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501 TURNS 150

The iconic five-pocket blue jean invented by Levi Strauss turns the big one-five-oh. The *California Apparel News* caught up with the San Francisco–based denim maker to see how the 501 keeps fresh and also stays true to its roots. See story on page 3.

SUSTAINABILITY

Beyza Baykan Relies on the HMS Family Stone to Create Cleaner Denim

By Dorothy Crouch Contributing Writer

As Beyza Baykan pursued her applied-and-computational-mathematics and international-relations studies at the **University of Southern California** in Los Angeles, she planned for a career combating the negative impacts of climate change in developing countries. Baykan’s family, however, has deep roots in Turkey’s denim trade, and she couldn’t resist building upon the work of her father, Yavuz, a nearly 30-year industry veteran and agricultural engineer and the founder of **Baytech Sustainable Technologies**.

“I would go to the factory and see all the machines and denim. My mom worked there as a company nurse; my aunt worked there as the accounting head,” said Baykan.

Founded in 2019 and located in Lüleburgaz in Turkey’s Kırklareli district, **HMS by Baytech** reduces the negative

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INSIDE

Where fashion gets down to businessSM



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TECHNOLOGY

With Its Latest Innovations, Kornit Digital Shows World of ‘Smart Manufacturing’

By Christian Chensvold Associate Editor

In a world of mutual dependencies, the only way to successfully navigate change is with more change. A fast-changing marketplace requires new technologies that can keep up with it, and the industry term for this is “solutions.”

Kornit Digital is a global leader in providing just those and recently demonstrated its innovation once again on March 30 at the **TecStyle Visions** show held in Messe Stuttgart, Germany. There Kornit debuted its Smart Curing and Rapid SizeShifter solutions, which were created to help customers accelerate textile-production processes, streamline time-to-market and grow business faster with state-of-the-art “smart manufacturing” capabilities.

The *California Apparel News* caught up with Chris Govier, president of EMEA at Kornit Digital, to find out where he sees the apparel industry going and how tech solutions can

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PacSun, NYC's Met Museum Collaborate on New Collection

"Life is short and art is long," runs an old saying. Put in clothing terms, we might say that fashion is ever-changing but art is eternal, and fashion is getting an added dose of timelessness thanks to **Pacific Sun's** collaboration with New York's **Metropolitan Museum of Art**, which houses one of the world's finest assemblies of aesthetic treasures from around the world.

After a successful debut, Pacific Sun recently previewed the second collection, currently available at retail locations and at pacsun.com. June will see an expansion to the collection, including both men's and women's styles.

"PacSun has long wanted to pursue a partnership with the art world," said Richard Cox, vice president of men's design and merchandising. "The team strongly believes that the arts influence culture and that the Met, in particular, as an institution and as a beacon of inspiration, wields its own important cultural influence."



West meets east in Pacific Sunwear's second collection produced in collaboration with the Metropolitan Museum of Art in New York City.

The first collection was well received and drove strong sell-throughs immediately," Cox said. "We really love how the launch came to life and are truly inspired by the photo shoot that took place inside the museum and the special-access feel of those images. Most

importantly, the customer loves the launch."

The use of florals was inspired by both the Met collection and the PacSun customer, Cox said. "Florals have long been a popular pattern in our PacSun fashions, and this is no exception. Van Gogh has the most presence in the first collection because of both his name and the image recognition." Image recognition, as well as its connection to fashion via the **Met Gala**, is why Pacific Sun ultimately chose a museum located on the Atlantic.

"Of course there is a shared financial benefit in the relationship with the Met and PacSun," Cox explained. "As strong supporters of the arts and of culture, PacSun actively wants to support the Met organization. Equally important, PacSun wants to support artists and art. We want to expose Generation Z to the art world and expose the art world to Gen Z, too. Finally, we want to inspire and support future artists."—*Christian Chensvold*

DENIM

Jeanologia Aspires to Make the Most Sustainable Jeans

Water may be the most plentiful substance on earth, but as most of it is seawater, the life-giving liquid remains a precious commodity. Reducing its consumption in garment finishing is the key mission of **Jeanologia**, a Spain-based leader in sustainable technology that can reduce water usage in garment finishing to 1 percent of the amount used in conventional methods.

The textile industry's "crimes" are not just crimes against fashion. It is one of the most water-consuming, wastewater-producing and polluting of industries. Jeanologia is highlighting the need to convert production

centers into eco-efficient plants promoting sustainability and a circular economy.

"We are facing a water crisis, and as an industry we have the responsibility to produce using the least resources and eliminate waste," said Carmen Silla, Jeanologia's marketing director. "Sustainability is not a question of marketing, it is an obligation for everyone." Water is a key point in the SDGs (Sustainable Development Goals) and future regulatory framework of the textile industry, she added, and warned that "whoever does not take sustainability into account will be out of the market."



Jeanologia's revolutionary G2 Ozone air-washing machine achieves vintage looks and stonewash effects with no water, chemicals or pumice.

Technology can help align the often-competing interests of profit, people and planet. Originally founded in 1994, Jeanologia is presently spearheading what it calls the textile industry's greatest challenge—achieving total "dehydration" and "detoxification" in the denim world. With Jeanologia's technologies, manufacturers reduce water consumption in the finishing of garments from 100 liters to just 1. Its revolutionary G2 Ozone air-washing machine achieves vintage looks and stonewash effects without the use of water, chemicals or pumice. In addition, Jeanologia's eFlow technology uses nano bubbles to transport chemicals to the garment instead of using water, thus making zero discharge possible along with minimal water usage.

Silla also pointed out the need to constantly measure the environmental impact in the textile industry with EIM software, an industry standard that sets the roadmap toward lower water consumption and more-sustainable processes, promoting continuous improvement in garment finishing. "Our aspiration is to join forces with all industry players," said Silla, "and transform blue jeans into the most sustainable garment in the history of humanity."—*C.C.*



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Inside the Industry

The **Sustainable Fashion Forum**, now in its seventh year, returns to Portland, Ore., April 21–22. The event gathers hundreds of like-minded sustainability advocates from all industry levels for the opportunity to connect and gain new insights. The conference will explore "The Nuanced Layers" of sustainability in fashion, recognizing the complex and multifaceted nature of the issue. Featured speakers include Maxine Bédard of the New Standard Institute, Raz Godelnik of the Parsons School of Design, Debi Rodenmayer of Neiman Marcus, Kara Solomonides-Brody of Adidas and Kohl Creelius of Known Supply. The conversation will cover a variety of topics at the intersection of fashion, business and sustainability including circularity, standardizing sustainability, the psychology of fast fashion, the roles of online communities in sustainable fashion, the business of sustainability and more.

The **Earth Day Summit**, being hosted by downtown L.A.'s California Market Center, takes place April 21 from 1 to 5 p.m. When it comes to saving the planet Southern California style, a first thought is likely a pristine beach—or what used to be a pristine beach. But not when the fashion industry is involved. The annual event dedicated to elevating climate action will be cohosted by Recycle2Riches, which along with the CMC is inviting like-minded creatives, climate experts and activists to showcase innovative solutions to the green economy. "I created a collection of curated vendors, speakers and VIP guests from across California to show closed-loop solutions that are truly ethical, sustainable and good for mother earth," said Earth Day Summit creator Ashleigh Morgan Dawson.

Republic Business Credit responded when a wholesaler of misses and junior women's clothing needed a partner in a hurry to meet the shipping needs of its Spring and Summer collections. RBC was able to quickly stitch together the necessary financing in just a few weeks. "Having known this company since its founding more than 20 years ago, it was exciting they reached out to us. Our team worked quickly to put together the deal for a \$6.5 million traditional factoring facility to help build ahead of their busy season," said Tae Chung, senior vice president at RBC. Headquartered in Los Angeles, the company's clothing is sold through several different labels at major retailers including Nordstrom, Stitch Fix, Bealls, Dillard's and Burlington.

Hodges International has officially become the 68th TUKAcenter in the world with a state-of-the-art manufacturing facility. This smart factory combines advanced automation to create a highly efficient, sustainable and productive manufacturing environment, including a comprehensive suite of software and analytics tools to monitor and optimize production processes. Within a 147,000-square-foot complex, Hodges boasts fully vertical manufacturing capabilities, from design and development to manufacturing of apparel and textiles, including circular knitting. Hodges has attracted business from a variety of brands, wholesalers and retailers and has partnered with brands, government, prisons and national-defense programs. Deanna Hodges started the company in 2020 with the goal of bringing manufacturing back to the United States, purchasing the historic Black Ox/Duplan textile mill in Lincolnton, N.C.



The Iconic Levi's 501 Jean Celebrates Its Sesquicentennial

By Christian Chensvold Associate Editor

James Dean wore them with a white T-shirt, rebelling without a cause; Marilyn Monroe wore them with the hems rolled up, proving that more than diamonds are a girl's best friend. They are of course the blue jean, and this year the daddy of them all—make that the great-great-great granddaddy—the Levi's 501, turns 150. That's right, the 19th-century workwear pant turned 20th-century pop icon can now add the word “sesquicentennial” to its long résumé and singular position in the history of world fashion.

The *California Apparel News* caught up with Karyn Hillman, the San Francisco-based Levi Strauss & Co.'s chief product officer, to learn how the brand keeps the iconic garment fresh while staying true to its deep roots.

CAN: The 501 is truly “the real deal.” Do you think of it that way internally, that this is where jeans all began?

KH: We definitely think of it as the original, which has taken on a life of its own since 1873 as a beloved icon. And it's

still the blueprint of the modern blue jean 150 years later. In the history of clothing, we feel very privileged to have this in our archives to build upon again and again.

CAN: It really is singular in the world of fashion. Some items from Brooks Brothers come close, but this may be the oldest surviving garment still in production.

KH: It has to be one of them, and while it continues to evolve and adapt it's still very true to its original roots. It's that then-and-now that we continue to push, but we're also really careful and respectful of its DNA, and that's what's kept its identity so strong.

CAN: Since respecting the 501's timelessness while making it contemporary sounds mutually exclusive, can you give an example of how this approach plays out?

KH: We're really just responding to people over the years. There were changes up to 1947, when it really became the standard five-pocket jean. Over the last ten years, as trends were shifting, stretch became really important and we'd never done that in the 501. But we ended up developing stretch into the shrink-to-fit fabric as an option. We've also added different fits, such as the '93 version for men that's done very well.

Denim also changes from light to heavier, so things continue to tweak with the times. Sometimes it's a blown-out knee, other times more subtle signs of wear that we reimagine. I think having a range is really important in denim today. We don't rest on what the 501 was but don't go too far forward to where it loses its tenets.

CAN: Over the past couple of decades there has been a huge explosion in premium denim and a ton of new brands.

What is the female 501 customer like? Why does she choose the icon of Americana over something new and contemporary?

KH: I think that the 501 is such an authentic, humble, character-rich garment, versatile and democratic, and celebrating that versus going too contemporary really amplifies the authenticity of a jean. And aesthetically it's very current with the button fly and shrink-to-fit fabric with the weave that collapses on itself

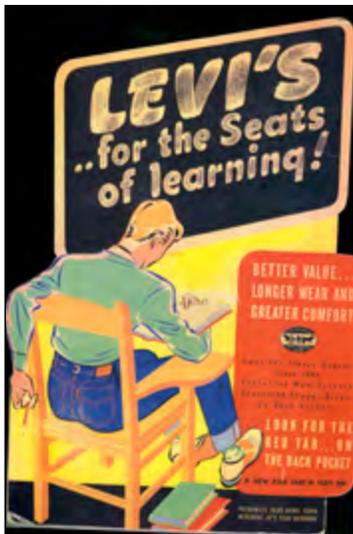
and the anti-fit that's not cut on the curve but rather the straight. So what's coming across has a sensibility and aesthetic that is really current for today.

CAN: Why should someone who hasn't worn 501s for a long time consider taking a fresh look at an old classic?

KH: In the past we had one jean available in any given year, but now we have a range in the 501 family. We're still careful to curate, keeping it focused and edited, but we have expanded to where if you want a more relaxed feel we have the '90s version and if you want the women's original it's a higher rise and closer fit. People say, “I didn't think it would fit and didn't know you had all these in your portfolio.”

CAN: How are the sesquicentennial celebrations going?

KH: Great, with a big media campaign that launched at the Grammys. We've also gone through our archives for real customer stories. One was out of Jamaica from the '60s when some barrels had fallen off a cargo ship and washed up on the shore. The 501 wasn't available there at the time, and when people opened the containers they were elated to find them filled with 501s! ●



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Kornit *Continued from page 1*

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CAN: How are your latest products improvements on previous solutions?

CG: These are significant introductions for both Kornit and the fashion and textile industry as a whole as they directly address accelerated demand for automation and smart manufacturing. With Smart Curing, companies benefit from a single, energy-efficient production and curing system to mitigate waste and reduce operating costs while the Rapid SizeShifter further advances ease-of-use and productivity by allowing for print-size changeovers in seconds. They are both an extension of a continued push toward helping companies streamline their time-to-market and better anticipate customer demand.

CAN: How do companies know when they need such solutions?

CG: Fashion and textile production is at a significant crossroads. As one of the world's worst polluting industries, companies are struggling to reduce waste and costs while addressing supply-chain constraints that make it more difficult to fulfill customer demand with both the speed and the responsible and transparent business practices that consumers expect. Increasingly, companies are realizing that on-demand digital production is a strong alternative to legacy processes and holds the key to finally enabling the shift to a smart manufacturing model.

CAN: How do you rate the benefits in order of importance?

CG: At the top of the list is the ability to streamline and automate typically complex supply chains. Companies struggle to meet customer demand largely because their production processes are too slow and lack the agility to answer a marketplace increasingly defined by real-time disruptions. On-demand digital production significantly addresses these legacy issues via integration and automa-



At the TecStyle Visions show, Kornit debuted its Smart Curing and Rapid SizeShifter solutions with state-of-the-art "smart manufacturing" capabilities.



Chris Govier, president of EMEA at Kornit Digital

tion, empowering producers to capture and capitalize on inputs without delay. Targeting overproduction and waste are also key benefits as the solutions are specifically designed to help customers produce only what's necessary and only when they need it, dramatically shrinking costly production processes and reducing energy waste.

CAN: How would you characterize the industry's mood for "smart manufacturing"? How much is excitement and how much is concern?

CG: Demand for smart manufacturing is at an all-time high. Typical production processes simply weren't designed to meet the needs of today's web-connected consumer. They want immediacy and real-time fulfillment. On the other side, designers are looking for unlimited creativity and design freedom to meet these customer demands minus the constraints on sampling, minimum quantities, production lag and startup costs that have acted as longtime barriers. Smart manufacturing is the bridge that brings these worlds together and is changing the industry in ways never thought possible.

CAN: Why did you choose TecStyle for this debut?

CG: TecStyle Visions is a great platform as it allows us to speak directly to those in the textile-printing, decoration and

promotion marketplace. Thought leaders across Europe count on this event to learn how to best adapt to rapidly changing market conditions and grow their business. And it all happens as a lead-in to ITMA, by far Europe's largest platform for the textile industry. Both are the perfect stage to make these significant announcements.

CAN: Any final remarks on the key trends driving the apparel industry right now?

CG: The fashion and textile industry has finally reached a critical inflection point. Demand for automation, integration, speed and unlimited creativity is rapidly accelerating, and this will only grow as time goes on. Today's consumers are no longer willing to take a wait-and-see approach to fashion and apparel production and don't have the patience to wait six or nine months to see what's new. Fueled by Generation Z, fashion is finally embracing the immediacy of the moment, allowing consumers to fulfill needs on demand, often with a new and exciting reimagining of that experience via innovations such as virtual-reality, metaverse and Internet of Things applications. Increasingly the industry will need to move at the speed of culture, and on-demand, digital production will help both new and old-school brands meet these demands. ●



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SUSTAINABILITY



HMS by Baytech offers alternatives to the traditional pumice used within denim stonewash processes in favor of a fresh, more ecologically sound, water-saving solution that is customizable according to the type of results a client desires.

HMS *Continued from page 1*

effects on workers and the environment that stem from traditional pumice-stonewash applications. By the time Baykan had created the company, which was based on her father's patented stone alternative to pumice, her parents had retired, but they decided to help their daughter cultivate the new business while she finished her final year at USC.

"People were super interested in the stones, and I thought there was great potential to take it global," explained Baykan.

Baykan now splits her time between Turkey and Los Angeles while overseeing the HMS business. Yavuz serves as the HMS chief technology officer, performing research and development as he explores new ways to use the stones, in addition to ensuring quality control to produce the consistency for which HMS is known. Ayse, the family's matriarch, manages the company's accounting and export, while Baykan's sister Beril Doga contributes to marketing.

Set in sustainable stones

Using pumice dust that is blended with biodegradable polymers, HMS—short for Hand Made Stone—creates recyclable stones that can serve as an alternative to traditional stonewash processes. The traditional pumice stones must be replaced often, and they break down into pollutive sludge that contaminates wastewater.

"The environmental benefits of using alternatives to pumice also include a reduction in the carbon footprint that comes with transportation, the mining and optimizing the natural resources you're using," Baykan said. "None of our natural reserves are infinite, and the amount of pumice that the denim industry uses is insane. A mid-size company can use 100 metric tons [110 U.S. tons] of pumice a month. That is too much."

Passionate denim enthusiasts are concerned about the environment, but they also want to invest in vintage-inspired styles that have been achieved without the harmful ecological threats. Denim makers have faced challenges when developing a greener process but that falls short on aesthetics.

"My father tried every pumice alternative, but he wasn't satisfied. That is the reason he started to do something like this," Baykan explained. "People try to do plastics, but there is the microplastic release and, in physics, for something to abrade [another object] it needs to be abraded itself. Plastic doesn't abrade."

The HMS process can be applied alone or combined with existing technologies its clients have in place, replicating nearly any practice that was formerly performed with pumice. Baykan noted that HMS is compatible with water-free enzymes and foam technology.

Improving EIM scores

HMS has prioritized supporting denim makers that seek to improve their Environmental Impact Measurement score. The **Jeanologia** software that measures sustainability for laundries, garment finishers and brands takes into account water consumption, energy usage, chemical products and worker health. On the scale that ranks companies from zero to 100 and in color-coded green, orange and red to reflect low, medium and high impact, HMS's original stones yield a zero.

"One of the first questions companies ask for is if HMS is going to improve their EIM scores," said Baykan. "It's difficult for them to attain those [improved] results. Pumice is in the red range with 100 points. Synthetic stones are also in the red range with 100 points because they release microplastics. HMS is in the green range."

According to HMS, the stones reduce water usage by 20 percent per load when compared to traditional pumice. Despite requiring less time to complete the process, they achieve the vintage looks sought by consumers without the harmful processes.

The company was primed for success as one of its first clients was the Italian laundry **Everest**. From there, HMS has grown over the last four years to build a client list of denim leaders, but blue jeans are only the beginning, according to Baykan.

"I am not talking only denim. I am also talking non-denim," Baykan said. "You can only see the advantages of HMS once you use it on a large scale." ●



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Art Hearts Fashion Honors L.A. Fashion's Roots and Supports Its Future

During its March 16–19 run at **The Majestic Downtown**, **Art Hearts Fashion** welcomed fresh design voices to the **Los Angeles Fashion Week** runway while honoring veteran designers. Art Hearts Fashion featured influential designers and brands including **Original Penguin** and **Walter Mendez**, but on March 18 the show introduced avant-garde pieces from students at Riverside County, Calif.'s **Idyllwild Arts Academy**.

The collection, titled "Gut," highlighted the beauty of human anatomy. According to Art Hearts Fashion, the student designers sought to illustrate a message of "our bodies are beautiful" through a presentation of designs representing different organs that are often overlooked or only examined

through educational materials such as diagrams and textbooks.

"AHF solidified its reign on the fashion industry by hosting its largest production to date in Los Angeles," said Art Hearts Fashion founder Erik Rosete. "The event included the debut of the Idyllwild Arts Academy, which featured fashion students taught by 'Project Runway' winner Kentaro Kameyama. Additionally, **Cross Colours** celebrated its revival with us."

Cross Colours founders and veteran designers Carl Jones and TJ Walker remained true to the brand's roots with inspiration stemming from their late 1980s streetwear vision. The pair also celebrated the milestone 50th anniversary of hip-hop,

which has maintained its status as a major fashion influence since its emergence in the 1970s.

In addition to Cross Colours, Idyllwild Arts Academy and Kentaro Kameyama, Art Hearts Fashion also featured California-based designers and brands Kenneth Barlis, Coral Castillo, **Mister Triple X**, Milla Stone and Walter Mendez.

Each season, Art Hearts Fashion provides an opportunity to celebrate artistic expression at the intersection of fine art and fashion design, but during this edition Rosete had much more to celebrate. On March 17, the City of Los Angeles presented an award of recognition to the Art Hearts Fashion founder for his contributions to the local community.

—Dorothy Crouch



Carmen Steffens



Chance Watt



Charles & Ron



Chavez



Coral Castillo

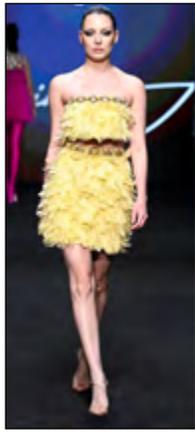
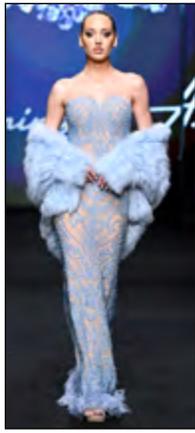


Cross Colours

FASHION



Drishas Closet



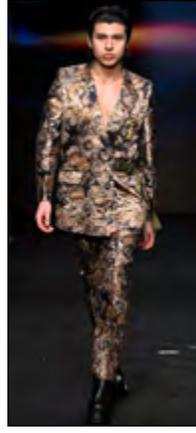
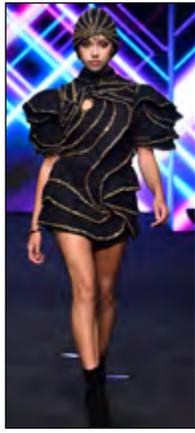
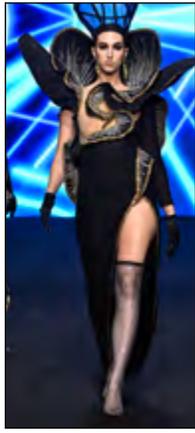
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Idyllwild Art Academy



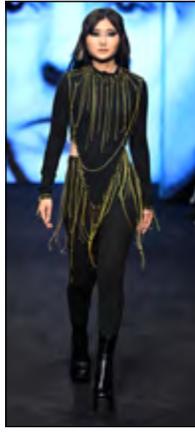
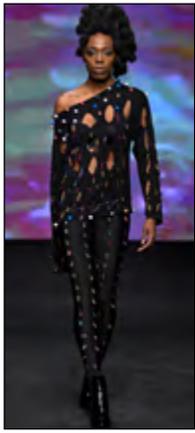
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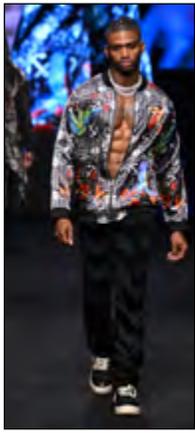
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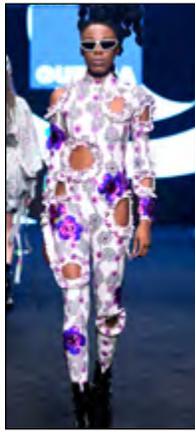
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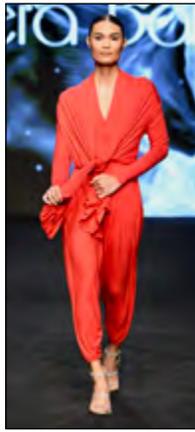
Milla Stone



Mister Triple X



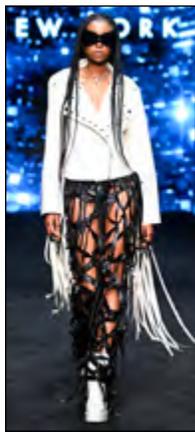
Mondo Guerra



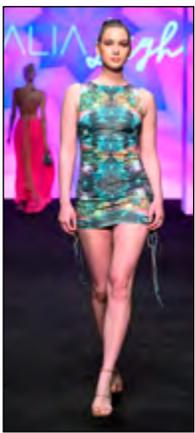
Okera Banks



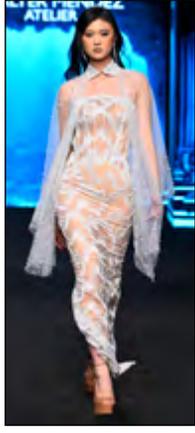
Original Penguin



Soid Studios NY



Talia Leigh



Walter Mendez



Willfredo Gerardo

ARUN NEVADER / GETTY

Atlanta Apparel Hooks Up With VOW Bridal & Formal for March Market

It was a fairy-tale wedding in Atlanta March 28–April 1 when two **International Market Centers** shows—**VOW Bridal & Formal Atlanta** and **Atlanta Apparel**—previewed trends and provided sourcing synergies at the **AmericasMart Atlanta**.

“Buyers across apparel, bridal and social-occasion categories are eager to learn and source the newest trends,” said Caron Stover, IMC SVP, apparel. “Atlanta Apparel and VOW Bridal & Formal Atlanta have the exhibitors, education and events to keep up with demand.”

The combined markets welcomed buyers from 43 states, Puerto Rico and four countries. The Southeast region, which is typically the market’s largest demographic, increased to represent 86 percent of the total attendance this March.

The VOW Bridal & Formal market showcased Autumn/Winter ’23 looks in bridal, quinceañera, mother-of-the-bride, accessories, homecoming, men’s formalwear and special occasion across 125 collections. Many brands reported a notable increase in new accounts.

Newcomers were hungry for business education, with the highest-ever attendance at the Mon Cheri Academy, a bridal retail training presented the day before market.

The VOW Bridal & Formal live-model presentation showcased 40 looks, including dramatic ball gowns, 3D floral motifs, sheer fabrics, luxe embellishments, gloves, belts, detachable trains and more for bridal gowns and slipdresses. Bridesmaid trends included silk and satin dresses, shades of blue and black, floral prints, and bold hues.

Atlanta Apparel included 315 temporary



ATLANTA APPAREL

The combined markets welcomed buyers from 43 states, Puerto Rico and four countries.

exhibits and 350 permanent showrooms with particular emphasis on new brands, resort and shoes. Market highlights included an Atlanta Apparel and Women’s Wear Daily Autumn/Winter 2023 trend panel, with over 4,000 interactions on **Instagram Live** augmenting the at-market audience.

The popular semiannual fashion show showcased 70 looks, with highlights including boudoir dresses and blouses, career coordinating sets, blazer coats, padded coats, winter trench coats, maxi skirts, pinafores, dressy cardigans, drape dresses, and winter boho dresses.—*Christian Chensvold*

Colocated Textile/Technology Shows to Offer a Host of New Features

Techtextil North America and **Texprocess Americas** will bring together decision-makers from industries that touch technical textiles, nonwovens, sewn products, equipment and technology May 10–12 in Atlanta. This unified platform of shows will bring over 350 companies from over 30 countries descending upon a single location.

“The industry is rapidly evolving, and we’re excited for attendees and exhibitors of Techtextil North America and Texprocess Americas to have a front-row seat to the action,” said Kristy Meade, vice president of technical textiles & technology shows for **Messe Frankfurt, Inc.** “Our team is dedicated to ensuring that this year’s show offers meaningful exhibitor and attendee experiences through a host of new show features. We continue to track new trends, technologies and developments across the industry and bring them to the forefront through comprehensive education and programs.”

“For the first time in more than two decades we’re witnessing an exciting rebirth for the sewn-products industry in the Western Hemisphere,” said Michael McDonald, president of the **Sewn Products Equipment & Suppliers of the Americas** association and a cosponsor of Texprocess Americas. “Attending Texprocess Americas—the largest show of its kind in North, Central and South America—is the first step for industry players to be a part of this massive movement in reshoring, nearshoring and regional collaboration. I’m confident this is going to be the best show yet.”

Tech Talks will feature a lineup of presentations around the themes of sustainability,



MESSE FRANKFURT, INC.

The unified platform of Techtextil and Texprocess will attract over 350 companies from over 30 countries.

empowering workforces with technology, the next generation of technical designers and more. The Symposium will give visitors the opportunity to learn from industry leaders as they discuss some of the most pivotal advancements in research and technology. The Student Research Poster Program will make a return, attracting students in both undergraduate and graduate-level research and textile innovation.

New this year is a Career and Training Center, where representatives from the Textile Technology Center at **Gaston College** in North Carolina will be on site to share resources related to the industry’s career landscape and to present the Innovation Awards, which aim to honor outstanding performance in the fields of research, new materials, products and technologies.—*C.C.*

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At the Heart of the BDC Community, BDCC Grows With Fresh Events, Education

By Dorothy Crouch Contributing Writer

Apparel and fashion-industry veteran, model and advocate Bethann Hardison emphasized the importance of education for business longevity when she was interviewed by fashion expert Goo Goo Atkins during a recent “Pull Back the Curtain” session hosted within the new **Black Design Collective Creative Center**. Hardison’s emphasis on supporting the next generation of fashion and apparel professionals aligns with the Black Design Collective’s educational mission, which was central to its February launch within the **Fashion Tech Works** space at **The New Mart** in downtown Los Angeles.

“I talk about diversity, and because I come from the [New York City] garment district, I want to focus on the designer—a lot of them don’t have the background to succeed. I want them to have a business that they can pass down to their children,” said Hardison during the March 18 event.

While the BDC is growing its nationwide presence with chapters in Atlanta, Cincinnati and San Francisco on the horizon, the Los Angeles BDCC hub is continuing to evolve. Within the 17,500-square-foot event space, the BDCC has already hosted engaging discussions with industry insiders such as Hardison and Ruth E. Carter, BDC co-founder and a two-time costume-design **Academy Award** winner. Designers can also produce runway shows.

For the BDC, membership stretches beyond designers to all creatives of color. A recent installment of the monthly Black Design Collective Members Community Meeting on March 26 featured photographer Karim Saafir.

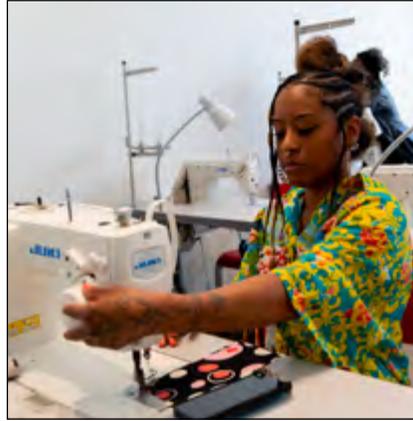
“By the word ‘collective,’ we are not limited to designers,” said TJ Walker, co-founder of **Cross Colours** and the BDC. “It’s all about the abilities and every part that touches the industry: models, hair stylists, costumers, stylists, photographers—all these individuals are important to the process.”

Going behind the curtain at the creative center

The experience within the creative center is not limited to events. It also boasts approximately 6,000 square feet devoted to hands-on education through monthly workshops that teach members how to chart a path to success with insights into scaling a brand, legal information and financial guidance. This



KARIM SAAFIR



The Black Design Collective launched the Black Design Collective Creative Center earlier this year at downtown Los Angeles’ Fashion Tech Works in The New Mart to create access points for creatives of color to learn from industry veterans, such as model and advocate Bethann Hardison and fashion expert Goo Goo Atkins (pictured left), and provide educational support for building a business.

summer, the BDCC will launch a roster of classes with a heavy emphasis on new technology and digital approaches to the business.

“One class is **CLO 3D Design**, and we aligned with instructors that know how to teach it. I am an educator who has taught at **FIDM, LATTC** and **Otis**, so we have a lot of friends who are educators who are volunteering their time to teach these classes,” said Walker. “Another class is digital patternmaking with **Tukatech**, which is one of our community partners.”

Walker will also join the BDCC teaching staff by leading a class covering **Adobe Illustrator**. The class schedule will afford opportunities for members to learn how to prepare their goods for selling online by teaching product photography, how to organize items online, and how to sell via platforms such as **Shopify** and **Etsy**.

Within the center, there is a micro-factory feel as it prepares to make way for more opportunities that allow members to create, such as digital printing and a cutting room and sewing room with machines donated by “Next in Fashion.” Despite the technology focus of the BDCC course catalog, the organization will also return to fashion basics by offering sewing classes as part of its class roster.

Brand building through content creation

Establishing a following within fashion requires more than simply selling goods. To meet these needs, the BDCC boasts a photo studio to produce shoots with models or create product shots for websites, social media and look books.

“Use the media in every way to get people in your clothes, show off that they’re wearing your clothes, and show why you created your designs and your thought process in how you got there,” said Lola Wusu, creative director of **Looks for Lease** and founder and designer of **Wusu & 4th** who works with the BDCC as a podcast host. “It’s all important to the customer.”

There is also a podcast room that allows members to share their brand stories with consumers and followers who are increasingly becoming more concerned with transparency. Sharing a brand or creative’s story is crucial to meeting the public demand for knowledge regarding a company’s origin and direction.

“We live in a content-first society right now. Marketing is huge for any fashion brand, and the landscape of what marketing looks like is content,” explained Wusu. “It’s how you’re marketing it, how is the content and how is the community you’re building behind that one product or that full collection or costume design.” ●

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Dallas Market Presents Its Once-a-Year Combination of Shows

Regional trade shows aren't just regional anymore as demonstrated recently in the Lone Star State. "We were so excited to attend our first Dallas Market in March," said Ann Matthews, owner of **Arktana** in Camas, Wash. "We live on the West Coast, so we don't usually think about Dallas as a show for us, but after attending we won't miss it again. It was the perfect buying experience."

Held March 21–24 at the **Dallas Market Center**, the March market is the once-a-year combination of the **Apparel & Accessories Market** with the **Total Home & Gift Market**. Retailers were able to browse new collections inside this mega North American marketplace for women's, men's and children's apparel, accessories and footwear. Complementing the fashion resources were hundreds of showrooms displaying gift, gourmet, home décor, holiday and more. Buyers included thousands of independent boutiques as well as major retailers including **Dillard's**, **Neiman Marcus**, **Julian Gold**, **Hemline**, **Buckle**, **Von Maur**, **Apricot Lane**, **Buc-ee's**, **Pink Lily**, **Monkee's**, **Scheels** and **Tylers**.

"This show was about the quality of brands and the quality of buyers," said Cindy Morris, president and CEO of the Dallas Market Center. "March is a unique show that attracts leading fashion retailers plus gift stores seeking apparel and accessories. Our post-show surveys show that top buyers are choosing Dallas because they can easily discover what's trending and find better merchandise."

Adding to the traffic were attendees of the Boutique Hub Summit, also held at the DMC, which welcomed more than 500 retail



The combined apparel and accessories and gift markets make Dallas a one-stop shop for many buyers.

buyers to introduce methods being used by top boutique owners, show how the best online boutiques are generating traffic and demonstrate the best methods to drive conversions and sales.

On the 10th floor, the showroom and trade experience The Goods by **Brand Assembly** welcomed buyers to a 17,000-square-foot space. "Both buyers and brands engaged with dynamic activations—from permanent jewelry, live hat-making and lipstick color-matching to herbal-tea tastings and smudge-stick crafting—and enjoyed a curated, boutique-like experience at the show," said Hillary France, CEO and co-founder of Brand Assembly.

—Christian Chensvold

MAGIC Nashville Boosts Its Footprint, Brands for Second Show

Nashville's status as the home of country music doesn't stop it from embracing the new and contemporary, which is why **MAGIC Nashville** is returning to the Music City for its second annual wholesale fashion event. Scheduled for April 26–27 at the **Music City Center**, the two-day event will combine fashion, immersive activations and, naturally, country music.

Delivering the experience **MAGIC** is known for with a Nashville twist, influential retailers from boutique to big box will be able to explore the latest trends and connect with the **MAGIC** community of established and emerging brands.

"Nashville and **MAGIC** are both known for their vibrant energy, and we aim to capture the opportunity the unique Southern market has to offer with a midseason meeting point to do business," said Kelly Helfman, president of **Informa Markets Fashion**. "MAGIC Nashville has doubled in size in just one year, and we anticipate the momentum to continue. The show is growing, and so is the expanding list of top-tier international and domestic retailers."

With twice the footprint of its inaugural show, **MAGIC Nashville** is expecting over 200 new brands and a 91 percent increase in women-owned collections on the show floor. **Mink Pink**, **Driftwood**, **Z Supply**, **Bobbi**, **Barefoot Dreams**, **Dolma**, **Liverpool Jeans**, **Hobo**, **Steve Madden**, **Frye**, **Gigi Pip**, **Dolce Vita** and **Poppy & Pout** will all be on site, along with international representation from **Rolla's** of Australia, **Spanner** from Canada, **Vero Moda** of Denmark, **Dantelle** from Turkey and **Stivali** from Columbia. Top retailers registered include **VICI**, **Apricot**



MAGIC Nashville is expecting over 200 new brands and a 91 percent increase in women-owned collections on the show floor.

Lane, **Dillard's**, **Altar'd State**, **Free People**, **Zappos**, **Hemline**, **Fashion Nova** and **Lulus** as well as international retailers from **INA International**, **Island Activewear**, **Silver Icing**, **Amazon Mexico** and **Editorial Boutique**.

"The brand list offers everything Nashville is known for: charm, bright colors, boho feels, embellishments—all the high notes and international designers that capture this essence," said Jordan Rudow, vice president of **MAGIC**. "Chic and trendy on-site experiences are going to keep our **MAGIC** community immersed in the Nashville fashion scene."

Country-music star **Jessie James Decker** and **Rachel McCord** will host a panel in which Decker will share her thoughts on launching a business.—C.C.

The Fabric Shows
NY+LA
July 2023

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New Yorker Hotel
Mon/Tues - July 17 & 18

Los Angeles Fabric Show
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Based on the Theme of 'Adaptation,' FW24–25 Reconnects to Nature



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A warm wardrobe revolves around natural, comfortable, chic materials with a focus on shearling-style fake-wool fleece for outerwear pieces that warm up dresses in linen and hemp or cotton blends that are worn over easy jogging pieces made from recycled woolsens.



Checks are soft and recolored this season. We take inspiration from throws and blankets that are reworked more graphically with tender colors. They are developed in natural wools for a graphic jacquard version.



Loose and comfortable, informal and elegant, a mix of casual and chic pieces and soft, fluid wools—workwear jackets, wool blousons and over shirts, beautiful cozy sweaters, classic coats, and small, supple pieces including neo jogging pants, skirts and shirts in a vegetable-toned range are all livened up by reworked plaids.



Floral prints take inspiration from the beauty and simplicity of nature in winter as well as from vegetable dyes. Flowers and delicate branches are defined in a calm, soft color range.

By Jennifer Karulewa Managing Director, North America, Peclers Paris

The energy crisis, the rise in inflation and the growing depletion of essential resources like water make us relive situations we thought were a thing of the past such as outages and the threat of rationing. The need to produce a new model is increasingly urgent, as is the necessity to adapt to new situations.

Adaptation is one of nature's strongest talents. By reconnecting to nature and to the natural dimension of our own existence, we can imagine a more low-key way to inhabit the earth based on a mix of hedonism, inventiveness and simplicity in line with

what philosopher Olivier Rey calls "joyful wisdom"—a sensorial and comforting casual aesthetic expressing a will to reconnect to nature in a spirit of permanence and harmony. The expanded use of eco-friendly vegetal fibers is modernized with intangible technical touches inspired by the preciousness of nature and making way for climate adaptability.

In our FW24–25 women's fashion theme "Adaptation," our consumption and creativity are challenged to take a new look at our production chain to inscribe in it the idea of preservation while respecting our environment and a world that will

be more socially equitable. We soberly and elegantly adapt to evolution and move closer to artisanal know-how thanks to a beneficial fusion with nature through natural or synthetic materials, working to respect the environment.

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. ●

Resource Guide

Fashion District Atlanta Apparel

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.

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Trade Shows Dallas Market Center

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 June 27–30.

The Fabric Shows

TheFabricShows.com

The Fabric Shows feature American and European Textile & Trim Collections with Global Production including Made in USA. Exhibiting companies have low minimums,

produce to order and many have In-Stock programs. Attendees include designers/manufacturers of sewn products (apparel, home, other), private label producers, event /party planners, retail fabric stores. The shows takes place in New York twice a year (January and July) and in several other cities once a year. Scheduled upcoming shows are New York Fabric Show running July 17–18 at the New Yorker Hotel and Los Angeles Fabric Show running July 25–26 at The New Mart.

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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.

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www.licensingexpo.com/en/home.html

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Texprocess Americas

texprocessam.link/98b

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Americas, is once again co-located with Techtextil 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.

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We offer brands and fulfillers an end-to-end solution - deployed across an extensive global ecosystem of network print partners. We never stop innovating, so your production perfectly matches your demand. Produce nearshore and onshore in agile production facilities to react quickly to the latest trends and reduce lead times.



Ready to tap into our
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