

CALIFORNIA ApparelNews

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THE MAFI GOES TO ...

The prestigious Moss Adams Fashion Innovator award was presented to Revice Denim during the October run of LA Fashion Week, held at the Lighthouse ArtSpace Los Angeles. The honor is given annually to a California brand for making the most impact on the national marketplace. See page 2 for story, see page 4 for more LAFW looks.

Revice Denim

ANTHONY DASILVA

FINANCE

Legacy Companies HSBC and Levi's Team Up for a Sustainable Future

By Christian Chensvold *Contributing Writer*

Both **Levi's** and **HSBC** have histories that go back 150 years, but that hasn't stopped either from being pioneers in building a sustainable future.

The two companies recently announced their commitment to a partnership that allows Levi's suppliers to reap financial rewards from environmentally progressive practices. At the end of its first fiscal year, HSBC's Sustainable Supply Chain Financing program has dispensed \$142 million to 21 Levi's suppliers.

The *California Apparel News* spoke with HSBC U.S. Head of Corporate Sustainability Kelly Fisher to learn the details of the program and what it foreshadows for the apparel industry as a whole.

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TRADE-SHOW REPORT

Evolve and Flourish Marks Positive Change at LA Textile

By Betsy Zanjani *Contributing Writer*

Over 2,500 attendees experienced the evolution of fabric, design, innovation and sourcing at the **LA Textile** show, held Sept. 28–30 at the **California Market Center**. Domestic buyers included **Reformation**, **Revolve**, **Disney**, **Skechers**, **FIGS** and **Karen Kane**.

According to CMC Senior Manager Matthew Mathiasen, "Many companies have added sustainable offerings to their collections to adapt to the changes happening in the consumer landscape. Product categories such as faux furs, vegan leathers, recycled fibers and performance fabrics were among the hottest and most requested textiles."

Ron Kaufman, sales and merchandising manager for **Robert Kaufman Fabrics**, an L.A. importer of textiles to the U.S.

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INSIDE

Where fashion gets down to businessSM



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www.apparelnews.net

Moss Adams Chooses Revive Denim for 2022 MAFI

Hundreds of L.A.'s hottest and coolest fashionistas flocked to Hollywood for an evening of style Oct. 8, where emerging designers, influencers, media and industry elite gathered at the **Lighthouse ArtSpace Los Angeles** for the Moss Adams Fashion Innovator award.

The stage was set for the MAFI-award presentation to the California brand that over the last year significantly impacted the national marketplace. Seen as a leader in creativity and innovation **Moss Adams** presented the 2022 award to **Revive Denim**.

Shai Sundry, creative director, had this to say: "Getting the MAFI was an honor as Moss Adams is such a believer in and contributor to the apparel industry in Los Angeles. It's a privilege to be recognized by such an influential company with such an important award."

Sundry created his company to be a posi-



Marco Valverde, partner, Moss Adams, bestows the MAFI trophy upon Shai Sundry, creative director, Revive Denim.

tive alternative to fast fashion by reinstating transparency into the apparel industry. Its D2C business model is focused on using dead

stock or repurposed denim materials and also eliminating overconsumption by crafting made-to-order products for consumers. These small runs give customers a chance to own limited-edition denim pieces designed and made in Los Angeles.

Revive Denim's marketing revolves around product placement, seen on celebrities including Kendall Jenner and Miley Cyrus—not because they are paid to wear them but because they love them.

The vibe of the show expressed the brand's aesthetic, recreating vintage denim silhouettes to bring them into today. The funkiness was fresh as each capsule group incorporated retro elements such as creative patchwork, tie-dye and cutoff, frayed edges. Silhouettes including bell-bottoms, super-low rises and jumpsuits were made sexy and modern. The brand DNA, "Created by denim lovers for denim lovers," resonated with the crowd.

—Betsy Zanjani

ACCESSORIES

GUESS Releases Limited-Edition Timepieces for Get In Touch Foundation

What time is it? Time for **GUESS Watches** to celebrate its continued support for educational breast-health initiatives during Breast Cancer Awareness Month. For over nine years, the fashion-watch brand, which launched in 1983, has partnered with the **Get In Touch Foundation**, a nonprofit specifically focused on providing free and accessible information to make breast health simple, appropriate and routine through its trademarked Daisy Wheel tool.

The Daisy Wheel was created in 2004

following the breast-cancer diagnosis of the foundation's founder, Mary Ann Wasil, who wanted everyone to be equipped with the information they need to be their own health advocates. Free to school nurses and health educators, the program has reached over 1 million students in all 50 states plus 34 countries.

Each year GUESS Watches designs limited-edition timepieces and donates a portion of the proceeds. "Supporting the Get In Touch Foundation continues to be a key



This year's capsule collection from GUESS Watches is called Sparkling and Sporty Pink

initiative for GUESS Watches," said Annie Santo, VP of Global Marketing. "Through the proceeds of our Sparkling and Sporting Pink collection, we can help further educate and empower a global community on the importance of early detection done through breast self-exams via the Daisy Wheel educational tool."

This year's capsule collection was co-designed with Get In Touch President Betsy Nilan and features two fashion-forward timepieces for women and men. The Sparkling Pink timepiece displays a crystal floral dial with eight petals representing the eight steps of breast self-exams. Complemented with a pink ribbon background executed brilliantly on a silver mesh bracelet, it comes with a retail price of \$135. The Sporting Pink silhouette features the bestselling men's design and comes with a pink polycarbonate translucent case with a black cut-through multifunction dial coupled with pink markers and a silicone pink strap for sporty appeal. It retails for \$125.—*Christian Chensvold*

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Inside the Industry

Global provider of enterprise-resource-planning and supply-chain software Aptean announced it has signed an agreement to receive a strategic investment from Insight Partners, a New York-based global private-equity and venture-capital firm, and existing investor TA Associates. With its new investment, TA, a leading global-growth private-equity firm, will become the lead shareholder of Aptean. Charlesbank Capital Partners, a middle-market private-investment firm, will continue as a shareholder, while Vista Equity Partners will fully exit its stake in the company. "We are excited to partner with Insight and leverage the firm's significant experience investing in software companies to advance Aptean's growth journey," said TVN Reddy, CEO of Aptean. "Insight's investment and TA's recommitment demonstrate enduring confidence in our strategy and results."

"The future of fashion and design is to align beauty and the planet," said Enrique Silla, president of Jeanologia, during the inauguration of "Future of Fashion," an international congress on the sustainable transformation of fashion held in Valencia, Spain, Oct. 5–6. Valencia has been designated the World Design Capital 2022 by the World Design Organization. "The designer of the future is a technological artisan with a scientific mind," said Silla, "who joins forces with cutting-edge technology to create a better world, who manages to design and manufacture products in a sustainable way while maintaining the spirit and soul of an artisan. With the tools of the future we are no longer going to collaborate with scissors but with robots."

The Folklore Connect, a wholesale platform for diverse brands in global markets, partnered with Lagos Fashion Week to power the Digital Buyer's Preview and Trade Show held Oct. 11–14 in anticipation of Lagos Fashion Week at the end of the month. The initiative aims to ensure Africa's fashion brands are included in international market season, which typically closes before collections officially launch during fashion week at the end of October. Top participating brands include Orange Culture, Gozel Green, Shekudo, Cute-Saint and Nola Black. The Folklore Connect is a conglomerate of B2B, consumer and media partners that uses modern technology to enable the global ecosystem to seamlessly discover and shop diverse brands in emerging markets.

re-inc, **Klarna** and the Angel City Football Club, L.A.'s newest professional-sports team, have released a limited-edition collaboration called "New Everyone Club," which includes a range of gender-free staples. In line with the participating brands' values, 10 percent of proceeds of the collab will be donated to the Downtown Women's Center, which Klarna will match. The "New Everyone Club" celebrates and embraces underrepresented groups and creates a community where all walks of life—women, people of color, nonbinary individuals and other marginalized groups—are invited to the table to mutually empower one another. The concept of the "New Everyone Club" is meant to redefine the narrative surrounding historically noninclusive spaces, including board rooms and golf courses, and the collab reimagines what those clubs and spaces could be.

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HSBC *Continued from page 1*

CAN: Why is this partnership with Levi's important?

KF: The apparel industry is one of the biggest focuses right now from a sustainability perspective as its supply chain has the second-biggest footprint in the world. With a company like Levi's, your supply chain is 70 to 90 percent of your footprint. So the industry has a chance to come together and do some really innovative things to tackle the impact they're having on the planet right now.

HSBC is the world's largest trade bank, and the aha moment for me was that we wouldn't achieve our sustainability goals without financing—access to capital, investment dollars and blended finance that comes from philanthropic investment.

CAN: Looking at the apparel industry from your perspective as a bank, where do you see the inefficiencies?

KF: Usually in the apparel supply chain it's at the point where the raw materials come in and the garments are being assembled. That's where a lot of waste happens and where in certain countries a lot of energy like coal is used.

What's needed is for apparel companies to put in place a code of conduct with sustainability self-assessments. So it's like, "You're here, and we'd like you to hit these goals." But there have to be other ways buyers can incentivize the change they're asking for. Levi's has been a pioneer in this, saying, "Could we give a better rate or quicker payment to suppliers in the top tier that are really doing the hard work of moving to renewable energy, using less water, treating the workers better?" So this partnership has us taking the Levi's way by giving suppliers access to a better interest rate and quicker



Kelly Fisher, HSBC U.S. Head of Corporate Sustainability

payments to incentivize the improvements that Levi's is seeking in the supply chain. We're showing suppliers that we're willing to invest in them because we believe they're making important changes.

CAN: At the risk of sounding flippant, what's in it for you as a bank? Is this almost pro bono?

KF: I'm laughing because in fact we're known for our pro-bono efforts around the world. And our CEO has audaciously said that he wants HSBC to be the first bank to prove that an environmentally sustainable balance sheet is a profitable balance sheet. Like a lot of companies, we've made a net-zero carbon-emissions commitment by 2050, but to back it up we're putting a trillion dollars of financing out there to our

clients to help them get there as well.

CAN: Playing devil's advocate, are you simply creating an industry with all this? After all, that's what capitalism does.

KF: I'm glad you asked. Helping our clients transition means we're not creating a new industry but helping existing companies get to where we all need to be. And we are very serious in how we look at what we're financing and use outside sources to help verify.

CAN: There's a certain irony built into this whole topic since this is the fashion industry, and fashion by definition is based on obsolescence. Is unsustainability simply the nature of this beast?

KF: It's an excellent question, and I equate it to driving a car, since I worked for **Toyota** before coming to HSBC. Humans will always need transportation to get from point A to point B; the question that really matters is how we get there. Likewise, we're always going to need to clothe ourselves, and I think the excitement and artistry behind the identity we create by what we put on our body is wonderful and gives people a lot of joy.

What I think you're going to see is more thought into why we make the purchase decisions we do, more attention to how the garments are made and how long you hang on to them before you dispose of them. And Levi's is hitting on every one of those elements. They look at where they pull the cotton—are they able to use recycled material?—how garments are made and even the end of life. They're pioneers in "bring back your denim: We'll repair it or reuse it" and are poised to be real leaders for a circular economy in the apparel sector. ●

TRADE-SHOW REPORT



Peclers Paris trend presentation



CottonWorks



NK Textile



La-Teks



Kotonteks

LA Textile *Continued from page 1*

market, said the trends he was seeing speak to a movement toward placing more goods in the U.S. as greater importance is being placed on domestic manufacturing. In addition, Kaufman said, "Clients want sustainables, from organic cottons to recycled polyester. They are definitely on everyone's list."

As industry changes have come at record speed, buyers were presented with an array of ways to navigate through the transformation taking place throughout the fashion industry. **Swatchon** of South Korea was front and center on the show floor with its solutions for the design process, working as a connector across South Korean fabric mills bringing over 150,000 fabrics to the designer. Its partnership with **CLO3D** allows for realistic CAD simulation with the capacity to provide a new way of sampling, eliminating the time and expense associated with the making of first samples. Swatchon claims to have the world's largest textiles library for designing virtually.

Woosuk Lee, founder and CEO, has also eliminated many of the problems facing smaller designers. "We only require orders of three yards, and we have stock for quick turn and re-orders. We now also have new capabilities for digital printing, allowing for designers to print on natural fabrics like cotton and wool, which previously was not an option."

CottonWorks, the B2B site launched by **Cotton Incorporated**, was on-hand at the show to explain how it is helping businesses connect to sources by providing the latest industry information and trends plus professional support. Workshops and webinars allow content to be customized for individual needs, all free to the user.

NK Textile, which specializes in dance, performance and cheerleading fabrics, saw its glitz and glam trending strong. Its innovative foils have become its signature strength, said Vice President Kelsey Kobelt. "Our copyrighted method of using tiny metallic dots on spandex has solved the problem of cracking, and the Mystique line is a bestseller. Other new innovations this season are Vision Foil and NK Superflex, which gives a marbled effect to the fabric."

Jessica Glecker, vice president of design and merchandising, and Bailey Hagen, product development manager for the Miami-based **Eberjey**, were reviewing all the show had to offer. "I'm looking for new and exciting innovations and sustainable fabrics for our sleepwear, loungewear and lingerie," said Glecker.

Exhibitors came from around the world to participate in LA Textile. In partnership with **Texworld NYC**, a special showcase highlighted a curated selection of international fabric companies from across Asia as well as the return of premium European mills. A dedicated area of the show was in collaboration with **Uludag Textile Exporters**, creating a

Turkish National Pavilion.

La-Teks knitwear showed a collection of lightweight, colorful, **Missoni**-inspired knits in striking zigzag and flame patterns. The family-run company was part of the Turkish group of exhibitors. Its reasonable price points, low-minimum-order quantity and approximately three-week lead time was explained by U.S. agent Joanne Satin, who also repped **Kotonteks**, which specializes in lightweight drape-y jacquards. Satin said, "We keep coming back to this show because we always do really well here. California designers always support us."

The show not only brought global exhibitors but also drew international buyers, coming from as far as the Philippines. Sydney Cohen of the **Vinta Gallery**, a chic online fashion house bringing Philippine style to the world, was busy taking orders. "This is my first time at this show, said Cohen. "I feel like a kid in a candy store. We usually source all our fabrics in the Philippines, and this show has opened up a whole new world of options. It's awesome."

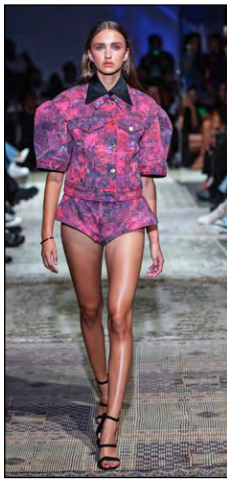
Throughout the three days, buyers got to experience a myriad of events from trend installations by **Peclers Paris** to presentations by industry experts including Jacqueline Rumohr of **Nelly Rodi Paris**.

Buyers enjoyed a creativity lounge, complimentary beverages at coffee and juice bars, and cocktail receptions at happy hour, with snacks provided throughout the day. ●



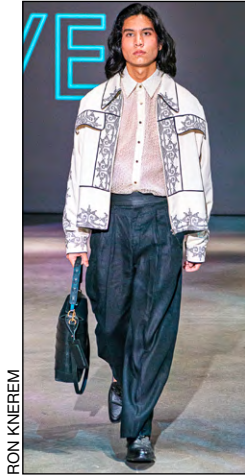
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Attachments



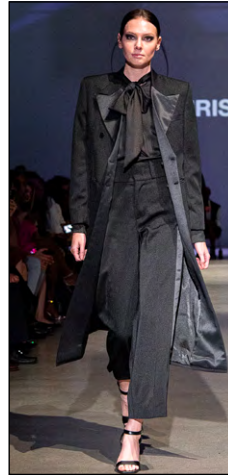
RON KNEREM

Avel Bacudio



RON KNEREM

Chris Nick



LAFW Reimagined Delivers With Crowd-Pleasing Fashions, Glitz, Glamour

By Kelli Freeman Contributing Writer

Los Angeles Fashion Week, a N4XT Experience, delivered as promised on a fresh, new and reimagined LAFW with events taking place at uniquely cool locations across Los Angeles that included dazzling runway shows from celebrated designers over four days, Oct. 6–9, at the Lighthouse ArtSpace Los Angeles.

Opening night was a crowd thriller with Maxwell Osbourne’s men’s and women’s fully upcycled brand anOnlyChild featuring fantastical fabrics and glitz and glam

colors followed by an after-party. Notable VIPs attending were Michael B Jordan, Tyga, Jesse Williams and Ciarra Pardo.

Rio Uribe’s globally inspired Gypsy Sport brought in the tech element with sexy and fun designs. Xiao Fen Couture provided stunning, feminine and fanciful designs made for goddesses. Other notable and dynamic designers showcased included Attachments, Avel Bacudio, Francis Libiran, Chris Nick and Revive Denim.

Beauty, fashion, technology and sustainability were top of mind during Fireside Chats at Citizen News in Hollywood, where esteemed panelists spoke passionately about “The Fu-

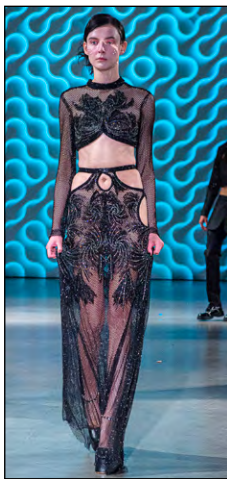
ture of Fashion,” “The Clean Beauty Revolution,” “Live Art Meets Luxury” and “Building Businesses With Heart,” moderated by model/activist Bethann Hardison, and “The Stories We Wear” in which experts shared their successes with technology and techniques that help their companies become more sustainable as well as their visions for the future, which include companies being transparent and thoughtful with their business practices.

Fleur Du Mal celebrated its tenth anniversary at The West Hollywood EDITION, followed by Demobaza and an after-party. Closing night included LAFW cocktails. ●



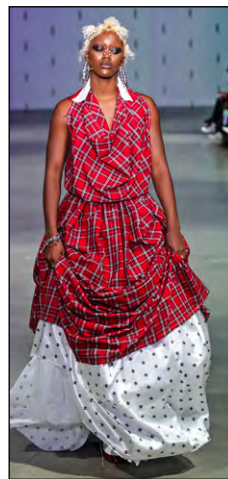
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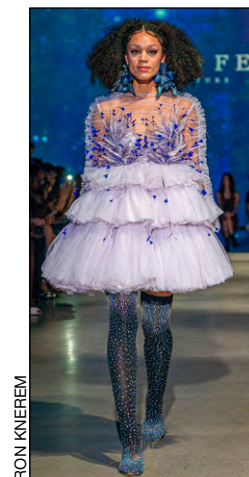
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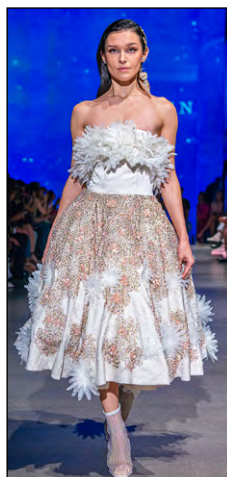
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Sexy, Sensual and Slinky for Spring '23

By Melissa Moylan VP Womenswear, Fashion Snoops

Get ready for naked summer, 2023 edition. As fashion weeks concluded, it's clear that we are all in for an uplifting, body-positive season that puts the female form in the spotlight. While previously Gen Z has driven the skin-is-in trend, this time around it applies to the womenswear market as a whole, offering countless ways to either expose or accentuate the body. Perhaps most interesting is how we see sexy evolve toward a new sensual way of dressing that will ultimately drive business.



Versace Spring '23



Ludovic de Saint Sernin Spring '23

Y2K Sexy

There is no denying that Y2K remains a defining moment in fashion, and moving into Spring '23 it holds even more power. **Blumarine** continued to tap into the narrative best, while aughts queen Paris Hilton closed the **Versace** show, proving just how influential this wave of sexy is. What's more is that there's so much product that aligns with this aesthetic. It may have started with Gen Z's post-pandemic need to dress up and go out in a body-con mini dress, but for Spring '23 it's all about bottom options as well as denim on the rise as a part of the Y2K look. Cargo pants will absolutely be a must-have item, especially in satin varieties. In terms of silhouette, low-rise waists are where it's at, applying to jeans, skirts and those baggy cargos. Tops maintain the position of less is more, with proven shapes like the crop top and bustier. As an added hook for this aesthetic, a handful of brands sighted **Burning Man** as a reference, both directly or indirectly, with pops of bright colors, psychedelic prints and an assortment of the items just mentioned.



Victoria Beckham Spring '23



Miu Miu Spring '23



Nensi Dojaka Spring '23



Saint Laurent Spring '23

Sensual Femininity

With so much energy packed into Gen Z's take on sexy, it could be challenging to explore how a contemporary customer may interpret body liberation. Fortunately, for Spring '23, designers offered a sensual take on hyper femininity that is heavily inspired by lingerie but goes beyond familiar bra tops and corsets. **Victoria Beckham** identified with this look, featuring body-skimming slip silhouettes with cascading ruffles, while **Bottega Veneta's** slipdresses offered a closer glimpse at intimates-inspired construction with pronounced seams. Elsewhere, it was hard to ignore the transparent materials spotted throughout collections in the form of fluid chifons, sheer mesh, organza and fine-gauge knits. Sheer dresses and separates from **Miu Miu** and **No. 21** exposed bras and briefs underneath, and while they don't scream commercial we can be sure that new iterations of the "naked dress" will apply to evening and special-occasion attire. For example, the combination of sheer mesh with sequin embellishment is a surefire winner, often manifested as this season's trophy dress. Offering more day-oriented wearability, sheer layering over pants as well as sheer blouses should be considered as a way to move lingerie beyond the boudoir.

The Slinky Dress

Reflective of both younger and contemporary consumers, there is one particular item that applies to all. The slinky dress enters as a seasonal must-have item, typically in jersey, which hugs the body in all the right places. This works as a mini dress for a customer who is already familiar with ruched styles as an iteration of body consciousness. But more exciting and directional is the slinky column dress spotted in abundance at **Saint Laurent** and many others, which signals a return to long and languid shapes. Sleeveless tube styles nod to '90s minimalism, while column skirts are also worked in. Knitwear applications in column shapes allow for daytime wear, while design details like halter necklines, cutouts and trains elevate eveningwear in a sophisticated way.

Designers are clearly invested in the celebration of women's bodies by revealing more of them as a form of empowerment. Whether achieved by body-skimming silhouettes or a flash of skin, these are trends for women of all sizes to embrace. To that point, Ester Manas did a fantastic job of featuring models of all sizes on the runway, something more labels should certainly implement. After all, every woman deserves to be represented and feel sexy. The fashion gets us there, but it's the feeling it gives that lingers long after the clothes come off.

About Fashion Snoops: FS is a global trend forecasting agency helping leading consumer-facing brands around the world unlock innovation and propel growth. Through a combination of human and artificial intelligence, we analyze cultural shifts and interpret detected patterns in order to surface trend-driven business opportunities. Learn more at www.fashionsnoops.com

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