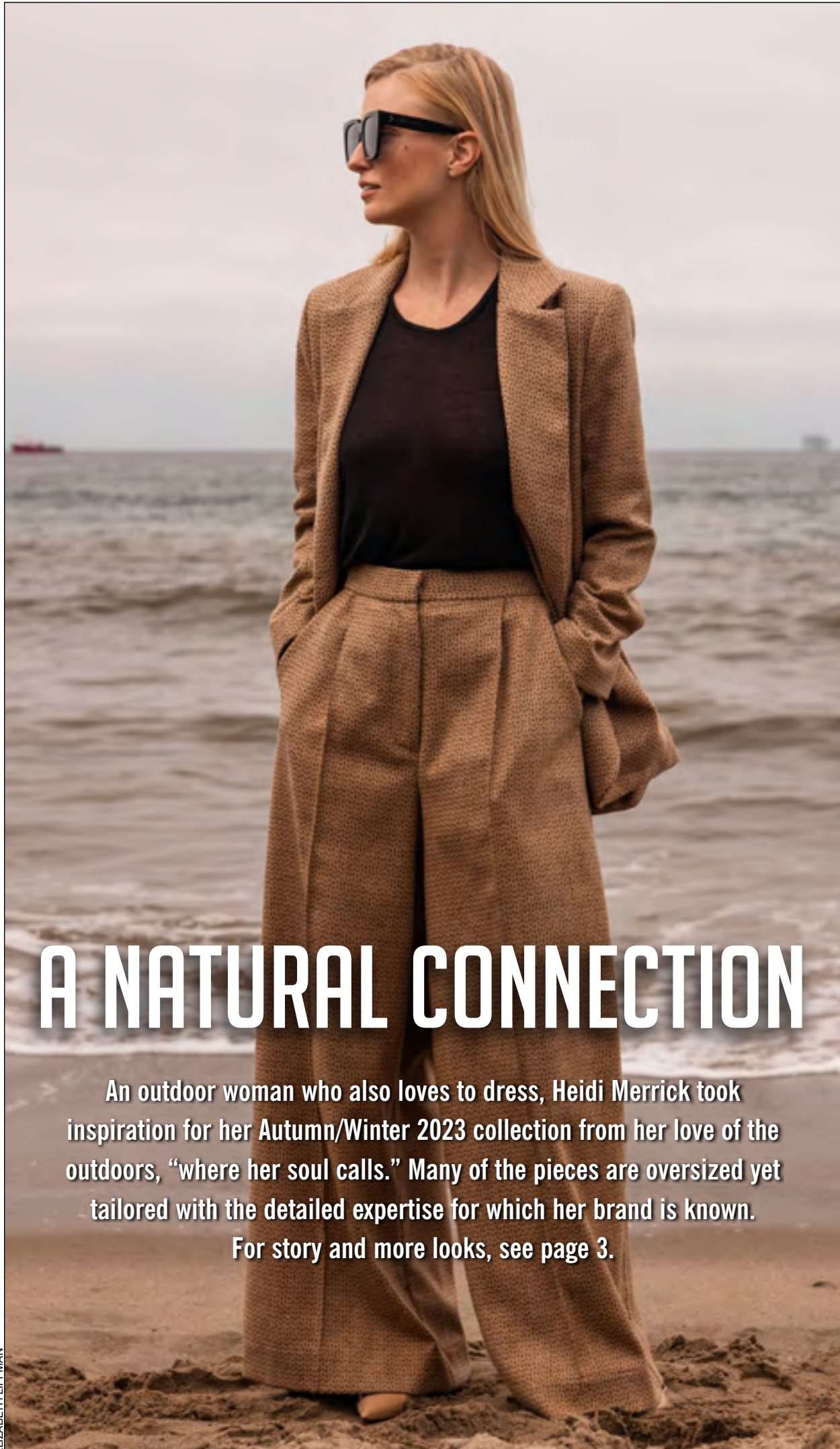


# CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR 78 YEARS

\$3.99 VOLUME 79, NUMBER 13 SEPTEMBER 8, 2023



## A NATURAL CONNECTION

An outdoor woman who also loves to dress, Heidi Merrick took inspiration for her Autumn/Winter 2023 collection from her love of the outdoors, “where her soul calls.” Many of the pieces are oversized yet tailored with the detailed expertise for which her brand is known.

For story and more looks, see page 3.

ELIZABETH LIPPMAN

### TRADE-SHOW REPORT

## And Just Like That ...

By Betsy Zanjani *Contributing Writer*

**Las Vegas Fashion Week** took place Aug. 5–10, where the city was hot with haute style. From the streets to the show floors, temperatures soared, and buyers arrived ready to write. Fashion was ablaze with acid brights, metallic colors, hi-shine satins and lots of shimmer for the seasons’ dopamine dressing. Must-haves included the latest summer knits, as crochets and open weaves were the ultimate trend in women’s, men’s and accessories.

Kicking off **MAGIC, Project and Sourcing at MAGIC** at the **Los Vegas Convention Center** was Martha Stewart delivering the keynote address. That night, Ludacris kept the heat going at **Zouk Nightclub**.

Quick delivery was the hot topic at **IFJAG**, held at the **Embassy Suites**, and at **OffPrice** at **The Venetian Expo** cash and carry was getting lots of action.

Good news traveled fast with the announcement of the co-location of **Las Vegas Apparel** and **Womenswear in Nevada** at the **Expo at World Market Center** for next February.

➔ **Vegas coverage** page 4

### RETAIL

## Getting a Handle on the ‘Smash and Grab’ Epidemic

By Christian Chensvold *Associate Editor*

“Shrink” is retail-speak for inventory lost to shoplifting. And shrinking, you could say, is expanding—quite dramatically.

Last month, **Nordstrom** shuttered its San Francisco location, where it had stood for 35 years. Announcing the closure in May, Nordstrom officials said the “dynamics of the downtown San Francisco market have changed dramatically over the past several years, impacting customer foot traffic to our stores and our ability to operate successfully.” And word on the street, from coast to coast, is that shoplifting is up dramatically, with a new video going viral almost daily.

➔ **Retail** page 3

### INSIDE

Where fashion gets down to business<sup>SM</sup>



2



12

WGSN report on fashion influencers ... page 2

SHEIN/Forever 21 join forces ... page 2

CALA and ATSC trade-show reports ... page 10

Catherine Gee's bigger Santa Barbara store ... page 12

Resource Guide ... page 14

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

# WGSN Releases Report on the Future Influencers of Fashion

Who dictates fashion? Magazines, celebrities, people on the street? In the future that's just around the corner it may very well be robots who could reign as the greatest fashion dictators of all time.

WGSN has released a new report entitled "Multidimensional Tech for Fashion," which examines the integration of multidimensional technologies in fashion and how they are "rapidly evolving and cross-pollinating, progressing toward a multi-layered future." Included in the 14-page study by the trend-forecasting company is the role of AI, the controversial computer intelligence that is poised to make its presence felt in every aspect of life.

"Despite being notoriously slow in adopting advancements, the industry is now showing signs of major progression," write the report's authors. "Technology is viewed as an ally with the potential to solve systemic industry pain points such as overproduction, waste, environmental pollution and worker exploitation."



The "Multidimensional Tech for Fashion" report includes such topics as AI fashion, digital reality fashion and robotic wear.

But beyond production enhancements, the most interesting albeit still largely speculative aspects of the report involve what it calls generative AI fashion, digital reality fashion and robotic wear.

"The ability of GenAI to assist fashion designers in the ideation process by offering a variety of new design suggestions enables them to break away from repetitive pat-

terns and explore new design possibilities," according to the report. "However, the role of GenAI in fashion is not to replace human creativity but to augment it. Designers still play a crucial role in interpreting and refining AI-generated designs, ensuring they meet brand aesthetics, cultural appropriateness and marketability."

As for the umbrella of trends that fall under extended reality, "new technologies offer an immersive experience that extends beyond the physical characteristics of fashion items," the report argues. "They create an additional layer of engagement, allowing users to interact with fashion products in a more profound, meaningful and personalized way."

And finally comes robotic wear, in which the lines between biological human and technological apparatus disappear. "Robotic clothing is pushing the boundaries of fashion, engineering and human potential, moving us closer to an Iron Man reality where apparel can amplify our capabilities and make us superhuman."—*Christian Chensvold*

## RETAIL

# Forever 21 and SHEIN Create Fast-Fashion Force Through Partnership

Forever 21 parent company SPARC Group and global online lifestyle marketplace SHEIN have entered into a partnership that will bolster the Los Angeles fast-fashion retailer's e-commerce reach and allow the Singapore-based e-tailer to test bricks-and-mortar experiences.

SHEIN acquires approximately one-third interest in SPARC Group, which includes Authentic Brands Group and Simon Property Group, through the partnership. The deal also establishes SPARC Group as a minority shareholder in SHEIN.

Leaning into SHEIN's vast e-commerce capabilities, SPARC Group will expand its brands and afford the digital tools that Forever 21 has needed to grow. The SHEIN platform currently serves 150 million users through its e-commerce offerings.

Since it acquired Forever 21 for \$81 million in February 2020, SPARC Group has taken steps to fortify the fast-fashion retailer's online reach through a number of steps such as executive appointments of digital leaders, including current CEO Winnie Park, who secured the top leadership role in February 2022.



The deal grants SHEIN approximately one-third interest in SPARC Group. It also establishes SPARC Group as a minority shareholder in SHEIN.

"We are excited for the partnership with SHEIN as it reflects our shared vision of providing customers with unparalleled access to fashion at affordable prices," said Marc Miller, CEO of SPARC Group, regarding the Aug. 24 deal. "By working together we will provide even more innovative and trendsetting products to fashion enthusiasts around the world."

The partnership will allow SHEIN to step beyond its digital platform by testing the waters in physical retail through experiential offerings, including shop-in-shops and return-in-store, within Forever 21 locations in the United States.

"SHEIN is thrilled to have SPARC Group as a partner and minority shareholder, and we look forward to finding new ways to delight our customers through the potential of this partnership," said Donald Tang, SHEIN's executive chairman. "The powerful combination of Simon's leadership in physical retail, Authentic's brand-development expertise and SHEIN's on-demand model will help us drive scalable growth and together make fashion more accessible to all."—*Dorothy Crouch*



Working Capital Solutions  
Tailored for your business

- + New York
- + Los Angeles
- + San Francisco
- + Charlotte
- + Chicago
- + Washington D.C.
- + London
- + Glasgow
- + Sydney



Whiteoakcf.com/commercialfinance  
info@whiteoakcf.com

**POSTMASTER:** Send address changes to: CALIFORNIA APPAREL NEWS, Customer Service, 127 E. Ninth St., Suite 212, Los Angeles, CA 90015. **CALIFORNIA APPAREL NEWS®** (ISSN 0008-0896) Published by TLM PUBLISHING INC. APPAREL NEWS GROUP Publishers of: **California Apparel News®**, **Market Week Magazine®**, **New Resources®**, **Waterwear®**, **New York Apparel News®**, **Dallas Apparel News®**, **Apparel News South®**, **Chicago Apparel News®**, **The Apparel News (National)**, **Bridal Apparel News®**, **Southwest Images®**, **Stylist®** and **MAN (Men's Apparel News®)**. Properties of TLM PUBLISHING INC., The New Mart, 127 E. Ninth St., Suite 212, Los Angeles, CA 90015, (213) 627-3737. © Copyright 2023 TLM Publishing Inc. All rights reserved. Published weekly except semi-weekly second week of July. Periodicals Postage Paid at Los Angeles, CA, and additional entry offices. The publishers of the paper do not assume responsibility for statements made by their advertisers in business competition. Opinions expressed in signed editorial columns or articles do not necessarily reflect the opinions of the publishers. Subscription rates: U.S.: 1 year, \$89; 2 years, \$140. Foreign: \$180 U.S. funds (1-year subscription only). Single-copy price \$3.99. Send subscription requests to: California Apparel News, Customer Service, 127 E. Ninth St., Suite 212, Los Angeles, CA 90015 or visit [www.apparelnews.net](http://www.apparelnews.net). For customer service, call (213) 627-3737.

# Inside the Industry

N4XT Experiences co-founders Ciarra Pardo, Imad Izemrane, Marcus Ticotin and Keith Abell have announced the return of LA Fashion Week, scheduled for Oct. 18–22 at NYA Studios in the heart of Hollywood. LAFW will push creative boundaries over the course of five days, featuring a mix of innovative fashion presentations, runway shows, interactive activations, parties and more. The event will also see the return of N4XT Chats, a series of panels, master classes and fireside chats exploring a range of industry topics. Building on the success of last year's event, LAFW 2023 is primed to make a significant impact on the city's cultural scene.

FashionNXT has released the names of the finalists of the UpNXT Emerging Designers Accelerator, who will compete at the runway finale on Oct. 6 in Portland, Ore., the opening night of 2023 FashionNXT Week. UpNXT is the premier fashion accelerator program on the West Coast that helps catapult emerging designers into successful careers, including mentorships through the FashionNXT Incubator. All finalists will be led through an incubator program that focuses on topics within the industry, and the UpNXT winner will be decided by attendees and judges at the runway finale. The winner's prize package is curated to boost the talented designer for an 18-month period and includes a cash prize, promotions and retail relationships, culminating in a full runway show at the following year's event.

The Lenzing Group has launched Lenzing ECOVERO with REFIBRA technology at this year's Intertextile Shanghai Apparel Textile Fair and Trade Show. Building on the success of TENCEL lyocell fibers with REFIBRA technology, the expansion will help Lenzing increase the overall post-consumer content in its products, highlighting its ongoing stride toward the transition to a circular economy in textile and fashion with its innovative, future-proof solutions. "As climate change compels eco-conscious living, Lenzing collaborates with the industry to forge a future defined by collective engagement and systemic change, steering us toward a circular economy," said Florian Heubrandner, executive vice president global textiles business at Lenzing. "This new offering empowers like-minded fabric mills, garment manufacturers and consumer brands to embark on this transformative journey, breathing new life into post-consumer textile waste."

Z Supply, based in Costa Mesa, Calif., has announced the appointment of industry veteran Erika Klein as its first-ever chief communications officer, a newly created position reporting to President Mandy Fry. As the company continues expanding the Z Supply brand as well as its Z Supply Foundation, executives are implementing a restructuring plan in preparation of exponential growth. Klein will be responsible for all corporate communications, media relations, community partnerships for the company, as well as philanthropy through the Z Supply Foundation. She will also continue to work closely with the company's public-relations agency, Shout Public Relations, which she founded 26 years ago. Klein moves from her role as the company's chief marketing officer, in which she served over the past six years.



ELIZABETH LIPPMAN

## Heidi Merrick A/W 2023 Takes Cues From Sporting Dress of a Bygone Era

For Heidi Merrick, the outdoors is important, yet fashion is also central to her world. Her expertise is in blending the two.

When Merrick talks about her daily schedule, it often includes many moments spent outdoors, yet she also embraces smart dressing.

“I am an outdoor woman who loves to dress. I surf. I fly fish. I have an apple farm. I am not comfortable inside. I relate to being outside. That’s where my soul calls,” said Merrick, who lives in Carpinteria, Calif. “I might not go into my studio or have an appointment, but every day I am going to be outside with my dog, check to make sure there is no surf or go by my farm, and I still dress beautifully.”

The designer focused on a smaller drop when developing her Autumn/Winter 2023 collection for the **Heidi Merrick** brand, which is made in Los Angeles, and available at [heidimerrick.com](http://heidimerrick.com) and at the brand’s Summerland, Calif., flagship.

“Pieces that transition in your wardrobe from a statement piece in the beginning but are basic enough to continue as classics” is the way Merrick explains it. “The basis for my drops is to help women build their wardrobes as the seasons

go. A dress you buy in August I want you to wear as a winter white later.”

The vision for Autumn/Winter 2023 was inspired by a forest setting, which the designer referenced as “earthy,” with teatime in a cottage atmosphere. Many of the pieces are oversized yet tailored with the detailed expertise for which Merrick’s brand is known.

“An oversized sleeve is very cool, but women want to feel sexy especially on top,” said Merrick. “The big sleeve is something that is coming back. It’s sort of boyish. It’s you in your extra, extra-large T-shirt. A big T-shirt sleeve is the inspiration, but I wanted it to be dressed. I wanted it to have air. I wanted it to feel tailored. A laser-cut detail solves that for me.”

Denim also appears in the collection with the wide-leg Perrine pant, named for and made to fit one of Merrick’s in-house designers. The Ian denim jacket is a unisex style that Merrick developed on one of her employees—for whom the jacket was named—to achieve the rugged appeal of the rancher aesthetic.

“We were trying to get unisex looks that were good enough to be in my collection and would work for a man and a woman

working on a ranch,” explained Merrick.

When designing the Perrine pant, Merrick carefully planned the denim, knowing that she wanted to incorporate elements of 1940s oversized styles.

“I was thinking about how to get women to wear denim that doesn’t feel childish or soccer mommy,” said Merrick, “something that feels elegant that would be worn while walking in the country.”

New for Merrick this season is the Wallace oversized blazer in a hand-marled wool from India in deep brown and camel. The Marais coat was designed using the same textile and follows the oversized trend. A Heidi Merrick staple, the Hemingway pant, returns this season in the hand-marled wool fabrication and oversized silhouette with Merrick fortifying the construction.

“I always try to work toward being a woman who feels confident but also not ridiculous,” Merrick explained. “It’s realizing that where I am is special, and if my clothes fit that situation it’s bringing something to the world. The song of the individualist. Remembering who you are and where you are is enough.”—*Dorothy Crouch*

## RETAIL

### Retail *Continued from page 1*

So with “smash and grab” becoming part of the new-normal lexicon, the *California Apparel News* decided to reach out to the **California Retailers Association**, the trade organization based in Sacramento, Calif., that advocates on behalf of merchants. Rachel Michelin, president of the CRA, breaks down the current landscape, with advice to both shoppers and storeowners.

**CAN:** What seems to be the timeline of the rise in shoplifting?

**RM:** It’s been building gradually since 2014 when we passed Proposition 47, which took away the ability to aggregate up to a felony for petty theft with a prior. When it was a felony, it got people into diversion programs so there was a pathway for people who were stealing because they had addiction or mental-health issues. Also, these activities are now being promoted on social media, which I think has added to it. Flash mobs are something we hadn’t seen in the past. Finally, thanks to phone cameras, we’re now much more aware of the problem. But it is certainly spreading and not just in cities; it’s getting into the suburbs.

**CAN:** How would you characterize the problem in everyday language? How bad is it? Will shopping districts disappear? Where are we now?

**RM:** Walk into any store. You’ve got products locked up. Law-abiding citizens have to wait for products to be gotten for them. I said two years ago that if we don’t get a handle on this, national brands will leave, and no one believed me, but now look. Until we hold people committing crimes accountable for their behavior, we’ll continue to see stores making the decision to close. And it’s not just about making money



Rachel Michelin, California Retailers Association president

but also the safety of employees and customers. We’re having stores being called a nuisance for calling the police because of too much retail theft yet we can’t get laws passed to hold people accountable. And district attorneys, particularly in Los Angeles County, let people out in 24 hours for smash and grab. And for every large store you hear about, I guarantee three or four small retailers in that vicinity were hit as well. I was shopping with my daughter recently at a major mall, and we’re walking past armed guards. We shouldn’t have to do that. It feels like we’re trying to accommodate criminals.

**CAN:** Welcome to the world where everything is upside-down. Speaking of safety, what should those independent shops do these days? Accommodate the criminals?

**RM:** I know it’s hard to watch people committing crime, but don’t engage. They could be high on fentanyl or have mental-health issues. Just be a good witness and note defining characteristics. We don’t want employees or customers being put in harm’s way. Just relay the information to law enforcement.

**CAN:** What are you working on right now?

**RM:** We’re sponsoring legislation that tries to bring back consequences for behavior, but they’ve recently failed in the state assembly. We hope to have a bill on the ballot in 2024 that will bring back many of the pre-Prop 47 laws for retail theft and also encourage people to get help. Because what we see is a cycle of addiction, theft and buying drugs and we can’t stop the cycle.

**CAN:** What do the thieves do with all this merchandise? Put it on eBay and sell to innocent shoppers who think they’re getting a bargain?

**RM:** Some sell it on the street corner; other times it gets shipped to another state or even country. There are also organized-crime rings that are part of this whole equation who prey upon vulnerable populations by having them steal for them.

**CAN:** In regard to selling on the street, there’s an irony in that previously such goods were counterfeit while now they’re all too genuine.

**RM:** Yes, and I also think there’s a responsibility consumers have. If you truly want to help us get our arms around this problem, think twice. If you see a luxury bag being sold on the street for a steal, it probably is stolen. A lot is put on retailers, law enforcement and DAs, but I do think people have a responsibility to be an educated consumer. ●

Vegas coverage *Continued from page 1*



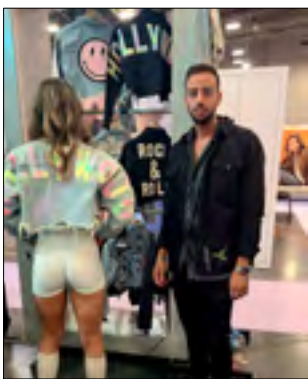
Azalea Wang



Boom Boom Jeans



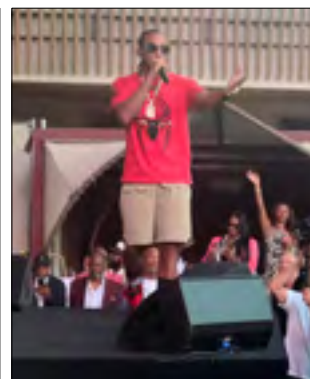
Q2



Trio Urban



Martha Stewart



Ludacris

**MAGIC brings back the magic**

There was a powerhouse lineup Aug. 7–9 at the **Las Vegas Convention Center** for **MAGIC Las Vegas**. The three-day showcase kicked off with a keynote by Martha Stewart and a range of celebrity speakers. Trends included the cultural phenomenon Barbiecore, extreme shine, denim on denim, digital lavender and a new wave of quiet luxury.

“Modern sportswear has seen huge growth and has moved front and forward in the show,” said Jordan Rudow, VP of MAGIC. “Additionally, the areas of home, beauty and wellness have become increasingly important.”

Buyer Stephanie Wise, creator of **Sip and Shop Wisely** of

Orlando, Fla., was shopping for her **Facebook**-live audience. “This business is the perfect way to communicate real time with my customers,” said Wise. “Live shopping is where it’s at!”

**Line and Dot**, new to MAGIC, was all about passionate pinks. Hot-pink minidresses and satin slipdresses were priced at \$65–\$68. Immediate delivery for Holiday included a fuschia velvet dress priced at \$81.

Los Angeles brand **VOY** designs for women with a strong sense of style. Ruffles were a major story here, where the ruffled sleeve has become its signature. Blouses were priced at \$18–\$30.

**Trio Urban** was started in Venice Beach, Calif., by designer and founder Idan Azoulay. Embellished and shredded jean

jackets started at \$35.

At **Boom Boom Jeans**, also from L.A., everything with shine was booking. The vegan metallic-leather flares were priced at \$12 and matching jackets at \$13.50.

**Q2**, started in Spain and now headquartered in Los Angeles, had a strong showing with this season’s digital lavender priced at \$15–\$30. Wholesale manager Pedro Marco said, “We do not do basics. We are all about special things.”

**Azalea Wang** was launched in 2019 in Chicago. “We are bold; we are disruptors,” said creator Erica Wang, whose celebrity following includes Carrie Underwood to Taylor Swift. Jackets were priced at \$50–\$150 and shoes at \$50–\$90.

**Connecting fashion with culture at Project**

**Project Las Vegas** exuded energy with three days of inspirational products, panels and experiences Aug. 7–9 at the **Las Vegas Convention Center**. From a celebration of hip-hop’s 50th to the 150th anniversary of **Levi’s** iconic 501s, attendees celebrated style.

“The Project Women’s floor highlighted a strong assortment of brands, with 35 percent new to the show. The addition of West Coast showrooms has been essential to our growth, with these new brands being a driver in attracting our target retailers,” said Jordan Rudow, VP of **MAGIC**.

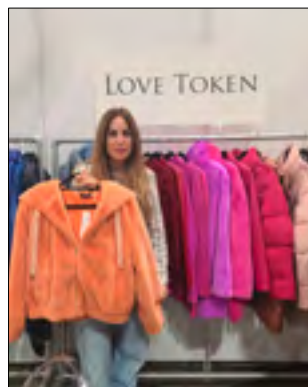
There was a creative vibe at musician Gavin Rossdale’s launch of his new brand, **Sea of Sound**. Organic and locally produced in L.A., each piece is unique. Knits were priced at \$32–\$75, with his Japanese-influenced shirting at \$76–\$85.

The eponymous brand **Stacy Bradley**, based in Deerfield, Fla., is created with a vision and passion. Bradley’s collection repurposes the classic denim jacket by transforming it with beautiful printed silk scarves priced at \$150. Her silk-scarf asymmetrical dresses are one size and are priced at \$120.

At **Love Token**, the collection is all about the jacket. Faux furs with an ultra-soft, lush hand in amazing colors ranged



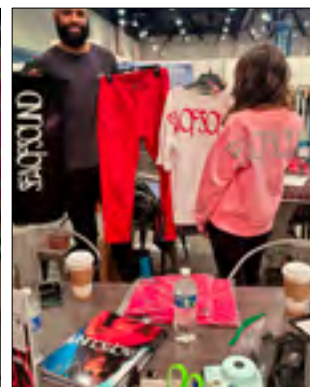
Bululu



Love Token



Mumu



Sea of Sound

from crop jackets to full-length coats and were priced at \$49–\$110 for immediate delivery.

**Mumu** has a cult following with the “It Girls.” This Venice, Calif., line does “pretty” in a very cool way. Colors for Spring take pinks, greens and aquas to a new fashion level. Crochet dresses are priced at \$67, sequin minidresses at \$149 and printed silk PJ-style sets at \$61.

**Bululu** is a Venezuelan party, and this brand definitely

brought it! The Miami-based collection is all about bold prints and fiery-hot colors. Tops run \$59–\$89, bottoms \$44–\$79 and dresses \$69–\$109.

Michelle Roy, owner and buyer for **Social Butterflies** in L.A. was looking for one-of-a-kind pieces for her online boutique. “I found quite a few special items that fit with my brand aesthetic,” said Roy. “I was especially drawn to all the exclusive print offerings for Spring.”

**Sourcing at Magic reshapes the fashion landscape**

**Sourcing at Magic**, which was held Aug. 7–9 at the **Las Vegas Convention Center**, was the largest to date due to the importance of tech-focused fashion at all levels.

Andreu David, V.P. of Sourcing at Magic, explained how much the show has grown. “In celebration of our 20th anniversary, we offered the most experiences ever, along with education on key topics such as AI in fashion and circularity. We focused on highlighting our three pillars: sustainability, fashion technology and community.”

**Tukatech** promoted its full end-to-end solutions for design development and garment manufacturing. It also introduced a new functionality that allows Made-to-Measure users to design custom garments within TUKAcad and TUKA APM.

It is also opening the new Innovation Center by Tukatech in downtown Los Angeles. This state-of-the-art center will offer a variety of services and be a member-based center offering designated workspaces, use of shared resources and individual office spaces to rent.

**AIMS 360** focuses its technology on the apparel industry exclusively. Its software eliminates spreadsheets and consolidates all data from style creation to production inventory management, streamlining the entire process. Shahrooz Kohan, CEO, explained what makes the company different is that “our team is all from the fashion industry—we understand the processes and the need and address it.”

Will Schrepferman and Sam Suchin, **Harvard** grads and founders of **BUYXR**, are launching in the 3D space, where they have created a virtual-reality mall for brands to directly



Tukatech



California Textile Group



Mauritus Group



Istanbul Apparel Exporters Association

engage with consumers.

**QAD**, a forecasting software company, allows for manufacturers to produce to a consumer’s need. The system lends visibility into actual buying trends with real-time data, all in one space.

**PlatformE** is working with fashion brands and suppliers by combining cutting-edge technology with green practices. Customers can personalize products by connecting POS to the manufacturing process.

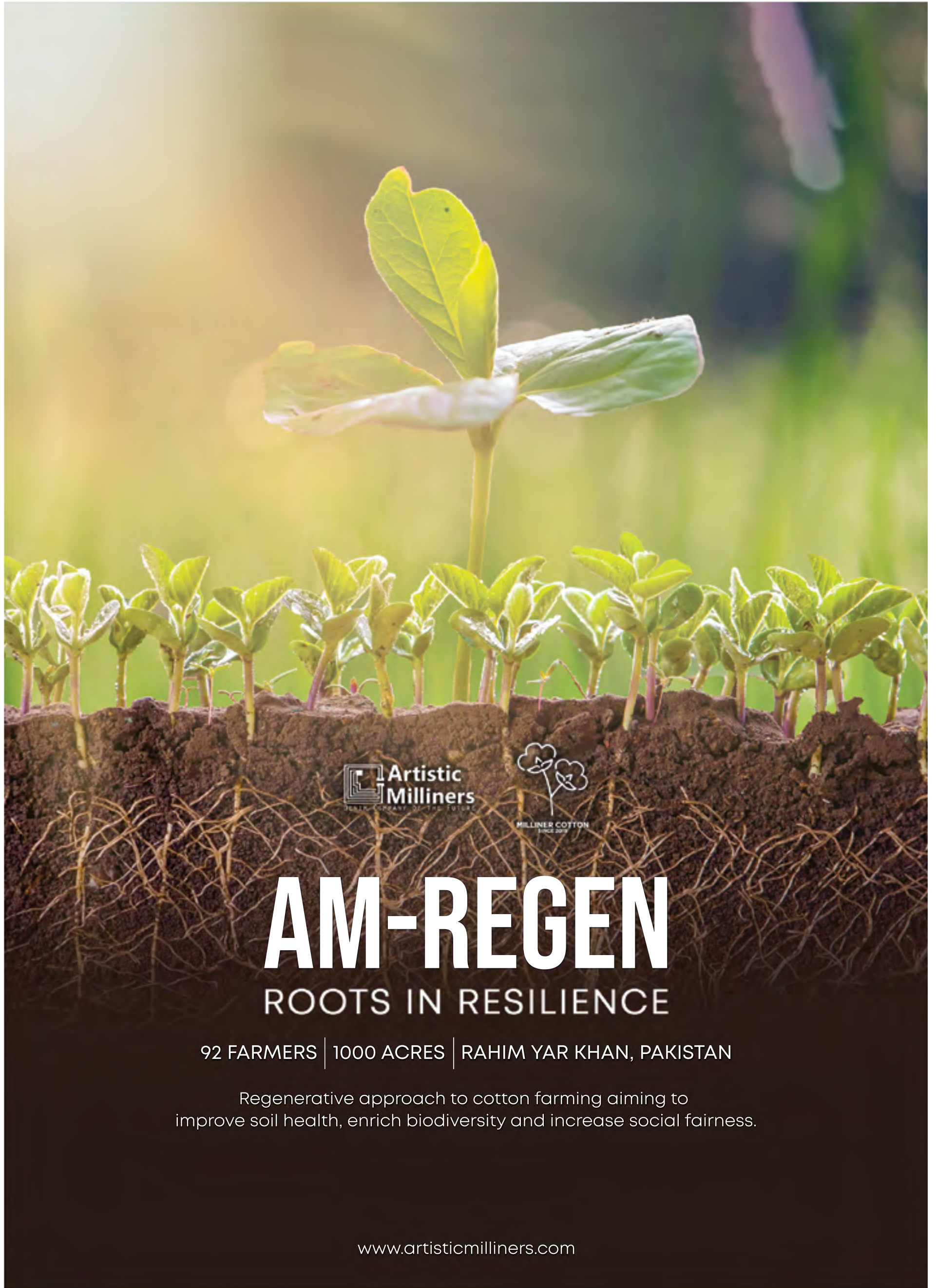
Key to many brands is the ability to do small quantities with a quick turn, duty and quota free, and a focus on sustainable practices. To that end, Kayhan Akturk, brand chief, apparel of the **Istanbul Apparel Exporters Association**, explained that “after building our European business to being the third largest supplier, we are at Sourcing to focus on the U.S. market. We

want to bring better goods here. Craftsmanship is our forte.”

The **California Textile Group** is known for its circular knits from start to finish. Aimee Alparce, production manager, announced that “we are the very first company delivering apparel in L.A. with electric trucks, with local-area deliveries free.”

Tea Capel, a live-experience, retail and merchandising consultant, said of Sourcing, “The selection of countries and variety of product categories was impressive. I had the opportunity to meet with several manufacturers to discuss development for upcoming souvenir programs.”

The **Mauritus Group** is fast becoming a center for sourcing quality and conscientious production for better garments, especially in fully fashioned knitwear. Duty- and quota-free exports lend a competitive edge.



# AM-REGEN

## ROOTS IN RESILIENCE

92 FARMERS | 1000 ACRES | RAHIM YAR KHAN, PAKISTAN

Regenerative approach to cotton farming aiming to improve soil health, enrich biodiversity and increase social fairness.

[www.artisticmilliners.com](http://www.artisticmilliners.com)

Vegas coverage *Continued from page 4*

Time to shine at Las Vegas Apparel

The young contemporary market has given dopamine dressing a moment where we see vibrant color, playful prints and lots of shine. At **Las Vegas Apparel**, held Aug. 6–9 at the **Expo at World Market Center**, lots of excitement was felt with buyers responding to all that glitters, and L.A. exhibitors took the spotlight.

Darcie Reeping, senior director of merchandising for the **Apricot Lane** boutiques based in Vacaville, Calif., was shopping for both Holiday and Spring. “I am looking for the best versions of key trends like metallics and cargos. There’s a lot to see.”

**J.NNA** was on point with its take on dressed-down glam. Its rhinestone mesh tops priced at \$29 and sequin pull-on skirts at \$17.98 were hot items. There was more glitter at **L Love** with lots of sequins in skinnies, dresses and rompers. Plush sweaters with paillettes ranged from \$14.88 to \$23.88. At **Ces Femme**, sequin and iridescent logo sweatshirts priced at \$20.50 and satin cargos at \$18.95 were strong.

At **Timing’s**, game-day sequin football jerseys were on the must-have list for Cheryl Potter, owner of **My Back-**



Artemis



Celeste



Ces Femme



J.NNA

**Porch Boutique** in Columbia, Mo. “We were looking for porch versions of sports for our customers, and we love this one.”

L.A.-based brand **Artemis** was a first-time exhibitor at the show. Its denim collection is sized 1–20 with rhinestone-fringed jeans ranging from \$17 to \$25.

**Celeste** from Los Angeles was also showing at LVA for the first time. Its strong pattern mixing is key to the line. This fe-

male-owned business has put a great twist on the basics. Tops were priced at \$10–\$16.

“The August edition of Las Vegas Apparel was a success with buyers and brands reporting quality connections, large orders and unbeatable hospitality,” said Caron Stover, **AND-MORE** SVP, apparel. “Our announcement about our new co-location with **WWIN** generated excitement and created quite a buzz during LV Fashion Week.”

A WWIN win for Womenswear in Nevada

**Womenswear in Nevada** at **Caesars Palace** marked its last edition at that venue Aug. 7–10 as it is set to co-locate with **Las Vegas Apparel** at the **Expo at World Market Center** in February. The atmosphere was spirited as new exhibitors joined well-established brands.

Jennifer Mcray from **Kismet** in Los Gatos, Calif., is a regular at the show. “This is a great place to do business. So many of my regular lines are here. I am definitely excited to shop their new location in February.”

At **ADORE**, L.A. owner Sam Far explained the new collection as “a fresh take on our best-selling pieced jean-jacket body.” Ranging in lengths, the line is priced at \$65–\$79 with maxis at \$99. Brand new for the brand are vests starting at \$49.

**Eternelle** out of Montreal has gone through a rebranding as a chic collection with a European flavor. The Coconut and Vanilla groups mixed a soft, neutral palette into basket- and ribbon-weave sweaters priced at \$43.50. According to designer Maggie Medalsy, “These are the next trend beyond crochets.”

**Sterling Styles** of Fullerton, Calif., works with the beautiful prints of India. Owner Reshma Rustomi, who bought the



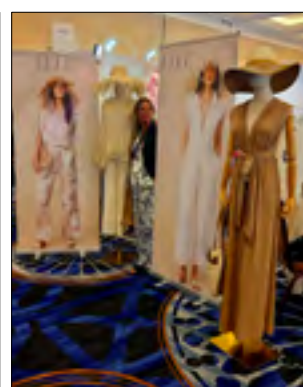
Lola P.



Sterling Styles



ADORE



Eternelle

label a year ago, explained, “I have been working on making the line bolder, brighter. I pick out prints that say ‘look at me!’” The one-size-fits-all tops, priced at \$42–\$45, are completely reversible back to front and inside out.

At **Lola P.** in Phoenix, “the bohemian woman” was the vibe. Rayon challis exclusive prints were in easy, peasant-bias-cut skirts priced at \$16–18.50, with handkerchief hem dresses

at \$23. Misses sizes were available up to 3X.

“The atmosphere was exciting as collections were presented, new connections were made, and business was happening,” said Melissa K. Montes, vice president of **WWIN**. “We are looking forward to our new home, where we will provide the elevated experience our retailers have come to expect.”

OffPrice entices with cash-and-carry treasures

At **The Venetian Expo** Aug. 5–8, **OffPrice Las Vegas** continued to narrow the gap between fashion and price.

Tony Chin, CEO of **The Buying Agency** in L.A., uses his years of retail experience to help stores cover the market. “I do the OffPrice show for great items at exceptional price points,” said Chin. If you have the eye, you can find great things.”

A one-stop shop for what’s hot was Los Angeles brand **Superline**. Its tulle skirts were selling strong, priced from \$6 to \$7.50. Also from L.A., **Love Poem** received strong orders on its cargo pants in a rainbow of brights priced at \$10–\$11.50.

For Holiday, the “fungly” sweater trend continues. This kitschy cultural phenomenon at **S.O.B. Clothing** included sweaters, dresses and rompers. **Puzzles** from L.A. had cute and quirky crewnecks priced at \$8.

Jodi Katrusik, owner of **Twisted Essentials** in Belize, said, “My top two items are consistently from this show—tote rings



Cash and Carry



S.O.B. Clothing



Superline

and leather wrap bracelets. I buy from Cash and Carry and pack them in my suitcase.”

“Cash and Carry always does well due to the immediacy of

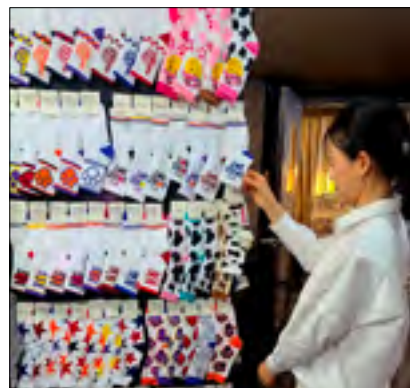
the product, said OffPrice Executive Director Tricia Barglof. “It was the novel offerings that truly captivated the majority of attention.”

IFJAG Shows why it’s a fan favorite

The **International Fashion Jewelry and Accessory Group** presented a vast collection of curated brands and suppliers Aug. 5–8 at the **Embassy Suites Las Vegas**. Welcoming both wholesalers and buyers with a focus on “best in class” product, Executive Director Don Valcourt takes pride in providing the ultimate buyer experience. “We continue to work on new things to attract buyers and create a great environment for working.”

Fall/Holiday kicked off with game day–winning accessories from football to fashion with team spirit a growing trend. Erika Ewert, owner of **Fan Glam**, was on a mission to “add more glam in the stands.” “I’m at the show looking to add to my assortment,” said Ewert. Her Rockwall, Texas–based online boutique features custom creations for sideline swagger.

At **JSquared**, a New Jersey startup, college-themed accessories got strong interest from retailers especially across the Midwest. Its top-selling beaded-logo turbans priced at \$5–\$8 were available for immediate delivery.



Gracelet Collections



JSquared



Jamie Rocks & Co.

At **Jamie Rocks & Co.**, the brand’s football fanny packs have reordered three times. The clear-plastic style, priced at \$10, is stadium approved. Also hot were sports-team earrings

that can be customized for stores in local-team colors. **Gracelet Collections** carried in-stock socks that rocked football logos priced at \$1.75–\$2.

# Asher Shalom Brings His Commitment to High Quality and Local Production to the New Asher Marketplace and Asher LA Blanks



Asher Marketplace & Cafe is located adjacent to the new Arts District Bridge

With his penchant for the kind of shrewd and creative business sense that in the late 1980s saw Los Angeles as the perfect place to launch a novelty fabric mill where there was none, Asher Shalom, founder and CEO of Asher Fabric Concepts, is making news again. The end of September will see the grand opening of Asher Marketplace, an ambitious showroom-turned-workroom-turned-breakfast-and-lunch-café.

The café, which is kosher and offers beer and wine, is the second iteration of its kind the original very successful café closed just before COVID struck. The



The Shalom Family, left to right, David Shalom, Yael Ohana, and Asher Shalom

time seems right now. I kind of combined fashion and coffee, Shalom says. People can enjoy good, healthy food, and at the same time it's a wholesale showroom for our line and also a small retail space, a nice place to buy something unique. You can get a lot of ideas.

The Marketplace, located in Boyle Heights, is the place to experience, among other items, the full line of luxury blanks produced by Shalom's nearby Asher LA Blanks mill. The café also offers for sale retail items created by one of Asher's clients, Perfectwhitetee.

Asher LA Blanks is humming with business these days after an interrupted beginning. Unimpressed with the quality of stiff cotton tees Americans took as the standard in the Hanes days, he wanted to show what a difference a soft, stretchy tee and sweatshirt made from quality cotton could make. He launched the fully vertical, fully automated sewing factory for private-label blanks "exactly a week before" the pandemic took hold. "We stopped production and went into producing millions of masks," Shalom explains. "We never closed the factory." As COVID waned, the blanks business picked up, "and we continued with private label."

Blanks are "a huge business in the U.S.," he continues, but you weren't seeing "real high-quality T-shirts." Asher's luxury collection of T-shirt and sweatshirt blanks are made with a really soft Ring Spun Cotton—"very high quality as far as the fiber itself, the finishing, the pattern. That's why a lot of good designers prefer to buy from us. We have a lot of customers from small to big that are selling online using our blanks because they can get a better value for them."

Half of Asher LA Blanks' production are pieces they put into the line themselves, and the other half are special orders from brands for whom Asher develops the product from start to finish, including prints and embroidery if called for. For those clients, "we do special prints, special finishing, really like art. The fabric, the finishing, the pattern, a little bit of



"Our mission is to transform the 'blank shirt' from being disposable fashion into a garment with value—dramatically increasing the lifespan of the product"

—Founder, Asher Shalom

everything make them unique."

The Vernon facility, a hub of businesses located some five miles southeast of downtown Los Angeles, houses 22,000 square feet of sewing space and 15,000 square feet of knitting for its 50 Tukatech machines. "It is really the most modern cutting and sewing factory in Los Angeles," Shalom says. The company maintains a "deep inventory" and a base of four to five colorations—"and then whatever they want."

Shalom, who is Israeli by birth, came to the U.S. in the 1980s with a fashion background that started when he was 20. Setting up shop in 1991 as Asher Fabric Concepts to develop and mill novelty fabrics for "real" fashion and not simply commodity garments,

Shalom was, and still is, committed to domestic production only. Asher Fabric Concepts keeps in stock almost a million pounds of yarns of all types at any one time. "We are supporting our customers with inventory," he says. "Our bank doesn't like it, but I like it." With the rise of athleisure during and after the height of the pandemic, fleece has become Asher's number-one seller. "Our quality of fleece no one can compete with," he asserts. "There is a huge difference. It's like diamonds—two can look the same but one is worth \$20,000 and the other \$200,000."



Asher Fabric Concepts Knitting Machine

Another Asher offering is fabrics that look and feel like cashmere but are in reality a poly-rayon-spandex blend with a special finishing. Organic and recycled jersey cotton, Tencel, and ribbed fabrics in a variety of fibers are also in the collection. Key to the company's success has always been to work with its clients to develop yarns and fabrics that suit their needs—such as the colors Ralph Lauren desired for the U.S. Olympic team clothing that also needed to have the richness and clarity of technical clothing. That task sent Shalom to Germany to find just the right dye. Today, he imports fibers from a number of countries, but the fabric production remains solidly in Los Angeles.

Asher has never sought to be the cheapest fabric on the market, just the highest quality—"that is our first priority," Shalom says. "The way we are thinking is to have fabrics always for today, not for last year."



Asher Caffé

**Asher**<sub>LA</sub> | **BLANKS**

(323) 268-1218  
Asherlablanks.com  
orders@asherla.com

# Discover Turkish Fashion In New York

19-21 September 2023

Javits Center



Visit the Turkish lounge at  
Coterie, booth # 6875



**Türkiye**







# Discover Turkish Fashion

19-21 September 2023

Coterie New York

Magic New York

@Javits Center



Türkiye



## Atlanta Apparel's Insider Look at Spring/Summer 2024 Trends

Atlanta Apparel connects buyers with breaking Spring/Summer 2024 trends. Style experts have prepared a fashion wonderland of updated Y2K trends, tailored yet comfortable silhouettes, glittering gold, and audacious minis.

### Turn Up the Heat on Style



Wide-leg Trousers—Idem Ditto



Tailored Shorts—Brodie

Tailored looks abandon uptight designs in favor of fluidity. Updated wide-leg trousers are designed in loose yet exquisite fits, while shorts appear in Bermuda, oversized, and high-rise midi lengths.



Volume Mini Dress—Flora Bea



Volume Maxi Dress—CIEBON



Column Style Dress—Fore Collection

Minis appear in voluminous silhouettes with pleated, ruffle, and peplum details, giving dimension to barely there pieces. Long, structured column dresses and romantic maxis secured spots on the runway as strong trends for the season.



Patchwork—Elan International

Sophisticated bohemian style takes inspiration from handcrafted pieces in woven, embroidered, twisted knots, and patchwork details, which appear on sultry floor-length silhouettes and shorter, playful dresses.

Crop designs are applied in the unlikeliest of places, with the shortened-top trend appearing in smaller blazers and cardigans. Romantic crops feature alluring vintage eyelets and lace. Tank tops serve as standout pieces in an ensemble rather than just a bottom layer.

Double denim evolves with button-down shirting in a softer hand, worn over jeans in straight leg, boyfriend, and wide-leg silhouettes. Edgier takes see denim minis—particularly tiny voluminous skirts—worn over baggy jeans in floor-mopping lengths.



Denim—Just Black Denim

### Step Into Spring Trends

Ballet flats continue to blend classic footwear design with comfort. Fresh ballet flats are shown in styles to suit every taste with buckles, laces, and simple designs that can be packed away in a bag for a quick change.

Sandals take shape in flat, heeled, and fisherman styles. Lighter pastels glisten in the sun, while subdued tones in classic woven styles feature the



Fisherman Sandals—All Black Flat Sandals—Bed Stu

appearance of more-natural textiles that make a statement through quality craftsmanship.

Straps are in season for flat-form and stacked platform footwear that can lift spirits—and height. Styles are thick and more athletic or thinner with a minimalist approach that features shimmering printed details to stand out.

The West will be won with embellished cowboy boots. Trends are ticking toward thigh-high, stark-white designs and shiny metallics that are better suited for dancing the night away rather than barrel racing.

All-terrain sneakers meant for outdoor adventures are now also stylish. Whether in traditional neutrals of sand, olive, and camel or fluorescent orange, Barbie pink, and electric blue, these styles offer secure footing and a fashionable spin on the great outdoors.



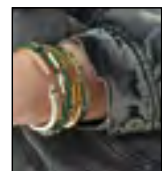
Platforms—Matisse Footwear

### Accentuate With Seasonal Details

Multi-charm necklaces appear in playful, trendy looks and luxurious pieces displaying semiprecious or precious stones. Jeweled chokers are meant to give the appearance of the neck dripping in bold, colorful gemstones or statement accents.

Wrist adornments trend toward excess, and too many bangles will never be enough, particularly as warmer weather leads to showing more skin. Stacks of bracelets in unique designs that glisten in gold and silver send a stylish message by completing any look.

Gold ropes and links bring all that glitters into belt styles reminiscent of Y2K chain designs. Single strands and multiple layers



Bangles—Accessory Drawer

command attention, while dainty yet striking geometric patterns provide updated approaches to this trend.

Organic influences in fashion pay homage to Mother Nature. Accessories that include design details such as vibrant floral blooms and shell accents celebrate the earth's natural wonders through representation in fashion.

Love is in the air with heart-shaped bags that play on affection. Baguette styles in smaller shapes contrast many of the oversized clothing trends while bohemian elements inspire bags in crochet fabrications.

See these trends, looks, and brands and many more at Atlanta Apparel Oct. 10-14, 2023. Visit Atlanta-Apparel.com for more information.

ATLANTA APPAREL  
AND MORE

## TRADE-SHOW REPORT

### CALA Men's Melds International, Regional and Domestic

The CALA Men's Show, held Aug. 20-21 at the Embassy Suites in Irvine, Calif., provided a venue where reps and retailers could mingle, meet and form long-lasting relationships. "Over the last 18 years, our show has been built on camaraderie and friendship, never losing sight of how important our regional show is to both vendors and retailers," said CALA Men's Show Partner Ken Haruta.

"Live Your Best Life" was the tagline for the just-launched Puerto Rico-based Niam casual performance clothing brand. Its top seller was a crewneck T-shirt with a two-color or double-knit collar priced at \$48.

Nickolas Hunziker Apparel launched wearable art featuring the car racer's vintage-automobile paintings. Printed in Los Angeles, it was priced at \$14.

The Ventura, Calif.-based Elevate Showroom introduced European brands including Haris Cotton high-end linen apparel from Greece and Steel and Barnett bracelets from Belgium.

New York-based Faherty introduced its eco-cool, moisture-wicking, quick-dry all-day belt-loop short made from recycled plastic bottles priced at \$42. "The brand focuses on being eco, sustainable and socially conscious, and that's what sets us apart," said Brittanie Malkin, men's and women's West Coast sales.

After four years of direct-to-consumer, Hermosa Beach, Calif.-based PSUDO launched wholesale. Slip-on shoes with sublimated graphics priced at \$45-65 had the appearance of sneakers.

"For us it is essential to have a West Coast show that is easily accessible and consistently produced," said Tom Malvino, owner



Niam

of Louis Thomas Fine Men's Apparel in Corte Madera, Calif.

Re-launches included Robert Talbott, now made in Italy and Portugal. New York-based American Heritage re-launched as a full collection with style, comfort and detail. J. Holland & Co., made in California and Oregon, resurrected its 40-year-old brand known as Mulholland Brothers.

"We were glad to get at-once items that we needed and a lot of our Spring '24 orders placed in one super-convenient location," said David Guenther, owner of J. David's Custom Clothiers in Valencia, Calif. "Our staples include 34 Heritage, Mizzen & Main and Raffi. We were pleased to write with several new brands including J. Holland & Co. for their beautiful leather bags and accessories and were thrilled to learn that they are made in California."—Kelli Freeman

### ATSC Draws a Diversity of Exhibitors and Buyers to Eighth Edition

The Apparel Textile Sourcing Canada show took place Aug. 21-23 in Toronto, and one thing was certain: There was much more on view than the proverbial "Canadian tuxedo," otherwise known as jeans with a denim jacket.

The eighth edition of the show welcomed over 200 manufacturers from more than a dozen countries and regions as well as 2,000 visitors comprising sourcing professionals, domestic and international government officials, buyers, business owners, CEOs, designers, and more. Some 120 factories came direct from China, marking their first significant return to Canada since pre-pandemic 2019. The most notable Chinese group, Brand China, hosted a large pavilion and sponsored the ATSC 2023 Fashion Show.

"The show very much took us by surprise," said ATSC CEO Jason Prescott. "The halls were simply packed all three days of the show. Having our exhibitors from China and other regions at the show made a big difference."

Over the duration of the show, the uniquely Canadian event provided more than 15 seminars, panel discussions, a fashion show, and keynotes from domestic and international industry leaders, directed to the Canadian audience. Sustainability and human rights took center stage.

TESTEX CEO Rainier Roten flew in from Zurich to discuss "How to Tackle Due Diligence Requirements Today and in the Future," while WRAP CEO Avedis Seferian came from Washington, D.C., to speak on "Avoiding Audit Fatigue in an Era



Some 120 factories came direct from China to attend ATSC, marking their first significant return to Canada since pre-pandemic 2019.

of Enhanced Social-Compliance Scrutiny." Closer to home, the Canadian Apparel Federation's Bob Kirke provided his "State of the Industry" speech for the eighth year in a row, focusing his talk on the industry's key issues for 2024.

One of the most popular country exhibits was from Ukraine. Ukrainian Vadim Rogovskiy, CEO and co-founder of 3DLOOK, delivered the keynote speech "Rebels in Tech and Battlefield: How Ukrainian Companies Keep Conquering the Global Tech Scene" in which he discussed his team working out of bomb shelters along the way to creating the next big innovation in the apparel industry.—Christian Chensvold

# FUNCTIONAL FABRIC FAIR

POWERED BY *PERFORMANCEDAYS*

PORTLAND

# NOVEMBER 1-2, 2023

OREGON CONVENTION CENTER

**Functional Fabric Fair Fall**— powered by PERFORMANCE DAYS® is dedicated to functional textiles and accessories for outdoor, lifestyle, and activewear and focuses on trends for the Autumn and Winter 2025/2026 seasons. It is where fashion and athletic apparel designers come together to source high-performance functional fabrics, trim, and accessories and learn to see beauty in functionality.

LEARN MORE

[ffffall2023.com/CaliforniaApparelNews](https://ffffall2023.com/CaliforniaApparelNews)



## THE GLOBAL TEXTILE HUB

For Innovation and Sustainable Manufacturing

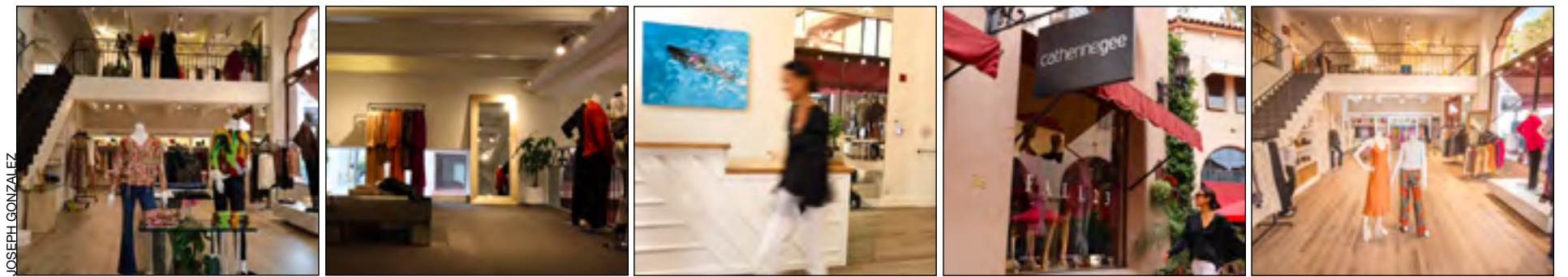


Functional Fabric Fair— powered by PERFORMANCE DAYS® believes that particularly the sportswear industry plays an important role in preserving the planet and protecting the outdoors which we design our products for.

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



In the business of building businesses



## Catherine Gee's Bricks-and-Mortar Evolution Builds Upon Santa Barbara Foundation

By Dorothy Crouch Contributing Writer

A little more than one year has passed since Catherine Gee moved the location of her Santa Barbara, Calif., retail shop—her first space, where she built her eponymous brand—from a low-key, 600-square-foot space on Haley Street to the center of it all on State Street. The new **Catherine Gee** location occupies 3,000 square feet of space with 2,400 square feet dedicated to the retail environment.

The former space was an unassuming trove of the designer's treasures, yet the State Street location is her showcase, where Catherine Gee designs are displayed similar to an artist's exhibition. This makes sense since the shop is adjacent to the **Santa Barbara Museum of Art**. While Catherine Gee, the brand, continues to evolve at a quick pace, the designer remains connected to the city in which her label grew and continues to flourish.

### History in the making

Nestled away within **La Arcada Plaza**, the Catherine Gee store is housed in a historic area of Santa Barbara, a city that is hugged by the Pacific Ocean and Santa Ynez Mountains.

"We're in the heart of downtown in the arts and theater district," explained Gee. "Tourism is not slowing down."

The atmosphere of this nook, which comprises restaurants, retail and attractions, is often abuzz with tourists and locals. Gee estimates that while the traffic at her former Haley

Street location was mostly from local commuters, she now sees around 60 percent tourists and 40 percent locals. While the tourists who visit Catherine Gee might be exploring Santa Barbara, many are already familiar with the brand from the local retailers who sell it in their hometowns.

"If they are tourists from Telluride [Colo.], they'll say, 'Oh, I know this brand. I shop at **Sublime**,'" noted Gee. "That happens with a lot of people from Dallas as well. They'll come in and recognize the brand."

As the holiday selling season draws near, Gee expects the ratio of tourists to locals to shift. "In November and December it's more locals because of the holidays. There are a lot of novelty shops around us, so they go for gifts."

However, the designer has identified new opportunities that are specific to Santa Barbara. "The **Santa Barbara International Film Festival** is an interesting time of year at the end of January, beginning of February," Gee said. "There are a lot of film aficionados who live here, and they go every year. A lot of people fly in, and it's a huge economic boost. The film fest is spectacular, and last year we were fairly new, only here for four or five months and we had an incredible week."

### Relying on successful retail elements

Although Catherine Gee moved to a larger space on the central shopping destination in Santa Barbara, she recreated some of her design elements from the former shop and developed a similar welcoming atmosphere.

"The old space felt intimate and one on one like you were walking into a designer's extended closet and home. It was very much a haven, and it felt warm but it was small," explained Gee.

With its high ceilings and soaring windows, the new space needed little work. Gee simply needed to make it her own minimalist atmosphere with pops of exciting features such as pieces by local artists sprinkled throughout.

"I had a contractor build a shelf under the staircase. We put in dressing rooms with shimmery, beautiful velvet, a few couches and chairs," said Gee. "We brought in a lot of beautiful, huge glass tables and a 500-pound piece of marble, which is on wheels. It can be moved around with mannequins on it."

The old shop also featured Gee's beloved mood board, which displayed her swatches with sketches, allowing customers to see her process. Gee's accessibility of often being present in the store also remains a benefit to her customers and her business.

"I am privileged to see all angles because a lot of designers don't," noted Gee.

The store's natural light and airiness gives Gee's designs room to be admired and attract customers. These pieces are showcased with plenty of room for customers to fully experience the collection.

"This is more elevated, clean and beautiful, and it's because of the extra space," Gee said. "There is way more space now, and the designs, prints and colors are able to breathe better and sing." ●

**Manufacturer, Specialists in Bra and Swimsuit Foam Pads For Over 40 years.**

**Made in North America  
Small and Large Production  
Custom R+D Department**

- Molded Foam Cups
- Swimwear Cup Inserts
  - Molded Fiberfill
- Rigid and Bubble Molding
  - Molded Push-up Pads
  - Molded Fabrics
- Foam and Fabric Laminating
- Molded Washable Nursing Pads

Please contact our Service Department for all of your needs:

David Thibodeau  
(888) 375-5619  
info@grouperanger.com  
www.rangermolding.com

## TPC—The Professional Club



### Oktoberfest 2023

New Date: Wed., Sept. 27, 5:30 p.m.

Würstküche

800 E. Third St., Los Angeles



Scan to register!

**DATE CHANGE**  
Join your fellow TPC colleagues at Würstküche in downtown Los Angeles on Sept 27th to kickoff Oktoberfest with beers, cocktails, and of course—a Würstl sausage bar and Unlimited fries!!

Dirndls and lederhosen are welcome!



# IFJAG™

INTERNATIONAL FASHION  
JEWELRY & ACCESSORY GROUP

## JOIN US

AT OUR NEW OCTOBER  
ORLANDO SHOW

VIEW THE NEW SPRING/SUMMER  
STYLES & PURCHASE LAST MINUTE  
ITEMS FOR HOLIDAY SALES

## ORLANDO, FL

OCTOBER 16-18, 2023

EMBASSY SUITES  
BY HILTON ORLANDO

8978 INTERNATIONAL DRIVE  
ORLANDO, FL

Hours: 9am-6pm

### BENEFITS:

- COMPLEMENTARY BUFFET LUNCH
- LOCAL TRANSPORTATION  
TO EXHIBITION

Info@lfjag.com    www.lfjag.com



# Resource Guide

## Fashion ASHER LA

[asherlablanks.com](http://asherlablanks.com)

ASHER LA: Premium fabrics meet superior craftsmanship as Asher LA reinvents the classic Americana uniform. Asher LA is a fully vertical luxury blanks manufacturer. Every garment is knit, cut, sewn, garment dyed and pressed in the company's Los Angeles-based facilities. ASHER LA offers in-house design services such as state-of-the-art digital printing, embroidery and garment dyeing. All of which can aid your brand in taking your designs to the next level. ASHER LA's mission is to transform the "blank" shirt from being disposable fashion into a garment with value—dramatically increasing the lifespan of the product.

## Los Angeles Apparel

[losangelesapparel.net](http://losangelesapparel.net)

Los Angeles Apparel is passionate about doing things differently. The company is contrarian, deeply focused on sustainability and efficiency in order to advance the interests of its customers, workers, shareholders, the community and the world. Los Angeles Apparel focuses on fair wages, highly-trained employees, commitment to create jobs in the U.S., vertically integrated, support domestic farmers and the domestic yarn industry, environmentally-friendly sourcing, sustainability, quality basics and support free trade.

## Fashion District The New Mart

127 E. Ninth St.

Los Angeles, CA 90015

(213) 627-0671, Fax: (213) 627-1187

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

In the heart of Los Angeles' Fashion District is the landmark New Mart Building. The showrooms of The New Mart represent the most exclusive and coveted contemporary lines from an international array of designers and manufacturers. The New Mart is unique in both architecture and style. The intimate setting creates a user-friendly experience for visitors. Each of its glass-fronted, uniquely designed showrooms provides a buying adventure that cannot be experienced at any other showroom destination. The New Mart is open year-round to the wholesale trade only and we host over 100 showrooms that carry over 500 collections.

## Finance

### White Oak Commercial Finance, LLC

[www.whiteoaksf.com](http://www.whiteoaksf.com)

White Oak Commercial Finance, LLC (WOCF), formerly Capital Business Credit/Capital Factors, is a global financial products and services company providing credit facilities to middlemarket companies between \$1 million and \$30 million. WOCF's solutions include asset-based lending, full-service factoring, invoice discounting, supply-chain financing, inventory financing, U.S. import/export financing, trade credit-risk management, accountreceivables management, and credit and collections support. WOCF is an affiliate of White Oak Global Advisors, LLC, and its institutional clients.

## Organizations

### Istanbul Apparel Exporters' Association/ITKIB

[www.ihkib.org.tr/en](http://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, Interfierre, and Salon De La Lingerie. These platforms serve as opportunities to showcase Turkish apparel to world markets. Visit IHKIB at Coterie New York, Sept 19–21.

## Textiles

### Artistic Milliners

[www.artisticmilliners.com](http://www.artisticmilliners.com)

The Artistic Milliners ecosystem is the conglomerate of the future, an expansive suite of solutions representing the intersection of our digitally forward ethos for responsible design, manufacturing, sourcing and renewable energy. Along with Star Fades International, the LA-based custom wash and finishing facility, our global footprint includes Artistic Energy, Artistic Lab, Soho Incubator in New York and now Artmill, our pivot into the premium wovens space. The custom-designed plant is equipped with leading-edge European machinery and can produce 2.2 million Yards of fabric across multiple fabrications, blends and finishes. Artmill signifying the next echelon of innovation and technological advancement for AM.

## Trade Shows

### Atlanta Apparel

[www.Atlanta-Apparel.com](http://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.

## Functional Fabric Fair Fall—powered by PERFORMANCE DAYS®

[iffall2023.com/CaliforniaApparelNews](http://iffall2023.com/CaliforniaApparelNews)

Functional Fabric Fair—powered by PERFORMANCE DAYS® is the global textile hub for innovation and sustainable manufacturing. The Fall edition of the fair returns to the Oregon Convention Center in Portland on Nov. 1–2. Dedicated to outdoor and active apparel, this Fair will feature innovative textiles and color trends for the Autumn and Winter 2025/2026 seasons, alongside expert-led talks focusing on the sustainable future of the textile industry, and the largest show floor yet with over 220 curated exhibitors. The Fair is open—free of charge—to

verified designers, product, purchasing, or material managers. Register today to gain access to this can't-miss sourcing event!

## IFJAG

[info@ifjag.com](mailto:info@ifjag.com)

[www.ifjag.com](http://www.ifjag.com)

IFJAG trade shows feature fashion jewelry and accessories from around the world 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.

## Trim, Accessories and Branding

### Ranger Group

[www.grouperanger.com](http://www.grouperanger.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.

This listing is provided as a free service to our advertisers. We regret that we cannot be responsible for any errors or omissions within the Resource Guide.

Print + Online +  
Archives =  
Total Access

Get Yours Today and  
Save 50%! call  
(213) 627-3737



CALIFORNIA  
**ApparelNews**

Apparel News Group  
The New Mart  
127 E. Ninth St., Ste. 212  
Los Angeles, CA 90015  
[www.apparelnews.net](http://www.apparelnews.net)

Apparel News Group

**78**  
1945-2023

Seventy-seven years of news,  
fashion and information

CEO/PUBLISHER  
TERRY MARTINEZ

CREATIVE MARKETING DIRECTOR

LOUISE DAMBERG

ASSOCIATE EDITOR

CHRISTIAN CHENSVDOLD

CONTRIBUTORS

VOLKER CORELL

DOROTHY CROUCH

KELLI FREEMAN

KEVAN HALL

ILSE METCHEK

TIM REGAS

ROXY STARR

NICK VERREOS

BETSY ZANJANI

WEB PRODUCTION

MORGAN WESSLER

DIRECTOR OF SALES AND MARKETING

TERRY MARTINEZ

SENIOR ACCOUNT EXECUTIVES

LYNNE KASCH

AMY VALENCIA

CREATIVE MEDIA MANAGER

LYNNE KASCH

BUSINESS DEVELOPMENT

MOLLY RHODES

ADMINISTRATIVE ASSISTANTS

CHRIS MARTIN

RACHEL MARTINEZ

PENNY ROTHKE-SIMENSKY

CLASSIFIED ACCOUNT EXECUTIVE

JEFFERY YOUNGER

PRODUCTION MANAGER

KENDALL IN

FINANCE

DAVID MARTINEZ

PUBLISHED BY TLM PUBLISHING INC.

APPAREL NEWS GROUP

Publishers of:

California Apparel News | Waterwear

EXECUTIVE OFFICE

The New Mart, 127 E. Ninth St., Ste. 212

Los Angeles, CA 90015

(213) 627-3737

[www.apparelnews.net](http://www.apparelnews.net) | [webmaster@apparelnews.net](mailto:webmaster@apparelnews.net)

PRINTED IN THE U.S.A.

Plan Now.  
Secure Space.

Reach more than  
50,000 brands, buyers  
and decision-makers  
in all categories of B2B  
fashion- and apparel-  
related industries.

California Apparel  
News serves the  
largest apparel center  
in the country with  
the highest quality  
reporting and targeted  
outreach to the  
marketplace.

September 22

Cover: Fashion

Industry Focus: Fiber/Fabric/Yarn

Textile Trends

Textile Fashion Trends by Peclers Paris

Technology

Fashion Advertorial

Fiber/Fabric/Yarn Advertorial

Textile Advertorial

Technology Advertorial

Bonus Distribution

L.A. Textile

L.A. Market Week

DTLA Fashion District

D&A LA



CALIFORNIA  
**ApparelNews**

Call for special rates  
and information:  
213-627-3737

Apparel News Group  
The New Mart  
127 E. Ninth St., Ste. 212  
Los Angeles, CA 90015  
[www.apparelnews.net](http://www.apparelnews.net)

# PROFESSIONAL SERVICES & RESOURCE SECTION

## MODELING SERVICES

**Rage**  
MODELS  
"Real Models for Real Clothes for Real People"  
**FIT MODELS**  
ALL SIZES AVAILABLE  
TEAMRAGE@RAGEMODELS.COM  
818.225.0526  
FIT | SHOWROOM | TRADE SHOWS | PRINT | COMMERCIAL | RUNWAY  
WWW.RAGEMODELS.COM

## TEXTILE SOURCING

**Reincarnation Textile Resource**  
We specialize in sourcing all kinds of fabric from local textile wholesalers, converters, manufacturers and retailers. With over 14 years of experience, we have worked with everyone in the industry and are experts in finding the best fabrics for your budget. Email us at [bthaler@scott-thaler.com](mailto:bthaler@scott-thaler.com) or call Brian Thaler at (714) 227-3458. Let us know the fabric name, content, yardage, budget, and we will gladly source it for you. If you have Textiles and or Apparel to sell also contact us.

## PROFESSIONAL SERVICES & RESOURCE SECTION

Contact Terry Martinez at  
(213) 627-3737  
or [terry@apparelnews.net](mailto:terry@apparelnews.net)

CALIFORNIA  
**ApparelNews**

# CLASSIFIEDS

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

P 213-627-3737

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

## Jobs Available

**\* QUALITY CONTROL SUPERVISOR-DOMESTIC \***  
Status: Exempt/Salary  
\$65k Annual  
Responsibilities:  
Works at in-house and offsite warehouses to inspect the quality of garments. May sign releases for cuts coming in from shops.  
Duties:  
1. Inspect a requested percentage of garments per cut, no less than 5%.  
2. Give an OK to those cuts that follow our standards.  
3. If the cut does not meet quality standards:  
a. Ask Supervisor for further instructions.  
b. Follow the instructions.  
c. Be prepared to 100% inspection some cuts, as needed.  
4. After the completion of a cut, continue to quality control inspect additional cuts until complete.  
5. Prepare paperwork needed to release cuts from the contractors.  
6. Offsite Warehouses:  
a. Inspect the quality of the garments for the complete cut(s) at contractors and outside warehouses.  
b. Write up releases.  
c. Assist outside, when needed.  
For inquires please call: 323-481-1172

## Jobs Available

**\* EDI/LOGISTICS COORDINATOR \***  
A Walnut Based Apparel Co. for contemporary apparel is seeking an EDI/Logistics Coordinator. 2 yrs.+ exp.. EDI experience is required. Must be proficient in using EDI for order processing and creating guide lines for overseas vendors on shipping compliance. We are a small team and need a self-motivated individual who has great attention to detail, accuracy and is able to resolve issues in dependently. Must have excellent communication skills to coordinate compliance and shipping arrangements between our overseas partners and US retailers, such as Dillard's, Nordstrom's, etc.  
Please send resume to: [hprzlp1@gmail.com](mailto:hprzlp1@gmail.com)

## Buy, Sell & Trade

**WE BUY ALL FABRICS & GARMENTS**  
Excess rolls, lots, sample yardage, small to large qty's.  
ALL FABRICS! [fabricmerchants.com](http://fabricmerchants.com)  
Steve 818-219-3002 or Fabric Merchants 323-267-0010  
Email: [steve@fabricmerchants.com](mailto:steve@fabricmerchants.com)

**For Classified information,  
contact at 213-627-3737  
or [terry@apparelnews.net](mailto:terry@apparelnews.net)**

## SAMPLE MAKER

Reports To: Atelier Manager  
Summary: This is a temp to hire position in West Hollywood. Sewing samples of all stages for internal collection development, including first /development protos, SMS, and production fit samples.  
Responsibilities:  
\* Check to make sure all components are present in the bundle (if not, inform the Sample Cutter and/or Pattern Maker to obtain missing components.)  
\* Direct questions regarding construction to Pattern Maker.  
\* Sew complete sample together.  
\* Troubleshoot potential construction issues throughout process, and communicate issues to Pattern Maker.  
\* Sew appropriate label into sample garment, and sign name and date on label.  
We offer a competitive benefits package which includes medical, dental, vision, FSA and 401k. We also have a generous employee clothing allowance and employee discounts.  
Please send all resumes to: [hr@simkhai.com](mailto:hr@simkhai.com)



## \* SALESPERSON \*

HPI is looking for a self-driven salesperson to join our team with experience in trims and packaging for the Fashion Industry.  
Email resume to: [david@huntingtonpkg.net](mailto:david@huntingtonpkg.net)

## Plan now. Secure Space.

Reach more than 50,000 brands, buyers and decision-makers in all categories of B2B fashion- and apparel-related industries.

*California Apparel News* serves the largest apparel center in the country with the highest quality reporting and targeted outreach to the marketplace.

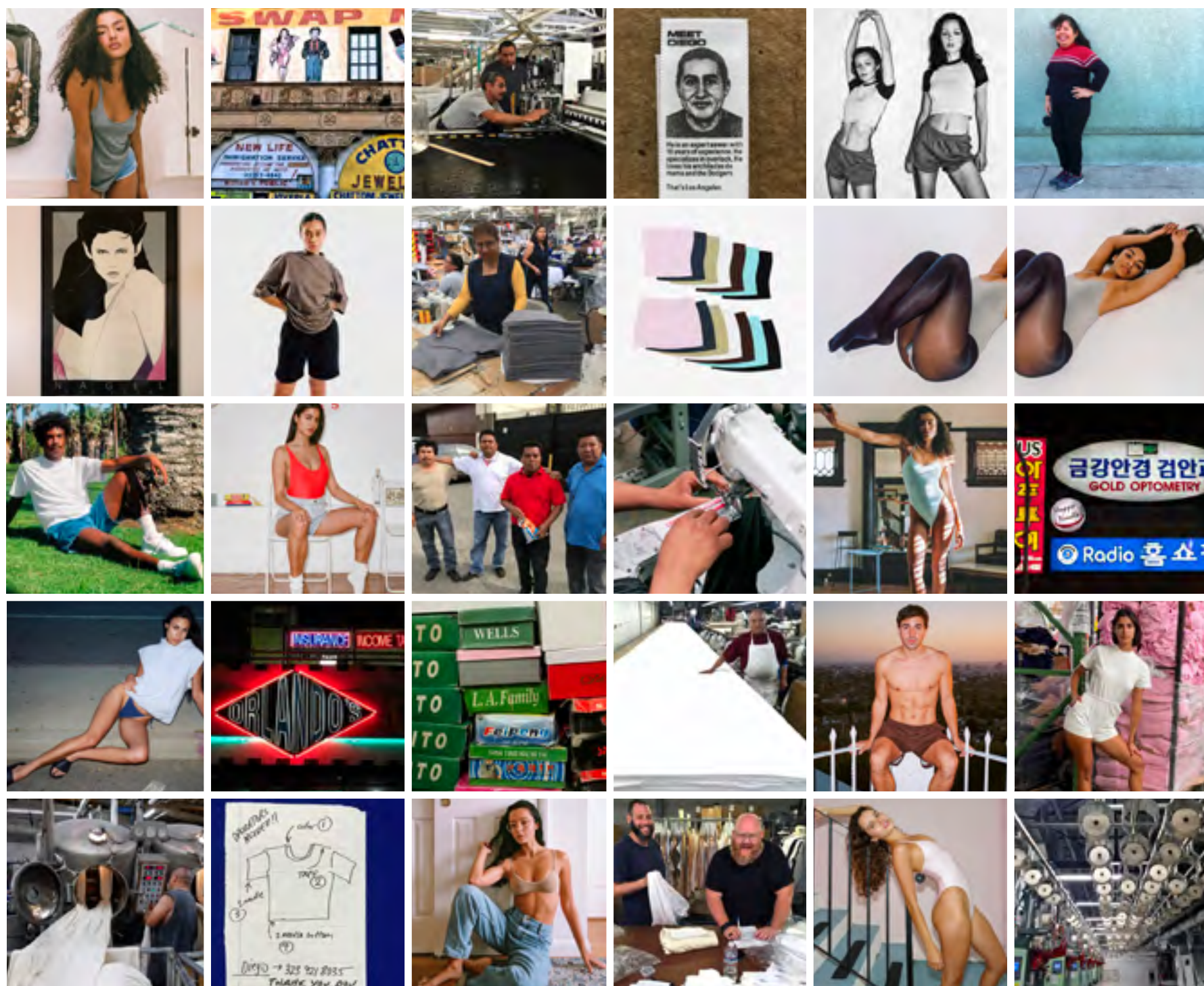
Call for special rates and information: (213) 627-3737

CALIFORNIA  
**ApparelNews**

Apparel News Group  
The New Mart  
127 E. Ninth St., Ste. 212  
Los Angeles, CA 90015  
[www.apparelnews.net](http://www.apparelnews.net)

# OVER 1,000 EMPLOYEES MAKING APPAREL MAGIC HAPPEN IN LOS ANGELES

That's Los Angeles Apparel.



**Vision. Passion. Innovation. Living Wages.  
Sustainability. Experienced Workers. Quality Garments.  
Advanced Manufacturing. Contrarian Thinking.  
Creative Commitment. No Off-Shoring. No Subcontracting.  
It's About Ideas. That's Los Angeles.**

#### Product offering overview:

- Stock fabrics available to be sewn at once including 14oz fleece and heavier jerseys
- Inventory of over 750,000 units
- Over 1,000 people making it happen each day in South Central, Los Angeles
- Extensive Garment Dye Experience

#### For Wholesale Inquiries:

+1 (213) 275-3120  
Wholesale Website: [www.losangelesapparel-imprintable.net](http://www.losangelesapparel-imprintable.net)  
Consumer Website: [www.losangelesapparel.net](http://www.losangelesapparel.net)  
@ Instagram: @losangelesapparel

**LOS ANGELES APPAREL**