

CALIFORNIA ApparelNews

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CITY LIGHTS

For her Fall 2022 collection, Santa Barbara, Calif.-based Catherine Gee expanded upon her signature looks to embrace the cool-weather urban woman. Staying true to her aesthetic, she has created new ways to wear Catherine Gee.

For more looks, see page 4.

HAGOP KALADJIAN

INDUSTRY FOCUS: TEXTILES, FIBER & YARN

Textile Experts Weigh In on Sustainability and Circularity, Transparency and Accountability

By Dorothy Crouch *Contributing Writer*

At the foundation of every garment is a choice regarding fabrication. This commitment to a certain textile that relies on specific fibers helps to tell the story of a collection. From the early days of design and conceptualization to the arrival of finished apparel in stores or on a customer's doorstep, fabrics define how a piece of clothing will be received during each step along the production process, in addition to how they will be received once released on the runway, to buyers at trade events and, ultimately, to the public.

While the heritage of quality and classic elements in textiles is enduring—transcending generations and seasonal style shifts—even the most venerable names in fabrics recognize

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FIBER & FABRIC/TECHNOLOGY

LYCRA and Browzwear Enter Partnership to Save Time, Reduce Waste

By Christian Chensvold *Contributing Writer*

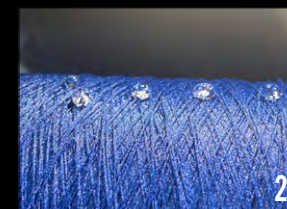
When it comes to wearing clothes, one of the highest virtues is simplicity. When it comes to making them, it's efficiency. And now The **LYCRA Company**, the global textile giant, plans to make that a lot easier for designers thanks to a new partnership with **Browzwear**, a pioneer of 3D software for the apparel industry. The announcement came in July and is part of LYCRA's newfound commitment to innovation in the wake of troubling times that have nothing to do with a global pandemic.

In 2019, LYCRA was acquired by a large but debt-ridden Chinese company and things did not go well. The company's creditors swapped debt for equity, thereby acquiring majority ownership of LYCRA. LYCRA was recently taken over by

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3M Develops New Yarn to Enhance Outdoor-Wear Properties

Adding to its evolving mix of textile solutions, **3M** has introduced 3M-Specified Water Repellent Greige Yarn, which joins its other fabric-based innovations including 3M Thinsulate Insulation and Scotchgard Protector. The yarn is specially crafted for the development of durable, moisture-managing fabrics, which allow apparel manufacturers to create activewear and flyknit shoes with both water-repellent and moisture-wicking properties designed to handle demanding outdoor settings.

3M-Specified Water Repellent Greige Yarn is pretreated with Scotchgard Protector to create an inherently repellent yarn that brings greater efficiency to fabric manufacturing and dyeing processes compared to padding on repellent.

“With this new yarn,” said Senior Application Engineer Robert Polik, “we’re helping mills overcome common challenges they face with regard to inconsistent treatment—



3M-Specified Water Repellent Greige Yarn is an inherently repellent yarn that brings greater efficiency to fabric manufacturing and dyeing processes.

namely, investing extensive time and money in finding the right recipes for formulas for each fabric. Since conditions can differ from batch to batch, the mills typically obtain unstable outputs, but our treated yarn solves for this problem by simplifying the process and, in turn, providing greater ease and efficiency

to fabric manufacturing.”

When tested by the **American Association of Textile Chemists and Colorists** and the **International Organization for Standardization**, 3M-Specified Water Repellent Greige Yarn achieved among the highest possible ratings for spray-testing, anti-wicking and flex-durability. According to 3M, it allows mills to develop stable DWR textiles, innovative moisture-managing fabrics and advanced water-repellent knits. Brands can also use the yarn to create new lines of dual-action water-repellent and moisture-wicking activewear, innovative outdoor gear and water-repellent flyknit footwear.

“We’re excited about bringing it to the market,” said Polik. “It’s an innovative solution that’ll open new doors for mills to develop new textiles and for global brands to create activewear and outdoor gear with robust, repellent performance.”

—Christian Chensvold

FINANCE

Leading Internet Retailer Spiraledge Secures \$8 Million Loan From RBC

Republic Business Credit has provided another company with the funds it needs to not only succeed but also grow.

Spiraledge is a leading internet retailer and healthy-living company headquartered in Campbell, Calif., and recently secured an \$8 million loan to leverage its internet retail and e-commerce strategy. RBC provided a scalable, flexible and growth-orientated facility to maximize availability on inventory, merchant accounts and direct-to-consumer proceeds.

Spiraledge’s businesses include

SwimOutlet.com, the largest online swim retailer; **EverydayYoga.com**, the Web’s fastest-growing yoga retailer; **Swim.com**, a digital swim-training and workout platform; and **Tend.com**, the first software platform of its kind with tools for managing a diversified, sustainable farm.

“Coming out of the pandemic and preparing for the Summer **Olympic Games** in Tokyo, we sought a partner to support our seasonal inventory purchases,” said Spiraledge CFO John Gilchrist in a statement. “Republic



Among Spiraledge’s businesses that will benefit from RBC’s \$8 million loan is SwimOutlet.com, the largest online swim retailer.

understood our business and was committed to our vision of providing the perfect online shopping experience for our customers.”

Republic provided an \$8 million direct-to-consumer inventory-loan facility that provides significant availability on Spiraledge’s inventory, accounts receivables, merchant accounts and e-commerce-related proceeds. Republic’s funding refinanced Spiraledge’s existing bank facility while providing significant additional liquidity for future growth.

“Spiraledge is a great addition to a growing portfolio of brands,” Republic COO Matthew Begley said. “The company is a well-run, mission-oriented, direct-to-consumer internet retailer that delivers for its customers.”

Republic Business Credit is a national provider of working-capital facilities to private-equity and entrepreneur-owned businesses. Republic provides asset-based lending, leveraged lines of credit, traditional factoring, direct-to-consumer loans and Fast AR Funding. It partners with its clients to provide up to \$12 million in senior credit facilities to rapidly growing businesses, startups and companies experiencing recoverable distress.—C.C.

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Inside the Industry

The **White House Historical Association** has announced its first-ever virtual fashion exhibit, which showcases overlooked designers and seamstresses for first ladies of the United States. Entitled “Glamour and Innovation: The Women Behind the Seams of Fashion and the White House,” the exhibit is the result of an inaugural academic partnership with New York University. “People are always interested in what the first lady is wearing and what kind of message it conveys,” said exhibit creator Maegan Jenkins. “I wanted to move beyond the major fashion houses to tell the lesser-known stories of the women behind some of those dresses and the incredible contributions they’ve made to American history.” The project is part of the association’s **Tastemakers & Trendsetters** theme, which showcases the people, fashion, cuisine and social traditions associated with the White House. To view the exhibit, visit www.whitehousehistory.org.

Elevate Textiles has announced its membership with the Textile Exchange organization, a global nonprofit driving positive impact on climate change across the textile and fashion industries. Elevate and its distinguished brands—including American & Efird, Burlington, Cone Denim, Gütermann and Safety Components—will utilize this membership to accelerate and further expand its adoption of preferred fibers. The Textile Exchange guides brands, manufacturers and farmers toward more purposeful production starting with raw materials and fibers. By 2030, it hopes to help the industry achieve a 45 percent reduction in the emissions that come from producing fibers and raw materials and speeding up the adoption of practices that improve the positive impact on water, soil health and biodiversity. To learn more, visit elevatetextiles.com/sustainability.

PANGAIA has announced the launch of its Re-color Capsule, featuring its iconic 365 sweatshirts and sweat pants dyed with Recycrom. The capsule builds on PANGAIA’s research to create dyes that are less water intensive and require no harmful chemicals and will help close the loop on PANGAIA material off-cut waste with a step toward a more circular system. Recycrom technology, from Italian textile chemical company Officina+39, is a patented dye-stuff range made from PANGAIA textile waste that transforms recycled textile fibers into a full range of colored powders that can be used as a pigment dye for fabrics and garments made of cotton, wool, nylon or any natural and most artificial fibers and blends. For more information, visit pangaia.com.

Vegan Fashion Week and Ukrainian Fashion Week will be joining forces in Los Angeles Oct. 10–12 at the California Market Center. The two organizations share the same values of creativity within the context of sustainability. “While fashion week is about the clothes on the runway,” said the new partnership in a release, “it’s also a creative medium of expression, an insight into the environmental, socioeconomic and political situation in the world. This year’s event comes with a strong message inviting all people to reflect on the importance of compassion as a pillar of world peace and to highlight the connections between humans, biodiversity and the pressing need to stop our negative impact on the planet.” For more information, visit veganfashionweek.org.

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Catherine Gee Illustrates Growth, Brand Evolution With Fall 2022 Collection

By Dorothy Crouch Contributing Writer

There is a lot to celebrate at Catherine Gee this fall as the designer reaches her seven-year anniversary in Santa Barbara, Calif. While Gee has built upon her core silks with which she launched her business, the designer explores new ways to refresh her most popular pieces each season while also examining approaches to add new garments that will speak to the Catherine Gee client. The designer's Fall 2022 collection achieves this by offering client favorites in novel patterns—some of which seem to be a departure from Gee's typical aesthetic but create new ways to wear Catherine Gee.

"When it comes to fall, I always look at how an urban woman dresses, and I try to put myself in the shoes of a New Yorker or someone in Chicago but still the DNA of Catherine Gee—the silks, the shirting, the prints—and so I thought, 'Okay, I've been developing my prints and sister prints that play off of each other,'" Gee said. "I wanted to do something illustrative and fun. Last summer when I was in Miami I stayed in Coconut Grove, Fla. There are peacocks everywhere. I would get up early every morning, and now I have an album in my phone of peacocks and videos of peacocks. I always wanted to do a peacock print."

Blending the inspiration from the natural beauty of the peacock with the Art Deco influence of Erté's illustrations for her silk shirting, Gee developed an Egyptian Goddess print that forms an abstract letter C. The sibling print of this design is named Cat Woman, which plays on Gee's nickname, "Cat."

The print also speaks to strong femininity with a bare-breasted but tastefully illustrated Art Deco-style woman pictured with a leopard. This move was a bit risqué for Gee, but in her search for new elements she found the design path on which she wanted to continue.

"That was really bold for me to do," Gee noted. "I got some of my most conservative buyers to buy them. It was very cool to put that out into the market."

Within silk shirting, Gee also explored new snakes and leopards. To shift the mood in animal prints, Gee softened these two patterns and applied them to different silhouettes such as a reversible kimono.

"I've been working on those two neutrals—Sedona snake and a new leopard—for a while," said Gee. "The aqua snake, in the past, has been one of our best-selling prints, so I wanted to strip it away and add more silver and pearl colors to it. With the new leopard, it was blurring it and adding gray."

Known for her car coats, Gee took a fan favorite Kendal car coat and applied a silk stripe in light army green and a lighter pewter hue. Typically the coat is offered in jacquard, and Gee continued to provide this fabrication while offering a new colorway in Peruvian quartz, which offers a winter shimmer. There is also the Dutch, which yields a deep, rich wine-color pattern. Gee also designed the car coat in an autumn-perfect soft camel-colored corduroy.

"The jacquards are my favorite. The Peruvian quartz is cool. I added more of a Rorschach effect to it, and inkiness led to the Peruvian quartz," explained Gee. "The other one

was the Dutch jacquard. On the other side of it you have rich, deep Dutch painting, then the light, bright, very vibrant palette of the Peruvian quartz."

While new collections always spur excitement among a devoted clientele, Gee wanted to share that she is taking her brand to a more-inclusive level. Shirting for the Fall 2022 collection will be offered up to XXL as Gee recognizes the importance of accommodating women in an array of sizes who want to look beautiful.

"Even though I don't experience winter anymore, how do I put myself in the shoes of an urban woman in the city where it's cooler but also keep the classics?" said Gee when explaining her process for designing cool-weather collections. "What color palettes? What structure? How will she travel? What will her commute look like? Can she wear sneakers with the Stella pant? Little things like that. I always try to put myself in the head of a woman who is living in a city and is a bit more practical."

At the end of August, Gee will celebrate another facet of expansion when she opens a new location on Santa Barbara's State Street after outgrowing her original 1,100-square-foot boutique. The new 2,300-square-foot space is located next to the **Santa Barbara Museum of Art**, affording additional sources of inspiration to Gee.

"It's the natural progression, and it's bittersweet because we started out here," said Gee, speaking from the original Catherine Gee location. "But it's exciting and makes me feel really good." ●

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Art Hearts Fashion Hosts Largest Miami Swim Week Calendar

Miami Swim Week Powered by Art Hearts Fashion held a week of runway shows and VIP events July 10–17 at six of Miami’s most iconic venues. The main run of shows featured 40 designers

at the **Faena Forum** and was complemented with events at **Joia Beach**, **Strawberry Moon**, **Mammoth Gardens**, **Versace Mansion** and a closing gala at **Club E11even**. ●



Nike Swim



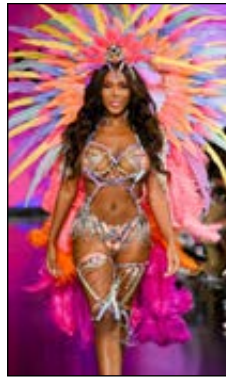
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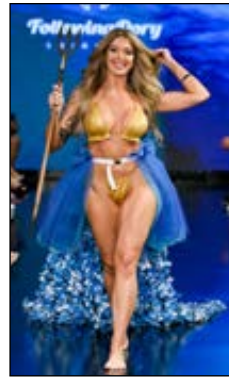
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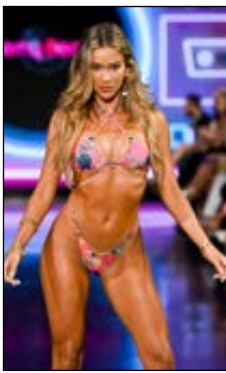
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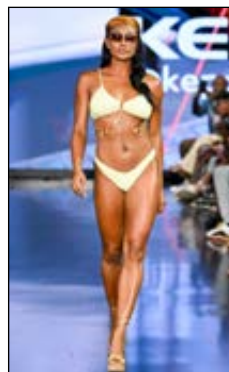
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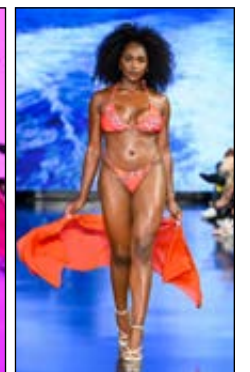
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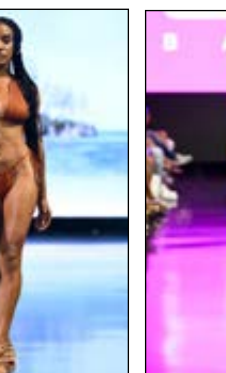
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As designers and brands plan their 2023 collections, what trend in textiles is strongest and will make the most impact during the upcoming seasons?

Industry Focus *Continued from page 1*

the most important changing trends. Whether these changes occur in fiber, hand feel, texture or sourcing, they can help determine the direction of the industry.

With the second half of 2022 soon entering cooler months, the promise of a new year with fresh ideas in fashion can be seen on the horizon. *California Apparel News* asked experts in fiber, yarn and fabrics: *As designers and brands plan their 2023 collections, what trend in textiles is strongest and will make the most impact during the upcoming seasons?*

Ramin Daneshgar Sales Manager Cinergy Textiles



At Cinergy Textiles, we know that supply chain is a challenge for our customers, and our strong, low-minimum, in-stock programs are key to this pain point so that they can react to immediate demand.

We are responding to a specific demand for solid fabrics, though prints and novelties are still showing traction. Our recent focus is stocking fabrics that are 100 percent cotton or cotton

blends in the lawn, gauze, poplin, twill and jersey categories. Stripes and herringbones will also be very popular, and we specialize in cotton chambrays, linen blends and rayon-challis fabrications.

Nelson Jaffery Assistant Vice President of Design Birla Cellulose



As we find ourselves in the recovery phase of the COVID pandemic, though the transition is a process, it is a chance for us to take responsibility and create consciousness. We know that changes are needed in the way we consume, manufacture and develop ideas about future growth.

In 2023, consumers will be hungry for products that restore a sense of well-being and want

evolved-staple wardrobe items that are more versatile and create continuity across seasons and collections. The search for longevity and sustainability continues with a stronger purpose, with responsible fashion changing the game and designers leading the way.

While options in recycled, regenerated and closed-loop fabrics are more in demand than ever, good design is key, where products and processes are sustainable, long term and traceable. Brands are working toward adapting to changing lifestyles, and textiles are used in creative and unexpected ways to bridge that gap.

The immersive qualities of both nature and technology will influence new otherworldly aesthetics, where dreamy digital worlds, twilight colors, bioluminescent ocean life and barren Mars-like landscapes inspire exciting new designs.

Joy will be treated as an active ingredient in the products—not as a novelty but as a way to bring positivity into the everyday. Minimalist designs will be coupled with a sense of fun as creativity is aligned with a greater sense of purpose. Uncertainty and discovery will be embraced as necessary sparks in the design process.

In this era of intentional creativity, designers will work collaboratively to make simpler and smarter products and services. Meaningful, nurturing and thoughtful design driven by the appeal of home and nature will be of prime focus.

We will see demand for flexible, multipurpose and “go anywhere” products that are made for—or inspired by—nomadic lifestyles, both traditional and contemporary.

Ron Kaufman Sales Manager and Director of Product Development Robert Kaufman Fabrics



Sustainability, sustainability, sustainability! We are working with our mills to offer more fabrics made with organic and BCI cotton, hemp, recycled synthetics as well as Tencel, cupro and other options. Also gaining in popularity, there will be more fabric customization using digital printing and other methods to help brands create smaller collections and experiment with new concepts. Performance

aspects like stretch and recovery, wicking and UV protection remain an important requirement with customers.

Yves Klinger Product Manager KBC Fashion



Sustainability, reliability and proximity are the key words for KBC. Sustainable fabrics are a major part of our offerings. The range of prints originate from cellulose, including linens and cottons of timeless resonance, bringing sensuality and cheerfulness to summer. The appeal of the material has led designers to the roughness of textures—the imperfection of patterns in BCI cotton or certified GOTS, the sense of

handmade linen structures and vibrant recycled polyester. The eco-responsible approach is handled quite literally; the archives consulted give rise to new plant interpretations.

The colors sparkle while calling upon tranquility and quietude. Mid-tone greens emerge as an eye-catching color. Lavender tones continue to trend up. Energizing red combinations with hyper pink are the rising colors. Connected to sustainable values and to natural elements, blue shades suggest relaxing moments. Sophisticated dark shades of brown become as basic as unbleached white shades. The subtle art of the print is in the new collections proposed—tie-dye, retro, bohemian, cashmere, tropical—oriented toward naturalness, optimism, softness and lightness with that special KBC twist.

Hoi Kwan Lam Executive Vice President and Chief Marketing Officer HeiQ



There are two trends that I am seeing and would like to highlight. Number 1 is circularity—it’s all about raw materials and the end-of-life destiny of textiles. We’ve created continuous cellulosic yarns like HeiQ AeonIQ as a climate-positive, continuous-cellulose-filament yarn. Our proprietary manufacturing process can reproduce properties of polyester and nylon yarns that are currently not achievable by other

cellulosic yarns. Made of sustainable raw materials such as cellulose, sustainably managed forests, algae, bacteria or cellulose extracted from preconsumer waste or end-of-life textiles, each ton of HeiQ AeonIQ can potentially enable five tons of CO₂ emission reduction. Textiles made of HeiQ AeonIQ do not consume any agricultural land, pesticides or fertilizers.

About recyclability, the topic of textile recycling has only been around for less than 10 years. HeiQ AeonIQ is fully biodegradable and designed for circularity. HeiQ AeonIQ yarns match synthetic fiber properties and are designed for closed-loop circularity while maintaining consistent fiber quality.

Number 2 is functionality. Millennials and Gen Z are reducing the number of items in their wardrobes in order to reduce all the environmental impact along the supply chain. But this may be economically not sustainable for some members in the value chain. By adding functionality to the garment, the value of each item can be increased. Higher willingness to pay from the consumer means a larger pie per item sold to be shared among all members in the value chain. And a multifunctional garment is definitely in line with the trend of

reduced number of items because this means the consumer can use the same item for different occasions. Functionalities such as dynamic cooling, odor control, improved stretch and insect repellence are all in trend and can be simultaneously delivered by the same garment by adding textile finishings.

Michelle Lea Vice President of Global Marketing NILIT



Sustainability is the consumer megatrend that will continue to influence the apparel industry for decades to come. At NILIT, we have seen this strengthening as consumers learn more about the significant impact our industry can have on the planet. Our apparel partners who embrace this direction have joined us in designing apparel using more-sustainable materials and educating consumers

about the responsible choices now available to them.

Along with considerate apparel selections, consumers are interested in learning more about the companies behind the products they buy. Today’s conscious consumers expect transparency, corporate responsibility and accountability so it is important for companies throughout the global apparel supply chain to present themselves honestly and ensure reliable information is available to consumers who seek it.

At NILIT, we have focused intently on this sustainability megatrend for many years now. In response to growing concerns about the planet’s health, we are accelerating initiatives to make nylon more sustainable, with a focus on manufacturing and product development. We published our corporate sustainability report last year and will soon release an update detailing our progress against stated goals, many of which we achieved well ahead of schedule.

We provide industry-leading premium Nylon 6.6 products that empower designers to create the responsible apparel their markets demand. Our most recent introduction, SENSIL ByNature, is a groundbreaking Nylon 6.6 that incorporates biomass ingredients made from reclaimed organic waste in place of fossil feedstocks. SENSIL ByNature instantly reduces apparel’s carbon footprint without giving up the performance, aesthetics or longevity for which SENSIL premium Nylon 6.6 is so well known. Companies who understand today’s conscious consumer know that quality is the first step toward a more sustainable apparel industry.

Cindy McNaul Brand Business Development Director CORDURA Advanced Fabrics



What we’re hearing most from our customers is that even though the economy appears to be contracting consumers are still willing to pay for differentiated, advanced fabric solutions—products that are built to last that offer multipurpose functionality.

At CORDURA Advanced Fabrics, we stand behind the importance of long-lasting products powered by performance-driven,

durable fabrics. This resonates in the marketplace now more than ever, and we are continuing to partner with our valuable authorized mills, brand customers and designers to push the limits of durability for the consumer of today and tomorrow.

Celeste Ramsey Manager Business Development North America Trevira



Functionality and performance are two key words that highlight today’s expectations of apparel and fabrics. Designed to fulfill specific needs, customized yarns render an added value to fabrics, apparel and the wearer. Over the last few decades, garment evolution has accelerated, and the design spectrum has grown tremendously also as a result of yarn partners in the textile val-

➡ Industry Focus page 10

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INDUSTRY FOCUS: TEXTILES, FIBER & YARN

As designers and brands plan their 2023 collections, what trend in textiles is strongest and will make the most impact during the upcoming seasons?

Industry Focus *Continued from page 8*

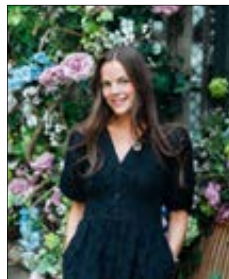
ue-added supply chain, enabling mills to create bespoke, functional and appealing fabrics.

This development starts with the initial yarn producer. Indorama's LifeStyle Business Unit represents the collaborative business of numerous Indorama Ventures Limited Group companies. Formed in 2020, it comprises 13 production sites in nine countries. Thanks to the fully integrated polyester production starting from polycondensation through to chips production, spinning, texturing, yarn dyeing, beaming and twisting, as well as the manufacturing of staple fibers, all production steps take place in-house. This strategy enables Indorama's LifeStyle Team to offer global, solution-driven and customized products not only for apparel but also for the home and automotive-interior textiles industries.

From staple fibers to filament yarns, disperse dyeable polypropylene to low-melt polyester yarns, recycled to modified to recycled and modified polyester, solution dyed to in-house yarn-dyed yarn, section beaming to twisting, Indorama LifeStyle has a comprehensive product offering. The extensive yarn portfolio also includes PLA yarns manufactured from 100 percent renewable raw material, which is industrially compostable.

Moisture control for sportswear, odor-reduction yarns for activewear, and durable, sustainable and sophisticated yarns for high-end fashion and the woven-labels industry are but a few examples of Indorama LifeStyle's offerings. With CoolVisions, customers benefit from a unique, disperse, dyeable polypropylene. CoolVisions is also one of the lightest of all commercial yarns, is fast drying and delivers excellent moisture-management properties while maintaining all of the inherent attributes of polypropylene.

Erica Redd
Business Development Manager
Lenzing Fibers Inc.



When we think of fashion trends, we often think of styles that may only last a season, which can be a detriment to sustainability. However, we love a trend that contributes to sustainability and circularity. The industry is seeing an increase in demand from consumers for brands to be more transparent and sustainable with their textiles. This includes raw materials that are traceable and, even better, circular. Across the industry, circularity is a trend that is not going away, especially as brands find fun and creative ways to communicate circularity through their marketing initiatives.

Some great examples of transparent marketing from 2022 are Timberland's Luxe Comfort, Parade's New:Cotton and Hanky Panky's ECO Rx lines, all made with TENCEL x REFIBRA and with their own avant-garde marketing campaigns. The impact of a traceable raw material made with 30 percent upcycled cotton is high on those consumers' lists who are actively seeking more-sustainable options and overall transparency from brands. Designers and brands should lean into the trend of sustainability and circularity to meet consumer demand while implementing more-sustainable products and communication. Helping the planet and making a positive impact on moving the industry toward more sustainable practices is a trend I can get behind!

David Sasso
President
DNY



We continue to see sustainability as a large trend across the apparel supply chain, and the fiber segment is no different. Soluble-fiber Solucell is designed to be used in a variety of textile applications. It is formulated to dissolve with simplicity, and it's environmentally friendly and made with circularity in mind.

Typical applications in apparel yield improved softness and increased thermal functionality with lower weight. Spin limits for yarns are increased. In certain cases, cost reductions can be achieved. Functionality, hand feel and drape are enhanced without the use of chemicals, leaving the fabric natural and unbelievably comfortable.

Pierette Scavuzzo
Design Director
Cone Denim



Fabrics that tell a clear and transparent story will continue to be essential for 2023 collections. In denim, this has been important for years and has pushed the industry, be it textile or garment manufacturer, to do better and make investments to help brands and consumers attain these components.

One way Cone addresses transparency for all of its products on all platforms is by using Oritain cotton tracing, which is grounded in forensic science and ensures that none of the cotton used in our products is grown with unethical practices.

Another key pillar would be circularity and innovation within that space. To address this, we launched a Nothing Goes to Waste initiative, a call to action to inspire the design community and brands to use the Zero Waste philosophy. We designed a product capsule that utilizes 100

➡ Industry Focus page 12



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INDUSTRY FOCUS: TEXTILES, FIBER & YARN

As designers and brands plan their 2023 collections, what trend in textiles is strongest and will make the most impact during the upcoming seasons?

Industry Focus *Continued from page 12*

percent recycled fiber that comes in colors from sorting the fabric waste, which eliminates the need for an additional dye process. Another product capsule that captures this spirit is our Color Revive collection. Here we take our internal dye waste to create a yarn, eliminating a dye process and resulting in significant water and chemical reduction.

Kimberlee Schreiner
Founder
KMS Group LLC



For Fall/Winter 2023–24, the three key trends are innovation, disruption and comfort. The conversation around sustainability continues to evolve as fabric manufacturers have had time to assess their place in it over the last couple of years.

New innovations fall into three categories—new natural fibers, recycled fibers and science-based developments. The new natural materials can be found in sources like kapok, seaweed, nettle and banana fibers applied to knits, wovens and faux leather.

Recycled is another category of fabrics, that is expanding as manufacturers find new ways to break down synthetic and blended contents. Knits and wovens can now rely on agricultural waste and recycled post-consumer blends. Recycled cotton and plastic from

previous years remain on our radar. Developments using bio-based technology to create new materials yield fabrics that are used for activewear and outerwear with the same high-performance properties of synthetics but are biodegradable or compostable.

The industry is already being disrupted through the introduction of these new innovations, which are forcing us to relearn approaches to materials, but you can also see it through new twists on traditional tailoring. Unexpected bright colors and patchwork break up plaid or stripe patterns and bring a new dimension to fabrics. You also see this in distorted prints with a digitized effect.

Comfort is an important trend for this season. We have been through a lot of change the past couple of years, so we all want to feel comforted and protected as we reemerge into daily life. This can be achieved through lofty fabrics like alpaca, cashmere or wool outerwear and thick-gauge sweater knits. Also, quilting techniques for outerwear are still important but are updated by using softer fill and different fabrics such as knits with brushed or peached finishes to create a pillow effect.

Mike Simko
Marketing Director, Textiles
Hyosung Global



After visiting six trade shows in the U.S. and Europe over the last two months, I would say that there is growing brand interest in bio-based materials. Brands are looking to develop deeper connections and trust with consumers concerned with how the products they love impact the environment. And they also want to be assured that these materials are backed by documented claims, they can pass along to sustain consumer loyalty.

As a sustainable-textile-solution provider, it's very important for us to provide brands with the necessary support they need to tell these stories. This is one reason we certify our sustainable fibers. Our creora bio-based spandex recently received eco-product certification from the Swiss-based Standard Global Services, guaran-

teeing that the fiber is made with plant-based materials and is produced in a harmless and eco-friendly environment.

Creora bio-based spandex, which provides the same ultra-stretch quality and recovery as Hyosung's creora Powerfit spandex, is made by replacing 30 percent of petroleum-based resources with bio-based raw materials derived from industrial field corn, or dent corn. According to a recent third-party LCA, the manufacture of creora bio-based spandex reduces its carbon footprint by 23 percent as compared to the production of regular spandex.

Additionally, the sustainably grown feedstock used to make the fiber is responsibly grown by farmers who target and measure their efforts to protect the land, air and water.

There will be technologies that will be commercialized over the next two to three years that will allow us to increase the bio-based content to at least 70 percent.

Deana Stankowski
Strategic Marketing Director
The LYCRA Company



As we look toward 2023, we see multiple trends impacting the industry. One key focus is adding functional performance benefits like cooling, warming and durability to garments. While there is much emphasis on the performance features of garments, consumers continue to place great value on comfort. The lingering effects of the global pandemic are driving consumers' expectations that their clothing be as comfortable as it can be, providing ease of movement as they go about their day, whether at home, on the go or back at the office.

Offering sustainable solutions across all garment categories is also a growing source of innovation for us as the retailers and

INDUSTRY FOCUS: TEXTILES, FIBER & YARN

brands we work with are looking for long-lasting, lower-impact solutions. Our patent-pending LYCRA ADAPTIV fiber enables garments to adapt to changing body shapes and offer a wider fit window. LYCRA XTRA LIFE fiber resists damage from chlorine during that much-needed vacation, while LYCRA BLACK technology helps clothes maintain deep, rich colors and can help protect against sweat and sunscreen damage. These differentiated fiber solutions help garments stay in use longer.

Our EcoMade family of fibers spans our top three brands and are made with recycled content to reduce waste and a garment's environmental impact. Our latest offerings are COOL-MAX and THERMOLITE EcoMade fibers made from 100 percent textile waste, laying the groundwork for a circular system while addressing the desire for temperature comfort.

Katie Tague
Vice President of Denim Marketing and Sales
Artistic Milliners PVT LTD



While we've seen a rebound from the pandemic days, and the rise of trends like Y2K, we think in the upcoming year the pendulum will swing a little bit more back toward essentialism both in sustainability and versatility. Conscious consumerism isn't just a trend anymore, and it's in every aspect of the way we make our fabrics and garments.

This refined focus on essential products that consumers buy mostly what they need will also bleed into how their fashion looks, feels and is made. It needs to fit the way we live now—and flexibility is the main demand. With the launch of ArMill, we now offer non-denim woven and performance fabrics as well as our Artistic Milliners denim to keep up with this changing consumer. We are also focusing on less-treated fabrics, featuring recycled or natural fibers along with natural tints. We're well equipped to fulfill this ask thanks to our class-leading proprietary fiber-recycling facility, Circular Park, as well as with our investment in waterless and chemical-free finishing and natural dyes.

Carolina Wilches
Senior Application Development Representative
Eastman Naia



I can see two main trends: celebration of life after COVID and sustainability as a key driver in fashion. Three years into COVID we now see new collections setting stage for clothing with materials and silhouettes representing fantasy, party and sparkle while at the same time shining the light on sustainability demanded by consumers.

These consumers want to know where the clothing is produced and what materials it's made of. They have learned about recycling, biodegradability and the life span of a garment. The compositions of the clothing tend to be purer with no more than two or three different fibers used in one fabric. So fashion brands look for fibers that are highly versatile with a strong sustainability profile such as Eastman Naia cellulosic fiber, which can be blended with natural fibers like cotton and linen for summer and with warming fibers such as recycled wool for winter.

Sherry Wood
Director of Merchandising
Texollini



Texollini is making sustainability the new normal in the U.S. textile industry. We have positioned ourselves as a leading mill for high-performance fabrics for activewear, swimwear, athleisurewear and the intimate-apparel markets. The majority of our brands continue to adopt more-sustainable fibers in their collections, which encourages us to source new fibers from around the world. Our brands are leaders in the marketplace and need to be supported with the right fabrics at the right time because speed is key, and we have that advantage being in the U.S. Consumers today have expectations of performance and inclusivity from brands; they want their fabrics to perform for them.

When merchandising the new collections with sustainability and performance as the main themes, we want the fabrics to provide comfort, durability and longevity. The core of the collection for 2023 has many new recycled natural and synthetic fibers, including organic cotton, recycled cotton blends and wools. To round out the collection, we've added novelty stitches such as jacquards, ribs and ottomans. Blister knits, exaggerated raised-surface textures, micro-denier interlock knits, including styles that have been sueded or brushed, focus on color, either keeping with earth tones or going with bright, expressive, vibrant shades.

As wellness, work-life balance and the outdoors continue to dominate fabric design and innovation, knitwear continues to surge in the marketplace. Texollini has always looked to the future, which keeps us inspired and committed to offer more unique fabrics. As we consciously create new styles, we factor in all the trends of the moment, not only in the fabrics themselves but also in our fully vertical facility through modernization, which ultimately reduces our carbon footprint. ●

For more from industry leaders in the Fiber, Yarn and Textile community, see our Industry Focus: Denim at <https://www.apparelnews.net/news/2022/jun/30/industry-focus-denim-denim-experts-weigh-design-re/>

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Alfredo Sanchez Benito



Alina Petrusan



Culley Andrew



Danielle Soled



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Gghena Spatola



FCI Fashion School Celebrates a Long-Awaited Return of Creativity

By Gghena Spatola *FCI Fashion School Alumna*

FCI Fashion School held its student fashion show July 26 at **The New Mart** in downtown Los Angeles, its first runway show since the March 2020 lockdown due to COVID-19.

Participants included 10 fashion-design students and alumni, as well as Fashion Design Chair Kentaro Kameyama. Together they showed a body of work ranging from colorful, feminine silhouettes to individual takes on streetwear.

Kentaro Kameyama presented costumes from his new chamber opera premiering Nov. 12 at **Boston Court** in Pasadena, Calif. The opera is a tragic love story based on “Dojyo-ji,” a piece of classic Japanese literature.

Danielle Soled highlighted the importance of healthy food with a fruit-themed collection filled with colorful, fun and girly looks.

Pulling from melancholic vibes, Riley Okamoto showed styles inspired by horror movies, the emo scene and Halloween.

Munkh-Od Dulamragchaa’s collection was filled with elegant, luxurious, powerful and beautifully tailored clothes in eye-catching fabrics.

Culley Andrew presented a range of unisex and timeless styles inspired by Japanese Edo-era silhouettes and culture.

Dante Victorino’s collection was inspired by functionality and the rugged streetwear style found in the skater community.

Sihem Messalti combined traditional embroidery work and

modern-day trends to create chic and comfortable streetwear.

Inspired by the Rocky Mountains and rivers of Colorado, Reed Gregory’s collection symbolized finding the flow in life.

Alina Petrusan’s collection seamlessly blended urban lifestyle, clean architectural lines and functional design to create crisp, tailored styles.

Inspired by textures and the ever-changing nuances of the sky, Gghena Spatola’s collection, *Celestial*, explored contrasts between light and dark.

Alfredo Sanchez Benito showed a glamorous gown collection inspired by his muse and all-time favorite artist, Laura Pausini. ●



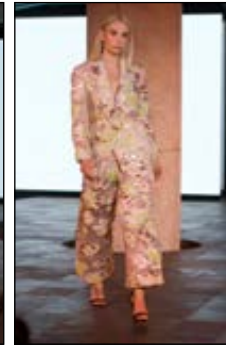
Kentaro Kameyama



Munkh-Od Dulamragchaa



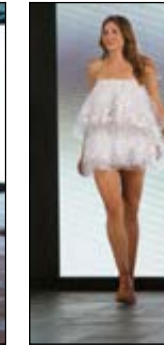
Reed Gregory



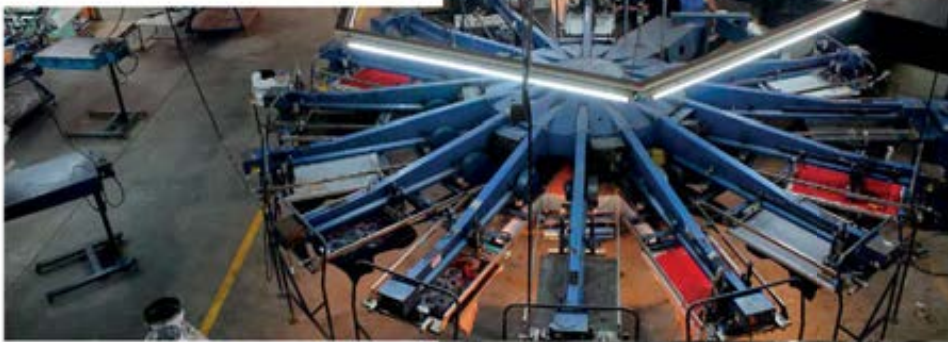
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LYCRA *Continued from page 1*

a new group of investors, ostensibly more altruistic, who hope in the next few years to find a proper buyer for the company, which employs 3,000 workers worldwide and generates approximately \$1 billion in annual revenues.

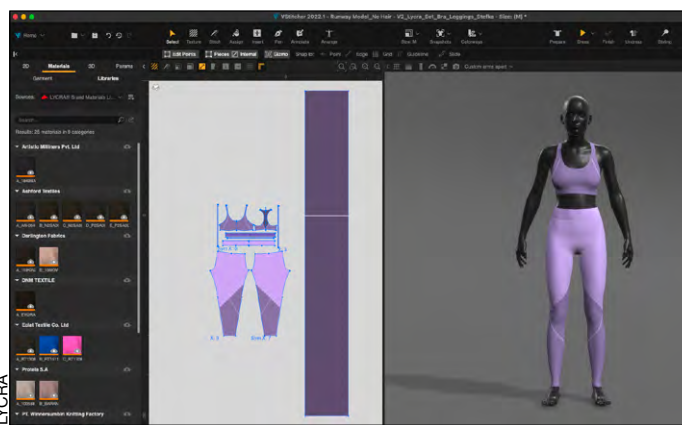
"It's been a difficult time as myself and the management team took a lot on our shoulders," said Julien Born, who was appointed CEO of LYCRA in April 2021 after serving at the company since 2007. "There was concern about us from vendors and customers because of all the uncertainty. But in the end we see it all as a positive and have been able to lay out a pretty strong vision for our company, which is to emphasize what differentiates us from other textile companies."

That includes being a hugely multifaceted and truly global company with a variety of commercial networks and a research-and-development department producing constant innovations that have resulted in over 800 patents so far. The Chinese owners failed to see LYCRA's uniqueness and attempted to turn it into just another textile manufacturer, Born says.

"And at the end of the day we're a company with a great manufacturing background. But most of our competitors are Asian and without much differentiation in value, while we're more of a solutions provider to retailers and brands, and the LYCRA brand itself is probably one of the two most recognized textile-brand franchises, known by 80 percent to 90 percent of relevant consumers."

LYCRA is also more than a little familiar to designers, patternmakers and fabric manufacturers, who are always looking for ways to increase efficiency in the design process only to find that many solutions are labor intensive and unsustainable. The new partnership with Browzwear will allow customers to digitally create activewear, denim, swimwear, ready-to-wear and intimate-apparel fashions that include LYCRA fibers and can be sourced directly from one of 15 global mills.

"Browzwear has very interesting software that more retailers are using because of its really true-to-life visualization of garments," said Born. LYCRA will be incorporated into the platform with a special section where designers will be able to choose from a vast certified fabric library to build avatars.



With the LYCRA partnership, Browzwear users can access a variety of LYCRA and COOLMAX fibers to reduce waste and keep materials in use longer.



Julien Born, CEO of The LYCRA Company

"From there the collaboration will evolve into more knowledge sharing and things that we can develop together to combine our science of fit with their science of 3D visualization," added Born. "The genesis of this relationship is our desire to leverage our global presence and reach across the value chain and deliver via a digital platform in a way that will appeal to smaller retailers and brands as well as the larger ones."

Creating digital garments via Browzwear streamlines the production process and reduces the need to manufacture samples, saving time and reducing waste for more-efficient and sustainable operations. When paired with fibers that are designed to increase durability and garment life, LYCRA states, the partnership will have an outsized impact on elevating the fashion industry's sustainability efforts.

Founded in 1999, Browzwear is a pioneer in digital solutions for the fashion industry. For technical designers and patternmakers, Browzwear rapidly fits graded garments with accurate, true-motion material replication, while Browzwear's Tech Pack provides manufacturers with the tools they need to produce physical garments perfectly the first time and at every step from design to production. The goal is to help apparel companies sell more while manufacturing less, increasing both ecologic and economic sustainability.

"We are thrilled to collaborate with LYCRA and enable our users to leverage its well-known performance fibers to better incorporate them into designs faster, easier and more sustainably," said Avihay Feld, Browzwear co-founder and CEO. "We believe this partnership will drive positive impact throughout the industry by helping brands and retailers operate a more sustainable, efficient development process."

The partnership also further's LYCRA's commitment to sustainable practices, which include offering a variety of fiber and fabric solutions that reduce or divert waste and keep materials in use longer. Creating digital garments via Browzwear will streamline the production process and reduce the need to manufacture samples. "Innovation is in our DNA, and we constantly look at new ways to create value for our mill customers, brands and retail partners," said Born. "Digital transformation and sustainability offer opportunities but also stretch our approach to innovation as fast and meaningful advances in those areas cannot be achieved alone."

"In teaming up with Browzwear, we are taking an important step in that direction," Born continued, "with the goal of ultimately changing the way the apparel industry will engage and interact digitally to optimize the sourcing of high-quality fabrics that extend garment wear life and reduce the need for samples." ●



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Active Collective returns to in-person events in 2022 with an entirely reimagined experience. The California market returns to its new beachfront location at the Paséa Hotel and Spa in Huntington Beach, Calif., with refreshed branding, all new displays, and immersive activations for retailers to feel, see, and try products in real life. The new format truly supports brand storytelling and the ability to share the heritage and lineage of the textiles behind their products. Active Collective NY will be hosted Aug. 17–18 at the Metropolitan Pavilion and Active Collective CA will be hosted Aug. 23–24.

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

The Fabric Shows

TheFabricShows.com
The Fabric Shows feature American and European Textile & Trim Collections with

Global Production including Made in USA. Exhibiting companies have low minimums, produce to order and many have In-Stock programs. Attendees include designers/manufacturers of sewn products (apparel, home, other), private label producers, event/party planners, retail fabric stores. The show takes place in New York twice a year (January and July) and in several other cities once a year. Scheduled 2022 shows Oct. 12–13, Atlanta Fabric Show at the AmericasMart; Nov. 20–21, San Francisco Fabric Show at the San Francisco Hilton Financial District.

IFJAG

info@ifjag.com
www.ifjag.com
IFJAG trade shows feature fashion jewelry and accessories from around the world. It features over 100 manufacturers or direct importers with exclusive designs to our unique venue of private showrooms which offer buyers a professional environment. The upcoming Las Vegas show runs Aug. 6–9, 2022, at the Embassy Suites Las Vegas, and the Dallas show runs Oct. 24–26, at the Embassy Suites Hotel Galleria. Preregister at the IFJAG website. New exhibitors who would like to participate in the show are welcome. Buyers are offered complimentary lunch and local transportation reimbursement.

Las Vegas 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.

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 Sept. 8–10, 2022, at the Orange County Convention Center in Orlando, Fla.

Fashion Empire License

www.empirelicense.com/natural-woman
Welcome to Empire License, a South Florida fashion brand licensing agency. Whether a client has been in business for the past 20 years or just beginning, Empire offers fashion brands which are immediately available for licensing. The Natural Woman brand is clothing exclusively for women and girls of all ages, sizes and nationalities. From casual Sportswear + Activewear to after hours. Offering her coats, jackets, underwear, lingerie, swimwear, shoes, handbags, hats, wigs and accessories. Women of all ages and nationalities across America and abroad are waiting. The clothing that will make her feel like ... a natural woman!

Sustainable Asher LA

www.AsherLA.com
Asher Fabric Concepts is proud to announce its new division Asher LA, a wholesale elevated blanks brand, cut and sewn in Los Angeles. The sustainable blanks are offered in Supima & BCI cotton. With over 13 million tons of waste across the fashion industry, Asher LA makes it a focal point to shift the industry standard by using eco-friendly raw materials such as organic cotton, recycled cotton, and recycled polyester. The company repurposes its excess fabric production into its blanks line instead of creating waste. The blanks are produced with high-quality sewing, in-house design services such as state-of-the-art digital printing, embroidery, and garment dye — all of which can aid a client's brand in taking designs to the next level. For over 30 years, attention to detail has been the core of the company's DNA. Over 100-plus employees across Asher's knitting mill and sewing factory work to ensure each product is 100 percent vertical; every garment offered is knit, cut, sewn, dyed and pressed at its Los Angeles-based warehouse. No business is too big or small for Asher LA and the company is happy to offer products with no minimums. Customers have the option to purchase in-stock products on demand with in-stock or custom colors.

Trim, Accessories and Branding

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DBA ZPRZ Company
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South San Francisco, CA 94080
Sales Dept. (650) 871-8838
info@jnzipper.com
Founded in America in 1990, J.N. Zippers & Supplies Corporation serves the industry with a California-based corporate office and warehouse with China factory customization for garment, bag, accessory, and industrial manufacturers worldwide. Quick sampling from our warehouse stock of high-quality zippers, pulls, bag and apparel hardware that are ITS, SGS, Oeko-Tex, ISO9001:2000 safety tested and standards compliant. Our staff is ready to assist you with choosing the best zipper configuration suited to your product. We offer private branding on pulls, hardware and labels. Our warehouse also stocks elastics, tapes, cords, labels and workroom supply for spot delivery. Turn to the experts at J.N. Zippers & Supplies Corp., and the in-stock division of ZPRZ Company, to provide you with the best combination of quality, price and service

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www.sorona.com
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Jobs Available

* PRODUCTION PATTERNMAKER *

We are a fast-growing clothing manufacturer, seeking out for a Senior level Production Pattern Maker who is meticulous, 5 yrs plus exp. required specifically in dress category. Pattern Maker will partner with our pre-production team to maintain production timeline. Pattern maker will help improve fit, construction, and aesthetic of production styles.

RESPONSIBILITIES

*Attends fit sessions to review overall fit and details of the garment.

*Maintains consistency in fit and quality standards, works with team to troubleshoot and correct fit problems

*Manages workload based on calendar due dates and production deadlines

Experience:

*Ability to work in a fast-paced environment in multiple categories while maintaining a high level of quality and accuracy

*Ability to solve complex pattern issues with efficiency and accuracy

*Must possess strong grading knowledge for the ideal fit

*Must have experience in Optitex System

*Candidates should possess strong communication skills, attention to detail, and organization

Email resumes to: rose@crystaldoll.com

Jobs Available

* FIT & TECH COORDINATOR *

K&K is seeking a fit & tech coordinator who is a self-starter with excellent organizational skills & can adapt well in a fast-paced environment.

Qualifications

• 3- 6 yrs work exp. in women's apparel garment.

• Exp. with Sample evaluation with regards to fit & sewing construction.

• Excellent knowledge of garment construction, pattern-making, & grading.

• Ability to work effectively under pressure in a fast-paced environment

• TJM, ROSS exp. will be considered an asset.

• Attention to detail & organization as well as time management skills.

• Highly effective communicator.

Job Responsibilities include:

• Executing & maintaining basic fit & construction approvals through accurate garment specification.

• Measuring garments & maintaining all specifications from fit to TOP

• Creating diagrams in Excel, including digital photos to explain fit corrections & construction details.

• Identifying sample quality & construction issues against BOM.

• Recording fit comments & garment measurements in tech packs.

Email: rose@crystaldoll.com

Jobs Available

* APPAREL SALES EXECUTIVE *

Apparel Network is a factory direct manufacturer with a tremendous platform that provides the ability to ship high volume at a fast pace. We are a local company, which allows us to get ahead of the supply chain issues around the world. We are looking for a High- Performing Apparel Sales Executive to meet our customer and revenue growth targets by keeping our company competitive and innovative.

Qualifications:

*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

* WAREHOUSE INVENTORY MANAGEMENT, WEBSITE MARKETING MANAGER, SOFTWARE PROGRAMMER & ACCOUNTING MANAGER *

Well established garment manufacturer based in LA downtown area is looking for following positions. We are a clothing manufacture for Men's, Women's, Missy, and Kids clothing. Need Garment Industry experience.

Monday through Friday.

For consideration, please send resume to:

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* Label & Trim: Warehouse Inventory Management

* Social Media: Website Marketing Manager

* Software Programmer: Apparel Industry

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