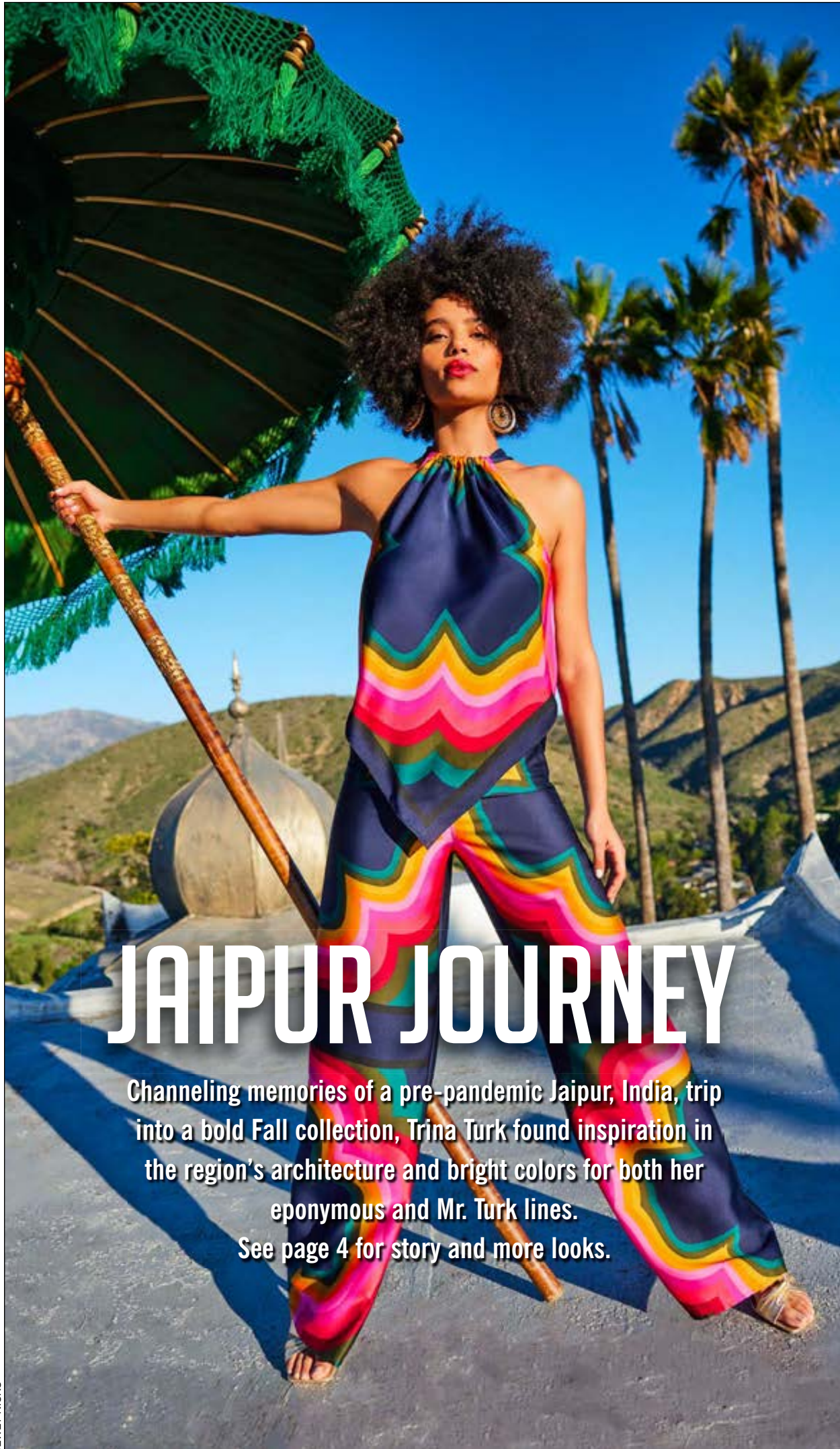


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JAIPUR JOURNEY

Channeling memories of a pre-pandemic Jaipur, India, trip into a bold Fall collection, Trina Turk found inspiration in the region's architecture and bright colors for both her eponymous and Mr. Turk lines. See page 4 for story and more looks.

DEWEY NICKS

TEXTILE TRENDS

Fashion Returns With Fresh Treatments in Color and Textiles

By Dorothy Crouch *Contributing Writer*

Returning to fashion weeks and strong street looks, style enthusiasts are finding new, unique ways to express themselves through their clothing with a fresh appreciation for beautifully made textiles and quality fabrications moving to the forefront of style. From designers and manufacturers to fashion connoisseurs and collectors, the core of every personal fashion journey centers on a textile that relays the latest trends, serves a utilitarian purpose, or pays homage to the art and heritage of apparel making that has transpired over generations.

Color pops in this season's textiles, while unique patterns afford an array of options meant to allow the designer or wearer to stand apart from the crowd. Updated classics evoke feelings of nostalgia for vintage-looking pieces. New approaches to patterns and color treatments relay a sense of limitless possibilities as fashion looks forward to a new future. This season's textile trends might offer a variety, but they are all tools toward a common design goal of creating unique fashion journeys.

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RETAIL Q & A

Fred Segal Launches First Private-Label Brand

By Christian Chensvold *Contributing Writer*

Trendsetters are the alphas of the fashion world, and **Fred Segal**—originally founded in 1961—has been at the top of the style-making food chain for a long time indeed.

But it was only this month that the iconic retailer unveiled its first private-label collection, entitled *The Neighborhoods*. The collection coincides with the opening of a new retail store on Sept. 20 at **The Shops at Sportsmen's Lodge** in Studio City, Calif. These developments are just the beginning for new owner Jeff Lotman, who acquired the company three years ago despite no background in either retail or high fashion. The *California Apparel News* caught up with the 61-year-old to discuss the new collection and how it fits into his bigger vision for the Fred Segal brand.

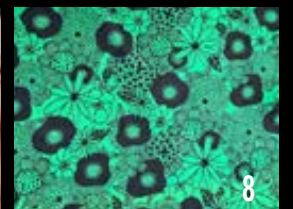
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Where fashion gets down to businessSM



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India Presents a Golden Opportunity to the Golden State

Business leaders from the fashion to aerospace to medical industries had a rare opportunity for a meet and greet to discuss ideas with Shri Piyush Goyal, the Minister of Commerce & Industry, Consumer Affairs, Food & Public Distribution and Textiles, Government of India, at an event held at the **Delta Hotels by Marriott Anaheim** in Garden Grove, Calif., Sept. 10.

From **Caltech** and **UCLA** to Hollywood and Bollywood, aspiring young talent in India are being encouraged to dream big, said the minister, who spoke of the many accomplishments achieved in India over the past 75 years, including millions of homes getting power for the first time.

Goyal shared his vision for India in the next 25 years as an emerging economy.

“With more people gaining access to the internet in India, consumers want to wear what they’re seeing online and shifting their focus from low-quality to higher-quality textiles and fashion,” said Goyal.

There’s a very large population looking for new ideas and new and trendy products, said Ram Sareen, chairman and CEO of the Los Angeles-based **Tukatech**, a visionary in developing technology for the fashion

industry. “Merging design and trends from India with those from California to India is, I think, a marriage made in heaven for the two largest democracies. Understand the fit for India and you have yourself a huge opportunity.”

The event was hosted by the **Consulate General of India**, San Francisco, and the **US-**



Ram Sareen (right), chairman and CEO of Tukatech, with India Minister Shri Piyush Goyal

Gaurav Bhargava (left), founder, and Kanaksinh Zala (right), president, of the India Business Alliance of SoCal with India Minister Shri Piyush Goyal (center)

India Business Alliance of SoCal. “I found him [Goyal] to be really inspirational, and the first thought that came to me is that India is in good hands,” said Gaurav Bhargava, founder of the US-India Business Alliance of SoCal and owner of **LPH Apparel Inc.** in Santa Ana, Calif.

Further discussions are in the works to find ways of reducing duty fees for exports to India.—*Kelli Freeman*

Inside the Industry

The Beach Riot Getaway League, based in Orange County, Calif., has launched, aimed at “the person who spends every weekend hiking, camping, kayaking, rock climbing or walking favorite trails.” Available at beachriot.com, the collection consists of bright colors, bold prints and luxe fabrics created for the “functional fashionista, the explorer with style,” said founder Nicole Hanriot-Tinkess. Pieces can be worn “from gym to swim” and mixed and matched for different looks. For example, swim tops can be combined with active bottoms for a chic workout, or an active top can be paired with a swim bottom for a supportive swim set. “Designed and produced right here in Orange County,” the company says—“welcome to our world.”

Billy Reid has opened its first L.A. retail presence, a pop-up store at Platform in the Culver City neighborhood, the brand’s 15th U.S. retail store. “L.A. holds a special place in my heart,” said the unabashedly Southern designer. “Traveling from Texas to Los Angeles in my twenties taught me the value of my perspective as a designer and that leaning into my differences was cool.” A four-time CFDA award winner, Billy Reid is known for his expertly crafted standout clothing and accessories, which effortlessly blend artisanship and sophistication. The Culver City boutique boasts art by Alabama artist Butch Anthony, mid-century club chairs and a large gallery wall of vintage European pieces.

Victor Wear co-founder Tiffany Hamilton is harnessing the power of small business to support the autism community. She and her autistic son, Isaiah, the brand’s co-founder, were guests at the Emmy Awards Week Celebrity Gifting Suite, where they showed off inspirational activewear. Clothing is a movable platform that can help raise awareness on social matters, the company said. “For years, the families of people with intellectual and developmental disabilities have been pushing for their loved ones’ rights, but real action has been slow. Even some of Hollywood’s favorite stars have opened up to talk about their struggles.” Some 85 percent of people with autism are either unemployed or underemployed, and Tiffany and her son hope to become a leading employer of people with differing abilities.

Anthropics Technology has unveiled Zylar, an AI-powered virtual fitting technology that allows customers to try on hundreds of outfits quickly and easily via smart phone, desktop computer or in-store. A selfie and a few measurements are all that are needed. Zylar’s patented technology, based on the latest cutting-edge research, has precision and accuracy down to the hips, legs, waist, chest, arms, and even shoulder and head. Clothing details from the original image, such as texture and color, as well as facial features, skin tone, body shape and overall fit are uniquely taken into account for a realistic try-on experience. These features have not been seen in virtual try-on technology before, the company said.

Jesta IS, a global developer of modular cloud solutions and unified ERP for retailers, wholesalers and brand manufacturers, has launched a major upgrade to one

of its four foundational software pillars. Vision Sourcing & Demand 22.0 is packed with new features, functionality and integrations to optimize the product life cycle. These include sourcing and procurement, material resource planning, product data and life-cycle management, demand forecasting and customer order management, and customer service. New product development tools include the capability to mass manage attributes for new and current products—including purchase, manufacturing and availability details—as well as the ability to assign images and extended text for web stores. The boost in efficiency will help manufacturers get new catalog and products to sales channels faster.

The ports of Los Angeles and Long Beach have released a final report on the current state and overall feasibility of using clean cargo-handling equipment technology while working toward the 2017 Clean Air Action Plan Update’s 2030 goal of a zero-emissions cargo-handling fleet. Updated in 2017, the CAAP contains a comprehensive strategy to accelerate progress toward a zero-emissions future while protecting and strengthening the ports’ competitive position in the global economy. The ports have committed to developing feasibility assessments every three years for terminal equipment to inform their approach to meeting those goals. The ports of Los Angeles and Long Beach are the two largest ports in the nation and combined are the ninth-largest port complex in the world.

The Global Digital Textile Conference welcomes key players from the digital-textile-printing community to the Sheraton Lake Como Hotel, Italy, Oct. 5–6. Topics of discussion are to include technical development in printheads, sustainability inks, the impact of reshoring, challenges of on-demand manufacturing and digitalization and the impact on ROI. With 18 scheduled sessions, 25 speakers and panelists, and over 150 delegates, the conference will offer the content and connections for those in the industry to make better strategic decisions around digital textile printing. Invited delegates will have the opportunity to join Kornit Digital after the conference for a VIP reception at the Creazioni Digital experience center for a demonstration of the world’s most advanced capabilities for sustainable, on-demand digital textile decoration.

Meltwater, a global leader in media and social intelligence, has released The Fashion Industry’s New Era report, based on Twitter data that highlights the key trends in the fashion industry. “To create innovative and impactful marketing strategies, you must have a comprehensive understanding of your target audience. The Fashion Industry’s New Era report, developed in partnership with Meltwater, taps into the global fashion conversation on Twitter to identify meaningful insights and emerging trends within the industry,” said Lauren Jenkins, head of the Twitter Official Partner Program. “The insights shared within the report provide fashion marketers and advertisers with a solid foundation they can use to build out their future marketing strategies.” Key trends include luxury, the rise of meta fashion, and diversity and inclusion.



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Trina Turk Channels Memories of Jaipur Into a Bold Fall '22 Collection

By Dorothy Crouch *Contributing Writer*

A 2019 trip to Jaipur, India, served as the inspiration for Trina Turk's Fall 2022 collection, which features designs influenced by the traditional architecture of the region, with bold colors reminiscent of the hues worn by local women. While the colors of the region align with the bright hues that Turk typically applies to her garments, the Road to Jaipur collections under her eponymous **Trina Turk** women's brand and **Mr. Turk** men's line take the brilliant shades for which the designer is known to a deeper level.

"When you see women walking down the street in their saris, there are these intense colors. A lot of these saris are silk, and it takes the color well," said Turk. "We did a bright palette, which is something we are known for—vivid, clear, vibrant color—and the tones are just a little bit darker. I think that is a great way to do a California interpretation of fall."

This collection, which blends colors and prints inspired by Jaipur with the lifestyle of Turk's beloved Palm Springs, Calif., was three years in the making. During the COVID-19 pandemic, Turk tucked away memories from her journey and developed a case of wanderlust, but in 2022 the designer was ready to share her vision with a clientele who had been waiting for the appropriate time to abandon athleisure looks in favor of more-formal dressing.

"For me, personally, I want to wear fashion again. I am really excited about it. I want to go somewhere. I want to get

dressed up, and I want to express myself through fashion," said Turk. "I don't think I am alone in that."

When designing the collection, Turk also envisioned using textiles that would afford a beautiful hand. Touch and feel were a priority for the designer when creating these garments. Certain pieces in the collection were made using variations of georgette in embroidered designs and print patterns that feature shimmering Lurex details. A cognac-hued suede comprises the wide-leg Daru Pant and Bodhi Poncho for an unexpected but versatile foundation.

"All those bright colors—the teals, the pinks, the oranges—they all look good with that cognac suede," noted Turk.

In the collection, there are jacquards used for pieces such as the women's Isha Top and Jacoba Pant, as well as the men's Jimmy Knit Shirt. Turk introduced taffeta for the first time in solid hues for pieces such as the Dasya tiered-skirt maxi dress in a deep blue referred to as "ink" and madras plaid applied to designs including the wide-leg culotte Neesha Pant.

As Turk enjoys a return to smart dressing, she also explored new approaches to elegant and powerful suiting for her clientele. There are yarn-dyed plaid suit pieces based in navy crossed with gold, white and green in updated silhouettes. A blazer style named the Ryka Jacket features an ombré pattern that transitions through hues of purple, pink, orange and red, which is described on Turk's website as "sunset-inspired." A matching tailored Danno Pant complements the blazer in a silhouette that features a bit of a flare. Within the collec-

tion, Turk also included ombré effects on styles including the Chetana Top and Padma Dress. For men, the same approach yielded similar colorful effects in the Thurston Blazer and Clyde Slim Trouser.

"We did this really vivid ombré-printed sateen. It's a very saturated color. It goes from forest green through teal and orange and pink, which turned out really great," Turk said. "Then we included the fabrications that are more of our basics—a Tencel suiting, a fabric that we call silky satin-backed crepe that has become a mainstay of the collection. But there is a lot of texture through the embroideries and the jacquards, and we did some ribbed knitwear. There is definitely texture running through."

Turk's interpretation of garments for Fall from a California perspective led the designer to rely on lighter textiles perfect for layering according to changes from mild fall weather to chillier conditions. This decision is not simply a style choice. By choosing these fabrications for a Fall collection, Turk is keeping her clientele comfortable as environmental conditions shift.

"What is happening now, especially for our customers here in the United States, is the really heavy wool-based fabrications that we would offer, even 10 years ago, people do not want that weight anymore. I do think that is a result of global warming," Turk said. "People would much prefer layering. If you can express the idea of fall fashion through color and pattern without using those super-heavy textiles, that seems to be what we're getting a nice response to." ●





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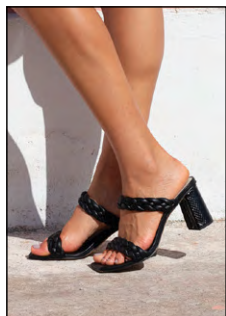
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With comfort, commitment, and quality, these shoes are made for walking

Footwear marches into Atlanta Apparel this season not just with a keen eye to style, quality, and comfort but also a commitment to lessening the carbon footprint through sustainable materials and practices and a determined dedication to philanthropy.

Dolce Vita

When you've got the right shoe on and feel confident, everything else falls into place. That is Dolce Vita's core operating principle and the reason the brand has been so successful over the years. Known for comfortable, "effortless" shoes, season after season the company produces new, on-trend, high-quality, sustainable designs for a discerning customer base that chooses comfort and durability without sacrificing style. Being a conscientious corporate citizen also is key to Dolce Vita as it moves to full sustainability. Along with recycled and organic materials, 100 percent recyclable packaging printed with soy ink, eco-friendly synthetics and leathers, the company has initiated a peer-to-peer platform "to give new life to pre-loved Dolce Vita styles." With the success of its Paily Heel, it plans to add more styles in wide and extended sizing." Other expected bestsellers: Pearls, Western, Comfortable Heel, including "our most loved Paily." And look for its new line of handbags to complete the look.



Matisse Footwear

Matisse has always aimed to have pieces that are "fashionable, timeless, and are made to be worn and loved for days to come." Comfort foot beds, well-fitting styles, high-quality craftsmanship, and precision stitching are hallmarks of the brand and have gained a loyal following of customers who are "effortlessly cool and aim to stay on top of the trends in a sustainable way." Thoughtful design means turning to greener tanneries and using reusable materials, 100 percent recycled paper products, non-animal glue, vegetable-based dyes, and regenerated leathers. Matisse has seen success in "timeless pieces and legacy items" such as its Caty boot, as well as the Western looks that have been a Matisse specialty. "We've also been seeing growing success in styles with bright colors and a bit of sparkle," the company says. "Our customers are ready to dress up and show off their personality through their personal style."



TOMS

The iconic TOMS shoe company is known as much for its philanthropy as its comfortable, stylish, and ultra-affordable wares. By 2020, Toms had gifted 100 million pairs to people in need. Today, the company's charitable commitment has evolved to committing one-third of its profits to grassroots community charities, including helping to fund access to mental-health resources. Its designs have evolved as well, expanding its Ortholite™ high-impact soles throughout the collection to ensure all-day comfort. The use of soft, natural upper materials and the integration of puffed-up features tie into a key market trend. Going forward, it sees its bestsellers in on-trend sandals and wedges—specifically, the Diana, Diana Mule, Marisela, and Majorca Platform—some of which combine sawtooth EVA with rope outsoles to give the consumer a lightweight, stylish espadrille wedge. These can be dressed up or down while providing a comfortable step all day long. And best of all, in true Toms tradition, they won't break the bank.



Yellow Box Shoes

At Yellow Box Shoes, "the style always comes first," the company readily admits. But that is just the beginning for this 25-year-old company that caters to "savvy women who agree that fashionable design does not need to sacrifice comfort, and affordability does not need to sacrifice quality." Comfort is a key consideration at every stage—how a material feels against the foot, how the shoe flexes and bends. "We are always asking how we can make the fit more versatile and more comfortable while maintaining the integrity of the style." Expected hits for Fall 2022 are light-colored boots, particularly whites and ivories, and "reimagined classics" such as the Capriana cut-out bootie, one of the top sellers. Molded clogs and sandals—"the hottest thing"—continue with expanded offerings for Spring 2023 based on its bestselling Torrey slide of Spring 2022. Sustainability is at the forefront as well, with an expanded collection of shoes made of 100 percent recycled fibers as part of its Kindssoles™ Project.



The next Atlanta Apparel edition runs October 11–15 at AmericasMart in downtown Atlanta, Georgia. Visit Atlanta-Apparel.com and follow @apparelmarkets for the latest information.



FASHION



Mattel Toys has partnered with Malibu, Calif.-based Barefoot Dreams in the creation of a capsule collection of loungewear.

Barefoot Dreams x Barbie Invite You to Think Pink

By Christian Chensvold *Contributing Writer*

Flashback to 1962: What would Barbie be doing? Barbie-queing, perhaps, in her backyard overlooking Pacific Coast Highway and lounging by the pool while listening to bossa nova?

Some things never change but simply adapt, rather like fashion itself. And so, in celebration of the 60th anniversary of Barbie's Malibu Dreamhouse, which set many a landlocked kid California dreaming all those years ago, **Mattel Toys** has partnered with Malibu, Calif.-based **Barefoot Dreams** in the creation of a capsule collection of lounge-wear—in pink, of course.

Released on Sept. 6, the five-piece white-and-dusty-rose capsule collection features Barbie's iconic logo on a CozyChic Barbie Adult Robe, Barbie Blanket, Barbie Eyemask, Scrunchie, Sock Set, Barbie Youth Hoodie and Ultra Lite Barbie Monogram Biker Short.

Each piece was carefully designed to highlight Barbie's legendary style and to be perfectly at home in the blond icon's Malibu Dreamhouse. Embodying playfulness and relaxation, the pieces are priced from \$88 to \$188 and are available at barefootdreams.com as well as select retailers including **Saks Fifth Avenue** and **FAO Schwartz** in New York, both of which are hosting Barbie-themed events in the buildup to next year's Barbie film starring Margot Robbie and Ryan Gosling.

Founded in 1994, Barefoot Dreams has been named one of Oprah's favorite things and previously collaborated with the **Disney** and **Star Wars** franchises. Though the Barbie collection is small, more items will be added next year. "We always start with capsule collections," said Georgia Ganjeh, vice president of marketing. "You don't want to offer too much breadth; it should be special and the right products."

The capsule collection comes with a vocabulary lesson for those who aren't fashion-lingo polymaths, and that's Barbiecore. "Barbiecore itself is a huge trend right now," said Ganjeh, "with pink huge on the red carpet. Then there's the movie coming out, and the Dreamhouse's 60th. Barbie is a cultural icon having a huge resurgence, and we're really lucky to be part of this partnership at this moment."

"There's a huge nostalgic piece to all of it," she added, "and an emotional response. It's fun."

Pink-clad frivolous fun is certainly the ideal anecdote to the past two and a half years. "People are embracing happiness," said Director of Sales Aimee Mercer. "They want to dress up again and go out, and this



is certainly better than dressing in all black. Every celebrity is leaning into this pink moment."

For those still having trouble envisioning Barbiecore, perhaps it's easier to just recall the famous "Think Pink" musical number from the Fred Astaire and Audrey Hepburn movie "Funny Face," which is set in the offices of a *Vogue*-like fashion magazine. There's also Elle Wood, pretty-in-pink star of the movie "Legally Blonde."

Barefoot Dreams has become a premiere source for cozy blankets, loungewear and apparel for the whole family, with items ranging from ultra-soft blankets and throws, pillows, robes, and loungewear for adults to babies and even pets. Its items are found at five-star resorts and spas, major department stores and upscale boutiques around the world. Fans include the Kardashians, Kate Hudson, Brie Larson, Jennifer Garner and many others.

Its success comes from quality, loyalty and the cozy vibes. "We created a brand around the whole concept of family," said Ganjeh. "Our CEO likes to say that there's a dream wrapped in a hug."

Hugs you can put on and wear around the house have been in high demand since the outbreak of COVID-19. With all the stress and working from home, Barefoot Dreams saw a big business uptick and by summer of 2020 had opened its first bricks-and-mortar retail store in its home environs of Malibu.

"Inspired by the warmth and casual elegance of the local community," the company has said, "we created a warm and welcoming destination that is rooted in nature for locals and visitors alike." The following year, in 2021, Barefoot Dreams added a second retail location in Malibu.

Somehow having two local shopping options to choose from sounds like something Barbie would approve of. ●



FRED SEGAL



Jeff Lotman (left), who acquired Fred Segal three years ago, spearheaded The Neighborhoods collection, logoed hoodies that are 100 percent cut, sewn, dyed, washed, and finished in L.A.

Fred Segal *Continued from page 1*

CAN: What made you want to own Fred Segal?
Jeff Lotman: For 25 years I've run a brand-licensing agency called Global Icons, which has clients like Lamborghini and Triumph Motorcycles and offices in Europe and Hong Kong, and I felt like I was spending all my time elevating other people's brands. There are certain qualities you look for, and Fred Segal is a place where you go to discover the coolest brands. It had much more global awareness than I expected, and it didn't have any drama. A lot of brands end up doing things that are just wrong, like selling in a distribution channel such as Walmart, and when a brand gets tarnished it's hard to bring it back. None of this had been done. These were all great things you could really build upon. I happened to meet a friend of the previous owners when they were ready to get out, and I was able to buy it.

CAN: You bought one of the most trendsetting retailers in the world, located in the heart of the global celebrity capital. It must have felt like the team was speaking another language, and you really had to trust them.

JL: I'd never even heard of these brands, so yes I've really had to trust people. But you can't do everything; you always want to delegate. You hire smart people and then get out of the way. We have one buyer who's still there from before and have gone through a couple of creative directors, and Alfredo

Settemio, who designed The Neighborhoods collection, is the one we're leaning very strongly on.

CAN: This is a big change from licensing.
JL: Yes. I was only in the apparel industry tangentially. Before I bought Fred Segal, I was already setting up licensing deals in Japan, Canada and the Middle East, and then the pandemic tore it all apart so I had to focus on becoming a retailer. It's been interesting, enlightening and challenging, to say the least. Now that it looks like we're through the other side, things are really going great. We opened in Malibu during the pandemic, and it's been profitable since day one. We have a new store opening in Studio City this month and a store coming on the East Coast. We have a licensed store in Korea that's doing so well they're opening up two more stores.

CAN: Tell us about the new private-label collection.
JL: One of the things I really wanted to grow was the Fred Segal brand itself, which has tremendous value but had never really been a true brand. And we're not a Southern California brand, we're an L.A. brand, so this had to be made in Los Angeles. There used to be a much greater manufacturing industry, but we're still able to get our organic and recycled cotton spun here in L.A. and then cut, sewn, dyed, washed and finished here by Asher Fabrics.

CAN: Fred Segal is an exclusive shop, visited by celebrities and not inexpensive, but this collection is casual, and the

marketing images are very much the "street" side of L.A.—not Bel Air or Malibu. Is this an attempt to court more of a mass market?

JL: The logoed hoodies are aimed to be more accessible, but at the same time the products are priced from \$150 to \$390, so not mass market but premium. Pricing was a big deal, and so we looked at what similar items are priced at in our store, and that's how we realized that this is a price point we feel very comfortable with. As for the marketing images, because we're an L.A. brand, we really wanted to shoot around Los Angeles and to be young and trendy. We could've gone older, but we went purposefully younger, and we didn't want it to be glamour and a luxury thing.

CAN: And yet the entry point isn't cheap.
JL: It's not inexpensive, there's no two ways about it, but it's also not completely inaccessible. It's who we want to be and who we are.

CAN: What are your plans for private label, and what will its role be in relation to the other brands you carry?

JL: I don't think it will ever be everything we carry, but if it got to 50 percent that would be just a huge number, because we've got roughly 150 brands in our store. We're a curatorial store, so it's important that we have really cool items. We may have a store focused only on Fred Segal goods, but the bulk of our stores will be multi-brand stores. It's really who we are. ●



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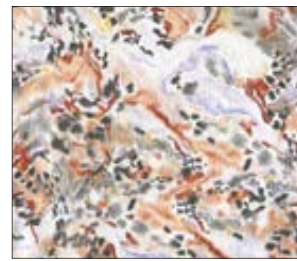
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Untamed Trends

Wild ones are approaching fashion in animal prints and flora in natural hues, while other members of this fashion pack approach these patterns with artistic tones such as minty blue and rosy pink.



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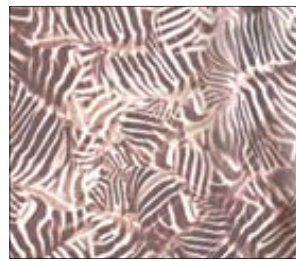
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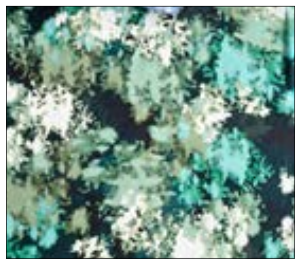
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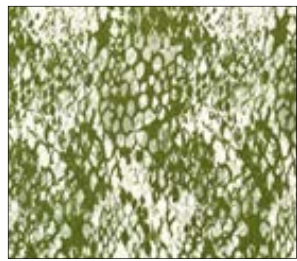
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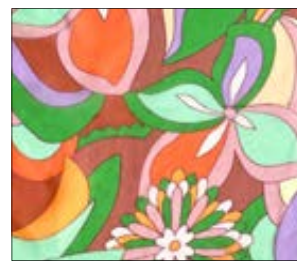
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Floral Effects

This season of florals is a reflection on the use of flowers in fashion history and boasts designs inspired by the curvy stems within bandannas, neo-Art Nouveau blooms, paisley patterns and the impressionism of Claude Monet.



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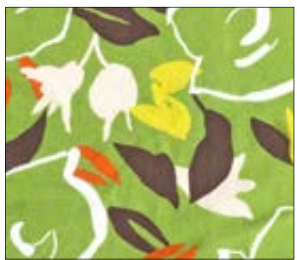
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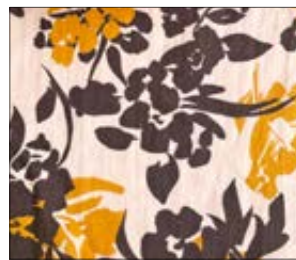
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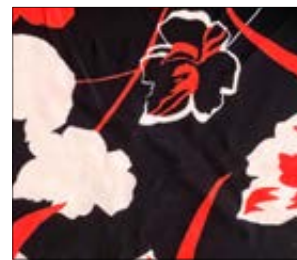
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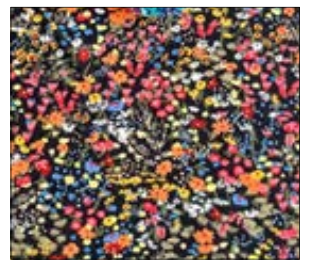
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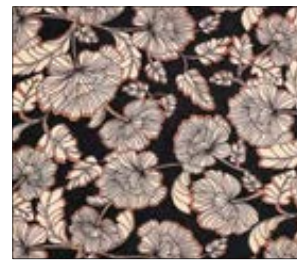
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Style in Ultraviolet

Splashes of purple in shades that range from deep eggplant, rich grape and delicate lilac afford options for different styles as they appear in blooming florals, geometric patterns, dreamy watercolors and abstract designs.



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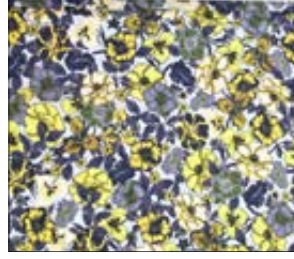
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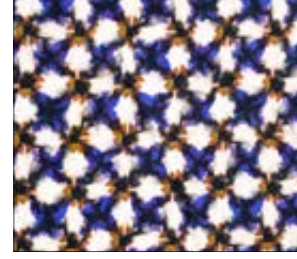
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Guarisco Fabrics/LK Textiles



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Guarisco Fabrics/LK Textiles



Guarisco Fabrics/LK Textiles

Around the Globe

Intricate patterns stemming from different regions of the world bring unique approaches to garment making with kaleidoscope designs that rely on foundations in styles such as batiks, Art Deco arrangements, paisley and Southwestern themes.



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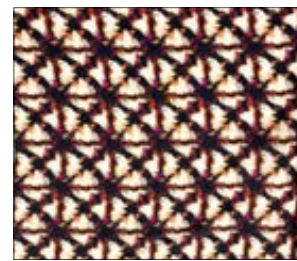
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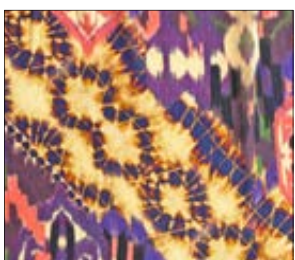
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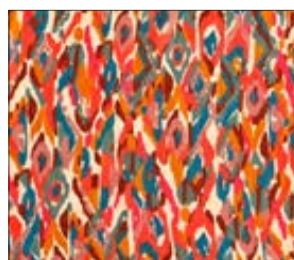
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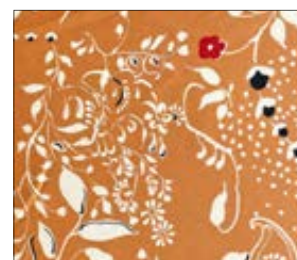
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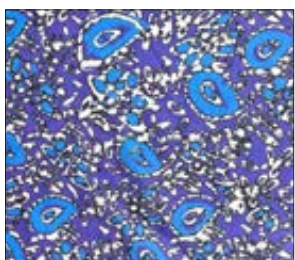
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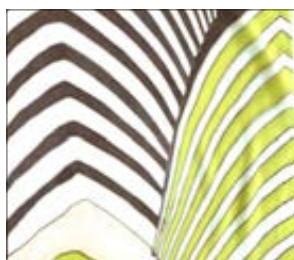
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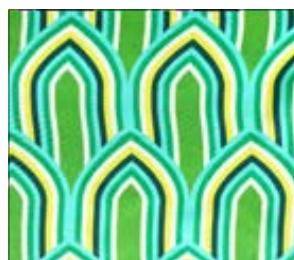
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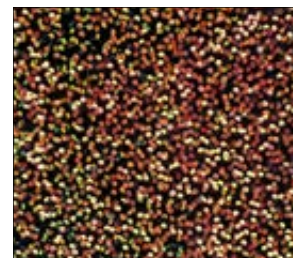
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TEXTILE TRENDS

A Time to Shine

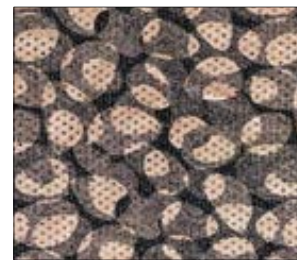
Shimmery designs with sparkle signify a time to celebrate as the style set returns to enjoying fashion and setting themselves apart by wearing designs that are unexpected and vibrant, worthy of standing out.



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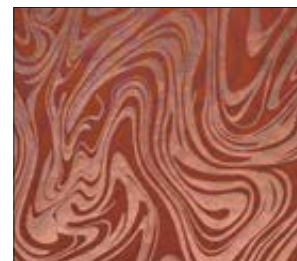
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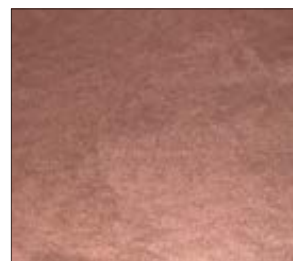
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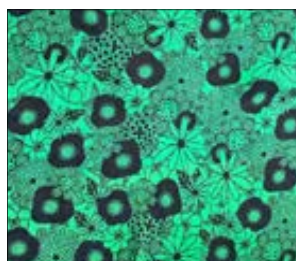
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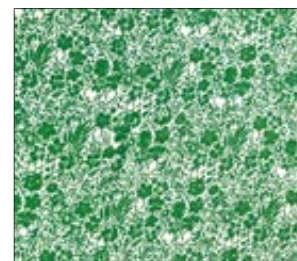
Relying on striking patterns in alluring hues, textiles featuring a single standout tone afford focus on the imagery shown on fabrics and the fabrication of pieces that command attention during any occasion.



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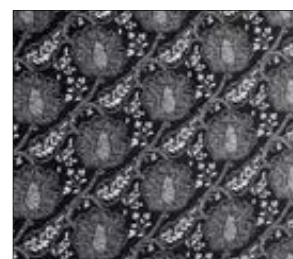
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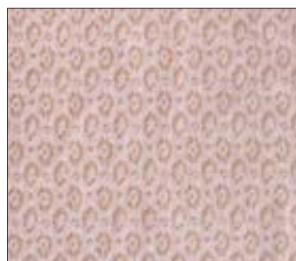
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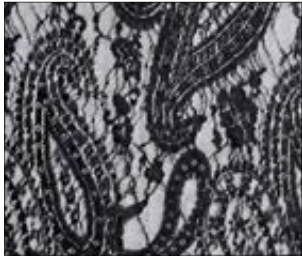
TEXTILE TRENDS

Ornamental Threads

Lace designs in traditional black, white and blush, in addition to updated hues, generate heartwarming anticipation of romance, while colorful embroidered styles relay a sense of quality from a bygone era that yields detailed craftwork worthy of admiration.



La Lame, Inc.



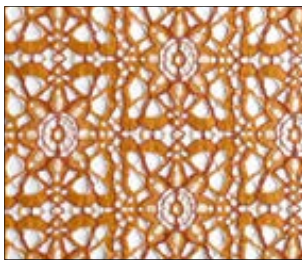
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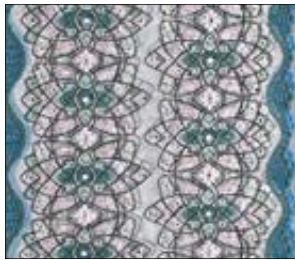
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Crisp Classics

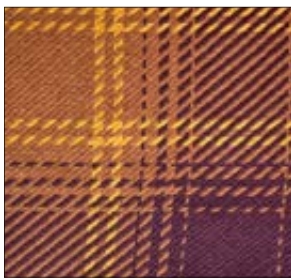
Beyond the office and outside of formal events, fashion-forward style mavens are dressing in luxurious, unique plaids, hound's-tooth and herringbone patterns that can be worn formally or styled as a cool streetwear look.



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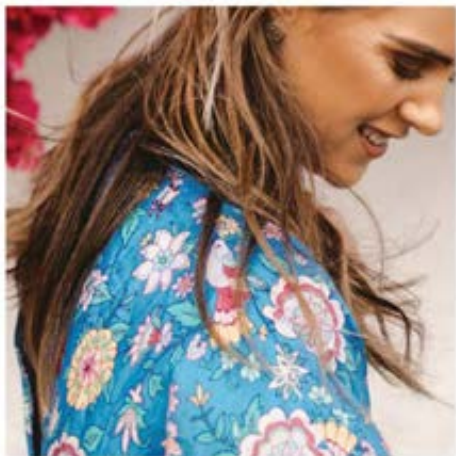
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TRADE-SHOW COVERAGE



Toes on the Nose



VKTRBLACK



Postmarc



Jada Jo



Betsey Johnson

CALA Show Bursts With Nostalgia and Luxury

By Kelli Freeman *Contributing Writer*

Enthusiastic buyers from California, Arizona, Colorado, New Mexico and Washington shared good vibes at the second **CALA Men's & Women's Show**, held at the **OC Fair & Event Center** in Costa Mesa, Calif., Aug. 28-29.

Retailers were thrilled that customers are returning to bricks-and-mortar, purchasing new items for vacations and events held off due to the pandemic.

Some 250 vendors displayed brands from around the globe including the surf-inspired **Toes on the Nose**, known for its sea-silk fabrications and high quality. Its new, classic 1961 collection captures the era and includes vintage boardshorts produced in Orange County, California. "We're excited and looking forward to producing more products in the United States," said owner Richard Allred.

"This is a great venue. I welcome the assortment of brands and new men's and women's vendors," said Pat Mon Pere, president of the Fresno, Calif.-based **Patrick James** store.

Key items included flowing dresses and fanciful **Betsey Johnson** footwear, men's vintage T-shirts, and colorful linens, prints and knits from **Desoto**, **Patrick Assaraf** and **Postmarc**.

"We only go to one show a year and focus on what we like such as **TailoRED** sports coats, plus we love Newport Beach," said Brooks Whitworth of **Homer Reed Ltd.** in Denver. Whitworth explained that fostering

relationships and believing in the product is most important, plus the show makes it easy to find new lines showcasing unique items. "**Stitch Note** is the perfect example; it's really fun, tasty and well-made for our discerning customer, who focuses on quality," said Whitworth.

Downtown L.A.'s **VKTRBLACK** made its trade-show debut at CALA. "We are mix-and-match linen shirt-and-short sets and trousers featuring our trademark rope belt. We are excited to be here launching our women's," said Gil Gomez, owner of the **Blackcircle Agency**.

There was no shortage of great denim, with **34 Heritage**, **AG Jeans**, **Alberto** and L.A.-based **NOEND** exhibiting.

"**Jada Jo** travel-inspired jewelry is a great find for us," said Ken Griffin of San Francisco-based **Button Down**. The line includes men's and women's bracelets handmade in Newport Beach, Calif., with matte unfinished and precious stones. Jada Jo Jackson said, "Our best women's sell for Spring '23 is our Chasing Rainbow women's sun, moons and stars collection."

"CALA is a perfect place—convenient, a much-improved open-floor format with great vendors. It gave me the chance to do my buying and button up loose ends," said Andrew White of the **Ascot** shop in La Jolla, Calif.

CALA Shows partner Gerry Murtagh said, "It's a great team effort between Ken Haruta and me. We're thrilled with the positive feedback and look forward to having a successful Fall 2023!" ●



NOEND



34 Heritage



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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

Textiles

Design Knit Inc.

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

info@designknit.com

www.designknit.com

Contact: Shala Tabassi, Pat Tabassi

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

SPORTEK International Inc.

www.sportek.com

SPORTEK International Inc. is a world leader in importing, converting and distributing high-quality textiles worldwide. The company specializes in spandex blend for activewear, sportswear, swimwear, dye-sublimation and many more. The company is based in Commerce, Calif. and has been in the apparel industry for more than two decades. SPORTEK has been a steady presence in the United States during that time period and supplies swimwear, cyclewear, rash guard, dancewear and outerwear fabrics for leading sportswear suppliers around the U.S., Canada and Mexico. SPORTEK holds the largest textile inventory with more than 2,000,000 yards in stock. Products comprise of elastic, pile and fleece, technical and functional and PFP ready for sublimation fabric. The company is particular with innovation and product development and is proud of its fast and friendly service making it one of the leaders in the functional fabric industry. SPORTEK also offers custom digital printing using state of the art MS Italian printers with low minimum and faster turnaround times. Sportek brand fabric receives high demand in all sectors of the apparel industry. Submit orders easily online at www.PrintSpandex.com.

Finance

58/60 LLC

(213) 792-6177

Fifty8Sixty.com

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Dyeing-Printing

Los Angeles Dye & Print

George Chaghouri
(310) 327-3200

ladyeandprint.com

LA Dye and Print was established in 1991 and from day one the company's focus has been on one thing: empowering entrepreneurs with founder George Chaghouri's simple business model, "To elevate brands and do great work for great people." LA Dye and Print specializes in three main areas—textile printing, laundry services, and fabric and garment dyeing.

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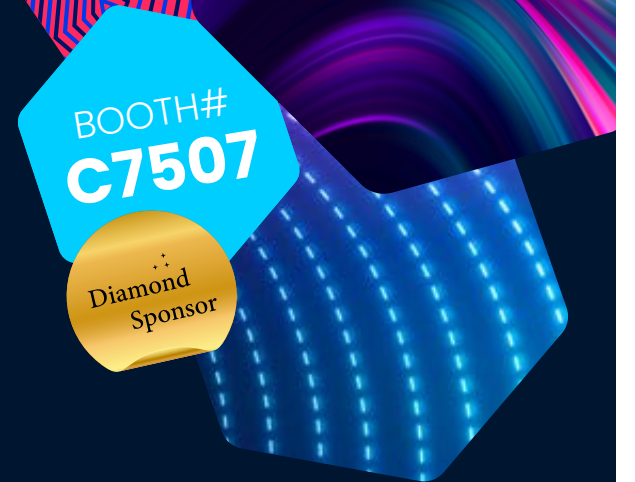
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