

A California Apparel News Special Section

2023

# Trade Shows

May 2023



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## Taking Steps Toward Producing a Cleaner, Greener Trade Show

By Dorothy Crouch *Contributing Writer*

Fashion and apparel businesses often receive blowback for contributing to waste, carbon emissions, pollution and unfair labor practices, but during the last few years growing consumer concerns and commitments from brands have helped these industries clean up and contribute to greater ecological care. This growing concern for the environment has reached all aspects of the apparel business, including trade-show production.

As an integral component of the fashion business, the trade show affords opportunities to lead with greener practices simply by offering cleaner options for exhibitors and highlighting sustainable eco-

logical efforts to guide attendees toward change. The central purpose of trade-show production has been to cultivate a community of like-minded brands, buyers and industry leaders to discuss the products, concepts and actions that can move the apparel industry forward. Producers who recognize the potential for their events to lead by example are applying clever tactics and innovative technologies to host cleaner, greener trade shows.

*California Apparel News* asked trade-show leaders: *What sustainable, ecological actions can trade-show producers take to create greener events?*

**Jennifer Bacon**  
**Vice President of Fashion and Apparel Shows**  
**Messe Frankfurt, Inc.**  
[www.texworldnewyorkcity.com](http://www.texworldnewyorkcity.com)  
[www.apparelsourcingnewyorkcity.com](http://www.apparelsourcingnewyorkcity.com)



Messe Frankfurt's company core has been based on the principles of sustainability and sustainable business for decades. A few years ago, we began working with the United Nations Office for Partnerships and the United Nations Conscious Fashion and Lifestyle Network, and we set the target of promoting the Sustainable Development Goals.

In an effort to meet these expectations of sustainability, Texworld NYC has adopted many new procedures. We now have digital visitor and exhibitor badges, and our show's mobile app houses all information that was formerly printed on brochures and handouts. We also aim to work with sustainable vendors who share the same values and continue to incorporate the topic of sustainability on the show floor and in our educational series. Our exhibition-booth walls are also now created out of reusable material in order to reduce waste from show to show. Lastly, we have begun participating in the Javits Cares Program, which successfully diverts tens of thousands of leftover exhibit materials such as furniture and household items to local nonprofit organizations.

**Tricia Barglof**  
**Executive Director**  
**OffPrice Show**  
[offpriceshow.com](http://offpriceshow.com)



As producers of trade shows, sustainability should be foremost in our minds. It is our duty to be advocates within the industries we serve, and the OffPrice Show takes its sustainable options very seriously.

Some examples include using digital monitors and big screens to decrease the use of foam-core and vinyl printed signs. We further reduce printed materials by using our show app, which offers exhibitor lists, show-floor maps and show

guides all in the palm of the attendees' hands. We reuse and repurpose signs, banners and carpeting to get multiple uses out of the products. And we replaced items that are not eco-friendly with items that are more sustainable, like carpet made of bamboo.

We offer on-site programs to recycle general waste and encourage our exhibitors to use modular booth solutions to move away from one-time-use-only materials. Our Sustainable Style program pledges to promote circularity within the fashion industry and bring awareness to the importance of extending the life cycle of apparel, accessories and gift products.

The OffPrice Show has been a part of the sustainable solution for over 25 years by extending the life cycle of the product. Our show offers overrun, overstock and clearance items the chance to recirculate in the economy. Sustainability has always been a quiet partner of the products seen at our show.

As promoters and global citizens, we can minimize our carbon footprint with our sustainability efforts while always challenging ourselves to do more.

**Carmen Caballero**  
**President**  
**ProColombia**  
[procolombia.co](http://procolombia.co)



Making your event sustainable starts at the planning stage and impacts all your decisions, including the contractors, sponsors and suppliers you work with. Trade-show producers can put in place several practices and commit to making sustainable choices when planning an event, such as sending digital invitations and avoiding paper invites, which we always do. Other examples—cutting down on waste and using QR codes

to check in attendees easily; recycling, using whiteboards or chalkboards instead of printed signs; and using reusable materials to construct the components of a booth setup such as walls, carpets and furniture made of recycled materials and fabrics.

At ProColombia, the promotion agency of Colombia's Ministry of Trade, Industry and Tourism, we are interested in having and participating in greener events, but we must say that our commitment to sustainability goes beyond this and impacts all our industries.

We are happy to say that Colombia ranks first in Latin America in applying ethical practices and sustainable development, second in social responsibility, and second in Latin American countries overall in the Environmental Performance Index. We have a fashion industry that is already renowned for the use of ecological, recycled, natural and degradable materials as well as eco-friendly product development, the promotion of responsible purchasing criteria, the decrease in the use of chemicals in the manufacturing process, and respect for the human and labor rights of workers.

Today, Colombian companies produce garments with recycled components and have policies to recover the marine ecosystem. We also have successful cases of leading companies in sustainable approaches, such as Patagonia, which, aware of the advances in working conditions and sustainable policies, has found a sourcing option in Colombia.

What sustainable, ecological actions can trade-show producers take to create greener events?

Trade-Show Q&A *Continued from page 3*

**Quratulain Fatima**  
Trade and Investment Counselor  
Consulate General of Pakistan Los Angeles  
[pakconsulatela.org](http://pakconsulatela.org)



As a Pakistani trade diplomat, I recognize the significance of sustainable and ecological practices in international trade. Trade shows are a prominent platform for businesses to showcase their products and services, but they can also have a

notable impact on the environment. Therefore, it is crucial for trade-show producers to take sustainable and ecological actions to create greener events that align with global standards.

One of the foremost measures that can be taken is reducing waste. Trade-show producers can encourage exhibitors to use eco-friendly materials and minimize the use of plastics. They can also provide recycling bins and composting facilities at the event to promote responsible waste disposal. Additionally, digital marketing can be utilized to reduce paper waste by using electronic invitations and brochures.

Reducing energy consumption is another key aspect of creating sustainable trade shows. Trade-show producers can utilize renewable energy sources such as solar or wind to power the event. They can also encourage exhibitors to use energy-efficient lighting and equipment. This can significantly reduce the carbon footprint of the event and make it more environmentally friendly.

Transportation is another critical area where sustainable measures can be taken. Trade-show producers can encourage attendees and exhibitors to use public transportation or carpool to reduce the number of vehicles on the road. They can also provide shuttle services or electric vehicles for transportation within the event venue, further reducing carbon emissions.

Water conservation is also a crucial factor in creating sustainable trade shows. Trade-show producers can use low-flow toilets and faucets to reduce water consumption. They can also encourage exhibitors to use water-efficient products and provide drinking-water stations instead of bottled water.

By implementing sustainable measures such as reducing waste, minimizing energy consumption, promoting sustainable transportation and conserving water, trade-show producers can create greener events that meet global standards.

**Hilary France**  
Co-founder and CEO  
Brand Assembly  
[brandassembly.com](http://brandassembly.com)



At Brand Assembly, we put an emphasis on producing our trade shows using responsible and sustainable best practices. One of our team members goes as far as bringing plastic and glass bottles home to recycle. She noted, “Sustainable ac-

tions trade-show producers can take are to partner with local recycling foundations that can facilitate recycling practices at the shows.” We can also instate the use of compostable dining ware for meals and other food items.

**Betsy Franjola**  
Founder  
Preface Show  
[prefaceshow.com](http://prefaceshow.com)



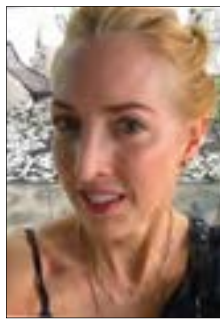
Trade-show organizers have the opportunity to look at every aspect of their shows to reduce energy consumption and product waste. Each season at Preface we review the purpose of each item used during the event. Are these

items meaningful or provide added benefits for the attendees? If not, how can they be updated or removed? Simple steps like going paperless for booklets and brochures to reduce waste are great, but what about the rolls of synthetic carpeting used throughout massive exhibition halls? Placing recycling bins and clear instructions outlining the items that can be recycled are the first steps, and it is important to understand municipal capabilities to ensure waste reaches its intended destination.

Preface is a small, boutique-style show, so we have the benefit of being lean. Limiting our exhibitor list allows us to focus on our mission of reducing our impact on the environment. By using real flatware and dishes, we minimize paper and plastic disposables. We manage signage in-house to eliminate single-use banners. Materials utilized for presentation forums are rented or reused as much as possible.

Organizing an event requires a lot of hard work, and while there isn't a perfect solution—yet—taking the time to think about the details of each trade show can move the industry in a more ecological direction.

**Kirsten Griffin**  
Visitor Promotions Director  
Curve/Comexposium  
[curvexpo.com](http://curvexpo.com)



We at Curve are continuing to expand our market share by offering regional shows and events for people to connect. This positively impacts the environment as people do not have to travel so far and helps reduce their carbon footprints.

**Kelly Helfman**  
President  
Informa Markets Fashion  
[magicfashionevents.com](http://magicfashionevents.com)



Informa Markets Fashion is committed to creating more-sustainable practices industry-wide. We have found that recycling, going digital and offering reusable booth packages are a few of the ways that have supported our in-

person events to become more sustainable.

Being creative with the materials you are using on site will allow for flexibility when recycling or repurposing. For example, the carpet material that we use is recyclable, and if there is additional left over we will store it for the next season. Another example is greenery on the show floor. Plants or trees can be donated or planted once the show is completed. I recommend working with local organizations to donate items from the show. This is a great way to recycle and repurpose and also to give back to the communities we are working in.

Utilizing digital alternatives to paper products has significantly reduced paper waste and the carbon footprint affiliated with shipping these products. Digital badges, directories and signage are environmentally friendly and cost efficient. Going digital has allowed for a more interactive approach to these products and has given us the ability to make last-minute adjustments.

Many of our exhibiting brands have decided to take advantage of our reusable booth packages. This includes the walls and shelving units that are reusable but modifiable so that brand has creative flexibility with each season. These packages are then stored locally, cutting the environmental impact of shipping these bulky items to and from the brand's facilities. This offering makes planning much easier for both our team and the exhibiting brand as the setup is consistent year over year.

**Gilles Lasbordes**  
General Manager  
Première Vision  
[premierevision.com](http://premierevision.com)



Shows are ephemeral events by essence. That's why they are not seen as being potentially ecological. Each event is different, but Première Vision is led by three main drivers: reduce, recycle and reuse. Première Vision has implement-

ed a series of initiatives and practices to anchor the company and its collaborators in a more globally eco-friendly approach to ensure its events are as eco designed as possible.

Our stands can be reused from one session to the next. Their design takes into account sustainable choices in terms of materials, manufacturing, transport, storage and end of life. We choose LED lighting to optimize energy consumption. Our forums are eco designed, according to the choice and optimization of the use of materials and guidance regarding good construction practices for better quality reuse of the structures. We use more-sustainable signage by abandoning the use of canvas in favor of an ecological support made from recycled plastic bottles, using new-generation adhesives with solvent-free glues and improving the ink used on all materials.

The carpets are collected, folded and formatted, then shredded and transformed into

granules for the plastics industry to be recycled. The shredded cotton is used to make insulating panels. We sort wood, plastics, paper and cardboard, which allows roughly 60 tons of waste to be processed.

Première Vision has also partnered with the Co-Recyclage company for the reprocessing of furniture and materials used at its shows. In February 2022, more than 11 tons of wood from the forums were recycled, and 8 tons from the various decorations were given a second life. In partnership with VIParis, manager of the exhibition venues, Première Vision organizes the daily recovery of unsold food from the show's catering areas. It is then redistributed in a short circuit to food banks such as the Red Cross.

**Meryl Mandelbaum**  
Managing Director  
Designers and Agents  
[designersandagents.com](http://designersandagents.com)



Designers and Agents is regarded as an early leader in sustainability awareness. For almost 20 years, D&A has identified and supported ecologically minded brands through its multifaceted green initiatives—Green

Leaf and Green Market.

Green Leaf identifies brands that are making strides toward incorporating sustainable practices in the manufacturing and sourcing of their products. These brands are designated with a Green Leaf icon on their booth signs as well as in exhibitor directories.

Brands that demonstrate the majority of their product line is achieved through ecologically sensitive practices and/or fair-trade affiliations are eligible for Green Market status. Green Market brands are designated by special signage and notation in show directories.

Additionally, D&A continues its efforts of promoting sustainable practices in its event production through energy-efficient lighting, improved recycling, biodegradable catering supplies and ecological cleaning supplies. On an internal level, the D&A team is continually exploring new methods to improve its sustainability through recycling, encouraging green commuting, reducing paper products and digitizing all inter- and outer-company communications.

**Bob Maricich**  
CEO  
International Market Centers  
Atlanta Apparel  
Las Vegas Apparel  
[atlanta-apparel.com](http://atlanta-apparel.com)  
[lasvegas-apparel.com](http://lasvegas-apparel.com)



At IMC, the transition to a more-sustainable future for our trade shows is nonlinear; it is a process and a commitment to long-term change. We are taking steps at each of the 12 apparel markets we produce in Atlanta and Las Vegas

to cut down on waste and incorporate reusable alternatives wherever possible.

Trade shows are known to produce large amounts of waste. While we can't address the overall carbon footprint of attendee travel to our shows, we can directly improve our markets' environmental impact with changes to our permanent-showroom and temporary trade-show facilities.



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**d&a**  
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Contact Chris Wayne | 📞 213.627.0671 | ✉️ [chris@newmart.net](mailto:chris@newmart.net)



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## TRADE-SHOW Q&A

### What sustainable, ecological actions can trade-show producers take to create greener events?

#### Trade-Show Q&A *Continued from page 4*

In 2019, IMC began reducing the use of aisle carpeting, a limited-use product, leading to the elimination of 600,000 square feet. We also eliminated plastic badge holders—50,000 of which had been used each year—in favor of a sustainable, recyclable paper alternative. The markets also reduced paper use by shifting from print to digital-only, app-based versions of daily event schedules, dining listings, fashion-show programs and directory supplements, which saves thousands of sheets per year.

In addition to waste reduction, IMC also has made conscious efforts to find greener energy alternatives for our permanent-showroom facilities. One of the largest-scale initiatives included changing more than 50,000 incandescent lightbulbs to LED.

We also introduced an electric-powered concierge car to transport buyers between our market buildings and downtown-Atlanta hotels. And, we are working with the City of Atlanta to allow reopening water fountains, which were restricted during the pandemic, to reduce disposable-plastic-bottle waste.

As one of the largest market owners and operators in North America, IMC aims to continue reducing waste and limiting energy usage to make our markets greener whenever possible. It is a top-of-mind point of research and integration, and we look forward to continuing to contribute to a more-sustainable wholesale shopping future for our industry.

**Debby Martin**  
Founder/Owner  
Bungalow Tradeshow  
[bungalowtradeshow.com](http://bungalowtradeshow.com)



Trade-show producers have a significant impact on the environment through the resources they consume and the waste they generate. One of the most important things trade-show producers can do is to choose a sustainable venue that has environmentally friendly features such as LEED certification, energy-efficient lighting and water-conservation measures. This does not only reduce the environmental impact of the event but also saves costs on utilities.

Another way to create a greener event is to reduce waste. Trade-show producers can use reusable or biodegradable materials for banners, signage and promotional items. They can provide recycling bins throughout the event space to actively encourage their use. Additionally, they can encourage attendees and exhibitors to use digital communication instead of printed materials, which saves paper and reduces the carbon footprint.

Trade-show producers can also use eco-friendly transportation. They can encourage attendees and exhibitors to use public transportation, bike or walk to the event. They can provide electric-vehicle charging stations and shuttle buses that use clean energy.

Another way to create a greener event is to use energy-efficient lighting and equipment. They can turn off lights and equipment when not in use, which saves energy and reduces

costs.

Trade-show producers can also provide sustainable food options to reduce the environmental impact of catering. They can use local, organic and seasonal ingredients. They can offer vegetarian and vegan options and avoid single-use plastic containers and utensils.

Finally, trade-show producers can engage attendees by educating them about the event's sustainability initiatives and encouraging them to participate. They can provide information on how attendees can reduce their own carbon footprints.

By taking these sustainable and ecological actions, trade-show producers can not only benefit the environment but also provide cost savings and improve the overall experience for attendees and exhibitors.

**Melissa K. Montes**  
Vice President, AXN and WWIN  
Clarion Events  
[wwinshow.com](http://wwinshow.com)



As trade-show organizers, we have the social responsibility to make sustainability a part of our ethos. At Clarion, sustainability has been organically integrated into our events in myriad ways.

We have taken strategic steps to lead with intention and consider what is truly necessary for our events to maintain the best possible customer experience while minimizing the negative impact on the environment.

A few examples of putting this ethos into practice include eliminating the use of badge holders or creating bins where attendees can recycle them upon departure; minimizing the number of printed collateral; adopting tech-based solutions such as apps and digital signage for show guides and wayfinding; and, when possible, partnering with facilities that are proudly green and share with us the best practices they use to be eco-friendly.

Our marketing and operations teams overlap their efforts where possible and work diligently to reduce food waste during events. Our companywide policy is to donate any items that are left over from the events to community-based organizations that help those in need. In addition, we launched Clarion Cares, a corporate initiative aimed at identifying multiple charities to find the right fit for each of our portfolios and events and to roll out partnerships for each in 2023 and beyond.

Clarion Events is committed to minimizing its carbon footprint when operating its shows and events, and we recognize that sustainability goals and expectations will continue to evolve. In addition to internal research on best practices, we use surveys at our events to garner insights from our customers on how we can best exceed the expectations of our communities.

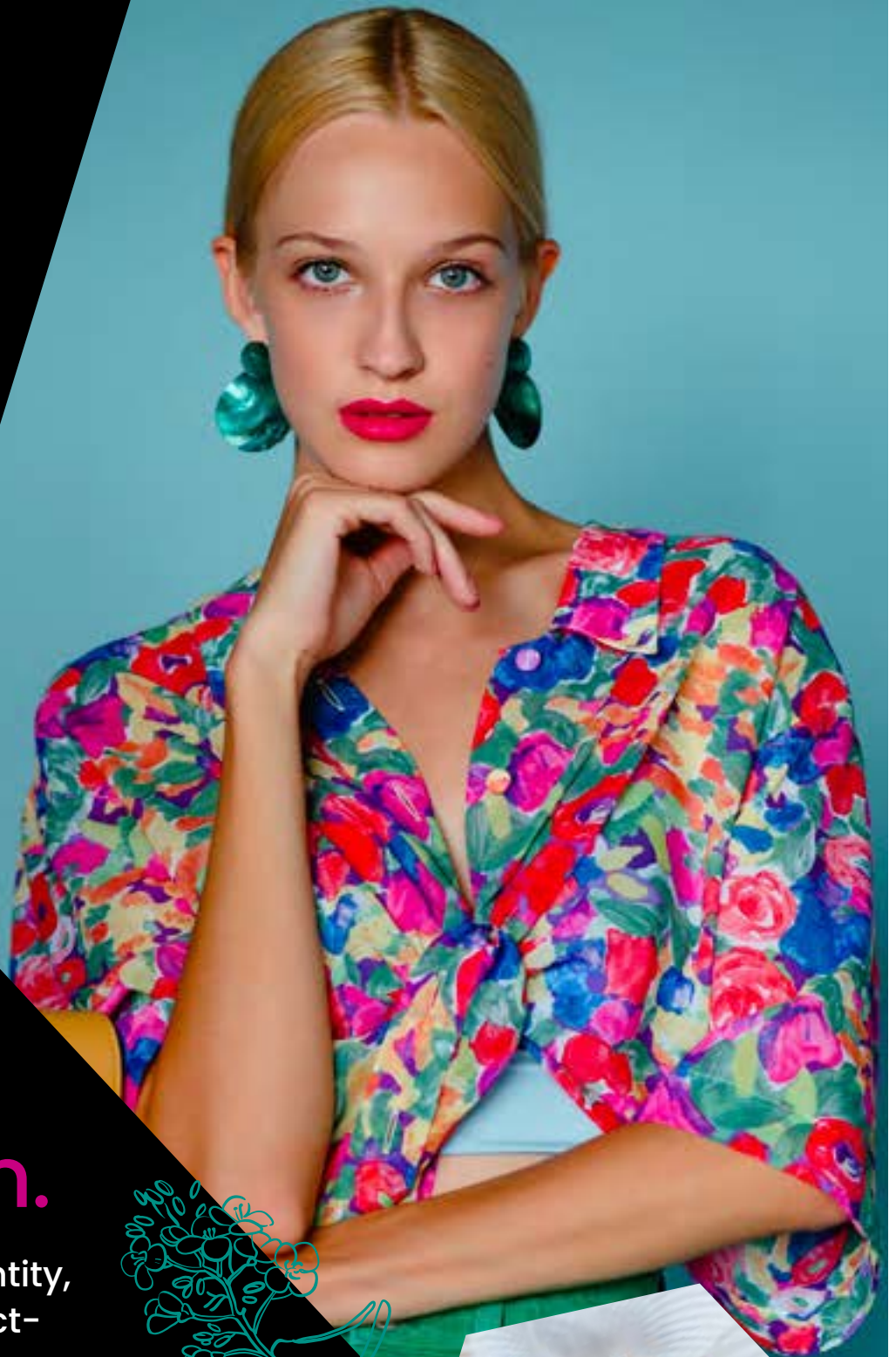
**Cindy Morris**  
President and CEO  
Dallas Market Center  
[dallasmarketcenter.com](http://dallasmarketcenter.com)



We are in a unique position since we own and operate our facilities and shows. Our footprint is 5 million square feet, operating year-round, so we take sustainability practices seriously. The good news is the deci-



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## What sustainable, ecological actions can trade-show producers take to create greener events?

### Trade-Show Q&A

Continued from page 6

sions that are right for the environment and valued by our customers can also help the company bottom line.

We've also found that once you outline sustainable practices, company leaders and individual employees become invested not only in follow-through but also by suggesting new efforts.

As a year-round producer of trade events, a top initiative for us is waste management. We recently engaged a new service provider so that waste sorting takes place on site, with a special emphasis on cardboard, which represents more than 70 percent of our waste. We are now recycling nearly all of it.

The second element we are tackling is energy consumption. Over the last year, overhead lighting on all trade-show floors, and in stages across the marketplace, has been converted to LED, which lowers consumption dramatically. And we operate all climate systems and vertical transportation on a cycle that is not on 24/7 but according to the use of our facilities.

The third element is working with great service providers. Our food-service provider does a fantastic job of minimizing waste by using recycled and easily recyclable food-service materials. We also work with our exhibition-services company to reuse trade-

show materials for multiple shows.

Finally, we have made smaller changes with big results. We recently converted our trade-show floors to polished concrete and are using less carpet. Printed materials and signage have been cut back significantly, and we no longer produce a trade-show directory; instead, we direct all attendees to use our app.

Finally, we are replacing most legacy water fountains across the campus with modern hydration stations to refill water bottles.

**Gerry Murtagh**  
Owner and President  
CALA Shows Inc.  
[calashows.com](http://calashows.com)



At our events, we recognize our critical role in preserving the environment and take our responsibility toward it very seriously. We firmly believe that minimizing waste and reducing our carbon footprint is not just the right thing to do but also essential for the well-being of our planet.

We have implemented various measures to reduce waste generation and promote recycling and composting to achieve our sustainability goals. For instance, we carefully choose food-service wares that are highly recyclable and compostable, and we make sure that all compostable and reusable materials are diverted from the landfill.

Our San Francisco show, in particular, is a shining example of our unwavering commitment to zero-waste events. We work closely with trusted partners such as Green Mary to ensure that every aspect of the event is as

sustainable as possible. This includes composting food waste, recycling materials and encouraging attendees to adopt environmentally conscious practices.

We firmly believe that every small step we take toward sustainability can make a significant difference in preserving our environment. We are committed to continuing our efforts toward sustainability and encouraging others to do the same.

"People don't care how much you know until they know how much you care."—Theodore Roosevelt

**Susan Power**  
Founder and Show Producer  
The Fabric Shows  
[thefabricshows.com](http://thefabricshows.com)



The Fabric Shows exhibitors are a curated group of North American—U.S. and Canadian—mills, converters, importers and agents, primarily showing European collections.

We seek out exhibitors who supply eco-friendly and sustainable materials and companies offering cut-and-sew production and other services such as printing and finishing in each of the cities where our shows are located. Local manufacturing reduces the distance that raw materials and the finished product need to be transported. Based on buyer surveys, we know that it's not just emerging designers who want domestic small-lot production. Many of the larger brands do some of their production in the Americas.

In addition to our commitment to promoting local manufacturing, our events have a very low impact on the environment. There are no big bins of waste to be hauled away after our shows. Our exhibitors mostly roll in their suitcases and roll them out again.

Attendees come to look, sit and conduct business. The show guide is now published online prior to the show opening, though we do still offer a printed guide for those that like paper in hand. Each year, we have found that the number of buyers requesting a printed guide continues to decline.

Education is an important component of our shows. At our Resource Center, buyers and exhibitors can find information about recycling fibers and fabrics. We've hosted companies like Fabscrap and Refiberd at The Fabric Shows, and in each of our locations we seek out other like-minded companies to participate and share the nature of their eco-friendly practices.

**Jason Prescott**  
CEO  
Apparel Textile Sourcing Shows  
[appareltextilesourcing.com](http://appareltextilesourcing.com)



What actions can we take? Our trade-show management style is hands-on. So, in three short words I'd say, "lead by example." In a few more words, focusing on actions we've taken and we control, I'd suggest all trade-show producers

take the following three actions, if they

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# MORE BRANDS, MORE STYLE

Atlanta Apparel brings you more brands, categories, and options under one roof than anywhere else. Join us in June to see Fall Immediates plus Resort and Holiday styles, or return in August to see even more brands plus top Children's lines in an expanded collection exclusively presented twice a year. Our October market is not to be missed, with a season launch celebrating Spring/Summer '24 that features a live runway show. Each market will be packed with inspiration, education, and fun events to make your trip so much more than sourcing.

### Future Market Dates

June 6–9, 2023 | October 10–14, 2023  
August 1–5, 2023 | February 6–10, 2024

Details at [Atlanta-Apparel.com](http://Atlanta-Apparel.com)

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# In Dallas, a Growing Contemporary Community

Why is Dallas the topic of so many buzzy conversations around shows, retail, and reaching new customers? Because its community of contemporary brands continues to grow at the same time as it attracts buyers eager to order. As better retailers seek quality and unique designs to help them stand out, the Dallas Market Center has cultivated a growing number of trusted partners and emerging brands to help them thrive.

This sample of brands now showing at the Dallas Market Center marks an evolution of its marketplace into a destination for buyers and brands seeking friendly people, inspiring experiences, and a community of honest support.

## Brand Assembly

A new addition to Dallas this year, the Brand Assembly showroom welcomes a number of top brands including Scotch and Soda, Stoney Clover Lane, Sierra Winter Jewelry, Intentionally Blank, 27 Miles Malibu, and Hampui Hats. *THE GOODS by Brand Assembly, WTC 10085.*



Hampui Hats

## Brave + True

Designed in Australia but made for every woman around the world, Brave + True combines modern style with a little bit of bohemian edge. Collections are created with styles in mind for every day, night, age, size, and woman. *WBC showroom, WTC 15442.*

## Celia B

Spanish in origin with a global influence harnessing vibrant color, complex knitting, and the unique ability to create beauty from chaos, Celia B believes in empowering people to feel special and unique by creating timeless, fun, and unusual designs. *D'Elementstyle showroom, WTC 15933.*

## Cristina Sabatini

An innovative artist who has devoted her life to discovering and perfecting her aesthetic as a result of her expanding worldview through her travels, Cristina Sabatini's clothing and jewelry collections are inspired by a city or art style tied together with a classical, geometric influence. *Lori Veith showroom, WTC 15658.*

## Felicite

Every item represents the brand's commitment to positive change in the environment and workplace. Fabrics have been sourced from around the globe, ensuring the highest quality available, and most pieces are proudly handcrafted in downtown Los Angeles. *Love The Label/Felicite showroom, WTC 15975.*

## Hale Bob

Inspired by the free-spirited, adventurous lifestyle of the bohemian traveler, Hale Bob is colorful, chic, sexy, and fashion forward. The collection basks in the limelight of its fans. Sofia Vergara, Eva Longoria, Heidi Klum, Cameron Diaz, Salma Hayek, Halle Berry, and Cindy Crawford are just a few of the celebrities who adore Hale Bob's flirtatious and feminine yet relaxed style. *Style Consortium showroom, WTC 15018.*



Hale Bob

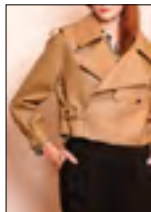
## Inclán

From Texas, this brand is easy to layer, dress up or dress down, and wear year-round. Inclán Studio is a collaborative

project bringing together a unique group of people with a shared love for design and a careful, attentive focus on the details. *D'Elementstyle showroom, WTC 15933.*

## Jessie Liu Collection

Timeless. Innovative. Enhancing the existing beauty and confidence of its clients. Welcome to the world of Jessie Liu, where style, function, beauty, and freedom collide. The style is sophisticated and luxurious, with bold graphics and rich textures. *Brad Hughes & Associates, WTC 15727.*



Jessie Liu

## La Fuori

Handcrafted and colorful, La Fuori arranges a complementary bouquet of art that synthesizes comfort, luxury, craftsmanship, sustainability, and design. This globetrotting, artisan-led, sustainable brand presents premium clothing handmade by women. *Brad Hughes & Associates, WTC 15727.*



La Fuori

## Love The Label

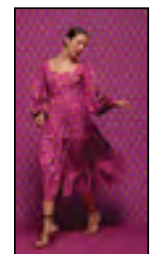
The story begins with the silhouettes inspired by powerful women paired with a celebration of color, pattern, and playful individuality. A belief in big color, energy, globally inspired patterns, and unique details is obvious. *Love The Label/Felicite showroom, WTC 15975.*

## Meghan Fabulous

She's soulful, blunt, loyal, and creative. Meghan's vibe is laid-back, hippie, and bohemian, and her designs have come to anchor the wardrobes of successful, confident, sexy women all over the globe. Her joie de vivre combined with her timeless designs, vibrant colors, shapes that complement all body types, and attention to detail and quality have inspired women to stand tall and make a statement with their personal style. *Reeves & Company, WTC 15353.*

## Silka

From Colombia and two sisters named Grace and Soad, this brand is about flow—the flow of change, light, truth, desire, and transformation. Their pieces are manifested in their interpretation of life: a carousel that does not stop but has a lot of beauty to give. *D'Elementstyle showroom, WTC 15933.*



Silka

## Talisman

A label for lovers, adventurers, seekers, and believers, Talisman is the power to connect, collaborate, and bring creative energies together via creator Rayna Hooper and her team of artisans and makers. *WBC showroom, WTC 15442.*

**See these brands and many more at Dallas Apparel & Accessories Market running June 27-30, 2023. For more information, visit [www.dallasmarketcenter.com](http://www.dallasmarketcenter.com).**



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CENTER

## TRADE-SHOW Q&A

### What sustainable, ecological actions can trade-show producers take to create greener events?

## Trade-Show Q&A

*Continued from page 8*

haven't already.

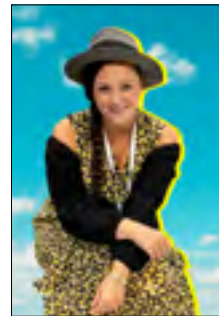
Partner with a local charity for every event and encourage your exhibitors to donate their samples. As an example, our Apparel Textile Sourcing Canada charity is Brands for Canada, and we've been partnering with them to support Canadians in need since ATSC's inception in 2016.

Partner with leading industry sustainability-focused companies and spread their messaging to your audience of attendees and exhibitors. For instance, ATS partners with Worldwide Responsible Accredited Production for all of our apparel events—WRAP exhibits and speaks at all ATS events.

Spotlight your exhibitors who are the most eco-friendly—for example, at ATS we always spotlight TESTEX and those manufacturers who maintain TESTEX eco-friendly certifications. This could be as simple as including a special green logo on their booths or inviting these exhibitors to tell their stories on the seminar stage.

These are just three of the actions we take. These are the three steps we can control that most show producers can easily duplicate. We challenge our staff and partners each year to be more sustainable and to take more action. We all can continue to improve.

## Moriah Robinson Event Director California Market Center [californiamarketcenter.com](http://californiamarketcenter.com)



Over the past few years we've implemented several sustainable efforts to create greener trade-show practices.

Printed signage can be a big contributor of single-use waste. In order to lengthen its life,

we've generalized our signage for annual usage, reducing the amount of printed signage per show. We've also reduced printed materials by streamlining our attendee registration and exhibitor contract process through the use of QR codes and online forms. At LA Textile, as well as at our fashion markets, our event-credential buttons are recycled after each show, and any excess product, such as featured textiles, trims and fabrics, is donated.

Additionally, we work with vendors who have adopted sustainable best practices. Our coffee vendor serves thousands of artisan coffees to our attendees and exhibitors each season, and they only include a plastic lid upon request.

For our LA Textile shows we make a concerted effort to integrate sustainability into our programming by featuring key industry panelists, highlighting exhibitors who offer sustainable solutions and supporting the education of our attendees by partnering with leaders in the space. Most recently, we collaborated with Materials Exchange on a Fashion Circularity Workshop hosted by Andrea Kennedy.

Another great way that trade-show producers can create greener events is by hosting their events at venues and properties that care

about a sustainable future. At California Market Center, our lighting is Title 24 certified, which is designed to reduce wasteful and unnecessary energy consumption. Our waste is sorted and recycled; we have composting on site; and, in collaboration with Alveole, we're home to a few beehive hotels, which help support pollinator populations.

## Judy Stein Executive Director SwimShow [swimshow.com](http://swimshow.com)



SwimShow has taken several big steps forward in the trade-show industry to create a greener event over the past couple of years. First and foremost, we eliminated the use of carpeting on our show floor. If you

think about trade shows, you may realize that most install a brand-new carpet for every typically three-day show. Maybe it's intended to match its brand colors or create a pop of color, but this carpet often measures tens of thousands of square feet and is sent directly to the landfill after just a few days of a show.

We embraced the polished concrete look and believe the show floor looks and feels more organic because of it. We also eliminated the printing of paper badges and lanyards that not only waste paper, fabric and metal but also go directly into the trash after the show. We have gone virtual with our SwimShow mobile app for iOS and Android devices where our buyers, press and other guests can check in, see our floor map and interact directly with all of our exhibitors.

Swim designers often work with new textiles and fabrics that are made from recycled materials—some even biodegrade. We launched SwimLab in 2022, a section on our show floor to embrace brands that are taking this leap into sustainability. Lastly, we are proud to hold our show in Miami Beach, Fla., a city that takes pride in taking sustainable steps such as eliminating the use of plastic bags and celebrating the swim industry, which has consistently been taking strides to be more sustainable throughout the years.

## Mary Taft Executive Director Fashion Market Northern California [fashionmarketnorcal.com](http://fashionmarketnorcal.com)



Sustainability and the desire to go green in any way possible is the top priority of our country, and we should all do what we can to help. Even if it is baby steps—every bit matters.

FMNC tries to do whatever we

can to help the environment through the small things we can do on site at our events, in addition to keeping up with what's going on in our industry in areas like production, packaging and transport of products that are represented at our shows. In doing so, we offer a category of sustainability as well as "made in the USA" in our show book. This helps the discerning buyer to quickly find products that fit in this category to fulfill their commitment to the environment.

Those in attendance at any of our shows can visit a water-refill station located in the lobby for easy access. We no longer offer bottled water in our buyers' lounge or during



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What sustainable, ecological actions can trade-show producers take to create greener events?

Trade-Show Q&A

Continued from page 10

our free lunch service—all water is served in glassware from a dispenser. We provide recycling receptacles and recycle our badge holders.

The Embassy Suites San Francisco Airport hotel also only supplies room-cleaning service if requested. The saving of water and waste by using towels more than once is huge. They have also recently changed from bar soap and many tiny plastic receptacles for toiletries to large refillable containers, which really cuts down on waste.

FMNC will continue to stay on top of the priority of protecting our environment and strive to find new ways to achieve that goal.

**Roy Turner**  
**Show Director, Surf Expo**  
**Senior Vice President, Emerald**  
*surfexpo.com*  
*emeraldx.com*



Surf Expo understands that green initiatives are an important part of producing large events. We are fortunate that our partner, the Orange County Convention Center in Orlando, Fla., is one of the largest LEED gold-certified conven-

tion centers in North America. Their Environmental Management system is ISO certified, and they also have APEX/ASTM certification.

We look to reduce our events' environmental impact by using recycled materials for our collateral, including signage and promotional items; providing walkable housing to our event; composting food waste; recycling paper, plastic and metal on site; and eliminating carpeting from our event floor.

Surf Expo and all shows produced by Emerald share a deep commitment to preserving the planet's resources, championing corporate conservation efforts and minimizing our negative ecological impact to reduce our businesses' environmental footprint through best practices.

We actively collaborate with vital partners and suppliers across the event industry such as venues, hotels and general-service contractors to further our sustainability initiatives and work toward creating a thriving ecosystem where environmental well-being

and business success go hand in hand.

Emerald's comprehensive approach and initiatives toward environmental sustainability are showcased on the company's dedicated Environmental, Social and Governance page, which serves as a valuable resource to learn more about our sustainable practices, environmental-impact-mitigation strategies ongoing efforts to contribute to a greener future.

**Vivian Wang**  
**Managing Director and Global Sales**  
**Manager**  
**Kingpins Show**  
*kingpinsshow.com*



Environmental stewardship is part of the mission at Kingpins, and it affects every decision we make at the show-production level. When we work with our suppliers, we are always aiming for the highest quality possible and best

experience for exhibitors and attendees. But we also consider the social impact and environmental responsibility of all of our production choices. Is it sustainable? Is it recycled? Is it reusable? Does it save energy? Does it lead to something better, more meaningful and inspirational?

For example, we are able to reuse signage because many of our exhibitors repeatedly return show after show. We were able to cut down on paper by moving our exhibitors' lists, seminar schedule and other show information to the Kingpins Show app. Food and beverages have always been free to all at-

tendees, but we give everyone a food card—printed on recycled paper, of course—to remind everyone that they should take only what they need.

We also require Kingpins exhibitors to meet or exceed standards in the areas of corporate social responsibility, environment and chemical usage.

Sustainability has always been central to our seminar lineup, and in recent years we expanded our show offerings to including initiatives such as our Most Sustainable Product, which highlights the denim industry's latest sustainable, responsible and circular products and processes, and One Denim, which was conceived to address the excess waste of money, time, energy and water in the denim industry by demonstrating how much variety and variation can be achieved with a single fabrication. ●

\* Responses may have been edited for clarity and space

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The 2023 Supply Chain Technology Trends Report attributes a silver lining of COVID to be accelerating the digital transformation of the apparel industry.

## CGS' Latest Annual Supply-Chain Report Reveals Surprises, Solutions

By Christian Chensvold Associate Editor

Numbers tell stories in precise ways. Consider this: Only 23 percent of apparel executives have high confidence in their supply chain. How to ameliorate this? Well, 70 percent of the same industry leaders plan to implement process digitalization, which should also help calm the inflationary concerns that trouble 85 percent of them. These figures come from the 2023 Supply Chain Technology Trends Report from CGS, the global provider of business applications, enterprise learning and outsourcing services, and is a vital annual report for decision-makers in the fashion industry.

The *California Apparel News* spoke with Daniella Ambrogi, global marketing director at CGS, to discuss the key findings in this year's report as the industry grapples with challenges—and opportunities—from all sides.



Daniella Ambrogi

**CAN:** What are the main takeaways from this year's report?

**DA:** First off, that e-commerce is the number-one growth opportunity for the industry. However, what surprised us was that environmental and sustainable initiatives, which last year were the number-six priority for the industry, this year jumped to number two. So companies are taking these issues very seriously. And economic uncertainty, inflation and labor shortages were also right at the top.

**CAN:** How do we know that sustainability is driven by legitimate concern as opposed to zeitgeist hype? Do we really know why it jumped?

**DA:** I was recently at an apparel conference and a large manufacturer was taking this very seriously, looking at everything from water consumption to salt in their dyes, so I think companies really are making the change to more-sustainable practices. Made in America has also become very important for brands, who are nearshoring production in order to reduce their carbon footprint. This also picked up with COVID and the shutdown in China, which forced companies to rethink their supply chain. And there's also consumer pressure from Generation Z, which now has strong buying power. I think we're just taking baby steps right now, but all this will become the norm.

**CAN:** Speaking of the supply chain, the report found that only 23 percent of respondents have confidence in their supply chain.

**DA:** Nobody paid attention to the supply

chain before COVID; now everything is about it. Companies began to look more closely at where and how their items were being made and then realized they're not digitized. People in design only cared about design, and people in sourcing trusted their manufacturers and didn't care what subcontractors they were using. Now brands are becoming accountable for their manufacturing footprints.

**CAN:** It never ceases to amaze how 2020—in another reference, perfect vision—shed the light of transparency on so many things.

**DA:** That was the silver lining of COVID—it accelerated the digital transformation of the industry. Apparel is usually the latest to adopt new technologies because it's been doing things the same way for many years so why change? Also, the supply chain became visible because COVID led to many canceled orders, which

broke the trust between brands and manufacturers. Now what we're seeing is the start of a more collaborative relationship. Previously brands and retailers were always pushing for the lowest cost, and now they're looking into value-added and introducing technology to their partners for more visibility so they can collaborate better. These were findings we found very interesting and that hadn't appeared in our surveys before.

**CAN:** Everything is related, and these issues lead directly to another chief concern in your report and that is the desire to cut costs.

**DA:** Yes, and now it's not just cost-per-unit, which used to be the only thing when signing a contract. Now it's more like, "Is this the best, most cost-effective product I can get? And how are the labor practices?" This has been very enlightening to us.

**CAN:** Who should look at the details of the report?

**DA:** It's really an executive report, for C level, VPs and directors. As far as the demographics of the 350 people surveyed, it was about 50 percent manufacturers and wholesalers, and the other half was a mixture of brands, retailers and e-commerce. Their titles were mostly in finance, IT, sourcing and supply chain, and product development. The reach is over a thousand people. We promote it for about four months but still keep it live. Once people download the latest report, they tend to download the last one so they can compare. So this report has a long shelf life. ●



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## Calendar

*Continued from page 20*

### Sept. 2

- DRP Paris**  
Paris  
Through Sept. 3
- ILM International Leather Goods Fair**  
Offenbach, Germany  
Through Sept. 3
- Bijorhca Paris**  
Paris  
Through Sept. 4
- Neonyt Paris**  
Paris  
Through Sept. 4
- Who's Next, Impact, Bijorca, Traffic**  
Paris  
Through Sept. 4

### Sept. 3

- CAST Comfortable Fashion Days**  
Nieuwegein, Netherlands  
Through Sept. 5
- International Home Textile Exhibition**  
Dubai, U.A.E.  
Through Sept. 5
- Autumn Fair**  
Birmingham, U.K.  
Through Sept. 6
- Moda London Autumn Fair**  
Birmingham, U.K.  
Through Sept. 6

### Sept. 4

- London Textile Fair**  
London  
Through Sept. 5
- Sept. 6**  
**Los Angeles Small Business Expo**  
Burbank, Calif.
- Tokyo International Gift Show**  
Tokyo  
Through Sept. 8
- Centre Stage—Asia's Fashion Spotlight**  
Hong Kong  
Through Sept. 9
- Bangkok Gems & Jewelry Fair**  
Bangkok  
Through Sept. 10

### Sept. 7

- National Imprint Canada Show**  
Montreal  
Through Sept. 8
- Surf Expo**  
Orlando, Fla.  
Through Sept. 9
- Maison&Objet Paris**  
Paris  
Through Sept. 11
- New York Fashion Week powered by The Society**  
New York  
Through Sept. 12

### Sept. 8

- Travelers Show Baltimore Satellite**  
Ocean City, Md.  
Through Sept. 9
- Hawaii Market Expo**  
Honolulu  
Through Sept. 10

### Sept. 9

- Northwest Market Association**  
Tigard, Ore.  
Through Sept. 12

### Sept. 10

- Michigan Women's Wear Market**  
Livonia, Mich.  
Through Sept. 11



**OFFPRICE Las Vegas** offers a wholesale marketplace to those needing to source products, make valuable connections, and write orders. Today, retailers need product more than ever. At OFFPRICE, buyers can touch, feel, and see the best offerings to fill their inventory. Whether it be excess goods, in-season closeouts, overproduced or budget goods, retailers find high-margin products at the OFFPRICE Show that maximize their open-to-buy dollars and increase their bottom line. Registration is open now! The next show takes place Aug. 5-8 at the Venetian Expo. [www.offpriceshow.com](http://www.offpriceshow.com).

**PREFACE**

**PREFACE** is a fabric trend show that brings innovative concepts and sourcing together - all with a focus on sustainability within the fashion industry. PREFACE launched in August 2018 with the goal of building relationships and creating a space to inspire the fashion community in a new way. Gathering a small group of like-minded makers & suppliers with a focus on sustainability innovation was integral to the idea. As the name suggests, PREFACE is about the beginning—a place to find the best materials needed to begin your design story. [www.prefaceshow.com](http://www.prefaceshow.com)

- LA Kids' Market**  
Los Angeles  
Through Sept. 13

### Sept. 11

- CAST Goods**  
Nieuwegein, Netherlands  
Through Sept. 12
- fASIlitate**  
Denver  
Through Sept. 14

### Sept. 12

- Techtextil India**  
Mumbai, India  
Through Sept. 14

### Sept. 13

- Fashion Rendez-Vous Première Vision**  
Paris  
Through Sept. 14
- Graphics Pro Expo Baltimore**  
Baltimore  
Through Sept. 14
- Modtissimo Porto**  
Porto, Portugal  
Through Sept. 14
- Northern Michigan Show**  
Gaylord, Mich.  
Through Sept. 14
- Project Tokyo**  
Tokyo  
Through Sept. 14
- View Premium Selection**  
Munich  
Through Sept. 14
- Texhibition Istanbul Fabric and Textile Accessories Fair**  
Istanbul  
Through Sept. 15
- Dhaka International Yarn & Fabric Show**  
Dhaka, Bangladesh  
Through Sept. 16
- Dye + Chem Bangladesh International Expo**  
Dhaka, Bangladesh  
Through Sept. 16
- Textech International Expo Bangladesh**  
Dhaka, Bangladesh  
Through Sept. 16
- Intergift, Bisutex, Madridjoya**  
Madrid  
Through Sept. 17

### Sept. 14

- Digital Marketing World Forum**  
Miami Beach, Fla.  
Through Sept. 15
- Osaka International Gift Show**  
Osaka, Japan  
Through Sept. 15
- Impressions Expo Fort Worth**  
Fort Worth, Texas  
Through Sept. 16

### Sept. 15

- Billings Market Association**  
Billings, Mont.  
Through Sept. 17
- Momad International Textile, Footwear and Accessories Exhibition**  
Madrid  
Through Sept. 17
- Shoesroom by Momad**  
Madrid  
Through Sept. 17
- Homi Fashion & Jewels Exhibition**  
Milan  
Through Sept. 18
- London Fashion Week**  
London  
Through Sept. 19

### Sept. 17

- Curate International Collections**  
New York  
Through Sept. 19
- Designers and Agents NY**  
New York  
Through Sept. 19

- Milano Micam**  
Milan  
Through Sept. 19
- Mipel**  
Milan  
Through Sept. 19
- The Novus Forum**  
New York  
Through Sept. 19

### Sept. 18

- Edge Designers NYC**  
New York  
Through Sept. 19
- Dallas Design Week**  
Dallas  
Through Sept. 21

### Sept. 19

- The Indy Show**  
Noblesville, Ind.  
Through Sept. 20
- Cinte Techtextil China**  
Shanghai  
Through Sept. 21
- Coterie New York**  
New York  
Through Sept. 21
- Lineapelle Milan**  
Milan  
Through Sept. 21
- MAGIC New York**  
New York  
Through Sept. 21
- Paris Retail Week**  
Paris  
Through Sept. 21
- Trendz West**  
Palmetto, Fla.  
Through Sept. 21
- Milan Fashion Week**  
Milan  
Through Sept. 25

### Sept. 20

- Filo**  
Milan  
Through Sept. 21
- Fashion Source, Première Vision Shenzhen**  
Shenzhen, China  
Through Sept. 22

### Sept. 22

- White Show—Man & Woman**  
Milan  
Through Sept. 25

### Sept. 25

- Texcare Asia, China Laundry Expo**  
Shanghai  
Through Sept. 27
- Paris Fashion Week Women**  
Paris  
Through Oct. 3

### Sept. 26

- Allfashion Sourcing Cape Town**  
Cape Town, South Africa  
Through Sept. 28

### Sept. 27

- LA Textile**  
Los Angeles  
Through Sept. 29
- Taropak**  
Poznan, Poland  
Through Sept. 29



The "Original" **OC Apparel Show** is now in its third year and has become one of the favorites in Southern California, drawing buyers from as far as Northern California, Arizona, and along the coastline down through San Diego. The show's niche is the California Coastal resort and casual lifestyle that makes the region so great! Resorts, hotels, spas, country clubs, boutiques, swim stores, men's stores, hat shops, yacht clubs, surf shops, and resort/tourist stores all love The OC Apparel Show. Loyal buyers said they love that the show is constantly searching for new and unique brands that are perfect for their stores. The OC Apparel Show also provides buyers with a concierge service to help plan their trip. The show team's background is from Nordstrom, so expect great service—even willing to offer buyers a discounted rate to stay in the show's hotel. [OCAppearalShow.com](http://OCAppearalShow.com)



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Calendar

Continued from page 22

Sept. 28

Western Imprint Canada Show

Calgary, Alberta  
Through Sept. 29

Yarnex India International Yarn Exhibition

Tirupur, India  
Through Sept. 30

Tranoi Women

Paris  
Through Oct. 1

Paris Fashion Week powered by The Society

Paris  
Through Oct. 4

Sept. 29

Première Classe

Paris  
Through Oct. 2

Oct. 1

ILOE Studios Chicago

Rosemont, Ill.  
Through Oct. 3



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 hosts over 100 showrooms that carry over 500 collections. [www.newmart.net](http://www.newmart.net)



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Minneapolis Mart Gift, Home, Apparel, & Accessory Show

Minneapolis  
Through Oct. 3

REV Chicago Boutique Show

Des Plaines, Ill.  
Through Oct. 3

Travelers Super Show Oaks

Philadelphia  
Through Oct. 3

Next Point Retail Technology

Nashville, Tenn.  
Through Oct. 4

Oct. 2

Luxe Pack Monaco

Monaco  
Through Oct. 4

Oct. 4

Functional Fabric Fair powered by Performance Days

Munich  
Through Oct. 5

Travelers Show Ocean City Satellite

Ocean City, Md.  
Through Oct. 5

London Brand Licensing Europe

London  
Through Oct. 6

Oct. 5

Made in America

Louisville, Ky.  
Through Oct. 8

Oct. 6

LA Fashion Week

Los Angeles  
Through Oct. 9

Oct. 7

Fashion Week San Diego

San Diego  
Through Oct. 8

Oct. 8

LA Kids Market

Los Angeles  
Through Oct. 11

L.A. Market Week

Los Angeles  
Through Oct. 12

Oct. 9

Brand Assembly Los Angeles

Los Angeles  
Through Oct. 11

Designers and Agents LA

Los Angeles  
Through Oct. 11

Oct. 10

Japan Fashion Expo

Tokyo  
Through Oct. 10



**Functional Fabric Fair Summer—powered by PERFORMANCE DAYS®** is an intimate sourcing event staged on July 18–19 at the Javits Center in New York City. The event takes place during New York's Fashion Market Week, where fashion and athletic-apparel designers come together to source high-performance functional textiles, trim, and accessories and to learn how to see beauty in functionality. [www.iffsummer2023.com/CaliforniaApparelNews](http://www.iffsummer2023.com/CaliforniaApparelNews)



**Texworld New York City, Apparel Sourcing New York City, and Home Textiles Sourcing**, the East Coast's largest textile sourcing event will be held July 18–20 at the Javits Center. Popular among attendees, Texworld NYC's Textile Talks and the Lenzing Seminar Series will return live on the show floor. Known for insightful and topical sessions for all levels of experience across all segments of the industry, Texworld NYC's educational program is not to be missed. Additionally, visitors will have access to a curated selection of S/S 23–24 trends in the Texworld Trend Showcase presented by New York-based trend agency TOBE/The Doneger Group. The hybrid Sourcing Showroom will also return to the show floor to enable global suppliers still facing travel restrictions to be physically represented in the U.S. marketplace. Texworld Los Angeles and Apparel Sourcing Los Angeles run July 25–26 at the California Market Center. [www.messefrankfurt.com](http://www.messefrankfurt.com)

Fashion Sourcing Expo Tokyo

Tokyo  
Through Oct. 12

Fashion World Tokyo

Tokyo  
Through Oct. 12

International Fashion Brand Expo

Tokyo  
Through Oct. 12

October Atlanta Apparel

Atlanta  
Through Oct. 14

Arab Fashion Week Women's

Dubai, U.A.E.  
Through Oct. 15

Oct. 11

IGDS World Department Store Summit

Dubai, U.A.E.  
Through Oct. 12

Oct. 12

Los Angeles Fashion Week powered by The Society

Los Angeles  
Through Oct. 15

rooms

Tokyo  
Through Oct. 15

Oct. 13

Poland International Footwear, Leather and Accessories Fair

Warsaw, Poland  
Through Oct. 15

Oct. 14

Exponovos Lisbon

Lisbon, Portugal  
Through Oct. 15

Oct. 15

Chicago Collective Women's

Chicago  
Through Oct. 17

Oct. 17

OffPrice Orlando

Orlando, Fla.  
Through Oct. 18

JITAC European Textile Fair

Tokyo  
Through Oct. 19



**California Market Center** is the iconic hub of LA's fashion and creative communities, home to showrooms, events, and creative offices. As the heart of the LA Fashion District, CMC is a producer and host to a year-round calendar of trade events. Having completed an exciting \$250-million redevelopment project in December 2021, the transformed CMC is a stunning, mixed-use creative complex that is continuing to build on its rich fashion industry legacy while welcoming a new era of creatives and visionaries. [www.californiamarketcenter.com](http://www.californiamarketcenter.com)

PLAYTIME

**Playtime**—The Big Small show—brings together hundreds of children's brands at Playtime Paris July 1–3, Playtime Shanghai July 21–22 and Playtime and Kids' Hub New York July 30–Aug. 1 trade shows. Alternative and creative, Playtime is a space full of unique inspiration for kids' fashion and lifestyle professionals. Celebrating imagination and shining the spotlight on the best independent creatives, Playtime & Kid's Hub carefully curates a complementary selection of brands that includes both avant-garde and internationally recognized labels. With its presence in Paris, Shanghai, and New York several times a year and an online B2B marketplace, Orderwizz, that makes the best of the kids' fashion and lifestyle market accessible year-round, Playtime and Kid's Hub have become the Number 1 physical destination in the world for brands and buyers. [www.iloveplaytime.com](http://www.iloveplaytime.com)

Taipei Innovative Textile Application Show

Taipei, Taiwan  
Through Oct. 19

Oct. 18

Kingpins Amsterdam

Amsterdam  
Through Oct. 19

Product Innovation Apparel Colombia

Medellin, Colombia  
Through Oct. 19

Printing United Expo

Atlanta  
Through Oct. 20

Oct. 19

Perú Moda

Lima, Perú  
Through Oct. 20

Dallas Fashion Week powered by The Society

Dallas  
Through Oct. 25

Calendar page 26

PLAYTIME  
KIDS' HUB  
NEW YORK  
JULY 30-AUGUST 1, 2023  
GET YOUR FREE PASS ON [WWW.ILOVEPLAYTIME.COM](http://WWW.ILOVEPLAYTIME.COM)



A photograph of the Golden Gate Bridge in San Francisco, California, taken during sunset. The bridge's iconic orange-red towers and suspension cables are silhouetted against a warm, orange and yellow sky. The water of the bay is dark blue, and the city lights are visible in the distance.

# CALA SHOWS

**CONTEMPORARY APPAREL &  
ACCESSORIES TRADE SHOW**

**CALA SAN FRANCISCO**

June 6-7  
Hyatt SFO

A photograph of a rugged mountain range, likely in the Rocky Mountains, during sunset. The mountains are bathed in a warm, golden light, and their peaks are partially covered in snow. In the foreground, there is a calm lake that perfectly reflects the mountains and the sky. The sky is a mix of orange, yellow, and blue.

**CALA DENVER**

June 20-21

Hyatt Regency Denver

**CALASHOWS.COM**

**Calendar**

*Continued from page 24*

**Oct. 21**

**Exponovos Porto**  
Porto, Portugal  
Through Oct. 22

**Oct. 22**

**Fashion Market Northern California**  
South San Francisco, Calif.  
Through Oct. 24

**New England Apparel Club Manchester Signature Show**  
Manchester, Mass.  
Through Oct. 24

**New England Apparel Club Providence Signature Show**  
Providence, R.I.  
Through Oct. 24

**Northstar Fashion Exhibitors**  
St. Paul, Minn.  
Through Oct. 24

**Oct. 23**

**World of Fashion Convention by IAF and SPESA**  
Philadelphia  
Through Oct. 25

**Oct. 24**

**Brand Assembly Dallas**  
Dallas  
Through Oct. 26

**Fashion Industry Gallery**  
Dallas  
Through Oct. 26

**Dallas Apparel & Accessories Market**  
Dallas  
Through Oct. 27

**Dallas Kidsworld Market**  
Dallas  
Through Oct. 27

**Oct. 25**

**APLF ASEAN Bangkok**  
Bangkok  
Through Oct. 27

**Vietnam International Dyeing and Chemical Exposition**  
Ho Chi Minh City, Vietnam  
Through Oct. 28

**Vietnam International Textile and Accessories Exposition**  
Ho Chi Minh City, Vietnam  
Through Oct. 28

**Vietnam International Textile and Garment Exhibition**  
Ho Chi Minh City, Vietnam  
Through Oct. 28



**Kornit Digital** is the leading provider of digital textile-printing solutions. Kornit's innovative printing technology enables businesses to succeed in web-to-print, on-demand, and mass customization concepts. It offers a complete line of direct-to-garment printing solutions that range from commercial to mass-production level. Kornit has offices in Europe, Asia, and North America. [www.Kornit.com](http://www.Kornit.com)

**Oct. 29**

**Travelers Show Pittsburgh Satellite**  
Moon Township, Pa.  
Through Oct. 30

**JA New York**  
New York  
Through Oct. 31

**Nov. 2**

**Functional Fabric Fair powered by Performance Days**  
Portland, Ore.  
Through Nov. 3

**Nov. 3**

**ASFW—Texworld, Apparel Sourcing, Texprocess**  
Addis Ababa, Ethiopia  
Through Nov. 6

**Nov. 5**

**Michigan Women's Wear Market**  
Livonia, Mich.  
Through Nov. 6

**Nov. 7**

**New England Apparel Club Hyannis**  
Hyannis, Mass.  
Through Nov. 8

**Mare di Moda Cannes**  
Cannes, France  
Through Nov. 9

**Nov. 8**

**Bangladesh Denim Expo**  
Dhaka, Bangladesh  
Through Nov. 9

**International Textile and Apparel Association Annual Conference**  
Baltimore  
Through Nov. 11

**Nov. 14**

**Destination Africa**  
Cairo  
Through Nov. 15

**New England Apparel Club Portland**  
Portland, Maine  
Through Nov. 15

**ITA Interwoven**  
High Point, N.C.  
Through Nov. 16

**Outdoor Retailer Winter Show**  
Salt Lake City  
Through Nov. 16

**Nov. 15**

**Morocco Fashiontex Style**  
Casablanca, Morocco  
Through Nov. 17

**Nov. 17**

**FashionClash Festival**  
Rotterdam, Netherlands  
Through Nov. 19

**Nov. 19**

**ComplexCon**  
Long Beach, Calif.  
Through Nov. 20

**San Francisco Fabric Show**  
San Francisco  
Through Nov. 20

**ITMA Asia + CITME**  
Shanghai  
Through Nov. 23

**Nov. 21**

**Tex Style Expo**  
Algiers, Algeria  
Through Nov. 23

**Nov. 22**

**Denim Première Vision Milan**  
Milan  
Through Nov. 23

**ShanghaiTex**  
Shanghai  
Through Nov. 25

**Nov. 24**

**Indigo Denim and Jeans Expo**  
Kolkata, India  
Through Nov. 26

**Yarnex India International Yarn Exhibition**  
Kolkata, India  
Through Nov. 26

**Nov. 27**

**New York Shoe Expo, FFANY Market Week**  
New York  
Through Dec. 1



On the cover: Walter Mendez at Art Hearts Los Angeles Fashion Week—Getty Images; background, all photos [pexels.com](http://pexels.com) unless noted: Shanghai—Ralf Leineweber/[unsplash.com](http://unsplash.com), San Francisco—Alina-K/[unsplash.com](http://unsplash.com), London—Amar Saleem, Tokyo—Pixabay, Milan—Julie Aagaard, Atlanta—Mehmet Auat Gunerli, Dallas—RK/[unsplash.com](http://unsplash.com), Las Vegas—Ryan Hiebendahl, New York—Roberto Vivancos, Miami—Irasema Mcallister, Los Angeles—Michael Guerrero, Paris—Louis

All show dates are verified prior to publication but are subject to change. Highlights are provided as a free service to our advertisers. We regret that we cannot be responsible for any errors or omissions within the International Trade-Show Calendar.

**The Fabric Shows  
NY+LA  
July 2023**

**New York Fabric Show**  
New Yorker Hotel  
Mon/Tues - July 17 & 18

**Los Angeles Fabric Show**  
New Mart  
Tues/Wed - July 25 & 26

**Dallas · Miami · San Francisco**  
additional dates & locations to be announced

[TheFabricShows.com](http://TheFabricShows.com) / @TheFabricShows

**THE HOTTEST APPAREL SHOW ON THE WEST COAST!**

**August 28th & 29th**



**Apparel Show**

**Women's - Men's - Kid's**

- Apparel
- Shoes
- Athleisure
- Resort Wear
- Sandals
- Accessories
- Beach Wear
- Hats
- Sunglasses
- Cover-ups
- Golf
- Active Wear
- Swimwear
- Surf
- Namedrop

**OCApparelShow.com**



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# FUNCTIONAL FABRIC FAIR

POWERED BY **PERFORMANCE DAYS**

**NEW YORK**



Sourcing Fabrics

## **MADE TO BE ACTIVE**

# JULY

## 18-19, 2023

JAVITS CENTER, NYC

**Functional Fabric Fair Summer**— powered by PERFORMANCE DAYS® is an intimate sourcing event staged in July during New York's Fashion Market Week, where fashion and athletic apparel designers come together to source high-performance functional textiles, trim, and accessories and to learn how to see beauty in functionality.

LEARN MORE [ffsummer2023.com/CaliforniaApparelNews](https://ffsummer2023.com/CaliforniaApparelNews)



**Functional Fabric Fair— powered by PERFORMANCE DAYS®** believes that particularly the sportswear industry plays an important role in preserving the planet and protecting the outdoors which we design our products for.

For us this role consists in the following main actions: Supporting development of sustainable materials, setting sustainability standards, educating the entire supply chain and providing a more sustainable event for the industry.

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