. For the apparel and footwear industries, those words resonate loudly.

AAFA galvanizes the industry to build upon strong supply-chain and sourcing commitments, including the highest ethical and responsible standards. And our industry's resilience is constantly tested, most recently by the pandemic. Our industry sets worker protections, worker safety and worker well-being in the region and globally to the highest of standards.

As the agenda for the Summit was being shaped, it became clear that a key ingredient was missing—trade. Without trade,

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INSIDE

Where fashion gets down to businessSM

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California Governor signs port budget ... page 2

Supima, TextileGenesis partner ... page 4

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California Governor Signs Off on Unprecedented Port-Budget Package

By Christian Chensvold *Contributing Writer*

Relief may be coming for frustrated apparel makers tired of waiting while their goods are stuck on a ship unable to dock.

In the state budget for the upcoming fiscal year, California Gov. Gavin Newsom signed off on an unprecedented \$2.3 billion for port infrastructure improvements and upgrades, including \$110 million for the creation of a **Goods Movement Training Campus** at the San Pedro Bay port complex.

“Continual investment in port infrastructure, sustainable technologies and jobs creation is essential to maintaining our competitiveness now and in the future,” said **Port of Los Angeles** Executive Director Gene Seroka in an announcement following the budget signing. “Workforce development is an equally critical component of the goods-movement sector, and we are thrilled to have the governor’s support of our initiative to create the nation’s first training campus.”

The Goods Movement Training Campus will focus on upskilling and reskilling port workforces to address the rapidly changing needs of the logistics industry. “The unprecedented supply-chain challenges of the past two years have underscored the need to invest in new technology and training at our ports to keep goods moving reliably, efficiently and safely,” said Jim McKenna, president and CEO of the **Pacific Maritime Association**.

The governor’s \$2.3 billion plan for ports also includes:

- \$1.2 billion for port-related projects that increase goods-movement capacity on rail- and roadways serving ports and at port terminals, including railyard expansions, new



More than half of the budget will be devoted to increasing goods-movement capacity as well as zero-emission modernization projects.

bridges and zero-emission modernization projects.

- \$760 million for zero-emission equipment and vehicles, including human-operated zero-emission port equipment, short-haul (drayage) trucks and infrastructure.

- \$30 million to be used by the governor’s Office of Business and Economic Development to fund operational and process improvements at ports. Grants will focus on enhancing goods movement, reducing congestion, improving data interconnectivity between ports, and creating opportunities to increase cargo volumes by promoting and building supply-chain efficiencies.

- \$40 million to enhance California’s capacity to issue commercial driver’s licenses, allowing for more truck drivers to serve the San Pedro Bay port complex.

The Port of Los Angeles is the busiest seaport in the Western Hemisphere. In 2021 it facilitated 10.7 million container units valued at \$294 billion in trade. ●

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Inside the Industry

Cotton Incorporated’s textile-chemistry experts continue to research how cotton fibers break down on land and in our waterways. Microplastics can enter the environment through the washing of clothing made from synthetic fibers. “Cotton’s versatility and durability makes it an ideal ingredient for reusable products,” said Vice President of Product Development and Implementation Operations for Cotton Incorporated Mary Ankeny. “All fabrics shed microfibers through everyday wash and wear. It’s important to understand the origin of the fiber and what happens in the environment as those fibers build up or break down.” Plastic Free July is a global initiative of the Plastic Free Foundation that challenges the public to help change behaviors to minimize plastics use. Checking the label for cotton on clothing is an easy way to participate.

Jesta I.S. Inc., a global developer of modular cloud solutions for retailers, e-tailers, wholesalers and brand manufacturers, has made a significant upgrade to its Vision Suite software. Vision 22 introduces new features and includes significant enhancements including improved communication capabilities across global partner networks, accelerating new and bulk-merchandise distributions, empowering consumers with cross-channel self-service and on-demand shopping capabilities, equipping businesses with robust analytics, and more. “Jesta’s Vision 22 is set to optimize vertical brands and retailers’ end-to-end supply-chain operations worldwide,” said President Arvind Gupta. “The Jesta solution stack seamlessly connects global networks and enables businesses to drive product journeys more quickly and effectively while simultaneously addressing the needs of the next-generation consumer.”

Idyllwild Arts has hired designer Kentaro Kameyama, winner of season 16’s “Project Runway,” as chair of its Fashion Design Department. “Kentaro was chosen because of his conviction that he can inspire young people in their journey to success in the fashion industry,” said Abbie Bosworth, chair of InterArts and Fashion at Idyllwild Arts. “We felt that we needed someone with an understanding of more avant-garde or conceptual fashion to balance the already practical and industry-savvy fashion faculty.” Said the designer, “I’m not interested in the idea that people have about a fashion designer’s cool lifestyle. I want to inspire young people like my teachers inspired me. I hold several degrees and certificates, so I’ve had the good luck to be inspired by many teachers.”

Mercado Labs has announced the release of Mercado Plan, a transformative technology designed to increase supply-chain transparency by connecting importers with their suppliers and partners to track, measure, and meet compliance and regulatory standards. “Arguably the biggest issue facing importers today is the lack of transparency in their supply-side networks,” said Mercado Labs Vice President of Product Keith Katz. “You don’t have to dig very deep to find countless examples of brands being exposed by convoluted multi-tier supplier structures, all of which contribute to the fragility we’ve seen in the global supply chain over the past couple of years.” As consumers and stakeholders become increasingly vocal about how brands impact the planet, Katz said, the spotlight turns on businesses to manage their side of the equation.

StyleScan, a creator of virtual-dressing technology, has raised an additional \$1 million in funding, bringing its total seed-round capital to \$3 million for the launch of new AI-driven products. “With everything going increasingly digital, online retailers need to up their game and improve the customer experience,” said StyleScan founder and CEO Larissa Posner. StyleScan’s plug-in ModelSwitch allows shoppers to preview garments on models with a wide range of body shapes and skin tones. “When shoppers can visualize their purchases on models who resemble them,” Posner said, “they’re twice as likely to buy and 30 percent less likely to return what they bought.” StyleScan’s next-level software performance relies on a cutting-edge mix of machine learning, augmented reality, computer vision and fabric-physics simulations.

The NPD Group, in its recent Inclusive Apparel Market Trends report, found sales revenue for women’s plus-size apparel grew by 18 percent in 2021, three times faster than consumer spending on the remaining women’s market. After casual apparel, basics make up the largest share of units sold in plus-size apparel, at 27 percent compared to 19 percent for the rest of the market. Jeans, tops and swimwear are the top categories consumers want more options for in sizing. “Plus-size is a booming yet underserved area of the apparel industry,” said Kristen Classi-Zummo, apparel industry analyst at NPD. “The intimate-apparel market has been a pioneer in inclusive sizing, proving that the consumer will spend on categories where she feels well-represented.”

Bold Metrics Inc. has announced an \$8 million Series A financing round led by Bessemer Venture Partners with other participation from Lytical Ventures, ValueStream Ventures and Nanban Ventures. The latest round brings the company’s total funding to \$12.3 million. The AI-first SaaS solution already has a global presence and will use the funds to accelerate expansion into new markets while also scaling research and development. Bold Metrics provides apparel brands and retailers accurate AI Body Modeling technology to help reduce returns, boost conversion rates and quantifiably improve sustainability efforts while making shopping easier. With an ever-growing supply of 45 million body models, the company continues to lead the market and adds more than 2 million body models per quarter.

The Milliners Cotton Organic Project has harvested its first-ever certified organic cotton, which is also the first batch of certified conversion cotton harvested from Kohlu, Baluchistan. Artistic Milliners and BESTSELLER have collaborated to help provide more transparency in the value chain of organic cotton. As part of the project, seeds were distributed to farmers who were then taught organic-cotton-farming techniques. In 2019, Artistic Milliners, BESTSELLER and the WWF became the first private-sector investors in organic-cotton cultivation in Pakistan, with that project now encompassing over 2,000 farmers and nearly 9,300 acres of land. “This season’s harvest will be a game-changer in the cotton industry of Pakistan. We are here to bridge the gap between organic-cotton supply and demand,” said Omer Ahmed, CEO of Artistic Milliners.

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SwingDish



SwingDish



Mizzen+Main



PGA Show Spotlights Fashion Fore Front Brands

By Christian Chensvold *Contributing Writer*

Looking stylish on the golf course has the amazing power to mitigate against the vicissitudes of this most maddening of games. And since the lines between work, play and dinner on the town have become as foggy as a morning in St. Andrews, Scotland, where golf was born, golf apparel is morphing into something that can be worn dusk to dawn for the active golfer.

At the recent **PGA Show Buying & Education Summit**, held July 11–12 at the **JW Marriott Las Vegas Resort & Spa**, one company in particular caught our attention for its versatile styling and impressive sales figures.

SwingDish was founded by Tricia Covell, wife of country star Toby Keith, and two daughters. The pandemic may have brought other industries to a screeching halt, but not golf, which was able to stop its declining participation numbers as it was a socially distanced outdoor activity. Forty percent of new golfers are now women, and SwingDish's revenues are up a whopping 3,200 percent



SwingDish

since the start of COVID.

"We want women to have a versatile wardrobe they can

wear on the golf course," said Sales and Marketing Director and co-founder Krystal Sandubrae, "and transition to their everyday lifestyle since golfers tend to live in golfwear but don't always like their clothes or think they're fashionable."

There are 921 golf courses in the state of California, and another brand you're likely to see is **Mizzen + Main**. While some brands start with golf apparel and then make it suitable for the rest of an active lifestyle, Mizzen + Main started the other way around, making a name for itself by creating the first performance-fabric dress shirt before moving on to a full collection for the casual workplace.

The brand's new Golf Essentials collection consists of performance polos with fitted cuts, shorts in novelty prints and a variety of long-sleeve tops for when the wind blows over Pebble Beach. "With moisture-wicking, wrinkle-resistant and four-way stretch fabric," said the company, "our pants, polos and pullovers take you straight from back-to-back meetings to back-to-back birdies—trusted by PGA players and double-digit handicappers alike." ●

INDUSTRY VOICES

AAFA *Continued from page 1*

how can we achieve these goals? Trade is the tool that will incentivize the shift of supply chains from Asia to the Western Hemisphere, create well-paying apparel jobs in Central America to address the root causes of migration, and grow textile and apparel trade between the United States and Central America.

In some instances, the trade agreements the U.S. has in the region lack the incentives needed to encourage expanded sourcing and production within the Western Hemisphere. For instance, the lack of a sufficient variety of fibers, yarns and fabrics in the U.S. and Central America means the Central American–Dominican Republic Free Trade Agreement (CAFTA-DR) is not meeting its potential.

A recent economic study, *Close Knit: Migration and Apparel Production in Central America*, conducted by Raymond Robertson at the Mosbacher Institute for Trade, Economics and Public Policy at Texas A&M University, found the United States can address the root causes of instability in Central America by creating jobs, reducing poverty and contributing to economic growth through international trade. Mr. Robertson estimates that at least a hundred thousand more jobs will be created in the region if there were access to more yarns and fibers to increase apparel production.

To help jumpstart growth and investment in the region, specific fibers, yarns and fabrics can be designated in short supply now within the current text of the trade agreement. Such a bold move would not only protect the existing U.S. trade and investment in the region but also establish a clear demand signal to attract new textile investment to the United States and Central America.

Another policy that already exists in CAFTA-DR as well as in other U.S. trade preference programs like Haiti HOPE/HELP is cumulation. The cumulation provision already allows certain materials from Mexico to be used in woven apparel produced in CAFTA-DR countries to receive the duty-



Beth Hughes is vice president, trade and customs policy at the American Apparel & Footwear Association, where she oversees AAFA's Trade Policy Committee and AAFA's Customs Group.

free benefit. By linking all U.S. trade agreements, Trade and Investment Framework Agreements, and trade preference programs together, more-robust cumulation would create a virtuous web among U.S. trading partners without allowing textile and apparel products using inputs from Asia to receive the benefits of the CAFTA-DR agreement.

The Summit was a great day of unity for the industry. On June 7, three key industry commitments were announced:

- Gap Inc. plans to increase its sourcing in Central America by approximately \$50 million per year for a total growth commitment of \$150 million by 2025 as part of its strategy to increase supply-chain resilience by nearshoring more production to the Western Hemisphere.
- SanMar will increase its purchases of products manu-

factured in northern Central America by \$500 million by 2025. The increased capacity required for this growth will lead to the creation of 4,000 additional full-time jobs at Elcatex, a Honduras-based apparel manufacturer owned in part by SanMar.

• Unifi is making significant investments in the footprint capacity and innovation of its El Salvador operation and has committed to investing \$15 million over the next five years to expand capacity, improve efficiency and reduce energy use. The investment includes new innovative texturing technology that will increase the company's polyester-yarn production in El Salvador by 40 percent and support continuous training and job growth in the region.

On June 8, President Biden announced "the Americas Partnership for Economic Prosperity, a historic new agreement to drive our hemisphere's economic recovery and growth and deliver for our working people." This new partnership is an opportunity for the U.S. apparel industry to drive several policy solutions that correlate with the policy objectives of the Biden Administration, the U.S. Congress, the domestic textile industry and our partners throughout the region including bringing supply chains closer, curbing migration by creating meaningful employment and providing a demand signal to generate long-term, sustainable investments.

By tapping into policies like short supply and cumulation, our trade agreements can better function as tools to grow investment, trade and jobs in the Americas. U.S. apparel companies are eager to work on the many announcements from the Summit of the Americas that lead to a sustainable, resilient and equitable future. ●

Beth Hughes is vice president, trade and customs policy at the American Apparel & Footwear Association, where she oversees AAFA's Trade Policy Committee and AAFA's Customs Group. She is also the chief spokesperson for the Coalition for Economic Partnership in the Americas (CEPA), which was launched in November 2021.

Supima and TextileGenesis Form Strategic Partnership for Cotton Traceability Standards

By Christian Chensvold *Contributing Writer*

If you're going to be part of a fashion scandal, it's much better if you're, say, the designer of a risqué dress worn on the red carpet since a little notoriety can be a boon to business. The kind you don't want is the kind that befell red-logoed retailer **Target** six years ago when it turned out a bunch of fashions from so-called Egyptian cotton it was selling that were not, in fact, from the land of the pyramids.

Supima, the brand for American-grown Pima cotton, is taking bold new steps to make sure its fine cotton is never misrepresented, recently announcing a strategic partnership with **TextileGenesis** to establish the new industry-benchmark platform for authenticating cotton. The fashion industry has had to take a look in the mirror when confronted with the cold-water face splash that there is ostensibly more organic cotton in the supply chain than actual organic cotton produced.

"We don't want to be caught in those scenarios," said Supima CEO Marc Lewkowitz. "We want to be authentic, responsible and provide a system that gives the credibility that everyone in the supply chain deserves—including the customer."

Deceit, or simply negligence, about the actual origin of the cotton in an apparel item can occur at any point in the supply chain, but the primary vulnerability is in the manufacturing stage—that is, in yarn or fabric production. Here's where cotton can turn out to not be what it claims to be and a brand, retailer and consumer are none the wiser. Retailers, however, have been known to turn a blind eye to less-than-scrupulously documented practices, and if a piece of paper says that the cotton is organic, then that's good enough; no proof required.

Supima hopes to bring a halt to such practices. "Cotton is used as a generic term, but there's nothing generic about cotton," said Lewkowitz. "It's grown in many different nations, represents 80 percent of the world's natural fibers, and is grown under many different agricultural and economic conditions. It becomes important when it comes to sustainability and responsibility because in the fashion industry nothing we do is sustainable. It's a system based around the consumption of product."

Founded in 1954, Supima represents 100



By the end of 2022, TextileGenesis will have created traceability for over 500 million units in the global fashion industry.

percent of the American Pima-cotton industry and has been developing this project for a dozen years. The blockchain platform in partnership with TextileGenesis will digitally connect Supima's comprehensive supply chain all the way from growers to brands and retailers.

TextileGenesis is a market-leading traceability platform custom built for the fashion and textile ecosystem that has partnered with over 40 worldwide brands to create fiber-to-

retail traceability for premium and certified materials. By the end of 2022, TextileGenesis will have created traceability for over 500 million units in the global fashion industry.

This collaboration with Supima is setting a new benchmark for the cotton and premium-fibers industry and paves a new path for the entire fashion ecosystem," said Amit Gautam, founder and CEO of TextileGenesis. "We are creatively combining three major innovations—digital to-

kens-based article-level traceability, forensic physical verification and Supima-brand licensing in a single integrated platform. It creates a new platinum standard in the industry for end-to-end traceability and physical verification."

TextileGenesis Fibercoin technology will be integrated into Supima's licensing program and applied to all branded fiber throughout the supply chain. This pioneering effort for cotton sourcing sets a new standard for responsibility in the global textile industry and consumer marketplace. Moreover, integrated within this new digital platform, Supima's technology partner **Oritain** will provide the forensic origin authentication for Supima cotton across the platform, resulting in vastly increased traceability, transparency and authenticity.

"If you don't know where your cotton comes from, then you have no idea what practices were applied," said Lewkowitz. "You're dependent upon old trust paradigms that are fraught with opacity that is often intentional."

"This will be the new benchmark brands and retailers have been asking for," Lewkowitz continued, "and is even more relevant in the wake of new regulatory oversight with regard to the New York Fashion Act and new EU oversight that's coming, which will force brands and retailers to have more ownership over the authenticity of their products." ●



Cast Wardrobe collection



Cast Wardrobe collection



Surfer Boy Pizza collection



Lenora Hills collection



Lenora Hills collection



Lenora Hills collection

Quiksilver *Continued from page 1*

to costuming the young cast designer Amy Parris approached a brand synonymous with the surf-skate side of the era: **Quiksilver**.

A tour of the brand's archives at its Huntington Beach headquarters led to a key partnership, and the Quiksilver x Stranger Things collab was incubated. "Quiksilver was an integral part of California fashion in the 1980s," said Parris. "The show is so true to the period that it only made sense to infuse Quiksilver archive pieces throughout the show. I hope the clothes will resonate with a younger audience who is inspired by the fashions back then and be a friendly reminder to the stylish viewers who followed fashion in the '80s."

COVID slowed down the development process for two years, but with the premiere of volume two of season four on July 1, Quiksilver has begun releasing multiple capsule collections at pop-ups around the world, as well as at quiksilver.com, with a carefully curated selection of looks that are a nostalgic throwback to the brand's surf-inspired '80s looks and that integrate elements from the "Stranger Things" storyline. Netflix is the world's leading streaming service, with 222 million paid memberships in over 190 countries.

The collaboration began three years ago with a vintage capsule collection that was greeted with an exceptional response, said Product Director Andrew Henry. What ensued was a partnership at the highest level Quiksilver has ever been a part of, with the company signing nondisclosure agreements and receiving advance copies of scripts—rare in Hollywood for a wardrobe contractor. "I was a massive fan of the show even before the collaboration," said Henry, "so the whole

experience has been amazing. Designing in Europe, flying out to fit the cast and then having items made in Turkey—all while the pandemic was disrupting travel and everything else."

The contrast between an exciting creative collaboration playing out against the backdrop of the pandemic mirrors the show's dichotomy of light and dark as characters clad in bright, optimistic fashions encounter paranormal forces. "Those who weren't there—or those who were and can be reminded—respond to the bright colors and prints that typify the era," said Henry, specifically referencing the peak pastel years of '86-'87. "Girls are enjoying the lilac and sky blue but also gravitate to the black shades of the era at the same time. 'Melancholy' is the word I'm tempted to use—the dark underside of California style. There was a mix of culture at the time, and that's definitely what we're trying to do with the collection."

"It's also been exciting to revisit the time when Quiksilver was the most prominent surf brand," Henry added, "but with the right sort of attitude and relevance. I think it's given us a new audience. The response we've had across the world has been exceptional. It's also really cool to see surfers lapping it up, especially as surfing has gone through a lot of corporate BS since back then."

"Quiksilver and I worked meticulously to make sure the fit, fabric and feel of each garment was both true to the period and akin to the characters' closets," said Parris. "What we achieved for a TV timeline was impressive, and it's exciting to get to share the garments with the audience. This collection can easily walk off the screen and into fans' closets. Viewers and fashion followers alike will appreciate the attention to detail and accurate period designs that are making a comeback in contemporary fashion." ●



The 1986 collection



The 1986 collection

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* SHIPPING MANAGER:

1. General Shipping Schedule
2. FU Factory Final Audit Report
3. Send Routing & Pick Up Request

Jobs Available

* GARMENT/PRE-PRODUCTION ASSISTANT *

Job description

Benefits:

*Medical

*Dental

*Vision

*401k

*401k Match (75%match up to 4% compensation)

*FSA

*Vacation (1 week- 1st year/ 2 weeks-2nd year/ 3 weeks- 5th year)

*7 paid Holiday

*1 paid Floating/Personal day

*6 Sick days

Role and Responsibilities:

*Entry level /Women apparel/ Garment Industry background

*Required - Minimum 1-2 years experience in garment or related field

*Required - Knowledgeable in fitting and measuring garments (small units such as 1/8th etc.)

*Taking notes/comments during fitting sessions and enter them in Excel sheet

*Tracking/shipping samples to arrive on time

*Required- General understanding of apparel industry

*Must be detail oriented, highly organized

*Computer knowledgeable(Microsoft/word/excel)

*Willingness to learn and positive attitude

*Full time office base position

*Monday- Friday 8:30am -5:00pm

*Job Type: Full-time

*Pay: \$20.00

Email resumes to: claireg@felinausa.com

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