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EMPOWERING DREAMS

Spring/Summer 2024 took to the runway at LA Fashion Week, a N4XT Experience, Oct. 18–22 at NYA Studios in Hollywood. Sergio Hudson's presentation bypassed the typical runway show in favor of models moving throughout the crowd. The 14-piece ready-to-wear capsule collection was complemented by jewelry from a collaboration with OYA Labs. For more looks, see page 4.

Sergio Hudson

KOHL MURDOCK/SERIOUS PEOPLE

TECHNOLOGY

Kornit Offers Solutions, Strength to the Apparel, Textile Community

By Christian Chensvold *Associate Editor*

The Israel-Hamas War may seem oceans away to most of us, but for **Kornit Digital** it's right outside the office windows. The leading technology provider is headquartered in Rosh HaAyin, Israel, where it straddles the surreal balancing act between the forefront of innovation and the battlefield of an age-old conflict.

Over ten Kornit employees were directly impacted by the war that began last month, said Kornit CEO Ronen Samuel at an exclusive press conference on Oct. 19 at the **PRINTING United Expo** in Atlanta. "It's impacting many of us, and we also have employees who are now serving in the army in the reserve force. We have close to 70 employees serving the borders of Israel.

➔ Kornit page 3

SUSTAINABILITY

EDC Report Demands BRI Accountability for Neglecting Suppliers

By Dorothy Crouch *Contributing Writer*

Responsible, ethical sourcing messaging has been part of the cornerstone within sustainable marketing for many years. In a new report, the "2023 State of the Denim Supply Chain," the **Ethical Denim Council** highlights the mistreatment of suppliers by their partners. Although brands, retailers and importers (BRIs) often relay messages of ethical production to consumers, their actions of modifying purchase orders, delaying payments, canceling or delaying orders, or imposing discounts prevent suppliers from honoring commitments to employees.

➔ EDC page 3

INSIDE

Where fashion gets down to businessSM



NRF consumer holiday forecast ... page 2

LA Fashion Week by Art Hearts ... page 5

Denim trends by Peclers Paris ... page 6

Classifieds ... page 7

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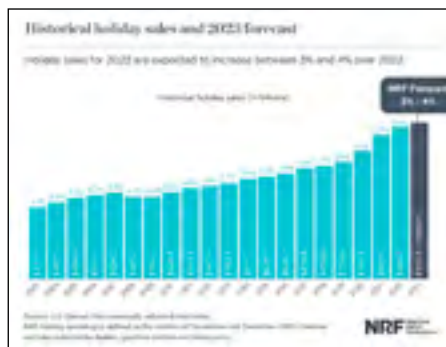
NRF Forecasts Consumer Holiday Spending to Exceed \$957B

The **National Retail Federation** forecasted 2023 consumer holiday retail spending will reach between \$957.3 billion and \$966.6 billion, reflecting 3 to 4 percent growth over 2022. The forecast covers spending Nov. 1–Dec. 31. Holiday shoppers will spend an average of \$875 on gifts, decorations, food and other seasonal goods, the NRF revealed during a Nov. 2 call.

Fifty-eight percent of shoppers plan to spend online, 49 percent at department stores and 48 percent visiting discount shops. Consumers are expected to spend between \$273.7 billion and \$278.8 billion online and in other non-store sales, an increase between 7 and 9 percent, up from \$255.8 billion in 2022.

The NRF expects retailers will hire between 345,000 and 450,000 seasonal workers, remaining steady with the 391,000 holiday personnel hired in 2022.

“[Consumers’] capacity to spend and their resources to devote to priorities especially on essential items has been supported by historic wage growth and the resilience and strength of the job market and the historically low un-



The 2023 forecast is consistent with an average annual holiday increase of 3.6 percent in consumer retail spending from 2010 to 2019.

employment rate. We think that will continue to support consumer activity throughout the holiday season,” said Matthew Shay, NRF president and CEO.

Growth has been slower compared with the past three years when consumer spending was bolstered by stimulus payments, but 2023 holiday forecasts are consistent with an average annual holiday increase of 3.6 per-

cent from 2010 to 2019. Shay also noted that retail sales have grown year-over-year for 41 consecutive months, since May of 2020.

Gift cards remain popular with 55 percent of consumers, who reported they enjoy receiving them. Clothing and accessories also rank high on holiday wish lists followed by video games and media in addition to beauty, according to Jack Kleinhenz, NRF chief economist.

Despite its forecast predicting record consumer holiday spending, the NRF reported continued financial challenges that will influence shoppers’ decision-making this season such as high gasoline prices, inflationary pressures, high credit-card interest rates and the restart of student loan payments. Consumers will also keep in mind external factors such as the threat of a government shutdown, decisions made by policymakers and geopolitical issues. An expected El Niño could also dampen the holiday shopping experience depending on its strength and the weather patterns it produces.—*Dorothy Crouch*

Graff Chooses South Coast Plaza for Its First Standalone SoCal Salon

South Coast Plaza recently welcomed luxury jewelry-maker **Graff** to the Jewel Court section of its Costa Mesa, Calif., space. The Oct. 30 opening of the London-headquartered Graff salon is the first freestanding boutique in Southern California and the second in the state, following a San Francisco location. It joins a list of nine salons in the United States and 64 around the globe as the holiday shopping season begins.

“South Coast Plaza is one of the leading luxury retail destinations in the world,” said Marc Hruschka, president and CEO of Graff

USA. “With the Orange County area known for its affluent and influential community, it only made sense for Graff to have a presence there.”

Graff enlisted interior designer Gwenaél Nicolas to share his vision for the new boutique, which measures more than 1,900 square feet. All of the salon’s features are bespoke designs created for this specific location to create a luxurious yet warm, welcoming and friendly atmosphere.

The salon’s exterior features a wall of gold leaf-filled chiseled glass in the shape



Ahead of the holiday season, London-based fine-jewelry maker Graff opened its ninth U.S. location with the launch of a South Coast Plaza salon in Costa Mesa, Calif.

of a sunburst with a vitrine encasing Graff’s 32-carat oval fancy vivid yellow diamond watch serving as its center. Graff imported the glass from Italy in a single piece and completed the salon’s façade with limestone sourced from a French quarry.

Natural textures and hues are found throughout the salon’s interior, which includes three distinct areas representing the jewelry house’s individual pillars: high jewelry, collections and bridal. It is the first of the house’s salons to feature a separate fragrance display, whose design was inspired by the 302.37-carat Graff Lesedi La Rona diamond.

This recent opening signals the potential for additional Graff salons in other Southern California neighborhoods known for their affluent residents and luxury offerings. “Graff will always prioritize calculated, qualitative growth—it’s not about how many salons we can open in a certain time period; in fact, this is our first new market opening in over a decade,” Hruschka explained. “For example, Rodeo Drive in Beverly Hills has been on the list for a while, but we will only move forward when our criteria are met.”—*D.C.*

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Inside the Industry

The **California Fashion Association** is hosting a panel discussion entitled “Pace of Change: International Sourcing for the New Retail Landscape” at 3 p.m. Dec. 5 at the offices of Thompson Coburn LLC in Los Angeles. Panelists include Gino Clark, executive vice president of White Oak Commercial Finance; Martin Efron, executive vice president and head of factoring for White Oak; Richard Reinis, partner in business litigation at Thompson Coburn; Robert Shapiro, partner in international trade and compliance at Thompson Coburn; Ilse Metchek, president of CFA; Avi Levine, vice president of Star Funding; and Thomas Novembrino, executive vice president and co-founder of Gateway Trade Funding.

Mimaki Textile Lab is hosting its inaugural Microfactory Roadshow event on Dec. 6 at the Mimaki L.A. Technology Center in Gardena, Calif. Says the company, “If something is described as conventional, it means it is the same as it has always been. Old-fashioned. Tired. Conventional. Here at Mimaki, we are breaking that mold and have created something deliberately unconventional.” Motivational speaker Richard Askam will host the event, which begins bright and early at 8:30. In the afternoon, “We will bring the Textile Lab to life with a series of live workshop demonstrations so you can see the Microfactory in action and take away some customized goodies for Christmas,” said the organizers. “The day will round off with some networking drinks as we start the holiday season in style.”

Earvin “Magic” Johnson, basketball legend and entrepreneur, will share insights on his storied NBA Hall of Fame career and his success in business, entrepreneurship and philanthropy at NRF 2024: Retail’s Big Show, scheduled for Jan. 14–16 at the Javits Center in New York. “From making plays on the basketball court to now running point in the boardroom, Magic Johnson is unmatched in his expansive career as a professional athlete, businessman and entrepreneur,” said National Retail Federation President and CEO Matthew Shay. “We are honored to have him share his insights and business acumen from the main stage.” An estimated 38,000 attendees from 100 countries are expected to attend NRF 2024, which will bring together more than 6,200 brands.

CottonWorks has unveiled updates to its Virtual Showroom, an innovative platform that delivers an engaging and interactive experience as you navigate the world of cotton. The trend section now features a collection dedicated to cutting-edge garments and fabrics in the world of denim. Explore pieces curated by the CottonWorks trend-forecasting team that seamlessly blend the timeless style of denim with the latest in sustainability. Available at cottonworks.com, the Virtual Showroom takes you on a journey from a cotton field to a striking cotton boll-inspired architectural space filled with stylish and innovative cotton 3D fabrics and garments. Cotton Incorporated is leading the way with this cutting-edge platform, enabling the industry to work with digital fabrics in a more authentic manner and enhancing the design process by demonstrating how fabrics drape on virtual garments.

Kornit *Continued from page 1*

“We are making sure our customers will not feel any impact of this event,” Samuel continued. “We made checks of all the inventory, of spare parts, of ink, and we have enough inventory in the regions outside of Israel—and our ink plant in Israel is operating fully—to support our customers beyond peak season. Israel is a strong nation, and Kornit is a strong company.”

The timing was poor, but no time is a good time for war. Kornit Digital is coming off of unprecedented success at both PRINTING United Expo as well as the ITMA Milan 2023 show, where it unveiled its cutting-edge digital solutions.

“At ITMA Milan 2023, we said this shift was happening—and happening fast,” said Samuel. “Since then, our on-demand digital-production portfolio has helped transform real customer challenges into new opportunities. We’re proud to highlight the reality of digital production going mainstream with our MAX technology.”

“We’ve repeatedly stated that the fashion and textiles market is changing at unprecedented speeds, leaving brands and fulfillers struggling to keep up,” added Don Whaley, vice president of Kornit Digital Americas, in exclusive remarks to the *California Apparel News*. “Analog supply chains cannot meet the new market demands for unlimited creativity, the surging creator-led economy and rapid response to customers.”

It is a time of both conflict and crossroads, when opposing forces pull in contrary directions and those caught in the middle struggle to stay upright. “There’s no doubt that the fashion and apparel industry is stuck at a crossroads,” Whaley said. “The industry is often held back by slow and broken supply chains and wasteful production. Kornit is leading the way in making real transformation possible, such as with Kornit Apollo, a true platform for agile, high-throughput production on demand. Apollo transforms what producers and brands can do, empowering them to meet the creative inspirations and ever-changing demands of a global community with capabilities that fulfill expectations with quality, consistency, sustainability and profitability—no matter what trends await.”

Kornit’s solutions on display at PRINTING United Expo featured efficient, single-step, direct-to-garment and direct-to-fabric technologies; robust pigment ink sets; and



PRINTING UNITED EXPO

At PRINTING United Expo in Atlanta, just days after the outbreak of the Israel-Hamas War, Kornit Digital CEO Ronen Samuel held an exclusive press conference to talk about the Israel-based company’s commitment to customers, employees, vendors and community.



energy-efficient smart curing systems. Kornit has also announced a new partnership with **Adobe**, which will provide the foundation for the next generation of Kornit’s Raster Image Processing (K-RIP) software. Fueled by the Adobe PDF Print Engine, K-RIP is engineered to help brands and producers deliver repeatable, reliable images for the highest quality in digital garment decoration.

Global expansion for brands and producers is now also available as a service, Kornit announced at the expo. KornitX connects brands with a global fulfillment network of Kornit MAX users.

“As the market shifts toward smaller MOQs and reduced inventory, our adoption of Kornit MAX technology enables faster response and scalable short runs—up to 400 prints per hour with a single operator,” said Kornit customer Jaymes Clements, executive vice president of print on demand production at **Mad Engine Global**. “By integrating Kornit Apollo into our MAX-powered fleet, we’re not only expanding our capacity but also unlocking opportunities in untapped brand markets. With enhanced retail support and expanded license coverage, we’re poised to make a significant impact in these new horizons.”

At Kornit’s PRINTING United Expo press conference,

CEO Ronen Samuel said his company is stronger than ever and united in its opposition to what he called a battle of humanity against evil. “Among the values we share are commitments to free speech and self-expression, rational discourse, diversity, the dignity of humanity, and the abhorrence of antisemitism and racism. Our employees, their families, partners and the entire community are in pain, and there is no greater moment for us to pull together with love and support. As Albert Einstein once said, ‘The world will not be destroyed by those who do evil but by those who watch them without doing anything.’”

“Kornit is committed to the uninterrupted success of our business, customers and community,” added Whalen, “and we do not expect customers to encounter any disruptions. Our operations, including R&D and production facilities, are fully functional, and we’re dedicated to maintaining business continuity and prompt service. We have strong reserves across all operating regions to meet demand throughout the upcoming peak season and beyond.”

Kornit Digital was founded in Israel in 2002 and today provides customers in over 100 countries with digital-printing systems, inks, consumables and a global ecosystem that manages workflows and fulfillment. ●

SUSTAINABILITY

EDC *Continued from page 1*

Paying by numbers

A follow-up to the 2020 **Transformers Foundation** report, “Ending Unethical Brand and Retailer Behavior: The Denim Supply Chain Speaks Up,” the EDC’s recent examination of the supply chain explores the practices that have—and, more likely, have not—changed over the last three years. While consumers are currently paying more for goods as rising inflation drives up pricing, more than half of the surveyed suppliers have experienced decreases in the prices for their key products.

“It always comes down to money and the higher price points [of responsible and sustainable manufacturing]. A lot of the younger generation wants sustainability but they can’t afford the higher costs,” said Sharmon Leiby, project manager at the EDC. “I think brands forget that the younger generation will grow up, and they will have lost an entire generation if they don’t act responsibly.”

The survey compiled responses from 74 supplier representatives with 90 percent of these respondents representing factories in Asia. Countries that were represented in the survey included China (23.7 percent), Pakistan (19.7 percent), Turkey (13.2 percent), Bangladesh (11.8 percent), India (9.2 percent), Vietnam (5.3 percent), Mexico (3.9 percent), Japan (3.9 percent) and Italy (1.3 percent).

These factories represent 233,000 employees, with the average supplier employing 3,430 people who make denim fabric or garments (84 percent) or yarn, piece-dyed items or denim industry-relevant materials. Sixty-three percent of suppliers are experiencing longer payment terms imposed by their partners, with 5 percent taking longer than six months and an average of 77.5 days despite an industry standard of 30 days. Most factories revealed that 30 percent to 80 percent of their clients are deferring payments.

Brands have also not made the connection between the



ANDREEA JUGANARU / UNSPLASH.COM

The Ethical Denim Council’s “2023 State of the Denim Supply Chain” report reveals how delays in payments by BRIs to their suppliers can negatively impact workers.

negative impacts on workers that stem from their actions. Only one supplier surveyed claimed that it pays workers regardless of the actions of BRI partners. Others were fearful of being forced to impose temporary layoffs (26.2 percent), raise wages (22.6 percent), increase worker production targets (17.9 percent), engage in permanent layoffs (13.1 percent), lose workers (1.2 percent) and experience delays in payment (1.2 percent). Nearly 18 percent of suppliers feared a combination of these outcomes.

Part of the solution, said the EDC, is a compliance rider

signed by BRIs, ensuring they are held accountable for breaking previously agreed-upon supplier terms. In order to navigate through violations, the EDC proposes a panel that comprises individuals from outside the denim industry to ensure impartial judgement.

“BRIs would not welcome it. A lot of them have said, ‘Yes, we want to do this’ and ‘We want to work with you.’ They then turn around and go into the nitty gritty of the fine print,” Leiby said. “While they outwardly say, ‘Yes, we want to protect everyone,’ they delay the process.”

A look inside the industry

Suppliers are often overlooked or bypassed in sustainability conversations but remain an important component of responsible fashion. Seventy-three percent of suppliers lack a compliance rider, yet nearly 90 percent support its inclusion.

“Many of the suppliers said that these items weren’t in their P.O.s—the ability to cancel orders and collect payment,” revealed Leiby. “Since 2020, a lot of the suppliers are now looking more closely at their contracts. This is the result of the Responsible Contracting Project, looking at contracts and helping to rebuild them.”

While brands have been held accountable through bad publicity for the pollution created by manufacturing and retail waste, their business practices toward suppliers that negatively impact workers have not received as much attention. Due to fear of retribution or loss of business, suppliers are often afraid to speak out publicly against BRIs that are guilty of breaking their contractual terms.

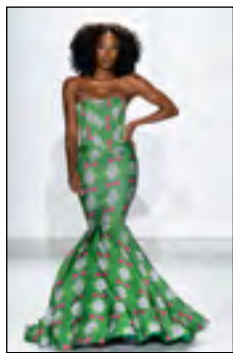
“We’re asking them to say that they understand what they pay and that their purchasing practices toward suppliers directly affect workers and employees,” said Leiby. “Once that purchase order is set, they will take responsibility for anything that changes those terms. It was done that way until 20 or 30 years ago when they stopped taking responsibility. All we’re asking is to go back to that method.” ●



Advisry. Photo Anastasia Schas/ Serious People



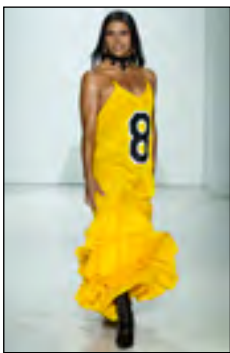
Bruce Glen. Photo: Kohl Murdock/ Serious People



Claude Kameli. Photo: Kohl Murdock/Serious People



Demobaza



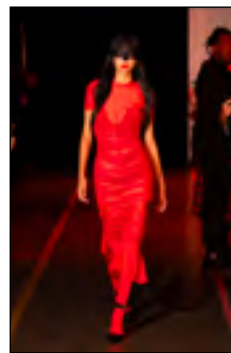
Gypsy Sport. Photo: Kohl Murdock/Serious People



Imitation of Christ



Kwame Andesei. Photo: Ibe Van Bouchaute/ Serious People



Luis De Javier. Photo: Kohl Murdock/Serious People

LA Fashion Week, a N4XT Experience, Pairs SS24 Artistry With Education

A roster of global designers showcased Spring/Summer 2024 looks during **LA Fashion Week, a N4XT Experience**, Oct. 18–22 at **NYA Studios** in Hollywood. Hosted under the theme of “Empowering Designers, Empowering Dreams,” the production’s programming touched on fashion, beauty, technology and sustainability.

Imitation of Christ opened the event’s four-day run at off-site location **The Hole Gallery**. Models presented Imitation of Christ designs through choreography developed by brand founder Tara Subkoff and dancer Lauren Cannon. The presentation was followed by an opening cocktail reception at NYA Studios marking the launch of the **LAFW Society** philanthropic initiative.

Sergio Hudson’s Oct. 19 presentation bypassed the typical runway show in favor of models moving between three stations within the crowd. The designer showed his 14-piece Spring 2024 ready-to-wear capsule collection complemented by jewelry provided through a collaboration with **OYA Labs**.

Neon Cowboys presented its technology-charged fashion with a lively, colorful show. During the brand’s LAFW presentation, it showcased its illuminated designs in a rave-inspired atmosphere in which guests were encouraged to par-

ticipate while experiencing Neon Cowboys’ pieces.

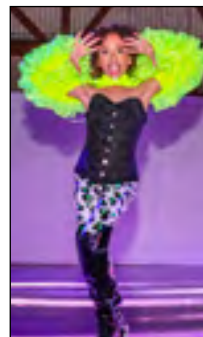
No Sesso showed its Futuro Fish collection on Oct. 22 with a circular platform. The collection was based on the vision of designers Pia Davis and Autumn Randolph with future-focused science-fiction elements.

Additional designers with California connections included Kwame Adusei and **Tombogo**, which collaborated with **SAP** to offer guests an immersive and interactive shopping experience.

LA Fashion Week also featured educational segments, including a screening of “Fashion Reimagined,” presented by **FullCycle** and **Otis College of Art and Design**. The film was preceded by a panel discussion that included “Fashion Reimagined” filmmaker Becky Hutner, **Mother of Pearl** founder Amy Powney, actor and entrepreneur Nikki Reed, FullCycle founder Ibrahim AlHusseini, and Jill Zeleznik, chair of the fashion design program at Otis.

“Empowering the next generation through hands-on collaborative experiences is the key to passing on the torch to sustainability,” said Zeleznik. “When we ask mentors or designers to come in, we ask them to give our students a sustainable project that [teaches] the principles of the mentors.”

—Dorothy Crouch



Neon Cowboys. Photo: Maria Claudia Nova



No Sesso. Photo: Kohl Murdock/Serious People



Sami Miro Vintage. Photo: Olive Jolley



Sergio Hudson. Photo: Kohl Murdock/Serious People



Theophilio. Photo: Kohl Murdock/Serious People



Tombogo. Photo: Shanelle Infante



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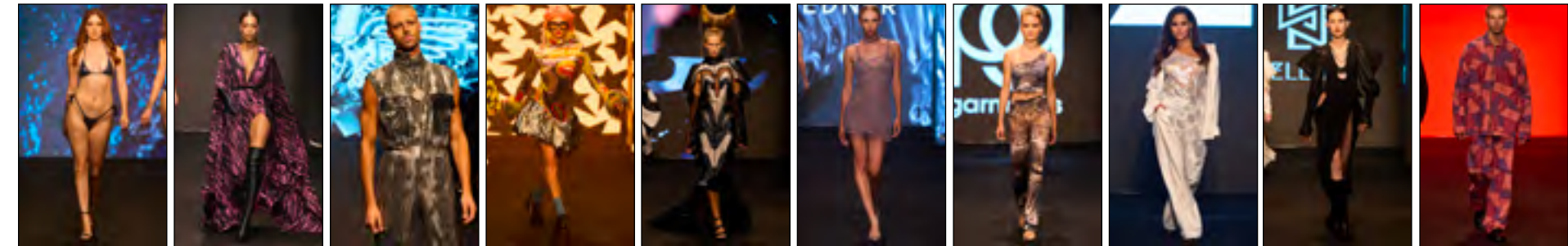
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LAFW Powered by Art Hearts Fashion Celebrates Culture and Community

Los Angeles Fashion Week Powered by Art Hearts Fashion returned to **The Majestic Downtown** in Los Angeles for its Oct. 19–22 run.

Art Hearts Fashion’s roster of California designers included **Argyle Grant**, **DeanZign**, Giannina Azar, Coral Castillo, **Cross Colours**, Kentaro Kameyama, Michael Costello, **Mister Triple X**, Natalia Fedner, **Love for Upcycling**, Walter Mendez, Alexis Monsanto and **Tell the Truth**.

Heritage Los Angeles streetwear brand Cross Colours presented its latest collection during the final show, while the brand used this platform to also celebrate the 50th anniversary of hip-hop.

Fedner, who is from Ukraine and is now based in Los Angeles, presented her patented Liquid Metal fashion and chainmail pieces. The designer continues to rely on a vegan and sustainable approach to fashion.

This edition of the Erik Rosete–founded production stood out as Art Hearts Fashion received recognition from Los Angeles Mayor Karen Bass. The honor was bestowed upon Art Hearts Fashion for its contribu-

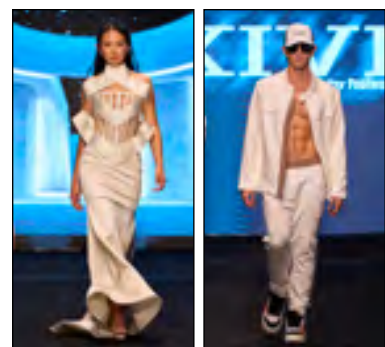
tions to the city and its growth, which led to the October 2023 shows.

The Art Hearts Fashion team continued to give back beyond this recent edition through collaborations with designers to support and heal the Los Angeles community.

Prior to Love for Upcycling’s presentation showcasing its most recent designs, the company’s founder and lead designer, Jose Alexander, transformed a previously owned garment into a fresh, new piece on the runway. Alexander showcased his talents for giving new life to secondhand goods—a craft the designer has developed over more than three decades working in sustainable fashion.

“We’ve put out a special call to all attendees and models who participate in the castings to donate clothes and shoes to our recycling program this week during LAFW,” Alexander said.

Donations received during Art Hearts Fashion were donated to unhoused residents on Los Angeles’ Skid Row during outreach performed by Love for Upcycling Oct. 23–28.—*Dorothy Crouch*



Walter Mendez XVI x Freshy World



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FW2425 Denim Trends: Crafted for the Future

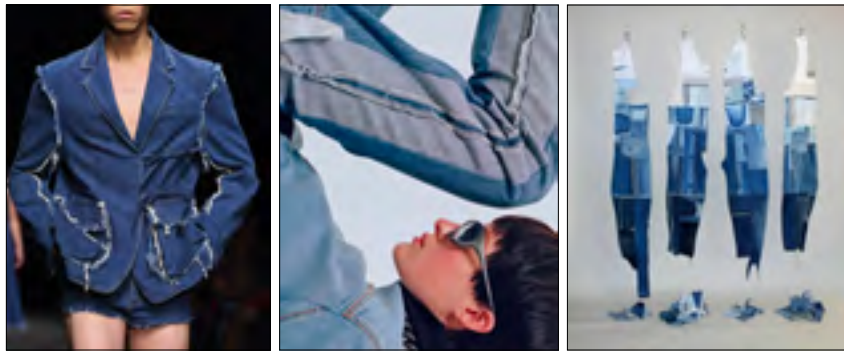
Peclers Paris

The necessity to rethink denim and develop alternatives to a traditionally polluting and water-thirsty production process originates in a new creative dynamic, with upcycling and mending inspiring new aesthetics that bridge the gap between casual and sophisticated. Not only has denim never been more experimental than it will be for FW2425, but it will also do so by conjointly reexploring its urban sportswear heritage and flirting on occasion with tailoring and couture.

Upcycling is the new designing

The most straightforward way to make new jeans that pollute less? Repurposing existing pieces that are cut, patched and reassembled into new volumes and drape.

Visible craftsmanship



Craftsmanship meets the art of repairing and originates into a rough although intricate aesthetic. Taking time to repair your garment becomes a way to decorate it and make it one-of-a-kind, with patches embellished with threads, contrast fringe borders and handmade patchworks in crafted, artisanal, monochromatic indigos. Denims are worked like one-of-a-kind pieces and mixed with classic, essential items or twisted with gold fake leathers.

Sartorial composites



Denim becomes the support for a new creation and aesthetic, with hybrid pieces that seem to mix two preexisting pieces, emphasizing their opposite origins to create a unique and never-seen-before garment. The result: a chic, clean, casual mood supported by surprising and counterintuitive volumes, at the same time loose and tailored. Repurposed denim turns precious material by being framed by and contrasted with a more noble yet plainer material.

Precious denim



Through those varied experiments emerges a broader DIY-like aesthetic. Rhinestones and micro-jewelry adorn pockets or are used to create greater scale embellishment. Overstitches turn allover patterns in a Japanese padded-fabric spirit. Cyanotype prints allow rich shade variations while creating interesting stories. Last but not least, denim gives a general direction to the look: worn with bleached jersey in denim hues or with crafty indigo pieces that underline its rustic origins.

Volume: both rougher and more sophisticated

Those experiments, by emphasizing the preciousness and endless creative potential of denim, help bridge the gap between jeans as a symbol for various countercultures and the new expressions of sophistication.

Savvy sportswear



Both clean and grungy, active and girly, a look that plays with the codes of denim for a Y2K-inspired everyday sportswear. Worn layered or like a second skin, for every day, for everybody, for every age. The products are very simple, but the volumes have been reworked: shrunken jackets worn with loose, almost jog-like pants or oversized long shorts. For men, the look draws from urban board sports, in a crafty DIY atelier spirit. An active, well-groomed attitude, cool and elegant.

Casual everyday look: raw '70s jeans



When it comes to an easier look to be worn for slightly more formal occasions by a broader demographic, jeans are worn fitted with a subtle flare at the bottom of the leg and a marked or topstitched pleat at the center front for a '70s look and elongated silhouette. Still, in a raw, recycled or upcycled and even patched denim, as proposed by the London-based luxury-jeans label E.L.V.

Couture denim



Both at the other end of the spectrum and reminiscent of and inspired by the almost grungy sportswear look mentioned, denim is the basis for a new couture-inspired silhouette, overtly sophisticated, bold, feminine and somewhat rough at the same time. Adorned with big jewels, high and narrow waisted, chic and nonchalant, it reexplores the codes of '80s Parisian couture in a sort of Girbaud meets YSL spirit that is both nostalgic and new.

Upcycling or producing better?

Beyond these creative endeavors, the innovation dynamic is still strong when it comes to producing new pieces from scratch. It is the direction adopted by Milan-based company Candiani, a precursor in the development of responsible denim. Not only does it maintain total transparency in its production chain, from the traceability of fibers all the way to the finished products, but it also develops new eco-friendlier fibers such as Tencel x Refibra (recycled cotton and Tencel, a cellulosic fiber with a wood-pulp base); Coreva, a fiber made from natural rubber that doesn't release microplastics and can be composted, a great alternative to elastane; and Blue Seed, a variety of hybrid cotton, conceived with sturdier, more-resistant fibers that need less water and chemicals to grow than traditional cotton.

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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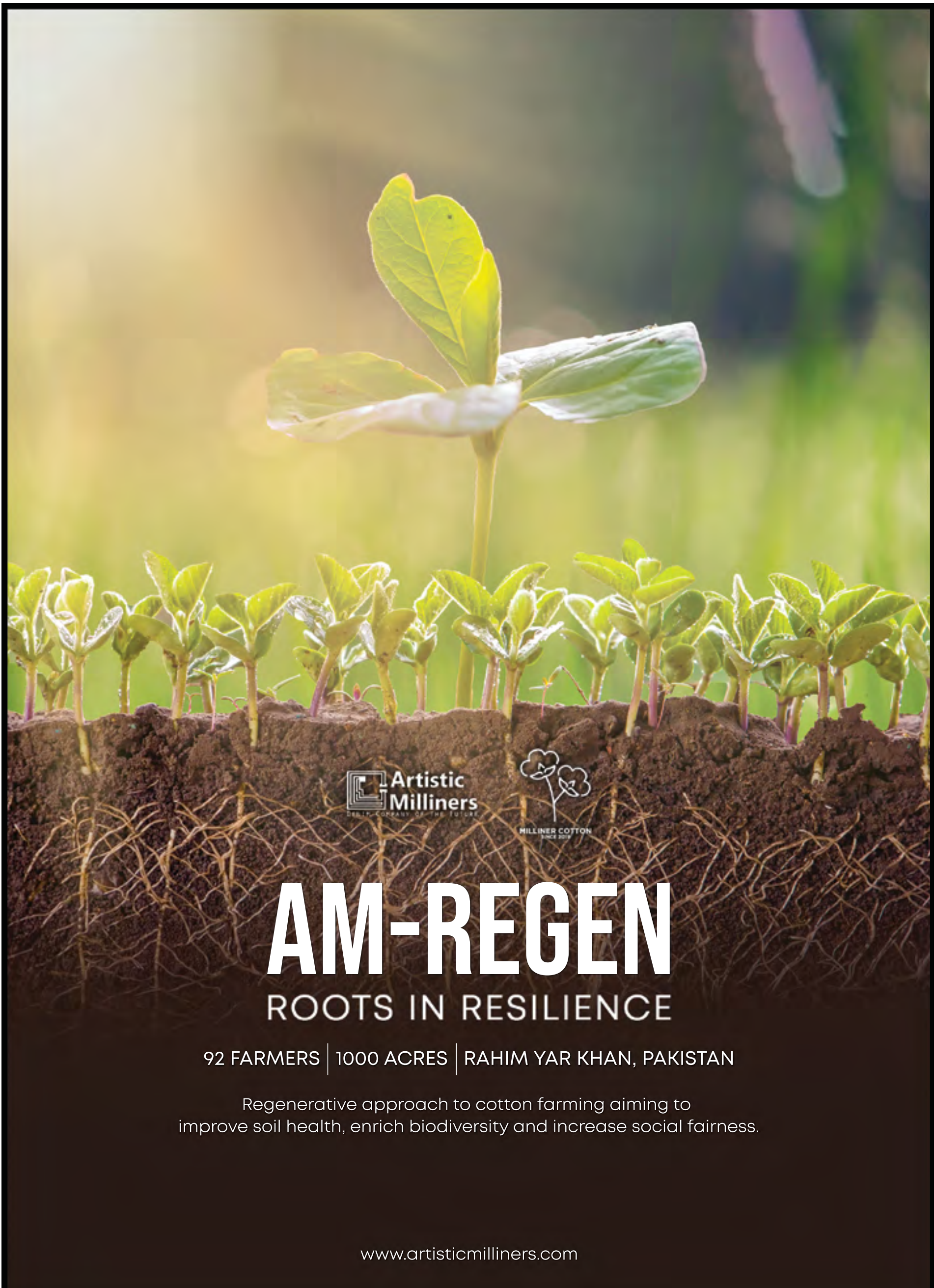
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