

CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR 77 YEARS

\$3.99 VOLUME 78, NUMBER 19 SEPTEMBER 2, 2022 DOUBLE ISSUE



TRADE-SHOW REPORT

What Happens in Vegas...

By Betsy Zanjani *Contributing Writer*

...doesn't always stay in Vegas as this August's edition of **Las Vegas Fashion Week** went viral. From Aug. 6 through 11, the global fashion community came away energized with a week's worth of trends, industry information and star-studded experiences.

T-Pain's performance at **MAGIC** rocked the house at the end of a day spent shopping the market. A-list panel discussions across all shows featured industry luminaries including an up-close and personal appearance at **Project Las Vegas** by superstar Katy Perry.

From the infamous Strip came trade shows at iconic hotels, with **Caesars Palace** hosting **WWIN** and the **Venetian Expo** the **OffPrice Show**. The **Las Vegas Convention Center** was home to **MAGIC**, **Project** and **Sourcing at MAGIC**, with **Las Vegas Apparel** showing at the **Expo at World Market Center**.

Major fashion trends emerged, with brands reinventing the best of the swinging '60s through to Y2K. Standouts included bell-bottoms, the shacket, lots of barely-there tops, denim, crochet and glittery disco.

For coverage, see pages 4 and 5.

FINANCE

MAFI Award Returns After Two-Year Hiatus

By Christian Chensvold *Contributing Writer*

Los Angeles is an award-winning city—as in it's full of people who are constantly winning awards for something—and not just in Hollywood but also the fashion industry. And now, after a two-year pandemic hiatus, the **Moss Adams Fashion Innovator Award** is back and will help kick off **Los Angeles Fashion Week** on Oct. 6 at **Lighthouse**, a venue perfectly situated in the heart of the awards-giving epicenter of Hollywood.

The MAFI Award honors a California-based apparel company that over the past year has exemplified creativity and innovation. This could be in the area of design, marketing and commerce or in two new categories: sustainability and diversity.

➔ Moss Adams page 2

VIRAL FROM VEGAS

Things went viral at the August Las Vegas Fashion Week shows but in a good way. Held Aug. 6–11 in venues spread across town, highlights poured forth like a one-armed-bandit jackpot. For coverage see pages 4–5.



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Where fashion gets down to businessSM

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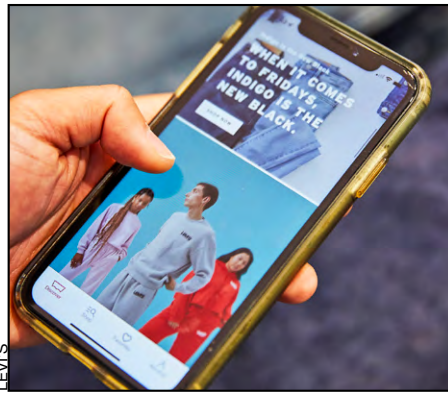
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Levi's Gives Its Customers a BOOST With New Technology

Levi Strauss & Co. began making dungarees for gold miners, cowboys, ranchers and everyone else in the Old West. It was "pioneering" then and hasn't slowed down with innovations.

According to the iconic San Francisco-based fashion brand, Levi's is on a "digital transformation journey" to support new business strategies. To achieve its goal, Levi's is focused on leveraging data, AI and machine learning to help drive consumer experiences and assure it flourishes in a competitive market and unpredictable times. All this has led to its new patent-pending Business Optimization Of Shipping and Transport engine, or BOOST.

"What BOOST is optimized to do is fulfill e-commerce orders more effectively," said Louis DiCesari, global head of data, analytics and AI. "When somebody goes online to make a purchase, we have distribution



Levi's has announced its adoption of a new technology to optimize fulfillment for its customers.

centers where we keep inventory specifically for those orders. One of the things we can do with BOOST is broaden that search for

available product to include stores and allow the engine to choose the best fulfillment option for both the consumer and our bottom line."

When an e-commerce customer finds that a desired item is out of stock, all that typically means is that the jacket is not available in Levi's distribution centers. It may, on the other hand, be available at a nearby retail store, which BOOST locates and makes accessible, while considering all elements of the process, from shipping to packing to labor, saving time and money across the board. "The beauty of it is that we've been able to automate all of this so it's really a decision-making engine, not just an information engine," DiCesari said.

By Black Friday of this year, Levi's plans to have BOOST assisting with 100 percent of eligible U.S. orders followed by implementation across Europe.—*Christian Chensvold*

FINANCE

Moss Adams *Continued from page 1*

"The industry has changed significantly over the past 20 years," said Martin Hughes, Moss Adams partner and its apparel national practice leader, "and our brands today have the new challenge of so many distribution channels—bricks-and-mortar, e-commerce, and selling to department and specialty stores."

Given the complexities of today's marketplace, choosing a winner is not an easy task. "A company doesn't have to check all the boxes because we don't expect a brand to

be doing something innovative in every category," said Hughes. "The winners are brands that are doing great things in the industry and that ultimately have a great product and can put on an amazing runway show with pieces in the collection that are showpieces that get media attention."

The MAFI Award was created in 2003 as a way for Moss Adams, which bills itself as a fully integrated professional-services firm, to honor an industry with which it has close ties. "We do this to give back to a great industry that has been wonderful to our firm," said Hughes, "and also to recognize the amazing



Martin Hughes, Moss Adams partner and its apparel national practice leader

fashion talent we have here in California."

The MAFI Award is given to any California-based apparel brand, with the LAFW suggesting possible candidates. A pool of roughly a dozen is selected, with the winner notified in advance in order to prepare a fashion show. The public only learns of the winner the night of the event as part of the opening-night celebrations at L.A. Fashion Week.

Previous MAFI winners include **Frankie B, Nally & Millie, RAILS, AS by DF, Petro Zillia** and **Elie Madi**. The last winner, in 2019, was **Coral Castillo**.

Moss Adams has a long track record of catering to the apparel industry across its 30 locations and staff of 3,800. It is primarily a public accounting firm, providing audits, tax work and consulting services spanning a wide range of needs, including business valuations and sales and the various out-of-state and international tax challenges brought about by the e-commerce-business model. ●

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

CIT Commercial Services, a subsidiary of First Citizens Bank, has welcomed Mike Earnhart as senior vice president and regional sales manager, based in Los Angeles. Earnhart is responsible for leading a team of sales executives in overseeing and growing new business while introducing new products for commercial services in the Western region. "We are excited to bring onboard a person of Mike's professional stature," said Darrin Beer, managing director and Western regional manager for CIT. "He has the right skills, industry knowledge and relationships to accelerate growth for the region." Earnhart comes to CIT from White Oak Commercial Finance, where he was managing director of originations. He previously worked as an executive director at JPMorgan Chase and as a senior vice president at Wells Fargo Capital Finance.

Curve is coming off two successful shows—July 24–25 in Los Angeles and July 31–Aug. 2 in New York—cementing its reputation as the leading trade show for intimate apparel and swimwear in North America. Curve Montreal will take place Sept. 18–19. Show partner NPD Group gave its forecast for the industry, saying it has increased by \$1.9 billion since 2018. "Retail-store owners can't do both events with larger open-to-buys," said show producer Comexposium USA in a release. "Additionally, many were looking to add new designers after playing it safe for the last two years. Our focus at Curve is on value-added experiences and opportunities to support new design talent."

PANGAIA has announced the opening of its first-ever physical experience in Los Angeles—an immersive pop-up focused on carbon neutrality, circularity and purpose. The pop-up opened Sept. 1 at The Grove shopping center and will be held through Sept. 27, celebrating the brand's milestone of having planted, protected or restored 1 million trees to date through the Tomorrow Tree Fund. Designed to recreate a sensory experience of a lush forest, the immersive shopping environment was inspired by the coastal woodlands of Northern California. From evolving soundscapes to smells of greenery, the experience takes cues from the brand's ethos and commitment to "high-tech naturalism." The exterior is made from repurposed panels and is blanketed in an attention-drawing jade green to ignite dialogue around climate change.

The Apparel Impact Institute in San Francisco has welcomed Kay Bloomberg as chief of staff. In her new role, Bloomberg will be responsible for internal initiatives, working alongside Aii's leadership team as well as managing stakeholder engagement, including major fashion-industry brands and manufacturers, NGOs and foundations. The newly created position is critical to Aii's mission to help the apparel ecosystem address the climate crisis and other critical environmental impacts. Bloomberg has 10 years of experience at startups in the technology-education space. She graduated from the University of Connecticut School of Business and taught with Teach for America before transitioning into the tech sector. Since then she has worked with software companies, striving to close the educational-achievement gap and helping to build and scale them from their first few employees to their first few hundred.

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Spice Rose at Las Vegas Apparel



Seasonal at MAGIC



Nation America Outfitters at the Offprice Show

Las Vegas *Continued from page 1*

Defining a decade

The '70s were back at Las Vegas Apparel, which ran Aug. 7–9 at the Expo at World Market Center. Young-contemporary brands exhibited all that made that era so prolific. From bell-bottoms to micro minis, retro fashion was the focus at every turn.

“The show’s relaxed pace was much appreciated; buyers had the chance to take it all in and appreciate the Southern hospitality we offered,” said Amanda Merritt, public relations manager for show organizer **International Market Centers**.

Los Angeles brands including **Day + Moon**, **Levee** and **Spice Rose** all exhibited the shacket as the must-have piece for the season, shown in cropped, hip-length and long versions in everything from brushed plaids to corduroy.

Spice Rose’s version of the shacket, priced from \$30 to \$40, was available with sequins, in brushed velour, a waffle knit and a sherpa. Said Spice Rose’s Kristine Lee, owner and chief financial officer, “These jackets are being produced in Mexico for quick turn. Delivery is three to six weeks with very fast reorder capability.”

Levee had 98 percent of its retro line in stock for immediate delivery. Designer Tina Kim said that “sequins are always our best-sellers paired with plaids and pleather.” The line wholesales for \$25–\$35.

Andthewhy did its version of the shirt jacket in a bouclé, sprinkled with sequins, wholesaling for \$22.75. Its corduroy jean jacket took us back in time with granny-square crochets placed on the sleeves and across the back.

The resurgence of leather and patchwork denims meet plaid button-downs brought a vintage vibe at **Timing**. Buyer Cyre Calcagni of **B.Kay & Co.** said, “I can actually see things and get real attention at this show. It’s my first time attending. I’m excited about all the leather at Timing. Their leather pants and shorts look great and are affordable.” Timing’s leather pieces are priced at \$5–\$20.

Jay Kim and his design team at **J.NNA** were showing a Fall/Winter '70s collection that ranged from cowboy cool to flower power. Kim described his brand as “fashion first, trendy but PG rated.” The line featured giant daisies, argyle patterns and big smiley faces on everything from oversized cardigans to pop art–printed bells.

Wildly printed bell-bottoms were also at **Jade by Jane** in geo and flower prints teamed with appliquéd denim jackets.



Jade by Jane at Las Vegas Apparel

What’s new, what’s hot and what’s next

MAGIC drew over 30,000 attendees to its Aug. 8–10 edition at the Las Vegas Convention Center to experience what was trending for 2022–23. Kelly Helfman, president of Informa Markets Fashion, said, “It’s critical to us as show organizers that our event reflects what is happening in the industry and serves as a springboard for new trend and retailer-to-brand discovery.”

Leading onto the show floor was a new section called Emerging Designers. Brands including **Seasonal**, with its playful take on mod, geo-printed pant sets priced at \$30–\$100 and **MCLC**’s whimsical swinging '60s–influenced platforms set the tone for the season’s nod to nostalgia and a return to the youthquake movement.

The **Babel Fair** showroom, a first-time exhibitor, showed **Another Girl**, **Daisy Street**, **Little Lies** and **Glamorous**, all with a psychedelic vibe of daisies, cut-outs and pop-art patterns. The retro-denim revolution brought back bell-bottoms, jumpsuits, flares and colored denim.

Melanie Zuckerman of the L.A. label **Pistola** declared “denim on denim is back!” Pink washes for denim looked fresh at several booths. Buyers were placing orders for colorful mineral-washed rompers at **Elan**, while jumpsuits at **Bucket List** in cool, funky, oversized fits, at \$30, were among retailers’ picks.

Pastel **Chanel**-like cropped bouclé jackets from L.A.’s **Muy Muy** and **ASTR** brought back “chic to the street.” There was a special shout-out to color as neutrals took a back seat to **Barbie** pink, and an array of citrus tones added a burst of newness to the collections. Karin Eisenberg of the **Old Gold** boutique was thrilled. “All the hot color was so exciting. MAGIC had so much for my contemporary customers.”

Meanwhile, romance was in the air as femininity also returned. One of the newest silhouettes to emerge was the larger-than-life sleeve. From balloon shapes and big puffs, pieces put the emphasis on volume at the top.

At **En Saison**, the simple blouse or knit top was elevated to a statement piece. The **Molly Bracken** line spoke in its latest collection to the romance of the designer’s clothes—with the design mantra of dressing women to be women.



Molly Bracken at MAGIC

Word on the street is buy now

With **Immediates** being more in demand than ever, the **Offprice Show**, held Aug. 6–9 at the **Venetian Expo**, welcomed buyers from around the world to source products, buy inventory and quickly react to hot items at the show’s below-wholesale pricing.

Offprice Executive Director Tricia Barglof explained it simply: “The Offprice Show offers the opportunity to purchase products at a lower cost, which can be passed on to consumers.” The **Evolve** section offered giftables and beauty along with a new accessories section drawing a lot of attention from retailers.

Nation America Outfitters saw its cotton eyelets in high demand, with sundresses the strongest category. Spice tones such as burnt orange and mustard gold were among the strongest colors. Manoj Jain, owner, said, “There are worldwide issues with cotton, prices are going up, and yarn production is going down. Buyers understand they need to place orders now.”

At **Deals**, the sweatsuit business remained strong as consumers have not given up these new wardrobe staples. Solids were top sellers from basics to neons to colorblocks. The full-zip hoodie was the No. 1 style, with the introduction of the cargo jogger, at \$15–\$25, the newest pant silhouette this market.

The Free Yoga presented both Summer and Fall lines. Swim was strong, with fashion bodies in cut-outs, knotted and draped styles, mesh long-sleeve crops with bikini bottoms, and ruffled sleeves in fresh flora and fauna prints. For Fall, it was all about the flannel shirt in a broad range of poly brushed plaids selling for \$15–\$25.

Also showing Fall was the **Jasmine Trading Company**. Its brushed-microfiber knitwear was both cozy and fashion right. Soft related separates in neutrals and animal prints coordinated with blankets and pillows for a total lifestyle collection. Price points ranged from \$7.50 to \$27.

S.O.B. Clothing and **Styles You Love** were busy selling licensed screen-printed tees. In high demand were their music, cartoon and TV-show motifs for the juniors market. The **Netflix** series was strong with buyers, especially in the California markets.



Deals at the Offprice Show

TRADE-SHOW REPORT



Katy Perry Collections booth at Project Las Vegas



Fashionza founder Pawan Gupta at Sourcing at MAGIC



Jana's Flannels at WWIN

Rocking the house

Project Las Vegas, held Aug. 8–10 at the Las Vegas Convention Center, sported DJ Yaw Appiah spinning records at the entrance, creating a music-festival beat on the show floor. **Grammy Award**–winning singer and performer Katy Perry was the keynote speaker, sharing her perspective on her unique sense of design and her sources of inspiration. Buyers and press viewed her new collection at the **Katy Perry Collections** booth, where her shoes brought the pop stars' unique and bold style to her footwear.

Lyly Irizarry, owner and buyer of **LylyJustLyly**, a Florida boutique, shopped the show for the first time. "I am just starting to add apparel to my mix; previously we were just accessories. So I'm shopping the Vegas shows, and I love it! So much to see and to buy!"

Kelly Helfman, president of Informa Markets Fashion, organizer of the Project shows, said, "There was a palpable energy on the show floor, where both exhibitors and attendees had such positive, productive experiences over the course of the three days." Helfman went on to add, "At Project, we saw a strong return to denim. New styles were on-trend with the industrywide growth in youth-culture streetwear."

In the newly expanded Denim area, booths were busy. At L.A.-based **Kut from the Kloth**, buyers were leaving paper. Brands including **Mavi**, **Hudson** and **Blank NYC** saw a major influx of new and international buyers over the three days.

At **PRPS**, President Matt Atkinson showed the Jimi Hendrix collaboration dropping 9/1. "Based on the excitement with Hendrix, we are looking forward to future music collabs with **Soul Publications**," said Atkinson.

7 for All Mankind featured the season's retro return to high waists, patch pockets, cropped jean jackets and bell-bottoms in bleached washes as well as colored denim.

Glam rock was the story at **Jayley**. National Sales Director Matt Rowley spoke to the inspiration behind the disco-themed collection. "It's bright, shiny and as crazy as it can be, and it's working!"

At the **Boys Showroom**, glitter, embellishment and glam pieces were hot, and the showroom's unique ability to customize styles for its customers was driving sales.



Jayley at Project Las Vegas

Where technology meets fashion

Sourcing at Magic was on the forefront of change at the Las Vegas Convention Center Aug. 7–10, proving the future is now. "The future is shaping how our sourcing community does business, and with new advancements comes new challenges," said Andreu David, vice president of Sourcing at Magic. "This season, we wanted to support and educate on new technologies."

We have all experienced how algorithms have connected us to brands, people and issues through our online searches, but understanding how they can work to give us invaluable information in the fashion workplace is here.

Among the exhibitors showing how were:

Fashionza works with brands and retailers to analyze what's selling in specific markets—what prints or colors are trending, what silhouettes are selling—all pertinent information to help during the design process to ensure greater sell-through. By partnering with factories and suppliers, it can also help with execution. Pawan Gupta, founder, created his one-stop intelligent manufacturing platform for fashion brands. "Travel is expensive so we do the legwork," he said. "The concept of test and buy, all at lower MOQs, is our forte."

Re(SOURCE) provides services for everything from fabrics and sampling to shipping and working seamlessly through garment production for its customers. The company specializes in working with emerging brands, offering full transparency to the client, while managing the process.

Coming from a sourcing family, the founders of **Buyhive** call themselves the "matchmakers" of the supply chain. Suppliers are carefully vetted to link with the growing pool of freelance designers, working as production coordinators for a one-time fee.

With streaming the newest form of selling product, companies have opened the door to direct-to-consumer selling. **Blackmagicdesign** has developed the hardware that allows designers and brands to record, edit and live stream for face-to-face selling.

In addition, fabrics with enhanced technologies are improving quality and performance with new innovations. At **Eclat Textiles**, fabrics are waterproofed for outdoorwear. Garrett Bennett, owner of **Category Fore**, was at the show because "with the Shanghai show shut down, this show has been a godsend," he said. The **GTC Gyeonggi Textile Center**, the massive L.A. showroom of sustainable, recycled and organic fabrics, with over 40,000 collections, was also an exhibitor.



Buyhive at Sourcing at MAGIC

Thoroughly modern twist

WWIN—Womenswear in Nevada—kicked off its latest edition Aug. 8–11 at Caesars Palace. New this year was live selling, allowing buyers to sell directly to their social-media followers in real time.

Melissa K. Montes, vice president of WWIN, said, "This year's focus is on helping our community continue to evolve their businesses and tackle the challenges retail businesses are facing." On opening day, extended hours allowed buyers to work with over 450 exhibitors and enjoy a Sip n Shop experience at the Pop, Fizz and Clink reception. Trends ranged from a look back at bohemian 2.0 to the '90s supermodel.

At **Oolala**, the booth was electric, with jackets and matching tops that spoke loudly in bold status prints reminiscent of **Versace** and **Cavalli**. "They look like couture but at [an affordable] price," said Karen Dannenberg, owner and buyer of **Karen Dannenberg Clothier**. "This is the best line I've seen in five years! I'm more excited about this line than any other brand. This product is on fire!" Prices ranged from \$69 to \$138.

At **Esqualo**, Spring brought colorful retro prints in ultra-feminine related separates from \$29 to \$62. The seasonal theme, "Let's Go to Rome," spoke to customers wanting to get dressed up again. "The blazer and suiting is making a big comeback," said founder Matthew Beck.

L.A. brand **Joh** by Susan Cho showcased glam sweat sets embellished with oversized pearls, flower appliques and rhinestones, bringing casual-chic style to her range of boutique customers. Pieces were priced at \$44.

Beautiful eyelets have been strong for Spring/Summer. At **Angela Mara**, bright whites along with best-selling neutrals continued to sell well, but this year there is a pop of color, with "Gucci green" trending strong.

The oversized flannel shirt, a rock 'n' roll staple, made a strong return for Fall. **Jana's Flannels** showcased its tie-dyed upcycled shirting with humorous stitched messages across the backs, priced at \$55.

Lola Jeans exhibited sustainable denim in vintage-inspired bodies such as embroidered bell-bottoms, cropped denim jackets and distressed trench coats. David Abissidan, owner, said he had worked with "buyers from New Jersey to New Orleans."

At **Paperlace**, the vintage vibe was seen in the baggy-jean silhouette as loose-and-easy fits are trending strong. Price points ranged from \$25 to \$65. ●



Oolala at WWIN

UpNXT Emerging Designers:
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Couture and Bridal
Portland, Salem

Jordan Kendrick
Ready to Wear
Portland

Koryphae
Sustainable Designer
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TRADE-SHOW REPORT



Skechers



Koral



Vuori

Active Collective Rides Wave of Fashion Fitness

Held Aug. 23–24 at the **Paséa Hotel & Spa** in Huntington Beach, Calif., this edition showcased over 60 brands and attracted over 400 registered retailers. "Since moving to Paséa, buyers really enjoy the intimate setting and quality of exhibitors," said Associate Show Director Devon Ranger.

Hector Tamayo, retail manager for **Rancho La Puerta** in Mexico, makes **Active Collective** "my one buying trip every year. This is the main show for me to meet and work with vendors in person," he said.

Skechers released its new line as a complement to its footwear, rebranding itself as "the comfort brand." Brad Meyer, key account executive, explained, "We are addressing the 50-to-60-year-old customer who has been underserved. Our clothes are for the everyday person, not necessarily for working out." High-waisted leggings at \$18–\$26 were top sellers.

Vuori came into the market as a premium men's brand and later added women's. The performance jogger soon became the "addiction piece." Currently with 22 company-owned retail stores, it is launching its first international store in London. The "dream knits" feature a soft, silky hand while providing the same performance qualities for which

the brand is known. The Daily drawstring leggings is priced at \$42.

Koral presented its latest collection, featuring special fabric effects such as eyelet, flocking and snakeskin textures. Vice President of Sales Sarah Choufani said, "buyers come to us for our fashion." Its newest style, the tennis skirt at \$43, was strongly received.

Spiritual Gangster, the brainchild of Ian Lopatin, who as a yoga instructor brought hip-hop into his classes, has created a cool vibe for the activewear line.

Sweaty Betty, with a loyal international following, has now concentrated plans for growth to the U.S. specialty market with its attributes of bum sculpting, sweat licking and COOLMAX fabrications.

The Beginning of..., formerly a textile company, has made inroads with its sustainable, chemical-free line. Its 3D textures are strategically placed for maximum shaping. The company is currently working with key retailers on private-label programs.

Arrazantty is working in tandem with **Texneo** to streamline the process of yarn to garment, providing a competitive edge over Asian production. This Made-in-Brazil alternative features less transit time, is eco-friendly and affordable.—*Betsy Zanjani*



Spiritual Gangster



Sweaty Betty



The Beginning of...

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APPAREL NEWS GROUP
Publishers of:
California Apparel News | Waterwear

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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 its warehouse stock of high-quality zippers, pulls, bag and apparel hardware that are ITS, SGS,

Oeko-Tex, ISO9001:2000 safety tested and standards compliant. The factory is granted certificates of Standard 100 by OEKO-TEX® & SCOPE (Global Recycled Standard). They meet the human-ecological, Annex XVII of REACH, CPSIA — content of lead in children's articles and Chinese standard GB 18401:2010 requirements. JN Zippers is ready to assist clients with choosing the best zipper configuration suited to each product. The company offers private branding on pulls, hardware and labels and its 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

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Kornit Digital

480 S. Dean Street
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Contact: Mandy Liu, (201) 608-5758
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*Match threads to the correct shade of the garments.

*Trim excess thread using cutting tools, trimmers, and sewing machine.

*Inspect and repair prototypes and samples as needed and adjust the machine as needed to prevent quality issues.

*Keep area clean to avoid damaging product or causing accidents.

*Assist in maintaining safety and housekeeping standards in work area.

Qualifications

3+ experience sewing samples in the garment industry; Ability to operate the following machines: single and double needle, cover stitch, triple needle cover stitch, overlock machine, cross shoulder tape, four and five spool marrow, mock safety, and buttonhole; Ability to work with all types of fabrics and products; Familiar with basic machine care; Advanced pressing and hand sewing skills; Ability to learn the styles and colors.

Email: joanng@nextlevelapparel.com

* SAMPLE CUTTER AND SAMPLE MAKER *

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* 3 years experience

* Must be able to cut samples with sample cutter machines

* Follow sample requests

* Bilingual English and Spanish

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