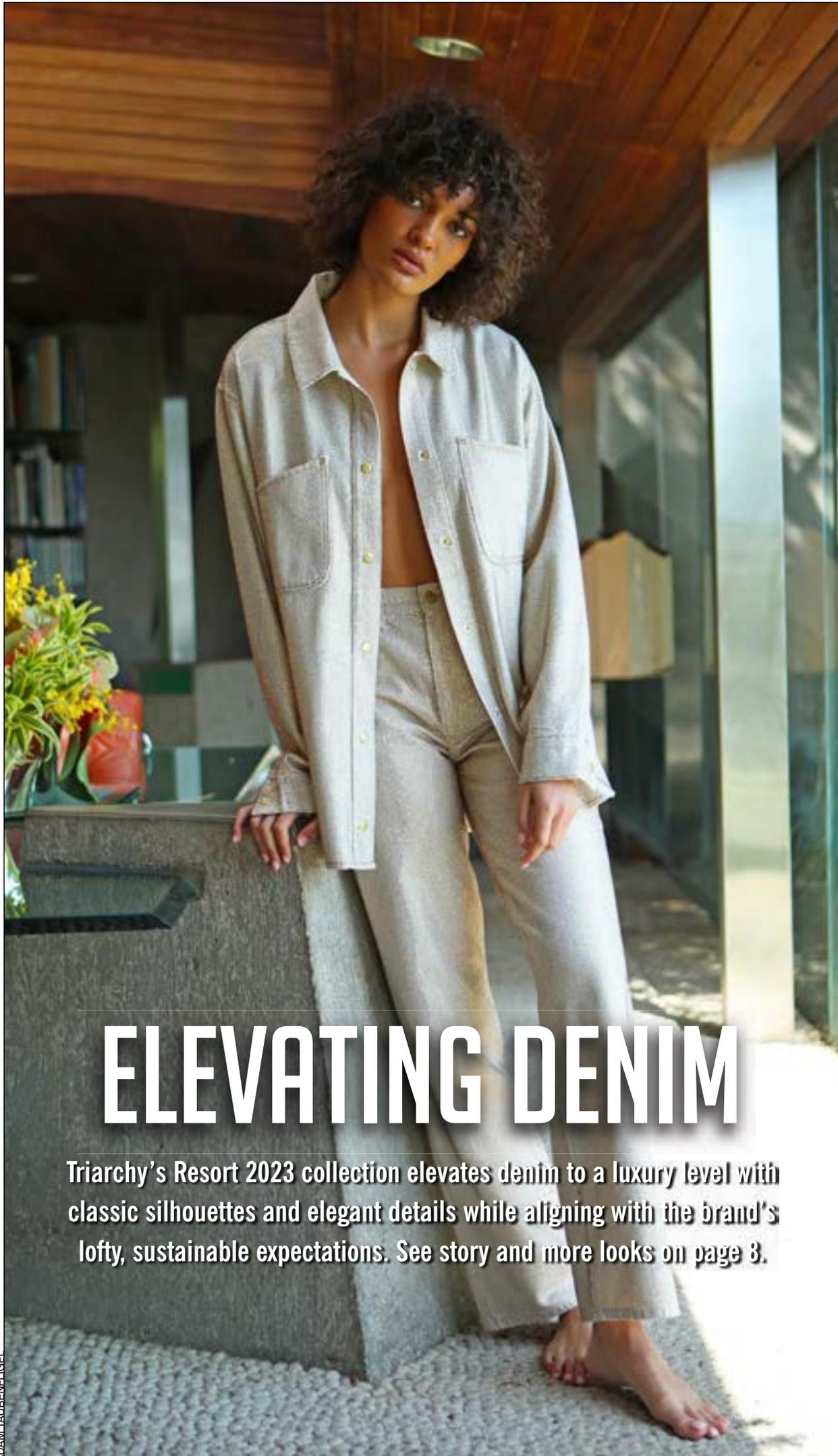


CALIFORNIA ApparelNews

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ELEVATING DENIM

Triarchy's Resort 2023 collection elevates denim to a luxury level with classic silhouettes and elegant details while aligning with the brand's lofty, sustainable expectations. See story and more looks on page 8.

ADAM TALUBENLIGEL

INDUSTRY FOCUS: DENIM

Embracing Responsibility While Building a Profitable Business

By Dorothy Crouch *Contributing Writer*

Clothing brands within the apparel industry have long grappled with the need to build their companies through making products that also commit to responsible practices. Approaches to building a more sustainable denim industry often include practices that bypass making new products, including recycling, upcycling and sourcing vintage pieces, as businesses seek to become less of an environmental threat and more ecologically sound. Many trusted denim brands that have been in the business for years, in addition to emerging newcomers, are using their platforms to promote cleaning up the industry, but they must also turn a profit.

As companies throughout the supply chain continue to grow their sustainable offerings but also seek business growth,

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RETAIL TECHNOLOGY

Informa, Fashion Snoops Unveil 2023 Retail Trends During Fashion Tech Series

By Dorothy Crouch *Contributing Writer*

Informa Markets Fashion and Fashion Snoops hosted "The Evolution of Retail," the first session in its Fashion Tech Series—educational online events to showcase innovations that will build a more efficient, agile and leaner fashion industry. The series runs through May.

The session explored findings in the "Evolution of Retail Report" as Nico Gavino, strategist for culture and consumer insights at Fashion Snoops, introduced the five innovations driving retail technology: the phygital store powered by AR and VR, social commerce, made-to-measure, virtual try-on and intelligent recommendations.

Each of these advancements has led retail through the e-commerce boom of the last three years, defined by 3D,

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Where fashion gets down to businessSM



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SWIM

Chanel West Coast Launches Eco-Friendly, Body-Positive Swim Collection

Coasty Swim has made its debut with a capsule collection consisting of three bikinis and an “ocean breeze” skirt hailed as the perfect cover-up. The bikinis are priced at \$130; tops and bottoms can be purchased separately for \$65 each.

Based in Southern California, the line was founded by television personality Chanel West Coast. “I wanted to create a line of swimwear that was colorful, sexy and fun,” she said. “I also wanted to create a line that was safe for our planet. All of our bikinis are made from recycled materials and are 100 percent eco-friendly.

“We want women to feel beautiful in our bikinis as well as in their own skin,” she continued. “We promote body positivity, and our swimwear is meant to enhance your body no matter the shape or size. Coasty Swim is all about bringing the good vibes, and we hope to reach every coastline around the world with our brand soon.”

Colors and patterns are tropical in inspiration, feature reversible styles, and include accents such as ruffles and bead-



Colors and patterns in the brand are tropically inspired, feature reversible styles, and include ruffles and beading.

ing. According to the company, the Ocean Breeze model features “ruffling around the hips and ruching in the back, which pairs with a bandeau top with off-shoulder sleeving.” The matching skirt is a “lightweight wraparound piece that you can tie off to the side for the perfect flowy cover-up.” The Princess model features ruffling around

the bottoms and a ruffled bikini top with a decorative center adornment. The reversible bikini is a classic string halter bikini top and string-bikini bottom that ties at each side of the hip. This functional style is perfectly reversible, reversing from yellow to baby blue “to go with whatever your mood.”

—Christian Chensvold

DENIM

IndigoLast Joins NYDJ’s Other Eco-Friendly Collections

NYDJ—formerly known as **Not Your Daughter’s Jeans**—has unveiled a new eco-friendly wash called IndigoLast that will take its place alongside the brand’s BlackLast and BlueLast eco-friendly collections. IndigoLast also stays dark longer than typical indigo denim and has a lower environmental impact thanks to recycled plastic fibers, renewable raw-material wood, a minimal water-dye pro-

cess, and reduced chemical and energy use.

The figure-elongating construction of NYDJ’s Marilyn Straight Jeans in IndigoLast Denim pairs well with everything thanks to a flattering waist and a versatile straight-leg fit. The brand’s Lift Tuck Technology uses a proprietary slimming panel with a patented crisscross design to shape and support curves for an always-sleek silhouette.



IndigoLast joins NYDJ’s sustainable efforts with the BlackLast and BlueLast collections launched in 2020.

NYDJ was founded in 2003 to address a gap in the women’s denim market by offering comfortable and flattering jeans for every woman. Its landmark premium stretch jeans with Lift Tuck Technology allowed women to size down thanks to a proprietary slimming panel with a patented crisscross design to flatten in front and contouring construction to flatter curves in back. Since then it has grown to a full collection with a fit-first mindset.

In 2020, NYDJ began producing clothing that is better for the environment with the launch of its sustainable BlackLast denim technology, followed by BlueLast. The following year it launched a footwear collection made with eco-friendly elements and then expanded its sustainable efforts with a collection of denim and tops using 100 percent organic cotton, recycled materials and earth-friendly technologies, all with the same signature fit and style.—C.C.

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Inside the Industry

The AAFA has published the 23rd edition of its Restricted Substance List. As an open-industry resource available to the broader community, the RSL supports the industry by providing a reference to all banned and restricted chemicals and substances for finished apparel, footwear, accessories and home-textile products. “A brand’s relationship with its customers is built on trust,” said American Apparel & Footwear Association President and CEO Steve Lamar. “Trust is built in no small part by ensuring that the clothes and shoes our customers put on, the home textiles they sleep on and dry off with, and the accessories they carry are safe for themselves and their families. The RSL provides a trusted solution for our members and a compact with their consumers.”

Grounded People is an emerging PETA-approved, sustainable vegan shoe brand that uses blockchain technology for complete transparency regarding where materials are sourced, ensuring that every pair uses materials in its second life. Additionally, each shoe is produced in the world’s only 100 percent vegan factory, which supports premium wages for its employees. The shoes are made almost entirely by hand and priced in the \$225 range, come with a five-year warranty, and the company donates a portion of sales to environmental organizations. Last year, *Marie Claire* magazine named it one of the 13 best sustainable shoe brands of the year, and the budding brand has also received positive press in *Forbes* and *Rolling Stone*.

Hanna Andersson, the premium childrenswear clothing brand founded by Gun Senhart, a native of Sweden who settled in the U.S., launched its first-ever kids’ activewear line on Feb. 7. Active by Hanna Andersson was constructed with sustainability at the forefront, with the same trusted quality and durability parents have relied on for over 40 years, the company said in a release. Smooth on the skin and the environment, over 80 percent of the collection is made from recycled fabrics and features UV-protective wicking fabric that is easy to launder. The collection is OEKO-TEX Class 1 certified, is BPA and PFA free, and features vibrant colors and patterns.

Epson has expanded its Epson Print Academy YouTube channel to include content for additional Epson Professional Imaging markets. Initially created for professional photographers, the expanded channel now includes videos featuring content for such markets as promotional goods, signage and point of purchase, print production and commercial labs, T-shirts and garments, and CAD and technical. Content consists of both short overviews and step-by-step tutorials, with ongoing uploads covering topics for the company’s SureColor product lines and accessories. “The channel is designed to serve as a resource across the printing ecosystem, including our channel partners and customers,” said Marketing Manager Dano Steinhardt. “The content is intended to assist and provide inspiration to our customers and partners, showcasing a variety of applications, overviews, tutorials and success stories.”

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How are denim businesses aligning the need to sell products while also manufacturing more responsibly made, longer-lasting goods and encouraging consumers to make repairs that give new life to secondhand pieces?

Denim *Continued from page 1*

California Apparel News asked some of the denim industry's most well-respected decision-makers: *How are denim businesses aligning the need to sell products while also manufacturing more responsibly made, longer-lasting goods and encouraging consumers to make repairs that give new life to secondhand pieces?*

Berke Aydemir Head of Research and Development and Technical Sales Naveena Denim Mills



We continuously invest in the latest technologies and research and development as shown by our Holistic Denim line. We also have an in-house shredding unit of five metric tons daily, using post-consumer and post-industrial waste.

Thanks to our new investment we will soon be able to offer products with 20 percent recycled waste until 2024.

Consumer use stands for the majority, approximately two-thirds, of the environmental footprint of a garment. To spread the word of sustainability, we are working in close collaboration with our customers to co-design impactful storytelling from the very beginning of product-development stages.

Beyza Baykan Founder and Chief Executive Officer HMS Washing



Emphasizing the superior quality of products is a pattern among leading brands. This later enables their customers to give up their jeans for someone to upcycle them. Another cool trend I have seen is that the designers design with a purpose. They find ways to assemble the jeans in a way that would allow them to be disassembled at the end of their lifetime, making it easier for the garments to be upcycled and repurposed.

For brands, creating jeans that are the easiest to upcycle has become one of the main concerns defining their production and marketing strategies.

Elena Bonvicini Founder EB Denim



Prioritize responsible practices in the production process while ensuring that the final product still meets customer expectations. For example, some brands choose to produce locally to support local businesses and gar-

ment workers, shortening lead times and carbon emissions. This allows for greater control over the manufacturing process and the incorporation of unique design elements. However, implementing sustainable and local practices in the production process can increase costs, and finding a balance between affordability and responsibility is crucial.

Additionally, limiting overproduction and protecting brand image keep secondhand-market prices high, encouraging customers to keep their pieces or sell rather than discard them.

Fabrizio Consoli Founder and Chief Executive Officer Blue of a Kind



As with every challenge, the quest for cleaner jeans has to be seen as a journey rather than an easy recipe. The effort should come from brands continuously scouting for more-responsible sources for fabrics and treat-

ments, at the same time educating consumers' understanding that a jean is like skin—it becomes more interesting with scars.

Brent Crossland Founder 5Loc



It has been amazing to see the industry come to this space. The movement seems to have made great progress in just the last couple of years. The trend toward higher-quality apparel and less "in your closet" is a real thing.

When you refine your wardrobe to reflect this, you naturally want longer-lasting garments but also want to be able to repair and keep them. Forward-thinking denim brands are aligning their businesses to make this work.

It seems that there is more custom-made and made-to-order inventory with less of a "safety stock" production mentality. In addition, "responsibly made" also begins with "responsibly grown" cotton, and the demand is growing exponentially. My business is picking up because of this. It's good for the customer and good for society.

Zennure Danisman Marketing and Washing Manager ORTA



Denim has a long lifetime that makes it adaptable, versatile, almost immortal. It's never been temporary and it never will be.

Consumers don't just expect "more affordable" products. They want you to re-

ally contribute to their quality of life against their decreasing income. So, they are after product inspirations that will enable them to create more with less. At this point, denim provides flexibility to the consumer.

They are increasingly trying to meet their needs by renting, repairing or reselling. At this point, secondhand, recycled, upcycled or repaired denims provide options to the consumer, and long-lasting denim comes to the rescue of the consumer again.

Ebru Debbag Executive Director of Sales and Marketing Sooty Enterprises



Denim is meant to last, be loved and re-loved over generations, eras, historical highlights and cultural transformations to define that clothes are a part of our lives, our timeline. The denim-and-jeans-market landscape changed

over the past 20 years where we have seen its value depreciate due to a rising demand for cheaper and faster products. We called it growth. Now we are faced with a problem of our expansion resulting in huge amounts of waste going to landfills, and our interconnected environmental and social systems demand that we produce responsibly, especially at scale.

We also engage with our stakeholders such as college students, citizens, artists as well as our customers and suppliers both digitally on our Future Possibilities platform as well as and in person at our SpaceD. We will soon launch the digital SpaceD with the intention of sharing with all of our partners as well as consumers the intricate efforts we put into the making of jeans so that keeping them will become a common practice.

Alberto de Conti Head of Marketing and Fashion Division Rudolf Group



The use of renewable raw materials helps the entire denim supply chain save fossil resources and can help reduce greenhouse-gas emissions. Biological materials are notable examples of renewable raw materials that are building

blocks of innovative chemical auxiliaries for apparel manufacturing. The raw materials are byproducts of the food industry that would otherwise be discarded.

Chemical recycling, which is the reuse of plastics to make new chemicals, degrades plastics and converts them into new textile chemicals that are of the same quality as those made from petroleum. Together with value-chain partners, Rudolf has already successfully developed several chemical auxiliaries for textiles, some of which are made from recycled PET; one of these is an anti-

back-staining agent used in denim finishing.

The chemical industry's contribution to the production of denim will become increasingly important in the coming years as the same innovations that provide interesting and new aesthetics will also enable optimization of now-scarce planetary resources.

Anatt Finkler Creative Director Global Denim



Brands that want to keep being relevant in this climate and thrive need to understand sustainable and circular practices are no longer a luxury and an uprising trend but rather a new ethos of making business the way forward. Consumers want brands to align with their mentality and values. That represents them shifting their mindset and culture of doing business, delivering more durability and better manufacturing and circular solutions. The end goal will always be creating profit, but the means don't justify the ends and, in this new world, the road traveled is what's most important.

It's about the stories behind the products and how they stay with the wearer through time, creating a relationship with the clothing rather than a throwaway culture. Also, with limited resources, new political regulations and a growing customer demand, a more sustainable business will ultimately mean a more profitable one in the long term.

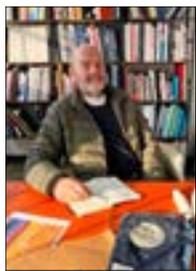
Our first mission is to produce fabrics that are of high quality and durable to allow brands to create stronger garments that last longer. In the near future we will be able to recycle garments at the end of their life cycle. This operation will allow us to create new fabrics that will enable our customers to create new garments with DNA based on the reworking of waste.

Paolo Gnutti Chief Executive Officer of PG ISKO Luxury by PG



We all need to have more awareness and respect for our planet. There are no B planets, but there are plenty of plan Bs to draw from what has already been produced to create new fashion.

**Adriano Goldschmied
Founder
Genious Group**



There is not a formula for this—it depends on the retail price and the goals of the brand. However, at any level it is a difficult compromise and decisions are not very easy. On one side we must make a product that has appeal for the consumer; on the other side we have to make it with the lowest impact possible using all the tools that innovation and technology are giving to us. Of course, if we are too extreme the business will suffer on the one side, and if we are too traditional on the other side we never arrive at a better level.

I feel that transparency and information in all the steps of the sourcing process are the key to being able to design and have a good product. Finally, we must create business according to what the new generation of consumers is looking for. We must consider that the goal today is not only to sell but also to create value, taking care of the entire life of the product. We need to think about durability, circularity, reuse and repair but also about the end of life of the garment that has to be totally recyclable to make a new fiber or is totally biodegradable in case it goes to the landfill.

**Juan Carlos Gordillo
Denim Designer**



It is not easy to combine this ecological idea without affecting the main objective of a company, which is to sell. The challenge is enormous but not impossible.

We must invest in educational campaigns to inform in an easy and clear way about the ecological importance and benefits of repairing and reusing clothes as well as the importance of buying well-made denim products. Teach the consumer to question how it has been made and under what working conditions.

Governments worldwide should discuss creating standards and laws that guarantee the useful life of products, in general, and give the option for them to be recycled. Textile products should not be an exception because today consumers are faced with the following dilemma: repair a zipper on a pair of jeans versus buying a garment that is priced cheaper. Promoting the repair is excellent, but without strong information and awareness campaigns, it will not be impactful.

**Simon Hong
Denim Lead
Hyosung**



Suppliers to the denim industry have made significant advances in helping denim brands manufacture responsibly made jeans that last and keep these products out of the landfill, which consumers are demanding. Recycled, bio-based and recyclable materials, in addition to waterless dyes and new separation technologies, have all contributed to an eco-friendlier denim market. We like to think we've contributed to this movement with the continuous innovation with our flagship fiber, creora spandex.

**Tuncay Kilickan
Head of Global Business Development,
Denim
Lenzing Group**



For a couple of years we have been witnessing the rise of new initiatives for secondhand jeans to be operating both online and offline. Brands are supporting this movement and support the consumer if there is such a demand in the future. So you can simply buy a pair of jeans you like, wear it for a certain time and then easily sell it. This is only possible if the brand is prestigious, and today brands who are taking bold steps for the environment are considered to be prestigious whereas in the past it was only trendsetter brands that were considered so.

If the product isn't long lasting, there couldn't be a second life with a new owner. Giving a free repair service could be considered an insurance for the life cycle of a product. It doesn't matter how much that product has been used—having this possibility could give relief to the consumer. So the surcharge of a product that is responsibly produced with long-lasting features and the availability of a repair service could be considered an advantage. This could be a good reason for standing out, which would give attention to that brand and the opportunity to sell at the same time.

**Rebecca Larsen
Senior Manager Business
Development
AGI Denim**



The denim industry is no exception as the world moves through tough economic times. With rising raw-material and operational costs, manufacturers must take a more innovative route to production. This comes from responsible manufacturing practices, both internally and externally.

Just as we take inspiration from approaches like The Jeans Redesign Project by the Ellen MacArthur Foundation, we encourage our customers and the brands we work with to focus on reconstructing new pieces. One piece we are particularly proud of is The Scrap Poncho, unveiled during a Creative Workshop at Kingpins New York.

Denim is a versatile piece of cloth meant for much more than just wearing. We are focused on making it a force for good. For everyone.

**Amy Leverton
Founder
Denim Dudes**



They say the most sustainable jean is the one already in your wardrobe, yet this statement goes against the grain of our capitalist society. In order for brands to thrive they are focused on growth, but how do you grow profits without contributing to the problem? The truth is you can't.

Companies who are at least taking the right steps include Ganni, who aims to halve their carbon footprint by helping their supply chain to transition to renewable energy;

Nudie, who recently announced they repurposed 6,530 pairs of second-quality jeans into 16,000 new pairs made of 20 percent recycled cotton; and Levi's, whose recent Buy Better, Wear Longer campaign video romanticizes the emotion of buying secondhand.

All these steps are commendable, but if we're being real, I'd like to make everyone uncomfortable by talking about the de-growth economy. Unless we seriously address radical new business models, we are not going to make the necessary changes to the impact on our earth in time.

**Daniele Lovato
General Manager
Elleti Group**



Knowledge, technology and collaboration are key requirements today to actively and positively impact the fashion market, which requires its supply chain to adapt to increasingly sustainable standards. In order to improve and innovate current practices, we believe it is essential to join forces with different stakeholders on a path of common growth; hence, our partnership with Wiser Wash, which has led to a consolidated production network between the two companies for the laundry phases.

In the production stages, on the other hand, for more than three years we have been proposing and using only denim fabrics with a content of at least 20 percent post-consumer recycled cotton from used garments. This is to give end consumers the opportunity to choose a new garment with goals of sustainability and circularity embedded in it.

**Gabriella Meyer
Owner and Designer
Denimcratic**



Our focus is to reduce waste, eliminate excess inventory, keep production local and highlight our customers' individuality and style. "Designed with purpose, ruled by design" has been our mission from inception. We appreciate the beauty and life of secondhand denim. Our one-of-a-kind garments are handmade and composed of recycled materials, often through upcycling jeans.

Our made-to-order policy allows us to meet the client's specific needs while also maintaining control over our production. While there is more of a wait for custom garments, our clients understand and appreciate the amount of attention and detail that goes into making their garment.

**Alaina Miller
Vice President of Full Package
Operations
Star Fades International**



SFI is manufacturing responsibly by continuously adopting new wash technologies and appliances that reduce the amount of chemicals, water and energy used in the denim-laundering process. Several brands we work with have sustainability requirements that encourage us to constantly be innovating and improving our production methods, and

staying on the forefront of innovation helps us to maintain and grow our customer base.

We have recently been promoting upcycling via social media with posts showing our audience how they can revamp their existing wardrobe through DIY tutorials. These posts will help viewers update pieces they already own using materials that are easy to come by and are likely already in their homes.

**Nantas Montonati
Group Sales and Marketing Director
Riri Group**



Our search for new materials contributes to greener production, including recycled and natural materials such as recycled nylon, rice bio-resin, bio-based polyester, eco- and recycled hemp. Mono-material buttons can be easily disassembled from clothes and reused on a new garment, lending themselves to being recycled over and over again.

For example, recycled copper buttons can be easily attached and detached from garments using a simple screw system. Practicality and sustainability come together to meet the needs of both the denim producer and the end consumer. Brass and steel buttons also have high percentages of recycled material, a minimum of 80 percent and 50 percent, respectively.

**Ebru Ozaydin
Strategic Marketing Director—Denim
and Ready-to-Wear
The LYCRA Company**



The impact of the global pandemic and, most recently, current inflationary pressures have dramatically shifted consumer behavior and shopping habits. Today, consumers are much more selective and conscious about their apparel purchases. According to our company surveys, most consumers make the connection between durability and sustainability and thus are beginning to look for more timeless, versatile and quality garments with a longer wear life.

As a result, some brands and retailers are experimenting with new business models, designing for longevity, opening repair facilities within their stores and even investing in garment resale platforms. According to a recent report by GlobalData, the resale apparel market grew by more than 100 percent between 2016 and 2021.

Designing garments for longer wear life and multiple owners presents unique challenges that start with fiber selection. To assist brands and retailers in this process, The LYCRA Company recently launched LYCRA lastingFIT 2.0 technology for the denim/wovens segment to create durable garments with long-lasting fit and comfort, delivering elevated functionality using recycled content such as 50 percent recycled PET bottles.

How are denim businesses aligning the need to sell products while also manufacturing more responsibly made, longer-lasting goods and encouraging consumers to make repairs that give new life to secondhand pieces?

Denim *Continued from page 5*

Baris Ozden
Product Development Manager
ISKO



The challenge is to keep our denim products as long as possible within the closed loop of the denim circular system. Denim needs to be durable and yet fashionable. Our purpose at ISKO is to ensure that our customers and indeed

the end consumer have both without sacrificing a step in the circularity loop to do so. We want them to have the best of everything.

Our newest innovation is our latest material science. CTRL+Z has a lower environmental impact during production and is stronger than traditional denim and recycled-denim products on the market in terms of abrasion strength. This means that people can continue to love their favorite denim for longer and also ensures they retain their strength so they are able to be passed on to others. And, in the near future, ISKO's circularity-project hubs will allow garments at the end of their life cycle to be recycled.

Carlo Parisatto
Chief Marketing Officer and
Commercial Director
Cadica



Recovering garments at the end of their life cycle and upcycling and repairing them are very important steps in the sustainable logic of exploiting what has already been produced on the market.

All processes based on repair, recycling or upcycling are fundamental in a sustainable-waste perspective.

Reuse of materials is intrinsic in our company DNA, so much so that we create entire collections based on recycling and upcycling. We have produced denim paper for communications and for the packaging cover, buttons made from recycled denim and also woven labels made from recycled denim yarn.

In recent years, we have increasingly been collaborating with brands in the denim world where, by recovering their offcuts or leftovers, we are able, through our internal processes, to create labels and tags that reflect our customers' demand for circularity and sustainability.

Jose Royo
Vice President
Tejidos Royo



We are a very pollutive industry with great volume and a lot of heavy investment all over the world. There is a huge investment from all the mills to reduce water and chemicals, and every step counts. If I reduce one liter, it's one liter less used in the world that can be given to people; also, it's one liter less of waste water that needs to be cleaned. Let's keep manufacturing in a better way.

Today, 100 percent of our denim collection is made of recycled material. There is not a single article with 100 percent virgin cotton. One hundred percent of our denim production is made of Dry Indigo. It's the way we are contributing to improve Royo's footprint.

For Royo, recycle is the name of the game. Let's use the existing material all over again; leave the land for food.

Enrique Silla
Founder and President
Jeanologia



The integration of our laser, G2 ozone, e-flow, Smart Boxes and H2Zero technologies is enabling companies to increase productivity and reduce costs, and water and energy consumption, and speed time to market. It also eliminates waste and harmful emissions, guaranteeing zero pollution without losing product quality or look and obtaining authentic and fashionable finishes with infinite possibilities for garment design and finishing.

This allows a new on-demand production model to manufacture only what is sold instead of selling what is produced. In this sense, we promote the implementation of "urban factories," that is, sustainable, interconnected and automated digital finishing plants located close to the consumer that allow companies to manufacture only what is sold instead of selling what is produced, thereby eliminating stock.

Another initiative, reTECH, allows unsold garments to be given a new life without sacrificing the look by using technology to eliminate stock and contribute to the circular economy.

Adam Taubenfligel
Co-founder and Creative Director
Triarchy



If you don't sell anything then you can't make a profit and put that profit into innovating new technologies to make jeans better, so this always has to be top of mind.

When it comes to manufacturing responsibly, you need to ask tough questions of your suppliers, not just take what they say at face value and then pass that messaging along at face value to your customers. Have a third-party auditor look at your products and report back to you. Only then can you get a clear picture of your practices before you start shouting about your "responsibility" claims. This will do one of two things: show you that you are in fact doing things right or show you where the holes are that need to be plugged in order to actually have a more responsible end product.

The beauty of denim is its timelessness and strength. We always communicate to customers their ability to easily have jeans repaired before they toss them and seek out new ones. It's responsible practice for us to advise it and for customers to do it.

Alice Tonello
Marketing and Research and
Development
Tonello



It all comes from proper information and communication about how a particular product is produced, the choice of materials, the process and the consumption related to it: this, in order to create awareness in people so that they can invest their money responsibly, giving value to their investment and the whole process behind an individual product.

If denim businesses succeed in providing this value, people can be more conscious about buying garments and products of higher quality and durability. In this way, a valuable garment will be able to be appealing for longer over time, including when it can be resold, at the right price, as secondhand. As a result, it will be possible to generate new business even more responsibly.

Adam and Liran Vanunu
Co-founders
Cotton Citizen/American Dye House



Our denim rethinks familiar silhouettes for every generation of customer. Inspired by our favorite archive pieces, we've created a collection of denim that has the same authentic vintage feel on the first day of wear as your favorite lived-in pair. Our customer relies on us for the quality, longevity and comfort of our products, trusting us for heritage-inspired garments with a vintage feel.

Learning from our father, our knowledge of heritage-garment production gives way to innovation. Now our factory practices are focused on creating more-sustainable steps to achieve the signature vintage look and feel of our denim.

Using updated production methods, we're able to responsibly make products that last forever without a lasting impact on the environment, giving way to reduced consumption and encouraging better buying practices.

Andrea Venier
Managing Director
Officina39



The denim industry acknowledges the importance of building a sustainable system and adopting ethical practices as well as trendsetting designs and collaborations between brands, suppliers and customers. On the one hand, brands

must have the courage to go beyond special projects and capsule collections and focus on reducing the impact on the entire business. Suppliers must share knowledge of materials and processes, providing the best solutions for the future.

Specializing in fashion and sustainable chemicals for the textile, garment and denim industry, we have been proposing this kind of sharing for years through a project we initiated together with Lenzing and Meidea: "The Circle Book," an experience made of collaborations featuring multiple skills and teamwork to achieve common goals. The Circle Book is a look book designed to inspire and educate the next generation of designers in creating more-responsible and low-impact clothing, implementing a circular-economy approach.

Vivian Wang
Managing Director and Global Sales
Manager
Kingspins Show



We are always looking to help denim suppliers find that balance between product, planet and profit.

The ONE DENIM initiative was conceived to show manufacturers and brands the breadth of creativity, variety and variation they can achieve using just a single fabrication. Visitors to our Amsterdam show in April will be able to view nine ONE DENIM garments, all created by designer Piero Turk and washed by Italian finishing-solutions supplier Tonello.

When it comes to sustainability, we strive to practice what we preach. It's not enough for us to offer solutions to our exhibitors and attendees for eliminating waste in the denim-production process. We also look for ways to implement these measures at our shows. Those can be small but important decisions—such as using recyclable and reusable cups, plates and utensils at our shows—or larger efforts that underscore our commitment to creating a sustainable future.

Responses have been condensed. ●

Following the devastating earthquakes that struck Turkey and Syria, California Apparel News extends its deepest condolences to the members of our extended denim family who have been touched by this tragedy. We continue to keep in our thoughts and hearts those who live in the region, in addition to others from the area who are living abroad, far from home, as they remain concerned for their loved ones.



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Triarchy Resort 2023 Shines With Elevated, Responsibly Constructed Denim

By Dorothy Crouch *Contributing Writer*

Elevating denim to a luxury level requires finesse and expertise. Creating sustainable denim that aligns with the lofty expectations of the luxury category is a task only for the brave, yet that is exactly the route Triarchy co-founder Adam Taubenfligel chose for the brand's Resort 2023 collection.

"One of the hardest things as a responsible brand with such a strict lens on that responsibility is that there is so little we can do," said Taubenfligel. "So often I'll want to do foil or this detail or that detail. We'll start developing and I'll realize really quickly that we can't do this because of the chemicals or the procedures. It just doesn't fit within the brand lens."

The Vancouver-founded, Los Angeles-based brand launched in 2011 by Taubenfligel and his siblings, Mark and Ania, has been fully committed to designing sustainable denim following a three-year hiatus that began in 2016 to examine cleaner denim-making processes. Making cleaner jeans is now a nonnegotiable, from cotton sourcing to closet.

"It's really not impossible to put a collection like this out without being responsible. It's not easy, but when you start restricting yourself, the vendors and suppliers start to look for better ways to do the things you're looking for," explained Taubenfligel. "That change only happens when you stay hard-nosed."

When developing the Triarchy Resort 2023 collection, Taubenfligel, the brand's creative director and sustainability

lead, wanted the collection to stand out. In addition to its beautifully crafted traditional silhouettes, such as the Ms. Fonda High Rise Wide Leg, and washes in light and dark indigo, he wanted the collection to shine—but also remain sustainable. The accents the designer sought would shimmer and crystals would be perfect, but as elegant details, not bling.

"I really wanted to do stone work, but the more we tried doing it, the vendors weren't really giving us anything that had any redeeming qualities," explained Taubenfligel. "Then there was one vendor that I told we were not going to move forward and they worked with me to say, 'Wait, if we're doing these stones out of glass, we can just change the source for our materials from raw to recycled. I didn't even know that was an option.'"

The result of Taubenfligel's commitment was a striking elevated-denim suiting concept. Comprising three complementary crystal-covered garments—the Ms. Cali Oversized Jacket and a choice of the Ms. Keaton High Rise Baggy Jean or Ms. Triarchy Short Skirt—the pieces are all made in off-white. The elegant garments can yield a formal look or be dressed down with sneakers for a playful style. For the Triarchy family, denim is acceptable to wear on all occasions.

"If you can walk into a room in a silhouette that's architectural and then it's denim, you're coming in with such a vibe. With the construction of the pieces but when you see that it's denim, it's relaxed. You're not giving off that energy

as intense. You can show up looking incredible but it's still relaxed," said Taubenfligel. "It's probably the California influence coming through. Also, something that is huge for me—maybe because I'm Canadian—I love the Canadian tuxedo."

The Ms. Keaton High Rise Baggy Jean is also available in a light indigo with crystals and a vintage medium indigo without the embellishments. There is an inviting fluidity within the collection, which has led to an expansion in the customer base.

"We have a lot of guys wearing it. A lot of guys have been posting it on Instagram. It just wears so well. That's the nice thing about those cuts too. They are unisex," noted Taubenfligel. "I wear the jeans. I have the blue ones."

While the crystal-embellished jeans have been resonating with bricks-and-mortar shoppers, the brand's online clientele has been gravitating toward the Ms. Perri A-Line Dress, available in light indigo with crystals or dark indigo. As Triarchy designs continue to resonate with an expanding audience, Taubenfligel noticed a common characteristic among certain fans of the Ms. Perri A-Line Dress.

"The really nice thing about that is so many pregnant women have been buying it. We had so many people over the course of December and January wear it to their baby showers. It's comfortable and the cut is casual, but it happens to be covered in stones," noted Taubenfligel. "One of the girls on our team wears it with a pair of Converse high tops. It looks very cute." ●

RETAIL TECHNOLOGY

Retail Tech *Continued from page 1*

AI, personalization and, now, a return to bricks-and-mortar models that rely on omni-channel strategies to meet customers everywhere. To expand on these five areas driving retail technology, Fashion Snoops Culture Director Nivara Xaykao was joined by TUNL founder and Chief Executive Officer LJ Northington and Perfect Corp Chief Marketing Officer Adam Gam during the Jan. 11 event.

Omni-channel evolution in 2023

Retailers have been building their omni-channel offerings for years, but since 2020 the use of digital advancements and implementation of innovative tools has surged—yet the physical-store pendulum is swinging back. To accommodate consumers, retailers must embrace the technology lessons they've learned and apply them to their strategies not only online but also in-store.

"You saw the rise of digital and online with websites and social over the last couple of years, but people still want to be in stores. When you think about shopping in stores before COVID, you saw a lot of movement to this sort of showroom experience or creating those Instagram-able moments and trying to have those technologies there. All these digital technologies that you would be using when you were at home or on your computer or on your smartphone appear in-store."

To build the experiential commerce journey that will resonate with consumers, retailers must understand where opportunity lies now and the direction it will go. Northington noted that experiential commerce blends three elements: social media, gaming—such as Roblox and Fortnite—and blockchain. As metaverse experiences become increasingly important to consumers, retailers must prepare for a new retail landscape



Informa Markets Fashion and Fashion Snoops launched their Fashion Tech Series with a session covering "The Evolution of Retail," which examined innovative tools and forecasting that will lead retailer strategy in 2023.

by learning the capabilities, hurdles and how to improve upon these technologies.

"Education is first and foremost," said Northington. "The best way to understand it is to spend an hour, sit down, download a MetaMask or crypto wallet and try to buy an NFT for \$5 on OpenSea. It'll cost you an hour of your time and maybe \$15, but you'll come out with a completely new understanding of how the process works and also how we can make it better."

Retail has struggled to align sustainable initiatives with toggling between consumer demands for fast fashion. The adoption of NFT offerings can ensure that retailers and brands benefit from initial customer investments into their products in addition to the resale transactions that follow. This strategy will also support a sustainable mission as retailers engage more heavily within the resale market.

"People can sell and trade NFTs back and forth. Let's say a retailer sells a product for \$150 at retail and all of a sudden it goes on StockX for \$2,000. [Currently, retailers don't] see the upside of that secondary market," explained Northington,

who then expanded on the potential for NFTs to fortify a brand's bottom line. "Every time an NFT is traded, you—as the brand—get a royalty. As people are trading the claim to that product back and forth, you're getting a cut of every sale, and that's where the secondary revenue factor comes into play."

Courting the connected consumer

While customers enjoy visiting bricks-and-mortar for the experiential benefits, they crave the convenience of e-commerce whether they are lounging at home on the couch or killing time at the airport during a layover. Implementing tools that allow retailers to meet their customers anywhere is key. Gam and Northington noted that connecting with consumers through AI must yield a "hyperrealistic" experience.

"If it's accurate and it looks like the real product in real life and the real color that somebody is going to get when they get that product at home, what happens is it gives them confidence," said Gam. "If they have that confidence they're going to rely on that brand or that retailer site to purchase more things over time."

As these satisfied customers return, not only will they seek out the products they planned to buy but will also trust the brand or retailer's recommendations. The benefits of building trust with consumers through accurately replicating the in-store try-on experience anywhere will support retailers as they compete with other businesses that are building their omni-channel offerings.

"If you can mirror an experience that is true to life, then what you're able to do is help the consumer journey and help the brands and the retailers connect in a personalized way," explained Gam. "We've seen things with really high ROI as far as increased conversion, increased sales, increased time on-site, increased adds to basket, decreased return rates and overall a more satisfied experience." ●

Through advanced technology and industry experience, FashionGo provides immediate discovery for brands and retailers

When you think of the intersection between fashion and technology, you might think of sweatshirts that soak up the sun in order to power your phone. In fact, the place where the two meet is much more fundamental and nowhere more so than on FashionGo.net. Since its founding two decades ago in the heart of the Los Angeles Fashion District, the technology company has gone on to become the leading online marketplace where independent retailers can shop top vendors.

Through FashionGo, retail buyers are requested to submit business verification once at sign-up. Following review and approval, they have instant access to millions of products and thousands of brands. Buyers can search for products, place orders from multiple brands, and pay in one checkout, then manage and track every order on FashionGo, establishing a one-stop shop for retailers' wholesale buying experience. The convenience and efficiency of transacting through an online marketplace such as FashionGo makes for a great solution for B2B decision-makers who cannot attend trade shows and market weeks due to the time and cost inefficiency involved.

FashionGo spokesperson Grace Ryu—who heads no fewer than three teams at the rapidly growing company—took time out from the middle of February's hectic FashionGo Week to explain more about the service and how it has streamlined the process of connecting buyers and brands.

For those unfamiliar with you, what is FashionGo?

We're an online B2B marketplace for wholesale fashion, allowing brands to sell to retail buyers. Our team has worked in the industry for over 20 years and knows the order process and the needs of both brands and retailers. With close to a million registered retail buyers, thousands of brands across 11 categories, and over 2 million items on our site on our platform on any given day, we're here to provide best-in-class solutions to the industry as a whole.



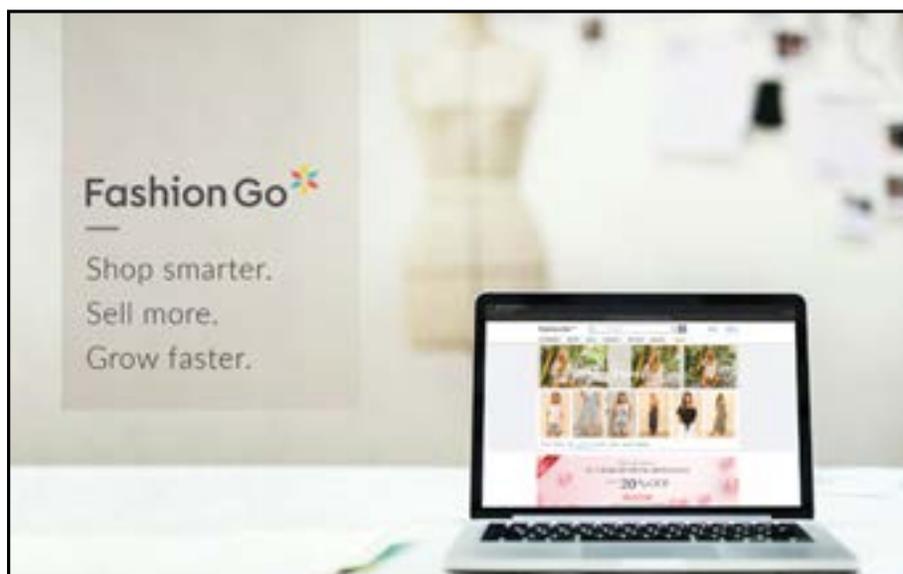
With the audience we have, we are able to spot key industry trends and gather learnings. For example, the pandemic gave us insights as to how the industry is positioning itself, and what we learned is the emergence of other non-apparel categories like accessories and home goods—how it is relevant in both B2B wholesale and retail.

Tell us more about that. How has consumer behavior changed in the past few years?

We have been at home more, but beyond that fashion has been taking more of a broad playground. Right before COVID hit, the fashion trend at the time was about feathers and things that sparkle, and then suddenly the most searched keywords switched to "tie-dye" and "sets." We also saw that accessories really took off and is still maintaining its growth. Remember that during the pandemic supply-chain issues and shipping delays became a major challenge to our industry. The solution for many retailers was to focus on merchandise that was easier to ship, store, and sell in the current video climate. Much of the new merchandising behaviors have maintained even after the pandemic, including retailers turning to online B2B marketplaces like FashionGo that helped businesses to continue operations when everything was closed. We saw an increase of 152 percent of new buyers registering on our platform that year and similar increased number of new buyers the following year. Even as fashion trade shows come back, we believe online B2B marketplaces are here to stay.

How is a FashionGo Week that different from normal shopping throughout the year?

During the weeklong event we have exclusive deals and promotions from favorite brands on new arrivals. In our industry as a whole, this is unheard-of for any brand to offer discounts on new items. The event also hosts "Join Us Live," a livestream shopping experience where over 40 exhibiting brands during FashionGo Week can showcase their newest arrivals and bestsellers. Viewers can watch, shop, and chat—all in real time—creating a truly engaging B2B buying experience virtually. We also have "Best of Best," a list of bestsellers sold during the show in real time allowing retailers to make more-informed purchasing decisions—this is something no in-person trade show can offer. Lastly are the search capabilities of StyleMatch, where retailers can upload any image from the web or their own camera album and find the exact or similar styles on FashionGo and important details that are needed to purchase the item.



How does that work? Do you have some kind of image-recognition software?

I'm glad you asked because this takes us back to who we are as FashionGo. We are a tech company and have access to state-of-the-art technology, and we have been leveraging AI and machine learning for many years. Buyers and brands, when choosing a marketplace platform, need to understand where they come from. Our founders are deeply rooted within the fashion and tech industry, so we're able to understand the root of the industry's challenges and provide solutions faster and better. The tools and solutions we provide you just can't find on any other B2B marketplace.

Speaking of fast, you're now finding that some brands are debuting new items on FashionGo before anywhere else, correct?

Yes, some brands will show their new arrivals for the first time during FashionGo Week, marking the first time a retailer can see the latest items from some of their favorite brands. In fact, some of the brands show only on FashionGo. This is important because new arrivals are a constant focus. The best part is that our platform is a resource and business tool as well as a marketplace, allowing retailers to purchase any-time and anywhere as our platform is open 24/7. As FashionGo has thousands of new arrivals daily and trend reports, we are privileged to be the go-to source for our retail buyers to learn about upcoming trends and bestsellers of the season.

Thousands of new items daily sounds like a lot to keep up with.

What we do best is immediate and meaningful discovery. We're constantly deepening each of our 11 categories in a very thoughtful and significant way. FashionGo has various ways to search for an item or a brand; also, recommendations are curated to each buyer for relevant items. In addition to apparel, accessories, home décor, and footwear as well as other fashion categories are also our focus so that we can offer retail buyers more options to make sure they're offering their shoppers a complete and comprehensive brand feel in their store. As a tech company, we remain focused on providing best-in-class solutions that help retailers make more-informed purchasing decisions while creating new business opportunities for brands on our platform.



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ARTISTIC MILLINERS

Artistic Milliners Partners With Levi's to Bring More Organic Cotton to the Supply Chain

By Christian Chensvold Associate Editor

The brand that invented blue jeans continues to bring innovation to the now global world of denim. **Levi Strauss & Co.** recently announced a new partnership with **Artistic Milliners**, founded in 1949 and one of the world's leading producers of denim.

Levi's joined the Organic Cotton Accelerator program in 2022 and as a result is partnering with Artistic Milliners' project to directly contract organic cotton for the supply chain. The Milliner Organic project is an organic-cotton-farming project that aims to promote local ownership for ethical cotton sourcing in Pakistan. The project empowers farmers to switch to organic cotton as a means to support their communities. The initiative has reached 1,600 farmers in the Kohlu district of the Balochistan province of Pakistan, who received non-genetically modified organic cotton seed as well as training and support to transition their farmland.

"We recently announced our goal to use only third-party-preferred or certified-more-sustainable primary materials by 2030 as defined by **Textile Exchange**," said Jeffrey Hogue, chief sustainability officer at Levi's. "With nearly 90 percent of the fibers used in our products being cotton based, it is critically important that we find more-sustainable and -regenerative sources for that cotton, including organic. We joined the Organic Cotton Accelerator to find a path to increase the amount of organic cotton in our products. Through this partnership, the Milliners Organic project created the relationship we need to pilot this more direct sourcing model with a supplier we're already familiar with through our existing supply chain."

Organic-cotton-farming techniques help mitigate the impacts of climate change. Projects like Milliner Organic are introducing agricultural practices that better support soil health, which is especially important following the 2022 monsoon rains that caused mass flooding across Pakistan. Healthier soil can help draw carbon out of the atmosphere and reduce greenhouse-gas emissions, working to support the natural environment these communities need for the future.

"This project is special to us as not only do we support farmers as they switch to organic-cotton-farming methods, but we also get to bring innovation and ingenuity to the farming communities," said Omer Ahmed, managing director of Artistic Milliners, in a release. "We connect all players of the supply chain to map our product's journey from farm to fashion with blockchain-enabled traceability. This level of transparency is vital to raising the bar in collaboration and fostering strong partnerships."

Over the past 10 years, Pakistan has experienced a shrinking cotton crop, according to Saqib Sohail, cotton-projects lead for Artistic Milliners. This is due to farmers switching to sugarcane, which is easier to grow, but the deterioration of soil health has impacted yields. The Milliner Organic program has engaged the accredited-certification body Control Union and Organic Cotton Accelerator to ensure compliance with the global organic standards and credibility of in-conversion and organic cotton.

"Baluchistan has a large land mass and a perfect climate for cotton," said Sohail. "It is too remote for chemicals companies to be interested in, so it was a perfect area to develop organic cotton, something of a blessing in disguise. We supply the seeds but also teach composting techniques so farmers can make their own fertilizer, and we sponsor organic certification as well."

"Everyone wants sustainable fiber," Sohail continued, "but the cost of production and the investment required is an obstacle in adopting it as a preferred product," adding that not 2,000 but more like 100,000 farmers are needed to make organic farming sustainable without funding from donors. "Ultimately we want farmers to be able to support themselves from their harvests. That is the only truly sustainable model."

A portion of the organic cotton sourced from Milliner Organic farms will flow directly into the supply chain beginning after the 2022 harvest season, said Levi's. Although it will make up a small portion of its overall material volume, it will allow the brand to learn firsthand about sourcing organic cotton through a more direct method, which can in turn help inform future efforts. ●



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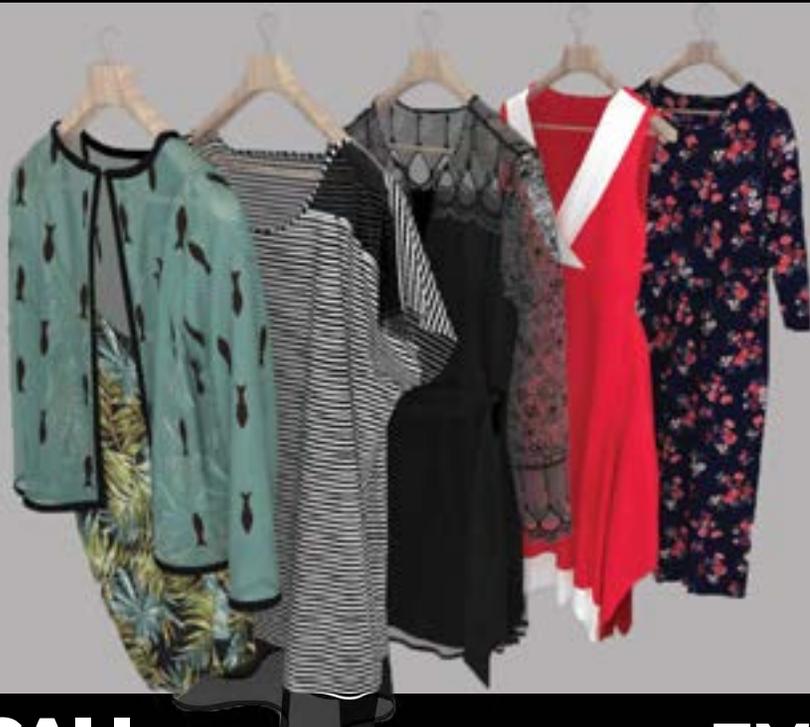
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The Color, Pattern and Texture of Things to Come

By Christian Chensvold Associate Editor

Before any garment is given shape—long or short, baggy or slim—it begins as a piece of fabric with color, pattern and texture. And so textiles will always serve as fashion’s firm foundation even as it morphs through cycles of endless change.

Here you’ll find a fount of textile inspiration to draw on, an eclectic mix of color and pattern capable of expressing every mood. Pinks provide an easygoing, youthful appeal while blues are refined and slowed down. Earth tones such as brownish burgundy and shades of green harken to the environmental awareness that has come to the forefront.

The Blues

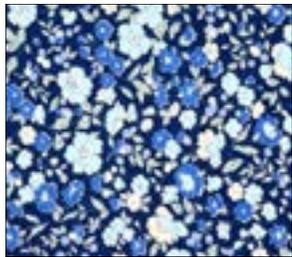
When you get the blues, they can be tough to shake. Fortunately, there are plenty of shades of blue to choose from to ease your mood. The latest blues include lighter shades of indigo and cobalt and come in abstract and geometric patterns befitting a digital age, where even the florals look enhanced by technology.



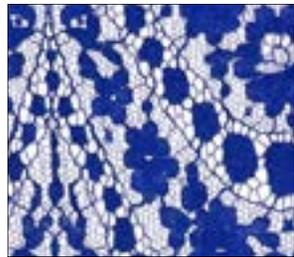
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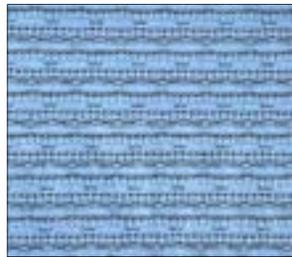
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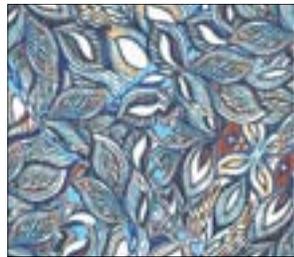
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KBC Fashion/LK Textiles



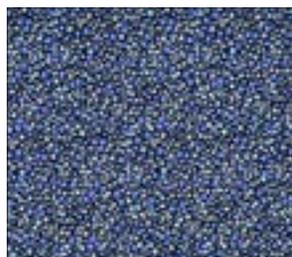
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Robert Kaufman Fabrics



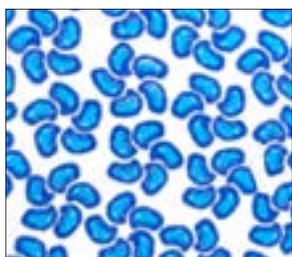
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Fabric Selection Inc.



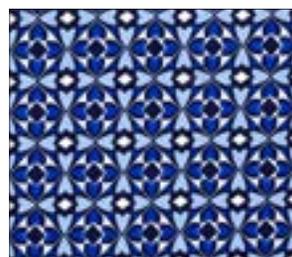
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Furpile Idea S.P.A./Fox Fabrics

Down to Earth

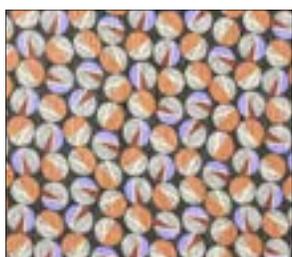
The ancient hue known as burgundy—which shares its name with a French wine and medieval dukedom—gets a dose of soil in its newest colorations. A touch of nut-shell, maple and beetroot brown nods at environmental concerns while patterns range from boldly contemporary to retro florals you’ll want to savor.



Confetti Fabrics/KMS Group



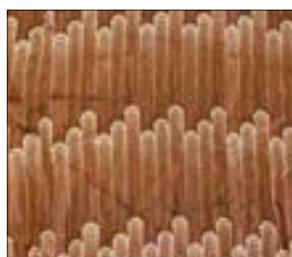
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TEXTILE TRENDS

Sun Sets

Summertime fun in the sun means more than just high-noon golden yellow. Sunsets are often at their peak of beauty, and so are these sunset shades of apricot and orange, which might just have you craving a Popsicle, even if it will spoil your dinner. Patterns show island influences as well as timeless paisley.



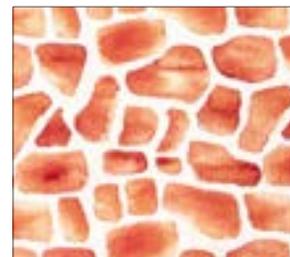
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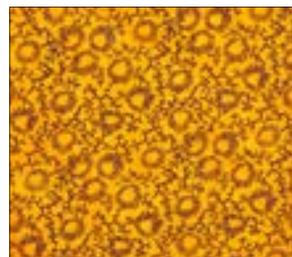
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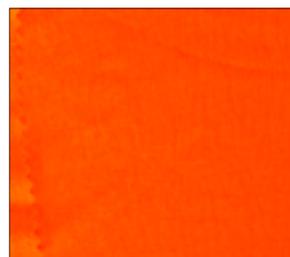
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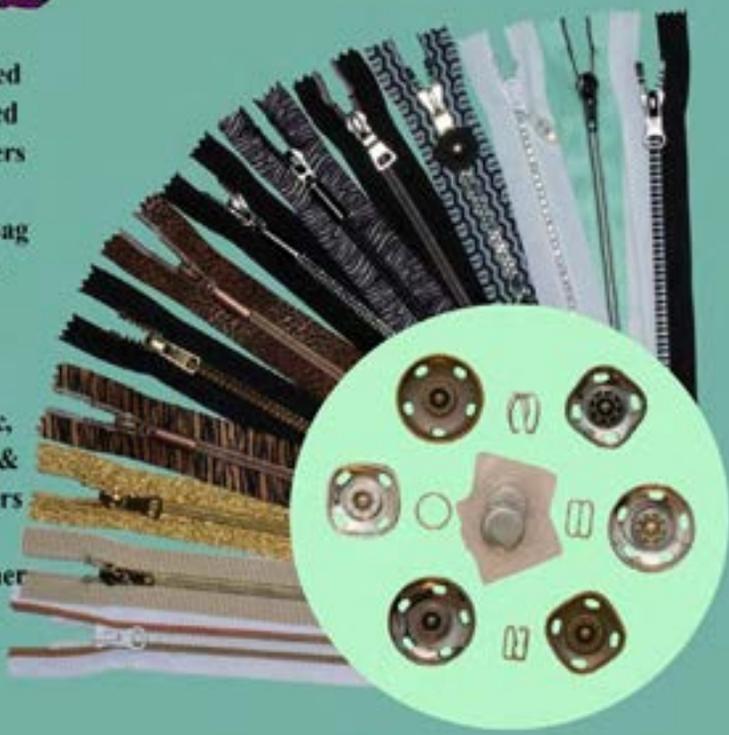
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Red Hots

If some on-trend oranges make you think of Popsicles, the latest reds will have you thinking of those small jelly candies known as Red Hots. These radiant reds are positively blazing with assertion and serve as a smoldering reminder of why red is called the power color. Florals here tend toward the more traditional.



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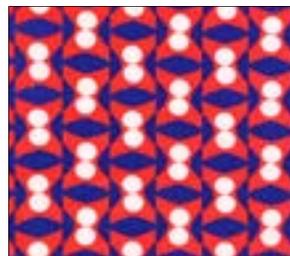
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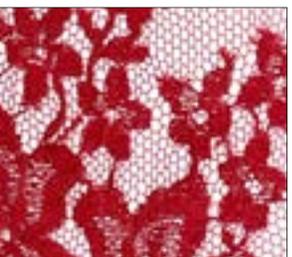
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TEXTILE TRENDS

Greenery

Perhaps no color is more plentiful and varied in nature than green, which covers everything from trees to healthy edibles and more than a few scaly creatures. Trending greens fall on the mid-range of the spectrum in shades ranging from sage and leaf to “cyber lime” on the contemporary side.



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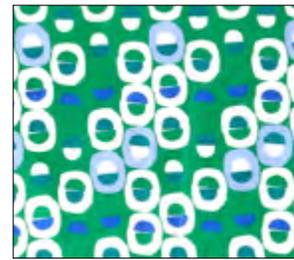
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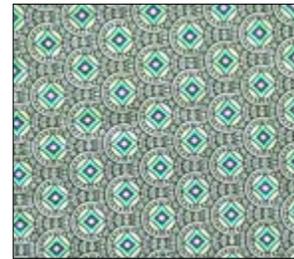
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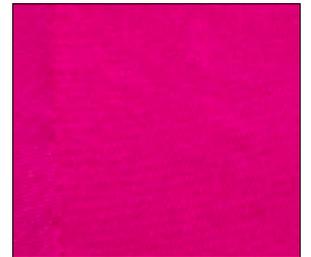
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In the Pink

Today's pinks are not your grandmother's pastel, but that doesn't mean you can't be pretty in it just like the '80s teen movie. Expect to see deep shades called fondant or pulsating pink, which lean more toward the psychedelic rather than sweater twinset and pearls. Ditto for the bold patterns that are anything but baby soft.



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Fabric Selection Inc.



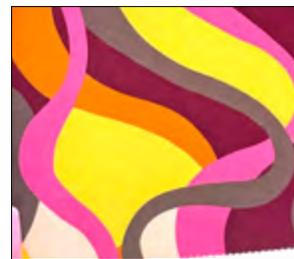
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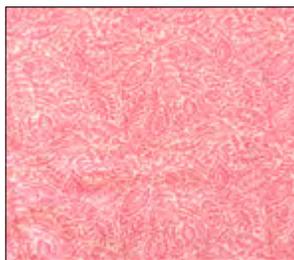
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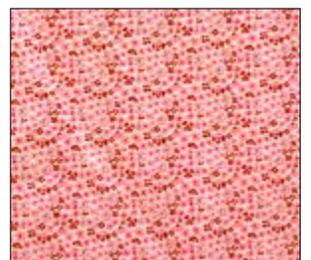
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Prompt Fashion Designed by AI

By Roxy Starr *Contributing Writer*

Fashion is experiencing a digital renaissance and poly-crisis at the same time. There is a fresh world of opportunity called the metaverse and a threat to human creativity called Artificial Intelligence. Both represent a massive cultural shift because they remove the need for humans, or do they?

While they intersect in various ways, the metaverse and AI are not the same thing. AI is one of the many tools that can be used to enhance the metaverse, but it is not the metaverse itself.

The metaverse is a virtual world accessed through a computer or virtual-reality headset that is inhabited by digital humans or their representations, where they can interact with each other and virtual products in a plethora of virtual environments. It is a shared space that exists outside of the physical world and is often used for gaming, socializing and creative expression.

There is no one destination to experience the metaverse—it's many different places created through the evolution of multiple technologies emerging into digital experiences. Today's metaverse experiences are made on a multitude of platforms with a combination of virtual-reality or augmented-reality technologies with specialized hardware. The barriers to an immersive metaverse experience are headsets for the all-virtual moments.

Technology has never been a core business for fashion, but pioneering a new virtual world is an exciting proposition for retailers and brands. The first Metaverse Fashion Week debuted last year with major brands watching from the sidelines. It proved to be more risk than reward, delivering a dim experience lacking computer power, rife with technical limitations and graphic glitches. It's returning for a second time March 28–31 with hopes of proving to the fashion community that bigger budgets combined with realistic expectations can showcase collections and approach new technically savvy generations of consumers in a highly interactive way.

Gaming, the true pioneer of the metaverse, has created its own industry of digital fashion, design and commerce. Once locked in the basement and preferring the light of the computer screen to the light of day, gamer culture has exploded into mainstream culture. Its rebellious, "anti-culture" edge with cosplay, steampunk, post-apocalypse, fantasy, gothic is a community open to people of all genders, orientations and expressions where the limit is only their imagination. Because the normal rules of fashion do not apply in the digital world, the costumes and digital fashion designs literally have no limits. They can be as wildly impractical as the imagination can dictate, but human creativity worn by avatars has created a new industry of representations and personal style in the digital world.

With no barrier to entry to become the next designer, fashion is at a crossroads and in the crosshairs. During the pandemic, brands grasped at virtual design tools with an optimism to blaze a new digital trail through upstream and downstream apparel businesses. This enthusiasm fueled the adoption of 3D-design systems that have the potential

to revolutionize the way fashion is designed while achieving corporate initiatives. Digital Product Creation could be environmentally responsible, eliminate waste and have the potential to drive apparel manufacturing into a more sustainable business model. The potential to make digital products without physical form is the *pièce de résistance*.

Like MVFW, 3D within apparel businesses has been met with practicality problems. It's complicated and requires expertise. Traditional 2D fashion design uses Adobe Illustrator to create products, but finding talent or training current talent with resistances takes time. Like the metaverse, 3D is not just one technology—it's multiple technologies with different providers and different file formats. Connecting 3D-design software with existing systems like PLM and ERP creates a new set of challenges. Digitization of an entire ecosystem takes time. 3D plus time is the definition of 4D.

4D fashion is where clothing and accessories can change shape, color or texture in response to external stimuli. The goal is to create clothing and accessories that are not just visually appealing but also interactive and dynamic—just like humans and gaming. It has the potential to revolutionize the retail industry with fabrics that change

color in response to temperature or light or garments that can adjust their shape to fit the wearer's body. 4D technology is in the development stage pushing fashion, manufacturing and design in new directions.

Take a scroll through Instagram and you'll meet the new designers of the future. The younger, digital-savvy audience, which is already made up of metaverse residents, is generating its own fashion future and becoming the next fashion designers. Without training or expertise, or even creative aptitude, humans are designing everything from graphics to gowns because for the first time in history computers have the ability to render the human imagination.

Beginning in 2021, advances in AI-produced models could generate original images from simple text prompts. That means images can now be created without having to be executed with paint, pencils or pixel pushing. What DALL-E started was a technological revolution of generators that has reinvented fashion design within a Discord community of bots called MidJourney.

The craft of communicating with computer models dubbed "prompt engineering" is creating a new language and a new future for prompt fashion. Maybe this is exactly what the fashion industry needs to create a sustainable future. Instead of slowing fashion down for sustainability, let's prompt it with quality. Removing obstacles between ideas and images could create a sustainable world that's more humanly sustainable. But we'll need human creativity to translate this work flow into real-world production.

Roxy Starr, a serial entrepreneur, pioneered the era of 3D scanning to enhance the fit of garments in the fashion industry. She is Chief Digital Officer of FastFit360 and founder of Addlane, an app to improve digital design communication globally. ●



Roxy Starr

Active Collective Serves Buyers Who Want Versatility in the Studio and Outdoors

Active Collective welcomed buyers to **The Paséa Hotel & Spa** as they searched for the latest trends in activewear and active-lifestyle products at the Huntington Beach, Calif., show, held Jan. 17–18. This edition of the Emerald-owned Active Collective attracted buyers from bricks-and-mortar activewear retailers and also fitness studios whose spaces include a retail component.

Beth Crain, owner of **BEYOND Frisco**, a Pilates business located in Texas' Dallas-Fort Worth region, serves a clientele that ranges from ages 16 through 70, many of whom purchase their activewear from the studio. Crain explained that versatility remained the priority for her customers.

"We do mostly things that are for class, but we love lounge pieces. That is a category we're leaning more into now as people go back into their daily lives," said Crain. "They need pieces that go from studio to street."

Nearly one year after expanding into the activewear category, **Z Supply** Sales Director Erin Hawley was showing pieces in dusty tones and hues that she referred to as "wearable neutrals," which deepens the typical nudes.

"We are launching the Fall line," Hawley said. "Everyone is gravitating toward our Fall hues because they are wearable, a little bit dusty. I haven't been hearing a lot about



The recent Active Collective show featured a Jan. 17 activewear-trend presentation representing an array of activities from Pilates to pickleball.

people wanting colors that are vibrant. We are living in this era where people want everything to flow together."

Rachel Peirce, owner of **R Storie** in Gig Harbor, Wash., was looking for Summer pieces in primary colors and Fall styles in neutral tones. While the economy has been a concern for consumers, Peirce noted that her customers invest a lot of time and energy into their active lifestyles. These shoppers aren't too price resistant to leggings and sports bras that sell for under \$100 retail and outerwear that is priced a bit higher.

"Living in the Pacific Northwest, my customer loves indoor and outdoor activities," said Peirce. "They are very active, whether it be winter, spring and summer hiking, and even a lot of boaters and water skiers."

—Dorothy Crouch

Sustainability and Body Positivity Resonate With Swim Collective Buyers

Buyers descended on Huntington Beach, Calif., for **Emerald's Swim Collective**, held Jan. 19–20 at **The Paséa Hotel & Spa**, to shop for swimwear with substance.

Bromelia Swimwear Chief Executive Officer and founder Lauren Quinn saw buyers from California, Florida, Texas and Las Vegas. Quinn noted that buyers are looking beyond style into brands' stories.

"Going into 2024 they want to bring in more of these locally made products that have some ethical, sustainable feet to stand on," said Quinn.

Nicole Meuse, Americas corporate manager of luxury retail for **Marriott**, was visiting from Santa Barbara, Calif., to look beyond the Spring and Summer seasons.

"My favorite for Fall is this really deep chocolate brown that I haven't seen in a few years, so I am glad it's making its way back into the rotation," said Meuse. "It's so rich."

Attending the show for the **Ritz Carlton Amelia Island** on Florida's northern Atlantic coast, Nailah Nash, director of retail shops, was drawn to neutral hues and emerald green. The increase of swimwear manufactured to complement women's bodies rather than simply showing skin was noteworthy for Nash.

"There is a lot of attention being paid to women feeling special and comfortable in their bodies. The designers are starting to lean toward that and cut for it, which is a really special moment. We haven't seen that inclusiveness in the past," said Nash. "One-piece suits started to become popular around



Swim Collective closed the first day of its Jan. 19–20 run with a runway production showcasing beach- and pool-ready looks.

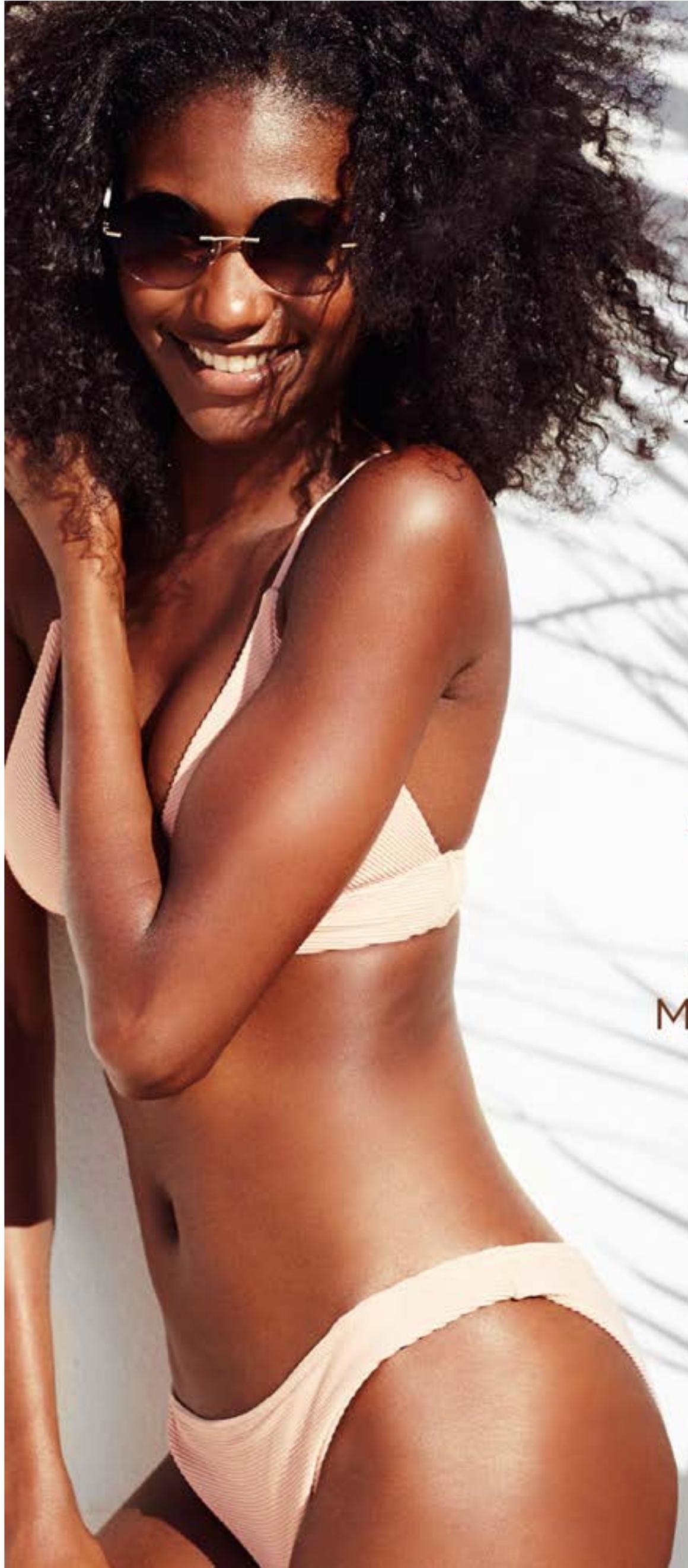
five years ago, and they're still very strong, sexy and any woman can wear them."

At the **Swiminista** booth, founder and CEO Andrea Bernholtz shared Nash's sentiment as she reported buyer interest in suits that offer more coverage and complement women's bodies.

"People are starting to book the long sleeves more. I did a little test last delivery, and now it's a big thing for this delivery," said Bernholtz, who saw Southern California, Arizona, New Mexico, Hawaii and Bahamas buyers.

Amid shifting consumer habits, many buyers at the event, including Shelli Stivers, director of retail at the **La Quinta Resort & Club** in La Quinta, Calif., shared a common sentiment regarding shoppers' price sensitivity.

"We are a luxury resort property, and we put together an intentional, curated assortment," Stivers said. "There isn't much price resistance. We're very lucky to be in a high-end market."—D.C.



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Impressions Expo Long Beach Delivers Next-Generation Game-Changers

By Kelli Freeman *Contributing Writer*

Attendance was robust at the **Impressions Expo**, held Jan. 19–22 at the **Long Beach Convention Center** in Long Beach, Calif. “The response and turnout has been great,” said Impressions Show Director Russ Turner, who added, “There’s awesome energy and buzz on the show floor—we’re back and happy to be here.”

There were plenty of innovations and game-changers among the 250 imprint-industry brands showing the latest in digital design, screen-printing and embroidery, as well as direct-to-garment and direct-to-film software programs and apparel.

“This is a great show for us,” said Damir Gajiani, president of the Anaheim, Calif.–based **Tee Styled**, who added, “We’ve had so much success with our industry-trending 9-oz. T-shirts that we’ve expanded into tank tops and long sleeves. We’re also offering pigment washes and acid washes and will soon launch a youth line.”

The Torrance, Calif.–based **Next Level Apparel** received a tremendous response to its new soft-wash collection featuring a proprietary treatment that creates a garment-dyed or pigment-dyed vintage look on super-soft and preshrunk shirts.

L.A.-based **Behind the Scenes Apparel**, a premium-blank company, displayed a rainbow of colors in its high-fashion line of small- and large-batch garment-dyed product. “This is

the first time we’re here, and it’s been really good to connect with people and to show them our sensational high-fashion tees and hoodies,” said General Manager Daniel Oh. “Who doesn’t want to create their own colors?”

A big supplier of blanks in the decorated market is Bowling Green, Ky.–based **Fruit of the Loom**, which integrated new colors such as blush pink, frost heather and cloud blue. “A big story this year is our new fleece products such as eco fleece with recycled polyester and ring-spun cotton,” said Jeff Traen, director of marketing for Fruit of the Loom, **Jerzees** and **Russell Athletic**.

L.A.-based **Supacolor** manufactures water-based heat transfers, a digital hybrid product that’s a versatile and speedy decorating method to print unlimited colors and gradients. “The new product film we use works like butter, and the product peels off easily and is more user-friendly to work with on all types of presses,” said Supacolor President Rum Walia.

“This is game-changing,” said Victoria Nelson Harris, senior textile segment specialist at the Suwanee, Ga.–based **Mimaki USA** referring to the Texcol textile-pigment transfer-paper printing by the Netherlands-based company **Neenah Coldenhove**. “It’s a simple heat transfer to any fabric using a waterless process—high quality, low investment,” added Nelson Harris.

“We haven’t seen this much buzz in our booth in six

years,” said Winston-Salem, N.C.–based **Hanes** Senior Product Manager Chris Guard, referring to the company’s new PrintNOW technology. “Our Hanes pretreated 4.5-oz. ring-spun tee is fully pretreated on the entire surface of the garment so you can take it right out of the box and press it one time, then load it onto your direct-to-garment printer. We know this is a game-changer and a huge time saver.”

“I’m impressed with the show,” said first-time attendee Marc Zimmerman, owner of the Snohomish, Wash.–based **4Z Design Print and Promotions**. “I’m seeing a lot of stuff I didn’t know existed for decorating, including applications from my first vendor, Supacolor. The apparel and decorating methods now available are inspirational.”

The Los Alamitos, Calif.–based **Epson America** featured a DTG printer for high-volume garments, its newest 44-inch dye-sublimation systems, and hybrid 2-in-1 DTG and DTF printing. Senior Product Manager Tim Check said, “This is a really cool application because the DTG printing on a fashion tee gives you a great-feeling shirt with a soft hand. It breathes and is a comfortable, amazing wash.”

Eric Holm showed off Epson’s portable SD-10 spectrophotometer, a color-measurement system that allows people to go anywhere and measure color objectively. “It’s a powerful tool to capture the actual color, which you can sync to a smartphone app and communicate those colors back to production.”

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Preface Attendees Discover Trends in Responsible Sourcing During DTLA Event

Preface hosted its Jan. 25–26 show at **The Clara** event space in Los Angeles’ Arts District with attendees seeking innovative approaches to more—ecologically sound textiles, printing, finishing, manufacturing, notions and trim options. This edition highlighted six textile-innovation themes aimed at cultivating a “Better Future Now” through bast fibers; regenerative cotton; waterless sublimation and pigment-transfer printing; botanicals—in mint, ginger and lavender; antimicrobials; and eco viscose.

“There is a little bit of everything here,” said Margie Flores, director of production and development at men’s athletic brand **Legends**, who visited the show with colleagues Jasmine Malunay, product developer, and Mycah Nievera, designer. “Even if you’re a startup trying to figure out where to begin or an established company it’s still good to get a variety.”

Malunay noted that Preface affords an opportunity for the team to ensure it is aligning with trends as it seeks to distinguish itself from brands such as **Nike** and **Lululemon**.

“It’s a good temperature check for our design team,” Malunay said. “If our research of trends is the same thing Preface is putting up there, it’s a great way to grade ourselves on how we are doing our research.”

Sourcing sustainable-performance textiles that also promote hygiene is challenging, but Nievera was impressed with citric acid-based antimicrobial-fabric technology from **Ionic+**.

“Now, there is a more sustainable way of [approaching antimicrobial],” explained Nievera. “It’s very intriguing for us.”

At the **EU Design** booth, Boris Mejia, account manager, was fielding inquiries from



The Jan. 25–26 Los Angeles edition of Preface highlighted trends in textiles and apparel manufacturing to support the fashion industry’s movement toward building a “Better Future Now.”

buyers interested in the company’s sustainable notions. Buttons from the **Corozo** tagua-nut brand, imitation horn comprising urea sourced from potato starch and recycled polyester were ticking high.

“Attendees want seasonal colors and styles depending on the design teams,” Mejia said. “They are concerned with the content and material.”

Visiting Preface from women’s fashion label **Local European**, Ashley London, project manager, was drawn to new textures, colors and hand feel, with earth tones, breathable fabrics and options that provide comfort most alluring.

“You can find inspiration online, but coming and feeling the samples makes a huge difference,” explained London. “Sustainability is important because of how much we contribute to issues such as global warming. Even packaging and the small things are important to us.”—*Dorothy Crouch*



Anaono



Avery Rose

Lingerie, Luxury Come Together Dockside

Marina del Rey, Calif., was the setting for two opulent lingerie shows, **Curve Los Angeles** and the **Evolution Concept Show**, held Jan. 29–30. Both brought together luxury lingerie brands with their West Coast buyers.

Curve took place in a ballroom atop the **Marina del Rey Marriott**, which offered participants breathtaking views of the marina, complimentary meals, yoga, bra-fitting workshops and a VIP dinner party. “It was important to us to provide an atmosphere for our buyers and exhibitors to mix a little business with pleasure,” said Curve Visitor Promotions Director Kirsten Griffin.

The Evolution Concept Show took over two floors of a luxury yacht. Held dockside, it offered guests an intimate setting and sunset cruise. “The first thing that came to my mind was to do it on a yacht in a marina, and I’m pleasantly surprised it happened,” said the show’s founder, Samantha Chang.

Brands from the U.S., Australia, France, Germany and the U.K. showcased a mixture of vibrantly colored bras, bodysuits, bustiers

and corsets, fanciful designs on nightwear, loungewear utilizing silks, feathers and jewels—all ultra-feminine items sized from petite to curvy.

Highlights included swimwear from L.A.-based **Huit**; intimates from **Atelier Amour** and **Forplay**; lounge and sleepwear from L.A.-based **Andine**; and bras from the French brand **Louisa Braco**. Australia-based **KISSKILLS**’s diamante fabric with ostrich-feather trim was stunning, as was the ombre effect of 3D flowers and lace by **Avery Rose**, made in Los Angeles and New York.

Philadelphia-based **Anaono** describes itself as making “boob-inclusive” lingerie. “I wanted to feel myself, feel beautiful and learn how to love this new body after breast cancer,” said founder Dana Donofree.

L.A.-based **Madeleine Fig** expanded its bridal line into loungewear, and its dress-making garnered attention in Hollywood with a custom gown worn on the red carpet by model Emily Palos at the **Golden Globe Awards**.—*Kelli Freeman*



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FASHION MARKET NORTHERN CALIFORNIA



Be Boho



Dance in Paris



M. Rena



Renuar

FMNC Brings Together the New and the Veterans at Its Latest Show

In fashion, context is everything: Resortwear demands flowing shapes and carefree colors while nights on the town can showcase tailored jackets. And for the middle-aged consumer, comfort is just as important as style.

It was all on display Jan. 29–31 at the **Fashion Market Northern California** show, held at the **Embassy Suites** a stone's throw from **San Francisco International Airport**—far more comfortably located, noted Executive Director Mary T. Taft, than the exhibition space previously used. The show featured 84 exhibitors targeting “a sophisticated woman, not a girl,” said Taft. “We’re very friendly here, and the show is easy to shop. We draw a lot of reps from L.A. and are looking to expand our guests from not just Northern California.”

The **Amy James** showroom offered plenty of sophistication via the newly launched, L.A.-based brand **McKayla**. The collection consists of versatile, comfortable, sophisticated and easy-to-wear silk blouses, joggers and blazers for those who want to look polished in the age of **Zoom**. “I think the line is really cool,” said showroom owner Amy Summerson. “Women in their forties can dress it up or down, work in it and then go out in it, and yet it still looks sporty. The blouses are really comfortable.” Summerson also had a budding collection under the Amy James brand including a faded-denim jean with a retail price of \$150.

Dance in Paris has an odd name given that the line con-

sists entirely of Italian silks. But founder Carmen Barros is half French and half Italian, so perhaps that explains it. Based in San Francisco and in business for 27 years, it offers flowing shapes in one-size-fits-all. “Anyone size 0–16 can put these on and they’ll look amazing; it’s like magic.” Even more magic is the price—\$24–\$39 wholesale—for not only Italian fabric but made in Italy as well. Barros said how she does it is even more of a secret than the collection’s magic fit.

David Perlman of **Perlmanrep** was showing the denim brand **Jag**, originally founded in Seattle in 1960 and currently owned by a Canadian apparel company. Jag is a value-oriented brand for “real women,” he said, with a price range of \$74–\$94 retail. “Jag is known for a signature pull-on jean that has great ease and comfort, a flattering look and minimal stretch for tummy control. But it’s recently become known for a revolutionary fit innovation they call ‘a best-kept secret.’” A new, modern denim model has a five-pocket look but comes with a high rise “for a target customer who’s 60 to 70 years old and, yes, still wearing jeans!”

Based in Los Angeles, **M. Rena** has been in business for over two decades, and its current bestsellers include ruched and ribbed camis and bralettes in spring and summer colors. “They’re great layering pieces, with the shorter popular among our younger customers,” said sales rep Nicole Hooper.

“Once it’s on it lays nice and smooth and also smooths out your curves as opposed to constricting.” They also pair well with M. Rena’s printed leggings, one of its perennial bestsellers. The current selection includes denim looks with floral overlays plus other bohemian and romantic prints. The fabric is a viscose-polyester-spandex blend.

The San Francisco-based **Ginny-Mary** showroom presented the vast collection of Montreal-based **Renuar**, which was founded in 2007 but whose business practices are delightfully old school. “The company ships beautifully, and you never have to ship anything back,” said Ginni Henry. “Great quality and customer service—it’s just a solid, good old company. People come back every year for the sweaters and pants.” The popular sweaters are made of a rayon-viscose blend that is super soft as well as washable. “A lot of women have resistance to wool for being itchy and not as easy to care for.”

Founded two years ago in Miami, **Be Boho** showed a wide range of dresses and resortwear made of sustainable cotton in bright colors and flowing shapes, not to mention exclusive prints. “We design ourselves, and I’m the owner and designer,” said Sai Thukral. “We also have our own manufacturing in India. We’re doing good, especially in Florida. We want to bring that color, vibe and freshness you get with resortwear to everyday dress.”—*Christian Chensvold*

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Trade Shows The Fabric Shows

TheFabricShows.com

The Fabric Shows feature American and European Textile & Trim Collections with Global Production including Made in USA. Exhibiting companies have low minimums, produce to order and many have In-Stock programs. Attendees include designers/ manufacturers of sewn products (apparel, home, other), private label producers, event / party planners, retail fabric stores. The shows takes place in New York twice a year (January and July) and in several other cities once a year. Scheduled upcoming show is Miami Fabric Show running March 28–29 at Miami Airport Convention Center.

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