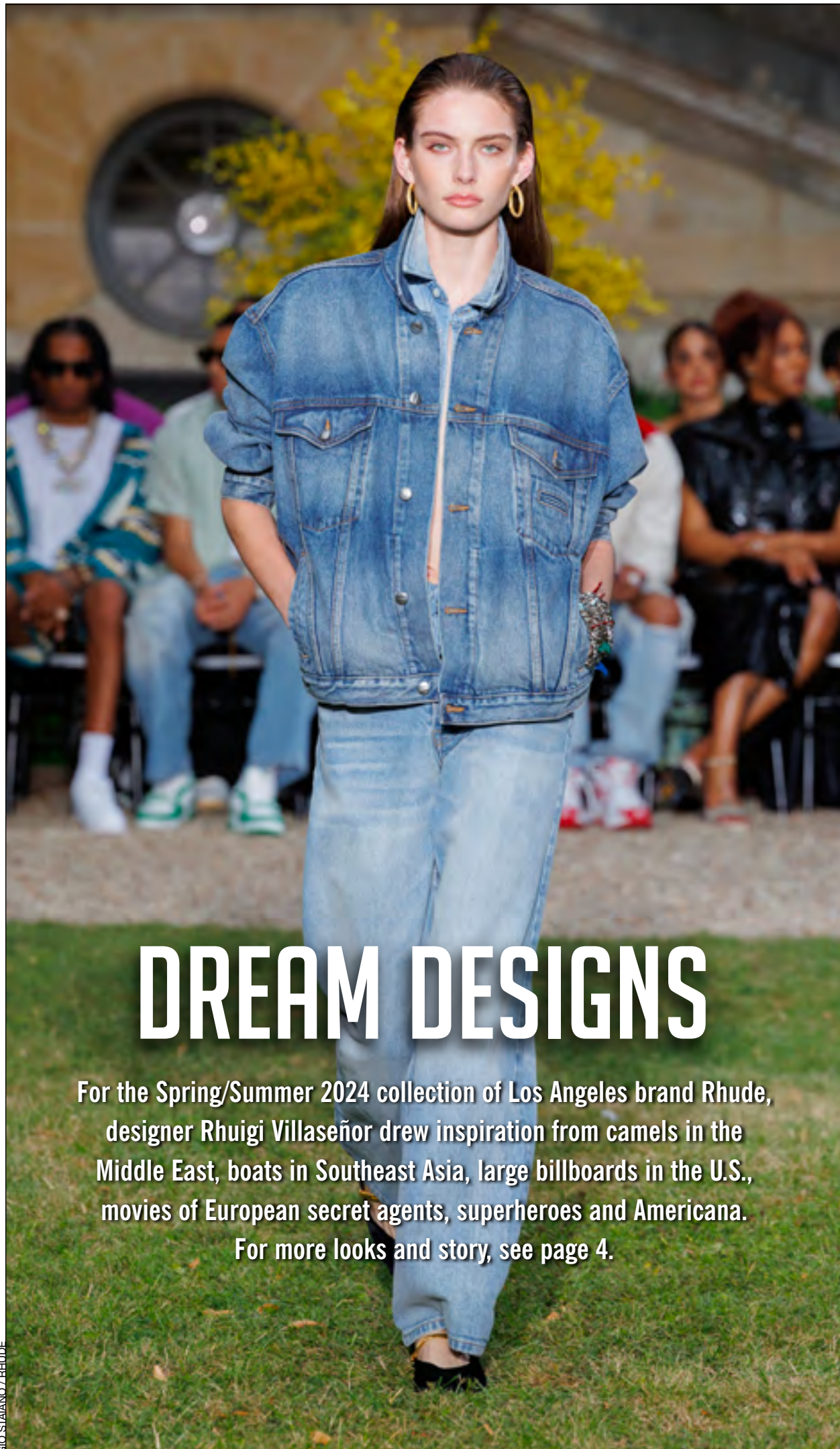


CALIFORNIA ApparelNews

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DREAM DESIGNS

For the Spring/Summer 2024 collection of Los Angeles brand Rhude, designer Rhuigi Villaseñor drew inspiration from camels in the Middle East, boats in Southeast Asia, large billboards in the U.S., movies of European secret agents, superheroes and Americana. For more looks and story, see page 4.

GIO STANANO / RHUDE

INDUSTRY FOCUS: TECHNOLOGY

Picking the Right Apparel Technology to Take Business to the Next Level

By Dorothy Crouch *Contributing Writer*

Advancements in apparel technology are occurring faster than many designers, brands and retailers can keep track of, but these tools are necessary to engaging in today's business. Apparel professionals must invest in tools that suit the distinctive needs of their businesses.

Apparel professionals must choose their investments carefully and also consider the types of upgrades that will be needed as the technology evolves. The technology priorities of a designer are vastly different than the needs of a retailer.

By examining the many different types of technological tools that are available to ease the different areas of the apparel business, professionals can identify the challenges they must solve and the tools that will provide the solutions. With this in mind, *California Apparel News* asked technology

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INDUSTRY FOCUS: TRACEABILITY

Taking the First Steps in Creating Traceability in an Apparel Business

By Dorothy Crouch *Contributing Writer*

Many well-meaning apparel professionals want to create a more ecological fashion business, yet solving one of the biggest obstacles doesn't rest solely on the shoulders of a business owner. Creating traceability within a business's supply chain can seem to be an overwhelming task when starting out on a sustainable journey.

When transitioning toward a greener business, traceability is one of most important aspects of the sustainable equation as it allows every partner along the supply chain to contribute substantially toward environmental health. Traceability also allows brands to proclaim themselves as more authentic in terms of ecological commitment to consumers.

With this in mind, *California Apparel News* asked ecologi-

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Where fashion gets down to businessSM



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Gap Inc. Appoints Chris Blakeslee as Athleta President and CEO

Gap Inc. has chosen Chris Blakeslee to lead its Athleta brand as the label's next president and CEO, an appointment that is effective Aug. 7. As the leader of the certified B Corporation Athleta brand, Blakeslee will be responsible for the strategic growth of the nearly \$1.5 billion women's active and lifestyle label as it builds on its messaging of promoting healthy, active lifestyles among women and girls through its "Power of She" platform, which debuted in April 2016.

"A true brand champion, Chris is known for driving results in high-growth businesses through the blend of creativity and operational rigor," said Bob Martin, executive chairman and interim CEO at Gap Inc. "Chris is a strong, decisive leader and proven business driver across multiple industries, including active apparel and wellness—one of the fastest and most aspirational retail sectors—making him well suited to guide Athleta into long-term, sustainable growth rooted in delivering high-quality performance product



Chris Blakeslee has been appointed by Gap Inc. to lead its Athleta brand as president and CEO.

and a rich omni shopping experience."

Prior to joining Gap Inc., Blakeslee worked as president of Alo Yoga since October 2017. During this time, Blakeslee also served as the president of Bella+Canvas, where he managed the retail expansion of the

Alo Yoga sibling brand.

Blakeslee's career also has included senior positions at Broder Brothers (now Alpharoder). His career began in the industrial manufacturing and distribution space with roles as a machinist and manufacturing engineer at General Dynamics. He holds an MBA from Johns Hopkins University.

"I see incredible runway for the brand to capitalize on its unique, purpose-led positioning and performance-product innovation, leveraging its assets across marketing, stores, product and community to deliver consistent growth," Blakeslee said. "There is something really captivating about the 'Power of She' when it comes to engaging women and girls in all aspects of life, and I can't wait to jump in with the teams to harness this in a way that will further serve customers' wants and needs."

Gap Inc. has recently been bolstering its C-suite and appointed Julia Leach as chief creative officer in May.—Dorothy Crouch

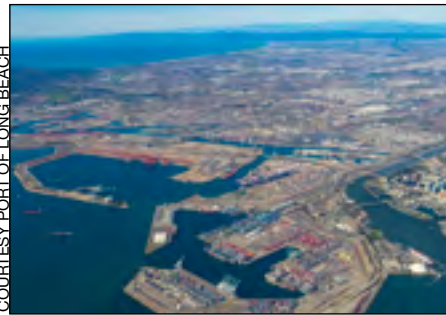
Port of Long Beach Enters Second Phase of Digital-Tools Development

The Long Beach Board of Harbor Commissioners has received an update regarding the Supply Chain Information Highway, which is now in its second phase of development. The data-delivery service was unveiled during the 2022 Trans Pacific Maritime conference, which was held in February 2022.

Shippers and stakeholders can use the digital tool to integrate the information into their own systems for cargo tracking and resource allocation. A beta version of the Supply Chain Information Highway is in use at all six marine terminals at the Port of Long Beach.

On July 24, three new features were introduced during the board's public meeting. The application of these features affords an enhanced digital-platform functionality and delivers on the initiative's key objectives: a dashboard for beneficial cargo owners, a public track-and-trace page and a public port-operations dashboard.

"By increasing cargo visibility, the Supply Chain Information Highway will deliver a more accurate record of container movement through the port complex, reduce delays and aid the entire goods-movement industry from end-to-end and coast-to-coast," said Port of



The Supply Chain Information Highway delivers on the initiative's key objectives.

Long Beach CEO Mario Cordero.

The dashboard for beneficial cargo owners delivers information regarding container location within the port and shows those that have arrived, are currently under U.S. Customs and Border Protection and others that are ready for pickup.

Through the track-and-trace feature, users can access container status information as they move through the port. A user inputs a unique tracking number, which yields a detailed list that tracks all movements of the container from loading time onto a vessel until it is unloaded at the docks.

The public port-operations dashboard contains information that can be found in the Port's Weekly Advance Volume Estimate Report. This information includes projected container volumes, vessel calls and turn times for trucks that access marine terminals.

The port plans to make the tool compatible with similar data-sharing platforms in use across the maritime logistics industry. The Port of Oakland, the Northwest Seaport Alliance, the Utah Inland Port Authority, PortMiami, the South Carolina Ports Authority and the Port of New York/New Jersey will work with the Port of Long Beach on this project.—D.C.

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Inside the Industry

AGI Denim has announced a \$30 million investment in the first phase of its new LEED Platinum-certified Apparel Park. The facilities will feature state-of-the-art responsible manufacturing practices and will be capable of producing new apparel categories in addition to the jeans the company is known for. Apparel Park will be a cut-to-pack composite unit with a capacity of 20,000 units per day and will be focused on responsible manufacturing and an inclusive and diverse workforce. Developments in areas including green energy, manufacturing excellence and sustainable infrastructure are part of the Apparel Park's construction. As part of Apparel Park's aim to create a responsible manufacturing ecosystem, it will operate on 25 percent renewable energy such as solar panels that follow the sun.

CIT Commercial Services, a subsidiary of First Citizens Bank, has hired Andy Du as a director and team leader. Based in Los Angeles, Du will lead a team of account executives in overseeing and growing their respective portfolios while also effectively managing risk and driving growth. "Andy's deep experience and proven expertise in supporting clients position him well for success," said Darrin Beer, managing director and western regional manager for CIT Commercial Services. "We look forward to his contributions as he leads a team of account executives in providing factoring and other financial services throughout the region." Du returns to CIT Commercial Services from East West Bank, where he served as first vice president, after previously spending 20 years with CIT developing new business in the Greater China region.

The Z Supply Foundation hit the court with Make-A-Wish Orange County and the Inland Empire as an ACE sponsor for the organization's third annual Pickleball for Wishes tournament at the Tennis and Pickleball Club in Newport Beach, Calif. Thanks to everyone who attended, donated and sponsored, the event raised over \$83,000 to help grant more wishes for children. The Z Supply team showed up ready to play and support the cause. There were 18 team members, geared up wearing Z Supply activewear to represent the brand and the foundation. Z Supply also showcased a pop-up with an assortment of activewear, lounge-wear and essentials. Make-A-Wish Orange County and the Inland Empire grant life-changing wishes for children with critical illnesses. This year marks its 40th anniversary.

Top-trending contemporary brands, expanded footwear and accessories offerings plus several events will mark the final apparel and accessories show of the summer in Dallas. Continuing its momentum of shows welcoming more national buyers, the Apparel & Accessories Market, scheduled for Aug. 22–25, will welcome thousands of retailers seeking new collections and best-selling brands. "As buyers seek fresh styles for the seasons ahead, we are delivering in a big way in August," said Cindy Morris, president and CEO of Dallas Market Center. "Our marketplace will be full of directional looks to help independent retailers stand out, including contemporary and Western brands that may be combined to create unique personal styles."



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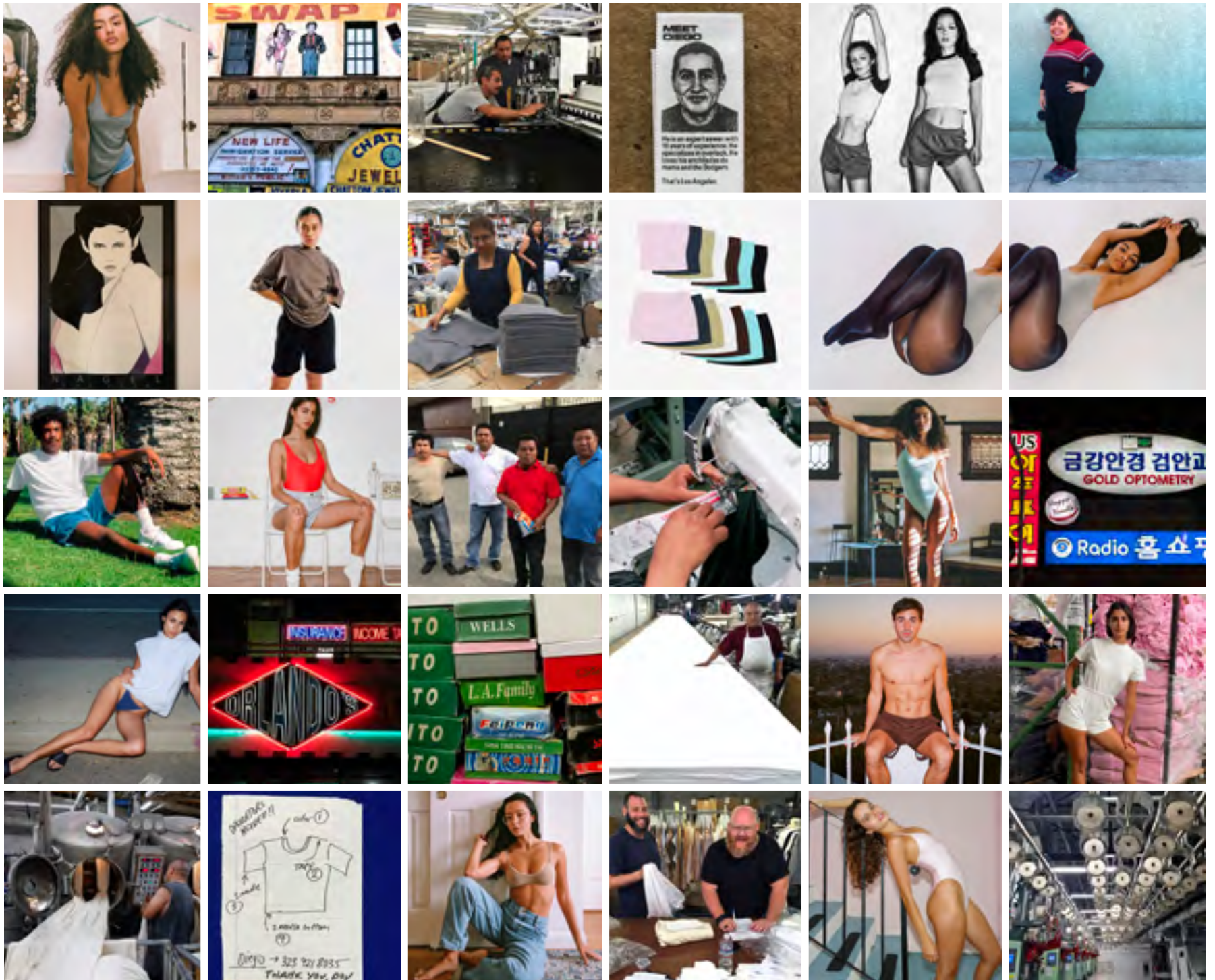
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GIO STAIANO / RHUDE

Rhude Sails Into a Dreamworld for Spring/Summer 2024

Rhuigi Villaseñor's Spring/Summer 2024 collection for the 8-year-old Los Angeles brand **Rhude** debuted under the name "A Dream Within a Dream," based on a personal goal of the designer, which is to learn how to sail. According to Villaseñor's vision for the collection, the setting is located "somewhere between Los Angeles and the south of France."

The Rhude blend of luxury elements with streetwear style is evident in the collection, but Villaseñor used "A Dream Within a Dream" to shape his approach to design. Unveiled in Paris in June, the collection was developed through Villaseñor's efforts to focus on the direction in which he wants to take his label moving forward.

The designer developed the collection by drawing inspi-

ration from different sources, including planes, camels in the Middle East, boats in Southeast Asia, large billboards in America, movies of European secret agents and superheroes. One major theme stands out in the collection—the blend of components that form Villaseñor's idea of Americana.

"I looked back to when I was a kid growing up, packing our bags from different cities and countries with my parents in hopes of providing a bright future and a beautiful way of life," said Villaseñor. "It's taught me so much on the way I value the world."

Reimagined versions of previously shown Rhude pieces were showcased on the runway with updated approaches to men's suiting that retain retro characteristics presented in

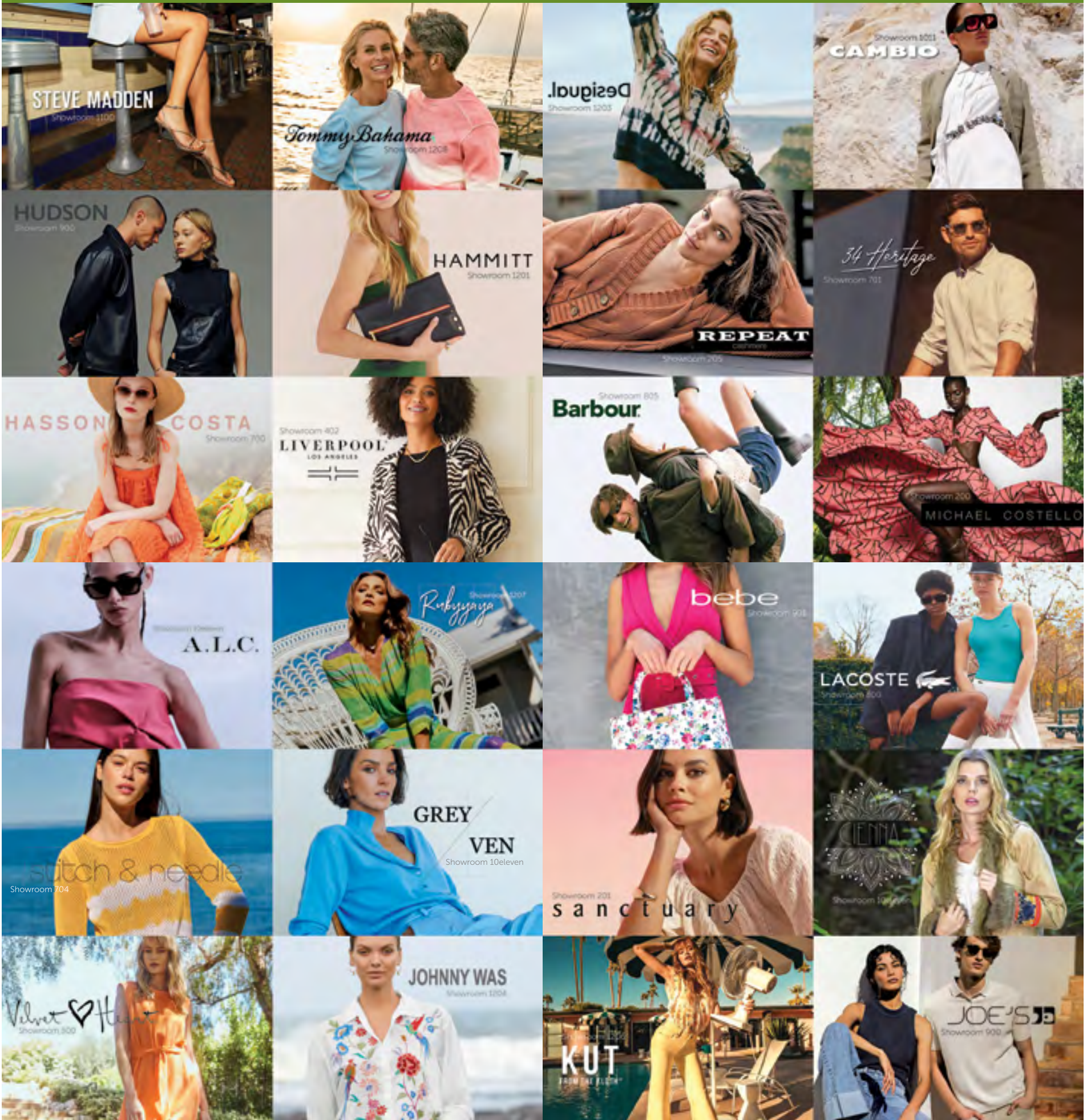
modern styles. The brand's nostalgia was also apparent in nautical-themed silks and nylon track jackets.

Women's dressing featured pieces that set a sultry tone but also included designs that played on notes from the 1980s, including a bikini with a twist-front bandeau top that featured a gold metalwork detail. Rhude also featured a denim look that included baggy jeans and a loosely fitted trucker-style jacket. A sheer, floor-length, long-sleeve, boat-neck gown relayed an air of elegance blended with a bold edge. There was a floor-sweeping, V-neck, kimono-sleeve cream-and-white handkerchief dress with a drawstring waist that spoke to the dreamy style Villaseñor sought to achieve.

—Dorothy Crouch



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What technology do you feel is the most important to move the fashion and apparel industry forward?

Technology *Continued from page 1*

experts: What technology do you feel is the most important to move the fashion and apparel industry forward?

Shahrooz Kohan Chief Executive Officer AIMS360



Business software used in back-office operations acts as the growth backbone for any fashion brand. After brands design a fashionable product, they must be able to produce, sell and deliver it on time. In the current business environment, scaling sales and operations is vital for survival. Technological advancements in AI automation have heightened customer expectations, leading to a low tolerance for inaccuracies and delays. Without

software featuring AI automation, managing such tasks becomes not only laborious but nearly impossible, considering the involved complexities.

At AIMS360, we've redesigned our latest software to utilize AI automation for coordinating various functions like production, customer management, style management, multi-channel order handling, shipping, invoicing and payments.

Jason Wang Chief Operating Officer Alvanon



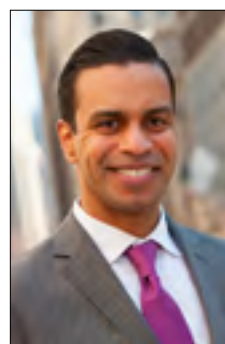
The fashion industry has a sustainability issue with regard to the environment and its profitability.

While the buzz on generic AI like ChatGPT is taking up all the air space, industry-specific AI technologies that allow our industry to produce the right goods at the right time in the right quantities are the most important. One example is AI technologies that allow customers to create and use digital bodies of themselves to get product sizing and

fit advice while providing important feedback to the product-development teams. This feedback loop will allow for better decision-making for product and sizing mix or even uncover business opportunities for new sizing ranges that were previously ignored.

If the industry can leverage such new technologies, it will lead to much better sell-through and profitability while reducing the waste and pollution we create through overproduction.

Roberto Mangual General Manager of Americas Discrete Business Aptean



From predicting fashion trends to streamlining production, AI is helping the industry become more efficient, sustainable and consumer-centric. Its data-driven insights and predictive capabilities position AI as a pivotal technology for the industry's future growth.

AI can predict if a particular weight of fabric will sell optimally in the Northeast, considering the last two years' weather data and future predictions, social-media

searches, and sell-through data from websites and retailers on similar products. This efficiency then extends to production and replenishment processes, aligning raw materials and other resources effectively—all of which drive topline and bottom-line growth.

Despite its tremendous potential, AI alone is not a solution. It needs to work in conjunction with other systems, asking the right questions and driving crucial business decisions.

Minesh Pore Co-founder and Chief Executive Officer BuyHive



AI is revolutionizing the way manufacturers operate, enabling data-driven decision-making and optimizing various aspects of the industry.

Demand forecasting, a critical component in the apparel sector, has witnessed significant improvements with AI. By analyzing historical sales data and market trends, AI-powered forecasting can reduce errors by up to 30 percent, leading to reduced excess inventory and

stockouts. The ripple effect of accurate predictions also translates into a remarkable 10 percent to 20 percent increase in sales revenue.

AI's influence extends to supply-chain optimization, streamlining operations and enhancing overall efficiency. Integrating AI-driven supply-chain management can result in a notable 15 percent to 20 percent reduction in costs, including transportation and warehousing expenses. Moreover, AI optimizes routes, ensuring up to 25 percent more on-time deliveries, thus elevating customer satisfaction.

Sustainable practices have become a paramount concern for the industry. AI plays a crucial role by optimizing fabric cutting, reducing waste by up to 30 percent. This not only lowers costs but also contributes to a potential revenue growth of 5 percent to 10 percent.

Additionally, AI empowers the industry to remain agile through market and trend analysis, leading to a 10 percent to 15 percent increase in sales of trending items and a 20 percent improvement in market share.

Paul Magel President, Business Applications Division CGS



The most important technology solves fundamental business challenges and supports strategic priorities. There are exciting technology advances in artificial intelligence, APIs and decision support systems that will enable companies to efficiently meet competitive challenges, optimize cost, and meet environmental, social and governance requirements.

End-to-end solutions connecting the entire supply chain give apparel

businesses crucial transparency and the ability to report on all the links in that chain. Gone are the days of blind spots between POs and receiving docks. Regulations like the UY-GHUR Forced Labor Prevention Act and other government regulations along with expanding retailer requirements are putting heavy responsibility on brands, manufacturers and suppliers to do business. Using AI, APIs and data analysis, technology systems today can automate the creation of supply-chain digital twins, which are digital representations of extended supply networks. This allows for centralized chain-of-custody documentation and helps ensure it is accessible, accurate and current. Connected ERP-PLM solutions give internal and external stakeholders visibility to certifications required or to view the origins of raw materials or validate the compliance of a supplier network. This visibility can extend all the way to consumers via smart labels attached to the garments.

It's all about the collection and analysis of data. AI speeds analysis of data from both inside and outside the business, from retail customers, trend services, suppliers, government agencies and third parties such as customs agents, 3PLs and shippers. Companies benefit when they can quickly parse through information for actionable intelligence. What does this intelligence look like? It can take the form of a breakout fashion trend or an emerging issue in the supply chain, which AI is faster to recognize than older analytics software or manually generated reports. Another example, predictive analytics also can reveal subtle variances on the factory floor.

Michelle Eichner Chief Executive Officer Digitile

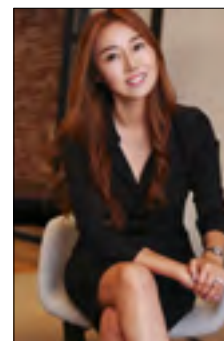


AI enables brands and retailers to gain valuable insights into consumer preferences, predict fashion trends and personalize the shopping experience. By analyzing vast amounts of data from social media, e-commerce platforms and customer interactions, AI-powered algorithms can understand consumer behavior better than ever before. As a result, retailers can offer tailored product recommendations, curated collections and personalized marketing campaigns to meet individual shoppers' needs.

A prime example of AI-driven technology improving the shopper's experience is the virtual styling assistant. Virtual assistants leverage AI and machine learning to act as fashion advisers for customers. Shoppers can input their style preferences, body measurements and event details through a chat interface. AI curates personalized outfit recommendations, considering the latest trends, the shopper's taste and the occasion. Virtual styling assistants provide a convenient and interactive way for consumers to discover new styles, experiment with fashion and find clothing that suits their preferences.

AI has the potential to transform the industry, but for this transformation to take place retailers must embrace AI by prioritizing their highest needs. Whether improving the customer experience or streamlining operations to improve margins, reduce overhead and expedite time to market, integrating AI into strategic areas can drive significant advancements.

Grace Ryu Head of Business Development FashionGo



At the ground level, trends start and exist when the masses adopt and consumption happens. Designers, brands and retailers play a vital role in the fashion and apparel industry as they develop and discover items to sell to their consumers. This is made possible through fast and accurate search coupled with data-driven tools, which are by far the most important technology needed to move the fashion industry forward.

Discovery happens when brands and retailers come together in a dynamic market and technology. We see about a million registered retailers come through our online marketplace year-round to shop across 12 fashion and apparel categories. The most immediate place they go is our search bar and "New Arrivals," a section where real-time newest arrivals from brands are featured. Tools that allow users to reverse search for the exact or similar items they are looking for using an image or photo reference, expanding product discovery, are also popular. Through technological tools and data that empower retailers to make faster, more-accurate and more-informed decisions, we believe meaningful and valuable discovery is enabled.

Tirsa Parrish Co-founder and Managing Partner Fashion Index



The mass adoption of 3D design/patternmaking with the addition of artificial intelligence will propel our industry light-years ahead. 3D technology and virtual fittings are revolutionizing the industry. 3D renderings allow teams to visualize garments on avatars prior to sampling. These avatar images translate into 3D patternmaking and beyond. Viewing the silhouette and colorways on an avatar and making edits before creating physical samples

reduces the number of iteration samples, saving time, money

and waste.

AI in fashion seems counterintuitive because we often think that only the human brain can be creative when it comes to design. AIs will interact with the user in a conversational way after simple text prompts, and many accept images or video as input.

Additionally, AI algorithms can predict trends and analyze customer preferences. With this information, brands can create designs that are more likely to be popular with their target market and reduce the risk of producing designs that don't sell. The technology can also help reduce marketing costs, hyper-personalize customer communications and speed up processes. These technologies allow for multiple facets of the industry to make use of it.

Ana Friedlander
Industry and Solution Strategy Director for North America—Fashion and Retail Infor



Product life-cycle management is a technology that can be easily integrated into existing systems to create a unified, user-friendly platform that tracks operations from start to finish. PLM can optimize end-to-end business processes, from brainstorming and sketching to supply-chain and manufacturing management. By adopting technologies that approach the full product life cycle, organizations will be better equipped to make informed decisions quickly, ensure compliance and unify data to meet the demands of an ever-evolving industry.

When considering consumer and legislative demands around sustainability requirements and supply-chain disruption, technology in the fashion and apparel industry will need to provide full transparency into the manufacturing process. PLM technology enables the unification of processes from sketching to manufacturing stages to provide reliable insights in real time. With improved transparency, organizations can easily detect where supply-chain operations can be optimized to improve sustainability efforts and adapt to uncertainty.

Scott Pearson
Vice President of Sales and Marketing Jesta I.S.



Data as a Service emerges as a pivotal technology that holds the potential to propel the industry forward. DaaS is a concept that revolves around delivering data on demand to businesses, allowing them to access, analyze and utilize vast quantities of information without the need for maintaining complex data infrastructures. By harnessing the power of DaaS, the fashion and apparel industry can revolutionize its operations, enhance customer experiences and drive innovation like never before.

Through the analysis of big data, including purchase patterns, social-media interactions and browsing habits, fashion companies can gain a deep understanding of what customers truly desire. This knowledge allows for more-informed decision-making regarding inventory management, product design and marketing strategies. By predicting trends and staying ahead of consumer demands, companies can minimize overstocking issues and reduce waste.

Moreover, DaaS enables personalized experiences, a feature highly sought after by modern consumers. By leveraging customer data, fashion brands can tailor their offerings to individual preferences, sizes and styles. This level of personalization enhances customer loyalty and fosters a deeper emotional connection with the brand. As a result, customer-retention rates increase, and the overall shopping experience becomes more enjoyable and engaging.

Furthermore, the fashion industry heavily relies on supply-chain management and logistics. DaaS can significantly optimize these processes by providing real-time data on inventory levels, production status and shipping information. With a more transparent and data-driven supply chain, companies can identify potential bottlenecks and inefficiencies, making the entire process smoother and more cost effective.

Robert Zoch
Global Content Manager Kornit Digital



The most important technology to move the fashion and apparel industry forward is anything you might classify under the umbrella of digitizing the end-to-end fulfillment process—creating a transparent, accountable digital trail from design to purchase to the routing of that order to its appropriate production floor to the production mechanism itself to shipping logistics and on to the tracking of that shipment to its final destination, whether that's a retail store, a consumer, or the designers or brands themselves.

Anything that streamlines the process for efficiency, maximizes visibility and control, and eliminates the waste that has long plagued this industry presents a clear step in the right direction. Digital design applications, productization applications and e-commerce itself have given consumers and creators the expectation that anything they desire is available quickly, is responsibly made and is of superior quality, without compromising on specifications. Digital-production mechanisms are necessary to meet that expectation from the fulfillment side, and the explosion of connectivity touch-points—from metaverse to gamification to the Internet of Things and whatever's yet to come—present a wealth of product and growth opportunities for those fulfillers. Furthermore, as both public sentiment and regulations increasingly demand sustainability, digitizing operations makes it easier to comply with these demands while the efficiency and new opportunities such digitization enable more than make up for any burdens such a transition would impose. It also gives producers more power to localize production and establish visibility and consistency across multiple production sites and regions, as a strategy incorporating both onshore and nearshore operations can be critical for mitigating risk as well as complying with diverse regulatory regimes.

Alison Bringé
Chief Marketing Officer Launchmetrics



In today's dynamic landscape of the fashion and apparel industry, the key to long-term success for brands lies in harnessing the power of data analytics. In the digital age, data has become the cornerstone of strategic planning, customer understanding and staying ahead of ever-evolving market trends.

Through this seamless integration of data-driven insights, brands can gain the power to unravel the most-effective and organic strategies, to create a positioning that sets them apart in the industry. Having this visibility enables fashion businesses to measure the impact of their brand in various aspects, starting from inventory management to audience engagements, media buzz, and influencer or celebrity endorsements, shedding light on what resonates with their audience, what drives authentic engagement and what improves brand performance.

Data analytics has emerged as the transformative technology propelling the fashion industry into a new era of innovation and efficiency. As the industry continues to evolve, the brands that stay ahead of the curve and leverage this opportunity can maintain a competitive edge over their rivals, optimize their investments and create a lasting impact in the fast-paced and ever-changing apparel industry. Embracing data is not just a trend anymore; it is key to unlocking the future of business.

Leonard Marano
President of the Americas Lectra



The fashion industry is rapidly evolving, and with increasing demands manufacturers are finding themselves combating challenges such as labor shortages, supply-chain issues and an increase in focus on sustainable production. Industry 4.0 technology will be pivotal in the progression of the fashion and apparel industry, being that it's what ties together data across various platforms through-

out your ecosystem.

Being able to manage inventory is top of mind for fashion companies today. Having a better understanding of how to reduce assortments and sell more products at full price is one reason why brands are looking for 4.0 technology. AI-powered competitive-intelligence data will help brands gain insights into competitors' collections by monitoring their assortment sizes and individual product characteristics to identify gaps in collections and new trend opportunities. Having this real-time data enables brands to proactively set the right prices, build winning product assortments, optimize discount strategies and make sure they stand out in the market.

Keeping up with the demands of the consumer means being agile in your production cycle. By connecting and automating production from reception to cut, piece manufacturers are able to streamline the production process and adjust quickly to changing requirements. This has enabled fashion companies to produce smaller lot sizes with less equipment downtime and shorten their production cycles to handle just-in-time production fluctuations, unplanned orders, and short- and mass-production runs with ease.

Platforms that enable traceability throughout the entire manufacturing and shipping process will also grow in importance as the demand for sustainable products increases around the globe.

Chris Walia
Chief Operating Officer Tukatech



One important technology that will move the apparel industry forward is 3D. Yes, we know that 3D has been around for some time now. However, "band-aid" solutions are not an ideal solution for the overall business and, in many instances, only benefit certain people within the process. This is not working.

3D software is a must to visualize how a garment will look before it is cut and sewn—with very little technical skill required. More importantly, we need to use 3D to eliminate making physical samples. For this to happen, four items are needed: information for a fit model, real-fit specifications from CAD, actual physical fabric properties and real-time motion simulation.

Going virtual reduces product-development time from months to days and increases the first-sample acceptance rate. In one case we saw an increase from about 93 percent to 99.8 percent.

Ashley Crowder
Co-founder and Chief Executive Officer VNTANA



Real-time 3D technology is the most important to move the fashion and apparel industry forward. Having 3D designs on the web and in game engines allows brands to replace physical samples, reducing costs and increasing speed to market in addition to creating better buying experiences for wholesalers and consumers, leading to increased sales. Brands who are creating a scalable 3D workflow for real-time environments are seeing huge impact to the bottom line. As we continue to enable more-realistic fabric physics we will see much greater adoption of the technology in all aspects of the fashion life cycle. ●

**Responses have been edited for clarity and space.*



New York Textile Week provided a vast assortment of materials and sourcing options for the apparel industry July 17–21 with a show roster that included (from left) The Fabric Show, Functional Fabric Fair, Kingpins; (bottom from left) Preface, Première Vision, and Texworld and Apparel Sourcing.

A Diverse Roster of Events Shapes New York Textile Week

By Dorothy Crouch *Contributing Writer*

Summer 2023's trade-show calendar is in full swing, and in the middle of the schedule were the July events of **New York Textile Week**. This year's roster included the New York editions of **The Fabric Shows**, **Functional Fabric Fair**, **Kingpins**, **Preface**, **Première Vision**, and **Texworld and Apparel Sourcing**. The events were hosted throughout the week of July 17–21 at different sites around Manhattan. From performance fabrics or luxurious textiles to denim and responsibly manufactured notions and fabrics, New York Textile Week epitomized the old adage of, "If you can't find it here, you can't find it anywhere."

While each show catered to a specific need of buyers, the events collectively reflected themes that touched upon aspects of sustainability. Whether exhibitors unveiled new technologies in textiles, local fabric sourcing or ecologically responsible materials, many suppliers are helping brands and designers meet their environmental goals.

Fabric Show makes the scene in Midtown

The New York edition of The Fabric Shows was hosted July 17–18 at **The New Yorker Hotel** near Midtown Manhattan's **Penn Station**. Focused on textile and trim suppliers from the United States, Canada and Europe, the show afforded options for guests who seek low minimums and domestic production.

"Since our launch in 2012 [as **DG Expo**] we've offered buyers—from startups to some of the most prominent designers and well-known international brands—a unique, curated show with exhibitors from the Americas," said Susan Power, show producer.

More than 50 exhibitors showcased materials such as linings, eco textiles, active applications, embroidery, silks, jacquards, organic buttons and notions, in addition to development services and incubators for emerging designers. Attendees traveled from 27 states plus Puerto Rico, Canada, Mexico and the Caribbean.

Functional Fabric Fair's off-Broadway performance

Outdoor and sports-apparel professionals made their way to the **Javits Center** July 18–19 for Functional Fabric Fair powered by **Performance Days** to examine offerings from more than 140 exhibitors. The show reported 2,300 attendees, who met with exhibitors including **Allied Feather and Down**, **Naia** from **Eastman** and **Polartec**.

The session "Performance Colors by Nora Kuehner, Man-made Colors & Trends in Summer 2025" examined color and trend through a trans-seasonal perspective as well as socio-cultural developments. Another session examined "PFAs—Is-

sues and Industry Resources" and featured industry experts from the **Hohenstein Institute America**, **Norton Rose Fulbright US LLP** and **PVH**.

"We were overwhelmed by the number of attendees and the positive feedback they've shared," noted Steve McCullough, event director of Functional Fabric Fair. "It's an honor to welcome back returning exhibitors while introducing new brands to the outdoor textile industry."

Show producers were committed to developing a more responsible show by taking steps such as constructing exhibitor booths and other features using 100 percent recycled materials. By taking this direction, the show floor generated a 0 percent carbon footprint.

Kingpins hosts and boast denimheads

Kingpins returned to **Basketball City at Pier 36** July 19–20, bringing together denimheads to connect the community. Now under the guidance of its new shareholder, **Messe Frankfurt**, Kingpins New York featured more than 85 companies representing fresh, innovative approaches to denim, such as AI-generated denim from **Soorty** and an **Orta** installation that showcased the company's history of advancements.

Kingpins also featured educational programming as blue bloods continue the large undertaking of becoming more ecologically sound. According to Kingpins Show Managing Director of Global Sales Vivian Wang, the impending 2030 deadline to meet the **United Nations Sustainable Development Goals** has inspired professionals across all aspects of the denim industry—mills, retailers and brands—to seek solutions that help them improve environmental and corporate responsibility.

"Our Most Sustainable Product initiative is one project that highlights the best sustainability developments from our exhibitors," said Wang. "This year, we expanded the program and used these developments to create a collection of MSP garments. Similarly, we hosted a seminar to show how the **Transformers Transparency Tool** can help companies evaluate sustainability claims."

Preface presents sustainability and innovation

July 19–20, in the center of Manhattan's garment district at 265 W. 37th St., Preface brought together suppliers of innovative materials and notions in addition to industry experts to discuss apparel advancements toward responsible sourcing. Covering Fall/Winter 2024, the show featured a specially selected roster of fabric providers, manufacturing partners, trim resources, color experts, trend experts and product-development companies.

"Runway trends were in high demand including fuzzy

brushed fabrics, recycled faux furs and leathers, regenerative wools and liquid satins," said Betsy Franjola, founder of **BFF Studio** and Preface. "Preface innovation trends that captured the most attention included our RE-Juvenate forum including fabrics that were plant and protein based with restorative properties, the RE-Circulate eco-viscose forum selections, and the RE-Think waterless sublimation printing where we featured **Greentex** no-MOQ printing."

The show's roster of speakers included Angela Boswell of **Accelerating Circularity**, who discussed the organization's playbook, which outlines steps the apparel industry can follow to cultivate a circular economy. Maria Cerecedo of **Pyraztex** covered new fibers and materials available to the industry in addition to the challenges of trying to incorporate sustainable fabrics.

Première Vision sees uptick in Midtown

During **Première Vision New York**, which was held July 18–19 at **Center415**, more than 2,600 attendees shopped Autumn/Winter 2024–25 trends from 179 exhibitors. Attendance rose 31 percent over July 2022, with buyers visiting from brands including **Aknvas**, **Calvin Klein**, **Cinq à Sept**, **J.Crew**, **KITH**, **LoveShackFancy**, **Marc Jacobs**, **Rag & Bone**, **Rebecca Minkoff**, **Tommy Hilfiger**, **Under Armour**, **Vera Bradley** and **Veronica Beard**. Exhibitor engagement increased 80 percent over the same period.

Highlights of the show included recycled resources, fiber blends, natural dyeing and repurposed fabrics. **Première Vision** consultant Celine Khawam presented a "color and trend tasting" to showcase color trends across fashion media and provide guidance regarding aligning ethical fashion with Autumn/Winter 2024–25 trends.

Taking Manhattan with Texworld and Apparel Sourcing

Messe Frankfurt's Texworld New York City and **Apparel Sourcing New York City** were produced at the Javits Center July 18–20 as co-located events that attracted 1,000 exhibitors with sibling show **Home Textiles Sourcing**.

"The event has once again proven to be a pivotal platform for the textile and apparel sourcing community, offering opportunities for networking, education and collaboration," said Jennifer Bacon, vice president of fashion and apparel for **Messe Frankfurt, Inc.**

Country pavilions showcased goods from India, Korea, Turkey and Uzbekistan. At the **Lenzing** pavilion and the **Lenzing Innovation Center**, attendees discovered sustainable materials. Greener sourcing was also highlighted during the **Textile Talks** and the **Lenzing Seminar Series** with an emphasis on innovation in ecological responsibility. ●



UV Stacks Fulfills Dreams—Literally— By Connecting India and the U.S. for Cost Savings and a Competitive Advantage

When President Joe Biden hosted India Prime Minister Narendra Modi at a lavish state visit in June, a good part of the discussion concerned boosting the level of trade between the two countries across several industries, including apparel. Gaurav Bhargava was there, and he couldn't have been happier to hear what he'd been talking about for years. "This economic alliance," he says, "both of their visions I'm trying to make a reality."

Bhargava is the founder and owner of a groundbreaking new enterprise, UV Stacks, a fully vertical supply-chain company, and marketplace that promises to both simplify and elevate apparel trade between U.S. brands and India's manufacturing establishment. With 35 years of experience in global manufacturing and fulfillment, among other accomplishments, Bhargava, the India-born and now Southern California resident, has long been a linchpin for Indian manufacturers looking to place their goods in the U.S. market and for U.S. brands to manufacture their goods in India. At the MAGIC trade show a year ago, in fact, Bhargava was approached by representatives of the U.S. Postal Service to become its global direct-entry partner for India to facilitate package exports. "They were seeing problems," he says. And he could see them, too.



"There was a huge gap," he points out, in comparison to China's setup. "In India there was no unified platform, no fully integrated supply chain, no collective approach to bring all manufactured product made in India to the world market."

And, during the COVID-19 outbreak, he had noted something else. "People want to shop from home and save time," he says, and, while China was positioned to take advantage of it, India was not. "This increasing demand for online shopping actually inspired me," Bhargava explains.

In a year's time, Bhargava created the newly inaugurated UV Stacks—a company whose innovative technology platform and soup-to-nuts approach to production and fulfillment will be truly transformative for the apparel industry. UV Stacks' fully vertical approach allows the company to control every aspect of the supply-chain process, from sourcing and manufacturing to warehousing, distribution, and last-mile delivery with exceptional transparency and superb efficiency. These B2B and especially B2C smart



models all lead to greater profitability and consumer satisfaction, with benefits working both for U.S. brands seeking to produce and deliver goods from India through UV Stacks' in-house courier-service company Vayulogi.com and Indian manufacturers placing their goods into the U.S. through UV Stacks' Gaiabay.com marketplace for Indian vendors. In addition, all Indian manufacturers and e-commerce platforms can take advantage of Vayulogi.com as their courier and last-mile partner from India to the U.S. and Canada.

The profit-saving aspect is apparent in every phase for all U.S. brands and retailers, especially through direct dropship straight out of India. "This is the big highlight," Bhargava says. "We can integrate with their brand, then we can

ship to their consumer, saving on the high cost of warehousing, fulfillment, duty, and all the workers involved, the high insurances they have to pay. Profitability will increase 30 percent to 60 percent. We're probably the first company in the world to do it."

For American brands who want to produce goods in India, UV Stacks promises delivery in as little as three to seven days straight from India to any household in the U.S., with the backing of the U.S. Postal Service. For one large women's apparel specialty-store chain, for example, that means a customer can place an order for a dress online and it will be manufactured and shipped directly to her from India. Not only is money saved on shipping and warehousing, but fulfillment costs are also further trimmed by substantial savings on duty fees—some 32 percent if product is shipped direct to customers—and insurance fees.

"Our ownership of courier services plays a crucial role in streamlining the delivery process," Bhargava explains. "It allows us to maintain full control over last-mile logistics."

In addition, the platform's advanced analytics, automation, and real-time data insights "significantly reduce inventory holding costs while accurately predicting demand patterns," he continues, proactively managing optimum inventory levels and minimizing wastage. End-to-end oversight and checks at every stage ensure quality control and product integrity. And UV Stacks' commitment to sustainability includes eco-friendly practices of optimizing transportation routes, reducing packaging waste, and partnering with suppliers "who share our environmental values."

UV Stacks also comprises a sourcing company, with offices in both India and the U.S., that facilitate production for U.S. brands and retailers through Bhargava's wide-ranging network of Indian manufacturers. "Our unique position as the vendor of record for many retailers allows us to gain valuable insights into their businesses," he says, "and this understanding enables us to offer tailored solutions and support to our clients, ensuring we meet their specific needs and objectives." The analytics support team identifies market trends, consumer preferences, and demand patterns to guide Indian manufacturers to produce the right products that align with the needs and preferences of U.S. brands and retailers.

While UV Stacks offers a complete line of services, it is intent on providing customized programs for clients, enabling them to choose the specific logistics service or services they require, turning fulfillment into "your competitive advantage," Bhargava says.

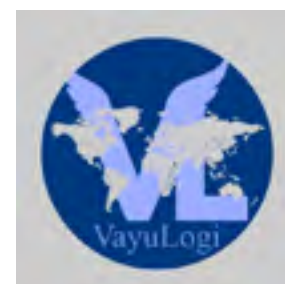
For Bhargava, the launch of UV Stacks realizes his long-held desire to smooth the path "for my work country and the country of my birth" to work together for mutual enrichment. "If I can do something like that," he says, "it satisfies my soul."



Gaurav Bhargava (left) and Dr. T.V. Nagendra Prasad, Consul General India, SFO



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 SALES@UVSTACKS.COM



As conversations covering fashion sustainability focus on the origin and life cycle of goods, from farm to closet, how can a brand of any size or designer of any experience level take the first steps toward implementing traceability?

Traceability *Continued from page 1*

cal leaders: *As conversations covering fashion sustainability focus on the origin and life cycle of goods, from farm to closet, how can a brand of any size or designer of any experience level take the first steps toward implementing traceability?*

Dr. Gary Adams
President, Board of Directors, U.S. Cotton Trust Protocol
President, National Cotton Council



Traceability ensures compliance with sustainability standards, ethical labor practices and responsible sourcing, helping to combat a wide range of issues. Moreover, traceability empowers consumers to make informed choices, enabling them to support brands that align with their values. Ultimately, traceability enhances trust, fosters sustainability and drives positive change throughout the fashion industry.

A way that brands and retailers can take the first steps toward implementing traceability is by joining programs that provide data on materials in their supply chain. One of these programs is the U.S. Cotton Trust Protocol, which provides brands and retailers a traceability solution to track the progress of raw materials in the supply chain, in this case, cotton. For the Trust Protocol, this process starts once the cotton fiber is ginned and each cotton bale's unique PBI number and gin weight are captured and verified against a USDA master list for authenticity and nonduplication. Once verified, a digital token, called a Protocol Consumption Unit, is minted for each kilogram of Protocol Cotton fiber.

When the Protocol Cotton is tracked through the Protocol Consumption Management Solution, brands and retailers receive a transparency map that verifies the origin of the cotton starting from the initial fiber shipment to a textile mill, providing the names and locations of the Trust Protocol mill and manufacturer members involved at every stage of the production process until the delivery of finished products. This provides enhanced claims opportunities, including the ability to incorporate proportionate environmental data into marketing claims and on-product labels.

Kerry Bannigan
Executive Director
Fashion Impact Fund



In the fashion industry, traceability is crucial for promoting environmental and social responsibility. Educating yourself about these issues and understanding their impact is the first step toward positive change. Researching your brand's actions and their consequences will lay a solid foundation for improvement and implementation. Make sure to map out your supply chain, identifying all stakeholders involved, from raw-material suppliers

to distributors. Knowing the origin of each garment component and the production conditions will help identify areas for enhancement.

Engaging with your suppliers and partners is essential in establishing a relationship based on transparency and ethical practices. Encourage responsible production methods and gather information about their sourcing and labor practices. Collaboration and open communication ensure everyone works toward ethical manufacturing. Additionally, developing a comprehensive code of conduct that outlines the standards you expect from all stakeholders, including fair wages, safe working conditions and respect for labor rights, will provide clear expectations and guidelines for partners and suppliers.

Implementing traceability requires resources and commitment. It may take time to establish an effective

system, but the effort will contribute to a more responsible and ethical fashion industry, benefiting your brand, the planet and the garment workers involved.

Matthew Betcher
Creative Director
ALLIED Feather + Down



The most important thing that any brand or designer, big or small, can do is truly understand their entire supply chain. Part of this is working with reputable and trusted ingredient brands and suppliers at all levels.

Several years ago, all the talk was around the subcontracting of manufacturing and the resulting human-rights crisis. In some way, nothing has changed. A designer or brand needs to have a high level of commitment to research all materials and materials suppliers. Do not just take a vendor's word for it. Do the homework, meet your suppliers or sources, and develop relationships.

Brands need to trust those suppliers and relationships as they provide a huge value. When the unexpected happens, strong relationships are worth their weight in gold. But too many times sourcing decisions are made by what I like to call "spreadsheet terrorists" whose sole job is to crunch numbers and save pennies. It is truly a case of pinching pennies in the short term only to spend pounds in the long run. When problems arise, the brand without meaningful, mutually beneficial relationships is left to fend for themselves.

Only when brands and designers truly value the importance of trusted sourcing relationships can we really dive into the details of quantifying true carbon footprints, complete transparency and general traceability.

True sustainability for brands—in all senses of the word—lies first and foremost in the strength of relationships with their suppliers and less on ambiguous impact numbers generated by arbitrary indices and over-simplified certifications. Brands that value relationships will be better able to communicate authentically to their customers and actually do the work toward building a more equitable future.

Katrina Caspelich
CMO
ReMake



Regardless of brand size or experience level, step one is to set clear goals and define what it is you want to achieve with traceability. Identify the specific aspects in your supply chain that you want to trace such as raw-materials sourcing, transportation and manufacturing processes.

From there, map out your supply chain, making sure to include all suppliers and subcontractors involved in the production process.

Encouraging suppliers to share information is key when implementing traceability, so prioritize working with suppliers who share your commitment to sustainability. Credible certifications and standards related to sustainability in fashion like Cradle to Cradle or OEKO-Tex can also help guide your efforts and provide some credibility.

Like most things in life, collaboration is key. Collaborate not only with suppliers but also with industry peers, sustainability experts and consultants who can share knowledge and best practices as well as help you navigate the complexities of traceability. Educating yourself and your team to ensure that everyone in your company understands why traceability is important to the brand is crucial in embedding sustainability into your company's practices. In my experience, training and raising awareness among employees has led to more-effective implementation.

Be honest about the obstacles you're facing and the progress being made. Implementing traceability can be challenging, especially for smaller brands with limited resources. Remember that these things can take time and that regularly reassessing your practices as well as setting new goals leads

to continuous improvement. Finally, remember to share information about your progress with your customers as it can build trust and loyalty.

Thomasine Dolan
Director, Materials Innovation & Design
Material Innovation Initiative



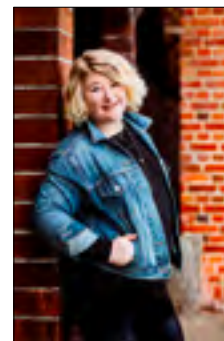
The more brands and designers that make traceability a deal breaker for purchasing materials, the greater chance we have for transparency and sustainability within the supply chain.

That being said, traceability will add extra steps in order for suppliers to do proper accounting. It will slow things down and add cost. Brands should be prepared for this.

We also know that within the supply chains for animal-derived fibers and materials there have been disputed claims with regard to safety and animal welfare, despite certifications claiming otherwise. This can be tricky. For these reasons, the next-gen materials industry is poised to be significantly more traceable as the supply chains are generally shorter. Traceability is baked into their products. They have built their supply chains to be sustainable, safe and renewable. They are developing materials with life cycle in mind. Ultimately, these next-gen materials are poised to be more environmentally preferred than animal-based materials.

Lastly, traceability should not end after choosing the material. Brands need to execute due diligence with their manufacturers to make sure the factories are energy efficient, have reduced carbon emissions and the workers are paid fairly with safe, decent working conditions.

Stacy Flynn
Co-founder and Chief Executive Officer
Evrnu



Due to the myriad components that need to be addressed to qualify and trace sustainably oriented goods, from fiber selection to designing for disassembly and everything in between, most brands do not have the internal expertise needed to implement robust circular programs with meaningful impact.

In addition, due to the fragmentation of supply chains, individual point solutions only serve to address portions of this multifaceted issue versus providing a holistic solution. There are, however, companies like ours that have expertise at each stage of the process, from implementing recycling take-back programs through sustainable garment design, inclusive of chain-of-custody tracking, which can provide brands large and small with the strategic and tactical guidance and tools needed to confidently and successfully navigate this complex subject.

Karri Ann Frerichs
Founder and Chief Executive Officer
Circular Fashion LA



Ask questions, seek proof, and never assume. With about 70 percent of all clothes today being made from synthetic materials, the journey is less seldom farm to closet and more likely lab to closet. But even if manufactured in the lab, the raw materials still originate in nature. If you aren't able to visit your suppliers and/or are unable to obtain full disclosure of material sourcing, then rely on third-party auditors and certifications.

The location of origin and the labor involved in getting raw materials to your suppliers is equally as important to consider as whether or not the materials are considered organic or fair

trade. For example, does it make sense to source cotton from India and then have it shipped to China to be spun and woven into the fabric that will be shipped to Bangladesh to be cut and sewn into garments before shipping it to the U.S. to be sold as fast fashion? For this to actually make sense economically, there is no other option than to squeeze and exploit the laborers involved in each step. Sourcing more locally to reduce shipping distances and have a better grasp of labor required is the more sustainable choice.

Jordana Guimarães
Co-founder
Fashionnovation



play a huge role in this.

Del Hudson
EVP, Market Impact
Worldly



Act pending legislation in California and the E.U. Corporate Sustainability Reporting Directive. Most businesses in major markets will eventually have to comply with environmental, social and governance policies—the majority of which will require businesses to clearly communicate product and supply-chain sustainability metrics.

EU Due Diligence, the French Labeling law and Digital Product Passports will require that businesses be prepared to track and disclose the provenance of products up and down their value chains.

At its core, traceability relies on a three-legged stool of data capture, data integrity and effective data exchange and disclosure mechanisms. Traceability of products, down to the fiber level and accounting for workers' well-being, have emerged as requirements for upcoming regulations, particularly in the E.U.

To address traceability effectively, brands need visibility into their value chain beyond tiers 1 and 2, and disaggregated supply chains in the fashion industry make this complex. Smart technologies will be a critical enabler to gathering and disclosing traceability data, but today, none of the promising traceability solutions are close to scaling.

Eddie Ingle
CEO
Unifi Manufacturing, Inc.—REPREVE



partner companies to track their own sustainability goals and share verified progress updates with customers about their products.

REPREVE also uniquely offers U TRUST Product Certification that allows brands to obtain an additional level of

For me it's so much more than traceability, it's really about sharing the full story of the garment to educate consumers on sustainability but also to engage them in the brand—to have the connection. All the technologies and resources are today made available to track from the cotton farm to the product. It's just wanting to take the time and invest in the right resources to ensure you can trace the supply chain. Great companies like Deda Stealth

transparency for their products made with REPREVE recycled fibers.

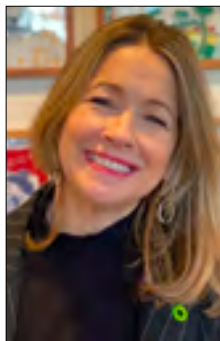
Jessica Kelly
Founder and Chief Executive Officer
Thr3efold



When it comes to traceability, the great news is that the smaller your brand is the better. The best first steps to take are visiting your suppliers early and often. Make them an extension of your team and family. Get to know the full staff on the floor, and do the same with the textile mill, dye house or anywhere else that they source. This gives you much more confidence when tracking and making visible your supply chain.

For bigger brands, your supply chain is much harder to foster those intimate relationships, so I recommend investing in traceability software so you can keep tabs on where your product is. As far as transparency of these efforts, here's my advice: Even better than just publicly posting your supply chain, include a grading system. Most people will not be able to decipher the standards of your factory even if they try, which can lead to further frustration. Instead, set a grading system and what that entails so the customer can see what they are actually looking for—standards.

Andrea Kennedy
Lead Faculty of Fashion Merchandising and Management
Berkeley College



Traceability is more granular than knowing what factory your materials or goods came from. Traceability involves learning the origins of all components going upstream used to make a specific material or product. It includes specific batch data for each lot, production dates and farm or specific manufacturing-facility addresses, and that's for each component needed to make each material.

The best first step is to start mapping your product's supply chain. Start at the tier 1 manufacturing factory and go backward from there. Ask where each item purchased to make the product came from. When sourcing fabrics, ask your fabric suppliers where/when the yarn and fibers came from, and request all batch documentation including any environmental and social material or facility certifications. Create a flow chart of your supply chain as you receive information.

Your goal is to get the tier 4 raw material data for as many material components as possible. And know that if your materials are in stock or dead stock, it'll be hard to get any data, but for anything new you're having made/woven/knitted, documentation is being created. If the information isn't forthcoming, find new suppliers.

Fabricio Mancebo
Chief Brand Officer
Belda Lloréns



Regardless of size or experience, taking the first steps toward traceability can be both manageable and impactful. My advice is to educate and set clear objectives. Begin by educating yourself and your team about the importance of traceability in the fashion industry.

Map your supply chain and conduct a comprehensive assessment of your supply chain from raw materials to the final product. Engage suppliers and partners to establish open and collaborative communication.

Utilize technology and standards by leveraging blockchain, RFID or traceability software to track and record data at various stages of production.

Engage in transparent communication with your customers, and promote transparency by sharing information about your traceability efforts on labels, tags or QR codes on products to showcase their journey from source to shelf.

Collaborate with industry peers, sustainability experts

and organizations to share knowledge and best practices.

Set realistic targets to recognize that achieving full traceability may take time, especially for smaller brands or those new to sustainability. But remember to celebrate milestones and achievements in implementing traceability.

Nima Pauline
Chief Executive Officer
ECM Textile Plastics & Recapture, Inc. and Eco Culture Manufacturing, Inc.



By implementing tracking systems, fashion brands can provide greater visibility into the entire life cycle of a garment from design to disposal. This transparency empowers consumers to understand the environmental impact of their clothing choices.

The benefits of technology in fashion have revolutionized the fashion industry by enabling the tracking of garments throughout their life cycle. With installation and

application of technology at the point of manufacturing, this tracking system plays a crucial role in efficiently identifying and sorting recyclable garments. The technology ensures that they are properly recycled or re-circulated, minimizing waste and preserving resources. Additionally, technology facilitates the separation of different materials used in garment production, making it easier to recycle each component appropriately, avoiding landfill.

Carolina Sister Cohn
Global Marketing Leader for Textiles
Eastman/Naiia



It is important to have high and precise supply-chain standards and to work with certified and reliable partners. Today, when we talk about traceability, it is impossible not to think of advanced digital tools such as blockchain processes that make it possible to objectively, immediately and verifiably trace the origin of each component.

For example, one of our Naiia Sustainability Goals in 2020 was to have an advanced track and trace solution in place by 2022. By collaborating with TextileGenesis, we have met that goal.

Traceability has always been a priority for us. We only use pulp from responsibly managed pine and eucalyptus forests and plantations, a process that is fully traceable and naturally involves replacement and replanting as certified by the FSC Chain of Custody.

We also hold the Canopy Dark Green Shirt certification, which ensures that we do not source from ancient and endangered forests.

Saqib Sohail
Responsible Business Projects Lead
Artistic Milliners



Global mass production, scattered supply chains, multiple stakeholders and a lack of legal guidelines pose a great challenge to sustainable sourcing and product claims. Traceability is vital to ensure integrity of product origins and claims, locate inefficiencies, improve production, and mitigate financial and reputational risks.

The most important objective is to understand the origin of the source material(s) and design a traceability approach accordingly. Backward traceability, where the tracing starts after production is shipped, is counterproductive. For all business sizes, fiber-forward traceability is the solution of choice. The first step is to start by tracking fiber from its origin and tracing the journey throughout the process. This is followed by understanding and implementing the alignment of traceability and the business's needs; for example, checking any due diligence laws or custom requisitions, etc.

It helps to address the larger blocks first, like establishing traceability based on the region and then moving upstream

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Discover Turkish Fashion

For Brands: Visit the Turkish Lounge
at North Hall #85221
For Sourcing: Visit the Turkish Pavilion
at Central Hall #64300

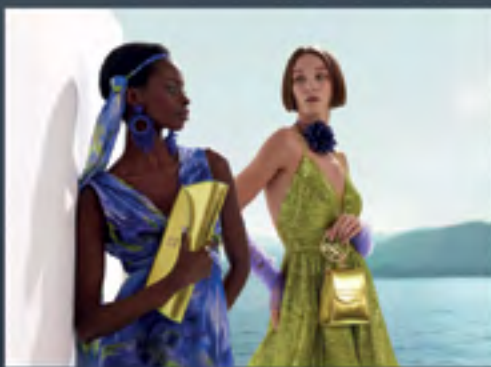


Türkiye





Discover Turkish Fashion



Türkiye



National Textile and Apparel Sourcing Trade Shows Launch in Los Angeles

By Kelli Freeman *Contributing Writer*

Two preeminent East Coast textile and apparel sourcing trade shows made their debut in Los Angeles July 25–26. **Messe Frankfurt**, organizer of **Texworld New York City** and **Apparel Sourcing New York City**, launched **Texworld Los Angeles** and **Apparel Sourcing Los Angeles** at the **California Market Center** in downtown L.A. A second well-known show, **The Fabric Shows**, with editions in Dallas, New York, Philadelphia and San Francisco, held its first-ever **Los Angeles Fabric Show** at downtown's **The New Mart**.

Three shows in one

Texworld Los Angeles and Apparel Sourcing Los Angeles offered attendees three shows in one: textile, apparel and print-source exhibitors featuring textile design as well as color and trend services. West Coast buyers had access to a strong showing of international textile manufacturers and suppliers from 17 countries including the U.S., China, Canada, France, India, Turkey, Spain and Vietnam.

“There was an overwhelming desire from exhibitors and local buyers to bring our international sourcing trade show to the West Coast,” said Jennifer Bacon, vice president, fashion and apparel shows, Messe Frankfurt Inc. “The smaller format that we provided was an instant success and gained lots of positive feedback from both sides.”

Featured were the **Lenzing** Textile Pavilion, with finished apparel, contract manufacturing and private-label development for ready-to-wear and accessories, plus a trend section curated by Kai Chow containing four categories: Virtue, an organic feel in beiges and browns; Post-Classic, with an updated version of preppy plaids; Nostalgic floral prints with vibrant pattern play; and Mesmeric, glitzy, moody prints with a combination of deep shading and soft colors.

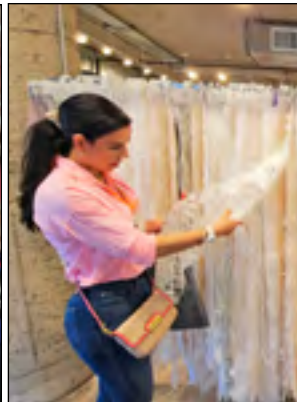
The Lenzing seminar series included topics from the **Doneger | TOBE** trend presentations to the future of textiles, where experts discussed alternative materials such as micro-fiber and natural-based polyester and the continued rise in consumer awareness and higher demand for improved perfor-



KNC Denimali



Lenzing seminar



Spirit Lace



Mond Lace Textile Inc.

mance without hurting the environment or sacrificing sustainability. The consensus was that there needs to be a concerted effort on all levels to ask the tough questions of what is truly sustainable and having the proof to back up those claims.

Martin Flora, founder and president of global business development at **Green Theme Technologies Inc.** in Albuquerque, N.M., said that the fashion industry is not shrinking but that it's the “Wild West” right now with a lot of opportunity for companies to learn and get into the game. “If you produce a synthetic product that is compostable, you have to ask yourself, ‘How much energy is going into producing the product, how long is that product going to last, and is it worth the energy and the carbon used to generate and build the product?’”

“Biodegradability means it's going to disintegrate, and compostability is that it will disintegrate and add positive nutrients back into the environment for the rebirth of new organisms,” said Erica Redd, business development manager at Lenzing Fibers, Inc. “Everything that is compostable is biodegradable, but everything biodegradable is not compostable.”

“We will be back in 2024! Date and time TBD. Now that we have experienced the first edition, we have further knowledge on what the market is looking for and we aim to bring it!” said Bacon.

Meeting the need

The Los Angeles Fabric Show featured American, Canadian and European textile and trim suppliers with global production including Made in USA, low minimums, stock programs, and small- and large-lot production in the Americas.

“We launched the show now because most of our exhibitors in New York wanted us to come to Los Angeles,” said Susan Power, producer of The Fabric Shows, who noted the dates were chosen to make it more convenient for buyers who wanted to attend both textile shows. Participants were happy with the location, layout and convenience.

The list of exhibitors included **Lafayette**, **Mond Lace**, **Spirit Lace**, **Subbarow** and **Zentex**. “I've always found that some of the very large names in the industry do their small lots here, so I like to make it more convenient for the buyers who sometimes need larger quantities from Asian production and some domestic with lower minimums. We service both.”

The show held seminars from “Local vs. Offshore Ethical Production” to “Key Factors for Successful Sourcing in Today's Marketplace” plus the featured presentation, “AW24/25 Trend Overview” by **Trendhub**.

Power noted that she looks forward to the Los Angeles Fabric Show returning to The New Mart in early 2024. ●

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Artistic Milliners

Pretty Paisleys

Every part of the world has contributed something to fashion's global encyclopedia, and Persia is no exception for it gave us the ancient pattern known as paisley. The name, however, comes from a Scottish town where the designs were first replicated. That was centuries ago, and paisley is still inspiring textile designers.



Robert Kaufman Fabrics



Artistic Milliners



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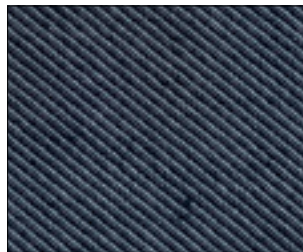
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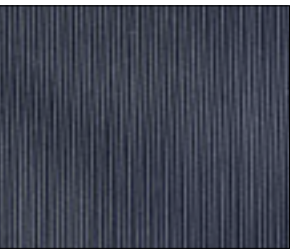
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Kurubo/Artisan Cloth



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Hangzhou Meho Textiles Co., Ltd./BFF Studio

Tropical Getaway

The tropical prints you can expect to see next summer celebrate escape to exotic climes but with added punch—and not the kind you find mixed with rum and served with a paper umbrella. Think digital brights, ripple effects and bursts of neon in addition to classics with an emphasis on yellow and pink.



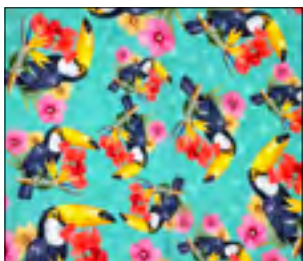
Studio Lab K

Check These Out

The checks, plaids and stripes grouping will give a fresh feel to warm weather dress-up. "Suit up, but in a new way" is the mantra here, and the vibe is definitely away from tradition. You'll see these patterns in knits and wovens and with variations on classic madras patterns. Crochet-inspired patterns also belong to this category.



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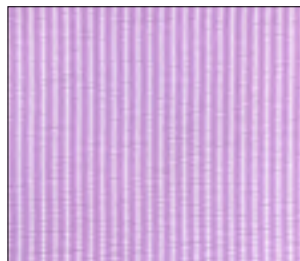
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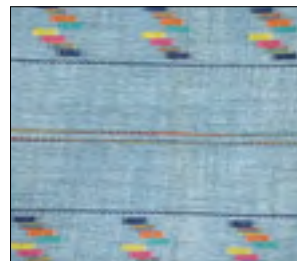
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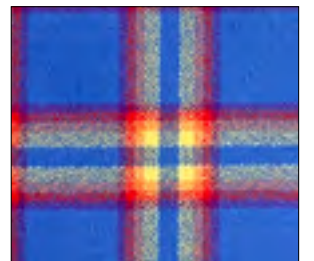
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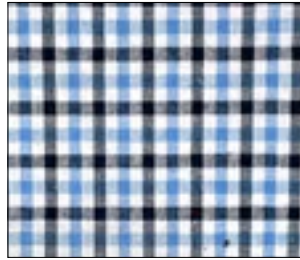
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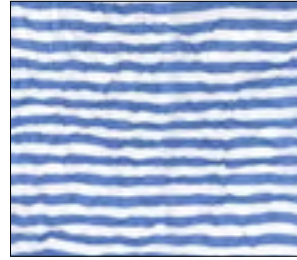
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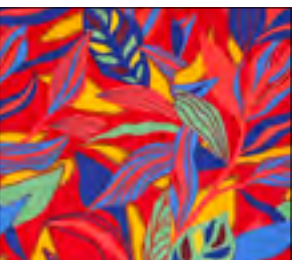
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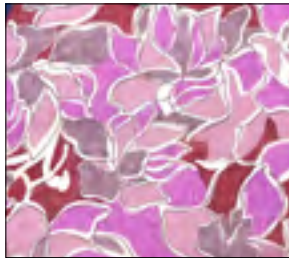
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Stock Designer
Colors



Floral Bouquet

If it's been ages since you went and gathered wildflowers from a field, the new florals will have you packing a picnic and putting on your straw hat and, of course, appropriate prints. The new florals have folk, foliage and garden vibes. Inspiration music: "We'll Gather Lilacs" by Ivor Novello.



Confetti Fabrics/KMS Group

Ethnicities

Indigenous prints have a way of working themselves into even the stodgiest wardrobes, for how else to explain the mid-century craze for weekend batik among gray-flanneled working stiff? Today's ethnic prints can serve as a perennial reminder that there's more to life than checking phone and email.



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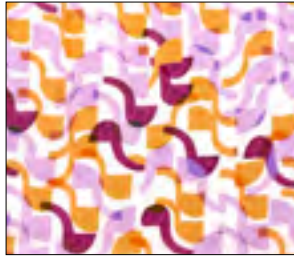
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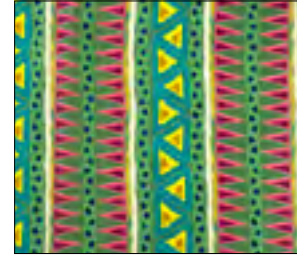
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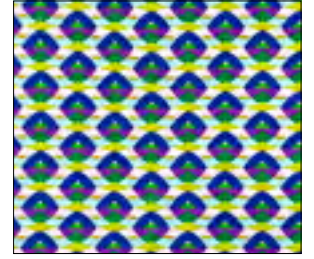
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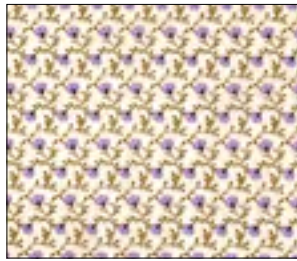
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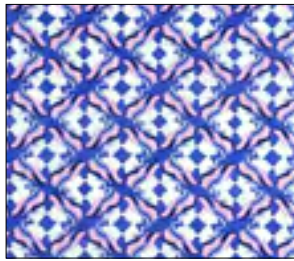
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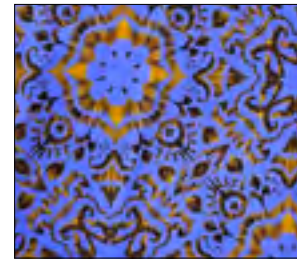
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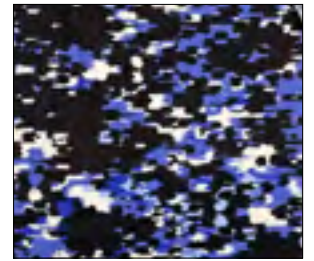
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Casablanca

Colorful Knits

Summer 2024 will have a precise palette, according to predictions from WGSN and Coloro. One of the color families is called Radiant Red and conveys dynamism and energy. That's quite in contrast to the soothing shades of violet, lavender and purple, high-vibe hues that have been considered spiritual for centuries.



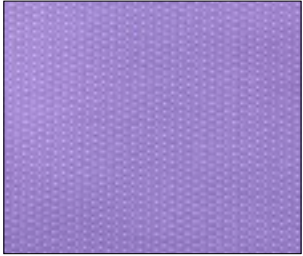
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Pucci Please

There's a certain kind of print for which all words fall flat save for "Pucci-esque." They derive from famed Italian designer Emilio Pucci, who was born to an aristocratic Florentine family and earned a Ph.D. in political science. His signature prints go back to the '50s and have been in style ever since.



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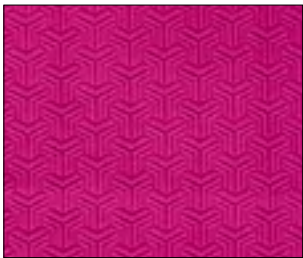
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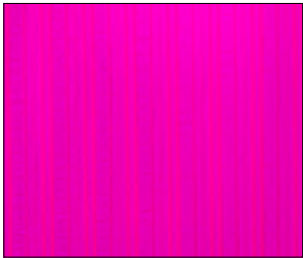
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INDUSTRY FOCUS: TRACEABILITY

As conversations covering fashion sustainability focus on the origin and life cycle of goods, from farm to closet, how can a brand of any size or designer of any experience level take the first steps toward implementing traceability?

Traceability *Continued from page 11*

Sucharu Uppal
Joint President, Brand & Retail
Birla Cellulose

from tier 1 to 2, 3, 4 and 5. This will be achieved by slowly building presence and training teams adequately to truly understand the need for traceability.

Alexa Steiner
Head of Sustainability and Recycling
SuperCircle



It is becoming strategic for fashion companies to proactively map out their supply chain to identify risks in terms of green claims or forced labor and help prove compliance with relevant environmental or employment laws



The first step toward traceability starts with thinking about not just where garments are coming from or who they are made by but also thinking about where they are going for end-of-life.

Fashion has been focusing for the better part of a decade on traceability at the beginning of a garment's life cycle—the "cradle to gate" portion. SuperCircle is trying to shift that focus to the back half of the life cycle and create transparency and traceability around what happens to a garment when the consumer is finally done with it—or the "gate to cradle" portion.

Transparency and traceability mean thinking about how the full life cycle of a garment can be tracked and reported on with the ultimate goal of fewer textiles ending up in landfill or being sold off to markets that do not need them. The industry needs to think about end-of-life first, and we see this as the best first step for brands and designers.

in due time.

Traceability is also the first step toward transparency. Companies big or small must map their supply chains end to end—full traceability of its tier 1–4 supplier list: the garment maker, fabric processor and weaver or knitter, yarn maker and raw-materials supplier.

While most companies know their immediate suppliers, they need to deep-dive into the source. Raw material is the no. 1 problem in the value chain for relative impact on biodiversity and CO₂ along the apparel value chain—land use, water use, energy consumption, chemical pollution. By endorsing sustainable and circular fibers, brands big and small direct their supply chains toward these preferred fibers and provide the momentum required.

In the near and medium term, this is likely to drive the adoption of blockchain technology and end-to-end supply-chain mapping among fashion players big or small.

QR codes or digital passports will help direct customers to information on garments' composition and the place where they were produced so consumers can make their own informed decisions as opposed to the brand making claims that could potentially be challenged. ●

**Responses have been edited for clarity and space.*



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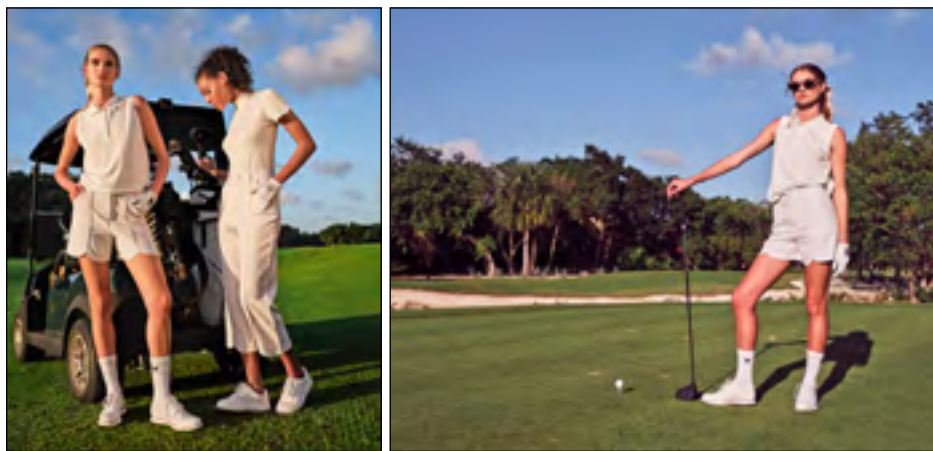
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A. Putnam Hazards the Apparel Industry With New Golf Collection

By Christian Chensvold Associate Editor

The apparel industry is difficult enough as it is, but entering it now—with all the supply-chain issues as well as overall unpredictability governing American life in the present moment—you’d have to be all but crazy. Like trying to hook a golfball around a tree to reach a putting surface surrounded by water on all sides—in other words, something that’s 10/10 in difficulty, with no margin for error.

And yet that’s practically what Ali Putnam did. After studying supply chain and logistics (a helpful degree to have) at **Syracuse University**, she went on to a successful corporate career while becoming the mother of no fewer than five boys. She entered the treacherous waters of the apparel industry with a laser-targeted vision for a contemporary women’s golf collection that would take minimalism to the max. And all things considered, her debut was like a drive on the first tee that finds the fairway, and she’s already on to making more great shots.

The *California Apparel News* caught up with Putnam to learn more about her new line and share her inspiring tale with other would-be entrepreneurs pondering new ventures for the back nine of life.

CAN: How did you get the ball rolling, so to speak, on launching a golf brand?

AP: I found a course online on how to launch a sustainable-clothing line, then found a design-production house to help me. We got the whole thing running in less than a year to meet the deadline of unveiling at the January 2023 PGA Show.

CAN: How was the show?

AP: It went really well. We walked away with about 30 accounts, including clubhouses at some of the best golf courses in the U.S. We priced ourselves at a more luxury point—tops are \$130, dresses are \$260, and a blazer is \$350—and found it resonated with clubs that still have a more-formal dress code. So we landed exactly where we wanted to.

CAN: It’s one thing to want to launch a fashion line and another to do what you’ve

done. Why golf?

AP: I hated shopping for golf clothes. It felt like there was never a brand that spoke to my style, which is minimalistic and modern—almost a Parisian clean aesthetic. I thought it was sad there wasn’t something that checked these boxes.

CAN: And why was it important that the collection be versatile?

AP: Looking at how I buy my own clothes, I purchase more neutrals for the flexibility that allows me to wear them for multiple purposes and that are easy to blend. It also comes from being just a very busy person! As for that sustainable-clothing course I took at the beginning, I feel like right now I don’t have to check everything, and my way of being sustainable is consciously designing clothes that are minimalist and versatile so you can get more out of the garments, and the quality gives longevity to the pieces.

CAN: What’s been your biggest lesson so far?

AP: To use a sports analogy, you could say we came in flat-footed at the PGA in January. We probably should have prepared Fall/Winter. It was a shock, and I said, “Oh no, we’ve got some catching up to do” so that in the upcoming shows we would be coming to the table with the right collection that they’re shopping for. So lately we’re just getting product into hands and sending out samples to wholesale accounts to get the ladies who work in the pro shops outfitted in A. Putnam to see how the customers like it. So a lot of the initial inventory has gone into marketing.

CAN: But overall it sounds like you feel you had a successful start? And that you’ve shown it’s possible to have a career and family and then enter a niche market of the apparel industry later in life and actually have it go pretty well?

AP: That’s very accurate. When you step back and look, it’s actually a pretty cool story. Take a passion and run with it. There are a lot of challenges, but also it doesn’t feel like work to me. I found the thing that energizes me. ●






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Los Angeles Apparel

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Organizations Istanbul Apparel Exporters' Association/ITKIB

www.ihkib.org.tr/en
Istanbul Apparel Exporters' Association (IHKIB), established in 1986 under the auspices of Türkiye Exporters Assembly, has become a key driving force behind Turkey's thriving apparel export industry. The primary goal of IHKIB is to enhance Türkiye's export capabilities in the apparel sector while promoting the industry on the global stage. Additionally, the association provides comprehensive support to its members in all trade-related activities and aims to further the common interests of the industry at both national and international levels, including governmental platforms. IHKIB is at the forefront of increasing the value-added apparel export capability of Turkish apparel. IHKIB works on projects funded by the European Union, the Ministry of Trade of Türkiye, and the United Nations. IHKIB arranges national participation in prestigious international fairs such as Who's Next, Pure London, CPM Moscow, Magic Las Vegas, Coterie NY, CJF, CAF, Interfiere, and Salon De La Lingerie. These platforms serve as opportunities to showcase Turkish apparel to world markets. Visit us at the Sourcing@ Magic booth #64300 and Magic Men's North Hall booth #85221 on Aug 7-9, 2023.

Pakistan Pavilion

Trade Development Authority of Pakistan
tdap.gov.pk
[@official_tdap](https://twitter.com/official_tdap)
Consulate General of Pakistan, Los Angeles
pakconsulatela.org/
[@PakinLosAngeles](https://twitter.com/PakinLosAngeles)
The Trade Development Authority of Pakistan (TDAP) and the Consulate General of Pakistan in Los Angeles have been working together

to promote trade between Pakistan and the USA at the West Coast. The participation of 27 Pakistani Textile, Apparel, Sportswear, Denim, Leather and Footwear companies at the Pakistan Pavilion at Sourcing at MAGIC running Aug. 7-9 is a significant opportunity for them to connect with potential buyers and expand their business in the US market. These companies will be able to showcase their latest collections, innovative designs, and high-quality products to a wide range of international buyers. Pakistan is known for its expertise in textile and apparel manufacturing, and this exhibition will provide a platform for Pakistani companies to demonstrate their capabilities and establish business relationships with international buyers. It will also help in promoting Pakistan as a reliable sourcing destination for the US fashion industry. The TDAP and the Consulate General of Pakistan in Los Angeles are committed to supporting Pakistani companies in their export efforts and facilitating trade between Pakistan and the USA.

SEAMS

seams.org
SEAMS is the Association and Voice of the U.S. Sewn Products Industry for over 50 years. The SEAMS Members consist of over 220 of America's foremost fashion brands, retailers, manufacturers, textile providers, and technology partners in the industry. Supercharging the American Supply Chain, SEAMS is the most relevant force and go-to resource shaping the growth and resurgence of MADE IN AMERICA. SEAMS offers members networking opportunities, is a resource center for selling and buying product and services, and is the home of the industry's only Power Search, sourcing tool. Join the SEAMS' MADE IN AMERICA movement and benefit from our membership with inspiration, innovation, industry intelligence and many opportunities to grow your business and gain profitability.

Supply Chain UVSTACKS

www.uvstacks.com
UVSTACKS INC. offers a comprehensive suite of solutions designed to empower brands and retailers in optimizing their operations and maximizing profit margins. Here's how UVSTACKS can help businesses achieve stronger, higher margins: Cost-Effective Sourcing, Supply Chain Efficiency, Low-Cost Shipping and Fulfillment direct from India, Margin Analysis and Pricing Strategy, Customs and Duties Expertise, Technology Integration. In essence, UVSTACKS INC. acts as a strategic partner, collaborating with brands and retailers to identify areas of optimization across the entire value chain. By implementing efficient processes, leveraging technology, and offering valuable insights, UVSTACKS empowers businesses to achieve stronger and higher profit margins in a competitive market. Ready to Learn More?

Trade Shows Atlanta Apparel

www.Atlanta-Apparel.com
Atlanta Apparel is the largest apparel market on the East Coast, offering thousands of contemporary women's, men's, children's, and accessories lines all together in one location at one time. Through five markets throughout the year, it features an expansive—and growing—product mix, including contemporary, young contemporary, resort, fashion jewelry, fine jewelry, shoes, handbags, and more showcased in permanent showrooms and temporary exhibition booths. Attendees in April and August can also experience the concurrent

Formal Markets social occasion event that spans three full floors of showrooms and temporary exhibitors.

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 Apparel & Accessories Market on Aug. 23-26 and Oct. 24-27.

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 Dallas Fabric Show running Oct. 18-19 at the Dallas Market Center and San Francisco Fabric Show running Nov. 19-20 at the San Francisco Hilton Financial District.

Formal Markets

www.FormalMarkets.com
Experience this marquee social occasion event three times a year, twice in Atlanta and annually in Las Vegas, for a wide array of styles including bridal, prom, homecoming, mother of the bride, wedding party, evening, quinceañera, men's formalwear, accessories and more. Atlanta events run concurrently with expansive general apparel markets that offer sourcing across 11 additional floors of women's, men's, and children's apparel and accessories.

IFJAG

info@ifjag.com
www.ifjag.com
IFJAG trade shows feature fashion jewelry and accessories from around the world with over 100 manufacturers or direct importers showing exclusive designs to IFJAG's unique venue of private showrooms which offer buyers a professional environment. The upcoming Las Vegas show is Aug. 5-8, 2023. Preregister 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. In addition, IFJAG looks forward to seeing you at their fall Orlando Show Oct. 16-18, 2023.

Las Vegas Apparel

www.LasVegas-Apparel.com
ANDMORE, producer of Atlanta Apparel, presents Las Vegas Apparel. Buyers and exhibitors can come together Aug. 6-9 in sunny Las Vegas at the Expo at World Market Center Las Vegas to do business in our industry's growing categories of young contemporary, accessories, and more, plus buyers can visit gift showrooms on campus for even more buying options. Get an exclusive look at apparel's new home on the West Coast where show organizers are

extending the hospitality you know and love all the way to Las Vegas.

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Ranger Group

www.rangergroup.com
The Ranger Group comes from three prominent textile companies operating in different spheres—L. Davis Textile, Moulage Ranger and TexFab. The combined group shows different specializations for three generations of the Ranger family, who have been in business for over forty years. Ranger specializes in the molding of various materials: polyurethane foam, textiles, fiber and plastic materials with a range of products such as bra cups, bathing suits and protective masks, to only name a few. The know-how and the expertise of the Ranger team gives customers a production capacity that is efficient and flexible, for small or large lots, always maintaining a superior level of quality. From the creation of models to recycling textiles, through to clothing conception, the Ranger Group is a trusted expert in textile processing. Among the services Ranger offers are sewing, cutting, pattern services, pattern printing service, sampling, silk-screening, embroidery and molding.

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The Fabric Shows

Dallas Fabric Show

Dallas Market Center

October 18 & 19, 2023

San Francisco Fabric Show

San Francisco Hilton Financial District

November 19 & 20, 2023

Dallas • Los Angeles • Miami • New York • San Francisco

Additional Dates & Locations to Be Announced

TheFabricShows.com / [@TheFabricShows](https://twitter.com/TheFabricShows)

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