

# CALIFORNIA Apparel News

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## CÔTE D'AZUR COLORS

Inspired by the elegance of 1930s France, Kevan Hall's Spring/Summer 2024 collection pays tribute to the chic streets of Deauville and the red-carpet glamour of Cannes. The designer was touched by the hues of the sea in addition to the color palette of the chateaux and cafés. For more looks, see page 3.

ARJUN NEVADER

### DENIM

## Adriano Goldschmied Pushes Denim's Evolution Through Past Lessons

By Dorothy Crouch *Contributing Writer*

After a 50-year career in the denim industry, Adriano Goldschmied is ready for a change. The "Godfather of Denim" has relaunched **House of Gold**, the agency that he founded in 2014.

A few years back, during House of Gold's first years, Goldschmied had hoped to elevate the quality of affordable denim in order to promote sustainability for the mass consumer rather than allowing responsible pieces to only be accessible to a chosen few. Now, for House of Gold's encore, the agency will focus on the building blocks of creating a sustainable-denim industry around the globe. By maintaining his previous vow of cleaning up the denim business, Goldschmied is embracing this next chapter by taking lessons from the past while applying important lessons to direct the denim industry toward more-responsible practices for the future.

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### TRADE-SHOW REPORT

## LA Textile FW24/25 Inspires Innovation, Eco Responsibility, Collaboration

By Dorothy Crouch *Contributing Writer*

The **California Market Center** hosted the Fall/Winter 2024/2025 edition of **LA Textile** Sept. 27–29 as the fabric and sourcing show celebrated its 30th anniversary. This edition of LA Textile drew many visitors from the Los Angeles area but also attracted attendees based throughout the West Coast.

According to the CMC, attendees were also expected to travel in from Canada, Central America, South America and Africa. Registered attendees included **A.L.C.**, **Banana Republic**, **Cross Colours**, **Cult Gaia**, **Disney**, **GAP**, **Joe's Jeans**, **Johnny Was**, **Karl Kani**, **Lululemon**, **Ralph Lauren**, **Savage X Fenty**, **Stüssy**, **TravisMathew**, **Trina Turk** and **Vince**.

While many major brands were in attendance, show director Moriah Robinson also looked forward to welcoming

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## OffPrice and IFJAG Team Up for Orlando Market

Informa, organizer of the **OffPrice Show**, recently announced a collaboration with the **International Fashion Jewelry and Accessories Group**, producers of the **IFJAG show**, for **Orlando Market** in Florida Oct. 17–18.

While the newly aligned shows will be held in two different venues—OffPrice at the **Orange County Convention Center** and IFJAG at the **Embassy Suites by Hilton**—their joined forces and the proximity of the venues will offer more value and opportunities for both vendors and retailers.

The collaboration simply made sense, said Tricia Barglof, executive director of Informa’s off-price division. “The industry is working toward the same goal—for retailers to connect to products and vendors. Everyone’s time is limited, so efficiency is essential.”

“Instead of competing, let’s work to enhance one another,” said Don Valcourt, managing director of IFJAG. “As time and



The Orlando Market offers wholesale brands, distributors of closeouts and excess inventory, and immediate and in-season as well as cost-friendly goods meant to maximize retailers’ year-round buying power.

dollars are in short supply, we should narrow the field in competing against each other.”

True to its roots, the Orlando Market will offer wholesale brands, distributors of closeouts and excess inventory, and immediate

and in-season as well as cost-friendly goods meant to maximize retailers’ year-round buying power.

“What’s most interesting is the fact that out of our registered buyers for Orlando, 80 percent haven’t attended the Vegas shows in the last year,” said Barglof, “which shows our research was correct in bringing OffPrice to the East Coast to fill those needs. The market has a different feel, with educational sessions, hosted lunches and an opening-day cocktail party.”

With topics such as how to add off-price goods into an inventory mix, sourcing strategies and inventory management, the 30-minute sessions will offer key takeaways. Michelle Christiansen, chief merchandising officer for **Bargain Hunt**, and Tony Scolati, executive director for the **Reverse Logistics Association**, will discuss the ever-growing problem with returns in addition to reclaiming value to lower costs and build customer loyalty.—*Christian Chensvold*

## SUSTAINABILITY

### Lycra Releases New Update on Achieving Goals for 2030

“Global” is increasingly becoming not just an economic or political term but also an all-encompassing earthly caretaking term. In other words, global means doing good for our orbiting globe, from the individual to the corporate.

Enter **The LYCRA Company**, the leading developer of innovative fibers and technologies for the apparel industry and the publication of its second annual Planet Agenda Update, along with its Global Sustainability Scorecard for fiscal year 2022.

Together these documents offer a detailed report on Lycra’s progress toward achieving its 2030 sustainability goals, which were announced in last year’s publication.

Planet Agenda is the name of Lycra’s sustainability framework, touching on every aspect of its business model. Built on three pillars—product sustainability, manufacturing excellence and corporate responsibility—its goals align with five of the United Nations Sustainable Development Goals.

Highlights of the 2022 Planet Agenda



Lycra’s Planet Agenda initiative seeks to contribute to the sustainability of the apparel and personal-care industries.

Update include news on innovative products for sustainable fashion. Lycra has seen a notable reduction in greenhouse-gas emissions, driven in part by its Maydown, Northern Ireland, site converting its purchased electricity into renewable sources through Energy Attribution Certificates. Also, three Lycra manufacturing sites have achieved third-party-verified, top-quartile performance in the Higg Facility Environmental Module, with two achieving the same level in the Higg Facility Social & Labor Module.

“Planet Agenda guides our evolution as we strive to contribute to the sustainability of the apparel and personal-care industries,” said Steve Stewart, chief brand and innovation officer. “We are proud of the advances we have made in pursuit of our 2030 goals.”

“We see Planet Agenda as a shared endeavor with our customers and partners,” added Jean Hegedus, director of sustainable business development. “Our heritage of working together with our customers and other third parties, along with the urgent need for collaboration throughout the value chain in order to meet the industry’s goals, inspired the theme of the 2022 Planet Agenda Update: Together, we go further.”—*C.C.*

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## Inside the Industry

**Cart.com** has announced a new fulfillment partnership with Pacsun, including management of its Groveport, Ohio, fulfillment facility. The 2 million-square-foot automated facility, which includes advanced sortation and over 25 miles of conveyance as well as dynamic storage solutions, is the 14th warehouse in Cart.com’s nationwide network of omni-channel fulfillment centers. “We’re extremely proud to partner with Pacsun and support its significant momentum with our best-in-class fulfillment capabilities,” said Omair Tariq, CEO and co-founder of Cart.com. “We’re excited to add this distribution center to our network as we continue to see accelerating demand for tech-enabled 3PL services.” Cart.com’s fulfillment services are powered by proprietary software and predictive analytics, which streamline logistics operations, reduce costs and provide real-time inventory visibility.

**Popshoplive**, a pioneering live selling platform, has announced the launch of its new Creator Commerce solution, which is “set to disrupt the way people shop and empower the next generation of fashion enthusiasts,” according to the company. “Popshoplive is at the intersection of entertainment, community and innovation. The platform is set to empower a new generation of creators and fashion enthusiasts to share their unique styles, perspectives and product recommendations with the world, all while enjoying the financial benefits of their influence through live selling.” Creator Commerce streamlines monetization opportunities, community building and website integration. Popshoplive debuted the solution with a lavish event in the heart of the Hollywood Hills, attended by a range of creators, brands and industry players.

**American & Efird** continues its innovation with the release of two new sustainable cotton-thread products. Meeting the requirements of the multi-attribute Cradle to Cradle Certified Product Standard, the new products bolster an already impressive sustainable thread line and support increased sustainability and circularity within the textile industry. Anecot Plus SPC and Chroma SPC are created with Cradle to Cradle-compliant dyes and chemicals, providing additional eco-friendly choices to customer brand and retail partners seeking certified, sustainable thread products to directly support their respective environmental goals. “We remain committed to creating responsible sewing threads,” said A&E President Chris Alt. “We are focused on meeting the demands of our customers with new innovations while doing right by the environment and the communities in which we operate.”

**Cottonworks** has debuted a new virtual showroom, billed as an engaging platform that delivers an interactive experience of the world of cotton. “Journey from a cotton field to a striking cotton boll—inspired architectural space,” the company said, “filled with stylish and innovative cotton 3D fabrics and garments. Cotton Incorporated leads the way with our cutting-edge platform, enabling you to work with free digital fabrics in a more authentic manner, enhancing your design process by demonstrating how fabrics scale and drape on virtual garments.” Three unique spaces—Active, Natural and Trend—allow users to see a wide range of fabrics and designs to spark their imagination.



ARUN NEVADER



# Kevan Hall's SS2024 Collection Inspired by the Elegance of 1930s France

By Dorothy Crouch *Contributing Writer*

Paris has historically topped the list of influential fashion destinations, but for Kevan Hall's Spring/Summer 2024 collection, the designer was inspired by the city's northwesterly neighbor Deauville, France. Hall took inspiration for his eponymous brand's Cote d'Azur collection from a specific era during the 1930s when designers presented their pieces by allowing models and clients to wear the garments during strolls along the promenade.

"I love that period in terms of the cuts of the dresses, the relaxed ease of the après beachwear feel," said Hall, who was also inspired by Sonja Delaunay's Orphism art movement. "You have Sonja Delaunay also in the 1930s working and becoming a friend to many of the designers, fashion folks and artists of that period. We based our beautiful abstract plant print on her practice. She was famous for paintings but also textiles, fashion and set design."

The artist's work informed Hall's creation of a floral watercolor crinkle-chiffon off-the-shoulder top and a halter dress in the same print and fabrication.

But Hall also allowed his inspiration for the Spring/Summer 2024 collection to reach beyond the chic streets of Deauville, 830 miles southeast to the glamour of Cannes. During Hall's visit to St-Tropez to see his brother, actor and director Vondie Curtis-Hall, the designer was touched by the hues of the sea in addition to the color palette of the town's chateaux and cafés.

"We were there during the Cannes Film Festival. We

took a car to the festival and we were taking some film footage but we also did the red carpet. There is no red carpet like the Cannes Film Festival—the gowns, the jewels, everything about it was glamorous," Hall noted. "I looked at that as the total arc of the collection. It is going from this really wonderful, relaxed, elevated resort accessibility all the way to the film festival in Cannes."

Additional standout themes from the collection, which is now showcased on [kevanhalldesigns.com](http://kevanhalldesigns.com), include the Cote d'Azur grand plaid, a colorful pattern in boxy brushstrokes that appear on a number of pieces including a column bustier gown with side slit, halter swing dress, trench coat, flutter-sleeve maxi dress, shirting, and suiting of a tie-front jacket and palazzo pant. Hall also chose the colorful pinks, teal, lime and yellow in the embroidered Deauville stripe, which appeared on a jumpsuit and shirting.

Hall's gift for raising the bar on red-carpet glamour is most evident in pieces such as a palm-leaf fil coupé bustier gown in peridot, a silk chiffon ombré gown with lace and floral appliqué in peridot and turquoise, and a crushed-ice Cannes bustier gown.

"There is a lot of texture, a kind of feast for the eyes. It keeps your eye moving throughout the collection because of all the texture and the beautiful colors," explained Hall. "One of the final gowns is a beautiful crushed ice in metallic silk organza. The beading for the side panels and the back of that dress are all glass beads with embroidery underneath the glass so it magnifies the embroidery."

## Adding elements of responsible luxury

Through a partnership with Chatham, the more than 80-year-old pioneer of lab-grown gemstones, the Los Angeles-based Hall was able to add jewels to the collection while showcasing pieces on the runway to make a statement on sustainable luxury.

"Early on, he brought fabric swatches that he was looking to use for the Spring/Summer collection. We looked at the fabric swatches, we looked at the color palette he was going to use, and we talked a lot about his inspiration," said Monica McDaniel, vice president and marketing director at the luxury company, which has been using a controlled environment to create gemstones naturally. "We pulled the gemstones straight out of that fabric."

The nature of lab-grown gemstones allows designers to bypass the ecological and humanitarian threats of mining precious pieces from the earth. Chatham's vibrant stones complemented Hall's designs, enhancing his elegant garments. Hall's love of color and Chatham's commitment to creating an exquisite stone was a perfect pairing, according to McDaniel.

"Harry [Chatham], the president and owner of Chatham, said, 'Sell a woman diamonds—she'll wear them with everything. Sell a woman color and she'll create a wardrobe.' Kevan loved that," McDaniel said. "We immediately connected. We thought it would be wonderful to work together." ●



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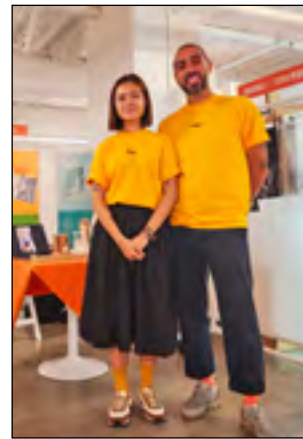
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As LA Textile celebrated its 30th anniversary with its latest edition at the CMC, the show also provided an intimate environment in which designers and brands worked with exhibitors on inspiration for upcoming seasons.

**LA Textile** *Continued from page 1*

emerging labels and entrepreneurs.

“There are some attendees that have fantastic **Etsy** stores,” Robinson said. “They’ll be doing smaller quantities, but they’re still here to buy.”

**Fresh educational offerings**

A new addition to LA Textile was the Yarn & Knits Pavilion. The section was created in collaboration with Hasan Erdal of New York City’s **Yarn Mavens** as a showcase of international manufacturers that serve this market. LA Textile also partnered with **NellyRodi Paris** to build a trend exhibit focused on yarn and knits as a focal point of the section.

“L.A. is the most important emerging market. It’s one of the few places where there is a new brand every week,” said Erdal. “Knitwear is not a scary thing. It’s a very approachable area of fashion that brands shouldn’t be afraid of. With cut-and-sew you have your fabric, you know what your final garment looks like; with knitwear, it’s a cord of yarn. It could be anything—it’s sort of magical.”

LA Textile’s schedule included informative seminars to inspire creativity with trend forecasting and provide guidance for building a fashion brand. Information sessions also featured commentary regarding sustainability, domestic manufacturing and the use of AI across the fashion industry.

In addition, the show featured trend exhibits by **Delta**, British Columbia’s **KenDor Textiles** and **Peclers Paris** and the return of the Turkish Trend Area.

**Tracking new trends in textiles**

The show allowed brands to connect with their clients in a more intimate setting for sharing ideas and inspiration, according to Sana Aloni, a Los Angeles-based associate designer with **Frame Denim**. As a knitwear designer, Aloni looked forward to meeting with yarn mills and seeing fresh new offerings from exhibitors including Yarn Mavens and **Consinee**.

“Being in an environment to meet other designers and meet with mills I haven’t met before,” said Aloni regarding the reasons she looked forward to the show. “Also, a lot of exhibitors make a big effort to show something new during their presentations. That makes it special.”

Going greener was also a consideration for Aloni, who was eager to discover new advancements in eco-friendly yarns.

“We always are interested to learn about sustainability, especially with the yarn mills. There are a lot [of details in] the way yarn is constructed, and they can tell us the information that we, as designers, don’t know,” Aloni said. “It’s always something that we want to learn more about and incorporate into the line.”

Designer Fanny Mena was also interested in learning more about sustainable options.

Mena was enjoying the information sessions offered, particularly those focused on trend forecasting, and wanted to explore sustainability and brand building. Mena, who is based in Los Angeles, was also searching for fabric, trims and manufacturers that would align with her preference for green options.

“Working with sustainable partners is very important,” said Mena. “We have to start caring and being responsible for our presence in this world.”

Some attendees who visited LA Textile were examining options beyond their typical resources and trade-show schedules. Thomas Agasid, a product design and materials engineer at soft-goods consultancy firm **bilio** in Berkeley, Calif., visited the show to source fabrics and learn about fashion trends.

“We typically are at **Outdoor Retailer** and outdoor apparel, textile and manufacturing trade shows. This is a little bit different from the shows we typically attend,” explained Agasid. “We’re trying to understand trends from the fashion side and how that might inform what we do in our day-to-day work—mostly to compare and contrast how a fashion-driven trade show compares to something that is outdoor focused.”

**The innovative side of sourcing**

Beyond the yarns, fabrics and trims at LA Textile, the show also included exhibitors focused on packaging. Hong Kong-based **Invisible Company** educated attendees regarding its water-soluble, biodegradable and compostable packaging bags.

“It’s not only fabrics; it’s not only packaging, but it’s how they look for ethical business brands that incorporate sustainability,” said Devana Ng, co-founder of Invisible Company. “Brands are not only here to find a supplier but also to find a supplier who can help them become more sustainable.”

As Los Angeles continues to attract leaders in luxury, Matthew Schechter of **Mainetti USA** in Berkeley Heights, N.J., looks forward to serving the packaging and hanger needs of premium brands. The company’s sustainable mission aligned with the show’s attendees, and its products stood out as a high-end resource.

“The trend is sustainability and to approach a very traditional luxury aspect of elevated experiences in the most sustainable way possible, which is a very fine balance. But it’s hard because of the materials that can be used,” said Schechter.

Representing the fashion-development and branding firm **Apparelmark**, Andrew Drigola, co-founder and director of development at the Vancouver, British Columbia, firm, felt the show afforded opportunities for collaboration.

“More and more people are realizing they can’t be secretive and gatekeep services. We’re seeing, especially at this show, the collaborative component,” Drigola said. “As the world gets smaller and more tools are available—especially AI—it’s intrusive technology. Unless they partner or collaborate, brands will find they are going to be pushed out.” ●



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A close-up photograph of a woman's face and hand. She is wearing a large, ornate, multi-tiered earring with many clear crystals. Her hand is raised near her chin, showing her fingernails which are painted with a shimmering, metallic purple or blue polish. The background is a soft, out-of-focus grey.

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## Tracking the Trends in Dallas

Just like fashion trends, Dallas is a style hotspot known for keeping with the latest trends to best serve our community of buyers, brands, and new customers. Our vibrant mix of contemporary styles offered continues to expand and attract new retailers looking for unique pieces.

Below are some of the fashion-forward contemporary brands you'll find now showing at Dallas Market Center. Dallas continues to be a top destination for buyers and brands seeking a lively atmosphere and the best of the best in service and community.

### WTC 15

#### Agua Bendita

Indulge in luxury swimwear that boasts unique, vibrant prints with intricate, handcrafted embroidery for one-of-a-kind designs. *UnCommon Fashion Inc., WTC 15656*



Agua Bendita

#### Bayeas Denim

This size-inclusive denim collection from Los Angeles promises to deliver jeans in every style, wash, and fit to perfectly complement your individual style. *UnCommon Fashion Inc., WTC 15656*

#### Cartolina

Cartolina, Italian for "postcard," is a womenswear line inspired by travel, life adventures, and making memories. This collection is meant to be lived in while making the wearer feel beautiful and vibrant from the inside out. *Pam Martin & Co., Ltd., WTC 15454*



Cartolina

#### Ever Alice

Clothing and jewelry that seamlessly blend designs that are timeless and elegant with a modern edge. The apparel features playful prints and innovative silhouettes, while the jewelry is ultra-feminine yet contemporary. *WTC 13-1713 (Temporaries)*

#### Hale Bob

Inspired by the free-spirited, adventurous lifestyle of the bohemian traveler, Hale Bob is colorful, chic, sexy, and fashion forward. The collection basks in the limelight of its fans and the many celebrities who adore Hale Bob's flirtatious and feminine yet relaxed style. *Style Consortium, WTC 15018*



Hale Bob

#### Kerri Rosenthal

A fresh, and slightly unpredictable, lifestyle brand that is authentic, perfectly imperfect, and inspired by Kerri's original and unforgettable artwork. Her iconic "Drippy Heart" series defines her "wearable art" style presented throughout her collections. *Scott Harner & Co., WTC 15343*



Kerri Rosenthal

#### Level 99

Premium denim with a commitment to comfort, style, and sustainability, Level 99 jeans offer a range of stylish and eco-friendly designs that combine modern trends with timeless appeal made for every woman. *WBC Clothing, Inc., WTC 15442*

#### Maanesten

This chic and minimalist jewelry line effortlessly merges Scandinavian simplicity with a touch of bohemian charm. The designs feature delicate and timeless pieces crafted with high-quality materials, offering a blend of elegance and contemporary style. *WTC 13-1706 (Temporaries)*

#### Marrakech

A label that does not chase trends but seeks to create everlasting looks, each timeless piece is crafted with the highest quality materials and built to last for years to come. *WTC 13-1904 (Temporaries)*

#### Meet Me in Santorini

Perfect for your next vacation, these feminine designs and vibrant colors are created for all women to feel confident and radiant while expressing their true style. *UnCommon Fashion Inc., WTC 15656*

#### Sage + Fig

This contemporary clothing line from California captivates fashion enthusiasts with cutting-edge styles that effortlessly embody the latest trends to freshen your wardrobe. *UnCommon Fashion Inc., WTC 15656*

#### SILKA

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



SILKA

#### Zero Degrees Celsius

Contemporary clothes that are both beautiful and seductive incorporate elements such as haunting mystery and traditional femininity to create designs that are edgy and elegant. *Brad Hughes & Associates, WTC 15727*

#### WTC 13 Permanent

##### Agency Showroom

Owner Stacy Holmes curates exquisite and avant-garde designs from around the world that deliver fashion-forward and unique jewelry and accessories. *Agency Showroom, WTC 13696*



Agency Showroom

#### Footwear

##### Butrich

Jessica Butrich's designs coexist in a feminine and elegant world where retro influences, pop elements, and playful symbols converge. You'll find statement pieces, themed collections, and collaborations featuring handmade shoes and accessories. *D'Elementstyle, WTC 15933*

##### D'Amelio

Contemporary, fashion-forward footwear that is the epitome of luxury and style. From sneakers to stilettos, every item has impeccable attention to detail that embodies elegance and sophistication. *WTC 10-2301 (Temporaries)*

See these brands and many more at Dallas Apparel & Accessories Market running Oct. 24-27, 2023. For more information, visit [www.dallasmarketcenter.com](http://www.dallasmarketcenter.com).



## DENIM



Denim veteran Adriano Goldschmied has relaunched his House of Gold with a new partner, fellow industry expert Filippo Donati, and an agreement to represent Pakistan denim mill Rajby Textiles.

### Goldschmied *Continued from page 1*

#### Time for a change

Nearly 10 years after first launching his House of Gold agency, Goldschmied has relaunched with a greater focus on denim sustainability, from the fiber sourced on the farm to the final finishing process. Goldschmied revealed the news in September that the recharged House of Gold would bring with it a new partner, industry veteran Filippo Donati. Through his 25-year-old firm **Dona Trading Inc.**, Donati has represented Italian mills including **Eurojersey**, **Lanificio Cangioli**, **Lanificio Balli**, **Achille Pinto**, **Bepptex** and **Cafissi** through its New York office and Los Angeles showroom.

"I met Filippo a long time ago, and I was impressed with his ability to sell and bring to market the best fabrics from Italy and his deep knowledge of the elevated American customers," said Goldschmied. "Filippo has extensive experience at a high-end agency, and, from my side, I have a long experience in denim, product development and sustainable innovation. This way we feel the customer can count on great fabrics and fair distribution."

The new House of Gold also features a fresh agreement with Pakistan denim mill **Rajby Textiles Private Limited**, which positioned the agency as the denim mill's U.S. sales representative. Rajby Textiles' Cradle-to-Cradle certifications align with the House of Gold mission to cultivate sustainable resources. Other certifications that the mill has secured include Oeko-Tex, WRAP, GOTS, ZDHC, Better Cotton, Global Recycled Standard, Organic Cotton Standard Recycled 100, the Higg Index, Clean Chain and Cotton Made in Africa.

Rajby Textiles shares the House of Gold commitments to producing eco-friendly products; a circular economy; responsible climate and energy practices such as the use of chemicals, efficient materials and water conservation; and ethical sourcing. The mill also remains a supporter of its community through empowering its employees and neighbors.

Sustainable fibers such as organic cotton, hemp, linen, Circulose, CicLO, Repreve, Sorbtek, PIW, PCW and bio-polyester all play an important role at Rajby Textiles to move the eco needle. The company relies on dyeing technologies such as salt-free methods, halo dyeing and ZDD dyeing, which al-

low Rajby Textiles to reduce water and chemical consumption to yield low EIM scores.

It has also implemented ZDF and Less Water finishing and boasts an effluent treatment plant, a caustic recovery plant and heat-recovery boilers for steam generation. A CO<sub>2</sub>-recovery plant is scheduled to open in 2024 with the installation of a 2,000-kilowatt solar array planned by 2025 and a reverse osmosis and ultrafiltration plant by 2026.

"The collaboration and the business relationship with Rajby has been a goal for House of Gold," noted Goldschmied. "We are very focused on that, and, of course, we influence each other. From our side, we understand the mill better and their textile world. On their side, they understand better the needs of the American market."

Rajby Textiles recently became an independent denim mill after parting ways with **Rajby Industries**. The move has made Rajby Textiles a separate entity with its own capabilities to perform in-house weaving, dyeing and finishing. The mill is able to produce 3.2 million meters every month. It employs 1,500 people in its Karachi, Pakistan, facility.

"Adriano and I share a love of premium fabrics," Donati said. "We were both impressed by the quality of the denim produced by Rajby and are enthusiastic to introduce the mill to the U.S. market."

#### The culmination of a busy year

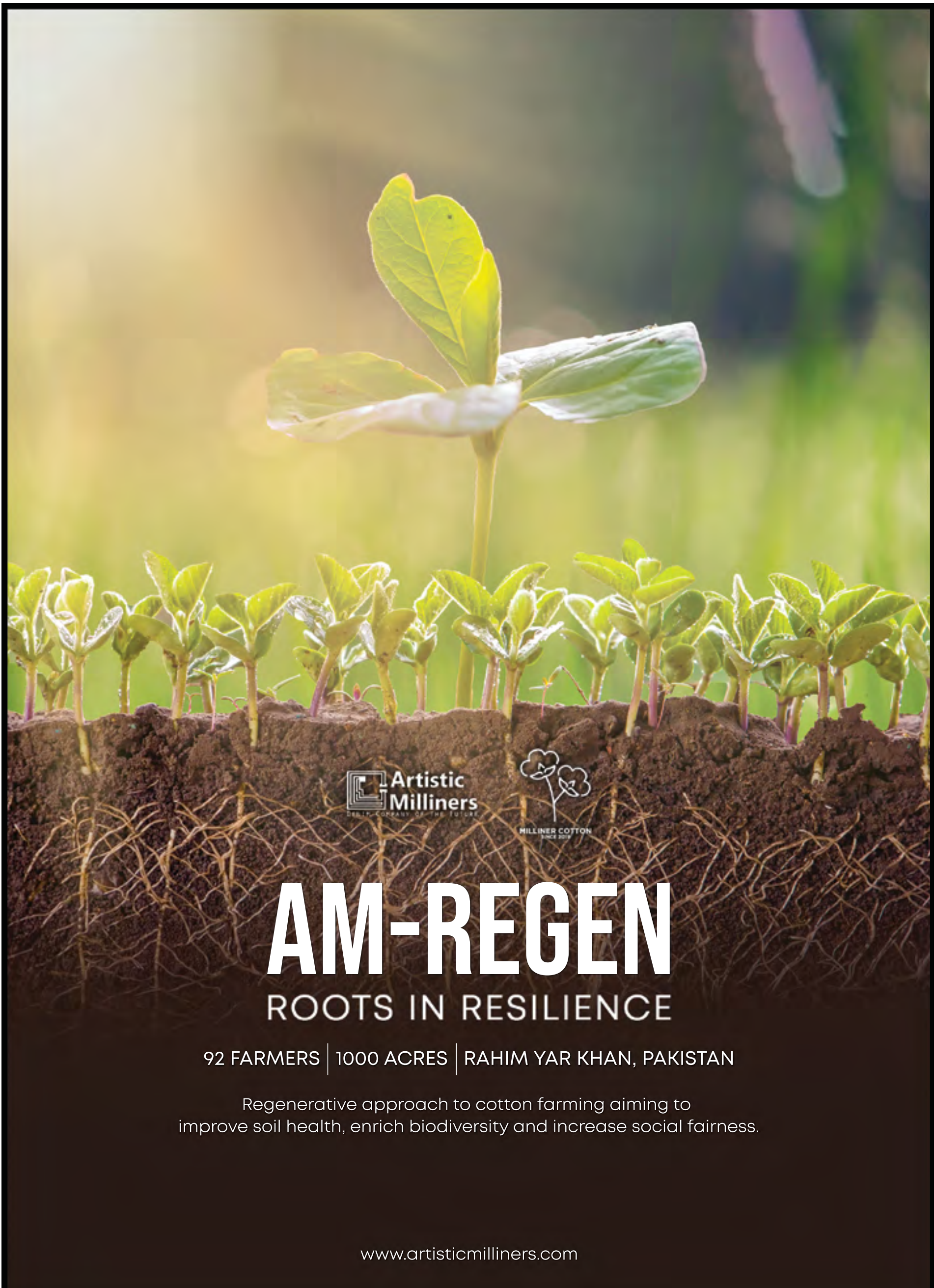
Goldschmied also released a collection with Italian clothing company **OVS** in September. The collection was created through Goldschmied's design company **Genious Group** and offers timeless, stylish—and sustainable—denim at an affordable price.

"It is very important work, as I proved sustainability is not elitarian but is possible to make designs through the best ways that will reduce negative impacts, using less water, eco-chemical and less energy," noted Goldschmied.

The launch of the collection with OVS came on the heels of Goldschmied's reintroduction earlier this year of his Daily Blue line, which debuted in 1974.

"When I decided on the relaunch, I thought about bringing back the same enthusiasm and passion for fashioning creativity," said Goldschmied. "At that time [of the launch] I was indicating the way to go for denim in the future, and I like to do the same today. Times obviously are different, but Daily Blue explores the contemporary aesthetic and the right way to conduct business." ●





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# The Other Side of Apparel Sustainability— Ethics in Worker Treatment

*What are the most pressing labor and worker issues that must be addressed to improve sustainability within the apparel industry?*



SPONSORED BY FUNCTIONAL FABRIC FAIR PORTLAND—POWERED BY PERFORMANCE DAYS

By Dorothy Crouch *Contributing Writer*

Conversations that cover the promotion of sustainability within the apparel industry often focus on solving environmental challenges that stem from pollutive practices and irresponsible materials sourcing. One of the most important sustainable issues, which is often overlooked, is the problem of ensuring ethical treatment of the workers whose labor makes apparel production possible—along the supply chain and in the factories where clothing is produced.

Many of these workers are women, some are also children, yet the hardships they face—such as unsafe working conditions, low wages, long hours and insuf-

ficient training—are frequently left out of conversations that drive action toward creating a more sustainable apparel industry. While they are the most important people in the industry, they are hidden away, out of sight and out of mind.

To create an apparel industry that is completely sustainable, worker treatment around the world, in every factory and across all suppliers, must become more ethical. *California Apparel News* asked apparel-industry leaders: *What are the most pressing labor and worker issues that must be addressed to improve sustainability within the apparel industry?*

**Kerry Bannigan**  
Executive Director  
Fashion Impact Fund



In our journey toward a sustainable future for the apparel industry, it's imperative to place the well-being of female garment workers at the forefront. Fashion Revolution and Remake report that of the 75 million garment workers, 80 percent are women between the ages of 18 and 35 and the majority earn less than \$3 per day. By proactively addressing the pressing labor

and worker issues they face—from ensuring fair wages and a safe working environment to ending discrimination and gender-based violence—we can create lasting and transformative impact on their lives, communities and the sector.

We can contribute to creating a more environmentally and socially conscious industry by investing in job-training programs that implement sustainable fashion and responsible practices. The exploitation of women is frequently intertwined with other forms of exploitation such as environmental degradation and violations of labor rights. By advocating for decent working conditions and eradicating forced labor, we can positively impact both people and the planet.

**Meredith Boyd**  
Senior Vice President of Sustainability, Technology and Innovation  
Unifi Manufacturing, Inc.



There are many sustainability considerations across the global textile workforce, but one thing is undeniable: Best environmental practices and products are not achievable without our vital industry employees.

An under-discussed subject in textiles is the strong industry in the U.S.A., which comprises over 500,000 workers. When mill partners, apparel

manufacturers, brands and retailers commit to long-term sourcing from the U.S., they are investing in the future workforce for apparel and textile production. Having confidence in these commitments allows companies like Unifi to invest in training and development programs as well as novel, lower-environmental-impact technology that fuels the creation of career opportunities. A thriving and growing industry is what attracts and retains workers, and this is critical for all. As a domestic company with over half of our workforce stateside, this focus is a key tenet of Unifi's positioning and success.

The regional supply agreements for North America and Central America include a "Yarn Forward" rule of origin and are key to supporting apparel production. While the international textile supply chain is important, supply-chain challenges, which were exacerbated over the past few years, have highlighted the importance of nearsourcing for supply security. The additional focus on nearshored production and "Made in America" initiatives allows apparel manufacturers to leverage the favorable time and environmental benefits of regionally sourced production while supporting the essential U.S. workforce and regional textile infrastructure.

**Sharon Donovich**  
Marketing Director, Global Events and Customer Success  
Kornit Digital



Labor and employee concerns are recognized as a significant aspect of the United Nations Sustainable Development Goals. Ensuring a secure and healthy work environment is vital to safeguard workers, particularly in the apparel industry where working conditions are fraught with risks and accidents. Workers routinely handle hazardous chemicals, and in certain regions women and children are exploited. It is becoming an imperative to establish fair wages and safe working conditions throughout the apparel industry in the near term.

regions women and children are exploited. It is becoming an imperative to establish fair wages and safe working conditions throughout the apparel industry in the near term.

**Betsy Franjola**  
Founder  
Preface



There are several aspects of ethical worker treatment that the apparel industry must consider.

When products that are made in the U.S.A. use prison labor, what does this mean for the industry? Prison workers are often paid far less and endure more-dangerous working conditions than employees who work in trusted, ethical factories. It is an unethical practice that does not contribute to a sustainable business model. There needs to be transparency into prison labor that is used to make apparel, particularly since it undercuts responsible manufacturers who pay fair wages and benefits.

Also, since the "Made in China" label is suddenly viewed as "bad," big brands are moving production to Bangladesh, Sri Lanka, Cambodia and other regions but at what cost? What is being sacrificed? We must examine the real labor conditions

in these regions and ask the right questions. What is the quality level? What is that "real cost" that everyone talks about?

**Jessica Kelly**  
Founder and Chief Executive Officer  
Thr3efold



The biggest systemic issue creating massive labor issues in fashion is also the easiest to solve. Brands no longer have close relationships with their suppliers.

Travel frequently to your suppliers and get to know the inner workings and conditions of their facilities. Host family dinners to get to know their kids. Ask questions about pricing

rather than just asking for a lower price. Brainstorm together regarding local organizations you can support to improve the community and reduce environmental impact. By intimately knowing your suppliers you can truly make them an extension of your team and alleviate some of the risk in global sourcing.

**Dr. Cindy J. Lin**  
Co-founder and Chief Executive Officer  
Hey Social Good



It is undeniable that many labor and worker issues need to be addressed if we are to build true sustainability in the fashion industry. Many issues are urgent such as ensuring fair wages and good working conditions, but equally pressing are worker job security and rapid adoption of circular-supply-chain practices, which are germane to the long-term viability of the apparel industry.

Traditionally workers in the apparel industry have precarious employment arrangements—for example, temporary contracts and subcontracting—which lead to wage insecurity and low quality of life. Businesses and brands vitally need to support stable and transparent employment contracts to ensure the healthy livelihoods of workers. In many industries it is shown again and again that a job-secure and well-trained labor force remains loyal, produces high-quality work, and helps support business growth and longevity.

We should empower businesses to adopt circular-economy practices to continuously reuse, refurbish, remanufacture and recycle materials and resources after their initial use. By keeping these valuable materials and resources in the system, we can maintain growth and creativity in the apparel industry,

► Industry Focus page 10



*What are the most pressing labor and worker issues that must be addressed to improve sustainability within the apparel industry?*



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**Industry Focus** *Continued from page 9*

such as material innovation with upcycled polyester, apple-based leather, banana fiber and reimagined waste-based spandex.

As the global availability of virgin materials becomes challenged with increasing demand and resource depletion, businesses must look elsewhere to source materials. Creating innovative materials with recycling and upcycling ensures the continued availability of resources to design, manufacture and produce clothing. Maintaining our clothing manufacturing and operations means we create stable employment. If we are to ensure long-term sustainability, circularity and business benefits, it is imperative that businesses remain competitive and look to improve their long-term labor and circular practices.

**Francisco Mataix**  
**Executive Director**  
**Ecolife by Belda Lloréns**



Improving sustainability within the garment industry requires addressing several pressing labor and worker issues that not only improve the lives of workers but also reduce turnover rates, enhance product quality and minimize the environmental impact associated with unethical labor practices. These issues not only affect the well-being of the workforce but also have significant

implications for the environmental and social sustainability of the industry.

Many garment workers, particularly in developing countries, earn low wages and work in substandard conditions. To improve sustainability, fair wages must be provided and working conditions should adhere to international labor standards. This ensures that workers can lead decent lives and are less likely to experience exploitation.

Health and safety hazards are prevalent in many garment factories. Addressing this issue requires robust safety regulations, regular inspections and worker-training programs. Safer workplaces not only protect workers but also reduce accidents and environmental risks.

Eliminating child labor and forced labor is essential for sustainable garment production. Companies need to implement strict policies and supply-chain audits to ensure that these unethical practices are eradicated from their operations.

The garment industry predominantly employs women, but they often face discrimination and harassment. Promoting gender equality by providing equal pay and opportunities as well as creating safe and inclusive workplaces is crucial for sustainable development.

Workers in the garment industry are frequently subjected to excessive working hours to meet production demands. Implementing reasonable working hours and overtime regulations help prevent burnout and support a better work-life balance.

Workers' ability to organize and advocate for their rights is often restricted in some regions. Encouraging unionization and collective bargaining can empower workers to negotiate for better conditions and wages.

Brands must increase transparency within their supply chains. This includes disclosing supplier information and regularly monitoring their adherence to labor standards and environmental practices.

**Ngozi Okaro**  
**Founder and Executive Director**  
**Custom Collaborative**



The most pressing labor and worker issues are 1) a shortage of livable wages, 2) lack of skill development for workers and 3) exposure to hazardous materials in the workplace such as synthetic dyes and microfibers.

**Emmanuelle Rienda**  
**CEO**  
**Ethical Luxury Group**



The apparel industry faces significant challenges when it comes to sustainability, particularly concerning the treatment of workers within the leather sector. One of the most pressing concerns is the use of harmful chemicals in leather production, which poses risks to both workers and the environment.

Chromium salts and arsenic, for example, are commonly used in tanneries, and prolonged exposure can lead to serious health problems, including cancer. This issue is particularly concerning for workers in low-income countries where regulations and protective measures may be lacking. Moreover, the discharge of untreated wastewater from tanneries pollutes water sources, affecting aquatic life and the access to clean water for nearby communities, exacerbating environmental and health risks.

To address these issues, it is essential to implement safer chemical alternatives and promote responsible materials. Although polyurethane, a commonly used cruelty-free alternative, has a lower carbon footprint compared to leather, it is a fuel-based material and therefore not the ideal long-term solution. Instead, supporting bio-based and plant-based materials such as mushroom leather alternatives like Mirum provides a more sustainable path.

By investing in research and development for innovative materials, the industry can foster further advancements and increase the availability of sustainable options. Brands must prioritize partnerships with suppliers who uphold ethical standards, ensuring that workers are treated ethically and have access to fundamental labor rights. By taking a holistic approach and committing to ethical practices, we can create a more sustainable and ethical future, benefiting humans, animals and the environment.

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



In order to improve each company and its employee community, the idea must start at the top with management. We help companies train their employees to better serve the fashion community.

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**Emily Stochl**  
**Director of Education and Community Engagement**  
**Remake**



Here in the United States the proposed federal FABRIC Act seeks to address the most pressing labor and worker issues that are needed to improve sustainability within the apparel industry. The FABRIC Act builds on key elements of California's landmark Garment Worker Protection Act and proposes world-leading workplace protections for all of America's nearly

100,000 garment workers.

The FABRIC Act seeks to enforce minimum-wage standards, ending wage theft in the apparel industry by abolishing the system of piece-rate pay, where workers are paid by the piece sewn instead of an hourly wage. Striving for climate justice in the industry, this proposal would create dignified jobs, benefiting working American families and communities with economic stability. It would also level the playing field for made-in-the-U.S.A. ethical and sustainable apparel businesses that currently face a competitive disadvantage against over-producing brands that often pay sub-minimum wages.

Finally, the FABRIC Act seeks to revitalize domestic apparel manufacturing with financial incentives for reshoring and domestic job creation, which would help reduce some of the apparel industry's immense shipping and transport emissions.

**Andrea Venier**  
**Managing Director**  
**Officina39**



To really improve sustainability within the industry, labor and worker issues demand immediate attention. A multipronged approach is required, encompassing chemical safety, clear regulations, ethical standards and a transition to safer alternatives.

One of the foremost concerns is the safety of chemicals used in apparel-production processes. To enhance sustainability we must prioritize the well-being of workers by ensuring the safety of these chemicals. This involves establishing shared protocols founded on transparency and data—we need to simplify these protocols. This is essential to empower workers with a clear understanding of the risks associated with the materials they handle daily. At the same time, clear and stringent rules are needed to ban hazardous products. While regulations may exist, they must be enforced rigorously to eliminate dangerous substances from the industry entirely, not only to safeguard workers but also to foster a healthier environment.

A code of ethics, endorsed by all stakeholders in the supply chain, is another imperative to emphasize the rights and dignity of workers, ensuring fair wages, safe working conditions and protection from exploitation. Collaborative commitment to these principles is essential for lasting change in the apparel industry.

Facilitating the transition to safer alternatives is a significant step toward sustainability even if it initially impacts the industry's budget. Research and development of eco-friendly materials and processes should be incentivized. Financial support and incentives can assist companies in adopting these alternatives without compromising their viability. Sustainability should be the guiding principle not only for the environment but also for the well-being of the workers who are the backbone of this industry. By tackling these pressing issues, we can pave the way for a more sustainable and responsible future for the apparel industry.

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




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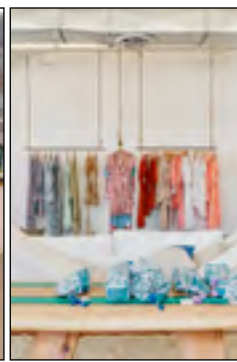
## EVENTS



Designer Kenneth Barlis look at Art Hearts Fashion. Photo: Arun Nevader



Milio Milano showroom at the California Market Center



Cooper Design Space



NYA Studios, home of L.A. Fashion Week



LA Fashion Weekend, organized by Endless Road Entertainment CEO Mikey Koffman



Look from recent Lumiere Runway show



GBS Trends showroom at The New Mart



Vegan Fashion Week

# From the Runway to the Trade-Show Floor, L.A. Pulls Out All the Stops in October

By Christian Chensvold Associate Editor

If there were ever any doubt about L.A.'s status as a world fashion capital, it should evaporate like rain in the California sunshine. The pandemic hiatus has only allowed producers to reimagine, reinvigorate and relaunch their events, and October market and fashion week will show the diverse range of L.A.'s creative juices flowing full and free. Here's a guide to what's going on; plan on a busy week if you hope to catch it all.

## Art Hearts Fashion

Art Hearts Fashion is thrilled to celebrate 10 years of producing shows and will mark its decade-long reign at the **Majestic Downtown** Oct. 19–22. Showcased on the runway will be a mixture of both globally recognized and emerging brands, including **Custo Barcelona, Desigual, Black Tape Project, Original Penguin, Giannina Azar, Carlos Pineda, Natalia Fedner, Mister Triple X, Cross Colours, Pink Melon Swimwear, Michael Ngo, Kentaro Kameyama, Coral Castillo, Anthony Rubio, Walter Mendez** and **Willfredo Gerardo**.

The event will also highlight leading Latinx designers, many of whom are also based in Southern California. "Art Hearts Fashion will have a special spotlight for L.A.-based Mexican-American designers," said founder Erik Rosete, "while bringing together the fashion industry's top tastemakers, content creators, celebrities and influencers to present the season's latest trends and collections." Rosete, who was born and raised in Los Angeles, is a prominent Latin American serial fashion entrepreneur and fashion designer known for Mister Triple X.

Art Hearts Fashion also produces shows in New York, Miami, Milan and Paris and has built a reputation for bringing together renowned and innovative emerging designers to propel fashion forward.

## California Market Center

The CMC will once again present an exciting, experience-filled **L.A. Market Week** Oct. 9–11. In addition to debuting new showrooms and brands, CMC will host a variety of special events to connect the fashion industry, including a trend presentation in collaboration with **Doneger | Tobe**, the latest styles from **Brand Assembly** and its popular **Sunset Celebration** rooftop party.

Entitled "What People Will Wear | Spring 2024," The Doneger | Tobe presentation will be held Oct. 10 from 9 to 10 a.m. on the rooftop terrace. Hosted in partnership with Brand Assembly, registered CMC buyers and Brand Assembly guests will be treated to a light breakfast as they learn aesthetic drivers and design direction for the season. Registered buyers, tenants and industry guests are invited to wrap up the market with the **Sunset Celebration** from 5 to 7 p.m. The popular event promises to be a memorable evening filled with cocktails, hors d'oeuvres, music, networking and cinematic Downtown L.A. views.

"We are looking forward to another fantastic Market Week in Downtown L.A.'s Fashion District," said CMC Events & Marketing Director Moriah Robinson. "We're thrilled to be aligning our continued partnerships with Brand Assembly, the **Cooper Design Space**, the **Lady Liberty Building** and **The New Mart**. Together we create a marketplace that offers over 2,500 brands in Los Angeles for buyers to shop."

## Cooper Design Space

Originally built in 1927 to serve the apparel industry and today is home to over 500 brands, the Cooper Design Space is another top destination during fashion and market weeks. Oct. 9–12, organizers invite attendees to book accommoda-

tions with its participating hotel partners, which include **The Hoxton, Hotel Per La, The Freehand, The Ace Hotel, The Downtown Proper** and **Hotel Indigo**. Also included at the event is the **Brand Assembly** show, which runs Oct. 9–11. Highly regarded for gathering the best emerging designers as well as top retailers, Brand Assembly hosts over 250 contemporary brands in an immersive environment and typically draws over 1,000 buyers.

## Los Angeles Fashion Week

L.A. Fashion Week makes its glorious return Oct. 18–22 at **NYA Studios** in the heart of Hollywood, pushing creative boundaries over the course of five days and featuring a mix of innovative fashion presentations, runway shows, interactive activations, parties and more. Curated by Noah Kozlowski, vice president and head of designer relations at show producer **N4XT Experiences**, LAFW's designer roster "stands as a testament to the dynamic and diverse landscape of the fashion industry," the company said, "highlighting N4XT Experiences' commitment to inclusivity through innovative programming across our four key pillars of fashion, beauty, technology and sustainability."

"We are excited to build upon the momentum of last year's LAFW under the reimagined vision of Ciarra Pardo, co-founder and LAFW president," said Kozlowski. "Each brand has been carefully selected to reflect the dynamism of the fashion industry, with important opportunities to introduce new names to center stage and help them grow their businesses globally. Our goal is to inspire the next generation of creators as well as audiences. There is something for everyone."

Formerly known as **Goya Studios**, NYA Studios encompasses 55,000 square feet; its central location offers a multifaceted campus where all scheduled runway shows and experiences will conveniently take place under one roof. Amenities include four large sound stages for runway shows, a rooftop deck with sweeping Hollywood vistas and a **Dolby**-certified screening room where curated fashion films will premiere. In addition to the fashion and beauty physical experiences, organizers will also be bringing back **N4XT Chats**, a roster of panels, master classes and fireside chats covering a range of topics from fashion and beauty to sustainability and technology.

## L.A. Fashion Weekend

L.A. Fashion Weekend is scheduled for a soft relaunch Oct. 11 during Los Angeles Market Week with a one-night event at **IQ**, the panoramic rooftop bar located at **The Godfrey Hotel Hollywood**.

With a runway show and dancing to a live DJ, the event is organized by **Endless Road Entertainment**, which was founded in 2005 by CEO Mikey Koffman. L.A. Fashion Weekend was created to fill the void left by **Smashbox Studios** and **IMG**, moving the biannual event to Hollywood at **Sunset Gower Studios** beginning in 2009, where it remained until the pandemic.

"With art by Los Angeles native artist Nick Petronzio in partnership with curator **Kevin Barry Fine Art**, interior-design firm **The Gettys Group** and architect Steinberg Hart, this new hotel embodies the energy of—and in a way defines—new Hollywood," said Endless Road Entertainment. "It arrived at an exciting time for the neighborhood as major entertainment, tech and creative houses now call the area home." The 12,000-square-foot rooftop bar features a 70-foot projection-mapping video wall, two bars and a swimming pool.

"L.A. Fashion Weekend is about the business of fashion, utilizing the runway as a buying tool for retailers during L.A. Market Week. We focus on consumer-driven brands that lend themselves to the California lifestyle," said Koffman.

## Lumiere Runway

True to its name, Lumiere will light up the fashion world with its high-concept event on Oct. 21 at **Sony Pictures Studios**. The event boasts an impressive lineup of international fashion designers and exceptional performers, all carefully curated from a pool of dynamic talents.

In addition to the fashion presentations, Lumiere Runway has made it a special priority to showcase unique sustainable eco-couture masterpieces from around the world, raising awareness for fashion that can be earth-saving as well as earth-shaking.

As a testament to its global reach, Lumiere Runway is excited to announce the participation of the Hong Kong-based luxury fashion brand **Sparkle Collection**, which will be making its debut U.S. appearance. "The Sparkle Masterpiece Collection is a showcase of haute-couture bespoke cheongsams," said Lumiere organizers, "exclusively custom-tailored and exquisitely handcrafted by the award-winning Hai Pai cheongsam master and proudly made in Hong Kong."

In keeping with the global theme, attendees are invited to immerse themselves in the ambiance of a Paris- and Milan-inspired fashion spectacle, enriched with California's premier entertainment offerings and all within the distinguished setting of Los Angeles. Lumiere Runway offers a unique opportunity to connect with industry leaders, emerging brands as well as international fashion and cinema producers.

## The New Mart

Located in the heart of the Los Angeles Fashion District, with 100 featured showrooms and over 500 world-renowned fashion brands, The New Mart will once again be a key destination for buyers during market week, Oct. 9–12.

Included in the event is **Designers and Agents**, which takes place on the third floor and runs Oct. 9–11. D&A is an independent trade event known for changing the landscape of the modern trade-show experience through its pioneering approach to curation. D&A implements a rigorous screening process, according to the company, resulting in brands that can boast "originality, creativity, integrity and exceptional quality. D&A's distinct point of view and keen eye make it a key destination where retailers discover resources that will distinguish their stores from the status quo."

## Vegan Fashion Week

What rhymes with fashion? How about compassion. The rhyming couplet combines on Oct. 9—Indigenous Peoples Day—at the fifth annual **Vegan Fashion Week & Fundraising Gala** at the California Market Center.

This year's theme is entitled "Harmony" and will be an exploration of the transformative power of fashion as a catalyst for personal and societal change and a symbol of human evolution. "It embraces the notion of harmonious existences, not only among people, animals and the environment," the organizers said, "but also within the natural elements themselves."

Billed as a celebration of "cruelty-free fashion," the event includes a full roster of glamour, innovation and "ethical style" as forward-thinking designers showcase their sustainable and animal-friendly creations. Guests can discover the power of fashion to make a positive impact without compromising on style while mingling with like-minded individuals who share a passion for fashion and a cruelty-free lifestyle.

But Vegan Fashion Week is more than just a fashion show, according to the organizers. It's also a fund-raising gala dedicated to supporting animal rights and promoting a cruelty-free lifestyle. By attending, guests will contribute to various initiatives on and off the runway and help create a kinder world for all beings. ●



# FW2425 Textile Trends: Raw Sophistication

Peclers Paris

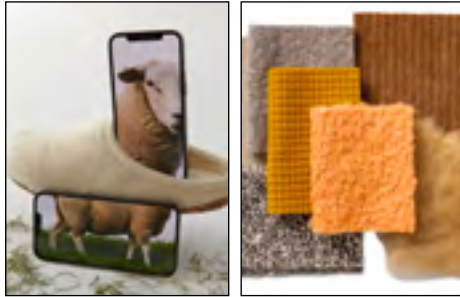
The Fall/Winter 24/25 textile trends celebrate the idea of quiet luxury, with a minimalist yet luxurious approach, a chic and slow sobriety reviving the idea of craftsmanship through technological innovation while aiming for a natural aesthetic-wise—both a way to smartly make casual looks chicer and classics less formal.

## What It Is About

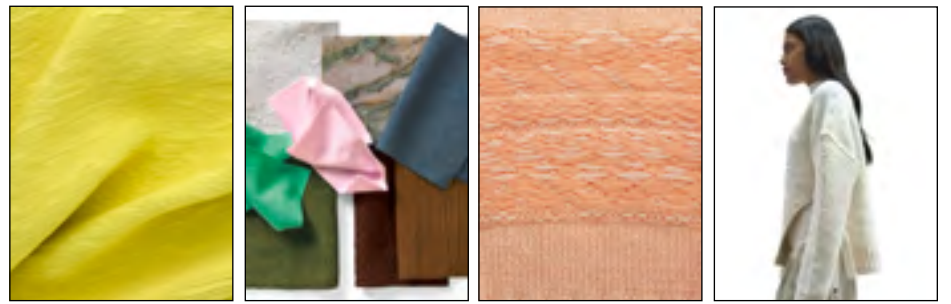
Textiles, both woven and knits, take inspiration from traditional know-how, modernizing and updating them. The aim: achieving a softer, lighter, more-supple feel with sensorial, comforting materials that are deceptively simple. While apparently simple, it's a simplicity obtained through sophisticated processes through the beauty of hidden conception details.

Color-wise, this soft comfort works with shapes whose softness is enhanced by the soft aspect of the materials. This nature-inspired range can also be offset by brighter tones in a rich and dynamic dialogue.

Naturalness is also expressed through a focus on natural animal materials and a continuing interest in traditional and ancestral vegetal fibers such as linen and hemp. Natural dyes or undyed wools and cottons, showing their true colors, are also a major trend. Last but not least, eco-responsible, traceable, biodegradable certifications are more and more valorized, in particular mulesing-free wools, guaranteeing animal welfare and regenerative agriculture.



## Textured Organics



This is where the idea of sophisticated rawness takes on full expression, relying on know-how that takes a new dimension through technical innovation. The result: surprisingly textured weaves and jacquards that are reminiscent of the aspect of bark, wood veins and mineral granites. Once again, this sophistication is both intricate and understated, with, for example, jacquard knits literally used inside out, with soft monochrome coloring. The proposition goes from lightweight with a dry touch to softer and more comforting.

## Wild Fake Fur



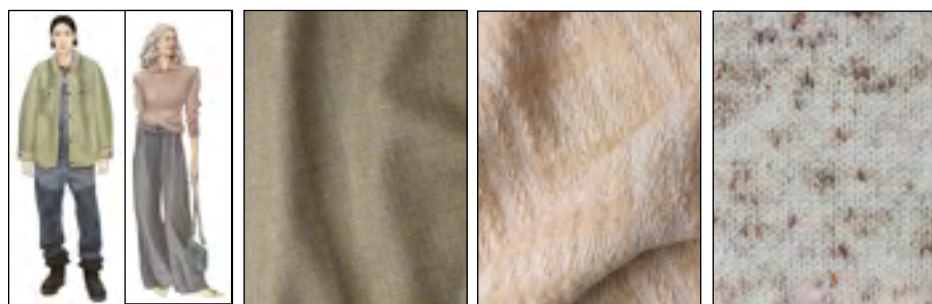
Curly, long, irregular, recolored or disheveled looking, fur is meant to be wild and above all clearly fake, so opt for recycled synthetics. Here, too, nature is the inspiration, and wild nature at that, with fake fur inspired by wolves and foxes in long hair and with irregular coats. The very opposite of well-combed and tamed animals, it is about fierceness and getting back to the roots of humanity dressing itself. These can be worn in natural colors or sometimes revealed by a pop color and with trompe l'œil—still primal but futuristic too.

## Fluffy Woolly



This season, smooth, clean looks give way to furry woolen fabrics and knits and bouncy bouclettes, worked in dense warp and weft or in lighter, frothy knits. Lightweight fabrics are more and more sophisticated, embellishing their simple aesthetic through not so obvious texture details such as brushed, puffed, blown and softened yarns. Aiming at a delicacy rooted in rawness, these textiles are worked in neutral ranges or renewed in bright colors.

## Wintry Nature



Wool and linen are treated as truly noble materials, cultivated and raised with conscience and commitment, with naturally antibacterial, insulating and thermo-regulating properties. Many interesting initiatives are also to be explored around winter cottons, organic versions in particular. Blends of vegetal and animal fibers also present interesting properties and finishes—wool-linen, wool-hemp or wool-cotton—allowing for the creation of draperies that don't look too stiff; supple textures, soft knits and fleeces; and warmer looking gabardines and denim.

## Faux Unis Graphics



This trend is also reviving the idea of authentic and raw craftsmanship, the traditional robust and scratchy-looking winter materials used since forever but revisiting that craftsmanship with a twist in materials that defy appearance. Think knits punctuated by buttons and mottled yarns used in a graphic way or animated by frayed effects. Tweeds are also big but less classic, their pattern blurred or mottled. Scraped, flamed or curled yarns are also used to create unusual aspects and touches in more or less natural tones and exuding a masculine-feminine aesthetic.

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

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# Remembering Dianne Feinstein: an Advocate for California's Fashion Industry



The late Senator Dianne Feinstein

In April 2007, a law initiated by some New York designers was to be put in front of Congress by Sen. Chuck Schumer (D-NY), making "knock-offs" of un-copyrighted apparel "illegal" and subject to lawsuits and fines based on the designers' own interpretation of "originality."

Stanley Hirsh, then owner of the Cooper Building, initiated a call to Sen. Dianne Feinstein (D-Calif.), and we met at the Hillcrest County Club to put forth our industry's objections. The issue was outlined relating to the economic consequences of SB 1957 from the varying points of view: legal, accounting, banking and the specifics of the manufacturing process in creating timely contemporary products.

In May 2007, members of the California Fashion Association and I traveled to Washington, D.C., to meet in the senator's office. In attendance were Lonnie Kane, Richard Reinis, Steve

Maiman, Ed Handler, Fred Gaylord, and Douglas Lipstone along with the senator and members of her staff.

Our position was: "Fashion is an industry that thrives on trends, and trends, by their nature, involve the sharing and tweaking of new ideas. In fashion there is truly nothing new under the sun, and designers are constantly looking to the past and the present for inspiration in their work. The industry is highly creative under this model, and there is no need to 'fix' that which is not broken." *Nothing has changed!*

Sen. Feinstein and members of her staff "marched" us into Sen. Schumer's office for an appointed meeting. While she officiated in that meeting, CFA presented our position with charts, pictures, and a clear analysis of the consequences.

The two senators met briefly together as we left Sen. Schumer's office and *nothing was ever heard of the bill again...ever!*



California Fashion Association members visit Washington, D.C.

*Obviously, two senators, listening to their constituents, made their decisions right then and there, without committees or social media.*

On another occasion, Sen. Feinstein, accompanied by Maurice Marciano, Ronald Perlman, Vera Campbell, Lonnie Kane and me led CFA to then Labor Secretary Hilde Solis, and, on our behalf, objected to the

negative statements being made by the Labor Department about California's manufacturing community.

It is our fervent hope that sometime, somewhere, the industry and the state will have such an effective advocate again.

With gratitude,  
Ilse Metchek, President, California Fashion Association

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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.

## Fashion District LA Apparel Services

laapparelservices.com

calendly.com/laapparelservices

Meet Maria "Mo" Groezinger, CEO of LA Apparel Services, an accomplished creative executive with a passion for supporting entrepreneurs in the fashion community. As company founder, she leverages decades of experience in fashion to uplift and facilitate creatives in all aspects of her client's business. Mo and her team thoughtfully approach their work as consultants and product managers, working design, development and production domestically and overseas. With clients both locally and across the country, LA Apparel Services' structure is "Do It With You" or "Do It For You." The company's commitment to serve and guide new comers and seasoned brands

comes from Mo's lived struggles early on to grasp the many moving parts of apparel manufacturing. Book a free 20-minute consultation.

## Fiber, Yarn and Textiles Artistic Milliners

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.

## The LYCRA Company

LYCRA.com

The LYCRA Company innovates and produces fiber and technology solutions for the apparel and personal care industries. Headquartered in Wilmington, Delaware, The LYCRA Company is recognized worldwide for its innovative products, technical expertise, sustainable solutions, and unmatched marketing support. The LYCRA Company owns leading consumer and trade brands: LYCRA®, LYCRA HyFit®, LYCRA® T400®,

COOLMAX®, THERMOLITE®, ELASSPAN®, SUPPLEX®, and TACTEL®. The LYCRA Company's legacy stretches back to 1958 with the invention of the original spandex yarn, LYCRA® fiber. Today, The LYCRA Company focuses on adding value to its customers' products by developing unique innovations designed to meet the consumer's need for comfort and lasting performance.

## Naia™ from Eastman

naia.eastman.com

Sustainable textiles should be inclusive to people's needs without compromising nature and the environment. That's why Naia™ from Eastman offers a circular fiber—Naia™ Renew—created to address the challenges of global waste and pollution. With Naia™ Renew, recycled waste material is diverted from landfills and used to produce new cellulosic fibers, creating value from waste and giving a second life to materials that have reached end-of-life. It's molecularly the same as Naia™ legacy products, therefore Naia™ Renew offers the same quality fiber without compromise. Naia™ offers differentiated products for brands looking to innovate in their next collection. With Naia™, the possibilities are endless.

## Trade Shows Dallas Market Center

www.dallasmarketcenter.com

The Dallas Apparel & Accessories Market is held five times each year at the Dallas Market Center. Located in one of the country's fast-

est-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 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 take 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, San Francisco Fabric Show running Nov. 19–20 at the San Francisco Hilton Financial District, New York Fabric Show running Jan. 17–18, 2024 at the New Yorker Hotel and Los Angeles Fabric Show running Feb. 28–29 at The New Mart.

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

ffffall2023.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

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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 Orlando show is Feb. 5–8, 2024 at the Embassy Suites by Hilton Orlando. 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.

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