

CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR 77 YEARS

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ABSTRACT & ELEGANT

Art Hearts Fashion featured over 30 brands from around the world with runway shows held Oct. 13–16 at the historic Majestic Theater in downtown Los Angeles. A kaleidoscope of looks ranging from the abstract to the elegant drew a wide range of celebrities, influencers, style setters and entertainers.

See story and more looks on page 3.

Mister Triple X + Dr. Martens

ARUN NEVADER / GETTYIMAGES

TRADE-SHOW REPORT

L.A. Market Welcomes Buyers With a Brand-New Passion for Fashion

By Betsy Zanjani *Contributing Writer*

The place to be for fashion creatives, L.A. has once again become the “it” city. California cool was on point at **Los Angeles Market Week**, held Oct. 8–13, bringing the excitement back that everyone was missing. There were packed runway shows, vibrant trade shows, busy showrooms, and a packed schedule of chats, seminars and classes.

Organizers all worked in tandem to create a new level of excitement for attendees, amping up the experience for fashion insiders and making L.A. not only the place to be but also to be seen.

VIP perks at the **California Market Center**, **The New Mart**, the **Cooper Design Space** and the **Lady Liberty Building** ranged from special buyers lounges to inspiring presentations, complimentary sips and snacks to evening receptions—all geared toward inspiring the industry to experience Spring/Summer 2023.

On Oct. 10 between 2 and 8 p.m., the Fashion District closed down 9th Street between Main and Los Angeles streets to make way for a fashion fair. The “block party” featured food trucks, popups, music and mingling.

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TECH FOCUS

Strategizing the Holiday Season and What Lies Beyond

By Christian Chensvold *Contributing Writer*

With more variables in play—inflation, for starters—than even the past two volatile years, this holiday shopping season should be a wild sleigh ride. And when all the dust and snow have settled, what will be the key takeaways for planning the new year?

California Apparel News rounded up key voices in the technology sector and asked them the following:

With the holiday shopping season upon us, what data will you be tracking to inform your products and services for 2023?

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Where fashion gets down to business SM



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IMC Takes Home Executive Gold 100 Awards

Autumn is when the leaves turn gold, and it's also when **International Market Centers** harvests medals.

IMC has received eight Trade Show Executive Gold 100 Awards, recognizing **Atlanta Apparel**, **Atlanta Market** and **Las Vegas Market** among the 100 largest trade shows of 2021.

"2021 was a year in which the exposition industry was focused primarily on recovery," said IMC CEO Bob Maricich. "These awards reflect the resilience of the industries served by IMC's markets as well as the overall strength of the trade-show industry."

Trade Show Executive's Gold 100 Awards recognize the top trade shows held in the United States and highlights the achievements of associations and independent show organizers. Eight of the 23 buying events produced by IMC in 2021 were recognized as being among the nation's largest. Its award-winning events were the Winter and Summer



(From left): Caron Stover, SVP, Apparel; Jennifer Muna, VP of Market Operations; Priscila Gilburg, VP of Trade Show Sales for Las Vegas Market; and Marie Knight, VP of Trade Show Sales for Atlanta Market

2021 editions of Atlanta Market; the Summer 2021 edition of Las Vegas Market; and the February, April, June, August and October 2021 editions of Atlanta Apparel.

Atlanta Apparel's eight yearly markets feature the latest looks in contemporary, young

contemporary, fashion accessories and more plus specialty categories such as children's, plus-size, bridal and social occasion.

In addition to its show accolades, Jennifer Muna, IMC's VP of Market Operations, was named one of Trade Show Executive's "Women to Watch" for 2022. This program recognizes and encourages the next generation of female leaders in the trade-show industry.

Muna is responsible for the overall management, business activities, strategies, leadership, oversight and overall direction for event management, exhibitor services, guest services and contract partners for IMC's **Expo at World Market Center Las Vegas**. She has over 13 years of experience in the Las Vegas meeting and hospitality industry working for leading Las Vegas event organizers including IMC and **Informa** at venues including **The Venetian**, **The Palazzo**, the **Las Vegas Sands Corporation** and the **Mandalay Bay Resort and Casino**.—*Christian Chensvold*

NEW RESOURCES

New L.A. Lifestyle Line Looks to Greener Future

Fashion and society exist in symbiotic relationship and change in tandem. **Losano**, a new sustainable luxury-apparel brand, has entered the market focused on a conscious consumer who puts "people and planet above all else." Created in and inspired by the diverse metropolis of Los Angeles, Losano offers "meaningful luxury lifestyle essentials." Sustainability is at the forefront of its business and design model. "Each meaningfully made garment enhances the everyday by creating beautiful, high-quality and responsibly created products that are good for you and good

for our planet," according to the company.

Losano uses recycled PET water bottles and eco-friendly bluesign- certified materials throughout the collection. Its stylish and high-performance garments include sports bras, hoodies, tanks, leggings, bike shorts, knit sets and more. The 40-piece debut collection, available at losano.com, is priced from \$99 to \$159 and comes in sizes XS–XL, with select items available up to size 2XL.

Twenty-six plastic water bottles are used to make a single pair of Losano's leggings, preventing nearly five pounds of carbon dioxide



Losano's Recharge fabric incorporates modal fibers extracted from naturally grown beechwood, which is prized for its remarkable softness.

from entering the atmosphere. Its Recharge fabric incorporates modal fibers extracted from naturally grown beechwood, which is prized for its remarkable softness. Losano is manufactured in Los Angeles to reduce the environmental impact of shipping as well as to safeguard conditions and fair pay for garment workers. Packaging is made from 100 percent post-consumer waste and recycled materials.

Losano was founded by the Graffia family, consisting of Stacia, Tony and daughter Brianna, after learning the ways the modern apparel industry fails not only the consumer but also the planet. "At the height of fast fashion, where quality had taken a back seat to mass production and the ever-hungry trend cycle, Staci and Brianna set forth to create a quality product that not only would last the consumer for seasons to come but also help drive the fashion industry toward a more sustainable future," explained spokesperson Pauline Seng. "Adding in Tony's incredible ability to build successful businesses, Losano is a brand that they are not only proud to wear but whose values speak to their own."—*C.C.*

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Inside the Industry

Workwear Outfitters announced it has chosen Discover e-Solutions to deliver Product Lifecycle Management software. DeSL is a leader in digital transformation solutions, including integrated end-to-end PLM software for the fashion, apparel, textile, footwear and retail sectors. Workwear Outfitters needed a single solution and chose DeSL's PLM for its flexible blend of features ideal to remove process silos and centrally manage all of its product development. "We are thrilled to partner with DeSL, whose technology will enable our vision," said Workwear spokesperson Jennifer Rose. "Agile configuration, in-depth line planning, advanced costing and similar company purposes are stand-out reasons why we chose DeSL as our enterprise PLM partner. We are excited to partner with DeSL and advance our processes for bringing products to market."

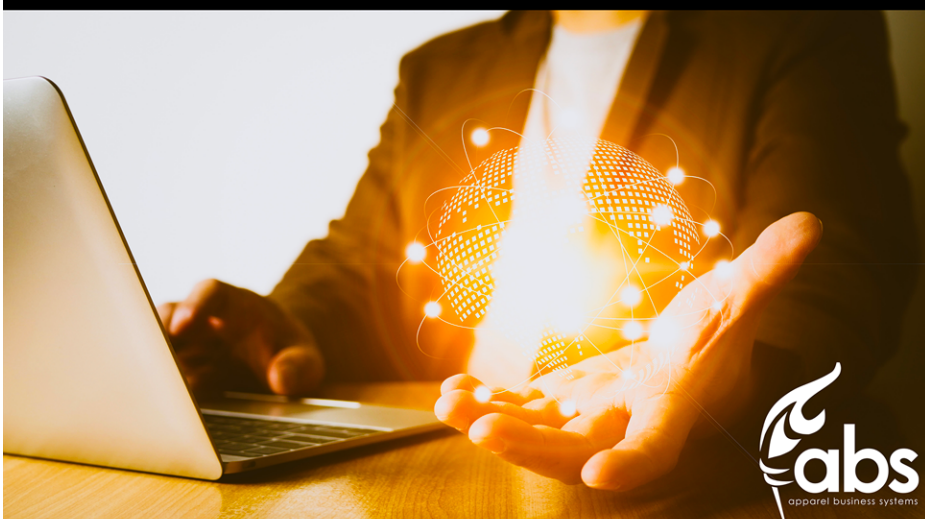
Newsweek and **statista** have recognized Unique Vintage as one of the Best Online Shops 2023. The recognition requires passing a series of tests based on 51 criteria deemed both objective and subjective. Key areas included trust and security, structure and usability, purchase and delivery, service and communication, and technical performance. Unique Vintage is a privately held, female-owned and -operated business founded in Los Angeles in 2000. Dedicated to inclusivity, its size offerings run from XS to 5X, and it regularly works with many of the entertainment industry's top fashion influencers and stylists. Since 2017 it has created collaboration collections with films and TV shows including "I Love Lucy," "Grease" and "Jaws." Visit it online at uniquevintage.com as well as on Instagram.

PUMA North America has selected Nedap to roll out its iD Cloud inventory-visibility platform. Nedap's RFID solution will equip 135 PUMA stores, allowing for fast and regular stock counts, efficient replenishment, smart refill suggestions and data-driven loss prevention. The store solution also enables shops to always have the right products available and thereby provide optimal omni-channel customer experiences. "The partnership with Nedap will ensure PUMA North America is able to further accelerate the flexibility and the service portfolio of its omni-channel business," explained Russ Kahn, Senior Vice President, North America Retail. "RFID technology is already creating a seamless brand experience for PUMA across all consumer touch points, which has allowed us to achieve 2 percent uplift in replenishment and 2 percent uplift in sales."

Nine-time Grammy winner and Rock and Roll Hall of Fame inductee Carlos Santana has announced he is taking Carlos, his popular brand of women's footwear, in-house. Alongside original brand stewards and shoe-industry veterans Gary Rich and Rick Gelber, the team has formed a new partnership under the name Jubilation LLC. The new line will launch in November and be available exclusively at carlosshoes.com. "It is an honor to partner with Gary and Rick to bring radiance, elegance and style back to the forefront of the brand," said Santana, "while at the same time making a difference in the lives of children through the Milagro Foundation." The Carlos brand originally launched in 2001 and was under license with Caleres (formerly Brown Shoe Company) until 2019. It grew to over 1 million pairs sold annually.

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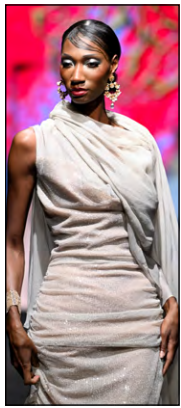


Apparel Business Systems

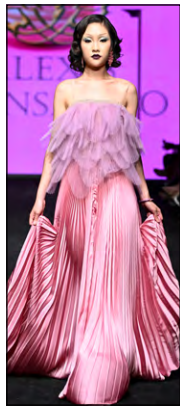
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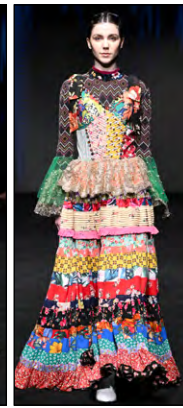
Alexis Monsanto



Argyle Grant



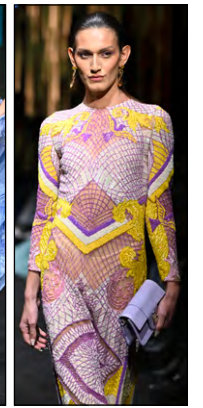
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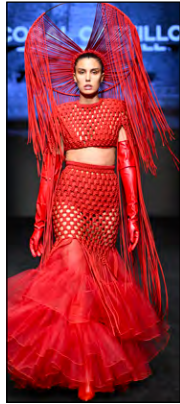
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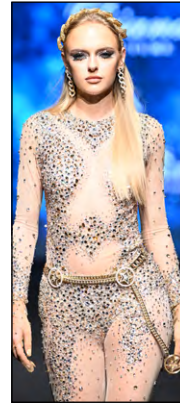
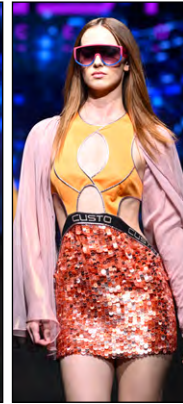
Charles + Ron



Coral Castillo



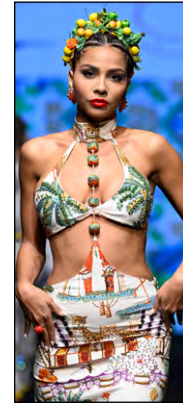
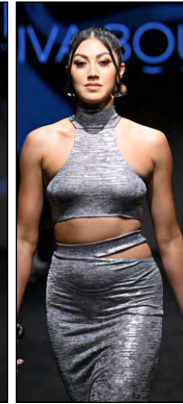
Custo Barcelona



Diana Couture x UBS Gold



Diva Fashion Couture



Giannina Azar



Art Hearts Celebrates Los Angeles Fashion Week Alongside L.A. Market

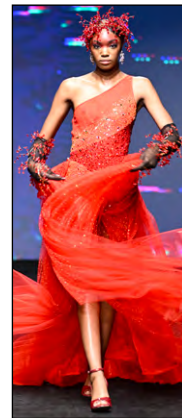
Art Hearts Fashion continued its dedication to emerging talent with its series of runway shows held Oct. 13–16 at the historic **Majestic Theater** in downtown Los Angeles. Over 30 brands from around the world participated for a kaleidoscope of looks ranging from the abstract to the elegant. Art Hearts' ninth annual LAFW festival drew a wide range of celebrities, influencers, style setters and entertainers. The show also celebrated Hispanic Heritage Month and featured a number of Hispanic designers.

Brands showing included **Nike Swim**, **Dr. Martens**, **Black Tape Project**, **Mister Triple X**, **Argyle Grant**, **Diana Couture**, **Morfium Fashion**, **Kentaro Kameyama** and **Joseph Auren**.

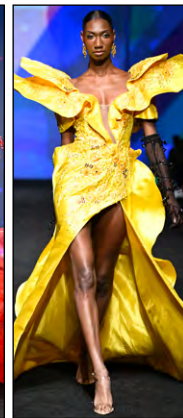
Custo Barcelona kicked off the week showing Spanish-inspired street style mixed with yachtwear and stunning red-carpet looks. Styles were form fitting albeit geometrical, and prints were colorful, setting the innovative tone for the week to come, which closed with **Walter Mendez**, renowned celebrity stylist and designer of couture and



Joseph Auren



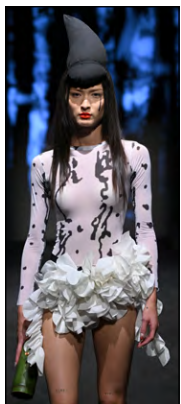
Kenneth Barlis



Angeles Market Week in collaboration with the **Downtown Fashion Business Improvement District** and its partners for this new expansion of Los Angeles Fashion Week. Included were **The New Mart**, the **Cooper Design Space**, the **California Market Center**, the **Lady Liberty Building**, **Brand Assembly**, the **California Fashion Association** and **Fashion Tech Works**.

"Los Angeles Fashion Week and L.A. Market Week happened simultaneously in the same three-block radius of downtown L.A. this year, which is monumental," said Art Hearts Fashion founder and President Erik Rosete. "This expands, reimagines and elevates the traditional fashion-week formula by incorporating experiences and partnerships with added venues, trade shows, showrooms and runway shows that ultimately creates a collaborative atmosphere between boutique and couture brands and fashion lovers."

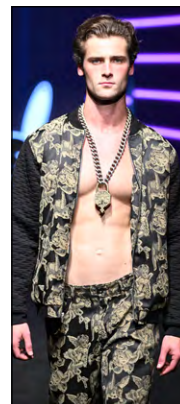
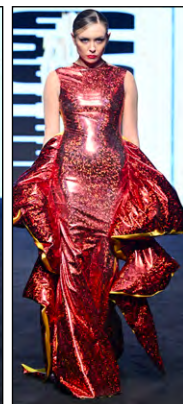
—Christian Chensvold



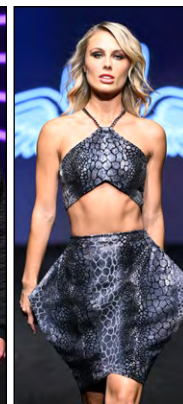
Kentaro Kameyama



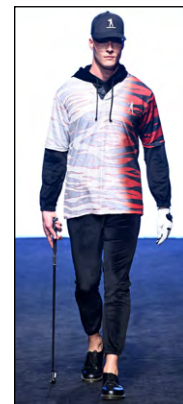
Merlin Castell



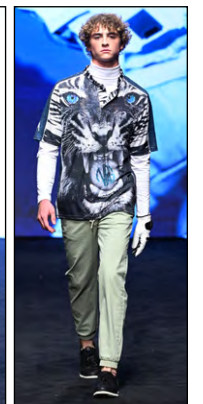
Mister Triple X + Dr. Martens



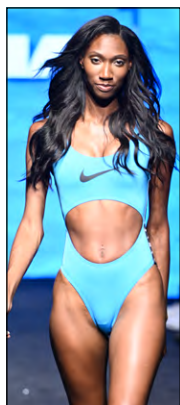
Morfium Fashion



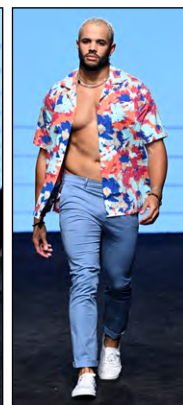
Naughty Boy Golf



Nike Swim



Original Penguin



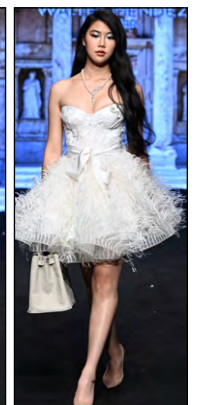
Sergio Tacchini



Tell the Truth



Walter Mendez



With the holiday shopping season upon us, what data will you be tracking to inform your products and services for 2023?

Tech Focus *Continued from page 1*

The answers reveal a range of business strategies to provide guidance going into the 2022 holiday season and what lies beyond.

Adele Genoni
Senior Vice President and General Manager
EFI Reggiani



As a leading provider of textile printing solutions, EFI Reggiani has maintained a strong focus on helping customers establish shorter, smarter manufacturing processes with our digital printers. Those technologies not only speak to a need for efficiency, but they also eliminate water usage, addressing the important emphasis among manufacturers, brands and

consumers on sustainability.

Our digital-printing technologies are, by definition, governed by data. And in June of this year, EFI Reggiani took a major step forward on that front, broadening our approach to data to create a more-efficient manufacturing process with the acquisition of Inèdit Software.

This acquisition is not directly tied to the very important and challenging demand our customers face around predicting and planning for consumers' holiday shopping. However, it does address the need for greater agility and faster time to market, and that makes a significant difference in companies' ability to respond to demand predictions.

One of Inèdit's key technologies, Inèdit neoCatalog, is a centralized workflow solution for organizing and sharing designs online and creating multiple color variations. The system manages designs and can send them into production without long download times. It is also a system that integrates into Inèdit RIPs for an even faster process getting a design reprinted.

When incorporated with an efficient, ecofriendly digital production line like our EFI Reggiani TERRA or new eco-TERRA solutions, textile and apparel companies gain the ability to make smarter decisions with regards to demand predictions. Textile producers can be more conservative in their expenditures and avoid overproduction knowing that there is a faster digital solution to getting designs produced again if they do not produce enough at first for any given design.

Loleen Grenier
Vice President, Marketing and Client Engagement
Apparel Business Systems



At ABS we provide relevant data management for our customers so they can make important decisions for their businesses. Knowing past sales metrics can help provide effective guidance on future product offerings. ABS provides system solutions and services for apparel and footwear wholesalers, distributors, manufacturers and B2B/B2C e-commerce retailers.

As a fully integrated enterprise application, ABS houses business data and history from concept to cash. From costing

to forecasting and planning, and from inventory control to sales analysis, ABS optimizes efficiency and boosts real-time visibility.

Empowering users to see their data in meaningful ways is how we help businesses make smarter decisions for the upcoming year. Automating and streamlining processes is how ABS helps clients execute their commitment to offering and fulfilling their products.

Saul Guzman
Director, Communications
Alvanon



Alvanon is working to create a more holistic solution when it comes to virtual try-on apps. Chief Operations Officer Jason Wang says there is an opportunity to integrate more elements when it comes to figuring out which product is right for a specific consumer.

Wang and the Alvanon team are currently working to bridge the gap between the current product offerings, which either

help customers understand whether they like a style, color and other features of a garment versus solutions that address how an item will fit. "Consumers are first drawn to the style and the look of the garment, while sizing and fit is the last decision they make before they make a purchase," says Wang.

Alvanon has spent the last 20 years gathering a lot of body data from around the world, developing both its own size standards for different markets, including North America, Europe and China. "All of these data, as well as all of the body data that we have gathered through different scanning projects, is being used to drive our alpha nonparty Alvanon Body Engine," says Wang.

Brands will be able to use the tool to feed in their proprietary fit standards and use those to accurately predict and recommend the correct fit and size to the consumer. "The use of consumer-facing fit technology allows you to have a feedback loop about the sizing and body information of your consumer," says Wang. "These data are analyzed and could be immediately applied as recommendations to improve or better your current fit standards."

Paul Magel
President, Application Solutions and Technology
Outsourcing
Computer Generated Solutions



The holiday season has begun early, and manufacturers and retailers have worked diligently throughout the year to manage complexity along the supply chain to avoid the issues that disrupted the industry for the past two years.

The dynamics of the season are particularly interesting this year with many macro-economic factors at play: The post-pandemic economy, rising inflation and global political instability have outpaced the health concerns of yesteryear. That said, the lessons learned from the pandemic have accelerated the deployment of technology across the supply chain. Inventory is plentiful; in fact, there is a glut of available merchandise, and sales

and marketing teams are putting their best feet forward to maximize sales.

Retailers that have invested in technology to anticipate and understand demand will be better positioned to have successful omni-channel sales. The benefit of an earlier than usual holiday season is that savvy retailers can take full advantage of preholiday discounts and replenish their inventory as sales data come through.

What our manufacturing and retail customers in fashion and consumer goods have told us is paramount to ensure preparedness and product availability all year—most urgently over the holidays—is full supply-chain visibility from the manufacturing floor to the showroom floor. This ensures insight from concept to delivery and provides an understanding of sell-through numbers and metrics on all of their initiatives.

Visibility enables informed decision-making that improves operational efficiency, effective and profitable inventory allocation through as many sales channels as possible, and greater understanding of critical sales and market drivers that will affect their overall business strategy for all of 2023.

Ketty Pillet
Vice President of Marketing, Americas
Lectra



As to what data are most critical to assess, the short answer is competitors' assortment, discount and pricing strategy. Understanding these aspects of a competitor will enable retailers to meet the needs of customers, streamline supply chains, and balance the relationship between creativity and data-backed decision-making.

Excess inventory, ongoing supply-chain delays and macroeconomic issues like inflation and recession all play a role in consumer buying behaviors and will affect this year's holiday season. Brands that win this year will be informed by the competitive landscape, which will allow them to spot opportunities and make bets that fill the gaps.

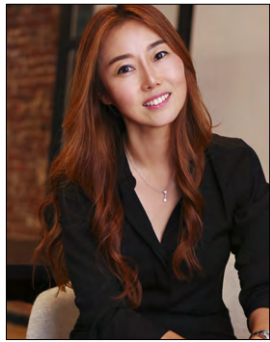
Customers are demanding a fast, frictionless, tech-enabled shopping experience and are taking hints from social media to make decisions about which trends to follow. Retailers truly listening to competitors will be granted an advantage when it comes to satisfying customer needs that aren't being met while avoiding pitfalls of decision-making based on instinct alone.

Supply-chain digitization and efficiency impacts holiday shopping from inventory management to the consumer experience, and getting it right can make a big impact. Competitor data can inform production decisions at the source to identify gaps in collections and adapt pricing strategy to meet market demand. Pricing strategy can also be supported and informed by materials costs and enable savings when accurate production-process data are available.

This extends into product lifecycle management as a way to guarantee visibility into a brand's data to draw accurate comparisons with competitors. Having this link aids in streamlining manufacturing workflows, which seamlessly integrates from the development stage to on-demand manufacturing.

When it's possible to analyze competitors' retail strategy from pricing to assortments, it becomes simpler to detect opportunities, boost competitive edge and ultimately increase margins.

Grace Ryu
Head of Business Development and Initiatives
FashionGO



2021 was a strong year for accessories, and 2022 seems to be a continuation of a good year for the category, especially jewelry and bags as the lift in those categories maintained weeks into the holiday buying season this year.

We've also seen 13 percent more jewelry brands on the platform compared to last year, and we will continue to expand upon our accessories as well as

home décor and gift offerings going into 2023.

Inflation has forced many retailers to rethink their buying strategy to be more conscious of price and hunt for bargains, while certain merchandising strategies have stayed top of mind. From our engagement with retailers on FashionGo, introducing new arrivals weekly to their shoppers was key to success. The data also support this, as the view count on New Arrivals, where FashionGo introduces daily new items, continues to increase.

Over the past several weeks, retailers also seem to procure more in-stock merchandise with a faster turnaround, which can be immediately sold to their shoppers. We believe this buying trend can also be attributed to the strengthening consumer ethos in retail of "buy now, wear now" as we enter 2023.

Ram Sareen
Chairman and CEO
TUKAgroup



Being a major technology partner with very large vendors in Asia and Central America, we get the information three to six months ahead of what happens in the retail market. Cancellations, discounts, drops in production and grim forecasts for the historically busiest times are major indicators of things to come.

Many large companies saw an unprecedented increase last

year and ramped up their capacity, hired and trained employees, invested in equipment, and then suddenly it dropped. The cancellations of orders in production are higher than during the lockdown period.

As we forecasted in 2018, we will be producing 40 percent fewer garments in five years, yet the next revolution will come from demand manufacturing. We will make where we sell, and the biggest growth will be in selling directly to the consumer, which is already taking shape.

In fact, direct-to-consumer is experiencing explosive growth. China pivoted and started making smaller amounts of garments, shipping directly to the consumer, and saw its margins compensate for the lack of large orders. Companies like Shein—valued higher than Inditex and H&M combined—show the industry is ready to change while big-box retailers are still stuck in a time warp. Customers do not pay duties when shipping from China if the value is less than \$800; it is the de minimis waiver that was created to expedite sample shipments.

Robert Zoch
Global Content Manager
Kornit Digital



Our technologies are built to address broader macro trends. These include the growth of e-commerce, fulfilling demand for customized and personalized materials in any quantity, enabling a more ecofriendly print process and production model without sacrificing quality or graphic capability, giving users the agility to react quickly to sudden opportunities and challenges, and many

more industry trends.

Kornit customers typically see higher demand in the fourth quarter, but the speed and reliability of these systems generally make the workload manageable. There is virtually no setup time nor labor for individual jobs, and some customers run their machines 24/7 during peak seasons. The bottom line is that the technology is built to empower producers—and, by extension, designers and brands—to adapt quickly to variations in the marketplace. That could be specific fabrics becoming more or less popular, sudden demand for specific graphic effects or colors, or broader issues such as supply-chain bottlenecks, labor shortages, inflation and so on.

Kornit technology gives users the confidence to know that unforeseen disruptions can be overcome, and we offer the broadest capability for efficient, safe, sustainable, waste-free production that unleashes creativity in any manner the creator chooses.

Our machines are the cornerstone of a localized end-to-end production model that helps safeguard producers against external vulnerabilities and give the people what they want when they want it. Any data that arise from this upcoming peak season will reflect the market as it was at that time while we build to prepare customers for any possible developments that may yet come. ●

ACTIVE COLLECTIVE

January 17 + 18, 2023 | Huntington Beach, California
January 25 + 26, 2023 | New York, New York

Learn more at activewearcollective.com

L.A. Market *Continued from page 1*

Brand Assembly, Cooper Design Space: Fashion's resilience

Historically, crisis fosters extraordinary creativity, and Spring '23 brought an abundance of new ideas at the Cooper Design Space Oct. 10–13, with the season's new optimism felt throughout.

In the penthouse, **Brand Assembly** was abuzz with buyers. Evan Woolf and Ronnie Unger, buyers for **The Store** in Mill Valley, Calif., summed it up this way: "We've been to this market a million times, but this is the busiest and most energetic we've ever seen it. It's really pumping!"

Margo Garcia, general manager of the Cooper, added, "It was such a great market. We are looking forward to January."

The vibe continued inside the booths, where at **Unsweetened** the LOL tees were downright hilarious. Nora Neiterman, the designer and founder, showed her new humorous-message tees. One of her styles, "Manifest That Shit," was a bestseller at \$30.

At **Alla Berman**, contemporary graphic sweatshirts spoke to a renewed desire to travel again. The Destinations collection was colorful and rich with rhinestone and pearl embellishments. St. Tropez, at \$84, was doing very well. Who doesn't want to be on the French Riviera?

Milly showed mouthwatering colors of citron, lime,



Alla Berman



Milly



Juliette Fabbri



Spirit Jersey

hot pink and tangerine in a Miami Meets Rome theme. Liz Cohen, director of sales, spoke to "a big return of suiting with a new perspective." Price points ranged from \$172 to \$359.

Good American expanded its brand with a new "better than leather" group, where the fabric comes in three weights and has stretch. Emily Hirschmann, senior account executive, explained, "Our girl is sexier and wants a flattering fit. She

wants to show off her curves!"

The rest of the Cooper was equally busy. At **RD Style**, the "dawn to dusk" silk separates introduced the cargo as the seasons "it" pant. At the **T&A Showroom**, **Spirit Jersey** was all about taking fun to the street with its whimsical unisex knitwear. The fresh and playful styling at **Juliette Fabbri** saw lots of placement in its swing bodies and its newest halter jumpsuit.

Designers and Agents, The New Mart: the language of fashion

Brands expressed their stories beyond the clothes at The New Mart during L.A. Market. The fashion community had a lot to say about Spring '23 Oct. 10–13 in both the showrooms as well as at the **Designers and Agents** trade show, where retailers discovered the inspiration that led to the season's looks.

Designer Tracy Reece launched her newest line, **Hope for Flowers**, based in her hometown of Detroit. In this colorful and optimistic collection, her mission was to do more than just create beautiful clothes. Explained Reece, "I have plans to help Detroit by empowering women, the youth and artists of color through arts programming."

Nary, a brand based in Brooklyn, N.Y., has a story that celebrates people moving forward after great adversity. Three sisters named their company after their mother, who survived the Cambodian genocide in the 1970s. Their romantic garments are available in sizing up to 3X. Blouses are priced at \$35 and up and maxi dresses at \$130–\$170.

At **Mona Thalheimer**, the story was also a beautiful one. As a young girl, Thalheimer became deaf, but far from that being an obstacle to her dream of designing, it made her fearless. As a protégé of the iconic designer Rudi Gernreich, she went on to create her namesake brand. Made in L.A., the beautiful shirting wholesales for \$130–\$160. Said Linda Co-



Rue de la Lune



Nary



Hope for Flowers



Cambio

hen, her New York sales rep, "It's a privilege working for her."

Rue de la Lune is a Parisian lifestyle brand whose colorful, eclectic prints have exploded in popularity across France. Dana Sumbillo, sales director, said, "I was not prepared for the great response we received in L.A. It's very exciting."

Cambio, a European luxury pant brand, is all about fit. Birgit Jacobson of the **FashionLink Showroom**, said, "Due to Cambio's strong following among women across Europe, retailers have been calling requesting appointments." Prices

range from \$94 to \$150.

Amanda Halseth, assistant buyer for **Tonik** in Mammoth, Calif., said of the market, "We absolutely loved the atmosphere. Spring's apparel and accessories were beyond what we had hoped."

New Mart General Manager Tom Keefer was pleased to report "we enjoyed the biggest turnout of buyers since pre-pandemic levels with attendance up 85 percent from August. Sunday's turnout and resulting order writing was robust."

California Market Center: Everybody was talking ...

... about what people will be wearing in spring '23 during L.A. Market at the California Market Center Oct. 8–12. Matthew Mathiasen, senior manager of events for the CMC, said, "We welcomed buyers along with co-sponsor Brand Assembly to a rooftop presentation by **Doneger/Tobe** on Oct. 11. Buyers engaged in the fabulous rooftop lounge and later enjoyed the onsite amenities provided such as complimentary coffee and lunch stations and multiple happy hours. We look forward to continuing with these perks for 2023."

Providing answers to the question of who will be wearing what were Shelda Hartwell and Rachael Robbins Kachko of Doneger. Following a presentation of the big ideas of the season, Hartwell, vice president and creative director for the West Coast, summed up where fashion was headed. "It's all about tracking the mindset of the consumer rather than just following seasonal trends."

What is uppermost in minds and lives today includes overwhelming environmental concerns and a need for fair practices. Doneger spoke to a new movement in "farm to closet" apparel, in recycling, reworking and reinventing.

The use of vegan materials was showcased at **Vegan Fashion Week**, where brands including **Nikki Green** previewed their lines. The newly launched kinder, gentler, pure red-carpet luxury line is made by hand in Los Angeles. **Back Bone Society** showed a new brand of sustainable L.A.-made contemporary intimate apparel that celebrates women as the



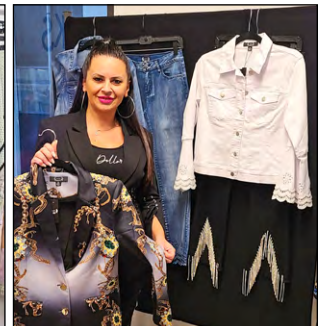
Daniali



Nikki Green



The Style Room



A.Z.I.

backbone of society.

People continue to look back to decades from the 1960s through the 2000s in a reinvention of the past. Doneger coined it "era fluid." Bespoke crafts have the feel that Grandma made it. Creative crochets, patchwork fabrics, groovy prints, denim and peasant dressing—"gypset," a term used by journalist Julia Chaplin, defines this style as Gypsy Meets Jet Set. In this mode, **IPNG**, designed in Turkey, is a free-spirited collection of wearable art patchwork pieces. Showroom owner Sandra Loulakis said, "Stores always come back for the next group." Eve Faucett, owner of **Un Bacio Boutique**, is just one of her retail customers who said the line does incredibly well for them.

Daniali does its version of boho 4.0 in its exclusive prints inspired by vintage **Dolce & Gabbana**, all made in L.A. and customizable. Prices range from \$18 to \$48. Philippe Brenot, senior director of retail lifestyle for **Hyatt** hotels, said, "Daniali is perfect for our clientele. A lot of our guests travel and want versatile things that go from beach to dinner in style."

This rekindled throwback style has brought about a denim boom. Brands such as **A.Z.I.** are doing elaborate jeans and jackets that rock. Showing in the **Sharon Koshet Sales** showroom was its stretch mid-rise jeans "designed for real women that want both high style and great fit." Jeans are priced at \$49–\$84 and jackets from \$59 to \$89.

Lady Liberty: Making its return

Welcome back, Lady Liberty, to L.A. Market Week, which ran Oct. 10–13 at this historic building in the heart of the Fashion District.

Situated among the permanent showrooms of notable brands such as **Citizens of Humanity**, new and temporary spaces debuted their lines, including **OPDNY** in a shared space within the **ICA Showroom**. This innovative brand by Nicole Pitiger has evolved to a full collection of reworked vintage elevated to the next level with new elements for one-of-a-kind pieces. Unexpected pairings of classic shirting and rock 'n' roll tees juxtaposed with glam were showstoppers. "My collections are so much fun when I see people wearing them," said Pitiger. "I love what I do—it's my life."

At **The Wolf Gang**, chic statement pieces made up the S/S and High Summer capsules. Designed in Australia, the sexiness of the '70s brought a color palette of oranges, browns and greens along with handmade cro-

chets and **Missoni**-esque knits born of a love for bygone eras. Price points ranged from \$50 to \$200.

Leslie Aghili, owner of **Leylie** in the Brentwood neighborhood of Los Angeles, was buying for her newly launched online shop. Said Aghili, "The contemporary market felt so inspiring again—more energy than in a while."

Psophia, designed in Madrid by Paloma Vasquez de Castro, showed super-modern silhouettes that oozed sophistication. Bruno Peutat, owner of **The Globe Showroom**, said, "We are doing well in the U.S. "[Psophia's] beautiful volume pieces somehow flatter, fall and compliment all women's bodies, no matter the body type."

Empera Arye, CEO of Lady Liberty, said, "We experienced a very strong October market with good, solid traffic, both with appointments as well as walk-in buyers. Our newest perks included a fruit cart and a fantastic rolled-ice-cream stand for attendees to enjoy while shopping." ●



OPDNY



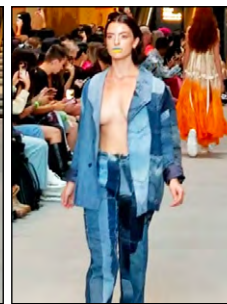
Psophia



The Wolf Gang



Chereshnivska



Chereshnivska



Dzhus



Sheezen

Vegan Fashion Week Extends a Caring Hand to Ukrainian Designers

Vegan Fashion Week returned to Los Angeles Oct. 10–12 on a mission to promote sustainability and peace through a partnership with **Ukrainian Fashion Week**, which has been seeking much-needed support from the industry. The event included Ukrainian creatives who have been displaced as refugees due to the Russian invasion of their country—forced to leave behind their homes, loved ones and way of life.

"This edition of Vegan Fashion Week proved that veganism is not only about the animals," explained Emmanuelle Rienda, VFW founder and creative director. "This edition shows that the theme is really compassion and trying to elevate the message to caring about the animals, humans and the environment."

In addition to a marketplace and seminars, VFW featured a sunset runway presentation set amid the backdrop of the renovated **California Market Center** atrium. The Oct. 10 event was produced through an approach that reduced energy consumption.

"The idea was to play with the natural light, and that is why we did a Golden Hour sustainable fashion show," Rienda said. "The idea was to remove all the additional lights

that are used in fashion shows to reduce our impact. We really wanted to play with the light in the atrium and create imagery that is aligned with the message about nature, sustainability and natural light."

Ukrainian designers featured during the show included **Chereshnivska**, **Dzhus**, **House Martin**, **Gorohova**, **Ochis**, **Oversized**, **Roussin**, **Sheezen**, **Palingenisy**, **Devohome** and **Reviclo**. Not all brands featured during the show were vegan, but all were cruelty-free and sustainable.

Rienda received an unexpected yet pleasant surprise when Los Angeles Mayor Eric Garcetti awarded a certificate of recognition to the organization. The certificate highlighted VFW's efforts to spread compassion, environmental awareness and commitment to Ukrainian Fashion Week.

"Being recognized by such an important office, it's a big win for the movement," said Rienda. "This confirms that Los Angeles is an ethical destination and political platform for animals and sustainability. This is a confirmation that we are in the right place."

—Dorothy Crouch

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Changing the Industry Through Technology Innovations, Communication

By Betsy Zanjani Contributing Writer

Printing United Expo, which was held Oct. 19–21 at the **Las Vegas Convention Center**, is one of the largest and most diverse marketplaces for printing technology and is an incubator for new directions. On demand the consumer-centric supply chain is replacing the old process of seasonal development and doing away with lengthy time and action calendars. Fast tracking, reading and reacting immediately to selling as well as the ability to produce garments based on P.O.s are all now available with new digital and software developments.

“This week has been surreal, seeing the industry come together after such a long time,” said Amanda Kliegl, vice president of public relations for the expo. “The direct-to-garment movement has brought many new customers to the show. Startups who initially began in their garages have grown and now are looking to see what’s available in technology and equipment to buy and build for growth,” Kliegl added.

Mimaki demonstrated its micro-factory along with strategic partners **Tukatech**, **Greentext**, **Beaver Paper**, **Kieverik** and **Juki**. This new wave in production provides same-day designs as the solution for less waste, no minimums and quick turn, solving so many of the issues previously involved in the production process. Its three-step approach to printing, finishing and assembly makes sale-ready products within hours, not weeks or months. Victoria Nelson Harris, Mimaki’s senior textile specialist, said, “The micro-factory gives full control of the supply chain with instant production, which is really cool. The complete solution.”

Chris Walia, COO of Tukatech, added, “Technology is so amazing yet underutilized in the apparel industry. We are poised to help companies make the necessary transition by providing cutting-edge product.” One of his goals is to promote micro-factories within the U.S. for speed to market.

At **Epson**, new-product introductions included six-color printers and a color-match system that reads any physical sample and produces the exact color at the click of a button.

Tim Check, senior product manager for textiles, said, “This is another new tool to assist creatives, where their vision comes to life, communicating directly with the printer.”

X-Rite Pantone has made new advances in software and machinery that measure specific color for an exact match, eliminating the long process of color approval. Queenie Bhardwaj, product manager, said, “We are now able to make sure color standards are exact and can be given to our customers by elevating the visual process.”

HP’s innovations in digital printing allow for the elimination and expense of burning screens for small orders. Rolando Martinez, global head of programs and solutions, spoke to improvements in the area of packaging, “Today’s trend is definitely toward smaller runs. Packaging for small industries is now easier. Low MOQs for testing, fast turns and greater profitability are now achievable.”

Roland showed its solution for full photo printing using digital dots. Direct-to-garment printers can do up to a dozen pieces at a time. The new equipment includes a heat-transfer machine for entry-level apparel makers. At \$2,500 with a promo price of under \$2,000, this is a solution for direct-to-consumer sellers like those with **Etsy** stores who can now produce from home without a huge investment.

Los Angeles Apparel was at the show looking to reach screen printers as well as wholesalers. Pat Honda, president of wholesale, said, “We are reaching everyone who will touch our product before the end user. We’ve seen some customers from as far away as Canada. Connecting in person again has been great.” The company’s stock program of knitwear and accessories is available in custom colors for a 300-piece minimum in seven to 10 days. Its 6½-oz. garment-dyed T-shirt is the bestseller at \$6.50 in 25 different colors.

Gerber Technology also showed its on-demand and customization technologies at the show. Its capabilities for photo-image printing recreates life-like imagery on textiles, including cottons, that have the appearance of denim.

Omniprint International featured daily panels to help

businesses scale and grow and to address the importance of **TikTok** and other forms of social media. One panel featured influencers who spoke to the challenges they faced in building their business and answered questions from the audience. Attendee Chazz Owens, CEO of streetwear brands **Twozz-day** and **222 Sports**, said, “When I heard about this show, I thought I would check out what’s new and available for growing my brand. I’m looking to expand my line beyond online by collaborating with licenses and will need to be able to present collections and samples more quickly.”

The **Kornit Digital Conference** was held at the end of the expo’s first day. Ronen Samuel, CEO of Kornit Digital, opened the seminar and passionately spoke about wanting to “be the change” that is long overdue. “After three long years it is a pleasure to be in person,” Samuel said. “We are making fashion better, faster and more personal. Technology has in the last three years changed so much, and we are here to change the industry. Fashion is one of the last industries to go digital.”

Samuel added that tackling change through disruption is necessary. “There’s been a big e-comm boom, especially during COVID, which has made social media so important to what the consumer is responding to. The ability to produce what is actually sold, never run out of bestsellers and same-day reorders are just some of the customer-first changes,” Samuel explained. “What’s important to Gen Z is sustainability, and the industry is currently the second-biggest polluter. Kornit has made a commitment to tackle this issue and produces an environmental impact report to track these improvements.”

Don Whaley, vice president of Kornit Digital, spoke to the pixel-to-parcel cycle, wherein rapid-speed product moves closer to actual market in newly released systems. New equipment introduced included the Max System, which can print direct to fabric, not just to garments, the Presto Max and Max Poly. Coming soon is the Apollo, in which one person can produce 350–400 fully finished garments per hour. ●



HP



Omniprint International



Kornit Digital Conference

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The Corrosive Impact of Counterfeits Trafficked Across Platforms

By Jennifer Hanks AAFA director of brand protection

Today, criminal networks and nefarious operators have flooded online platforms with counterfeit products, duping unsuspecting consumers, destroying brands' reputations, and jeopardizing the health and safety of consumers and workers alike.

The legal system is woefully inadequate in addressing today's counterfeiting problem, while trusted online platforms are not held accountable for promoting and/or selling counterfeit products.

Masked behind the anonymity provided by online platforms—due to little, or no, front-end verification—fakes are showing up on a scale never before seen. Dupe influencers, fraudulent advertisements and fake websites all contribute to the destructive value chain of counterfeit products sold by illicit sellers.

In its recent comments for the U.S. government's Notorious Markets report, the American Apparel & Footwear Association detailed the industry's online challenges, including working with members to quantify counterfeits across a variety of platforms. AAFA members found that, on many platforms and in multiple instances, nearly 100 percent of products were counterfeit, though this is not the case across the board.

This is unsustainable. It is dangerous for consumers and to national security.

Earlier this year, AAFA unveiled the results of a counterfeit testing study that showed the health and safety dangers that counterfeit clothing, shoes and other accessories present for consumers. Over 36 percent of the products failed to comply with U.S. product-safety standards. The study found dangerous levels of arsenic, cadmium, phthalates, lead and more that have been shown to cause adverse health outcomes.

“ In 2020, the National Association of Manufacturers reported counterfeiting as a \$131 billion loss to the U.S. economy, impacting valuable U.S. jobs and businesses. ”

In 2020, the National Association of Manufacturers reported counterfeiting as a \$131 billion loss to the U.S. economy, impacting valuable U.S. jobs and businesses.

Additionally, transnational criminal organizations are finding holes within the current system, risking U.S. national security.

SHOP SAFE coalition members noted in a letter to Congress that, according to the United Nations, “counterfeiting plays a key role in the operations of transnational criminal organizations and ‘helps fund other criminal activities such as extortion, illegal drugs and human trafficking; compromises the international financial system for money-laundering purposes; and, ultimately, makes it more difficult for existing law-enforcement measures to be effective.’ Furthermore, it is widely known that terrorist networks utilize online sales of counterfeits to finance their



Jennifer Hanks

operations. More should be done to safeguard national security as outlined in the U.S. Department of Homeland Security's Combating Trafficking in Counterfeit and Pirated Goods report.”

We must all continue to advocate for two complementary bills currently in front of Congress to combat counterfeits—the SHOP SAFE Act and the INFORM Consumers Act. Both bills are bipartisan and bicameral and have generated a wide range of support. With INFORM, law enforcement would be better positioned with vital tools to go after criminals. With SHOP SAFE, e-commerce platforms would be held liable for selling counterfeit clothes, shoes and accessories that threaten the health and safety of consumers. SHOP SAFE also includes proactive measures to try to prevent counterfeits from being listed by illicit sellers on a platform. Thus, SHOP SAFE and INFORM are both needed by brands and consumers.

These measures would also level the playing field for bricks-and-mortar shopping so that consumers find the same level of security online as when they shop in person.

We owe consumers a federal strategy versus state patchwork fixes; we thank California for leading the way with California Gov. Gavin Newsom's signing of SB 301, California's INFORM Consumers Act and his leadership, with state lawmakers, to allocate resources in the 2022–2023 budget to combat organized retail crime.

Advocacy around these issues is even more vital today as supply chains remain constrained, inflation stays near historic highs and online social commerce is expected to grow. AAFA member products remain at the top of the IPR most-seized items by U.S. Customs and Border Protection.

As a member of the global fashion industry, and even as a consumer at large, you have a voice in this fight.

If you are ready to push for smarter policies to combat the crippling impacts of counterfeits and to protect consumers, we've got a platform for you to help change the status quo.

A Sacramento native and graduate of UC Davis, Jennifer Scoggins Hanks is the chief advocate and spokesperson for AAFA on intellectual-property and brand-protection issues. She serves as the staff liaison to AAFA's Brand Protection Council, connecting with government officials and representatives of global e-commerce, social and digital platforms to advance AAFA member online and offline priorities. Before moving to Washington D.C., her career began working in the California State Legislature and the California Governor's Office.

Learn more at aafaglobal.org.



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En Crème



Atlanta Apparel Delivers With Variety and Vibrance

By Kelli Freeman Contributing Writer

Attendees from 41 states, three U.S. territories and six international countries traveled to **Atlanta Apparel**, held Oct. 11–15, at the **AmericasMart**. More than 27 percent of the buyers were new to the market, and a high percentage of visitors hailed from the Southeast.

Abby Payne, owner of the Knoxville, Tenn.-based **Josie's Boutique**, said, "I've attended the Atlanta market since 2000. They treat me very nice and make travel easy for me to get here." Payne described her store as a one-stop mini department store serving women ages 12 to 80 as well as babies. "I carry the basics and come to the market for inspiration and to see the newest trends."

Atlanta Apparel showcased over 350 permanent showrooms and over 300 temporary exhibitors from contemporary apparel, ready-to-wear and young contemporary to men's, children's, plus-size and footwear. Brands included Los Angeles-based companies **TOL Clothing**, **Intro**, **She + Sky** and **Illa Illa**.

The show celebrated the first full year of its temporary-exhibitor expansion to five floors. Buyers focused their efforts on stocking up for the Spring/Summer 2023 fashion season, sprinkled in with a bit of Holiday Immediates and gift items.

Susan DelPriore, CEO of the Franklin, Ind.-based **Magnolia Boutique**, a women's online outlet that has attended the Atlanta market approximately 15 to 20 times over the years, said, "It was a good show, easy to walk around, and we did find some beauty items, which we do not normally carry. We purchased lip and eye masks from **Beaut** and lip gloss and makeup brushes from **TMLL Beauty co** that we plan to sell as holiday gift items."

Los Angeles-based women's lifestyle brand **En Crème** is inspired by the bohemian lifestyle of the free-spirited individual. "We love attending market because it gives us the opportunity to showcase our brand and get direct feedback on our products," said Sales Director Kathy S., who added, "we do really well with our dresses because our prints are fresh and our silhouettes are unique. We also love using novelty fabrics with fun textures that are difficult to find in other brands."

Other notable California-based brands included **GLAM**, **Mustard Seed/Do & Be** and

Sofie the Label.

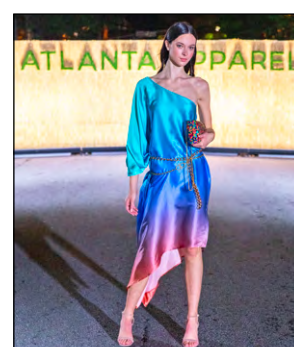
Greenwich, Conn.-based footwear exhibitor **Marc Fisher LTD** showcased S/S '23 along with some Immediates for those customers who wanted to purchase at-once items. Sales rep Cary Hack said, "The show was really good for us. I had 12 accounts write the line, and returning customer orders were good as well." Hack added that top sellers included "the espadrille wedges and flat sandals, and platforms were sprinkled in on almost every order."

"Green is a huge trend for Spring, pretty much everything from dresses to tops, blazers, jackets and even shoes," said DelPriore. For Payne, this season was all about pant trims "with a focus on bigger, baggier pants coming back—from cargo pants to those with below-the-hipbone waistlines and wide legs." Novelty sweaters were also hot. "Next year you can expect to see the midriff trend continue with shorter cropped tops and sweaters with vibrant checkerboard prints," said Payne. For Kathy S. it was about purpose. "Utility with a touch of glam and flirtiness. Think of a long, flowy maxi dress with cargo pockets. Stylish and so practical." For women's footwear, Hack added, "Wedges and platform sandals."

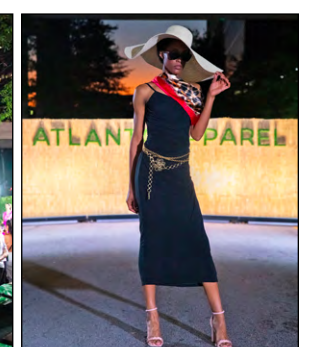
On Thursday, buyers and brands lined John Portman Boulevard for the standing-room-only fashion show, which previewed upcoming Spring/Summer 2023 trends. The safari-themed show featured 74 different looks, styled by Atlanta Apparel's in-house stylists and longtime collaborator Mireille Beckwith of City Peach Blog, along with complimentary jungle-themed cocktails and snacks.

A first-time collaboration with the **Atlanta Fabric Show** extended business opportunities and added production resources for both buyers and exhibitors attending Atlanta Apparel. "This makes a difference for me; I like to see the fabric options," said Payne.

"Atlanta Apparel exhibitors brought the Spring/Summer heat to Atlanta this October, and popular lines across contemporary, footwear, and resort categories were in high demand all week long," said Caron Stover, **International Market Centers** SVP, apparel. "Between the heavily attended fashion show and our successful first-time collaboration with the Atlanta Fabric Show, we closed out the year on a high note and look forward to another great year in 2023." ●



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The ideal candidate must be a great sales communicator, highly organized and be able to work in a fast-paced team environment, shifting priorities, as needed. The candidate must be able to deliver superior results with clients, work with the creative director (Catherine Gee) and oversee orders to ensure accuracy of development.

Responsibilities:

*Schedule road appointments and work regional/national trade shows with the brand.

*Services existing accounts, obtains orders, and establishes new accounts by planning and organizing daily work schedule to call on existing or potential sales outlets and other trade factors.

*Submits orders by referring to price lists and product literature.

*Monitors competition by gathering current marketplace information on pricing, products, new products, delivery schedules, and merchandising techniques.

*Resolves customer complaints by investigating problems, developing solutions, preparing reports, and making recommendations to management.

Qualifications & Skills:

*Experience working with west coast clients

*Must have experience handling major accounts

*Meeting sales goals

*Territory management

*Product knowledge

*Client relationships

Pay is 15% commission

Email to: info@catherinegee.com

or Ph: 615-430-2553

* SAMPLE SEWER *

5-10 yrs exp. in multiple categories (tops, bottoms jackets), knits & wovens. Must be able to communicate & read Tech Packs in English. High level of workmanship, attention to detail, sense of urgency.

If qualified, please call 562-445-7833

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*Gather all swimwear component construction information to build the most complete Tech Pack for overseas and local team of pattern Makers and sewers.

*Track and follow up the product development process to collect all garment construction information to create Spec Sheets

*Fashion degree and hands-on experience

*5 years of Tech Pack Writing experience

*Adobe Illustrator advanced experience & Microsoft Excel

*Swimwear experience preferred

*Strong written and verbal communication skills

*Ability to understand highly technical information

*Able to sketch styles with Adobe Illustrator

*Pattern Making experience is preferred

*Able to work in a fast pace working environment

The company is an equal opportunity employer, drug-free workplace, and complies with ADA regulations as applicable. Good benefit plan is available.

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