

# CALIFORNIA ApparelNews

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## FOREVER CLASSIC

Kevan Hall unveiled his Faceted collection at New York Fashion Week drawing inspiration from Dame Shirley Bassey, the Welsh singer best known for the title song of the James Bond movie "Diamonds Are Forever." For story and more looks, see page 15.

ARJUN NEVADER

### INDUSTRY FOCUS: TECHNOLOGY

## As the Industry Moves Forward Into Web3, Fashion Companies Must Keep Pace

By Dorothy Crouch *Contributing Writer*

Fashion brands have entered a new era of innovation as Web3 continues to expand through tools that are based in technology such as blockchain, NFTs, the metaverse and gaming. While some apparel companies remain resistant to the changes, to remain relevant fashion must transition with the next generation of digital offerings—or be left behind.

Web3's influence is not limited to only emerging brands and young designers. From the **Gucci Garden** on **Roblox** to the **NFTiff** NFTs designed by **Tiffany & Co.**, some of the world's most luxurious heritage companies are embracing this fresh evolution in the digital world. As these changes continue to shape the future of fashion and apparel, the key is

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### TRADE-SHOW COVERAGE

## Viva Las Vegas

By Betsy Zanjani *Contributing Writer*

Two superstars of the fashion world—industry icons Billy Porter and Karl Kani—took to the **MAGIC** Las Vegas stage for a citywide celebration of Black History Month and the 50th anniversary of hip-hop. The energy was explosive and the fashion bold and beautiful. Held Feb. 11–16, **Las Vegas Fashion Week** was really back, packed with thousands of attendees, influencers and exhibitors for six days of a not-to-be-missed fashion experience. In the words of Lizzo: It's About Damn Time!

It was a true celebration of self-expression, with unexpected mixes of vibrant color, clashing prints and throwback styles reinvented for 2023. Trade shows highlighted inclusivity in gender and size with a "no rules" approach, just great clothes. From **MAGIC**, **Project** and **Sourcing at MAGIC** in the halls of the **Las Vegas Convention Center** to **Las Vegas Apparel** at the **Expo at World Market Center**, **WWIN** at the **Caesars Forum** and **IFJAG** at the **Embassy Suites by Hilton** to the **OFFPRICE Show** at the **Venetian Expo and Convention Center**, the whole town was plugged in to Fashion 2.0.

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## Cone Denim Extends Sourcing-Verification Partnership With Oritain

North Carolina denim maker **Cone Denim** is extending its partnership with traceability and product-testing company **Oritain**. After four years of working with the New Zealand-based forensic- and data-science firm, Cone will continue to apply Oritain's science to its fabrics.

As the umbrella of sustainability continues to widen to include additional concerns, companies must remain transparent and willing to relay sourcing information to their industry partners, customers and, ultimately, consumers. Under the broader topic of sustainability, ethical sourcing has become a concern of brands, designers and shoppers who worry about how fabrics are made and the origin of the materials that are sourced to make denim. For Cone, this means revealing details regarding its cotton sourcing to its industry partners and remaining committed to combating fraud.

"We've always operated on trust," said Steve Maggard, president of Cone Denim. "We value providing our customers with traceability and documented transparency



Cone Denim is extending its partnership with Oritain to afford fabric transparency at every stage including cotton processing as shown at the company's Parras, Mexico, facility.

throughout the supply chain. Extending our partnership with Oritain allows us to continue our ongoing efforts to combine sustainable innovation with documentable, industry-leading traceability for cotton origin."

The Oritain method of fabric-sourcing

verification relies on the detection of naturally occurring elements and isotopes within cotton. Environmental factors such as soil composition provide unique identifiers of the cotton, thereby generating an Oritain Origin Fingerprint, which can be used to identify the source of cotton that is used by Cone to make its denim. These characteristics of intrinsic properties of the textiles cannot be altered or destroyed, allowing the materials to be traced to their sources. Cone denim can be tested at all stages, whether on the farm or the shop floor, to ensure items aren't tampered with during their supply-chain journeys to ensure the authenticity of the products.

"Continued industry pressures have caused companies to make a commitment to more-sustainable practices and provide full transparency of their supply chains," explained Grant Cochrane, CEO of Oritain. "Cone Denim's commitment to the Oritain program is leading the way in the denim industry and further demonstrates the world-leading mindset that Oritain endeavors to collaborate with."—*Dorothy Crouch*

## EVENTS

### BDC and NAACP Reflect on 'Images: Fashion Moments in Time'

Ahead of the 54th **NAACP Image Awards**, which were held Feb. 25, the **Black Design Collective** and the NAACP hosted an "Images: Fashion Moments in Time" luncheon on Feb. 23 at **L.A. Live** in downtown Los Angeles to honor outstanding work in the recently added categories of costume design, hairstyling and makeup. Following the ceremony, the BDC showcased collections by a roster of groundbreaking designers and fashion houses.

"There's still protest in creativity, whether

it is in the roles that we choose, the scripts that we write or the directions you give when you step out on the catwalk," said NAACP President Derreck Johnson. "We are here to celebrate Black essence, and let's be proud of what we have accomplished in our journey in this country."

The BDC NAACP Image Awards presentation featured heritage design houses and emerging designers whose collections set industry trends each season. This year's roster



From left, Cross Colours and Black Design Collective co-founder TJ Walker; NAACP President, Derreck Johnson; designer and BDC President and co-founder Kevan Hall; and Vice Chair of the NAACP National Board of Directors Karen Boykin-Towns attended the 54th NAACP Image Awards.

included **Cross Colours**, **Harbison**, **House of Aama**, **In Earnest**, **Kenneth Nicholson**, **Kevan Hall** and **Kutula by Africana**.

"Growing up in Texas, I found that it's difficult to find pockets of community that are inspiring. One thing [in particular] is toxic masculinity," Nicholson said. "So, to me, the fully expressed man just means having more choices and more options to express a full sense of self."

Industry veteran and co-founder of Cross Colours and the BDC, TJ Walker, noted that his 34-year-old brand continues to cultivate its reflection of hip-hop influences within fashion. "It became very clear to us that hip-hop was the huge influence of the brand because it is so influential in the culture. And it's a lifestyle. Hip-hop brings a lot of things to it that many people don't even understand," Walker explained. "It was also important that we made sure that it was represented by us. All the advertisements, all the promotions, were people of color."—*D.C.*

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## Inside the Industry

**Moss Adams** has announced that Marco Valverde will lead the Apparel National Practice, succeeding previous leader Martin Hughes, who steps down after 20 years in the role. Valverde will leverage the mentorship he received from Hughes to elevate the practice for the future generation of apparel. "Martin is a visionary in the industry, and I'm honored to continue his legacy and to be there for what's next in apparel," said Valverde, who will also manage the administration of the Moss Adams Innovator Award. The MAFI salutes a California-based company that has for the past 12 months exemplified creativity and innovation in fashion design, from design to marketing and commerce as well as innovation and diversity. Last year's winner was Revice Denim.

In 1969, **Quiksilver** introduced the Original Boardshort, the first technical boardshort designed for surfing, blending performance and style. Now the company is bringing back the classic with the Original Scallop and the Highlite Scallop. First created in 1971, the scallop hem follows a surfer's body lines and movement, greatly increasing flexibility and allowing for better mobility while surfing due to the unique panel overlay and swoop cut. It is composed of a four-way-stretch fabric made from a blend of organic cotton and recycled plastic, resulting in a durable and functional fabric with a timeless look and exceptional hand feel. The Highlite model features micro-perforated sections to reduce weight while enhancing comfort. Both are finished with an eco-friendly quick-dry treatment.

The **Materials-science** company PANGAIA has unveiled a denim jacket worthy of the 21st century. Utilizing Evrmu's groundbreaking NuCycl technology and in partnership with PANGAIA, the RENU jacket is the first jean jacket made entirely from discarded clothing waste. NuCycl turns preconsumer material waste, such as production offcuts, and postconsumer material waste, such as old clothing, into new fibers ready for reuse. It was recognized by *Time* magazine as one of the best inventions of 2022. "We're humbled to be standing side by side with the Evrmu team to create this limited-edition product," said the company, "a game-changing example of material circularity and showing the world it is possible to replace cotton-based materials in the denim-making process." Only 20 RENU jackets have been made.

**Iloe Studios** will double the size of its Chicago event this spring with a newly expanded international focus on and growth in niche communities. "We listened to our clients and colleagues as we looked to expand our presence in the Midwest in 2023," said Iloe Studios CEO Jeffrey Zuckerman. "Chicago has been our home since 2013, and we see the region as a key meeting place for international brands and top retail buyers to connect and deliver an incomparable return on investment." Iloe Studios is a curated fashion event that works directly with the better contemporary market to create a unique experience showcasing the best in outerwear, ready-to-wear and accessories. It is distinguished by an easily navigable show floor, emphasizing opportunities for brand discovery, networking and community.



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*As Web3 elements such as blockchain, NFTs, the metaverse and gaming gain traction, how will they affect the apparel industry?*

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**Technology** *Continued from page 1*

to properly blend these cutting-edge e-tools with the physical domain to build agile businesses, diverse and fortified supply chains, sustainable design processes, and engaging consumer experiences. *California Apparel News* asked apparel-technology experts: *As Web3 elements such as blockchain, NFTs, the metaverse and gaming gain traction, how will they affect the apparel industry?*

**Jason Wang**  
Chief Operations Officer  
Alvanon



Web3 describes the convergence of a series of technologies that are likely to have a significant impact on the way we live our lives into the future.

For some, it describes the metaverse, encompassing the shift between the action of scrolling a website to strolling through an immersive space. For others it's about the decentralization of data and the shift toward blockchain exchanges using cryptocur-

rencies to pay for NFTs.

As avatars within these new spaces need clothing to wear, they are providing brands with a fresh revenue stream. With 3.03 billion people saying they played video games in 2022, with the average gamer spending more than eight hours a week on games, there is a real opportunity for retailers to enter this space.

**Nikole Davis**  
Senior Product Manager  
Aptean



Web3 is all about decentralization, and in fashion it opens up opportunities for individuals to become designers in the metaverse. The Fabricant is an example of an online community where NFT holders can create, trade and wear digital fashions. For digital natives like Millennials and Generation Z, who are comfortable navigating between the physical and digital worlds, a new digital wardrobe

purchase might feel as satisfying as the real thing but with a smaller carbon footprint.

Through Web3, we may also see some fashion designers rise in popularity first in the metaverse and then make the jump to physical apparel. From a practical perspective, however, consumers still require tangible clothing. As a result, the metaverse and gaming worlds will more directly transform the apparel industry by driving change in the customer experience and in the fashion-design process.

The recent application of 3D gaming technology to product lifecycle management systems delivers some great benefits to the production process. 3D design makes it easier for designers to see how changing different elements, such as fabric weight or the style of a sleeve, will impact the fit and the look

of a piece.

Virtual reality and 3D gaming have brought immersive experiences into the living rooms of consumers, and this technology is also creating an opportunity for brands. Soon, shoppers may have the ability to create a 3D avatar based on their true, unique form versus a set of measurements.

Brands that have created 3D images in the design process can make them available in online storefronts, and we have what is needed to deliver a VR fitting-room experience. Returns would be greatly reduced, having further positive impact on fashion's carbon footprint. Shoppers might be likely to try more colors and styles, possibly resulting in additional purchases, driving more revenue for brands.

**Simon Lee**  
Chief Operations Officer  
BrandLab360



The apparel and fashion industry has been one of the greatest success stories to date enjoying the onset of online commerce. Local brands are given access to international markets and international brands are given the opportunity to become truly global brands. The arrival of the metaverse and Web3 technology is set to amplify the gains of this sector even further.

The current online-shopping experience is essentially a 2D solus commercial transaction for product. It barely resembles the immersive experience that arouses your senses while browsing and shopping a physical store, often with friends and often with fun. Physical-store shopping is an adventure where you can feel the brand environment from the careful choice of décor, fixtures, music, smells, product merchandising, and of course well-trained, enthusiastic and knowledgeable staff.

Web3 and the metaverse are here to fill some of that gap. Brands are now able to project their story online with 3D immersive digital environments. It could even all start with window-shopping from outside the store. Customers can walk around within the stores with friends either as avatars or connect with VoIP capability in real time, discover products, pick them up, sort them into outfits and purchase them from within that environment.

Brands will have another sophisticated avenue to amplify their existing investments in communication of values and brand DNA like never before online, enhancing the ever-evolving, more-balanced relationship between brand and customer. Blockchain technology will make transactions more secure, and peer-to-peer transactions without the need for a middle platform will be enabled. The metaverse and Web3 also arrives with all the capability, attraction and data-collection potential of gaming. This brings the potential to revolutionize the apparel and retail industry by creating new ways for customers to shop, interact with products and experience brands.

**Paul Magel**  
President, Business Applications Division  
CGS



The apparel industry is made up of two sides of the house—the front-end retail or consumer facing and the back of the house, where apparel manufacturing takes place. In the back of the house, the industry is much more concerned with blockchain and supply-chain issues. The drive toward sustainability and traceability is growing increasingly more important, especially as government entities are getting involved

and putting mandates in place. Retailers need to not only report on the origins of goods and labor makeup but also need to be able to validate it. This accelerates the need for technology like supply-chain-management solutions such as BlueCherry. Validation is key—showing true and accurate statements that reflect the full origin of the product.

NFT, the metaverse and gaming are focused on the front-end, retail side of the house as they help with consumer engagement. There is a big push to change consumer engagement with technology—going beyond the website and creating more-personalized experiences. Retailers need to use the technology available today to understand consumer behaviors and take advantage of the data to better forecast demand.

Ultimately, no matter what side of the apparel industry you're on, you need to make sure your objectives are clear and then bring in the most appropriate technology to help meet those objectives.

**Michelle Eichner**  
Chief Executive Officer  
Digitile



AI trained with federated blockchain-sourced data creates new collaborative ecosystem opportunities. These can detect customer-transaction patterns, identify shopping trends, enrich catalog data, make predictions to generate product recommendations and reduce manual labor, leading to operational efficiencies for marketing and merchandising.

*As Web3 elements such as blockchain, NFTs, the metaverse and gaming gain traction, how will they affect the apparel industry?*

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**Technology** *Continued from page 5*

**Tirsa Parrish**  
Co-founder and Managing Partner  
Fashion Index



Small businesses are able to be extremely nimble and take a forward-thinking concept like Web3 and incorporate it into their brand immediately. Economists project the digital world will dwarf the

physical apparel world in the next decade. Fashion is an expression of who we are, and Web3 technology will enable us to bring our personal and professional aesthetics into our growing digital lives.

As people spend more of their lives online, they will create a digital version of their physical lives. In the metaverse, avatars will own digital real estate and artwork and need clothing and accessories. NFTs will be proof of ownership of this property. You will want your digital presence to be as unique as you are. You will want your avatar dressed in a fashion that reflects you as an individual. Digital accessories will add pop and flare just as they do in the physical world. Big brands are creating NFTs and partnering with companies like Roblox to incorporate their branding into gaming and all areas of digital life. A huge benefit of NFTs comes from the encrypted nature of blockchain. This can be easily used to prove provenance for artwork as well as fashion and even prove your avatar is the true digital version of you. Consumers can tell if they are buying original pieces, if their digital clothing comes from a specific company or designer, or if it's a knockoff.

Utilizing this technology is a way to create conversations and additional buzz around your brand and incentivize customer loyalty. This will allow them to significantly speak to the commitment to socially responsible production, which provides zero waste and no inventory options.

**Ana Friedlander**  
Industry and Solution Strategy  
Director, North America—Fashion Infor



In this age of the metaverse of information, people are demanding greater transparency from fashion brands and their key suppliers to ensure that modern ethical and sustainable standards are achieved.

A technology that has been on everyone's

mind over the past few years is blockchain. Although blockchain has been the foundational technology that underpins cryptocurrencies, it is important to understand that it has almost unlimited potential use cases. The fashion industry is only now beginning to explore this and starting to acknowledge the huge potential blockchain represents in solving complex challenges across our fashion supply chains.

Blockchain consists of a decentralized digital ledger that is secure and transparent; therefore it can provide a single version of the truth for use by multiple parties. Each block of data posted to the secure ledger is authenticated and time stamped and can contain geolocation details. Such verifiable digital information has many potential applications including provenance, traceability and authenticity, which are needed to implement and enforce our sustainable fashion programs.

Blockchain can also speed up the processing of transactions, help track inventory more accurately and reduce the likelihood of counterfeit products. Research carried out by the AU RFID Lab in 2019 "identified a tremendous amount of errors and inefficiencies with an estimated amount of \$181 billion of business potential by eliminating claims, shrink and counterfeiting."

More brands are starting to adopt consistent serialized data and are requiring it as part of their product-development process. Stakeholders throughout the fashion supply chain are also installing the infrastructure to collect serialized information on products flowing down through all distribution channels. Infor CloudSuite Fashion provides the traceability and serialization within the core system, but there is still a long way to go for the industry to embrace the full capability of blockchain to increase visibility and better collaboration.

**Kristin Savilia**  
Chief Executive Officer  
JOOR



The rapid advancement of Web3 has certainly provided the apparel industry with a plethora of creative outlets and applications to explore—ranging from merchandising to experiential mar-

keting—however, these opportunities are largely still unproven in terms of their ability to impact revenue. Before exploring these uncharted territories, it's prudent for companies to prioritize investing in solid foundational technology to run and optimize their business given today's uncertain economic environment. For example, it's critical for apparel brands and buyers to digitalize their buying and selling process in order to streamline their wholesale process and have the data to inform better decision-making. Leveraging technology that is intuitive, efficient and dependable will set their business up for success.

**Robert Zoch**  
Global Content Manager  
Kornit Digital



Each of these new technology innovations reflects a fundamental transformation in the way consumers, creators, brands and producers engage each other via the online marketplace. People want un-

limited possibilities. They want responsible, conscientious production practices, free of human-rights concerns and environmental degradation. They want to design, customize, visualize and adapt the products they purchase—and not only apparel, though apparel is certainly a major touchstone demonstrating that shift in mindset.

Web3 enables a new dimension to personal expression, and NFTs are a means of establishing ownership or propriety of that expression. The metaverse is a natural evolution of the gaming world, taking something that's highly familiar to the new digital-native generation, which is coming of age and making its presence known in the new marketplace by converting that experience to the shopping and fulfillment world. For apparel brands, producers and retailers, these new developments likely represent either a considerable challenge or a make-or-break one. They offer another channel through which consumers can be engaged and sold or possibly even someday the dominant channel that must be engaged lest these digital natives be lost entirely.

During a panel discussion Kornit Digital recently hosted at Texworld New York City, one of our partners, Wolverine Worldwide Vice President of Product/Digital Innovation Barry McGeough, boldly asserted that legacy brands and retailers "have to engage with the metaverse; it's not going away, and if you don't engage, the tech innovators are going to eat your lunch, every single day." Being in a position where I often observe the many ways digitizing the end-to-end fashion and textile-production experience—and digitizing the supply chain—is breaking down barriers in creative expression, answering the sustainability imperative and shrinking fulfillment times to meet the expectations of today's web-driven buyers, I'm inclined to agree.

**Alison Bringé**  
Chief Marketing Officer  
Launchmetrics



By offering new ways of engaging with customers, creating unique experiences and generating new revenue streams, the emergence of Web3 is expected to revolutionize brand strategies. Due to the

divergent nature of these technologies, there are multiple opportunities the brands can tap into; however, the ultimate goal is to create a deeper connection between consumers and their beloved brands, driving brand loyalty.

Unlike physical-world counterparts, with Web3 there are few limitations, allowing for more creativity and accessibility. For example, the emergence of the metaverse brought consumers into branded, virtual worlds thanks to gamified environments.

With the further evolution of NFTs, we saw that brands that were able to strike the right balance between price and interest could hit it right with scarcity to drive sales. Moreover, the popularity of NFTs came into play as it suggested another way of connecting with consumers by allowing them to join branded universes by owning different pieces of it.

We've noticed significant growth in consumer interest around Web3 technologies by capturing the rise in mentions of related keywords. Mentions of the metaverse increased by 10,000 percent YoY in the years 2021–2022. And so, with the increased consumer appetite, more brands are expected to implement digitized experiences. While the metaverse and NFTs are great for driving brand awareness, it is important for brands to understand what their community's wants and needs are within the virtual sphere to be able to experiment and create those successful experiences. In the end, it's all about connection, engagement and community, and if your brand can organically align what the community likes or is interested in you'll find success.

**Victoria Nelson Harris**  
Senior Textile Segment Specialist  
Mimaki



Web3 elements such as NFTs offer a great opportunity to expand the digital-printing business in the apparel industry. Loyal customers can purchase an NFT to own a digital design within the

blockchain, which creates an opportunity for NFT creators to bundle a tangible printed apparel piece with the digital asset. Consumers wearing and interacting with their limited-edition or one-of-a-kind NFT heightens the experience and exclusive connection to the brand creator. As the NFT market continues to evolve and grow, we can expect an increase in short-run digital-printed-apparel production to meet the demand.

**Isabelle Pilon**  
Co-founder and Chief Operating Officer and  
**Jo Anne Benson, Senior Director of Product Solutions**  
Pivot88



One specific emerging technology won't move the needle in the apparel industry. Instead, it's the convergence of the Web3 technologies that will transform it. Digital supply-chain maturity

drives improved revenue and profit. Successful companies are moving beyond the internal focus on supply costs and efficiencies to customer needs. Consumer behavior in the metaverse, gaming and even NFT consumption are all measurable behaviors that can provide a more holistic view of consumers and their values. The role of AI and advanced analytics is vital to this maturity.

Brands are starting to accept and acknowledge AI to help with decisions, and ESG models are in the forefront of the new consumer. How we use AI and digital to protect the planet will become the market differen-

Technology page 8

# Eliminate waste and grow your sportswear business with Kornit Digital

With a global install base in the thousands of units, **Kornit Digital** (NASDAQ:KRNT) is the market leader in sustainable, digital, on-demand textile-printing systems. Major businesses that rely on Kornit technology include Printful and Shutterfly, with producers such as TSC Miami, Kitlocker.com, and Image Magic turning to our capabilities for polyester and poly-blend sportswear specifically.

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We know the challenges you face producing custom sports apparel. Processes such as direct-to-film and vinyl transfer are labor-intensive. Your customers want a wide range of designs and applications, demanding you invest in multiple production technologies requiring more hands, floor space, and operational complexity. In many cases, you need to ensure MOQs to preserve margins, while shrinking runs drive away more and more business. Seasonal demand means you're operating around the clock one week and at 20 percent another week. Most of all, you may struggle to develop consistently high quality, and your customers have more alternatives than ever before.



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and capture real-time opportunities such as championships and standout performances with near-instant fulfillment for new, high-margin business.

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Capture social data and trends to tap new markets and deliver new product applications on the fly. Become the go-to provider for never-before-seen sports apparel in your local market or wherever the demand is with the untouchable speed, agility, quality, profitability, and uncompromising imagery only digital can provide. Optimize your e-commerce capabilities, empower brands and designers to fulfill web-based design applications, and streamline your pixel-to-parcel fulfillment to create winning experiences that satisfy and scale.

This technology is proven to deliver retail quality across a growing range of sportswear providers like you, and we'd like the opportunity to discuss ways it could open new doors to operational stability, agility, profitability, and growth for your business.



Visit [Kornit.com](https://www.kornit.com) to learn more, and contact us for a brief consultation that could revolutionize your organization and its outlook for years to come.



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*As Web3 elements such as blockchain, NFTs, the metaverse and gaming gain traction, how will they affect the apparel industry?*

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**Technology** *Continued from page 6*

tiator. Like all digital transformation, AI will move fast this year and by 2024 could increase by three times.

Barriers often slowing initial progress include supply-chain and market complexity as well as internal resources currently burdened by managing competing priorities. Predicting risk doesn't remove the importance of people as we continue to connect our supply chain.

However, technology is not enough. It's up to the brands implementing these technologies to drive effective and lasting change—whether this is a reduction in the negative environmental impact the industry has on the planet, improved wages and conditions for workers, compliance to legal mandates, or an increase in revenue through a deep understanding of consumer needs. It's a cliché, but it does boil down to people, process and technology. When implemented effectively, technology enables transparency, trust and collaboration.

**Henry Ma**  
**Chief Executive Officer**  
**Ricoma International Corporation**



Web3 technology provides the apparel industry with a plethora of new earning opportunities as well as opportunities to build brand awareness and engage with prospective buyers.

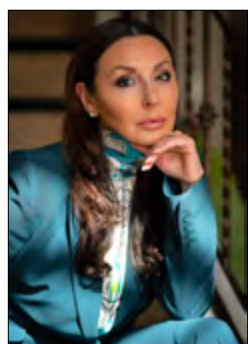
In October 2021, Dolce & Gabbana made headlines after auctioning a nine-piece collection of digital NFTs—nonfungible tokens—and custom-made dresses for nearly \$6 million in cryptocurrency. In addition to the revenue generated by the auction, Dolce & Gabbana was able to leverage NFT technology to incentivize the buyers to engage with the brand by granting NFT holders two-year access to exclusive Dolce & Gabbana events across Italy. However, NFTs are only the tip of the proverbial Web3 iceberg.

Many fashion labels are also starting to incorporate the metaverse into their existing marketing strategies. The metaverse enables companies, labels and fashion houses to reap a host of advantages such as having a borderless presence that allows prospective customers to engage with a brand.

In this digital world, users can employ avatars to explore online stores. This allows consumers to try on clothes at their convenience before ordering garments from a virtual store in physical format or as an NFT. This not only makes life easier for the consumer but also allows fashion brands to reduce the amount of physical clothing they need to produce, which reduces their ecological footprint and simultaneously alleviates the problem of overpro-

duction.

**Galina Sobolev**  
**Chief Marketing Officer**  
**StyleScan**



The fashion industry is embracing the Web3 wave and beyond. Brands and designers are eager and excited to experiment with virtual fashion. Large brands such as Gucci and Dolce & Gabbana

amassed millions in sales from the use of NFTs. Balenciaga and Gucci recently announced that they will now be accepting payments in cryptocurrency at their flagship stores as well as at their metaverse marketplaces.

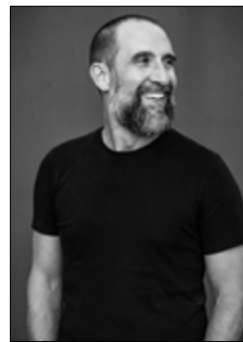
The Council of Fashion Designers of America recently announced its full commitment to educational programs and partnerships through the launch of its metaverse and NFTs. And there is far more to Web3 fashion than just digital clothes and virtual shows.

Blockchain can have an enormous impact on the supply chain, which is currently severely fragmented in the fashion industry. There's a lot of mistrust and frustration, but since the transactions can't be altered or changed fashion brands can use blockchain as proof of record of their sourcing, ethical production and sustainability, which in turn will help with brand image and consumer loyalty.

One of the most important factors of Web3 adaption in the fashion industry is the ease of customization and personalization. With the implementation of digital fashion software, manufacturers, brands and independent designers can easily create customized looks by digitally dressing models in their virtually designed creations. Brands and designers can visualize their creations and recreate them in many different ways without making a sample or wasting fabric, resources and funds. This will help revolutionize sustainability for any company small or large and should become an extremely relevant must-have tool for the fashion industry.

The technology movement and globalization of fashion will wait for no one, and Web3 will be leading the way.

**Tim Hogan**  
**Founder**  
**Timothy Hogan Studio**



AI-generated images can provide designers with a cost-effective and efficient way to visualize their creations in a 3D environment. They can quickly test different variations, colors and styles of their designs without in-

vesting in the expensive process of producing physical samples. This technology can help designers save time and money, making the fashion-design process more accessible for smaller brands and startups.

By providing detailed 3D models of clothing and accessories, AI technology can help manufacturers create patterns and prototypes more quickly and accurately. This technology can help to reduce the waste generated during the production process, which is a major environmental concern in the fashion industry.

Moreover, AI-generated images can provide a more realistic representation of the product, which can help retailers to market their products more effectively. Consumers can view the products online and get a clear idea of how they look and fit. This technology can help retailers to reduce their return rates as customers will have a better understanding of what they are buying.

However, the use of AI-generated images in the fashion industry also raises some concerns. One of the major concerns is the impact on employment in the industry. As AI technology becomes more prevalent, there is a risk that it may replace human jobs in design, manufacturing and even modeling.

AI-generated images have the potential to revolutionize the fashion industry. This technology can help designers efficiently visualize their creations, manufacturers accurately produce prototypes and retailers more realistically represent their products. However, it is important to address the potential negative impacts of this technology and to find ways to mitigate them to ensure a sustainable and equitable future for the industry.

**Chris Walia**  
**Chief Operating Officer**  
**Tukatech**



These technologies allow the physical world to coincide with the digital world and will affect the fashion industry on the front and back ends. With NFTs and blockchain, brands are able to protect intellectual property

such as artwork and prints as they are shared through the supply chain while maintaining a record of each person who has accessed it.

Blockchain also allows brands to track a product's entire life cycle through the supply chain from raw materials to finished goods, a key technology for brand transparency.

The metaverse allows brands to offer exclusives like digital fashion shows, limited-release virtual products and other experiences for their most loyal fans.

With many online games offering avatar customization, there are ample opportunities for fashion brands to create designer 3D garments and skins. TUKA3D relies on CAD and 3D data to create virtual and physical

products. Customers could buy exclusive digital garments for their video-game characters via a brand's NFT and a physical garment to wear themselves.

**Ashley Crowder**  
**Co-founder and Chief Executive Officer**  
**VNTANA**



Web3 elements such as blockchain, NFTs, the metaverse and gaming provide brand-new revenue streams for the apparel industry, but 3D models are necessary. Many brands have already started de-

signing in 3D, which has resulted in significant cost savings, increased speed-to-market and a reduced carbon footprint.

3D has also been tested on e-commerce, where it has shown a higher conversion rate and lower returns compared to 2D images alone. Now, the same 3D models can be sold as digital goods in virtual worlds for users to dress their avatars. Gen Z and Alpha are already digital natives, spending all their allowance in Roblox and Fortnite. Blockchain and NFTs provide the contract of ownership for these digital goods, so if you purchase a 3D good you can take it with you into any virtual world versus having it stuck in Roblox only, for example. This interoperability will increase the value of digital goods because it increases their utility. Apart from revenue, advertising in virtual worlds is important to stay relevant with the younger generations. If you don't invest in these worlds now, you are losing out on important brand awareness for Gen Z and Alpha and risk irrelevance as they grow up. ●

*\*Responses have been condensed for space.*



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Entro



J.NNA



Billy Porter



Jovani

Las Vegas *Continued from page 1*

Bringing the pink at Las Vegas Apparel

Las Vegas Apparel opened Feb. 12, a day earlier than several shows, at the Expo at World Market Center so that buyers could get a jumpstart on sourcing followed by a **Super Bowl** Sunday watch party. “Hospitality has always been key for our show, and we continue to raise the bar,” said Caron Stover, senior vice president of apparel for LVA.

Los Angeles was definitely “in the house” as MVP of young contemporary fashion brands. One of the big stories for Summer was “Barbie Pink.” With the much-anticipated July release of the movie, buyers foresaw the color as being key for the season. At **Easel**, orders reflected the strength of the range of pinks followed by greens in a close second. Isis Kim, trade-show manager, said, “Buyers have also been loving our colorful exclusive prints, which feature fashion’s new color story.”

**J.NNA** had been busy working its newest basics collection, which it refers to as “vanilla girl athletic.” Bralettes, crops, tees, hoodies and sweatpants in garment-dyed knits ranged from \$10 to \$15. Aside from the core colors, orders pointed to “green as the new black,” said rep Michaela Carroll. At **Entro**, buyers again showed a passion for pink and a huge demand for matched sets.

Exhibiting for the first time was Nicole Ljutic, designer of **Selflove & Confidence**, based in Las Vegas. Ljutic worked for years as a waitress, saving money to start her passion project. “I’m just a normal girl with a dream to make beautiful dresses for girls like me,” she said. Her collection of chic summer crochets and chiffon dresses ranged from \$7 to \$42.

At **Pink Armadillos** there was more pink, as the name would suggest. Its whimsical fantasy tees exemplified the company mantra: “Shine, Celebrate, Laugh, Praise and Serve.”

After a successful week, Melissa Sanders, owner of **Filthy Gorgeous on Main**, summed up her experience. “I enjoyed being at Las Vegas Apparel,” she said. “I spent more today than I probably would have because I didn’t have to fight for attention from vendors.”

Mixing it up at MAGIC

“It’s just clothes, y’all!”

Fashion trailblazer Billy Porter owned the stage as keynote speaker for the grand opening of MAGIC at the Las Vegas Convention Center, held Feb. 13–15. His unapologetic style changed fashion forever, normalizing nonbinary dressing and pushing the boundaries of dress to open up new expressions. “Walk into a room like you own it,” he told the enraptured audience. This fashion disruptor, queen of gender fluidity,

has blurred the lines between menswear and womenswear, bringing inclusivity to the conversation.

“His incredible, bold sense of style, his story and his vision offered a unique perspective,” said Kelly Helfman, commercial president for **Informa Markets Fashion**. “These are the types of messages we want to share with our audience.” Taking us on his inspirational journey from the Pentecostal Church to his groundbreaking appearance on the red carpet at the **Met Gala**, Billy Porter simply brought it.

From center stage to show floor, “no rules” was the message. The explosion of color, madness of pattern clashing and style-mixing-not-matching were embraced by design teams across brands.

owner of **Rose Couture**, was busy writing orders. “I have been doing this show since it started,” she said, “and this brand is absolutely amazing; it’s just so special.”

Los Angeles brand **idem ditto** from strives to be unique. Situated in the trend area, standout items included chain-mail and pearl crop tops and a group of minidresses with attached shorts priced at \$20 to \$27. **Hidden**, a Los Angeles denim brand, had a carnival theme in its booth, where denim bras, corsets and maxi skirts were all hot sellers, as was the number-one style, dad jeans priced at \$34. **Jovani** stole the show with a group of influencers modeling its glam gowns priced from \$189 to \$650. Very Billy Porter, and red carpet ready!

Pushing the envelope at Project

Whether it be embracing gender neutrality, size inclusiveness or creating unexpected fresh design, brands stepped out and brought it all at Project, which also celebrated Karl Kani, the godfather of urban streetwear, with a Lifetime Achievement Award for his work. As Edwina Kulego, vice president of men’s for Informa Markets Fashion, put it, “Fashion, music and culture have always been on parallel paths. We couldn’t imagine a more quintessential pillar of the fashion community to complement this moment than Karl Kani.”

Held Feb. 13–15 at the LVCC, streetwear continued to dominate the casual market at the show. Baggy silhouettes, which came to define urbanwear in the ’90s, are once again a strong story, along with denim. There was a throwback to denim, raw hems, and rip and repair at **Mavi**. The utilitarian look now known as “gorpcore” has brought back functional fashion. The cargo is definitely the pant of the moment, along with painters jumpsuits.

**Red Tag Brand**, a streetwear line with roots in New York, embraced Y2K logo-mania in its super-cool collection. Twill painters jumpsuits, graffiti-art tees and retro satin varsity jackets were amped up with lots of appliqués and patches. Prices ranged from \$65 to \$88.

Retro vibes at **Driftwood** leaned more to Woodstock and the flower-power subculture. Denim and twills were covered in funky embroidered florals and jeweled stones. Key styles were bell-bottoms, denim maxi skirts, jumpsuits and overalls priced at \$69–\$86.

**Talisman** was also feeling the sounds of the ’70s in its Global Gypsy collection. Created on a trip to India, the ditsy florals and paisleys, priced at \$29–\$59, were designed to take us on a spiritual journey.

**Brodie Cashmere** sparked memories of the ’60s Pop Art movement with its neon cashmere, checkerboard patterns and smiley faces on pieces priced from \$100 to \$190.

**Bromelia**, a swim and resort line, prides itself on being size inclusive, another hot topic long overdue to be addressed. Its collection ranged from size A–G. Keisha Holmes, buyer



Zierra Leona



Brodie Cashmere

Jordan Rudow, vice president of events for Informa Markets Fashion, spoke to the change from conformity to confidence. “Feathers, sparkle, metallic space girls and dopamine dressing brought home the theme of the show, called ‘Cosmic Shifts.’” Other show events included discussions on “Women of Color in Fashion” and “Fashion for All,” as **TikTok** influencers made selections, matchmaking sessions took place between brands and buyers, and Busta Rhymes got the crowd going.

At **Signature B**, based in Los Angeles, there was a mix of everything trending: rhinestone-fringed jeans jackets, super-distressed denim maxi skirts and baggy satin low-rise cargoes at \$25. Marcelo Pak, owner of **Skies Are Blue** in Los Angeles, has grown his business to include curvy sizes, and his recycled-blazer sets were strong in all size ranges, priced from \$15 to \$30.

In the Emerging Designer space, Zierra Leona from Colombia and new to the show brought amazing prints to her dramatic silhouettes priced from \$45 to \$100. Rose Hawkins,



Driftwood



Red Tag Brand



Talisman



AJ Fashion



Jamie Rocks & Co.



Laon Fashion Corp.

## TRADE-SHOW REPORT



AreX Trade and Knitology



Knitology



Invisible Bag



Sourcing Denim Gallery



Denim Zone



India Boutique

for plus and petites for **Burlington**, said, “I am so happy to see more brands expanding into plus sizes. For so long, contemporary and better markets didn’t include this customer, who has money to spend and definitely wants fashionable options.”

### Uniquely intimate buying at IFJAG

An oasis amongst the hustle and bustle of the big Las Vegas shows, the International Fashion Jewelry and Accessory Group presented a select gathering of exhibitors Feb. 11–14 at the Embassy Suites by Hilton. At this uniquely personal event, private suites allowed for an intimate buying experience unlike any other. Executive Director Don Valcourt explained the show’s success: “This show allows for privacy where buyers can work on pricing, design and selection apart from their competitors. This is why we get a repeat audience.”

The range of better manufacturers and direct importers offered a wide selection of what’s trending now. At **Millenx Accessories**, key items included stackable bangle bracelets ranging from \$4 to \$20.

Influenced by the European runways, **AJ Fashion** offered acrylic statement pieces at incredible prices of only \$5–\$8. Owner James Fang noted that “these abstract works of wearable art are sold to both wholesalers and chain stores.”

At **Laon Fashion Corp.**, straw crossbody bags priced at \$8 received plenty of orders. **Jamie Rocks & Co.** took its best-selling status scarves and elevated them by adding faux fur. These neckerchiefs, priced at \$7, look to be Fall’s must-have piece.

Buyer Ana Maria Cedeno, who was shopping the show for the department-store chain **Stevens**, said, “This show is A-plus for me. I see suppliers from so many places I never get to. Here I can see everything.”

### Embracing social issues at Sourcing

A global community of manufacturers, suppliers and production professionals approached Sourcing at MAGIC, held Feb. 13–15 at the LVCC, with a new forward-thinking approach and a renewed commitment to advancements in technology, sustainable resources and a focus on visibility of industry issues. China had the largest footprint at this season’s show as a sourcing destination, following the last several years of restrictions due to the pandemic.

“The industry is changing and needs are shifting. We are making sure that we are providing the resources for our attendees to address these changes and create a space for important conversations to be had,” said Informa Markets Fashion’s Helfman. Nearly 1,000 exhibitors from over 35 countries were represented in apparel, accessories, manufacturing, fabric/trim supply, packaging and fashion technology.

In a new concept space called Social Good Row, non-

profits shared their mission. One such business, **Hey Social Good**, is a vetting company that serves to assess the social-good impact of businesses. In the sustainability section Direct to Source, a Guatemalan manufacturer was working with brands interested in not compromising the planet for the sake of their production needs. Owner-partner Holly Gibson explained, “The hard part with manufacturing is due to subcontracting; it’s difficult to trace. We have started a program partnering with key brands where we recycle factories’ cutting scraps, shred them and reuse them as new fabric, thereby eliminating waste.”

Hong Kong-based **JC Fashion** makes knits and wovens out of Guangzhou, China, where its total production is



Needle and Thread

socially compliant. Its cut-to-order process minimizes waste. CEO Charles Choi said, “The world is oversupplied. There is more stock than demand, and this is why we are cutting to order, to eliminate the erosion of piece goods creating more waste.”

### Matchmaking at OFFPRICE

The gap between fashion forward and off-price continued to narrow as buyers learned to expect more while paying less at the OFFPRICE Show, held Feb. 11–14 at the Venetian Expo and Convention Center. The show offered on-trend products, quick deliveries and great value at 20–70 percent below wholesale. Laurel Hanson, senior marketing manager, explained the show’s new matchmaking capabilities: “In order to streamline the discovery process, our new technologies are able to match buyer categories and interests to specific vendors and products, creating a seamless shopping experience.”

**India Boutique** showcased its easy Miami Bohemian Beach to Bar collection of silky dresses and separates in hot colors and paisley prints. Minidresses were priced at \$5–\$10 and maxis at \$8–\$15. Fashion items such as tie-front blouses, ruffled shorts and tiered maxi skirts were priced from \$5 to \$9.

At **Denim Zone**, based in Los Angeles, leading styles included wide legs, distressed looks and colored denim. The season’s hot colors of pink, lilac and green were top sellers at \$16.

**Original USA** did strong business with its kimonos. The summer version of nearly sheer fabric sprinkled with tiny sequins came in an array of colors and was priced at \$8. Helen Zheng, buyer for **Helen’s Heart**, said, “Our customers are in love with these kimonos!”

Catering to an African-American clientele, **Neelam Fashions** brought authentic prints to its one-size dresses, which fit up to size 3XL and were priced at \$20.

### Upscale and accessible luxury at WWIN

Unique and chic met Feb. 13–16 at the Caesars Forum for the Womenswear In Nevada show. Unlike many of the other shows, WWIN does not exhibit fast-fashion brands. Its buyers are looking for better goods, and this season the producers presented a new concept that further enhanced the show experience. We’ve elevated the WWIN brand and curated the show floor with the addition of Enclave, a section devoted to upscale and accessible luxury merchandise,” said Melissa K. Montes, vice president of WWIN.

Nance Yang designs high style and pure luxury for the confident woman. Known as “the queen of prints,” her collection is sized from small to 3XL in order to cater to her loyal following. Pamela Pierce, buyer for the online boutique **Color Me Beautiful**, said, “I absolutely love this brand because it lifts your spirits. It’s not the same old thing. I always do this show, and I’m guaranteed to find great things.”

Samuel Dong brought his creativity to his couture-like collection with his best-selling bubble coat and dress. Launched in 2006, the bubble silhouette continues to be its number-one style at \$89.

Showcasing its luxe superstar leathers, **Kippys** custom leathers are all handmade. The leather jackets are encrusted with **Swarovski** crystals and can be produced in any color. Handbags and belts are designed to coordinate back to outerwear, priced from \$650 to \$3,400. Owner Erik Kipperman said, “We love being a part of Enclave—it’s a classy environment. We stand out and love that.”

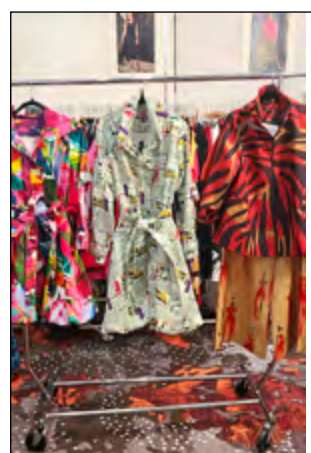
Partners Kay Kamran and Nadia Mansour developed their high-end knitwear by collaborating on an idea. Inspired by great works of art, **Essitam** (Matisse spelled backward) was born. “We are very different from the sweater market, especially at these price points,” the duo explained. Items in short to long lengths ranged from \$80 to \$140. ●



Neelam Fashions



Original USA



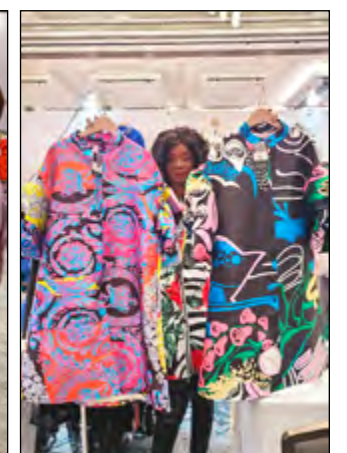
Samuel Dong



Essitam



Kippys



Nance Yang



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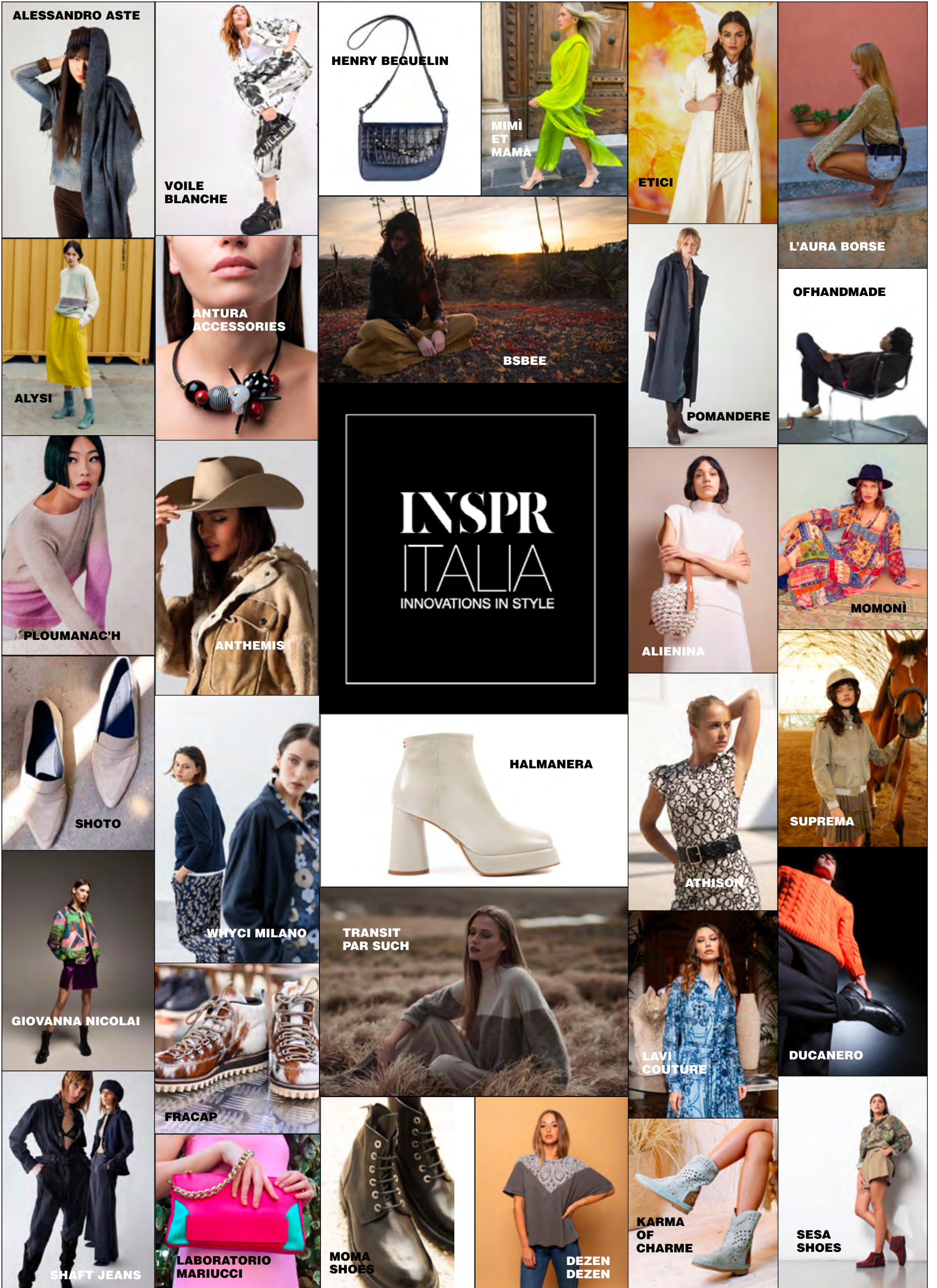
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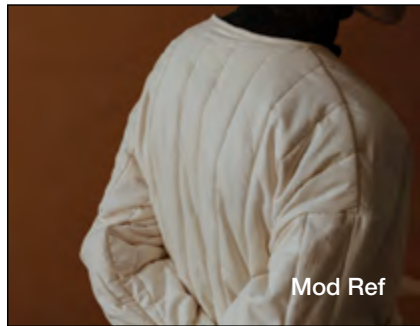
## Atlanta Apparel Highlights Autumn/Winter 2023 Trends

Atlanta Apparel is the destination to see upcoming trends. Dressed-up cardigans, polished suiting, statement shoes, denim on denim, and decorated hoops are huge for the season. Customers will bring optimistic, bright colors and comforting neutrals to these trends, along with rich jewel tones. They will also seek joy and simple pleasures in these styles while making bold statements and channeling celebration, futurism, and glamour.



Matisse

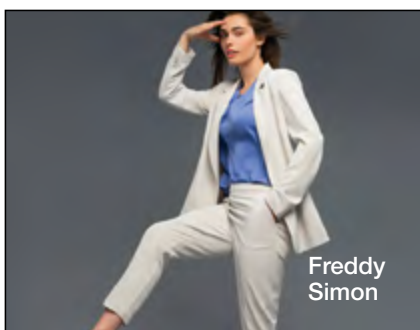
a pop of color for another fun way to style your boots. Again, we are seeing that customers want to be comfortable while also making a statement with their fashion choices, and this trend does just that.



Mod Ref

### Dressy Cardigans

Dressy cardigans are a definite trend for 2023. People want to be comfortable, yet they still have the desire to get a bit dressed up. This trend takes our minds directly to Chanel. Think of a chic woman who wants to dress up her look while still being comfortable post-COVID. Pairing it with a black dress and a belt or an extra-long maxi skirt with a fitted tank or trousers with a classic button-down are a few fun ways to include this trend in an outfit. You can also go for a more casual look with a white T-shirt, relaxed denim, and chunky loafers. Whichever way, we love this cozy trend.



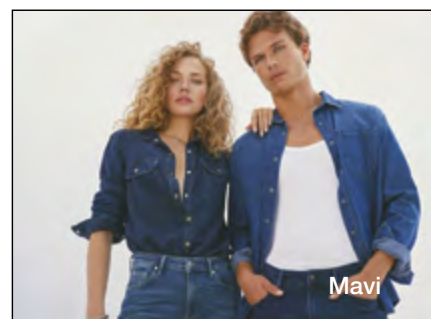
Freddy Simon

### Career Sets

Now that people are back in the office, suiting is taking a front-row seat in the workplace again but this time with a twist. Career outfits now include oversized trousers, cropped blazers, and matching or coordinating sets in bright colors and playful prints. This trend is also inspired by menswear with boxy silhouettes, low-rise bottoms, and toned-down tailoring that's relaxed without compromising style. Don't be afraid to take a risk with this trend. Accessorize your suiting with statement jewelry, an oversized tote, and a block heel and you're all set.

### Metallic Boots

Don't limit gold and silver to your jewelry! Add the same metallic punch with some fun footwear and the chic country-girl era is definitely in. Look toward Love Shack Fancy for notes as they pull an outfit together perfectly by pairing their feminine frocks with bold boots. You can also complete the look with a cowboy hat, cargo pants, and a square-neck top. Try a fringe dress or skirt with a draped blouse to take it from day to night, and make sure to add



Mavi

### All Over Denim

The early '90s called and they want their Canadian tuxedo back! The iconic outfits Justin Timberlake and Britney Spears wore at the 2001 American Music Awards live in our minds rent-free, and now this trend is back and better than ever. Levi's is celebrating 150 years of the popular 501 jeans, and it continues to inspire us with its iconic denim. Don't be scared to get creative with this trend by mixing and matching light and dark denim, white with light denim, and so on. We can't wait to see how you style this classic trend.



Kinsey Designs

### Encrusted Hoops

Everyone's favorite accessory just got a facelift. Now introducing the new gold hoops, but with some added bling, we're taking notes from Cult Gaia, which has a vast collection of these bedazzled jewels. Elevate this look with a little black dress and some platform party heels for a night on the town, or pair it with your favorite white button-down, boyfriend jeans, and a kitten heel and you're good to go.

The next Atlanta Apparel edition runs March 28–31 at the AmericasMart in Atlanta. Visit [Atlanta-Apparel.com](http://Atlanta-Apparel.com) and follow @apparelmarkets for the latest information.



## TRADE-SHOW COVERAGE



The Feb. 22–24 edition of LA Textile at the California Market Center revealed Spring/Summer 2024 trends and brought together members of the global apparel-making community.

## LA Textile Inspires SS2024 Designs Through Resources and Education

By Dorothy Crouch *Contributing Writer*

The California Market Center in downtown Los Angeles hosted its Spring/Summer 2024 edition of LA Textile Feb. 22–24 to showcase sourcing options from farm to fabric and patterning to packaging. Among the global exhibitors were representatives at a new **Perú Pavilion** and the **Turkish Textile Pavilion**, which returned to the show to illustrate the country's resilience following the devastating February earthquakes.

On the show floor, the big news was the expansion of LA Textile's partnership with **Messe Frankfurt's Texworld**, which featured a pavilion at the recent event. Messe Frankfurt and the CMC will launch **Texworld Los Angeles** July 25–26, co-locating the event with **Apparel Sourcing Los Angeles**.

"Texworld Los Angeles will give West Coast designers and manufacturers an additional opportunity to source between our LA Textile shows, which takes place in February and September annually," said CMC Events Director Moriah Robinson.

### Fresh trends in textiles

**Beyond the Ceremony** founder and designer Janice Lee embraced textile trends in geometrics, mixed laces and ethereal floral appliques. Standouts for Lee included **Pop Fabrics** and family-run businesses such as **Sai Silks Inc.** and **JM Label**, which are willing to work according to the needs of independent designers.

"JM Label's products are super high quality, and it's a vertically integrated manufacturer that is family owned with low minimums, low shipping costs, and they have a huge variety but not only in hangtags and labels—they have everything," said Lee, whose brand is focused on formalwear and bridal. "They can manufacture garment bags. They can manufacture shopping bags and little gift baskets. They produce it all in-house. It's really wonderful, and I hadn't found a resource like that where it can be a one-stop shop."

Crystal Lira Jurado, an apparel-tech designer at **Guess**, noted a preference for thick suiting fabrics in a luxurious hand and heavy drape. Working for a well-known fashion brand requires Lira Jurado to think ahead.

"We use a lot of eco rayon and Pima cotton," Lira Jurado said. "We try to follow the trends, and 2024 predictions are bringing a lot of neutrals and prints. It was really fun seeing how a lot of the fabric here can correlate to that."

At the booth for the **Preview Textile Group**, Elliot Glantz fielded demand for prints and showcased luxurious fabrics from Como, Italy; Barcelona, Spain; and South Korea. Visitors to the booth were also inter-

ested in pleated fabrics in ombré, light textures, shimmers and metallics.

"Cost is always an issue, but you have a certain customer who is willing to pay \$100 per meter or up on certain fabrics," said Glantz. "The quality of attendees was good."

Ecological responsibility also trended during LA Textile as Michelle Egbunike searched for sustainable resources to support her luxury brand **Michelle Mushel**. Egbunike was interested in resources with certain eco certifications but also wanted to dive deeper into brand stories.

"When talking to the representatives, attendees should pay attention to their knowledge and expertise. They should be mindful of how they are representing their companies," said Egbunike. "One of the values of Michelle Mushel is precision and the backstory. It all comes together with expertise, knowledge and passion."

### Achieving a higher fashion education

Attendees also found educational opportunities and sessions that included Spring/Summer 2024 trend reporting from Jennifer Karulewa of **Peclers Paris**. **The Evans Group's** Jennifer Evans shared fashion development and production trends, while a session on duties and inventory management was hosted by Ilse Metcheck, president of the **California Fashion Association**, and featured input from Heather Littman of **GDSLK LLP** and Vincent Iacopella of **Alba WheelsUp**.

On Feb. 23, Andrea Kennedy, vice president of sustainability at **Material Exchange**, hosted a full-day Fashion Circularity Workshop with input from **Cotopaxi**, **JDG Group**, **Refiberd** and **Shoe Waste**.

"What I learned in chatting with California and U.S. brands is that many have already shifted to some exciting sustainability practices, but they know that working toward circularity is most urgent in eliminating waste and doing their share. They're uncertain of what being circular means to their brands and how and where they should start," Kennedy explained. "Both LA Textile and Material Exchange have similar purposes—to facilitate material sourcing so it's more efficient, sustainable, transparent and inspiring."

Following the workshop, participants were awarded certificates of completion signed by LA Textile, Material Exchange and the **United States Fashion Industry Association**.

"I loved the fact they were able to touch upon different aspects of circularity," noted Troy Johnston of the elevated streetwear brand **Milarrri**. "We stand behind durability. I am trying to find a way in which durability and sustainability can mean something and play on the same field. The workshop allowed me to grasp how they can work hand in hand." ●

ARJUN NEVADER



## Kevan Hall Draws Upon the ‘Forever’ of Shimmering Classic Glamour for FW2023

As the style set looked toward Fall 2023, Kevan Hall unveiled his Faceted collection during **New York Fashion Week** on Feb. 15 with the designer drawing inspiration from Dame Shirley Bassey. A reflection of Bassey’s glamorous dressing was apparent on Hall’s runway, but her “Diamonds Are Forever,” the title song from the 1971 James Bond film, also inspired Hall.

“To speak to the luxe and lifestyle of Dame Shirley Bassey, I used real fur through a collaboration with **Saga Furs**,” said Hall, who also partnered with **Jeffrey Daniels Unique Designs** for **Gem Platinum** to complement the collection with diamonds. “It is a return to luxury from times past. People want something to cherish and wear for many years, which is the best way to look at sustainability.”

The Faceted collection is a testament to Hall’s decades-long career, during which he has refined his approach to alluring American style. Known for his updated interpretations of classic glamour, Hall designed his Fall 2023 collection with nods to Bassey’s 1950s style in a gem-inspired palette of emerald, sapphire, ruby and amethyst hues.

“I love his clothes,” noted Bassey. “I’m honored to hear him say I inspired him.”

“My [FW2023] collection is special to me because it high-



lights the legacy of Dame Shirley Bassey and reminds us of the importance of transcending cultural barriers and promoting excellent design and craftsmanship,” said Hall on **Instagram**.

For his approach to formal gowns, Hall designed silhouettes meant to inspire confidence through vibrant colors such as a sapphire cowl-back liquid lamé gown with side ruching.

A sultry onyx velvet sheath minidress with rose matelassé sleeves offered sophistication to a silhouette that is traditionally flirty. The prism high-low bustier style blended the sexy characteristics of a minidress with a regal train detail in the back. Hall introduced a ruby floral guipure lace in a long-sleeve minidress in addition to an off-the-shoulder ballerina-length dress with kick godet detail. The Faceted collection also translated traditionally masculine details into formal feminine silhouettes with an off-the-shoulder double-breast tuxedo pantsuit and diamante mock-vest tuxedo with diamante tap short in onyx.

When designing his suiting, Hall applied a similar approach to recreating classic silhouettes through a modern lens, evident in pieces such as the piped lapel jacket and striped pleated skirt in alabaster over a sheer mesh turtleneck. The designer applied tweeds in an onyx metallic to pieces such as a wrap zip dress, zip-front jacket and A-line skirt as well as a racer top paired with a sheer clip-dot tiered floor-length skirt. Using the same fabrication that he applied to a stippled amethyst off-the-shoulder ballerina dress, Hall also created a pantsuit whose shimmery colors seemed to change with movement but were grounded with solid collar and pocket details in black.—*Dorothy Crouch*

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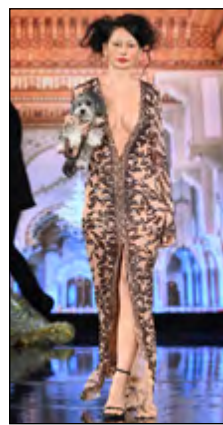
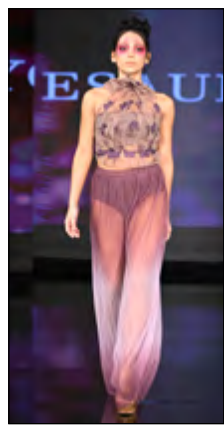
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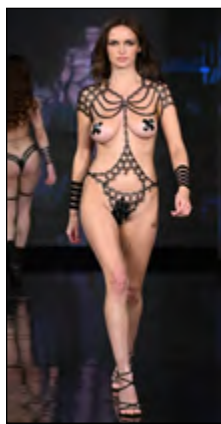
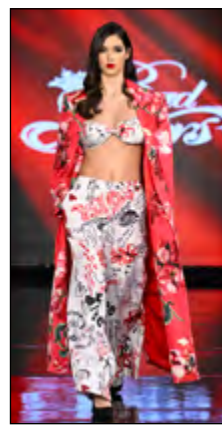
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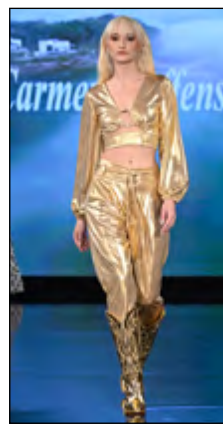
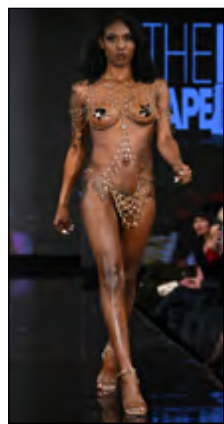
Arabesque Boudoir Maison



Bad Sisters



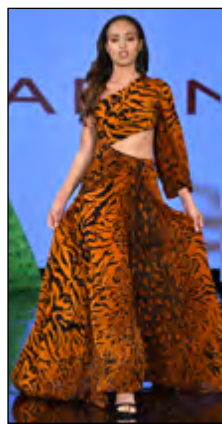
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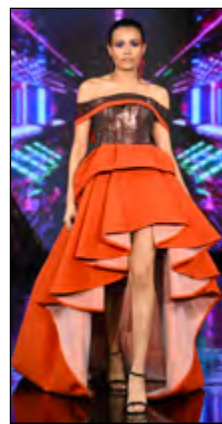
Carmen Steffens



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Danny Nguyen



## Art Hearts Fashion Celebrates a Decade at NYFW With a Roster of Global Designers

Art Hearts Fashion began its 10-year anniversary of producing shows during New York Fashion Week with a Feb. 9–12 run at the Angel Orensanz Foundation Center on Manhattan’s Lower East Side.

“From a quirky nightclub event to a world-renowned platform hosting some of the biggest-named celebrities and designers, I am always amazed that we have achieved so many things in our 10 years,” said Erik Rosete, founder of Art Hearts Fashion and Mister Triple X.

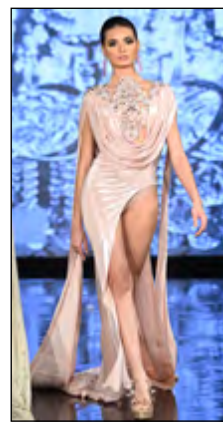
While the roster of designers who showed during Art Hearts represented a blend of global fashion influences, the Los Angeles–headquartered production featured collections from notable California design houses.

Kenneth Barlis showed sexy cocktail dresses, sultry gowns, floor-sweeping capes, updated suiting and luxurious streetwear styles that relied on a color palette of red, black and yellow with shimmering

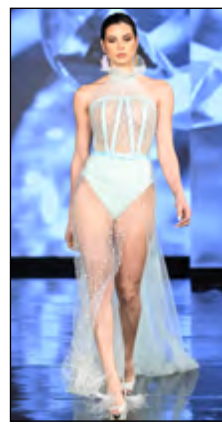
sequins in gold and silver. At Mister Triple X, the elevated streetwear brand built upon its rock ’n’ roll foundations with mesh shirts, crop tops and genie pants but also featured edgy yet elegant gowns. Opening its show with a model in a relaxed silhouette, cow-print pants and a face in Joker–style makeup, Tell the Truth presented a streetwear collection in unique dye patterns and prints. Walter Mendez presented a collection based in a formalwear fantasy that included designs for the daring and those who seek to emulate the magnificent beauty of celestial beings.

Additional creatives and brands included Dominican designer Giannina Azar, Colombian and Venezuelan designer Raul Peñaranda, Brazilian label Carmen Steffens and U.S. brand Original Penguin. Mondo Guerra, the U.S. designer who was a runner-up on season eight of “Project Runway” and the winner of “Project Runway All Stars” season one also hit the runway with his latest work.

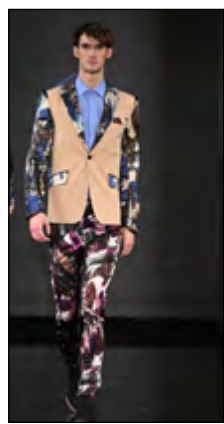
—Dorothy Crouch



Giannina Azar



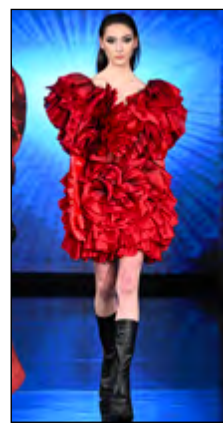
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Kenneth Barlis



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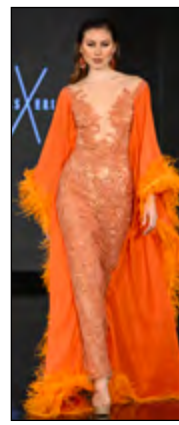
Mister Triple X



Mondo Guerra



Original Penguin



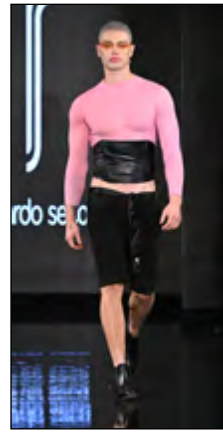
Passarellas X Erik Bendaña







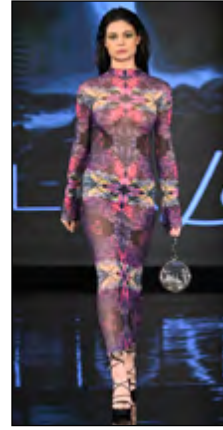
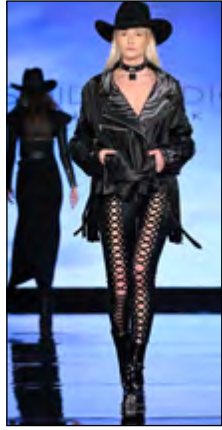
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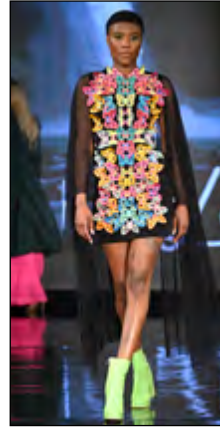
Ricardo Seco



Soid Studios



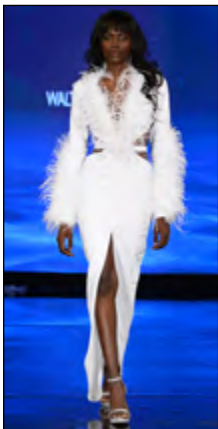
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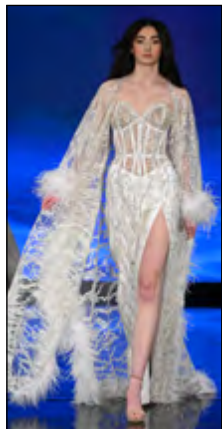
Tell the Truth



Vizcarra



Walter Mendez



Wanda Beauchamp



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Zyem-Kids



## Transaction Readiness and the Importance of a Quality of Earnings Analysis

By Marco Valverde, CPA, Moss Adams and Michael Pihowich, CPA, Moss Adams

The M&A market in the apparel industry has slowed from the activity of 2021 but is still viable for many companies. For middle-market businesses, a merger or acquisition can be one of the most uncertain moves an executive or business owner can make.

With the current market conditions and economic landscape, having a well-planned M&A strategy is critical to a successful transaction. Companies deciding to enter the M&A market must be proactive prior to sale.

the seller can address prior to the sale. In the analysis, companies would want to have an in depth understanding of the following issues:

- Impact of supply-chain disruption
- Increased cost of importing inventory and the impact on gross margins
- Supply-chain delays and the impact of those delays on lost sales
- Supply-chain delays and the impact of carrying increased inventory as a buffer for delays
- Direct contributions by channel and the impact on margins of channel shifts
- Price and volume impacts on margins and the level of sales growth driven by both variables
- Historical dilution trends and the potential impact excess inventory may have had on recent dilution and required inventory and other sales reserves
- Impact of tighter labor markets



Marco Valverde



Michael Pihowich

### Sell-Side Due Diligence

For companies looking to sell, conducting sell-side due diligence will help business owners avoid major surprises or gaps in expectations that could delay or stop a deal. Also, with due-diligence findings, companies can project greater confidence in their position, helping to bolster a buyer's perception of the company.

Conducting a quality of earnings (QoE) analysis is the first step in the due diligence sell-side process. It provides a deep dive into a company's financials and earnings before interest, taxes, depreciation, and amortization (EBITDA).

### What's a Quality of Earnings Analysis?

A QoE analysis helps ensure a company is well prepared and has a supportable view of historical recurring EBITDA and adjusted net working capital once it goes to market.

The analysis will help avoid delays and expedite the closing process in a constantly changing market. Companies should also use the QoE analysis and adjusted net working capital as a base on which to build a supportable business forecast.

The report can also help business owners identify and assess issues and trends that positively or negatively impact business value from a buyer's perspective. This helps owners gain early, vital insight, which can help establish a strategic framework for selling a company.

Sell-side due diligence encompasses analysis of many aspects, including the business model, supply-chain performance, and operations across the company—and it can identify red flags

businesses, analysis of the cost of customer-acquisition trends

With the proper due diligence, companies thinking of selling can project greater confidence in their position, address industry trends, and proactively manage and prepare for inquiries from potential buyers.

*Marco Valverde has practiced public accounting since 2004. He has significant audit experience, directing all phases of audits and reviews for various privately held middle-market apparel, manufacturing, distribution, and retail companies. Marco can be reached at marco.valverde@mossadams.com or (310) 295-3865.*

*Michael Pihowich has nearly 30 years of business experience and has focused the last 15 years on transaction advisory services for private equity and corporate clients. He can be reached at michael.pihowich@mossadams.com or (415) 677-8257.*

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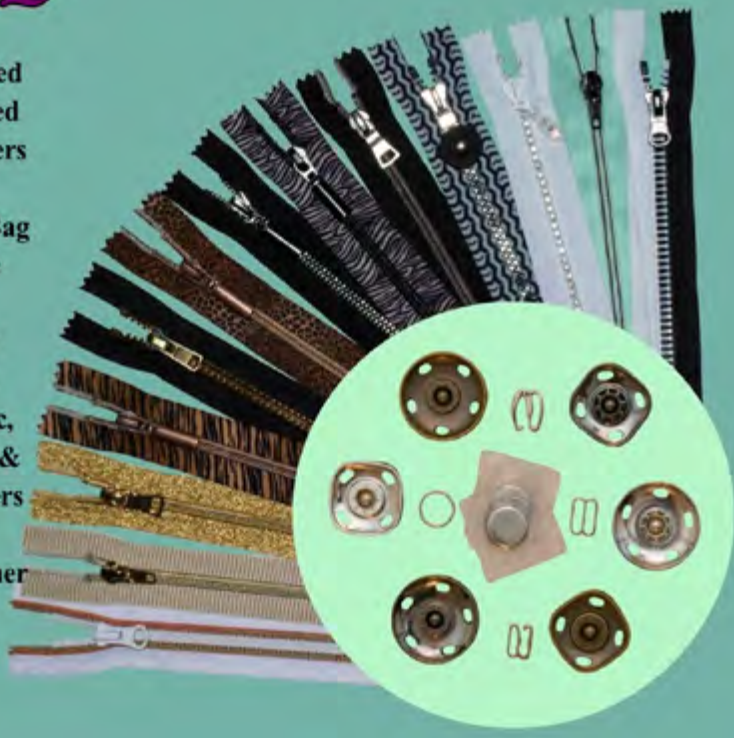
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## TRADE-SHOW REPORT



Mauritius



OoohCotton



34 Heritage

## CALA Men's Show Highlights Comfort and Style for Fall '23

By Kelli Freeman *Contributing Writer*

From soft coats to chunky sweaters, an array of men's elevated Fall looks were displayed at the **CALA Men's Show**, held at the **OC Fair & Event Center** in Costa Mesa, Calif., Feb. 19–20. Brands from around the world blended traditional and modern styles with luxurious materials and fabrics to create looks of modern comfort for occasions spanning work to cocktails, golf to lounging.

Shirt jackets, or "shackets," were hot with sophisticated hybrid knit fabrications in blazer models from **Patrick Assaraf** and **Liverpool Los Angeles** as well as soft, silky suede, leather and cashmere styles from **Bugatchi** and **Rye 51**, not to mention a buck suede with a bonded-flannel-lining overlap-stitch style by **Milestone**.

Handsome sports-coat choices were shown by **Jack Victor**, **Tailored** and **Max Man**. The calfskin motorcycle jacket from **Robert Barakett** and "Top Gun"-style bomber jacket from **Mauritius** were also trending.

Shirt offerings were plentiful, including in an eight-way-stretch performance fabric from Bugatchi's **OoohCotton** line, knit polos from **PostMarc** and **Georg Roth Los Angeles**,

bold colors from **Maceoo** and watercolors on olive chambray from **&SONS**.

Sweaters men can cozy up in ranged from **Lenor Romano**'s ombre crew with cover-stitch details to **Jerry Kaye**'s hand-stitched artisan merino cashmere, plus a selection from **True Grit**.

Men's styles in bottoms ranged from **Alberto** to dress pants by **Myth** as well as the new Seville pant model at **34 Heritage** with a drawstring and gathered waist with a 14-inch bottom and whimsical colors and textures from **Lords of Harlech**.

Accessories included **SAXX** underwear, **Dion** ties, **Mistral** fragrances, **Will Leather Goods**, **Sperry** and **Florsheim** footwear, and **Vincero** premium-lifestyle accessories.

"Retailers are given an opportunity to see 200 vendors in one location," said CALA Men's co-owner Ken Haruta, who added, "the benefit of our regional show is that vendors can get in front of the customers not to just sell them but to form relationships. With expenses getting higher, fewer reps are traveling to stores."

CALA Men's also hosted a fireside cocktail party at the **Hyatt Regency Newport Beach**, which gave partygoers the chance to meet and mingle.

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TRENDS

# Redefining the Boundaries for FW24/25 Menswear

By Jennifer Karulewa *Managing Director, North America at Peclers Paris*

In a time of crisis, how can we positively promote slow values adapted to changing consumption patterns? Two major axes reveal our approach:

1. Redesigning beautiful, timeless, urban or authentic essentials with a focus on know-how. A fantasized look at the past is the inspiration for a more fluid and unisex tailoring where comfort rhymes with elegance. In parallel, environmental challenges are the impetus propelling a more sustainable and natural approach to the outdoors.

2. Doubling down on creativity, optimism and innovation to design versatile, clever products. New digital tools such as AI boost the imagination of tech. With zero borders, you can play the warrior hero or adopt a more sensitive persona ... another way to erase boundaries and blend genres!



EPIC



EPIC

**Epic.** In an over-connected and uncertain world, there is a pressing need to fight and take urgent action. Between real and virtual, the focus is on reactivating the mythical hero figure and working to make tech more responsible.



GOLDEN AGE



GOLDEN AGE

**Golden Age.** Running counter to the idea of “always more!” and the prominence of casual style, nostalgia for a fantasized past impels us to embrace timelessness, quality and simple design. Chic and iconic are the key words for a more sustainable approach to fashion.



ADAPTATION



ADAPTATION

**Adaptation.** Climate change forces us to adapt, to dream of a better world in harmony with nature, and invent new models between joyful sobriety and slow-paced inventiveness.

*Peclers Paris is a leading lifestyle trend-forecasting agency focused on building brands through the expertise of an international team of designers, strategic planners, futurists and consultants. The company has headquarters in Paris, Los Angeles and Shanghai.*



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Citygirlz  
Sam & Alex  
Spacegirlz  
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##### ZUTER SHOWROOM

C625/627  
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##### AMY JAMES SHOWROOM

C733  
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March 13 - 16, 2023

## Cooper Design Space

860 S Los Angeles St.  
Los Angeles, CA 90014  
[@thecooperdesignspace](https://www.instagram.com/thecooperdesignspace)

# Resource Guide

## Fashion District Cooper Design Space

860 S. Los Angeles St.  
Los Angeles, CA 90014  
(213) 627-3754  
[www.cooperdesignspace.com](http://www.cooperdesignspace.com)  
Instagram: @cooperdesignspace  
Constructed in 1924 for clothing manufacturer Milton G. Cooper, the Cooper Building has maintained a strong connection to the garment industry through its historic use and design. Acquired by Stanley and Anita Hirsh in the 1970s, they transformed it into a Fashion District icon. Now known as Cooper Design Space it remains in the Hirsh family, committed to the fashion industry and offering a variety of studio, office, and showroom spaces within a single, dynamic location at the corner of Los Angeles and Ninth streets. It is home for many of Los Angeles' most creative premium fashion brands and individuals. Visit Copper Design Space at LA Market Week, Jan 16-19.

## The New Mart

127 E. Ninth St.  
Los Angeles, CA 90015  
(213) 627-0671; Fax: (213) 627-1187  
[www.newmart.net](http://www.newmart.net)  
In the heart of Los Angeles' Fashion District is the landmark New Mart Building. The showrooms of The New Mart represent the most exclusive and coveted contemporary lines from an international array of designers and manufacturers. The New Mart is unique in both architecture and style. The intimate setting creates a user-friendly experience for visitors. Each of its glass-fronted, uniquely designed showrooms provides a buying adventure that cannot be experienced at any other showroom destination. The New Mart is open year-round to the wholesale trade only and we host over 100 showrooms that carry over 500 collections.

## Finance Moss Adams

Marco Valverde  
(310) 295-3865.

[marco.valverde@mossadams.com](mailto:marco.valverde@mossadams.com)  
Michael Pihowich  
(415) 677-8257.  
[michael.pihowich@mossadams.com](mailto:michael.pihowich@mossadams.com)  
Moss Adams is a fully integrated professional services firm dedicated to assisting clients with growing, managing, and protecting prosperity. With more than 4,400 professionals across more than 30 locations in the West and beyond, we work with many of the world's most innovative companies and leaders. Our strength in the middle market enables us to advise clients at all intervals of development—from start-up, to rapid growth and expansion, to transition.

## White Oak Commercial Finance

555 West 5th Street, Suite 3380  
Los Angeles, CA 90013  
Gino Clark  
(213) 226-5201  
Fax: (213) 226-5374  
[www.whiteoakcf.com](http://www.whiteoakcf.com)  
White Oak Commercial Finance, LLC (WOFCF), formerly Capital Business Credit/Capital Factors, is a global financial products and services company providing credit facilities to middle-market companies between \$1 million and \$30 million. WOFCF's solutions include asset-based lending, full-service factoring, invoice discounting, supplychain financing, inventory financing, U.S. import/export financing, trade credit-risk management, account-receivables management, and credit and collections support. WOFCF is an affiliate of White Oak Global Advisors, LLC, and its institutional clients. More information can be found at our website.

## Technology Kornit Digital

480 S. Dean Street  
Englewood, NJ 07088  
Contact: Mandy Liu, (201) 608-5758  
[Mandy.Liu@kornit.com](mailto:Mandy.Liu@kornit.com)  
[www.kornit.com](http://www.kornit.com)  
Kornit Digital is writing the operating

system for sustainable, on-demand, digital fashion and textiles with end-to-end solutions including digital printing systems, inks, consumables, and an entire global ecosystem that manages workflows and fulfillment. Headquartered in Israel with offices in the USA, Europe, and Asia Pacific.

## Lectra

[lectra.com](http://lectra.com)  
As a major player in the fashion, automotive and furniture markets, Lectra contributes to the Industry 4.0 revolution with boldness and passion by providing best-in-class technologies. The group offers industrial intelligence solutions—software, equipment, data, and services—that facilitate the digital transformation of the companies it serves. In doing so, Lectra helps its customers push boundaries and unlock their potential. The group is proud to state that its 2,400 employees are driven by three core values: being open-minded thinkers, trusted partners and passionate innovators. Founded in 1973, Lectra reported revenues of 388 million euros in 2021 and is listed on Euronext (LSS).

## Trade Shows

### Atlanta Apparel

[www.AmericasMart.com/apparel](http://www.AmericasMart.com/apparel)  
Atlanta Apparel is the largest apparel market on the East Coast, offering thousands of contemporary and ready-to-wear women's, children's, and accessories lines all together in one location at one time. As the apparel and accessories collection of AmericasMart® Atlanta, it features an expansive—and growing—product mix, including contemporary, ready-to-wear, young contemporary, social occasion, bridal, activewear, resortwear, swim, lingerie, fashion jewelry, fine jewelry, shoes, handbags, and more showcased in permanent showrooms and temporary exhibition booths. Trend-driven juried temporary collections include Première (women's premium high-end/contemporary apparel, denim, and accessories) and Resort (high-quality lifestyle apparel and accessories). Atlanta Apparel presents five apparel markets and three specialty markets: World of Prom (prom, pageant, quinceañera, social

occasion) each year and Vow | New World of Bridal twice each year.

## Collective Shows

[www.collectiveshows.com/register-now](http://www.collectiveshows.com/register-now)  
The Collective Shows – premier B2B markets featuring top and emerging designers from the swimwear and activewear industries. Join for immersive experiences and to learn the heritage and lineage of the textiles behind the brands on display. The summer 2023 markets will feature emerging and established designers to shop as well as runway shows, catered networking receptions, fitness events, and more. NEW: for the first time, Swim Collective will be joining Active Collective in New York this summer. Register Now! Swim Collective: June 13–14, 2023, Huntington Beach, Calif. Swim Collective and Active Collective: Aug. 16–17, 2023, New York. Active Collective: Aug. 22–23, 2023, Huntington Beach, Calif.

## Dallas Market Center

[www.dallasmarketcenter.com](http://www.dallasmarketcenter.com)  
The Dallas Apparel & Accessories Market is held five times each year at the Dallas Market Center. Located in one of the country's fastest-growing regions, the Dallas Market Center brings together thousands of manufacturers and key retailers in an elevated trade-show environment. Featuring 500 permanent showrooms and over 1,000 temporary booths, including expanded contemporary lines and resources, the Dallas Market Center is where inspiration starts. Upcoming events include the Apparel & Accessories Market on March 21–24.

## Functional Fabric Fair—powered by PERFORMANCE DAYS®

[ffspring2023.com/CaliforniaApparelNews](http://ffspring2023.com/CaliforniaApparelNews)  
Functional Fabric Fair—powered by PERFORMANCE DAYS® is the global textile

hub for innovation and sustainable manufacturing. The Fair returns to Portland, April 4–5 for its second year of the Spring Edition. Dedicated to outdoor and active apparel, this Fair will feature innovative textiles and color trends for the Spring 2025/2026 season alongside expert-led talks focusing on the sustainable future of the textile industry. The Fair is open – free of charge – to verified designers, product, purchasing or material manager. Register today to gain access to this can't miss sourcing event!

## IFJAG

[info@ifjag.com](mailto:info@ifjag.com)  
[www.ifjag.com](http://www.ifjag.com)  
IFJAG trade shows feature fashion jewelry and accessories from around the world. It features over 100 manufacturers or direct importers with exclusive designs to our unique venue of private showrooms which offer buyers a professional environment. The upcoming Orlando show May 10-12 so you'll have plenty of time to stop by while you're in the area. Pre register at the IFJAG website. New exhibitors who would like to participate in the show are welcome. Buyers are offered complimentary lunch and local transportation reimbursement.

## INSPIR ITALIA

[www.inspritalia.com](http://www.inspritalia.com)  
INSPIR ITALIA Innovations In Style is a fresh and modern perspective on Italian design and craftsmanship. 31 Italian Designers will debut their unique sensibility at Brand Assembly and Designer & Agents showcasing women's contemporary fashion and accessories. March 13- 15 in Los Angeles. The roadshow will then visit Miami, Atlanta and Dallas. "Made in Italy" is the thread that weaves through each collection. This means the finest textiles and materials come together with the finest craftsmanship in the world. Viva Italia!

## Texprocess Americas

[texprocessam.link/98b](http://texprocessam.link/98b)  
Texprocess Americas, the largest sewn products and technology trade show in the Americas, is once again co-located with Textextil North America, North America's only dedicated show for technical textiles and


nonwovens. The event will bring together the entire supply chain for the textile industry. Discover new products, exciting technology, groundbreaking materials, and advanced solutions from hundreds of exhibitors from around the world, and access exclusive educational opportunities led by industry experts. Make your plans now to join the industry for three days of education, networking, and business development. Come and see for yourself, May 10–12, 2023, in Atlanta.

## Trim, Accessories and Branding

### J.N. Zippers & Supplies Corp.

DBA ZPRZ Company  
380 Swift Avenue, Unit #5  
South San Francisco, CA 94080  
Sales Dept. (650) 871-8838  
[info@jnzipper.com](mailto:info@jnzipper.com)  
[www.jnzipper.com](http://www.jnzipper.com)  
Founded in America in 1990, J.N. Zippers & Supplies Corporation serves the industry with a California-based corporate office and warehouse with China factory customization for garment, bag, accessory, and industrial manufacturers worldwide. Quick sampling from our warehouse stock of high-quality zippers, pulls, bag and apparel hardware that are ITS, SGS, Oeko-Tex, ISO9001:2000 safety tested and standards compliant. Our staff is ready to assist you with choosing the best zipper configuration suited to your product. We offer private branding on pulls, hardware and labels. Our warehouse also stocks elastics, tapes, cords, labels and workroom supply for spot delivery. Turn to the experts at J.N. Zippers & Supplies Corp., and the in-stock division of ZPRZ Company, to provide you with the best combination of quality, price and service

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# PROFESSIONAL SERVICES & RESOURCE SECTION

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## PROFESSIONAL SERVICES & RESOURCE SECTION

Contact Terry Martinez at (213) 627-3737  
or terry@apparelnews.net for information

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[www.apparelnews.net/classifieds](http://www.apparelnews.net/classifieds)

P 213-627-3737

[www.apparelnews.net](http://www.apparelnews.net)

## Jobs Available



### \* QUALITY CONTROL INSPECTOR - DOMESTIC \*

Job Description: Quality Control Inspector-Domestic

Status: Non-Exempt/Hourly

Responsibilities:

Works at in-house and offsite warehouses to inspect the quality of garments. May sign releases for cuts coming in from shops.

Duties:

1. Inspect a requested percentage of garments per cut, no less than 5%.
2. Give an OK to those cuts that follow our standards.
3. If the cut does not meet quality standards:
  - a. Ask Supervisor for further instructions.
  - b. Follow the instructions.
  - c. Be prepared to 100% inspection some cuts, as needed.
4. After the completion of a cut, continue to quality control inspect additional cuts until complete.
5. Prepare paperwork needed to release cuts from the contractors.
6. Offsite Warehouses:
  - a. Inspect the quality of the garments for the complete cut(s) at contractors and outside warehouses.
  - b. Write up releases.
  - c. Assist outside, when needed.

Email resumes to: dmedina@selfesteemclothing.com

### \* SALES MANAGER

Orange County Apparel Manufacturing Company.

We are looking for a sales professional with 5 yrs of exp. in clothing/manufacturing sales. Relationships with retail/wholesale brands is a key component of the position. This is an in office position.

Sales Representative duties and responsibilities include:

- Selling products and services using solid arguments to prospective customers
- Maintaining positive business relationships to ensure future sales.

We're looking for a results-driven Sales Representative with excellent interpersonal skills to actively seek out and engage customer prospects.

Responsibilities

- Establish, develop and maintain positive business & customer relationships
- Reach out to customer leads through cold calling if necessary
- Expedite the resolution of customer problems & complaints to maximize satisfaction
- Achieve agreed upon sales targets and outcomes within schedule
- Coordinate sales effort with team members & other departments

Send resumes to: lesliedworkin@cfwest.com

## Jobs Available

### \* PRODUCT DEVELOPMENT, PRODUCTION & QUALITY CONTROL \*

Well established garment manufacturer based in LA downtown area is looking for following positions. We are a clothing manufacture for Men's, Women's, Missy, and Kids clothing. Need Garment Industry experience. Monday through Friday.

All Resumes are to be sent to: HR Department

Attn: Rosa Garcia Email: hr@4goldengreen.com

\* PRODUCT DEVELOPMENT

\* PRODUCTION

\* QUALITY CONTROL

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714-654-7393

Cooperdesignspace.com

**For classified information,  
contact at 213-627-3737 or  
terry@apparelnews.net**

## Plan now. Secure Space.

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