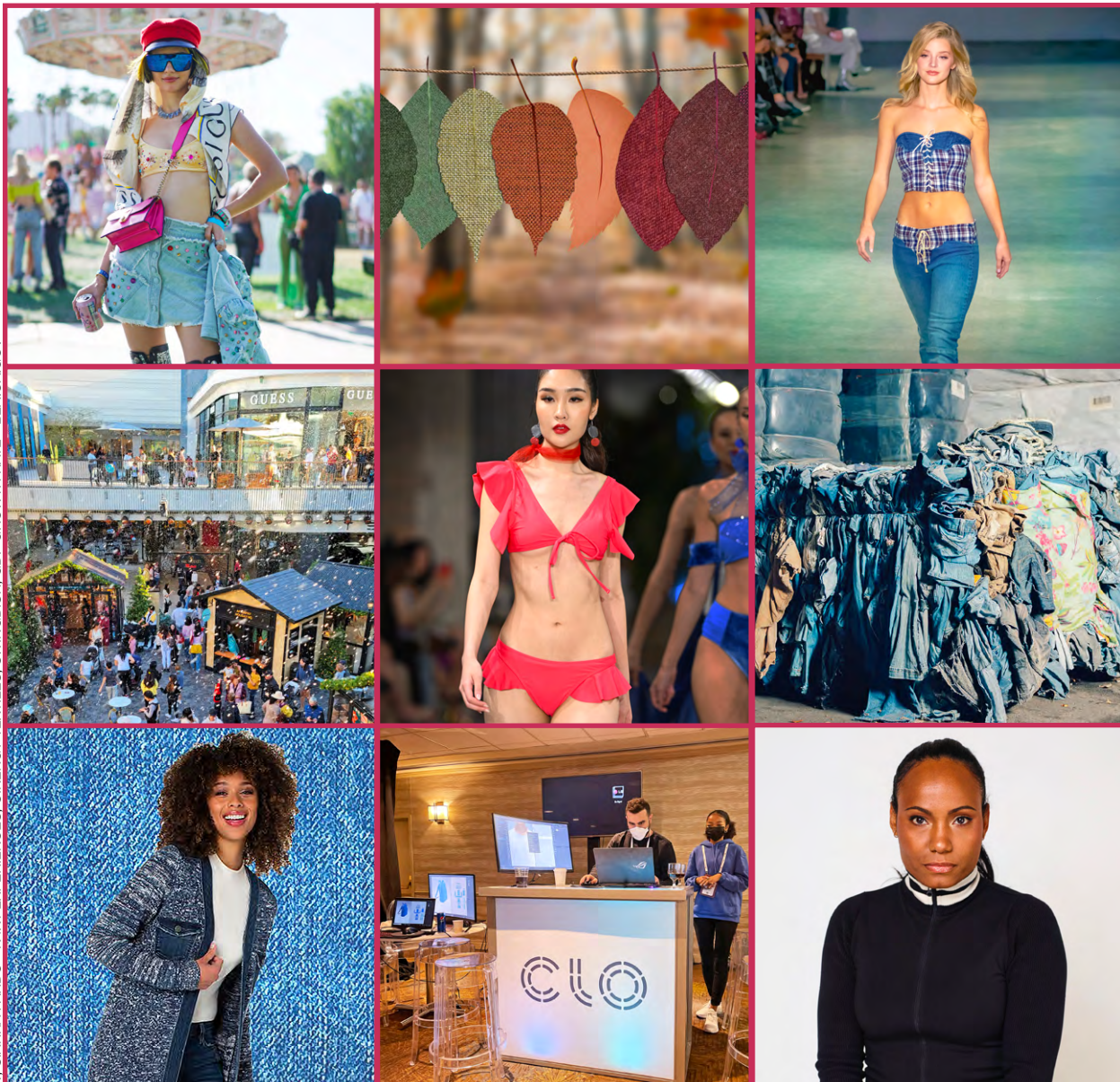


# CALIFORNIA ApparelINews

THE VOICE OF THE INDUSTRY FOR 77 YEARS

\$3.99 VOLUME 78, NUMBER 26 DECEMBER 16, 2022 DOUBLE ISSUE

(LEFT TO RIGHT, TOP TO BOTTOM) REVOLVE FESTIVAL — TIM REGAS; DESIGNECOLOGIST / UNSPLASH.COM; REVIVE DENIM — ANTHONY DASILVA; @WESTFIELDCENTURYCITY — KELLI FREEMAN; VICH SWIM — ARUN NEVADER/GETTY IMAGES FOR ART HEARTS FASHION; RENEWCELL; LIVERPOOLSTYLE.COM; CONIE DENIM; PI APPAREL SHOW; CLO VIRTUAL FASHION BOOTH — BETTITHALSELL; LAFW; GIARRA PARDO — NAXI EXPERIENCES; CINERGY TEXTILES; SWINGDISH; GDP GROWTH RATE — BEA.CA.GOV



## TECHNOLOGY

### Ideation Conference Focuses on Sustainability, Turnaround, Less Waste

By Kelli Freeman Contributing Writer

Fashion executives, technology leaders and innovators gathered at the **Fashion Institute of Design & Merchandising** in downtown Los Angeles Dec. 8 for the **Ideation on the Road 2022** conference, the industry's premier fashion-technology event for like-minded professionals, trailblazers and a team of technology experts from the Hartford, Conn.-based **Lectra, Americas**. Making sustainability fashionable was the main theme of the daylong event.

Opening remarks were made by Lenny Marano, president of Lectra, Americas, who said it all goes back to the cloud and industry 4.0 solutions. "By leveraging data integration and analytics, the power of cloud computing is going to bring a whole new value to the apparel value stream that hasn't been there before," he said.

➔ Ideation page 3

## FASHION

### Gold Thimble Fashion Show at LATTC Celebrates 'Madonna's Reign'

By Kelli Freeman Contributing Writer

The Queen of Pop Madonna was the inspiration for student designers showcasing their original collections at the semiannual **Gold Thimble Fashion Show** at the Fashion Center of **Los Angeles Trade-Technical College** Dec. 9.

The categories included athleisurewear, avant-garde, childrenswear, eveningwear, genderless fashion, menswear, swimwear and the theme, "Madonna's Reign."

The Gold Thimble class of fall 2022 consists of Alison Ambrocio, Lorena Isabel Eguigure, Nyra Hunt, Marilyn Martinez, Edwin Moreno, Xochitl Martinez Ortiz, Kevin Rene Basilio Vega and Yanik Walters.

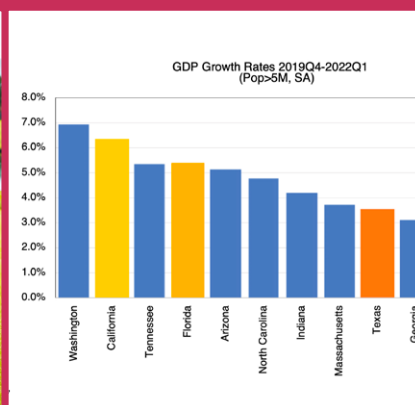
The award winners competing for the Gold Thimble were:

For athleisurewear, Kevin Rene Basilio Vega placed first, Lorena Isabel Eguigure second and Edwin Moreno third. In

➔ Gold Thimble page 8

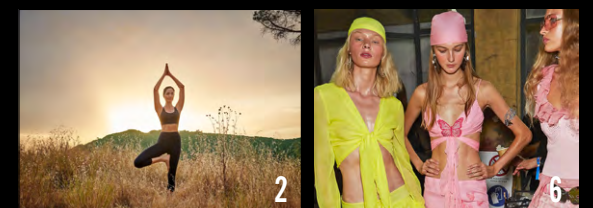
# TOP STORIES OF 2022

From technology to trade shows, finance to fashion, the top stories of 2022 included the industry experts and innovations paving the way into 2023. These stories begin on page 4.



## INSIDE

Where fashion gets down to business<sup>SM</sup>



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# Lycra Publishes Goals to Be Reached by 2030

Lycra has taken a giant leap into the stratosphere of environmentalism with the recent unveiling of its first-ever Planet Agenda Report, which outlines the company's strategies to become a more sustainable organization by the year 2030. It is named for Lycra's sustainability framework established in 2008 and features three core pillars: corporate responsibility, product sustainability and manufacturing excellence.



LYCRA

The Planet Agenda Report outlines Lycra's strategies to become a more sustainable organization in a list of key initiatives.

The list of key initiatives includes:

- Advance responsible production practices to help address climate change.
- Reduce Scope 1 and Scope 2 emissions by 50 percent.
- Purchase electricity at manufacturing sites from renewable sources by 2030, with an interim goal of 80 percent by 2025.
- Reduce the global water footprint at manufacturing sites by more than 10 percent.
- Create resilient fibers that use fewer finite resources, extend garment wear life, and can be recycled or composted at end of life.
- Ensure that all Lycra product has at least

one sustainable attribute (durability, recyclability, renewability, safety, transparency, etc.).

- Develop and commercialize select fibers and materials that allow customers to use at least 15 percent fewer raw materials by 2025, with equivalent performance to the standard product.

- Develop circular solutions for garments made with Lycra, Lycra T400, Coolmax and Thermolite fibers.

"We believe in transparency and think it's important to have a clear sustainability roadmap to guide our business into the future," said Julien Born, chief executive officer of Lycra. "I'm proud of our teams' work to advance our sustainability efforts and develop our 2030 goals as we work toward our 2050 net-zero commitment."

"Our industry-leading research-and-development team is creating the next generation of sustainable offerings for apparel and personal care products right now," Born added. "We can't wait to share what's next."

As a proof point to the company's commitment to delivering sustainable products that support a more-circular manufacturing process for clients including Levi's, H&M and Lululemon, Lycra recently announced an agreement with Qore so that 70 percent of Lycra fiber will be derived from renewable feedstock by 2024.—*Christian Chensvold*

## FINANCE

# NAEIR Facilitates Giving for Overstocks and Excess Inventory

'Tis the season for generosity and goodwill, and the National Association for the Exchange of Industrial Resources is a pioneering organization that would be thankful for your excess inventory donations.

NAEIR was founded in 1977 as a resource for companies to unload excess inventory. Now, with the growing focus on sustainability, green initiatives and creating a circular supply chain in the apparel industry, the organization is gaining visibility in the fashion field.

In addition to helping people and the planet, NAEIR also provides donating companies with a tax benefit, depending on how they're structured. "Companies tend to forget the philanthropic side of making space by getting rid of excess inventory," President of Corporate Relations Paula DeJaynes said. "Stores are definitely overstocked and are starting to discount. So if there are overruns at the store level, then manufacturers and distribution centers can't ship product to them because



Companies left with excess inventory at the end of the year can receive a tax benefit for their donations, facilitated by NAEIR.

they already have quantity to begin with. And when inflation is up and people aren't buying, donating inventory to put it into the hands of people who actually need the product is a win-win for everyone."

The clothing is then funneled to schools, churches and other charitable organizations. NAEIR gives away some \$100 million worth of consumer goods each year, of which some 5 to 8 percent is clothing. "Clothing is always in need because it's something everyone has to have," said DeJaynes. Items that are dressier or more fashion forward find happy homes via Dress For Success programs and high-school proms.

As for the tax benefit, the IRS allows regular C corporations to deduct up to two times their cost. To arrange a donation, visit [naeir.org](http://naeir.org). Prepare an inventory listing of what you have, with quantity, brief descriptions and suggested retail value. Turnaround time for accepting the donation is less than 24 hours. As soon as the goods are received, NAEIR issues the relevant paperwork for tax purposes.—*C.C.*

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## Inside the Industry

Materials-science brand PANGAIA has announced a commitment to transition to regenerative cotton by 2026. Currently 81 percent of its products are made from recycled or organic cotton, but it has set an ambitious goal of 100 percent of its virgin-cotton products to transition to regenerative or cotton grown using regenerative practices. In addition, in 2023 the company will launch its flagship diversified-cotton strategy, which will further expand the brand's material portfolio to include more recycled as well as alternative cellulose-based fibers. Regenerative cotton supports the next generation of farmers through building holistic partnerships that encourage and promote long-term positive environmental and social impact, the company said, adding that it is on a mission to find problem-solving materials that promote biodiversity and support a climate-positive future.

Hyosung, a leading textile-solution provider and the world's largest spandex brand, has hired Simon Whitmarsh-Knight as its new Textile Global Marketing Director. He will lead Hyosung's global marketing for creora spandex/elastane, Mipan nylon and specialty polyester fibers to deliver continuous innovation, superior value and collaborative services throughout the textile value chain. In his most recent roles, Whitmarsh-Knight directed high-level partnerships across the textile value chain, including mills, packagers, garment makers, fiber-ingredient brands, distributors, licensees and major consumer brands. "Simon brings extensive sales, marketing and team-building experience growing business across the specialty-fiber, technical-textile and performance-apparel industries, not to mention a deep understanding of Hyosung," said Sora Yoo, chief marketing officer at Hyosung.

The Istituto Marangoni Miami hosted a Studio 54-inspired event attended by 700 guests, celebrities, fashion-industry leaders and press. Kicking off the excitement for Art Basel Miami, the celebration was part of a larger fashion movement recognizing an international cadre of new talent, innovation and inspiration and included the announcement of the With Love Halston student-scholarship-contest winner, Ryan Anthony Hamilton. "It takes courage, perseverance and a little madness to make it in this industry. Halston had this. He was courageous and extreme in his own, minimalistic way," said IMM founder and President Hakan Baykam. "We are excited to be collaborating with With Love Halston. Students need to challenge themselves and participate in contests like this one. It's a tough industry, and they need to be persistent, just like Halston."

Fashion For Good has launched the Home-Compostable Polybag Project, a pilot program for testing alternatives to conventional single-use polybags. Created in partnership with Levi Strauss & Co., the six-month program uses innovative bags from the TIPA Corporation and Greenhope made from a bio-based material. The Polybag Project bags lessen fossil-fuel consumption and are designed to compost in both home and municipal facilities. "The project aims to find alternative end-of-use for land-fill-bound materials," said Fashion For Good in a release, "and to provide an at-home option for consumers who do not have access to municipal composting programs."

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## TECHNOLOGY



Twine



Mimaki USA



FABRIC, Fashion and Business Resource Innovation Center



Lenny Marano, President, Lectra, Americas

### Ideation *Continued from page 1*

A mix of industry professionals, designers and manufacturers attended the event, which included an Interactive Studio: Sponsors Showcase, Fashion Showcase and series of panel discussions around “Insight & Challenges in the Fashion Industry,” “Transforming the Fashion Industry With On-Demand Production,” “Optimizing Your Cutting Room With Data” and Lectra’s new and upcoming technology including fashion on-demand solutions, cloud-based nesting, PLM platforms, 3D and competitive benchmarking software for tracking almost anything you can think of.

Marano shared his excitement about Lectra’s recent acquisition of Hong Kong-based **TextileGenesis**, a software as a service-based traceability platform for the fashion industry. “Being able to confirm with certainty where the fiber and product are being sourced and where the labor is coming from is becoming more important in our socially conscious environment, and the technology that TextileGenesis has developed really provides us with that visibility,” said Marano.

The overall goal of the event was to help transform the fashion industry by offering companies the ability to be more sustainable by reducing material usage and waste; improving yields; saving time from design to the final product; and utilizing technology, analytics and data-driven programs to help brands lower costs, limit the amount of product going to the landfill and getting a leg up on the competition.

“Technology enables us to track all our garments better through the whole life cycle of them to minimize waste and boost an overall sense of social equity among the people we sell to and the communities we are part of,” said Norman Ramirez, director of information systems and technology at the Huntington Park, Calif.-based **Citizens of Humanity LLC**.

“Sustainability is a core challenge to the industry,” said Don Whaley, VP sales and marketing Americas, at the Rosh Haayin, Israel-based **Kornit Digital**. Kornit develops and sells large digital-printing solutions, workflow ink and the actual print technology. “It’s all about sustainability and printing what you need when you need it and where you need it,” said Whaley.

“The possibilities are exciting; if we lean into the future, we can do great stuff working together,” said keynote speaker Bill McRaith, former supply-chain executive most recently at the New York-based **PVH Corp.**, who added, “My main focus now is reshoring in a very specific way to bring 10 percent of the apparel business back on shore to give us more-predictable data to place better orders offshore and reduce the waste that we create through these big supply chains currently being used. Everything is possible if people lean into the pain of change,” said McRaith, who is currently creating mass regeneration zones in West Africa as a pilot to show the world what could be done at scale on recycling in the apparel industry.

“Get in while you can,” said Gabriel Crumpler, applications specialist at Suwanee, Ga.-based **Mimaki USA**, who added, “This is where the future is going. A lot of end users are wanting to create products that are personalized and customized for their customers, and we really see Mimaki being at the forefront of the printing industry.”

“Having a digital on-demand process to dye exactly as much as you need eliminates a lot of the waste and time to market,” said Senior Marketing Manager Adi Mandel of the Petah Tikva, Israel-based **Twine**, which has developed a one-of-a-kind system that digitally dyes threads and yarns for sewing, knitting and embroidery. “It’s important because the whole dyeing process is done without using any water at all,” she said, adding, “You can walk down the hall, press a button and get the thread in any color that you need in hours.”

“We’re one of the only micro factories in the U.S. that can do on-demand print and cut/pack/ship showing several brands using the technology,” said Angela Johnson, strategy and innovation, at the Tempe, Ariz.-based **FABRIC, Fashion and Business Resource Innovation Center**, a nonprofit fashion incubator who said it uses all the **Gerber**, Lectra technology and the Kornit printer. “When you can actually develop something digitally, virtually stitch it up, see what it’s going to look like, perfect the fit, embed an engineered print all before putting your scissors to your cloth and paying for that sample, it just saved you multiple samples and the cost that goes into that,” said Johnson. ●



Kornit Digital



Bill McRaith, keynote speaker



Two of Ideation’s panel discussions



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# Top Stories of 2022



REVOLVE FESTIVAL—TIM REGAS

## Coachella's Return Brings New Festival Fashion Trends

After a two-year hiatus due to the COVID-19 pandemic, the **Coachella Valley Music and Arts Festival** made its return to Indio, Calif., April 15–17 and 22–24. In addition to the return of live music, many Coachella attendees were thrilled to show off their best festival outfits.

The festival is an opportunity for brands to show off their latest pieces and boost sales as influencers take to the desert with ample opportunities for brand promotion. While the 2022 iteration of the event still brought out a lot of “Boho chic” looks, new styles and trends have emerged since the last Coachella.

Crochet hit festival fashion with attendees sporting crochet crop tops, matching skirt sets and dresses. Sheer tops and layers as well as sparkling tops made with sequins or metallic mesh were also rocking. [Read more](#)



REVIVE DENIM—ANTHONY DASILVA

## 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.” [Read more](#)



ANDREA JUGANARU / UNSPLASH.COM

## Denim Experts Weigh In on Design, Responsible Manufacturing, Vintage

Current trends in designing, manufacturing and styling denim relay a sense of going back to the future as demand for vintage pieces soars. Denim experts are not only relying on textile sources from reclaimed pieces to create new designs, in addition to the artistry provided by workers, and washes and finishing that are more responsible, but they are also designing styles that speak to a consumer who values the aesthetics of classic features from previous decades or centuries.

This trend for making what was once old new again has also driven a booming resale market. Vintage connoisseurs and blue-blooded denim veterans on the sales side of the business have dedicated large portions of floor space to sought-after and, in some cases, the rarest pieces that can live on and be loved again. It is in these stores and spaces that denim enthusiasts can talk shop sharing trade insights, while newcomers to collecting can gain an invaluable education regarding this category that has drawn them in. [Read more](#)



MELINDA NAGY / DREAMSTIME.COM

## Industry Focus: Sustainability—What is the biggest accomplishment in fashion sustainability that has been achieved over the last five years and what are the next steps to expand upon it?

Despite its once fringe status, sustainable living has reached closer into the mainstream fashion market, and what was, in the past, a lifestyle choice has now become a necessity. On Feb. 27, the United Nations Intergovernmental Panel on Climate Change released its report, “Climate Change 2022: Impacts, Adaptation and Vulnerability,” which identifies how the climate crisis is headed toward an irreversible state that will change life for all beings on the planet.

Many brands, manufacturers, designers and supply-chain resources within the fashion industry are cleaning up their practices, step by step. Some have been proponents of sustainable practices since they founded their companies while others have been focusing on an approach that values progress over perfection. [Read more](#)



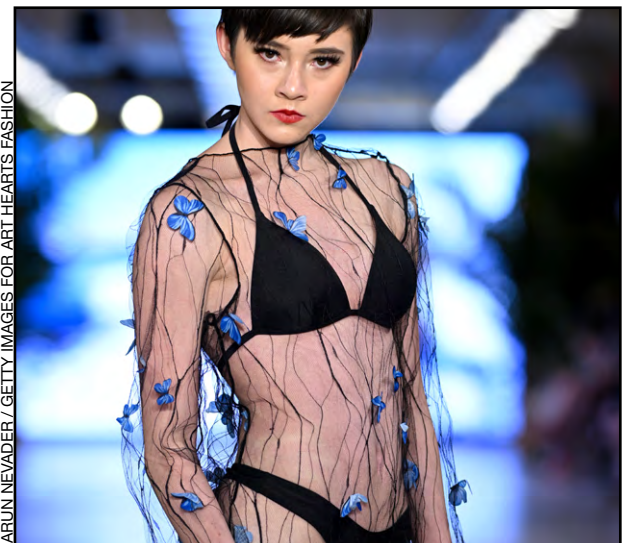
ABSOLUTVISION / UNSPLASH.COM

## UCLA Anderson Forecast Predicts Slower Growth but Low Unemployment

California may face the perennial threat of earthquake, but for now there’s no immediate danger of recession, according to a new report by the UCLA Anderson Forecast, one of the nation’s most closely watched and widely cited reports about the state of the U.S. economy. The report was unique in predicting both the seriousness of the early ‘90s downturn in California as well as the strength of the state’s rebound since 1993.

Over the next 12 months, the economy is likely to trudge along with below-trend growth and continued high inflation, and, while no recession is currently forecast, economists say the possibility still exists that persistent inflation and aggressive interest-rate policy will lead to a “hard landing” of the economy, which could trigger a recession.

According to the old song, it never rains in California, but the prospects for the Golden State are more optimistic. According to the forecast, “Strength in a number of sectors will buoy the economy, while increases in defense spending and demand for technology will likely keep it growing. The greatest risk to the state’s robust economy remains...” [Read more](#)



ARUN NEVADER / GETTY IMAGES FOR ART HEARTS FASHION

## L.A. Swim Week Features a Fully Immersive Fashion Experience

**Los Angeles Swim Week**, a collaboration between **Art Hearts Fashion**, **Fashion Tech Works** and **The New Mart**, took place June 11–14 in the heart of L.A.’s Fashion District.

Part runway, part trade show, part art installation, the four-day event treated guests to a series of evening runway shows, pop-ups and experiences. Designers included **Nike Swim**, **Body Glove**, **Dr. Martens**, **Carmen Steffans**, **Mister Triple X**, **Merlin Castell**, **Bellaria**, **Vichi Swim**, **Sugarpuss**, **Lybethras**, **Carmen Sol**, **Bishme Cromartie**, **Gyv Me Body**, **Bikini Beach Australia**, **Alexis Monsanto**, **Natalia Fedner**, **Bad Sisters**, **Remnant Bikinis**, **Keppi**, **Custo Barcelona**, **Keefer Madness** and **Cross Colours**.

“Bringing fashion to life for the buyers and for key influencers of fashion stakeholders was very important to us,” said New Mart General Manager Tom Keefer. “Our goal is to embrace the latest innovations in fashion and technology and showcase them on the runway rather than separate fashion shows from the trade shows.” [Read more](#)



SWINGDISH

## PGA Show Spotlights Fashion Front Brands

Looking stylish on the golf course has the amazing power to mitigate against the vicissitudes of this most maddening of games. And since the lines between work, play and dinner on the town have become as foggy as a morning in St. Andrews, Scotland, where golf was born, golf apparel is morphing into something that can be worn dusk to dawn for the active golfer.

At the recent **PGA Show Buying & Education Summit**, held July 11–12 at the **JW Marriott Las Vegas Resort & Spa**, one company in particular caught our attention for its versatile styling and impressive sales figures.

**SwingDish** was founded by Tricia Covell, wife of country star Toby Keith, and two daughters. The pandemic may have brought other industries to a screeching halt, but not golf, which was able to stop its declining participation numbers as it was a socially distanced outdoor activity. Forty percent of new golfers are now women, and SwingDish's revenues are up a whopping 3,200 percent since the start of COVID. [Read more](#)



ROBERT KAUJMAN FABRICS

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

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

While the heritage of quality and classic elements in textiles is enduring—transcending generations and seasonal style shifts—even the most venerable names in fabrics recognize the most important changing trends. Whether these changes occur in fiber, hand feel, texture or sourcing, they can help determine the direction of the industry. [Read more](#)



ANONYCHILD / MANNY LLANUJRA

## LAFW Returns With New Owners and a New Agenda

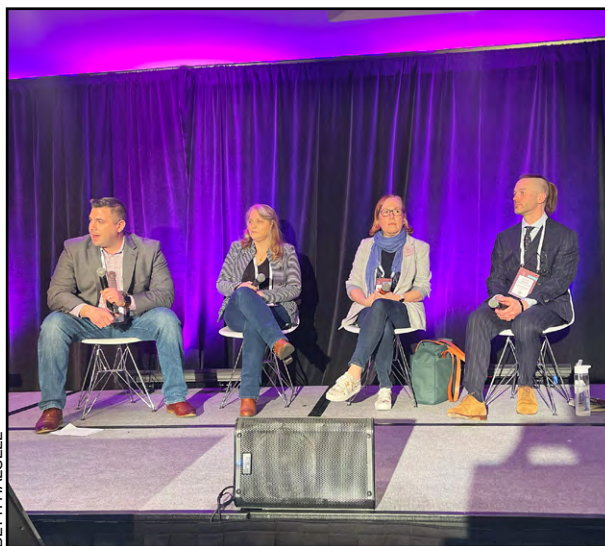
If you've been around long enough, you probably recall the early days of **Los Angeles Fashion Week** with either a fond smile or a roll of the eyes.

Along with the city that plays host to the event, LAFW has come a long way. And now it's poised to become even more dynamic and impactful, thanks to new owners **N4XT Experiences**, who acquired the license from Arthur Chipman and partners in January and will present the first show under their direction beginning Oct. 6.

The *California Apparel News* caught up with LAFW's new president, Ciarra Pardo, to find out what to expect for this fall and beyond.

**CAN:** This fall's LAFW is billed as a relaunch. How so?

**Ciarra Pardo:** It's a considerably reimagined experience. I've been in the industry almost 20 years and was formerly chief creative officer at **Fenty**, for example, which I started with Rihanna from the ground up. What for me was most exciting was figuring out how to... [Read more](#)



BETH HALSELL

## PI Apparel Los Angeles 2022 Showcases Latest Apparel-Industry Technology

After the pandemic changed the nature of many businesses to embrace more-virtual settings, apparel companies and manufacturers have increasingly been looking for new and innovative technologies to help better serve clients and customers. **PI Apparel Los Angeles 2022** took place at the **Westin Bonaventure Hotel & Suites** in downtown Los Angeles March 15–16, bringing together leaders from the apparel and footwear industries to discuss the challenges and technologies disrupting the industry.

After opening remarks from Safir Bellali, senior director of advanced digital creation at **VF Corporation**, who also served as chairperson of the event, guests were able to browse the exhibitor show floor and attend panel discussions on 3D technologies, digital assets and virtual fitting, NFTs, the metaverse and Web3, sustainability, the new shopping experience featuring AR and VR elements, and more. [Read more](#)



@WESTFIELDCENTURYSITY / KELLI FREEMAN

## Record-Setting Black Friday Sales Give Hope for a Strong Holiday Shopping Season

Despite speculation about higher price tags and supply-chain issues, consumers broke sales records online and in-person Black Friday weekend. Southern California malls were crowded, and shoppers were enthusiastic on this official kick-off to the holiday shopping season.

The Los Angeles shopping enclave Beverly Hills was buzzing with shoppers on Black Friday, especially on the famed and festively decorated Rodeo Drive. Foot traffic was robust as consumers filled the sidewalks and waited in line to enter stores such as **Bulgari**, **Cartier**, **Dior** and **Louis Vuitton**. Consumers looked for luxury items, not necessarily deals. The overall sense was that shoppers made purchases for themselves first and then started their gift buying. Many targeted certain items while being open to new and unique products that caught the eye. Consumers said it felt good to be out again; get in the holiday spirit; [Read more](#)



RENEWCELL

## Pulp Friction: To craft a more circular supply chain, Renewcell grinds old apparel into new

What is the future of fashion? No, not the next style but the actual process of making and selling it. Increasingly it's looking like a new paradigm based less on the fast and disposable and more on the durable and recyclable.

**Renewcell** is a Sweden-based pioneer in turning old garments into new by breaking down apparel and textiles past their prime and turning them into pulp, or sheets of cardboard-like material branded Circulose that can be turned into fiber that could very well wind up in your next pair of jeans. It has already collaborated with companies as large as **Levi's** and **H&M**.

On Nov. 10, Renewcell opened its first full-scale production plant capable of producing 60,000 tons of 100 percent recycled clothing per year. The *California Apparel News* caught up with Chief Commercial Officer Tricia Carey to find out more about what this new technology holds for closing the loop in the clothes-making process. [Read more](#)

# The Womenswear Trends That Defined 2022

By Melissa Moylan VP Womenswear at Fashion Snoops, and Patricia Maeda Director of Womenswear at Fashion Snoops

As 2022 draws to a close, it's valuable to take a step back and reflect on the major trends that emerged in womenswear. While there was certainly no shortage of inspiration this year, perhaps most interesting was how trends surfaced and flowed with ease between social-media channels, luxury designers and cultural elements. In addition to social-media aesthetics, which added fuel to both fashion and commercial styles, we also saw some distinct moments including exciting color, nostalgia, lingerie influences and the dominance of knitwear. Below we take a look at the factors that made each trend rise to prominence and ultimately define this year.

## TikTok-Generated Aesthetics



Versace Spring 23 ©Launchmetrics/Spotlight

As forecasters, we love a good trend, and in 2022 there was no better platform for trends to emerge than on **TikTok**. It seemed as though a new trend or core aesthetic surfaced every other day with hashtags that enabled looks to really catch on. The thing about it is that in most cases, these aesthetics aren't all that new—in fact, many are tied to nostalgia—however, with the right, clever name, aesthetics have the potential to go viral due to TikTok's nature of reposting. And while content creators are responsible for coming up with catchy "cores," brands and retailers stand to gain relevance by leveraging those hashtag aesthetics as they apply to their own merchandise.



Courtesy of @olafflee

While it would be impossible to identify every trending aesthetic, we do want to call attention to a few that rose to prominence. In many ways, *#barbiecore* was the aesthetic of the year. It's something we've been tracking since 2020 when

we first saw product leveraged as a mood booster in the midst of the pandemic. It progressed with the emergence of *#barbiecore* on social media and the concept of dopamine dressing that brought about the joy of dressing up, complete with energetic colors (more on that later). This year we also saw leaked photos of the upcoming "Barbie" movie and no other than Aught's queen Paris Hilton walking the **Versace** runway in a glimmering pink dress. Of course, not every aesthetic has quite as much cultural currency.

A great example of how a particular aesthetic just needs a clever name is *#coastalgrandmother*, which emerged in the summer, consisting of a beachy wardrobe of timeless linen and sweaters tied around the neck. It wasn't groundbreaking, but it was highly commercial and something that many brands outside of the Gen Z crowd latched onto.

And then there's the *#weirdgirlaesthetic*, which has a lot going on from '90s nostalgia to Harajuku-girl origins and attempts to reject the "core" classification of trends by mashing textures, crochet knits, bucket hats and kitschy accessories all together. Clearly there is no shortage of aesthetics that social media has given life to, but it must beg the question—if everything is cool, is anything really cool?

## The Fashion Items of 2022



Miu Miu Spring 22 ©Launchmetrics/Spotlight

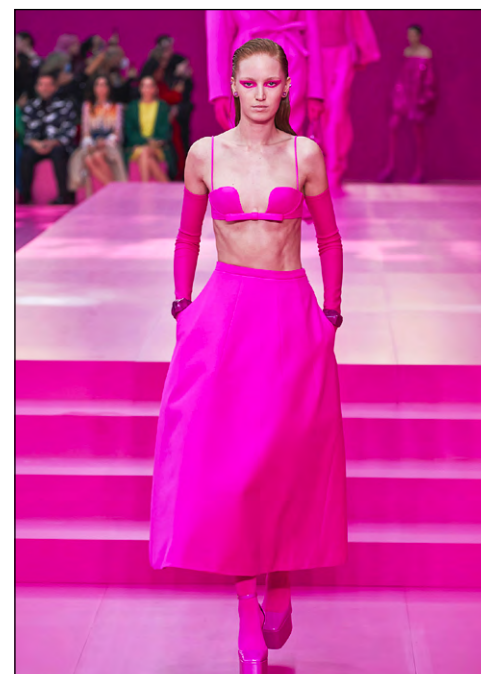
Speaking of viral trends, 2022 was the year when we entered a collective state of obsession over fashion items with the help of TikTok's algorithm and the undeniable impact of celebrities and influencers who propelled trends well beyond the metaverse. Arguably the most attention-grabbing trend of the year, **Miu Miu**'s micro miniskirt, served up several major pop-culture moments, from celebrities on magazine covers to a stream of social-media videos featuring "dupes" that followed suit and even an **Instagram** account dedicated to the *@miumiuset*. Miuccia Prada really seems to have a pulse on what feels modern right now, as **Prada**'s ribbed white tank top adorned with the triangle logo is following a similar direction as we move into 2023.

Equally having a great year, Creative Director Glenn Martens was responsible for two other major viral items of the year—the Y2K belt skirt at **Diesel** (which had the internet debating for months over its price and practicality) and **Y/Project**'s bodycon dress with **Gaultier**'s trompe l'oeil body prints, now coopted by numerous fast-fashion brands.

But 2022 wasn't just about luxury fashion and trends trickling down from the runways; this was the year when mainstream culture really shaped the "it" item of the season. Who doesn't remember last spring's frenzy over **Zara**'s pink slip-dress and, most recently, **Aritzia**'s Melina leather pants, both of which have sold out countless times. With a constant appetite for newness and a desire to buy and wear now, it's no surprise that *#tiktokmademebuyit*.

But while these fashion items captured the zeitgeist and defined the mood of 2022, it's important to note that when it comes to the success of viral fashion trends, especially in the context of internet culture, there is an underlying common thread of consumers looking for a sense of belonging, resonating not only with a trendy item but also with the micro fashion communities that surround it.

## Pink Empowerment



Valentino Fall 22 ©Launchmetrics/Spotlight

Pink was fashion's favorite color of 2022. Everywhere you looked, there was an avalanche of products all covered in a shade that's impossible to ignore. **Valentino** surely deserves credit for pink's 2022 success when, back in March, Creative Director Pierpaolo Piccioli took a stand on the color and stripped down his Fall '22 collection to one single hue: a custom, saturated fuchsia called "Pink PP." From that point on, pink has been the moment. From red carpets and talk shows to seasonal assortments and pop-up stores, there is no escaping all-pink-everything. Throughout the year, pink took on different shades, like last summer's hot pink and the return of bubblegum shades via the popular *#barbiecore* aesthetic. But this year's pink dominance cannot be solely attributed to the color's dramatic effect and memorable first impression. In a cultural context, pink has become deeply embedded in the collective psyche as a color synonymous with femininity, girl-ish innocence and the myth of the gentler sex. And in a moment brimming with women's empowerment, pink has been reclaimed in all its campy glory, signifying much more than a must-have seasonal color. 2022 was the year when women deliberately chose to shine brighter, dress bolder, speak louder—all while dressing the part for the occasion.

## Y2K Nostalgia



Blumarine Spring 22 ©Launchmetrics/Spotlight

While *#Y2K* has certainly been propelled by social-media aesthetics, what sets it apart is its cultural significance coupled with the fact that even if you're not a member of Gen Z you could easily buy into it. There is a lot of product to unpack here—all very commercial—from baby tees and the aforementioned pleated miniskirts to bustier tops and low-slung cargo pants.

From a fashion perspective, **Blumarine** leads the nostalgia aesthetic, inclusive of butterfly motifs and ruffled chiffon separates, which were introduced in the spring. But perhaps

## FASHION TRENDS

there is no better example of Y2K in the zeitgeist than the hit drama series “Euphoria,” in which the wardrobes of the characters champion expression with varying styles, from Jules’s schoolgirl looks and thrifted finds to Cassie’s take on playful femininity. What makes the show so compelling is that those of us well beyond our high-school years could still wear something like cat-eye makeup, Mary Janes or perhaps go a little more sexy than expected without a full-blown head-to-toe look. In that sense, today’s Y2K aesthetic pushes boundaries in an empowering way that crosses generations.

### Lingerie Dressing



No. 21 Spring 23 ©Launchmetrics/Spotlight

If last year was all about sexy dressing for a mood boost amid a somewhat post-pandemic reality, 2022 saw the emergence of a different kind of skin exposure. Lingerie dressing

became one of the most directional trends of the year, which we predict to fully solidify in 2023. Influenced by the success of bestselling items such as bra tops and corsets, designers have now expanded on the possibilities for the boudoir-inspired look, concealing and revealing bodies through sheer transparencies meant to reveal one’s most intimate layers. The “naked dress” made a return to the spotlight in fresh iterations on and off the runway, and bold displays of sexual freedom gave rise to a new era of the underwear-as-outerwear trend. In a post-Roe world when women’s bodily autonomy is being stripped away, statements of sartorial feminism are challenging outdated fashion norms, encouraging women to make a bold proclamation of feminine flamboyance.

### The Rise of Knitwear



Altuzarra Fall 22 ©Launchmetrics/Spotlight

With so many trends this year giving statement, made-you-look vibes, it’s almost hard to believe that just a couple of years ago in lockdown, sweats were the collective wardrobe of the world. While we’ve progressed significantly since then, there’s still this notion of comfort that persists and has graduated into the dominance of knitwear. We’ve seen this evolve from cozy bed-to-street loungewear ribbed sets to kitschy sweater vests for layering, knit dresses and, most recently, knit skirt sets. It’s a pivotal point that indicates consumers are still craving comfort in everyday life. At the same time, the addition of knit skirts or column knit dresses nods to consumers yearning to dress up a bit more, especially set to slim silhouettes that accentuate the body. For further proof of knitwear’s influence, look no further than cutout sweaters, which prove that it’s possible to be both comfortable and sexy at the same time.

In essence, 2022 gave us Fashion with a capital F. The year marked a triumphant return to playful escapism with buzzy aesthetics packed with cultural clout and a variety of key items and colors that refreshed pandemic-era wardrobes. And with so many options to choose from, this year in trend defined our collective desire to feel empowered by dressing up for maximum self-expression and sharing it far and wide across social media along the way.

*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](http://www.fashionsnoops.com)*

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## FASHION



Athleisure: Kevin Rene Basilio Vega



Avant-Garde: Alison Ambrocio



Childrenwear: Lorena Isabel Eguigure



Eveningwear: Kevin Rene Basilio Vega



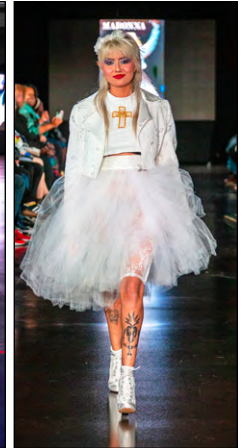
Genderless: Kevin Rene Basilio Vega



Menswear: Marilyn Martinez



Swimwear: Kevin Rene Basilio Vega



Theme: Alison Ambrocio

LOS ANGELES TRADE-TECHNICAL COLLEGE

### Gold Thimble *Continued from page 1*

the avant-garde category, Alison Ambrocio placed first, Marilyn Martinez second and Edwin Moreno third. For childrenswear, Lorena Isabel Eguigure placed first, Alison Ambrocio second and Marilyn Martinez third. In the eveningwear category, Kevin Rene Basilio Vega placed first, Lorena Isabel Eguigure second and Yanik Walters third. For genderless fashion, Kevin Rene Basilio Vega placed first, Nyra Hunt second and Edwin Moreno third. In the menswear category, Marilyn Martinez placed first, Alison Ambrocio second and Xochitl Martinez Ortiz third. For swimwear, Kevin Rene Basilio Vega placed first, Alison Ambrocio second and Edwin Moreno third. In the theme category, Alison Ambrocio placed first, Edwin Moreno second and Xochitl Martinez Ortiz third.

The Gold Thimble is a coveted honor representing the hard work and long days and nights the student designers put in honing their craft and passion for fashion. Each student was given one week to complete each outfit, with additional time allotted for the more complex designs of the eveningwear and theme categories, which challenged the students' craftsmanship in inner construction, sketch, pattern, drapery, new textures, fabrics

and additional materials they hadn't used previously.

As for "Madonna's Reign," the instructors came up with the idea and student designers studied Madonna's changing iconography through the Material Girl's five decades including her eighties look, vogue, virgin tour and just plainly celebrating how Madonna reinvents herself as an artist year after year.

Supervising Instructor Carlos Alcala was recognized with flowers and a gift for his contributions to the program.

"We are so excited that we're getting to do this in person," said Fashion Design Department Chair Joe Guerrieri. "This is only the third show that we've done in person as previously we were having the students film runway walks from home during COVID." Guerrieri added, "For us to be able to come together and celebrate and put the students' work on display fills us with so much joy. It's so exciting to see their creativity and hard work."

The volunteer models knew how to "strike a pose," and the evening culminated in a college-wide collaborative effort by students in the fashion, audio/video, cosmetology and fashion-show-production classes, where those students spent the semester learning the logistics of how to plan and execute a fashion runway show. The hard work paid off! ●



Gold Thimble Fall Class 2022



Supervising Instructor Carlos Alcala

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