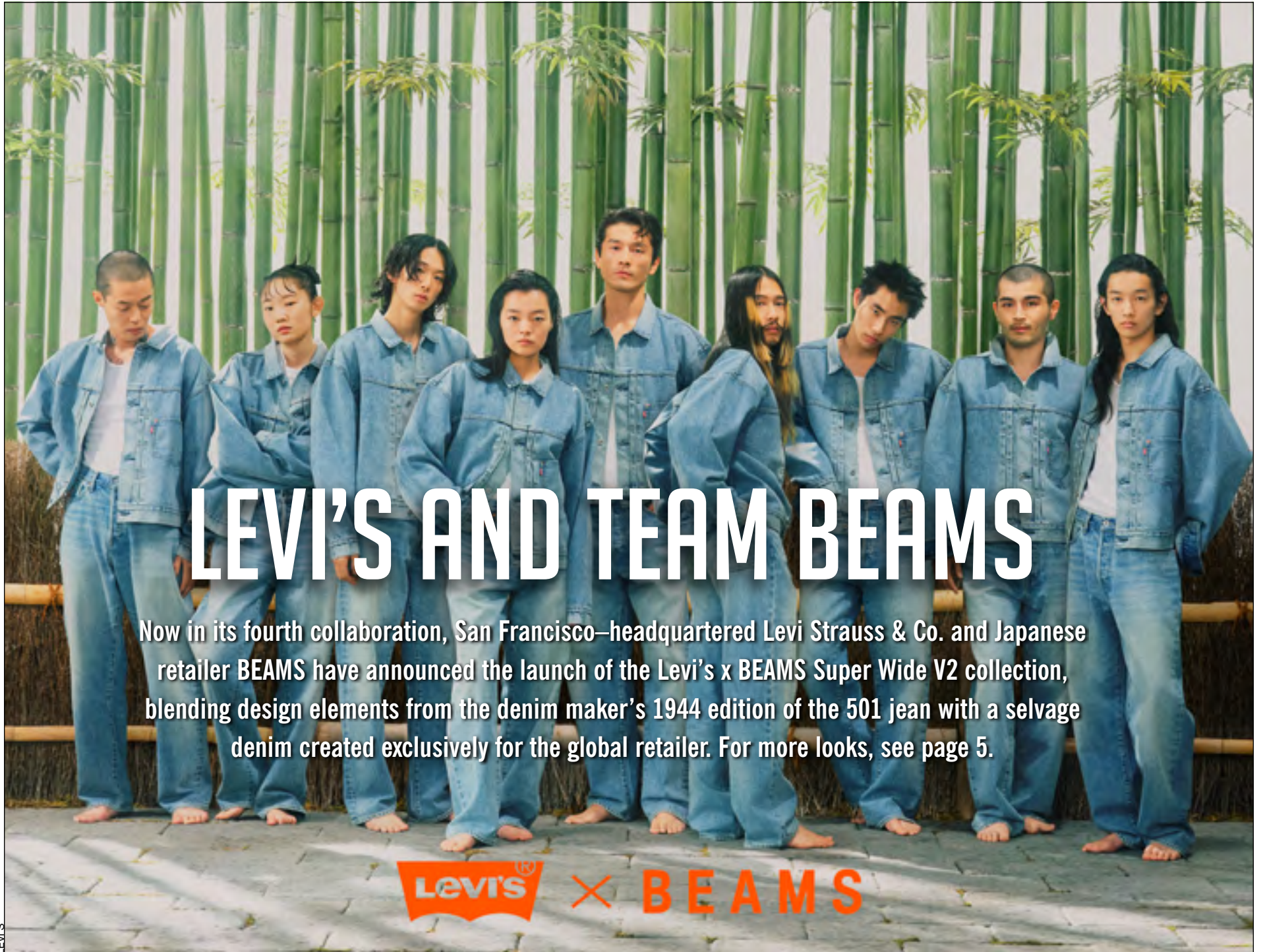


# CALIFORNIA Apparel News

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## LEVI'S AND TEAM BEAMS

Now in its fourth collaboration, San Francisco–headquartered Levi Strauss & Co. and Japanese retailer BEAMS have announced the launch of the Levi's x BEAMS Super Wide V2 collection, blending design elements from the denim maker's 1944 edition of the 501 jean with a selvage denim created exclusively for the global retailer. For more looks, see page 5.

Levi's x BEAMS

### TEXTILE TRENDS

## Inspired by the Elements, This Year's Trends Get Down to Earth

By Christian Chensvold Associate Editor

The dazzling colors of the holidays are over, along with the celebrations and season of joy, and now the long winter properly commences. But thanks to the California sunshine, we fortunate ones privileged to live on the West Coast rarely succumb to the winter blues and feel that January deserves as much color as any other time of the year.

2024 is poised to be a turbulent year, but we're all seasoned pros at that by now. We also know the hidden secrets or mysteries of fashion, how it can shape mood, affect others around us by lifting their mood, inspiring feelings of beauty, playfulness, seriousness and every kind of "cosplay," or costume play, as they say in Japan. The following is a sneak peak at the hues you'll soon see lifting spirits.

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### INSIDE

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



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### VISUAL DISPLAY

## Making Trade-Show Displays Pop

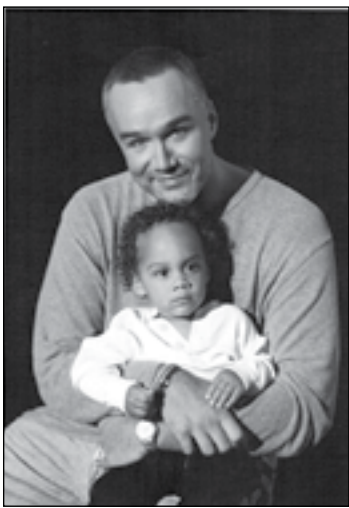
By Kelli Freeman Contributing Writer

You're a new company wanting to make a splash in the apparel industry. Now that trade shows are back in full swing, what does a first-time participant do with a standard 10x10 booth to get noticed?

If you don't have a lot of appointments booked, you will need to rely on show traffic. To achieve the marketing buzz, establish new relationships and write orders, you need to have a mechanism that raises the curiosity of the passing buyer.

"Keep it simple; messaging is critical," said John Funk, president of the California-based Skyline Displays of Orange County exhibit solutions, which works with an array of industries. "Attendees usually come to shows to see what's new or to get a solution to a problem. Smart exhibitors speak to one or both of those reasons," said Funk. "Your exhibit is a billboard, not a bulletin board. Attendees are not particularly interested in

➔ Visual Displays page 4



## Unapologetically Himself: David Dartnell's Son Remembers His Father

By Christian Chensvold Associate Editor

David Dartnell, multiple winner of the California Designer of the Year award, has passed away at the age of 61 after a long battle with cancer. Dartnell created **David Dart**, which became an iconic California brand in the 1990s and helped popularize linen. The brand operated two retail stores, in Beverly Hills and Santa Monica, and was carried in **Neiman Marcus**, **Bloomingdale's**, **Saks Fifth Avenue** and other major retailers. In 1994, **Kellwood** acquired the brand for a reported \$70 million, and Dartnell stayed on for a time before eventually leaving due to creative differences.

In an exclusive interview with *California Apparel News*, Devon Dart, the designer's

29-year-old son, who works in Los Angeles in creative endeavors in the apparel and automotive sectors and is currently working as a manager at **Buck Mason**.

**CAN:** Your father's life journey after leaving the brand he founded sheds some interesting light on him. Tell us what he did.

**DD:** He lived all around the world before settling in New Orleans, where he really found peace in the horticulture and landscaping business, which was his passion outside of fashion. He worked with uptown ladies redesigning their gardens and did a lot of community involvement. I would walk down any street with him and people would always say hello. He had a true green thumb and

could change how people saw gardening and make them happy.

**CAN:** He seems to have had a very interesting combination of qualities, as visionary designer and entrepreneur, but was also highly sociable and possessed a variety of creative skills. He was also hailed by the industry for his independent spirit and very California attitude.

**DD:** He was very multifaceted creatively, and while he liked people he was very opinionated about them. My dad was unapologetically himself. If people didn't like him he didn't care, and if they loved him he gave them everything he had. He definitely had an eye for the direction of fashion, anticipating where it was going by combining the input of other people around him with his opinion and then create products he knew people would want to wear. And once he had his mind on something he was not stopping until he saw it through and then was off to the next project. We were working together on a line with a plan to launch in February.

**CAN:** Will you still do it, and can you tell us more?

**DD:** I'm 100 percent going to do it, and it's going to be an accessories brand geared toward New Orleans and Mardi Gras, but I'll still be based here.

**CAN:** Do you have a special set of memories of your dad that will stick with you? Something you did together, or something he always said?

**DD:** He was probably the funniest person I knew. People grow up saying they'll never be like their parents, but I am my dad—his resilience in life and teaching me how to get through anything and that anything is possible. To be able to speak as I am, with maturity, confidence and intelligence, is a lot due to my father. I go back to saying he was just unapologetically himself, and you don't find that honesty and rawness often in this day and age. He was a breath of fresh air for everybody, a light that just made people feel good when they were around him. ●

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## Inside the Industry

**Walmart** has announced a deal to streamline its supply-chain management with software provided by Bamboo Rose. Through the new ESP, Walmart Sourcing associates will more easily collaborate with buyers, product-development teams and suppliers, improving the way the company procures and imports goods for resale. The single-sourcing platform creates greater visibility across teams, enabling Walmart associates to make more-informed purchasing decisions on volume and cost, improving access of goods to other markets, and potentially reducing waste in categories such as perishable goods and other sensitive product lines. "With this technology, we'll be able to engage with suppliers across multiple growth stages, expand global offerings and make more efficient decisions," said Daniel Berg, vice president of product global sourcing at Walmart.

**Eastman Naia** Renew cellulosic fiber has received Global Recycled Standard certification, which verifies its recycled content, chain of custody, social and environmental practices, and chemical restrictions. Textile Exchange, a global nonprofit for sustainable change in the fashion and textile industry, owns the GRS certification process, which is achieved through an audit from the independent third-party certifying body SCS Global Services and applies to the full supply chain. It provides increased traceability, environmental principles, social requirements, chemical content and labeling. "We're honored to add GRS certification to our list of Naia certifications that support our sustainability goals," said Claudia de Witte, sustainability leader for Eastman textiles.

**The 2023 end-of-year** report from JOOR has shown that the Direct-to-Consumer sector is falling out of favor while retailers remain increasingly risk averse and data have proven the importance of creative assets in driving sales. Despite a challenging environment, brands on JOOR are experiencing growth, with 67 percent of reporting sales volumes equal to or greater than last year. Wholesale, in particular, is a thriving channel. In a recent survey of brands, 74 percent reported wholesale driving over half of their sales, and, on average, brands are expecting 27 percent growth in their wholesale business. Furthermore, JOOR foresees accelerated AI impact on the fashion industry, building on the current momentum, which includes enhancing customer support from superior chatbots to automating content creation for sales, marketing, advertising and optimizing inventory distribution.

**The ISPO Textrends** judges have selected YKK's DynaPel water-repellent zipper as the best product in the accessories category. The competition, held twice a year in conjunction with the ISPO trade show, recognizes the most innovative performance textiles, components and apparel. Designed to be compatible with garment-recycling systems, the DynaPel zipper uses GTT's EMPEL technology instead of the standard PU film to achieve its water repellency. The lack of a PU film helps remove one of the barriers to textile-to-textile recycling of performance apparel by eliminating the urethane material, which presents challenges to garment-recycling processes. "Receiving an ISPO Textrends award helps validate the technology and our efforts to develop fasteners for circular systems," said Terry Tsukumo, vice president, product strategy division, global sales headquarters, YKK.

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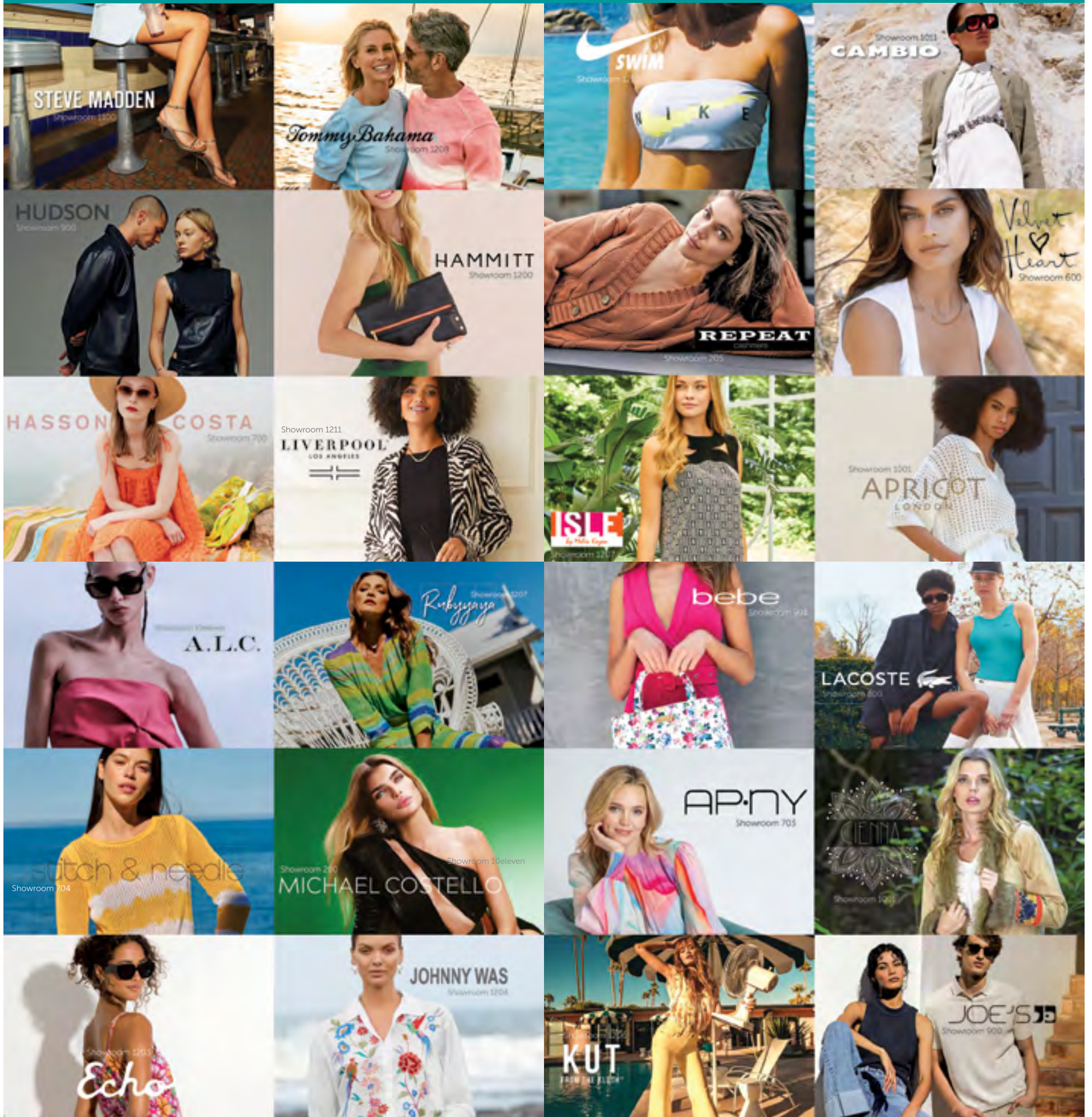
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## VISUAL DISPLAY



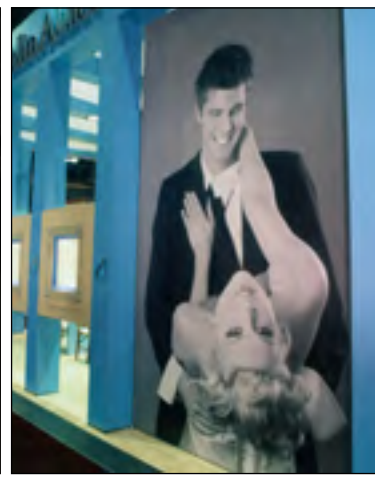
Barbour



Molly Bracken



Pacific Silk



Skyline Exhibits



The Exclusive Trade Show

### Visual Displays *Continued from page 1*

who is exhibiting but rather why you are exhibiting.”

From a visual standpoint, Funk notes, the big trend now includes brilliant, large-format, backlit images that have an easy teardown and fold up for transport. The use of LED tiles for large motion imaging and video content can be quite spectacular, he said.

Trideep Das is the owner and managing director of the Chicago-based brand-marketing agency **Jollybrowne Brand Design**, representing consumer brands in the apparel and golf industries for 13 years. Jollybrowne went into trade-show-booth design five years ago when a client asked for help designing a booth for two apparel shows.

“I was very familiar with both shows but certainly never looked at it from the standpoint of what went in to creating the space,” said Das, who now looks at it through the lens of someone who would be coming to the show to buy versus the brand and what they’re trying to express.

An example of Jollybrowne’s work is the San Juan Capistrano, Calif.-based **Pacific Silk** booth, a collection of accessories that tells the story of what makes its product unique. Product is put closer to the aisles so those unfamiliar with the brand can touch and feel a silk scarf or knit tie.

“Neckwear, accessories, pocket squares and scarves are like candy. Just like in the grocery store where they put candy in the checkout line, we wanted to put those things that excite people along the aisle and get them to stop,” said Das.

“We thought it was very important to invest in our booth presentation for two reasons,” said Geoff Nicholson, partner in Pacific Silk. “First, to show appreciation to our current customers. It’s important that our customers are inspired when they come from all over the country to see our new collections. The second reason is to attract potential new customers that may have never heard of or seen us before.”

“Our booth built by Jollybrowne is a great way to tell the story about Pacific Silk. Buyers should be able to walk by our booth and see immediately what we stand for. ROI has been great, noted Nicholson.

Rebecca Vasslides has been with England-based **Barbour** for nearly five years. As trade marketing manager, she maximizes the resources she has and partners with many display companies, including Jollybrowne, to execute the display designs she creates. Barbour also incorporates tension graphics and LED lightboxes to enhance the overall look. The “wow” factor is how mannequins and props are used to create a customer’s story.

“Barbour has been known in the U.S. market as a ‘jacket company’; however, with these displays we are able to com-

municate Barbour as a ‘lifestyle brand,’ transform it into a real-life moment, capturing not only the brand’s heritage but also the designers’ and global teams’ vision for the seasonal collection,” noted Vasslides.

Erika Welling has over two decades working in Las Vegas, including as senior sales manager, national sales, at **Global Experience Specialists**, where she created the overall show looks for **The Exclusive** menswear show. “Your product is the message, so be bold and brilliant—hone in on one item to draw attention,” said Welling. “You can use anything to make it pop; the point is to make it of value to achieve your return on investment.”

Steve Felder has been with the Chicago-based family business **Alex Displays** for 32 years, with a large percentage of clients in the apparel industry. One of those is the France-based **Molly Bracken** for 20 years. Felder’s advice for new companies looking at a 10x10: “Consider not taking the show package exhibit to help you stand out, but work with a display house to help you achieve that,” said Felder.

“In Las Vegas, we brand our booth with four large LED logos and over 20 mannequins. You can’t miss us!” said David Perlman, North America brand manager for **Molly Bracken**. “My signature is always to have the clothing on the outside of the booth so retailers can touch and feel it when they walk by. I believe in keeping the booth open and inviting.” ●

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## Levi's x BEAMS Super Wide V2 Collection Inspired by 1940s Denim Style

San Francisco–headquartered **Levi Strauss & Co.** has unveiled its fourth collection with Japanese retailer **BEAMS** in the Levi's x BEAMS Super Wide V2 collection, which blends design elements from the denim maker's 1944 edition of the 501 jean. The limited-edition collection will be released Jan. 9 on *Levi.com*, *beams.co.jp*, the Levi's app, and at select Levi's and BEAMS stores. The collection was released Jan. 2 during a limited presale through BEAMS JAPAN (SHINJUKU), BEAMS JAPAN SHIBUYA and BEAMS JAPAN KYOTO.

Levi's and BEAMS's first Super Wide collection, which was the third developed through the partnership, was released in January 2022.

The Levi's x BEAMS Super Wide V2 capsule collection builds from a previous collaboration between the two brands. The 1944-inspired Levi's x BEAMS Super Wide V2 Jean was crafted using Orange Tick selvage denim, which was created exclusively for BEAMS. It

features an exclusive BEAMS tab and custom wide leather back patch, which is double the width of Levi's Two-Horse Pull patch, and a BEAMS exclusive tab. Rinses include a lighter vintage and a BEAMS-exclusive darker wash.

Design elements applied to the Super Wide V2 Type I Trucker jean jacket include a custom wide leather back patch, which is double the width of Levi's Two-Horse Pull patch, and a BEAMS exclusive tab. The jacket was crafted from a 16-ounce custom Orange Tick selvage denim and is also available in a light or dark wash.

A graphic T-shirt completes the Levi's x BEAMS Super Wide V2 look with co-branded graphics and a screen-printed arcuate that appears in a stitched print design on the back of the piece, which features a blank front.

The first collaboration from the partnership, known as The Inside Out collection, was announced in 2019. A second collection, named the Half and Half collection, was released in 2021.—*Dorothy Crouch*



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# New Blues: The Denim Industry Heads Into 2024

By Dorothy Crouch *Contributing Writer*

*As we begin 2024, what priorities in design, sourcing and/or manufacturing will determine the direction of the denim industry throughout the year?*

The denim industry enters 2024 with experts expressing optimism for innovation and implementation of solutions that will help alleviate the ecological, social and supply-chain challenges that have prevented this category from progressing. While hurdles remain, this year brings hope of positive change as denim leaders band together to implement groundbreaking advancements to support the circular economy through reuse, conservation of resources and cleaner technologies.

Denim in 2024 will also see unique approaches to development as creatives explore fresh designs, new applications, and updated textiles and notions. Tapping into the avant-garde and artistic sides of denim will set apart leaders from the rest of the pack.

*California Apparel News* asked denim innovators: *As we begin 2024, what priorities in design, sourcing and/or manufacturing will determine the direction of the denim industry throughout the year?*

**Selen Baltaci**  
Marketing Manager  
Calik Denim



At this critical point in the global climate crisis, we foresee that trends focused on sustainability and contributing to the positive transformation of the world will be at the forefront in our sector in 2024. Recycled materials, pioneering technologies in the use of water and chemicals, and trends that will ensure maximum compliance with the circular economy will be at the forefront. In this regard, we dominate the sector with our RE/J concept containing 100 percent pre- and post-consumer material, our DyePro technology, and our unique biodegradable innovation B210.

On the other hand, in denim trends other than sustainability, lightweight, drapery and soft-touch fabrics and authentic looks; overdyes and dirty, tinted looks; fewer marble effects; and clean-look rinse washes come to the forefront. Also, our Rawtech products, which we support with our E-Last technology, stand out with stabilized weft-shrinkage values.

**Massimo Callegari**  
North America Manager  
ISKO



There are several key priorities that will shape the trajectory of the denim industry in terms of design, sourcing and manufacturing. First and foremost, sustainability is set to remain a paramount focus, influencing every facet of the industry, from material choices to manufacturing processes. The pursuit of sustainable practices and circular-economy principles will guide design innovation and sourcing strategies. At ISKO, we believe there will be a much greater emphasis on the use of recycled fibers and materials. Our Ctrl+Z material science ticks these boxes as these fabrics comprise only recycled and regenerated fibers, and it is now used across our entire new collection.

Furthermore, the emphasis on technology integration to support this is expected to grow, transforming the manufacturing landscape. For example, ISKO's parent company, SANKO, has created a new business venture called Re&Up, which is a textile-to-textile recycling company to enable the fashion and textile industry to shift to circularity. It uses a seamless, closed-loop ecosystem for end-of-life textile waste, offering valuable recycled-textile raw materials for the whole industry at scale.

I firmly believe that these will be the main principles that will determine the direction of the denim industry for 2024 and beyond.

**Alberto Candiani**  
President and Owner  
Candiani Denim



We saw 2023 going through massive inventories accumulated the year before, and the overall average product now looks dated and, frankly, pretty boring. I believe 2024 will need a big refresh in terms of design.

Expect loads of novelty fabrics with coatings and special finishings. Comfort stretch, coarse yarns and heavy ring character in one direction, with more compact, 100 percent cotton constructions and flat looks in the other.

Washes and treatments will certainly play a big role in the redefinition of the aesthetics. Regenerative cotton has also impacted the sourcing, competing against organic as the new sustainable fiber story, and it may have a point.

**Alberto de Conti**  
Head of Hub1922  
Rudolf



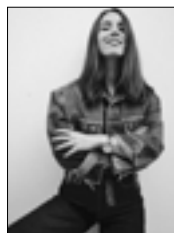
From our perspective, three areas are likely to influence the sourcing and production of denim the most: supply-chain resilience, circular-economy initiatives and regulatory compliance.

Economic turmoil, high denim inventories and the long series of disruptions caused by the COVID-19 pandemic are constant reminders of the importance of resilient and flexible supply chains. All players along the denim and textile value chain need to evaluate and prioritize diversification tactics to improve supply-chain agility. Responsiveness instead of cost will be the new buzzword.

Adopting circular-economy principles, including recycling and upcycling, will become significantly more important. Companies have started to look for ways to reduce waste, use renewable energy as a raw material, increase the recyclability of textiles and promote a more sustainable life cycle for products.

Compliance with new, far-more-stringent environmental regulations, safety standards and other legal requirements will be critical for the denim industry. This applies in particular to entering or retaining European markets. To avoid disruption and reputational risk, it is of paramount importance for denim manufacturers to be aware of and adapt to regulatory changes.

**Eda Dikmen**  
Marketing and Communications  
Manager  
Sooty



Prioritizing sustainability in both sourcing and manufacturing will definitely be one priority. I expect a special emphasis on cotton and soil—such as using organic and responsible materials, fighting textile waste via repurposing and recycling, designing for longevity, transitioning to low-emission energy systems, minimizing water use, and implementing effective waste management.

Social responsibility will also be emphasized—where and how denim production can be a tool to impact communities positively will be explored, including fair wages, safe working conditions, and potentially creating green jobs. This is currently driving brands that we could not have possibly imagined being together collaborating and doing the most amazing things.

Another correlated point is the need for supply-chain resilience, which is imperative in the face of climate urgency, global economic and political instability, inflation, and ongoing pandemic effects. Building resilience involves strategic network design, diversifying suppliers across geographic locations and adapting to new working models, including hybrid and remote.

Digital transformation and innovative technologies will continue to guide our industry. The pandemic accelerated the adoption of digital platforms in fashion, and now almost every week we see a newness that creates engagement on a completely new level, leveraging e-commerce, social media and virtual showrooms for enhanced consumer connections and immersive experiences.

On the design and manufacturing side, innovations that require fewer sources for similar aesthetics and 3D modeling are becoming standard practices. I expect more development in that area, some possibly integrating AI and speed learning to streamline production and to potentially enhance product quality.

**Anatt Finkler**  
Creative Director  
Global Denim



As we chart a course toward enhanced practices and positive transformation, it is important to sustain the current trajectory. The focus must be on establishing new benchmarks while constantly aiming to exceed the sustainable targets set in the previous year.

The primary objective is the enhancement of denim quality, achieved through the incorporation of a higher percentage of recycled content, utilization of superior materials and techniques, fewer resources, the adherence to cleaner chemical processes, and an unwavering commitment to social and environmental standards across the entire supply chain.

Rather than centering efforts on cost reduction, strategic attention should be directed toward exploring new markets and the implementation of nearshoring initiatives as well as creating new products that can actually appeal to the mass market instead of just a niche.

Acknowledging the inherent evolution of design trends, priority should be given to minimizing waste during patternmaking and incorporating design thinking at the foundational level of production with an emphasis on designing for longevity.

**Paolo Gnutti**  
**Creative Director**  
**ISKO Luxury by PG**



In addition to the constant work in always creating new trends and new collections that can surprise, satisfy and anticipate the needs of final customers, it will be necessary to increasingly focus these efforts on dedicated customer services to consolidate the role of a partner with buyers and not just a fabric supplier.

In the upcoming years, the denim industry's focus will increasingly shift toward producing sustainable, innovative and, above all, unique fabrics. ISKO is actively investing in this direction to cater to a customer base interested not just in sustainable products but specifically in sustainable fashion, a feat achieved uniquely by the PG collection.

**Adriano Goldschmied**  
**Founder and Designer**  
**Genious Group**



The beautiful thing about our business is that it keeps changing faster and faster in every area, from design to technical innovation. This has allowed the mission of "denim never dye" to continue for a long time.

The merging of design with technology is bringing us to new boundaries that were totally unexpected just a few years ago.

Design is not only about creativity but also about using digitalization and discovering the almost unknown possibilities of artificial intelligence. 2024 is probably a key year where we have amazing new tools that will allow us to do a better job, improving the quality and creativity of design, opening the way to more efficient and sustainable processes.

In the technical and sourcing area, we are in front of a strong acceleration in innovation that will bring better products with much lower impact in the industry.

The battle of the century is for sure substituting fossil-generated fibers with new fibers over nylon and poly. AeonIQ is taking the leadership in this segment, and it is very close to positive results.

The printing is at the early stages, but we can imagine that one day denim will be done in a completely different way than in the past. Recycling garments and fibers and waste is becoming more and more important in our industry, and we are passing from a primitive recycling to sophisticated processes to make stronger yarns.

These are just a few priorities—the race is open, and for sure we will run very fast.

**Juan Carlos Gordillo**  
**Denim Designer**



The denim industry in 2024 will be shaped by several key priorities that will determine its course.

Adopting ethical and transparent practices will be crucial. Implementing sustainable materials like organic cotton and natural or recycled dyes alongside reducing water and energy consumption will be essential for a genuinely sustainable approach. Strategic partnerships and circular business models such as rental, exchange and resale will drive innovation and sustainability in the denim industry.

Integrating advanced technologies such as 3D printing and artificial intelligence will be

pivotal in enhancing production efficiency. Furthermore, the use of lasers will significantly impact this sector.

The rising demand for personalized garments will drive the need to offer unique customer experiences. Providing tailored services and employing interactive technologies in online stores will make a difference in a competitive market.

Digitizing the supply chain to ensure product transparency and traceability will be a priority. Optimizing logistics will be fundamental in meeting ethical expectations from consumers.

Adaptation to cultural and consumption changes will also be a priority. The ability to adapt to shifts in consumer tastes, preferences and emerging trends will be critical in maintaining relevance in an ever-evolving market.

**Philippe Mignot**  
**Export manager**  
**ACM**



First of all, denim is set to live a true renaissance in that it gets elevated once more through the use of classical and clean fits, favoring soft washings and a more-uniform application of color.

Then, there are patchwork and trompe l'oeil designs made with the stitching of multiple elements, even contrasting or with digital prints. When it comes to printing techniques, one truly stands out, which is pigment printing, providing extremely high definition in terms of color. All of this, of course, will be happening under the umbrella of a vision increasingly geared toward sustainable production, making sure that responsible products are the only feasible option.

**Sebla Önder**  
**Sustainability Chief**  
**ORTA**



Longevity, circularity and a regenerative mindset will continue to be at the heart of denim. Circularity is expected to be at the core of our decisions, especially on design and sourcing. Recycled and recyclable materials with proven traceability and human and environmental safety have been the challenge lately. We expect to receive more demand on this challenge and hope to see more solutions in action.

In terms of virgin materials, regenerative cotton entered the market with great excitement and will be more popular in 2024.

Lastly, in terms of logistics and sourcing, we expect more of a shift to Turkey and Europe in production and sourcing.

**Ebru Ozaydin**  
**Global Strategic Marketing Director,**  
**Denim, Wovens, Ready-to-Wear**  
**The LYCRA Company**



Obviously all three are closely linked since they define a circular — no longer linear—algorithm from ideation to production. Now, over-consumption and over-production are significant concerns.

With all that we have experienced over the last three years, from supply-chain complexities to unpredictable consumer purchasing behavior, a mandatory reverse-thinking pattern became apparent.

The necessity of reconsidering value has ignited the questioning process of optimization

and is supported by legislative actions, which are spearheaded mostly by European countries. I believe the top three words we will hear more in 2024 are: resilience, accountability and flexibility.

The sluggish demand, specifically in denim, will put pressure on designers and makers to be more creative with solutions and innovative with products but this time with more responsibility in mind such as being selective of raw materials, clean processing and, most importantly, ethical concerns.

Nearshoring or friendshoring are not new to us as global trade relations grow more tense. This contributes to building up value or bringing agility to supply-chain patterns in this era of unpredictable consumer sentiment and behavior and mitigates the risk of currency-related losses.

**Carlo Parisatto**  
**CMO, Commercial Director**  
**Cadica**



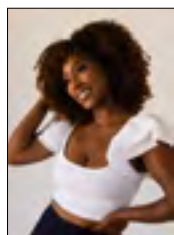
Although enormous strides have been made in our industry toward more-ethical and sustainable production through the use of new technologies and major innovations that offer a wide range of new opportunities, major new challenges for the fashion industry are opening up for 2024.

Brands will increasingly have to adapt to new consumer demands. They will increasingly have to take advantage of new technologies to produce more and more ethically and sustainably, especially by verifying and demanding from the production chain transparency and responsibility toward the environment and social issues.

This is increasingly the vision that we promote at Cadica—creating beautiful, unique, innovative collections that are created based on the needs and demands of our customers but produced with ethical and verifiable processes.

Alongside our customers we encapsulate our service in one word: eco-innovation.

**Holly Sanders**  
**Founder**  
**The Angela**



Customization in design is going to be prioritized, and it's going to force companies to be lean and close the distance in manufacturing. Customers want control and pieces that are more exclusive; having expressive, inclusive design options and giving customers choices will be the new wave.

Footwear has done a great job with these offerings over the years, but clothing has been slow to adapt. It's always been a priority to me: My customers tell me what they want and I make it, but I look forward to seeing this scaled at larger companies and the impact it'll have on North American manufacturing and denim expression.

**Kutay Saritosun**  
**Director of Brand Services and**  
**Partnerships**  
**Bluesign**



As we embark on 2024, the prevailing priorities that will steer the course of the denim industry throughout the year will center on a resolute commitment to sustainability in design, sourcing and manufacturing. A frontrunner in this transformative movement is bluesign

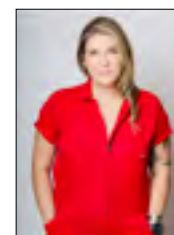
DENIM, an exemplary concept merging style with responsibility.

The core of responsible denim involves addressing environmental concerns associated with traditional production methods. By embracing the bluesign SYSTEM, denim evolves from being a mere garment into a potent statement of environmental consciousness, catalyzing positive change within the industry.

bluesign DENIM focuses on cleaner production, necessitating both denim mills and laundries to be bluesign SYSTEM partner companies such as ISKO, Prosperity, Advance Denim and Saitex Vietnam, implementing stringent environmental and worker-safety criteria. Moreover, it champions cleaner chemistry by adhering to the highest standards, requiring the use of only bluesign APPROVED chemical products in both fabric manufacturing and laundry processes to mitigate the negative impact on people and the planet.

In 2024, investing in a better tomorrow involves brands offering their shoppers the perfect blend of style, comfort and sustainability with bluesign DENIM, charting a course where the industry narrative undergoes a transformative redefinition.

**Katie Tague**  
**Vice President of Denim Marketing**  
**and Sales**  
**Artistic Milliners PVT LTD**



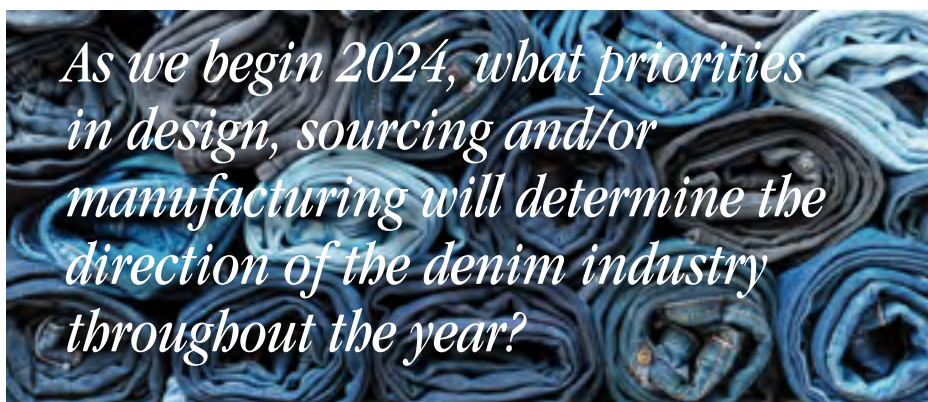
As we move into 2024, the denim industry seems increasingly pivoted toward co-collaborative design with manufacturers leveraging 3D technology. Additionally, the industry continues to show a keen interest in nearshoring solutions for speed-to-market responsiveness. And amid the continual shifts in the supply-chain landscape, sourcing in innovative fibers emerges as a paramount focus for industry stakeholders.

**Eylem Temizkan**  
**Board Member**  
**BlueMatters**



As we embark on the journey into 2024, the denim industry finds itself at a crucial juncture, where strategic priorities in eco design, sourcing and manufacturing will undeniably shape its trajectory this coming year. Eco design stands as a linchpin for success, with a focus on sustainability and circular fashion taking center stage. Furthermore, the denim industry is set to witness a surge in customization and personalization, allowing consumers to play an active role in the eco-design process.

Sourcing strategies, too, will play a pivotal role as the industry strives for transparency and ethical practices. The demand for traceable and responsibly sourced raw materials is on the rise, prompting brands to forge part-



**Denim** *Continued from page 7*

nerships with suppliers who adhere to stringent ethical and environmental standards. However, a pressing issue that demands attention is the prevailing challenge of low pricing, which often compromises the fair compensation of labor and ethical production practices. The importance of a balanced and valuable cooperation between brands and suppliers cannot be overstated in this context.

In the realm of manufacturing, the emphasis on technology integration and automation will redefine efficiency and precision. Smart manufacturing processes not only streamline production but also contribute to reducing waste and optimizing resources.

The denim industry's compass for 2024 points toward a future where eco-design creativity intertwines with sustainable practices, ethical sourcing becomes non-negotiable and manufacturing undergoes a digital transformation to meet the evolving demands of conscious consumers, all while addressing the imperative of fair rates for the entire supply chain.

**Alice Tonello**  
Marketing Research and Development  
Tonello



In 2024, I think the direction of the denim industry rests on two key focal points: prioritizing consumer involvement in the purchasing process and meeting the challenge of creating value-rich products that align with

diverse standards while respecting ethical and environmental aspects.

The industry's opportunity lies in engaging consumers more actively, potentially through upcycling, customization or on-demand production. This strategy not only follows individual preferences but also minimizes waste by producing exactly what customers desire, when they need it, and also by giving new life to something old or unsold. This consumer-centric approach aligns satisfaction with reduced environmental impact, potentially reshaping the denim market's direction.

However, a notable challenge emerges in crafting denim products that hold genuine value. The focus here isn't only based on aesthetics but also on respecting different aspects: human rights, the environment and diverse beauty standards. The emphasis is on cultivating an engaged and mindful consumer purchasing process that extends beyond superficial aspects.

Navigating 2024 won't be an easy journey for the global denim market, presenting several challenges. However, I think it will surprise us with innovative, new and perhaps, so far, unconsidered content.

**Aydan Tüzün**  
Executive Director of Sales and  
Marketing  
Naveena Group



Foremost among these priorities is an unwavering commitment to sustainability. The industry is placing a heightened focus on sustainable fibers, responsible sourcing practices and eco-friendly manufacturing methods. This

sustainability-driven approach is expected to play a pivotal role in defining the industry's direction.

Moreover, customization and innovation in denim design will be key considerations throughout the year. Brands that embrace unique styles, offer personalized options and integrate technological innovations into their manufacturing processes are likely to stand out in a competitive market.

Additionally, the industry will remain attuned to evolving fashion trends and consumer preferences. Sensitivity to shifts in design aesthetics and the ability to cater to the ever-changing tastes of consumers will continue to be crucial factors in determining success.

Furthermore, nearshoring applications are anticipated to gain prominence in 2024. This strategic approach is expected to enhance supply-chain efficiency, reduce lead times and contribute to a more sustainable industry by minimizing transportation-related environmental impacts.

In summary, the denim industry in 2024 will be characterized by a steadfast commitment to sustainability, a focus on innovative design, responsiveness to consumer preferences and the growing prominence of nearshoring applications. These priorities collectively will guide the industry's direction throughout the year.

**Adam and Liran Vanunu**  
Co-founders  
Cotton Citizen



Looking ahead to 2024 and continuing to expand Cotton Citizen's denim program, our emphasis will remain on relaxed, versatile silhouettes in a range of sophisticated, heritage-inspired treat-

ments—our brand's reimagining of classic blue jeans for a contemporary collection of essentials.

2023 saw the expansion of our denim silhouettes to include a range of low- and high-rise silhouettes, baggy and tailored, as well as the introduction of unisex offerings. Building on this foundation inspired by the heritage denim our dye house has produced for decades, we will continue to innovate our manufacturing practices and produce our products with the highest standards and highest-quality materials made by American manufacturers.

**Andrea Venier**  
Managing Director  
Officina39



From our privileged position in close contact with brands and therefore with the end customer in the supply chain, we can say that the market increasingly demands sustainable processes and products with a focus on the cost

of the recipe. This is why we can say that the direction is toward sustainability but with an innovative thrust that takes into account optimizing materials but also economic resources.

Sometimes it is a matter of improving what already exists; other times it is necessary to rethink processes and products from scratch. The focus is on supply-chain interconnection, with the aim of being all aligned and proposing appropriate solutions to the end customer.

We strongly believe in collaborations between companies. We think that this type of synergy allows us to obtain better and more appropriate results for the market, precisely because by comparing different points of view from different parts of the supply chain we can have a broader vision not only of the processes but also of the real needs of each customer and the market in general.

**Matteo Vivolo**  
Chief Sales Officer  
Vivolo



Customization is something we believe will take the denim industry by storm in the coming year, with brands focusing on new, alternative and innovative ways to make a garment just that extra bit

unique, the backside label being a case in point, a useful gateway as well as added value that allows brands to stand out along with their garments. Brands like to play with details and will be doing so increasingly, experimenting with a wide range of solutions, which can include embroidery, applications, color use, reliefs, metal customizations and so much more.

As far as materials go, suede and printed leather will be 2024's top requests. We expect a consumer-centric vision of denim through which consumers can express tastes and identities by customizing every aspect—from fabric details to accessories—according to their own unique vision.

This will inevitably bring the consumer back to the center of in-store shopping to get that bespoke experience where choosing the right denim for them, from the fabric to the details, equates to expressing one's identity. The first-person-choice process will also and above all result in even greater awareness regarding the use of environmentally sustainable materials and the enhancement of the most virtuous supply chains.

**Vivian Wang**  
Managing Director and Global Sales  
Manager  
Kingpins Show



The denim industry is laser focused on sustainability and circularity as companies pursue the United Nations Sustainable Development Goals.

At Kingpins, we want to help our exhibitors and attendees meet

these SDGs, just as we aim to inform the entire industry about the latest best-business practices. That means sustainable and renewable materials as well as recycled products, reuse and upcycling.

Our One Denim initiative showcases the variety of looks that can be achieved using just one base fabric, and our Most Sustainable Product initiative highlights responsible products and practices. We put creatives and manufacturers together to push the boundaries of what can be done with denim for The Boxes, our installation project for inspiration, education and trends.

Our exhibitors are launching new developments like Cooltrans, an indigo alternative launched by Prosperity Textile's Stella Blu division, that uses no heat and 90 percent less water than conventional dye methods.

Other burgeoning issues are 3D design and artificial intelligence. Many are using 3D design to reduce the number of physical samples produced. The Soorty denim mill has been rolling out AI-generated denim collections and collaborations. Material Exchange recently launched an AI tool to help companies source smarter. And at our Amsterdam show in October and our pop-up event in Hong Kong in November, Material Exchange's Darren Glenister was part of a talk called "AI Is Set to Revolutionize the Denim Industry—and the Transformation Has Already Begun!"

These will be among the top-priority issues for the denim community in 2024 and beyond.

**Amy Williams**  
CEO  
Citizens of Humanity Group



The transition to regenerative agriculture and regeneratively grown cotton is where we now understand we can make the biggest impact on the health of our planet and people. We've expanded our

Regenerative Cotton Program to 13 farms across the U.S. and Turkey, which are currently in a promising second harvest.

Our commitment extends beyond improving soil health and reducing the use of harmful pesticides; it's also about revitalizing entire ecosystems and communities. The benefits are multifaceted, from sequestering carbon and enriching the nutritional profile of the land to bolstering the economic stability of farmers and surrounding communities.

Recognizing the magnitude of this challenge, we believe that collaboration with other brands of all types and sizes will deliver the best ultimate solutions and outcome. We are not competing for customer attention in this work; we are looking to create a synergy that amplifies our impact, driving substantial and lasting change. ●

*Responses have been edited for clarity and space.*



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 manicured nails which are painted in a shimmering, iridescent purple color. The background is a soft, out-of-focus grey.

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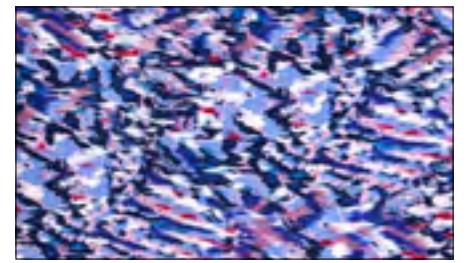
Textile Trends *Continued from page 1*

# Purple Haze

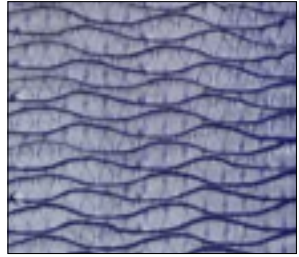
Purple has always been a regal color, but there's another side to this rich color category. Violet has the highest vibration in the color spectrum, dispersed by light, and as a result has always been considered a spiritual shade. This trend combines sunset shades of blue and violet with dynamic patterns drawn from our high-tech times.



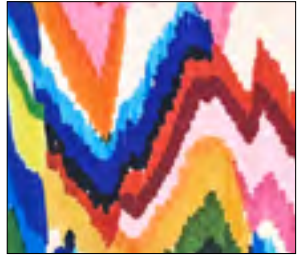
Confetti Fabrics/KMS Group



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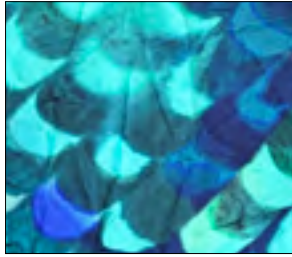
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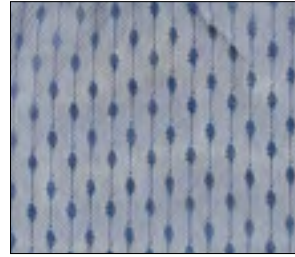
Intesa Sri/LK Textiles



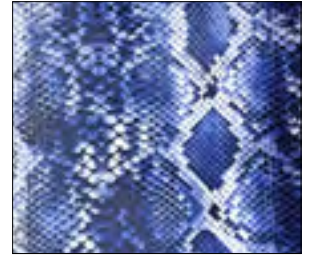
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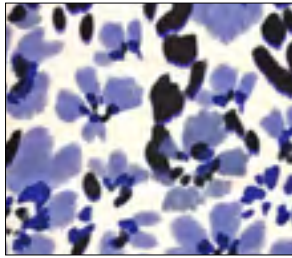
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Hemp Fortex



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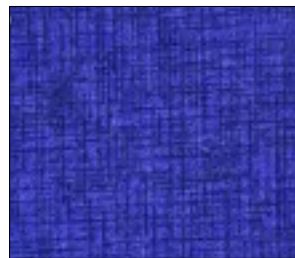
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Tessil Opera/Fox Fabrics, Inc.



Robert Kaufman Fabrics



Kalimo/Studio Lab

# Mellow Yellow

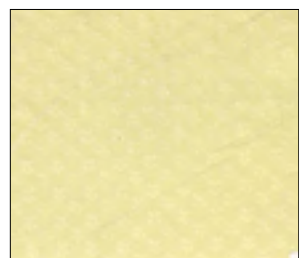
This category—named after another classic rock song—represents optimism, warmth and the splendors of nature, specifically the sunflower. In the context of the present moment, this group of floral yellows, as opposed to acidic or metallic, speaks loud and clear to our burgeoning eco-consciousness and that sustainability ultimately means nature's beauty and bounty.



Ipeker/Fox Fabrics, Inc.



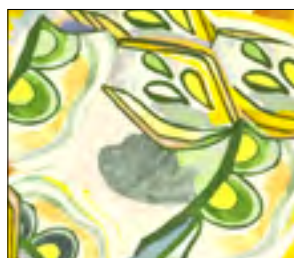
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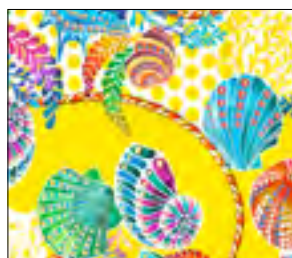
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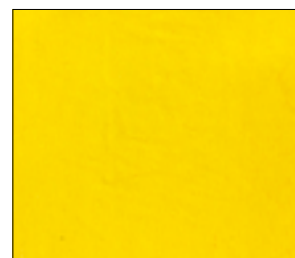
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Confetti Fabrics/KMS Group



La Lame, Inc.



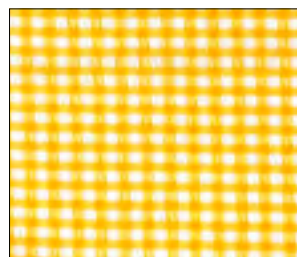
Birla Cellulose



Guarisco Fabrics/LK Textiles



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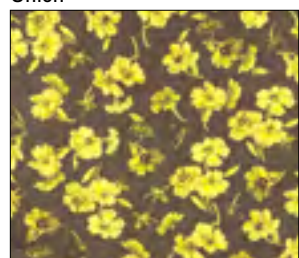
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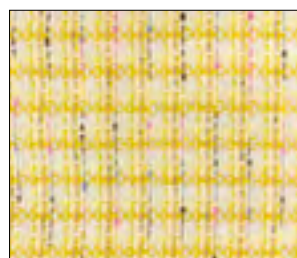
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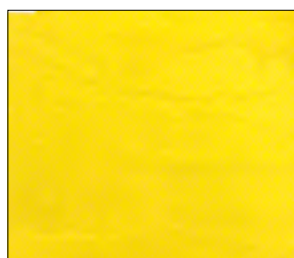
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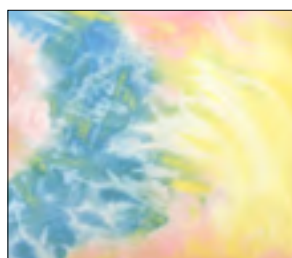
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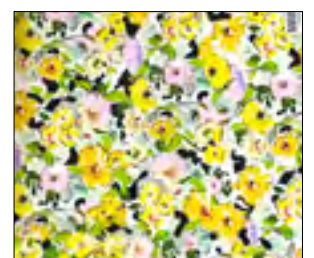
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# The Life Aquatic

Sunsets light up the air and sky, and flowers bloom on the earth, but aqua comes from the sea, as its very name suggests. This color category serves as a bridge between the oceanic and the synthetic digital underworld where artists create imaginary worlds. Think of it as pastel meets pixels.



## David Dartnell 1962–2023

David was a fearless creative force in the Los Angeles fashion industry.

Our initial introduction was a collaboration with Ann Taylor stores, and soon thereafter I joined David Dart and initiated the Tencel-based Sport division.

I excelled under his leadership, creative vision, and guidance for seven years. I eventually was promoted to Head Designer, running my own division, plus the Collection, Dress, and Knitwear divisions.

Our working chemistry was like no other, and we remained friends long after our working relationship ended.

The Fashion Industry has lost a great talent and creator of a unique look in California fashion of easy comfort and elegant style.

—Jacqueline Rumohr



## David Dartnell 1962–2023

I am writing this not as a journalist but as a lifelong friend and a representative of the many print studios David supported.

David was already an accomplished designer in the early '90s when we met. He had won the California Designer of the Year award twice and the Dallas Fashion Award for Contemporary Sportswear. Giant in person and giant in presence, he exuded charisma and radiated such warmth.

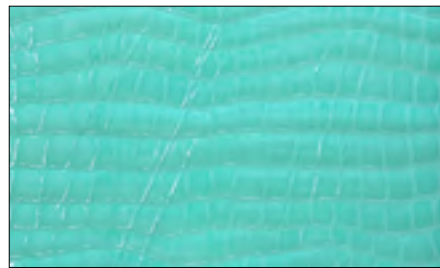
Visionary in his ability to recognize the gap in the market between sportswear and contemporary, he seized his opportunity and soon became California's hottest designer.

He was ingenious, with a natural ability to sell his own collection and understood the value in his close working relationships.

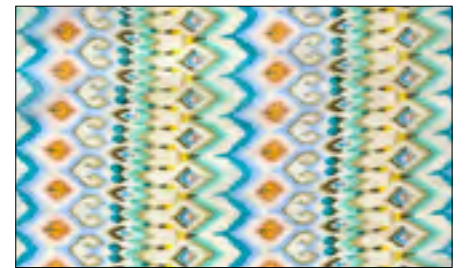
He would seek out inspiration from travel, his lust for life and exploring small-market artisans. He pioneered the conversational print, often using local artists to draw energetic figures dancing and playing instruments in the streets at Mardi Gras. His passion for New Orleans and its music were absorbed into his love for dressing women.

I hope my words speak for the many who knew and loved him in the fashion business, especially those in California who hold him dear in their hearts for the extraordinariness of the brilliant, trail-blazing man called David Dart.

—Lucy Keeler, Keelergordon



Hi Fabrik/Fabrik Union



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Akbaslar Tekstil/STC Textiles



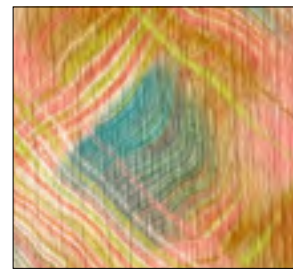
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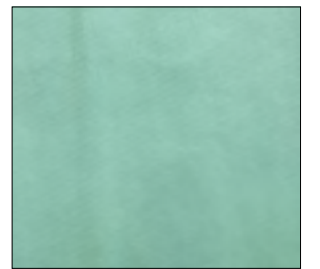
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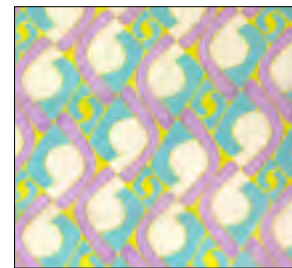
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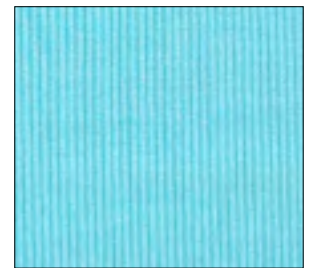
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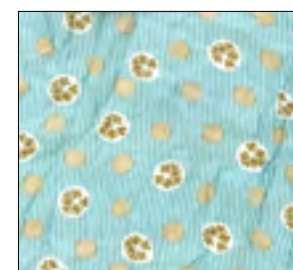
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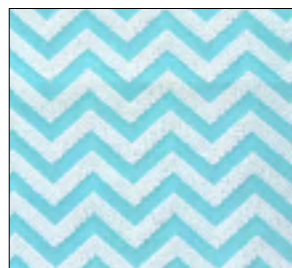
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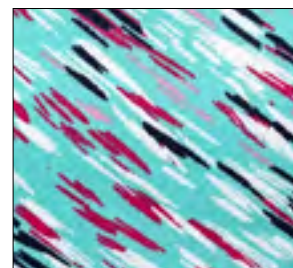
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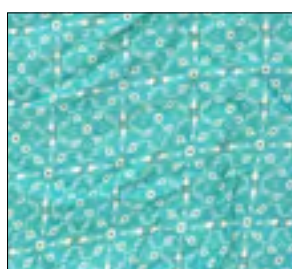
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# Resource Guide

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Feb. 28–March 1, 2024  
[www.californiamarketcenter.com/latextile](http://www.californiamarketcenter.com/latextile)  
 Inspiring designers since 1993, the bi-annual LA Textile Show has a long, global fashion industry legacy as the Preeminent Trade Event for Textiles, Design, and Manufacturing Resources. The first, largest, and longest-running fabric and supply chain resource tradeshow in Los Angeles, LA Textile continues to draw Exhibitors and Attendees from around the world to its elevated and creative event experience. In addition to 40,000 square feet of Exhibitors offering premium collections and services, LA Textile curates an artistic show environment with installations, amenities, and activations designed to inspire collaboration, community, and creativity. LA Textile is presented by and exclusively located at the California Market Center in the heart of the Los Angeles Fashion District.

## The New Mart

127 E. Ninth St.  
 Los Angeles, CA 90015  
 (213) 627-0671, Fax: (213) 627-1187  
[www.newmart.net](http://www.newmart.net)

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

## Suppliers Asher Fabric Concepts

[www.asherconcepts.com/](http://www.asherconcepts.com/)  
 In 1991, Asher Fabric Concepts revolutionized the apparel industry by offering cutting-edge, high-quality, "Made in the U.S.A." knits to the better contemporary, swim, and activewear markets with a limitless array of made-to-order textiles in the latest fabrications, colors, and prints. For over 30 years, we continue our leadership role in the industry by differentiating ourselves from our competitors with an in-house design team and by offering proprietary textiles that are continually updated and innovated in every aspect of textile design and production. Our client relationships are key to our success, and we work closely with them to create unique and exclusive blends. By implementing our groundbreaking techniques and affordable pricing, we're able to serve large and small customers alike.  
[www.asherconcepts.com](http://www.asherconcepts.com)

## Hangerlogic

[www.hangerlogic.com](http://www.hangerlogic.com)  
 The purpose of a visual display is to tell a fashion story, highlight a trend, or demonstrate how merchandise could be worn and accessorized. Hangerlogic takes an innovative approach to promoting the development of a creative partnership with its customers. As the market leader since 1972, Hangerlogic manufactures and distributes garment hangers globally for many of the world's leading retailers and apparel brands. The company's strength is providing its customers with innovative designs using technology that is friendly to the environment while at the same time meeting the industry demands for performance and value-driven sustainability. Hangerlogic's customer service and sales team are here to help and will do everything possible to ensure that your hanger requirements are met in a cost-effective and timely manner.

## Ranger Group

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

## Trade Shows Atlanta Apparel

[www.Atlanta-Apparel.com](http://www.Atlanta-Apparel.com)  
 Atlanta Apparel is the largest apparel market on the East Coast, offering thousands of contemporary women's, men's, children's, and accessories lines all together in one location at one time. Through five markets throughout the year, it features an expansive—and growing—product mix, including contemporary, young contemporary, resort, fashion jewelry, fine jewelry, shoes, handbags, and more showcased in permanent showrooms and temporary exhibition booths. Attendees in April and August can also experience the concurrent Formal Markets social occasion event that spans three full floors of showrooms and temporary exhibitors.

## The Fabric Shows

[TheFabricShows.com](http://TheFabricShows.com)  
 The Fabric Shows feature American and European Textile & Trim Collections with Global Production including Made in USA. Exhibiting companies have low minimums, produce to order and many have In-Stock programs. Attendees include designers/manufacturers of sewn products (apparel, home, other), private label producers, event /party planners, retail fabric stores. The shows takes place in New York twice a year (January and July) and in several other cities once a year. Scheduled upcoming shows are New York Fabric Show running Jan. 17–18 at the New Yorker Hotel, and Los Angeles Fabric Show running Feb. 28–29 at The New Mart and Miami Fabric Show running April 17–18 at the Miami Airport Convention Center.

## IFJAG

[info@ifjag.com](mailto:info@ifjag.com)  
[www.ifjag.com](http://www.ifjag.com)  
 IFJAG trade shows feature fashion jewelry and accessories from around the world with over 100 manufacturers or direct importers showing exclusive designs to IFJAG's unique venue of private showrooms which offer buyers a professional environment. The upcoming Orlando show is Feb. 5–8, 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.

## NY NOW

[www.nynow.com](http://www.nynow.com)  
 Join in celebrating NY NOW's 100th anniversary at the Winter 2024 Market Feb. 4–7 at the Javits Center in NYC. NY NOW beckons fashion enthusiasts to explore the largest wholesale showcase for gift, home, and accessories, combining innovation and style. This biannual trade show unites legacy and emerging brands in Jewelry & Accessories, Gift & Lifestyle, and Home, presenting cutting-edge collections to global buyers. Whether you're a trend-seeking attendee or a brand ready to shine, NY NOW promises an unparalleled marketplace for industry connections and celebration. Don't miss this unforgettable milestone market!

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# TEXTILE TRENDS

## Eternal Flame

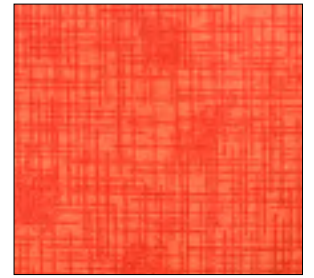
Hitting on three of the four elements—airy sunsets, flowers of the earth, and shimmering waters—now it's time for the fourth: fire. This trend's reds and oranges stand for energy and health, particularly the self-care needed for the times, which require dynamic nimbleness. This group will have you ready for anything.



Confetti Fabrics/KMS Group



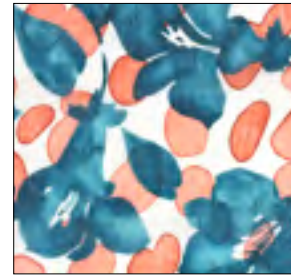
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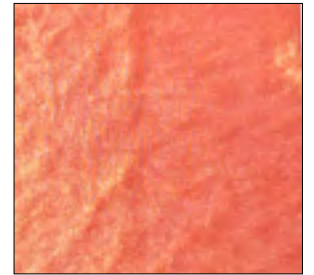
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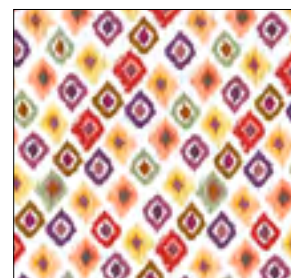
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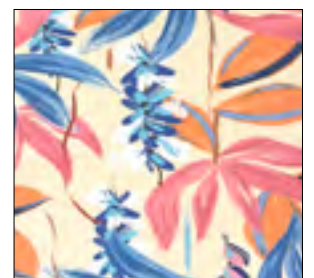
Hi Fabrik/Fabrik Union



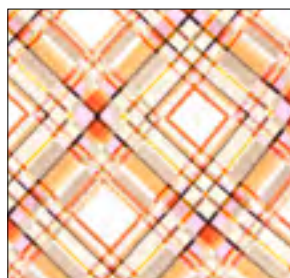
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Kalimo



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Contact Terry Martinez at  
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- \* Proficient in Illustrator and Excel.
- \* Understanding of garment components: fabric qualities, trims, prints, graphics, embellishments, washes.
- \* Highly organized.
- \* Strong communication and follow up skills.
- \* Must be able to work cross functionally with Design, Sales and Production teams.
- \* Understanding of overseas production.
- \* Some design room experience needed.
- \* 3+ years working in the apparel industry.

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#### \* PRODUCTION PATTERNMAKER \*

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