

CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR 77 YEARS

\$3.99 VOLUME 78, NUMBER 16 JULY 29, 2022 DOUBLE ISSUE



HIGH FLIGHT

For her Fall 2022 collection, Dalia MacPhee juxtaposed her elegant pieces against a unique backdrop of vintage aircraft to relay the enduring fight and strength of women. For more looks, see page 4.

CHIAROSCURO FOTOGRAFIA FOR DALIA MACPHEE; MAKEUP ARTIST: REYNA KHALIL

INDUSTRY FOCUS: FINANCE

Financial Experts Weigh In on the Economy and Next Steps

By Christian Chensvold *Contributing Writer*

As baseball legend Yogi Berra—all-time king of unintentional wisdom—once put it: “The future ain’t what it used to be.” Which means that when it comes to the economy the only certainty financial experts see in the future is uncertainty. So get loose and limber because agile will be the key skill to have between now and the end of the year.

For this edition of our recurring Industry Focus: Finance feature, we asked leading figures who cater to the apparel industry a simple question:

Given the state of the economy, what do you recommend your apparel clients do between now and the end of 2022?

Their prognostications are for challenging times but hardly dire, making it a perfect opportunity to get lean and mean, fit and agile. Heed their advice, as these answers will help you navigate the key fall and holiday shopping seasons.

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TRADE-SHOW REPORT

Hot and Haute: Fashion Temperatures Soar at Miami Swim Week

By Betsy Zanjani *Contributing Writer*

The Miami heat rose to 100 as the hottest influencers, global retailers and brands gathered in South Beach at the chicest venues beginning with Catwalks & Cocktails on July 13 and running through July 21.

Trade events **SwimShow** and **Cabana** were held at the **Miami Beach Convention Center** while **Hammock** showed at the **New World Center**. **Destination: Miami** by **Coterie** returned to the luxurious **Eden Roc** while **La Plage Miami** chose the intimate **Boulan South Beach**.

Inspired by the throwback/comeback of the '60s and '70s, the teeny-weeny bikini reappeared as the sexy suit of the season with retro fabrics such as velour, metallics and crochet in colors from natural to neon as swim proves it can go effortlessly from beach to street.

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Roy G. Takes Tie-Dye to the Next Level

What do you wear when sitting around the house listening to Jimi Hendrix and burning patchouli incense? The answer comes from **Roy G.**, a new “sofa to street” loungewear brand designed in Brooklyn and made in L.A. whose specialty is psychedelic silk in acid colors straight from the days of Woodstock and the Summer of Love.

The “inclusive and nonbinary” collection consists of slipdresses, dayjamas, tops and bottoms, and robes in luxurious silk. Tees and sweats are dyed by hand so each item is one of a kind, with sweats made from organic cotton, and tees are acquired from vintage, dead-stock and thrift sources in a tribute to the spirit of recycling. “It’s fair to say nobody in the entire world will have the same exact Roy G. tee,” the company boasts.

“Roy G. is the color spectrum personified,” the brand declares on its website. “We celebrate individuality and the creative spirit. We are vibrant and playful and not afraid to



Psychedelic-color combinations include fuchsia mixed with sky blue; teal, lilac, blue and pink; and blue, gold and acid green.

stand out. We believe that comfort leads to confidence and that color makes the world a better place.

“We believe that luxury doesn’t have to be bad for the environment,” the company con-

tinues, “so our clothes are produced in factories with sustainable practices and made with natural fabrics that are low impact. Our mission is to make fun, luxurious, comfortable clothes with as little environmental impact as possible. Whether it’s choosing an organic fabric or using recycled packaging, we strive to keep sustainability an essential goal.”

The Roy G. collection’s psychedelic-color combinations include fuchsia mixed with sky blue; teal, lilac, blue and pink thrown together; and a mélange of blue, gold and acid green. Pricing is upscale, with silk pants going for \$315 and matching tops \$296. Slipdresses are \$269 while tie-dyed tees range from \$55 to \$115. Images of the one-of-a-kind tees are stored on the website under the apt title “Museum.”

And if the bright colors and luxurious silks aren’t enough to cheer you up, many items are adorned with a smiley face motif.

—Christian Chensvold

TEXTILES

Solstiss Returns to L.A. With a New Showroom

Fashion goes round and round in cycles, which is not so different from the way Earth orbits the sun. **Solstiss** may sound like the twice-annual event that occurs at the height of summer and depth of winter, but this kind of solstice is perennial.

Based in Caudry, France, with factories dating back to 1876, Solstiss is the world’s leader in French-lace creation and manufacturing, and now the company is returning to the L.A. sunshine, further proving how perfectly fitting its name is.

Located at 777 Alameda St. in **ROW DTLA**, the new L.A. showroom is managed by Maria Cervantes. Solstiss first entered the U.S. market in 1986 and first opened an L.A. showroom in 2000, which showcased over 3,000 designs.

“With this new opening, Solstiss will bring its proud heritage and quality, creativity and unique craftsmanship of French lace to an even wider audience,” said Francois Damide, president of Solstiss USA. “We’re excited to have Maria Cervantes on board as California



Solstiss brings its legacy of over 150 years in lace making back to Los Angeles to service the significant California market.

account executive as her knowledge of lace making is a big plus for us.

“The California market has always been a significant one for Solstiss,” Damide continued, “as our company has been supplying the best designers for more than 20 years and have been featured in top movies like ‘Titanic’ and ‘The Great Gatsby.’”

Solstiss’s lace-making expertise has been passed down directly across generations, the company boasts, without ever leaving its ateliers, and it is considered to employ the most highly skilled lace makers in the world. It is renowned for the wide range of its designs and its extensive color palette. It has also managed to blend cutting-edge innovations with traditional techniques, and its laces are made entirely on **Leavers** machines.

Solstiss employs over 250 people and operates 110 machines, or 30 percent of the Leavers looms that remain in the world, some of which can weigh up to 10 tons. Its creations are intended not only for luxury women’s fashion but also lingerie, home décor and even face masks.—C.C.



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POSTMASTER: Send address changes to: CALIFORNIA APPAREL NEWS, Customer Service, PO Box 4419, Orlando, FL 32802. **CALIFORNIA APPAREL NEWS®:** (ISSN 0008-0896) Published by TLM PUBLISHING INC. APPAREL NEWS GROUP Publishers of: **California Apparel News®, Market Week Magazine®, New Resources®, Waterwear®, New York Apparel News®, Dallas Apparel News®, Apparel News South®, Chicago Apparel News®, The Apparel News (National), Bridal Apparel News®, Southwest Images®, Stylist® and MAN (Men’s Apparel News®).** Properties of TLM PUBLISHING INC., The New Mart, 127 E. Ninth St., Suite 806, Los Angeles, CA 90015, (213) 627-3737. © Copyright 2022 TLM Publishing Inc. All rights reserved. Published weekly except semi-weekly second week of July. Periodicals Postage Paid at Los Angeles, CA, and additional entry offices. The publishers of the paper do not assume responsibility for statements made by their advertisers in business competition. Opinions expressed in signed editorial columns or articles do not necessarily reflect the opinions of the publishers. Subscription rates: U.S.: 1 year, \$89; 2 years, \$140. Foreign: \$180 U.S. funds (1-year subscription only). Single-copy price \$3.99. Send subscription requests to: California Apparel News, Customer Service, PO Box 4419, Orlando, FL 32802 or visit www.apparelnews.net. For customer service, call (866) 207-1448.

Inside the Industry

In celebration of **Women’s Equality Day**, Dress for Success is sponsoring a virtual power walk on Aug. 27 and 28. “Participate by running, walking, biking, rollerblading—you name it,” said the company in a release. “Walk around the block or run a 10K. Every dollar raised through this event will help support the work of Dress for Success: to give women the community, clothing, confidence and support they need to meet their career goals.” Economic progress for women has been set back decades thanks to COVID, the company said, and it will now take 136 years to close the gender gap between men and women. “We need your support to help women move forward together, one step at a time,” said the organization. To register, visit powerwalk.dfs.org.

Shoppers who want to buy domestically manufactured goods will soon find it easier. MadeInUSA.com has partnered with Fundify for its initial fund-raising round. According to the company, some 80 percent of Americans would prefer to buy domestic goods but are unable to find them in a convenient way. MadeInUSA.com plans to launch this state-of-the-art shopping experience for American-made products and will amplify the Made-in-USA brand in the fourth quarter of this year, right before the holiday season. The announcement follows significant backing from the company’s founder and private investors, who hope to “open the door to its loyal manufacturing base and also the next generation of patriotic investors that understand their purchase of American-made products becomes an investment in the American economy,” said the company in a release.

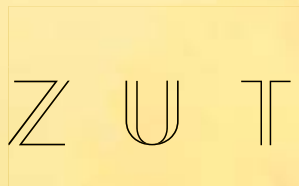
HeiQ and Patagonia have taken their long-standing research collaboration to the next level with an innovative solution for a problem of many textiles: bad odor. Inspired by Patagonia’s determination to continuously improve the chemistry used in all its products, the two pioneers announced the launch of HeiQ Fresh MNT, which provides next-generation odor control based on essential mint oil derived from a renewable and sustainable source. The similar environmental and social philosophy shared between Patagonia and HeiQ was the backbone for the two brands to embark on an intense research partnership in 2015. Patagonia gives the ideas and sets the principles while HeiQ uses its expertise in specialty-chemical formulation and application to textiles to create finishings that outperform the market in terms of sustainability and functionality.

Iconic workwear brand Dickies is celebrating its 100th anniversary. “As one of few apparel brands that can make the claim of having been on the job since 1922,” the company said, “the brand has earned its stake in pop culture while maintaining its core audience of hard working citizens around the world. Dickies began as the United States Overall Company of Texas and is named for co-founder E.E. Dickie. In the early ’50s the company helped popularize denim for women and tapped into teen culture a few years later. Last year it launched its Icons campaign based on signature pieces from its hundred-year history, including the 874 Work Pant, the Work Shirt and the Eistenhower Jacket. Follow the celebration at dickies.com.

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Dalia MacPhee Takes Flight With Fall 2022 Collection

By Dorothy Crouch Contributing Writer

Dalia MacPhee created a Fall 2022 collection inspired by the resurgence of travel when she chose to shoot the season's campaign at the **Compton/Woodley Airport** in Compton, Calif. MacPhee's vision for shooting the campaign among the great marvels of machinery from the 20th century stemmed from thinking about fashion blended with the artistry of the vintage aircraft.

"The first inspiration was the flight of fashion where everyone is getting back into travel. This is the Roaring Twenties of travel. You can see it everywhere in the campaign because the brand is always a bit of that Old Hollywood mixed with modern," MacPhee said. "The older planes are like older cars when we still had some art to it. They tie in with the vintage theme and the desire I have that people will start dressing up when they travel again. That was the first inspiration, and we had many aeronautical masterpieces at the airfield."

Choosing an airfield for the setting of the campaign established a mood of uplifting the women who modeled MacPhee's pieces. From helicopters to airplanes, the different types of aircraft created a unique backdrop for the elegant pieces, yet the setting paired with the strength relayed by the models sends another message that is important to MacPhee.

"This collection was created by a woman at a woman-run company that believes in women and the power of women," MacPhee said. "Choose wisely regarding what you wear. Life

is short and we're all learning that—get the red dress. Be bold in your fashion. Be bold in your life. Remember your power. I always hope that when she puts on something of mine she feels like she has that superwoman cape. We need more women speaking up right now."

Color inspiration for the collection stemmed from **Pantone** trends for the year such as sea-foam green, while MacPhee also looked within to her own preferences for the upcoming season such as neon, candy-apple red, marigold, buttercup yellow, bold fuchsia and deep royal blue. There is a dress that employs a camel-colored knit on top and a chiffon color-blocked skirt. MacPhee also has incorporated an ombré effect on certain pieces. Bold prints in chiffon generate excitement in florals, and the designer created standout pieces in jewel tones.

While MacPhee designs sophisticated pieces, she also enjoys having fun when she creates. Knits and sweater dresses, while incorporating mixed media, is a formula to which MacPhee subscribes to offer comfort and elegance.

"The dress with the silver boots is a beautiful burnout. When you run your hand over it, it almost feels like a flower garden because with the burnout material there is a 3D element so the flowers pop up," noted MacPhee. "I am playing with this new material that is a pleated Mikado type. There is structure and stretch. It doesn't crease. The dresses look good on everyone. You can throw it in your handbag if necessary, pull it out and it's still in perfect shape. There is a bit of science to the pleating."

The Los Angeles-based, Canadian-born designer was also inspired by strong women who have been forced to fight for so much recently. Shooting her Fall 2022 campaign at an airport that houses historic machinery, MacPhee saw opportunity among the aircraft, such as vintage **Cessnas** that reflect the golden era of travel, but there were also machines that had been used to combat dangerous forces. Among them were Vietnam War-era choppers, biplanes and **T-38 Talons** that are used to train fighter-jet pilots. MacPhee transformed her models into stylish aviatrixes during a time the designer feels women must fight.

"We have these planes that were used to fight oppression during World War II and the Nazis," MacPhee said, also noting that the airport pays homage to the Tuskegee Airmen, the United States' first African-American military aviators in the **U.S. Army Air Corps**. "We are now at war globally and fighting every level of oppression. I always love putting women in strong positions—to show our superpower. To have them in these planes and fighter jets is a statement. It's also a strong statement to say that we are fighting against oppression for rights and freedom on every level, especially women. I wanted something very strong to come across."

Shooting at the airfield gave MacPhee hope as the **Compton/Woodley airport** is home to the **Fly Compton Aeronautical Education Foundation**, which encourages children, including young girls, to learn how to fly. The space affords aeronautical-education opportunities, supporting the future of aviation among young people who are often underserved. ●



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Trade-Show Report *Continued from page 1*



BETSY ZANJANI

Elan Banana Moon Aqua Maria Benedetta Mar de Lua B FYNE B FYNE

SwimShow Celebrates 40th Year in Miami

Held July 16–18 at the **Miami Beach Convention Center** in Miami Beach, Fla., **SwimShow** drew an international fashion community ready to jump into summer as Miami heated up for this yearly fashion event.

Executive Director Judy Stein was thrilled that “finally buyers and brands from around the globe were able to return to Miami Beach to experience the industry’s most coveted weekend of style.”

“The top trend we’re definitely noticing is convertibility and wearability in swim. Swimsuits are not just about swimming anymore,” Stein explained. Over the last few seasons we’ve seen this cosmic shift—now it’s a trend that appears to be here to stay.”

As traditional bodies give way to ruffled necklines, sleeves, wrap-and-ties, and halters, styles emerged that spoke directly to this growing shift. **Aqua Maria** brought

pieces that were meant to be seen at beaches and boulevards alike, with wholesale pricing at \$34 for tops and \$21 for bottoms.

Banana Moon trimmed its suits with raffia and brought back crochet as this became the big story again with a ’70s revival taking hold. Bare midriffs, disco metallics, bell-bottoms, halters and velvets all have become hot and are heavily influencing swim and resort.

At **Benedetta**, Lina Benedetti used beautiful multicolored stitching for her collections as part of the brand’s DNA. Her ’70s Meets the Italian Riviera collection starts at \$80 for tops and \$72 for bottoms.

Blue by Rod Beattie was inspired by the tie-dyes of the era, creating a splash-out print with pops of color.

Buki, creator of **B FYNE**, brought her African culture to life. Looking to her native Nigeria, her original prints and

exotic cutouts were show-stoppers. Swimwear ranged from \$200 to \$300 and cover-ups were priced at \$649.

Embellishments such as embroidery, 3D painting and crystals were found at **Baccio Couture**, where Versace met Cavalli. Designer Fausto Altamirano had her mother as her muse. “I learned from her true luxury as [she was] a designer for **Gianni Versace**,” the Altamirano said.

Respect for the sea ran throughout as brands such as **Mar de Lua** showed their commitment to and love for the waters and beaches that inspire them.

MLO, designed and made in Miami, used natural buffalo horn in its SeaLife collection.

“We loved seeing that so many brands have transitioned to eco-friendly textiles, making this a very fun, creative and important show,” said Empatriz Williams, CEO of the **Expressme** boutique in Los Angeles.—*Betsy Zanjani*



BETSY ZANJANI

Bahia Maria Bahia Maria Palo Rosa Beachwear Bocanegra Bahia Maria Paula Le Moulit

Coterie Brings Glamour Back to the Eden Roc

Destination: Miami by Coterie was held July 16–18 at the iconic **Eden Roc** in Miami Beach, Fla. This famed hotel, built in 1955, has an impressive history welcoming guests such as Frank Sinatra and Elizabeth Taylor among the impressive list of stars who graced this stunning Miami beach resort. The show saw an equally impressive list of International top-tier retailers gathered to view the latest the industry had to offer.

Kelly Helfman, president of **Informa Markets Fashion**, organizers of the show, said that “she could not be more proud of this year’s edition of Destination: Miami. Orders were placed, wellness sessions were packed, and the show floor was vibrant. It was truly a gathering of who’s who in the resort and swimwear industry.”

Buyers from **Revolve**, **Goop**, **Intermix** and **Bergdorf Goodman** were among those in attendance, meeting with

both established and emerging brands. Cocktails were served on the rooftop the first evening following a day of fashion highlights.

The show brought a wave of environmental consciousness to light as the industry embraced wellness, sustainability and harmony with nature.

Leafy Natural Couture by Silvia Vassao demonstrated her great respect for the environment in her high fashions. Her line featured luxurious silk crochet dyed with organic pigments such as herbs, eucalyptus and coffee. The line is produced by a group of mothers living in a small fishing village in southern Brazil.

Palo Rosa set itself apart with a message of “Social Responsibility Meets Cool Girl Design.” Handmade in Colombia, the line was inspired by the 1960s music scene. Designer Carolina Ordoñez used colorful stretch velvets and Andy War-

hol-like prints that could easily take swim from beach to bar, with wholesale prices ranging from \$68 to \$75.

Amantia expanded on one of its hot swimsuits with a coordinating novelty belt. Maria Fernando Useche created new versions after buyers from **Anthropologie** and other retailers placed numerous reorders for this accessorized swim idea.

Lily Franco collaborated with jewelry brand **Ylla**, incorporating its Bold Gold metal pieces into her swimwear.

Bahia Maria set the bar with high-octane glamour. The sculptural laser-cut flowers and shells made for a standout collection, with retail price points around \$250.

Bocanegra designed a fashion-jewelry collection transforming glass beads into wearable art. All the pieces are waterproof and can be worn in pools or oceans without tarnishing.—*B.Z.*

STREET SCENE



Scene and Be Seen at
Miami Swim Week



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Las Vegas Apparel Celebrates
the Sustainable and Handmade

What is it about a handcrafted product that is so appealing? Is it the care and thoughtfulness that goes into its creation? The sense of the people behind the creation and what inspires them? Whatever the reason, the market is hot for handmade, as craftspeople such as these can attest.

Binky + Lulu

The team behind Binky + Lulu earrings want to ensure that craftsmanship is evident in every piece they sell. The earrings are crafted entirely from mango wood, using eco-friendly dyes and paint and finished with 14k-gold-filled posts, making them “fun, colorful, lightweight, and very easy to wear.” All designs are created in-house by a small group based in New Hampshire and Maine and — ethically — translated into goods by artisans employed by a woman-owned Filipino company. “This is something we are proud to share with our buyers, who then share it with their customers to spread awareness about the importance of ethically sourced product,” they say. “The heart of Binky + Lulu is sustainability.” This partnership, along with slow-batch production, no plastic packaging, classic and not trend-based design inspired by nature, travel, art, and color have made Binky + Lulu a popular choice for the discerning consumer. Their bestseller is the classic C Hoop, which comes in three sizes, “endless amounts of color,” and some featuring hand-painted designs for versatility.



Sheila Fajl

Brazilian-born Sheila Fajl, former model and jewelry entrepreneur, never strays far from her roots when designing her collection of hoop earrings. “Finding the Brazilian soul in the basic geometric design of our pieces” is the goal, as is making sure customers “can go take a dip in the ocean without fear of their hoops tarnishing.” The nickel-free, hypoallergenic hoops in a variety of diameters are all handmade from a local metal mix composed primarily of brass native to the region, using a solder they make in-house, and then are gold-plated with a proprietary process to ensure long life. “Our collections all evolved around the idea of extremely durable, extremely lightweight, life-proof, and environmentally conscious manufacturing practices.” The bestseller is the BR1954, aptly named Everybody’s Favorite Hoop, a 2.5-inch-diameter hoop with a hand-brushed finish whose weight equals that of four dollar bills. “We believe that quality speaks to our customer the loudest. Our customer knows that a Sheila Fajl piece has a long, long life span.”



Vintage Addiction

The family behind Vintage Addiction loves to travel to unexpected places in search of well-used materials that have a tale to tell. “We are seeing a movement that purchases should have a story tied to that item,” they say. “It’s an emotional connection that customers are wanting whenever making a specialty purchase.” With a collection based on sustainability, Vintage Addiction produces purses and totes cobbled from recycled, repurposed, and reused materials. The bestsellers are the Recycled Military Tent Bags, patchworked from authentic military tents with all their color variations, imperfections, and mix of textures. “We all seem to have some kind of connection to our armed-services people,” they say, “which is why this line has such a deep connection to our customers.” Also in the collection are canvas, jute, and leather combinations in recycled bags, totes, and more. “We have designed so many styles of bags that we wanted all ages and genders to be a part of this movement.”



Lauren Kenzie

“My designs express how I want people to feel when wearing my jewelry,” explains designer Lauren Kenzie. “I want all woman to feel beautiful and confident while wearing them. I came up with the saying, ‘Impress & Empower,’ to express that.” Her collection of nickel- and lead-free earrings, rings, bracelets, and necklaces are handcrafted using either copper or brass as the base with a gold-plating process called PVD coating, which is especially resistant to corrosion from sweat and normal wear. “Most of my designs are very colorful, happy, and fun!” she asserts. All of the jewelry is backed by a lifetime warranty. Her customers, who shop her designs in more than 500 stores nationwide, appreciate the fact that Lauren Kenzie is a woman-owned small business with more than 10 full-time employees working at the warehouse “right here in my hometown” of Huntsville, Alabama. “We love this process because we can control the quality and outcome of our jewelry versus just importing everything already made,” she notes. The trend is “very simple pieces, and pearls are huge right now and selling really well. All our colorful pieces also sell super well!”



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Las Vegas Apparel runs Aug. 7–10
at the Expo at World Market Center
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Trade-Show Report *Continued from page 6*

Cabana Opens a Portal Into the New World of Swim

Cabana was held July 16–18 at the **Miami Beach Convention Center** in Miami Beach, Fla., to retail buyers in search of what's next, and they were not disappointed. The show delivered an experience that captured the trends that emerged in a year abundant with change. From the "taking it to the streets" movement to "fashion goes green," swimwear became less about just summer and the beach and more about seasonless style, versatility and sustainability.

Curated by the show's creator, Janet Wong, many new brands were selected this year to showcase a one-stop-shopping experience. "Continuing our tradition of creating a sense of discovery and newness," Wong added to her accessory offerings, and "they were a big hit with buyers," she said.

A major message this year was designers and brands taking responsibility for the planet seriously. Without compromising on fashion, each made a giant leap into going green. "Up-cycling" was the buzzword—reworking materials to create something new.

The show featured artist Taryn Urushido, who over the course of the three days created a work of art from leftover strips of textile fabrics. Also at the show was the nonprofit **Ocean Sole**, which recycles old flip-flops left on beaches throughout the world and reworks them by hand into one-of-a-kind pieces.



Anacora



Robin Piccone



Shani Shemer



Chio

Brands including **Devon Windsor**, **My Beachy Side** and **Robin Piccone** were just some of the many who made hand crochet a major theme this season. Accessories from the **Akra Collection**, **Nannacay** and **De Siena** were among the many that featured local artisan-crafted crochets from straw, raffia and other natural fibers used for handbags, bucket

hats, slides and belts.

There's no denying that attitudes have changed. From the catwalks to the sidewalks, swimwear has officially become the new ready-to-wear. Triangle bikini tops are the "it" pieces whether worn for day with denim or at night with a soft trouser or bell-bottoms.—*Betsy Zanjani*

Hammock Returns to Miami in New Venue

The **New World Center** in Miami Beach, Fla., welcomed **Hammock** July 16–18 along with the show's new philosophy. Hammock was all about slow fashion, social responsibility, respect for the environment, inclusiveness and wellness.

"This year's Hammock will harness relationships with designers and buyers while placing emphasis on wellness, education, sustainability and technology. The show features over 80 designer brands in the swim, resort and beachwear industries," said Moh Ducis, CEO of DC Swim Week/Hammock Tradeshow.

Island Tribe by Angeline Hayling is serious about its pledge to design mindfully through sustainable production, using natural and renewable textiles and working with female artisans. "We believe in the power to change how fashion is made," said Hayling. The brand's resortwear is designed in Palm Springs, Calif., with caftans retailing for \$375.

Power 2 the Flower is a brand born out of love for the female fashion community. Owner Esther Maya wanted to give back, offering, in her words, "style, sisterhood and killer product." For the third season, its signature metallics are back as Maya believes "everyone deserves to shine." Suits retail starting at \$48.

Acqua de Luxe Beachwear is made in Brazil and staffed exclusively by local women working with the finest-quality textiles. The brand's metallic macramé swimwear is all made by hand as glitter and glamour are always a part of owner Lidia Spangenberg's designs. Retail price points start at \$130.



Island Tribe



Power 2 the Flower



Acqua de Luxe Beachwear



Maxine

Los Angeles-based **Normal Culture** founder Jeiaminah Lahier seeks to disrupt. She sources fabrics locally and hires only and all minorities. Her itty-bitsy bikini bodies are trending in a season when micro-kinis have emerged as hot, encouraging women to be confident in their bodies. Retail prices range from \$84 to \$175.

Keva J supports all women and celebrates their curves

with all-inclusive sizing. Keva Johnson's swimsuits fit up to a K bust and fulfill her mission of "same suit, different bodies, same slay."

Maxine owner Mariel Camilo, after only one year in business, has created a high-end swimwear brand inspired by the yachting lifestyle. Suits are shipped in custom luxury pouches and all hardware looks like fine jewelry.—*B.Z.*

La Plage Miami Brings French Fashion to Its Boutique-Style Show

Launching July 14 at the **Boulan South Beach** with an evening opening reception, **La Plage Miami** continued through July 18 in the hotel's penthouses. The curated collection of French fashion brands was presented with all the flair of Parisian couture set against the sun and sea of the location.

The mini showrooms housed 22 labels of resortwear, swimwear and accessories from France. Buyers were guided through the show by founder Marc Merklen and his team to provide a different shopping experience.

"We are the only show to bring French fashion to Miami. I wanted a different aesthetic for La Plage to honor the buyers with a truly unique setting of natural light, personal service and an atmosphere different than the traditional trade show," explained Merklen.

Rooms were accented with fresh flowers and votive candles, and buyers were treated to chilled flutes of champagne as they walked the collections.

The emphasis was on slow fashion, focusing on handmade goods from local craftspeople and quality over quantity. Natural fibers were another trend that made a big comeback, with crochet reminiscent of the '70s.

Maison de Kerdoret exhibited a line of crochet swimwear with one-pieces that wrapped and tied and an array of bikinis, with wholesale prices starting at \$41.



Nikki Beach Global



Maison de Kerdoret suit
Sanabay accessories



Stella Pardo top, Maison de
Kerdoret bikini bottom



Wi-Paris suit
Camalya tote

Stella Pardo Paris, created by Cinthya Guerrero, paid tribute to her grandmother with a resort line made by hand in her native Peru, with retail prices starting at \$145.

Camalya and **Sanabay** exhibited collections of hats and bags made of natural woven fibers such as raffia, straw, cotton and wool, all responsibly made. Sanabay's bags featured

crafted geometric horn chains for handles. Bucket bags started at \$50 and hats at \$26.

Efrat Fritz, head of fashion and lifestyle for **Nikki Beach Global**, said, "La Plage brought together trending, upcoming French brands. I'll definitely be reviewing a few of the collections for our shops this season."—*B.Z.*

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Sustainability, Diversity and Inclusivity at Miami Swim Week

By Patricia Maeda *Director of Womenswear at Fashion Snoops*

As always, **Miami Swim Week** has proven to be the industry’s hottest event of the year, able to bring together the most notable swimwear brands, buyers, retailers, influencers and fashion editors from across the globe for a full week of activations, runway presentations and leading trade shows for the swimwear market. But underneath all the glitz, glam and suntan, it was evident that the industry is making great efforts to address important topics through their offerings—namely, sustainability, diversity and inclusivity—which are imperative for a more equitable and resilient world.

Making Strides Toward a More Sustainable Future



Acacia

Growing consumer demand for more transparency, accountability and sustainability is pushing the industry to innovate in its swimwear offerings, prompting brands to

look for alternatives that have a positive social and environmental impact. An increasing number of brands are adopting recycled alternatives such as Econyl, regenerated nylon collected from landfills and oceans, as well as organic, natural materials and low-impact dyes—achievable sustainable solutions that can be implemented without compromising on fashionable styles.

The trade-show circuit, which included **SwimShow**, **Cabana**, **Destination: Miami** by **Coterie**, **Hammock** and **La Plage Miami**, showcased a plethora of Spring '23 and resort collections that championed better practices and eco-friendly swimwear with many addressing subtopics of social impact and fairer wages.

At SwimShow, newly remodeled for its 40th anniversary, **Natasha Tonic** showcased its hemp swimwear line—a fabric that wastes less water and doesn’t use harmful pesticides in the fiber production, and representatives were keen to speak on the brand’s production process focused on no fabric waste, where scrap fabrics are used to create new designs.

Similarly, at Cabana, Colombian brand **OndadeMar** showcased a collection of sustainable fabrics made from recycled plastic bottles as well as eco-friendly processes for waterless prints.

Runway shows, many of which were blend of see-now-buy-now and upcoming collections, also featured a wide range of sustainable-swimwear lines. Hawaiian brand **Acacia** hosted a memorable Resort '23 presentation on the sandy beaches of Miami where models walked in recycled, organic and eco-conscious minimal swimwear in a breezy palette of soft mauve, lavender and hints of soft neon greens. But perhaps most interesting was the **Paraíso Upcycle Challenge**, where, for the third year in a row,



Camila Balleste

students from the **Istituto Marangoni Miami** presented looks using dead-stock fabrics donated by reputable swimwear brands. The winner, Camila Balleste, mentored by **Bondi Born**, took home a \$10,000 scholarship prize, showcasing beautiful asymmetric and retro-inspired sustainable pieces.

Every Body Is a Beach Body



B FYNE x MOCM

The ability to embrace diverse communities and provide representation for the unique voices within the fashion and swimwear industry remains at the forefront of equity and representation. Large and small companies have committed to promote diversity by showcasing models of varied backgrounds on Miami runways, including Black, Latinx, Asian, disabled and members of the LG-BTQ+ communities.



PrettyLittleThing

B FYNE, a brand founded with the intention of elevating and highlighting Black beauty, presented its upcoming collection through a powerful cast of models of color by **MOCM** (Models of Color Matter). Continuing the brand’s ethos to fight for equity, safety and visibility of diverse Black and brown models on the runway, the show exuded high energy with a glamorous lineup of swim- and resortwear bursting in vivid colors and lively prints.

Another example came from **PrettyLittleThing**, whose star-studded runway show titled **#EveryBODYinPLT** championed diverse models including transgender star Tokyo Styles and bionic model Marsha Elee.

Size Matters



Monday Swimwear

With the plus-size market anticipated to reach \$697 billion by 2027, it’s imperative that swimwear brands cater to larger sizes within its ranges. Shopping for swimwear is already a difficult undertaking for many women, and finding fashion-forward swimwear can be an even harder task for curvier bodies. Fortunately, swimwear brands are waking up to this gap and launching collections that fit well beyond straight sizes.

Monday Swimwear is no stranger to this model. With a swimwear range that offers A to G cup sizes—fitted to every cup rather than simply scaled up from a size S, as per industry standards—the brand once again highlighted its attention to fit, construction and body positivity in the heat of Miami. Minimal and timeless pieces included underwire bikinis, printed one-pieces and trendy cover-ups designed for every body.

Cupshe also presented a size-inclusive collection that celebrated Beauty in All Forms, where strategically placed cutouts and straps highlighted all the right places.



Cupshe

While sustainability, diversity and inclusivity are broad and complex topics that need to be addressed through different initiatives beyond product and marketing, it is exciting to see positive changes coming from the swimwear industry.

Not too long ago Miami Swim Week was synonymous with excess and exclusivity, but the season has finally changed and the future looks brighter than it’s ever been.

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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Given the state of the economy, what do you recommend your apparel clients do between now and the end of 2022?

Finance *Continued from page 1*

Darrin Beer
Western Regional Manager
CIT Commercial Services



Last year most of our clients experienced strong demand for their product as consumers had disposable income and were eager to spend. Discretionary items such as apparel were in high demand both by consumers and retailers while apparel companies navigated through supply-chain constraints.

Throughout most of 2021, retailers took in product despite certain deliveries being late, as retailers needed goods on the floor to meet demand. This year purchases of apparel and other discretionary items have softened while retailers work through excess inventory. As a result of these high inventory levels, many apparel companies are facing deferred orders and cancellations.

In the current environment, companies with strong overseas supplier relations, or with local production capabilities, have been able to navigate these shifting inventory challenges better. Companies should continue to monitor expenses to make sure they are in line with future business. It's also important to manage inventory levels closely as the cost of carrying goods has increased with higher storage rates, wages and interest costs.

Close consultation with your factor or other financial company can be especially valuable in challenging market conditions. Having the right financial partner can help sustain resiliency, support efficiencies and create the flexibility needed to take advantage of competitive opportunities.

Sydnee Breuer
Executive Vice President
Western Regional Manager
Rosenthal & Rosenthal



Effectively managing inventory—which should always be a priority regardless of the environment—and keeping costs in check are both critical right now. At best, consumer demand is unpredictable and seems to be declining as consumers with discretionary incomes choose to spend their dollars differently than they had been over the past two years.

So many apparel companies were focused on last year's record-high sales and are starting to miss the mark on their 2022 forecasts because they didn't anticipate the spending slowdown coupled with the inevitable inventory pileup. As a result, retailers are now trying to dramatically reduce their excess inventory by discounting merchandise, pushing out orders and even canceling orders altogether to prepare for the upcoming back-to-school and holiday seasons.

While consumer spending hasn't quite bottomed out, with inflation still climbing and high freight costs—but at least seemingly stabilized—companies should be laser focused on cash-flow management. The retail market is softening, and we could begin to see customer credit problems crop up that we haven't really seen since the start of the pandemic. So for companies struggling during this rough patch, having the right factor and financing partner in place to help weather the storm can make all the difference.

Gino Clark
Executive Vice President and Managing Director
Los Angeles Region Manager
White Oak Commercial Finance, LLC



We've all seen the scary headlines discussing the woes of many retailers and the stories about how they now have too much of the wrong inventory. There are various factors driving this trend, but it all boils down to the ever-changing demands of the consumer.

The reality is 2021 was a mostly solid year for the majority of apparel companies, but some of the consumer demands changed more quickly than anticipated and caught some of the retailers by surprise. Manufacturers and importers may experience an uptick in dilution in the form of increased markdowns and allowances in certain categories as retailers try to rebalance and manage their inventory levels. We expect this rebalancing to continue over the next six to nine months. This trend became evident in the first quarter, when we started hearing of buyers pulling back on orders. As we enter the third quarter, the good news is that we now hear reports of the buying activity picking up again.

The best strategy to smooth out changing trends is to maintain a well-capitalized company and ensure you have access to credit lines to help bridge these fluctuations. During these times it is necessary to monitor each deduction to ensure it is consistent with the agreed-upon markdown money. It is also important to stay on top of timely payments of your accounts receivable.

Lastly, it is essential to monitor inventory levels and develop strategies that balance selling goods for the highest possible amount while minimizing carrying costs. These steps will help smooth out the cash flows and allow you to satisfy demands as we approach the fourth quarter and next year.

Eric Fisch
Senior Vice President
National Sector Head, Retail and Apparel
HSBC Bank USA N.A.



Turbulent economic times have an immediate impact on the apparel sector. Consumers shift purchasing patterns quickly and more so now with COVID-impacted work and travel habits and rising inflation. It has become apparent throughout 2022 that expectations for sales growth above and beyond last year's levels were unrealistic. The impact of higher expectations was compounded by supply-chain issues that have resulted in ordering product earlier, making it more difficult to adjust to lower demand.

While we certainly are in a period of excess inventory, I would caution companies to not immediately react to the current environment as they may have done in prior recessions. In both 2008–09 and early 2020, consumer demand dropped precipitously and required significant action by apparel companies to stay on sound financial footing. So far the current environment is milder from a consumer-demand perspective but feels extreme to some due to the levels of inventory the entire industry is trying to digest.

We continue to hear from wholesalers that goods are selling, but retailers need longer than expected to take delivery and will ultimately follow through with purchasing the product. Select categories, including luxury, travel and occasion-wear, have actually continued to see sustained growth. For the moment, we are not seeing the retail apocalypse that has been prognosticated in the past.

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My advice would be to bring down inventory and orders anticipating lower demand but in a gradual and managed way that avoids the swings in product availability we saw across the industry throughout 2020 and 2021. Consumers may not be buying at levels we saw last year, but they are still buy-

ing. If companies have the capital and fortitude to hold out, I would expect we will see retailers and consumers return to more-steady demand in 2023.

Rob Greenspan
President and Chief Executive
Greenspan Consult, Inc.



To say the least the economy is in a state of flux. I am not certain anyone knows what we are in for over the balance of 2022.

That said, apparel manufacturers and importers should keep in mind one important fact above all others: Stay liquid. When the economy gets tough, cash becomes king. Therefore I am advising apparel companies to minimize inventory speculation and risks.

Get liquidity out of excess inventories by selling off or doing promotional programs if you can. Be cautious of your new inventory purchases so you are only producing for confirmed, credit-approved orders. In uncertain economic times, credit approvals can be reduced or withdrawn. Do not take inventory risks on troubled retailers who lack credit.

Additionally, keep an eye on your accounts receivable, whether factored or in-house. During economic slowdowns you want to make sure your accounts receivable are being paid on a timely basis. Do not let your accounts receivable drag out past your normal credit terms. Watch your overhead costs monthly to make certain your expenses are not increasing. Do not let your overhead get away from you.

Overall, stay liquid, mean and lean. Those that do will be in the best position to take advantage when the economy gets going in the right direction.

Robert Meyers
President
Republic Business Credit, LLC



Apparel companies are bringing a lot of experience into the fall and are well prepared for the end of 2022. Across the board our brands are sharing how well the current inventories are selling through. However, the orders for the second half are below what they expected at this stage. Part of that is due to purchasing agents reading The Wall Street Journal a bit too much and almost wishing us into a recession.

As we have seen during the pandemic especially, it doesn't impact each segment of the market the same way. If we get into a recession—or already happen to be in one—it always remains true that liquidity, cash flow and a solid financing partner will carry you through whatever the rest of the year might bring.

I would advise brands to be careful about over-ordering or stocking up on inventory, given the uncertainty of demand and pricing pressure due to rising inflation. The talk of tariff relief for importing, ongoing longshoremen's contract negotiations and the seemingly never-ending supply-chain worries continue to benefit the more agile and adaptable brands.

As uncertainty looms, it tends to be a great time to connect with your factor, bank or ABL lender to talk about customer credits and the best process for over-advance requests.



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**Sports Product
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Given the state of the economy, what do you recommend your apparel clients do between now and the end of 2022?

Finance *Continued from page 12*

Dave M. Reza
Senior Vice President, Western Region
Milberg Factors, Inc.



It is difficult to script any more of a downside scenario for apparel companies than what they have already been through over the past two years. Today's clothing companies have already managed to survive the pandemic, staffing shortages, ever-changing health regulations, shifting sales channels, and unprecedented freight costs and delivery challenges. How much more can they take? We just may find out as we

head into the back half of the year.

June retail sales were slightly down when adjusted for price inflation but saw more significant deterioration at department stores. Inventory deliveries started to catch up in Q2, and we are now hearing of delivery pushbacks and cancellations. Hence apparel companies may soon see pressure from over-inventoried retailers for allowances and purchase discounts.

Consumers are still facing historically high gas prices. Mortgage rates and transportation costs and shortages are

increasing. COVID-related production constraints are hurting manufacturing, especially in China. While shipping costs are coming down, they remain at historically elevated levels. These and other factors will continue to support high inflation, which will be attacked by higher interest rates.

It is hard to suggest that apparel companies do anything other than what they have been doing for the past two years. This includes culling old and slow-moving inventory; managing purchasing to support confirmed orders and sourcing via proven suppliers and logistics resources; and doing everything possible to be prepared for the unexpected by managing inventory and expenses while keeping debt in check. Whenever things get tough, you can't go wrong sticking to the fundamentals like blocking and tackling.

Kevin Sullivan
Senior Vice President, Regional Credit Manager
Commercial Services Group
Wells Fargo Capital Finance



Prudent apparel companies are paying close attention to the current economic conditions and planning inventory purchases very carefully. Many brought in large amounts of inventory prior to Chinese New Year out of concern over continued logistics issues only to see major retailers reassess economic conditions and either push out or cancel orders. There's a general sentiment that this may result in retailers chassing goods in Q3 in the event that they end up having to cut back too far.

Needless to say, the back half of 2022 has become very difficult to project. We continue to see inflation in the 9 percent range, but unemployment remains pretty low. Our economists do see a recession in early to mid-2023, although it's not likely to be a severe one.

Given the challenges in projecting how strong the economy will be, it makes good sense for companies to lean toward

only producing around confirmed orders while at the same time seeking ways to reduce production-cycle times to better respond to whatever needs arise in the second half of this year.

Kenneth L. Wengrod
Managing Member
Stealth Management Group LLC



The uncertain horizon of inflation, consumer demand and supply-chain issues are indicators that companies should have been taking proactive measures. Some areas companies should avoid are speculating on purchasing and building unsold inventory.

Looking to trim unnecessary expenses is key. Now is the time to regroup and analyze the shifting consumer markets. Taking a deep dive to better understand

the untapped market of Generation Z and its preferences in merchandising—specifically relevant merchandise that's authentic and captures sustainability and diversity and inclusion.

Companies need to focus on the ways to reduce the cycle time and size of their production runs to adjust to new consumer lifestyle demands. Considering the weakening dollar, it is also an excellent opportunity to broaden foreign sales. These days the methods of choice that point to better predictions for merchandising are data mining and ferreting out inconspicuous correlations utilizing smart algorithms and artificial intelligence.

Now may be the time to seize domestic production and take advantage of nearshoring with Mexico and Canada. Analyzing production expenses and lead times rather than fixating on labor costs is important. Management may discover its true costs are greater than anticipated, in large part due to delays in Asian production, logistics and unexpected shipping surcharges. Eliminating old methodologies to analyze, plan and shift to new consumer demographics is also key. ●

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ACTIVEWEAR



After almost a century in business, Hoffman California Fabrics launched its first brand, Lovlei, a resort- and activewear collection patterned on its own signature prints.

Wouldn't It Be Lovlei?

By Christian Chensvold *Contributing Writer*

It only took about a century for **Hoffman California Fabrics** to launch a brand, but good things are worth waiting for. “We were always just so busy and just didn’t have the manpower,” said Robin Hoffman-Haack, a fourth-generation co-owner of the 98-year-old company. “But after watching so many brands be successful with our prints, over the years I simply realized we were missing the boat.” Now that boat has been built and sailed, thanks to the July launch of **Lovlei**, a resort- and activewear brand based on bold prints, and is ready to give those ubiquitous black leggings a kick in the pants.

Just when you thought daily dress couldn’t get more casual, COVID comes along to take things down another notch. That was Hoffman-Haack’s final motivation to launch an athleisure brand based on popping colors and audacious prints. “When I saw others doing well with prints,” she said, “I thought, ‘Who could do it better than us?’ Because we’ve been doing it for so long and our library is so vast. And everybody I know in the industry said you’ve got to do it.”

“People need happiness in their lives,” she added, “and prints make you happy when you put them on. We want women to feel beautiful inside and out and to step out of black leggings and into prints because they just make you feel so much better. And we want everyone in the family to come to this collection: twentysomethings, young moms, aunts and grandmas.”

The Lovlei collection debuted its e-commerce presence via the website lovlei.com with some three dozen items initially. New ones are added weekly, and fall will see new silhouettes as well as sweaters, wraps and joggers. In addition to prints and colors, the emphasis for the mid-market brand is luxurious fabrics and a super-comfortable fit. “There are enough black leggings in the universe,” said designer Anna Kenney. “We’re putting out some amazing exclusive prints, limited-edition drops that are one of a kind and that Robin has the ability to get her hands on.”

These include many batik prints hand-

died in Bali, Indonesia. Fabrics include a high-quality rayon that feels like silk and also takes printing extremely well. “The quality of the printing is amazing, and women love the fabric because they feel amazing when they put it on,” said Kenney. As for fit, “With the Resort collection everything is constructed to pull on, pull up and feel comfortable on the body with beautiful silhouettes, and you can layer the whole collection from head to toe.”

Lovlei also seeks to do more than just make women look and feel beautiful by creating a revolutionary business model with a highly competitive reward plan that offers up to 40 percent commissions to those who partner with the brand.

Hoffman-Haack was inspired by her father, Walter Hoffman—known as Big Wally—who helped pioneer what is generally referred to as the SoCal surf culture. He began by supplying Hoffman fabrics to Hawaiian-shirt manufacturers and later became the go-to source that designed and supplied fabrics for surf brands **Hang Ten**, **Ocean Pacific**, **Offshore**, **Quiksilver**, **Gotcha**, **Billabong**, **O’Neill**, **Roxy**, **Volcom** and many more.

Hoffman-Haack, who has served for 25 years as CFO of Hoffman California Fabrics, partnered with Lovlei’s president and co-founder, Ben Woodward, a serial entrepreneur who has worked with every kind of company from startups to multibillion-dollar organizations. Anna Kenney, head of product and design, is a sought-after, behind-the-scenes designer of such brands as **Ralph Lauren**, **Anne Cole**, **Anne Taylor Loft**, **Mossimo**, **Victoria’s Secret** and more. The team plans to grow the brand through a highly rewarding partnership with influencers along with attractive weekly releases for consumers and those who represent the Lovlei brand.

“We may be a new brand,” said Hoffman-Haack, “but we have deep roots in the fabric industry starting in 1924 and over the years have evolved and helped cement the success of many global names in fashion. A profound love of others and loving everyone for who they are from the inside was taught to me by my grandfather, Rube P. Hoffman, who founded Hoffman California Fabrics. That’s our legacy.” ●



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ChildrenChic
Shoes made in Spain
Dirkje
New brand to the U.S. from the Netherlands.
New girls' brand to the U.S., from India
Le Lapin Kids

AB SPOON
Suite C534
Super Smalls
High fashion costume jewelry and accessories for kids

IN PLAY SHOWROOM
Suite C537
Cartago Sandals
Comfy, stylish sandals for kids
Ipanema Sandals
100 percent recyclable, vegan sandals for kids
Tiny Tribe
Contemporary kids' clothing and swimwear brand from Australia

KEIKI SHOWROOM
Suite C544

Wren Amber
Vintage-inspired, sustainable, slow-fashion brand for kids

THE GLITTERBOX SHOWROOM
Suite C568
Mayhem
British kids' streetwear
Medora
Sustainable, textile-driven kids clothing from India
Ren & Rouge
Ethically crafted, cotton kids' clothing from India
Sparkle Sisters
Tutus and fun and glam sparkly clothing
Tina Mur
Designer, luxe girls' dresses and clothing

NICKY ROSE KIDS
Suite C580
Dreamer
Kids' high fashion-inspired footwear
Mer St Barth
Luxe, boho, island style for kids and Mama

JULIE SMITH KIDS
Suite C590
Blade & Rose

British childrenswear specializing in leggings and clothing

Cooper Design Space

860 S. Los Angeles St.
cooperdesignspace.com

NEW SHOWROOMS

CHAN LUU
Suite 819

KJ LUXURY
Suite 917

TRANSFERS

ICA SHOWROOM FOR
SUSTAINABLE FASHIONS
Suite 309

KATHRYN MCCARRON
Suite 930

VISITING SHOWROOMS

NOTHING TO WEAR SHOWROOM
Lobby G

SCOTCH & SODA
Suite 1000

The New Mart

127 E. Ninth St.
newmart.net

MARKET ONLY

MARY FRANCES HANDBAGS
Suite 509

DAVID GALAN LEATHER
Suite 715

MIRIANA OJEDA
Suite 715
Alquema

NEW LINES

CHANTAL ACCESSORIES
Suite 509
Keraan
Pacific Teaze / Stillwater Clothing Co

MELODY FAST SALES
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Sydney

STEVEN LEVINSON
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Nuevo Sol

SHOWROOM SHIFT

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By Basics
La Vaca Loca

BARBARA JAMES
Suite 907
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Suite 1011
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VALERIE HAMBAS
Suite 1108
Savvi

LK SALES
Suite 1207
Aldo Martins

M GROUP SHOWROOM
Suite 1210
Karl Lagerfeld Luggage
Lucky Brand Men's
Lucky Brand Women's
Nautica Men's

Resource Guide

Fashion District Cooper Design Space

860 S. Los Angeles St.
Los Angeles, CA 90014
(213) 627-3754

www.cooperdesignspace.com

Instagram: @cooperdesignspace

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

The New Mart

127 E. Ninth St.
Los Angeles, CA 90015
(213) 627-0671
Fax: (213) 627-1187

www.newmart.net

In the heart of Los Angeles' Fashion District is the landmark New Mart Building. The showrooms of The New Mart represent the most exclusive and coveted contemporary lines from an international array of designers and manufacturers. The New Mart is unique in both architecture and style. The intimate setting creates a user-friendly experience for visitors. Each of its glass-fronted, uniquely designed showrooms provides a buying adventure that

cannot be experienced at any other showroom destination. The New Mart is open year-round to the wholesale trade only and we host over 100 showrooms that carry over 500 collections.

Technology Kornit Digital

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

www.kornit.com

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

Finance Merchant Financial Group

www.merchantfinancial.com

Merchant Financial Group, located near the garment center in downtown L.A., offers non-recourse factoring, asset-based loans, inventory financing, purchase-order financing, letters of credit, and revolving lines of credit against other tangible assets, such as commercial real estate, trademarks, and royalty income. Our local management team offers quick responses, hands-on personalized service, and the flexibility to meet all our clients' needs. Established in 1985, Merchant Financial Group has become a leader in the industry, satisfying the needs of growing

businesses. Merchant services the entire United States, with offices domestically in Los Angeles, Fort Lauderdale, and New York.

Republic Business Credit

(866) 722-4987

www.republicbc.com

Republic Business Credit is an independently owned commercial-finance company headquartered in New Orleans with regional offices in Los Angeles, Chicago, Houston, Nashville and Minneapolis. Offering factoring, non-recourse factoring and ABL, with seasonal over-advances, we focus on tailoring finance solutions to fit our clients' needs. At Republic, we are proud of our can-do, flexible attitude and our emphasis on responsiveness.

Trade Shows Evolution

www.evolutionconceptshow.com

Evolution Concept Show was launched in August 2020. It was a digital trade show platform created in response to the pandemic lockdown. The platform allows brands to have a presence online and where buyers can shop and discover new brands virtually. In August 2021, Evolution launched its first in-person trade show in New York. The show aimed to create an intimate environment for brands and buyers to meet. It attracted over 150 buyers from all over the U.S. to visit with over 25 brands at the show. Today, Evolution in-person shows takes place twice a year in New York, Los Angeles and San Francisco, showcasing more than 40 brands in each location. The next shows are Aug. 15-16 in Culver City, Calif. and Aug. 21-22 in San Francisco.

Las Vegas Apparel

www.LasVegas-Apparel.com

International Market Centers, producer of

Atlanta Apparel, presents Las Vegas Apparel. Buyers and exhibitors can come together Aug. 7–10 in sunny Las Vegas at the Expo at World Market Center Las Vegas to do business in our industry's growing categories of young contemporary, accessories, and more, plus buyers can visit gift showrooms on campus for even more buying options. Get an exclusive look at apparel's new home on the West Coast where we'll be extending the hospitality you know and love all the way to Las Vegas

Surf Expo

www.surfexpo.com

Surf Expo is the largest and longest-running watersports and beach/resort/lifestyle trade show in the world. The show draws buyers from specialty stores, major chains, resorts, cruise lines, and beach-rental companies across the U.S., the Caribbean, Central and South America, and around the world. The show features more than 1,000 exhibitors showcasing hard goods, apparel, and accessories in addition to a full lineup of special events including fashion shows, annual awards ceremonies, and demos. The next show is Jan. 5–7, 2022, at the Orange County Convention Center in Orlando, Fla.

VOW Bridal & Formal

www.atlanta-apparel.com/Markets/VOW-Bridal-and-Formal/August-LV

The west coast debut edition of VOW Bridal & Formal will put a spin on signature fashion events including a market party on opening night, educational seminars, amenities and more special experiences. Attendees will see collections across a range of categories including bridal and wedding party, prom and special occasion, evening, quinceañera, and more. The showcase at The Expo at World Market Center Las Vegas will feature an anticipated 100 collections including 35 established brands with showrooms

in Atlanta. Co-located alongside VOW will be Melange de Blanc, a pop-up bridal market focused on introducing and growing international designers showcasing 15 brands.

Trim, Accessories and Branding 3A Products of America

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Education

The University of Oregon Master of Science in Sports Product Management

uobiz.co/spm

The University of Oregon Master of Science in Sports Product Management mission is to build worldwide leaders in the sports product industry. We teach the business of product creation. Learn the business of creating sports and outdoor apparel, footwear, and equipment through the lenses of global business, sustainability, and innovation. Engage in hands-on opportunities to build products in the on-site lab. Network with leaders in the sports and outdoor industry through program mentors, guest speakers, and internship opportunities from companies like Adidas, Nike, On Running, Columbia Sportswear, Specialized, Hydro Flask, and more. The master's degree is available as an immersive, 18-month program onsite in Portland for emerging talent and an innovative, 21-month online program for working professionals.

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PUBLISHED BY TLM PUBLISHING INC.

APPAREL NEWS GROUP

Publishers of:
California Apparel News | Waterwear

EXECUTIVE OFFICE

The New Mart, 127 E. Ninth St., Suite 806

Los Angeles, CA 90015

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www.apparelnews.net | webmaster@apparelnews.net

PRINTED IN THE U.S.A.

Go Beyond the News and Behind the Scenes

The editors and writers of
California Apparel News
are blogging at
ApparelNews.net

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ApparelNews



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The New Mart
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*Successful previous experience as a sales representative or sales manager, consistently meeting or exceeding targets

*Proven ability to drive the sales from plan to shipping

*Strong business sense and industry expertise

*Excellent people and communication skills

*Achieve growth and hit sales targets

Responsibilities

*You will be responsible for maximizing our sales potential, crafting sales plans to add to existing sales

*Must have current and active contacts with department stores, online stores and big chain stores

*Help strategize a business plan that expands the company's customer base

*Build strong, long-lasting customer relationships

*Identify emerging market trends, business shifts, competition status and be in the know of emerging fashion trends.

Please send resume to: inquiries@apparelnetwork.org

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* Software Programmer: Apparel Industry

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