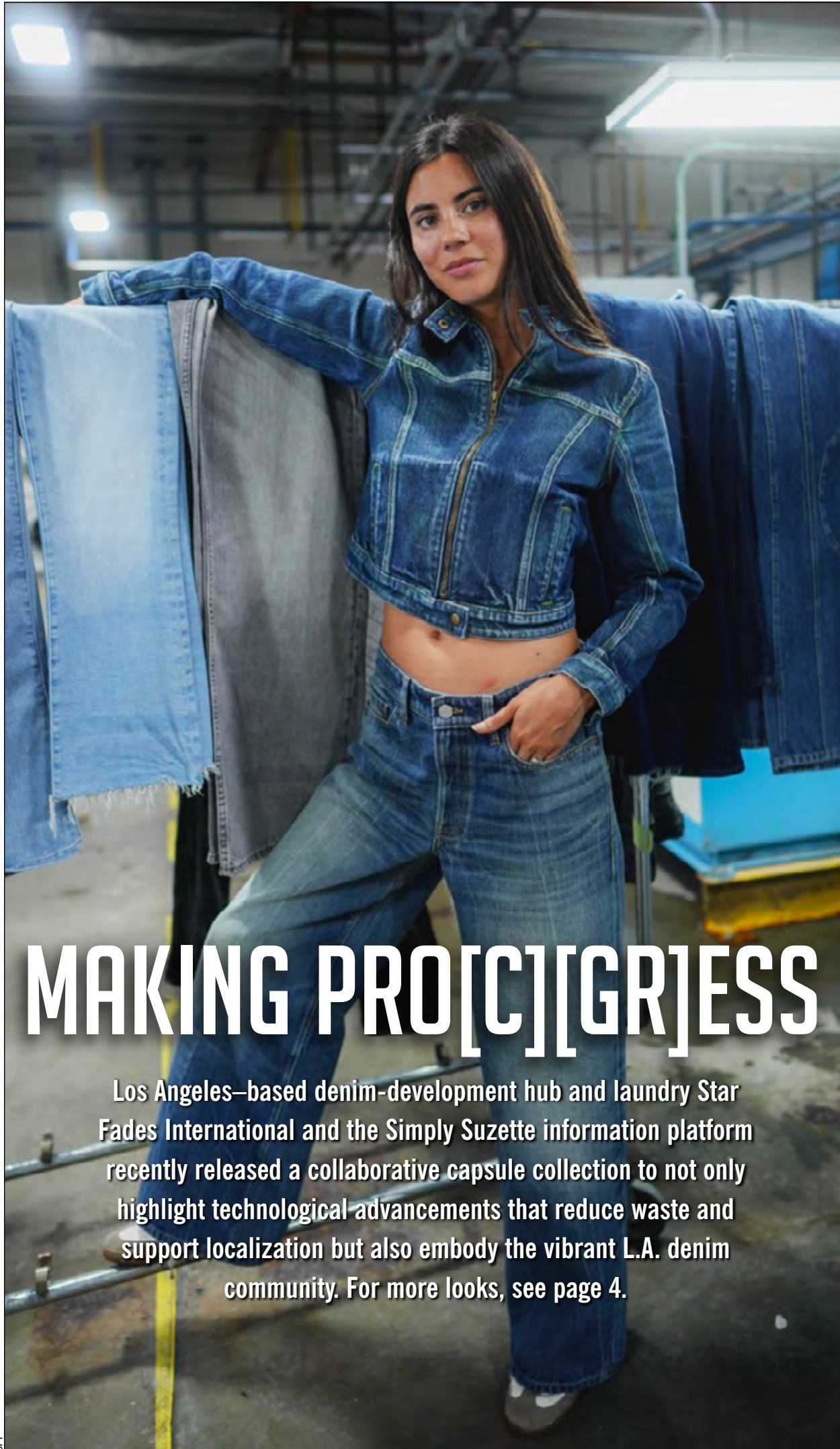


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MAKING PRO[C][GR]ESS

Los Angeles-based denim-development hub and laundry Star Fades International and the Simply Suzette information platform recently released a collaborative capsule collection to not only highlight technological advancements that reduce waste and support localization but also embody the vibrant L.A. denim community. For more looks, see page 4.

SFL

TRADE-SHOW REPORT

N.Y. Textile Week Delivers on Attendee Demands for Diverse Offerings

By Dorothy Crouch *Contributing Writer*

This season's **New York Textile Week** shows offered an array of options for apparel professionals to explore fresh innovations in sourcing, manufacturing and technology in addition to reconnecting with established, trusted partners. **Texworld** and **Apparel Sourcing**, **Functional Fabric Fair**, powered by **PERFORMANCE DAYS**, **Kingpins**, **Première Vision**, the **New York Fabric Show** and **Preface** were among the events that took place July 16–18 to showcase products and services spanning an array of apparel categories.

Beyond exhibitor offerings, each show also extended educational opportunities to explore topics such as responsible sourcing and manufacturing, diversification along the supply chain, and the inspiration behind upcoming fashion trends. The distinctive missions of each of the shows were reflected in their panel discussions, information sessions and hands-on

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INDUSTRY FOCUS: SUSTAINABILITY

Collaborating on Responsible Apparel Without Compromise

By Dorothy Crouch *Contributing Writer*

Successfully moving fashion into a more responsible and sustainable industry requires apparel companies to work with one another and share their advancements in better garment making; however, many brands are tight-lipped regarding their best ecological and ethical practices. Although fashion is an industry whose brands have historically relied on exclusivity and mystique, companies must share their achievements in sustainability if they intend to support sustainable messaging with action. Brands who do not participate in this crucial step of being a responsible company are simply contributing to the problems that prevent the industry from progressing forward.

The old guard in apparel is beginning to change as more

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Where fashion gets down to businessSM



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Fashion Veteran, *Apparel News* Contributor Betsy Zanjani 1955–2024

For over 40 years, Betsy Zanjani was an acclaimed fashion-industry management executive across multiple channels of retail and wholesale. A creative leader of product, design and merchandising, she built a strong reputation for understanding the fast-fashion business. Her ability to track and translate trends into big-volume businesses was her stock in trade.

“Betsy was an integral part of my team. She had tremendous vision and an uncanny ability to predict trends,” said Halle Redman, former vice president/digital manager of **The Broadway Stores**. “My success was due in large part to having Betsy at my side. While working together we began a friendship that lasted 40 years.”

During her time at The Broadway, Zanjani also worked with retail executive Harriet Bailiss-Sustarsic. “Betsy and I met in the early '80s while working at The Broadway. We found a true friendship that spanned four de-



Betsy Zanjani

acades. She was a beautiful spirit and creative visionary who left her imprint on any venture she pursued. She will be missed by so many.”

After Zanjani left The Broadway Stores, she took her ability to spot trends to the

Directives West Buying Office. “Betsy was a great talent. A pleasure to work with. Her skills were unbeatable in creativity,” said Sandy Potter, then co-owner of the trend-forecasting company. “She will be missed by all that knew her.”

It was as senior vice president of **Forever 21** that she was truly able to combine her management and creative skills. “Betsy believed in my art and gave me a chance. We created the Hello Kitty + Forever 21 jewelry collection together, which sold out globally,” said designer ONCH. “Betsy changed my life. I am forever grateful to my friend!”

It was not surprising that Zanjani would ultimately be tapped to write for the *California Apparel News*.

“Betsy, all five feet of her, was a whirlwind. She quickly became a trusted writer for her trend-spotting at the Vegas shows. Our loss is immeasurable,” said publisher Terry Martinez. ●

NEWS

Jams World, Founded by California Surfer Dave Rochlen, Turns 60

Hawaii-based surf brand **Jams World** is celebrating 60 years in business, and company President Pua Rochlen continues the legacy started by his late father, Santa Monica, Calif.–raised surfer Dave Rochlen. The Southern California surf shops of the 1950s and 1960s inspired Dave Rochlen to open retailer **Surf Line Hawaii** in 1964.

“The surfboard store in Honolulu was the best place to go to get boards. He then saw the gap in the market for really fun, printed surf shorts, and JAMS, short for ‘pajamas,’ was born,” said Rochlen.

Pua’s mother, Hawaiian surfer Keanuenue

Ka’eo, created the first pair of the brand’s shorts when his dad asked her to cut a pair of Hawaiian-print pajama pants into shorts.

“We brought back anniversary prints, reintroducing some of our greatest hits in art and silhouettes from the '60s to the '90s while still searching the world for inspiration and hand-painted vibrant art,” said Rochlen.

Surf Line maintains nine doors where JAMS are sold: four on Oahu, Hawaii, three on the Big Island, [Hawaii], one on Kauai, Hawaii, and one in Las Vegas. JAMS are also sold online at jamsworld.com, and the company partners with local charities.



JAMS WORLD

Hawaii’s Jams World is releasing some of its most popular JAMS styles from its last 60 years in business as it celebrates this milestone.

“In this industry, at the end of the day, what you have is your name and, in our case, our art. As a business, we take that very seriously,” explained Rochlen. “We would love to see Jams World, Original JAMS and Surf Line Hawaii stories continue to be told through fashion and art for generations to come.”—*Dorothy Crouch*

CORRECTION

In the July 26, 2024, article titled “Art Hearts Fashion Energizes Los Angeles Swim Week With Las Vegas News,” the after-hours runway event mentioned is a collaboration between MMGNET Group and Art Hearts Fashion as well as Resorts World during MAGIC, PROJECT and SOURCING at MAGIC Las Vegas and the wider fashion-market week.

MMGNET Group and its event brands do not have a standing partnership and are not affiliated with the larger Las Vegas Swim Week initiative.

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Inside the Industry

Carr Textile has acquired Philips-Boyne in a strategic acquisition that is poised to bring about numerous benefits to our customers and partners, the companies said in a joint release. Philips-Boyne has been internationally recognized as a premier distributor of fine woven shirting fabric for 75 years, stocking over 800,000 yards of fabric in more than 1,800 different styles ranging from classic stripes, checks and solids to novelties, oxfords, flannels, voiles, seersuckers, gingham and polka dots. The company also produces various facets of fashion lines, including linings for hats, coats and purses as well as dresses, swimwear and pajamas. “Both Carr Textile Corp and Philips-Boyne Corp share a commitment to excellence and innovation,” they stated, “and we are confident that this union will create a stronger, more diversified company.”

WGSN, the leading consumer trend forecaster, has launched WGSN Fashion Buying, a data-driven platform that will help buyers understand product direction. The platform will deliver future-proof trend decision intelligence and buying-specific forecasts when needed organized according to the development cycle and customized to category. The Fashion Buying platform combines WGSN’s expertise in trend forecasting with its proprietary TrendCurve AI predictive analytics to deliver unprecedented accuracy in seasonal buying decisions. The platform will unite pre-planning, development and in-season hindsight phases to ensure accuracy and efficiency in both planning and production. Paired with these phases is Director’s Intelligence, a curated area aimed at providing team leaders with strategic content, equipping them to manage their total division.

FUZE Technology has raised the bar on the textile industry’s antimicrobial efficacy and environmental impact testing through its FDA approval process. “The European Union has voiced its desire to raise antimicrobial testing standards to a level that far exceeds today’s testing to identify a product’s efficacy and its effect on human interaction,” said CE) Andrew Peterson. “Our approval far exceeds the industry norms. The EPA has verified the lifetime durability of FUZE’s applications used in textiles and surfaces for antimicrobial effects and shows longer-lasting color protection, enhanced cooling and drying, and faster moisture-wicking capabilities. FUZE has raised a much higher standard with its FDA testing to fully understand what impact an antimicrobial product has on human interaction and long-term effect.”

YKK Corporation has announced a reduction in its greenhouse-gas emissions for fiscal year 2023, achieving a 56.2 percent decrease in Scope 1 and 2 emissions and a 32.7 percent reduction in Scope 3 emissions. In alignment with the YKK Sustainability Vision 2050, the company has been diligently pursuing ten sustainable development goals related to five themes—climate change, material resources, water resources, chemical management and people respect. In response to societal demands and customer needs, YKK constantly reviews the plan. In addition to addressing climate change, the sustainability vision has been revised and new KPIs added to accelerate efforts toward realizing a circular society, focused on focused on biodiversity and resource circulation.

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Get the Look: Stay on the Cutting Edge With Styles to Steal!

Given the Dallas Market Center is the No. 1 marketplace in the country, it's no wonder buyers from coast to coast are choosing it for top trends including Western and contemporary styles. Find contemporary brands at the Apparel & Accessories Market, Aug. 13–16 and classic Western offerings at WESA's International Western/English Apparel & Equipment Market, Aug. 14–17. Then plan to attend the October Apparel Markets and the January 2025 Fashion Week in Dallas, when multiple markets create the largest and most exciting seven-day event in North America for women's, men's, children's, and Western buyers and brands.



Leather Looks

Add a style staple to your look with a cropped leather jacket to turn up the rock 'n' roll. If refined rebel is more your style, shake things up by completing your outfit with a pair of leather shorts. Get the look with the "Tiffany" leather jacket (left) and "Zaria" leather shorts (right) at Lace Collective, WTC 15654.

Sheer Perfection

Get tempted by tulle and add a sheer maxi skirt to your outfit for an ethereal style, but don't forget the layers! Adding a structured, metallic moto jacket adds a bit of edge to this elegant look. Get the look with the S'Edge "Mae" tulle skirt and Love Token silver moto jacket at Lori Veith Sales, WTC 15658.



Haute Hues

Stand out from the crowd with color! Adding flair to a casual outfit is best done with a red cowboy boot and a vibrant patterned blazer. Get the look with the Berek "Palm Desert" blazer at Lori Veith Sales, WTC 15658, and Justin Boots' "Holland Red Water Buffalo Roper" boots at Justin Brands, WTC 14682.

Embellish a Little

Make them do a double take with this layered look featuring a skirt with sequins, embroidery, and a ton of texture and an beaded dress underneath. Get with the In Earnest "Sequined Tile" skirt at Lori Veith Sales, WTC 15658, and the Sunshine Park Clothing "Beaded" dress at the L&A Showroom, WTC 15416.



See these brands and many more at Dallas Apparel & Accessories Market running Aug. 13–16, and the Western/English Apparel & Equipment Market, Aug. 14–17. For more information, visit www.dallasmarketcenter.com.



SFI and Simply Suzette recently released the PRO[C][GR]ESS capsule collection, which relied on 3D design to explore cleaner denim development.

SFI, Simply Suzette Reduce Waste With PRO[C][GR]ESS Capsule Collection

Los Angeles-based denim-development hub and laundry **Star Fades International** and the **Simply Suzette** information platform recently released a new PRO[C][GR]ESS capsule collection to highlight technological advancements that reduce waste and support localization. The design process for the collection relied on 3D software that allowed SFI and Simply Suzette to bypass physical samples in favor of less-wasteful digital options.

"I chose to collaborate with SFI on this collection due to their expertise in green chemistry and their commitment to producing jeans close to home, minimizing carbon footprints and enhancing transparency," said Ani Wells, founder of Simply Suzette. "Their finishing teams are true artisans, with every wash being a masterpiece."

Promoting the Los Angeles denim industry is at the forefront of SFI's sustainable approach to denim making. The company's

360-degree offerings consolidate the creation of denim into a supply chain that relies on more-local contributions to consolidate the process.

SFI applied its more ecologically responsible techniques including bleach and potassium permanganate replacements such as ozone gas and natural enzymes. PRO[C][GR]ESS also relied on Recycrom-based dye, which is created using materials including recycled clothing and textile scraps.

"The most important aspect of this capsule is that it is more than just a collection of denim garments," Wells noted. "Each piece embodies the vibrant L.A. denim community and the skilled team SFI has nurtured, drawing from L.A.'s rich denim heritage. This collection showcases exceptional craftsmanship, working within your local communities and perpetuating denim expertise in the Western Hemisphere."—*Dorothy Crouch*



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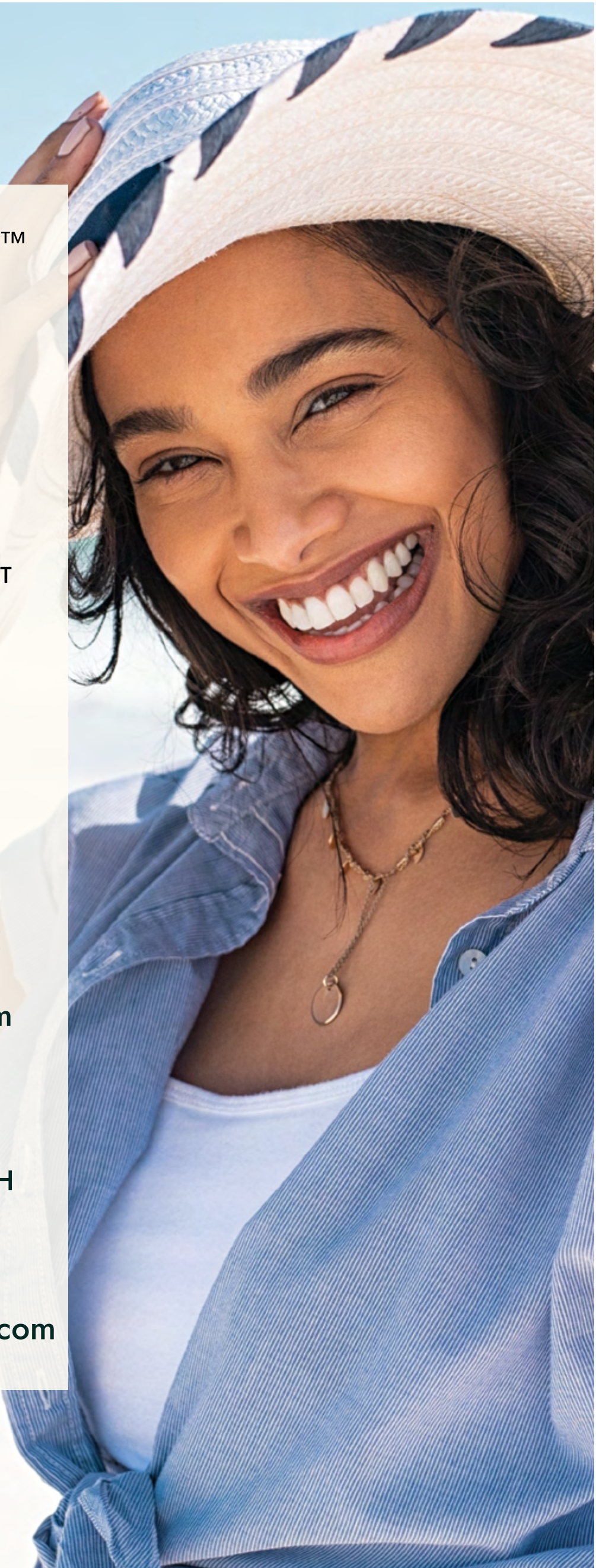
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How can brands embrace transparent storytelling to promote a sustainable mission without compromising their proprietary information?

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Sustainability *Continued from page 1*

brands discover methods of sharing their best environmental practices without revealing the secrets that comprise the essence of their companies. *California Apparel News* asked sustainability leaders in the fashion industry: *How can brands embrace transparent storytelling to promote a sustainable mission without compromising their proprietary information?*

Mike Abbott
Head of Textiles & Flooring
HeiQ



The path to a sustainable future lies in innovation, guided by transparent storytelling that fosters understanding and engagement across the value chain.

One of our most successful projects was 100 percent bio-based technologies including active probiotics and prebiotics that enhance skin health. These solutions often surpass existing technologies regarding environmental, social and governance profiles.

Transparency is key to building trust and inspiring change. We live by this principle.

Daren Abney
Executive Director
U.S. Cotton Trust Protocol

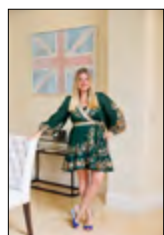


By focusing on sharing their sustainability journey and the impact of their efforts. By highlighting their commitment to sustainability and providing verifiable data on their practices, they can also build trust with consumers.

One effective way to achieve this is by leveraging tools and programs that enhance traceability and transparency in their supply chains. For example, the U.S. Cotton Trust Protocol offers brand and retailer members the ability to track the journey of U.S. Cotton and Protocol Cotton throughout their supply chains. This traceability system allows brands to provide consumers and other entities with credible information about the country of origin of the fiber they are sourcing as well as farm-level metrics related to the sustainable growing practices of farmers enrolled in the program, including data on water use, soil health and greenhouse-gas emissions.

Having access to this verified data allows brands and retailers to make informed decisions about their sourcing strategies. These companies can choose how much of this information to include in their communications, tailoring their storytelling to balance transparency and the protection of proprietary details. In essence, transparent storytelling, supported by verified data from programs like the Trust Protocol, enables brands to build a sustainable reputation.

Kerry Bannigan
Managing Director
PVBLC Foundation



Brands can focus on their ethical principles, environmental practices and social-impact initiatives through strategic communication. By sharing sustainability goals, challenges and tangible outcomes of efforts through detailed case studies, third-party certifications and consumer education, brands can build trust without the disclosure of sensitive data that could jeopardize competitive advantage. This approach ensures that the brand's commitment to sustainability is communicated effectively and reinforces transparency while fostering a culture of accountability and progress within the industry.

Meredith Boyd
Chief Product Officer
UNIFI, makers of REPVEVE



Today's consumers seek trust and transparency, especially regarding matters of sustainability. Brands should be vocal about sustainable initiatives in their public communications, product descriptions and storytelling.

They can tout partnerships and verifications that support greener practices. Examples include certifications like REPVEVE's U Trust, which is powered by UNIFI's proprietary FiberPrint tracer technology, which enables brands to confirm the presence of recycled REPVEVE performance fiber in their products. Certifications like these are clear-cut, easy ways for consumers to understand a brand's sustainability story.

Another way brands can get in touch with contemporary consumer sentiment is to make public commitments to sustainability goals, providing ongoing updates on progress and timeline along the way. REPVEVE enables brands to engage with public goalposts through its commitments to recycle 50 billion post-consumer plastic bottles by FY2025 and 1.5 billion T-shirts' worth of textile waste by FY2030. Metrics like these don't just provide hard evidence of progress, they also offer impactful storytelling tools for brands to underscore sustainability as a priority.

Transparency and proprietary protection are not mutually exclusive. We're proud to offer brands a venue to take action, better their practices and share these steps with customers. UNIFI also encourages brands to set individual goals, adopt and publicize in-house innovation initiatives and weave sustainability into the core of their messaging.

Katrina Caspelich
Chief Marketing Officer
remake.world



Brands can embrace transparent storytelling by sharing their sustainability missions—their goals, journey and progress in an authentic and engaging way. This includes highlighting the steps they are taking to reduce their environmental impacts such as ethical manufacturing practices, using sustainable materials and reducing waste. Brands can also share stories of their supply-chain partners, behind-the-scenes content and offer data on the impact of their sustainability practices. I believe that focusing on more positive impact and being honest about the challenges they face allows brands to build trust among consumers. By sharing overarching strategies and outcomes rather than detailed processes or trade secrets, brands can better balance transparency with protecting their proprietary information.

Jennifer Evans
Founder
TEG



I first ask what proprietary information needs to be protected: actual designs, patterns and formulas for fabric treatments. If promoting sustainable practices of a brand is its focus, why would sources or overall processes be a secret?

When Volvo engineer Nils Bohlin invented the seatbelt in 1959, the company decided to make the patent available to all competitors for free. Volvo recognized that the seatbelt had the potential to save many lives, and it prioritized public safety over potential profits. If sustainability of the Earth's resources were an earnest focus of a brand and not a marketing trend, I would encourage the mindset and openness to the free exchange of ideas and the sources behind them.

Removing the barriers of secrecy through storytelling is the right step in truly creating a sustainable environment for the industry overall. Brands openly sharing their processes or sources for the greater good of the environment can only help achieve lasting results. I encourage small and large companies to do so through authentic storytelling and perhaps realize a new and possibly greater level of exposure and loyalty their true transparency provides.

Andrea Ferris
Co-founder and Chief Executive Officer
CiCLO technology



Transparency is crucial when it comes to sustainable storytelling and can be easily achieved without disclosing confidential information. Since we launched CiCLO technology as a textile ingredient in 2017, we've worked with hundreds of retailers and apparel brands. Every one of them wants to choose materials that are less harmful to our planet, but to do so they need a deep dive into the chemistry, benefits, environmental impacts, traceability and how to make responsible consumer claims that are substantiated with evidence.

Our technical team works closely with customers to explain all there is to know about CiCLO and answer questions. Much of the information is also accessible publicly to brands and consumers. To protect proprietary intellectual property, we provide proof of EU REACH compliance and OEKO-TEX ECO PASSPORT certification, which can also be used on hangtags attached to consumer products made with CiCLO technology. These third-party certifications can be even more effective than disclosing proprietary information because they get to the heart of what matters—independent verification of safety, sustainability and regulatory compliance.

Ebru Özküçük Guler
Chief Sustainability Officer
RE&UP



As a circular tech company that reshapes the traditional textile-to-textile paradigm and finds solutions for the planet's most pressing challenges, we can tell how important it is to rethink the industry in a circular way, from mills, brands, re-collection and recycling platforms back to mills and brands in a closed loop.

The support of governments and institutions plays a crucial role in this movement because change happens if all economic, industrial and institutional actors play their part. The more players are involved in the process the better it works, and this should be as transparent as possible to make the final consumer aware and part of it. It does not mean that brands should share proprietary information to be transparent with consumers. But at the bare minimum, consumers should know the environmental impact of their clothes and the alternatives, like our Next-Gen Cotton and Next-Gen Polyester, that maintain the same performance as virgin fibers, bringing circular solutions to life.

Having built a seamless circular ecosystem that transforms end-of-life textile waste into high-quality, Next-Gen raw materials at scale, RE&UP can supply this information to mills and brands, and we hope that the Digital Product Passport will contribute to the growth of the circular approach at all levels of production to the end consumer.

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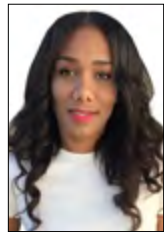
How can brands embrace transparent storytelling to promote a sustainable mission without compromising their proprietary information?

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Sustainability *Continued from page 6*

Jen Hodo
Business Development Manager
Birla Cellulose USA



Modern consumers increasingly demand verifiable sustainability credentials, and transparency can help build trust by demonstrating a brand's commitment to ethical and sustainable practices. A study by Cone Communications found that 90 percent of

consumers are more likely to trust and remain loyal to brands that are transparent about their operations. Brands can effectively embrace transparent storytelling by using innovative blockchain-enabled traceability tools like Greentrack, which balances transparency with the protection of proprietary information.

With the Greentrack platform, brands can control the details that are shared; for example, supplier names can be hidden, maintaining the confidentiality of sensitive business details while providing enough transparency to meet consumer expectations.

Additionally, showcasing third-party certifications—for example, OEKO-TEX, GRS and RCS—can validate sustainable practices and build trust while reducing the need for detailed proprietary disclosures. Collaborating with NGOs, sustainability experts and educational institutions as well as creating educational content that informs consumers about the broader impact of sustainability and how your brand aligns with these values—emphasizing outcomes over processes—can further validate and amplify sustainable practices, enhancing credibility and providing authenticity.

Marco Lucietti
Director of Strategic Projects
ISKO



We believe that transparent storytelling is key to promoting a sustainable mission. Transparency in the supply chain educates consumers, builds trust and encourages informed purchasing decisions. However, balancing this transparency with the need

to protect proprietary information can be challenging.

One effective approach is to provide detailed insights into the supply chain, emphasizing the differences between low- and high-impact garments, materials and processes. For instance, we can share information about the sourcing of raw materials, the environmental impacts of different production processes and the sustainability practices we adhere to at each stage of manufacturing. This level of transparency helps consumers understand the journey of their garments from raw materials to finished product, fostering a deeper appreciation for sustainably produced items.

A great example of how transparency and sharing of info can happen is the Digital Product Passport. This innovative solution enables us to provide detailed information about each product's journey. The DPP ensures transpar-

ency by documenting every stage of the production process, including sourcing, manufacturing and distribution. Importantly, it does so in a way that protects sensitive proprietary information by focusing on key data points relevant to sustainability while still providing consumers with the right information.

Nantas Montonati
Head of Sales and Marketing
Oerlikon Luxury



When you partner with the most important luxury brands, transparency and sustainability must be unavoidable guidelines to ensure a perfect product in every aspect: Our promise cannot be less than excellence in every detail. That is why we provide our clients

with all the audits, information and data they need to get the overview on suppliers, production processes and every aspect of our business practices.

Although we do not have a legal obligation, for the past four years we have been sharing with our stakeholders our "commitment to sustainability" with all economic, environmental and governance results. In our personal experience, having become part of a publicly traded industrial group, we have a greater responsibility to thousands of stakeholders who place their trust in us and deserve transparency. As Oerlikon Luxury, we need to communicate on different fronts and fields. We try to do it in the best possible way, conveying our responsible commitment and our technological innovations without ever losing sight of the most important aspect: fashion, and especially luxury fashion, must convey above all beauty and emotion.

Ngozi Okaro
Founder and Executive Director
Custom Collaborative



At Custom Collaborative, we are dedicated to transparent storytelling as a key pillar of our mission to train, mentor and advocate for no- or low-income and immigrant women, helping them achieve economic success in the sustainable-fashion industry. Our goal

is to inspire actionable change toward eco-friendly and ethical practices both within the fashion industry and beyond.

We deploy deeply researched methods and diverse expertise to design and execute three core programs: the Training Institute, Business Incubator and Worker-Owned Cooperative. By openly sharing our journey and the stories of those we support, we foster a passion for sustainable practices and build a committed community dedicated to ethical and environmentally friendly fashion.

Central to our strategy is the sharing of personal stories from our program participants, highlighting the positive impact on individuals and communities. This approach showcases our commitment to green production and fair wages while carefully managing the confidentiality of sensitive information. We ensure that the stories we share reflect the voices and experiences of the marginalized women we serve through thoughtful collabo-

ration, consent and feedback, avoiding negative tropes.

A notable challenge within the fashion industry has been convincing mainstream brands to disclose their responsible business practices. Despite progress in recent years, with more brands beginning to share their practices, much work remains. Our transparent approach serves to both educate and motivate others to join us in driving meaningful change in the fashion industry and beyond.

Alexa Raab
Director of Communications
CovationBio



I think the various members of our value chain are the most authentic storytellers we have for Sorona. In particular, members of our Preferred Mill Network and those active in our Common Thread Fabric Certification Program have demonstrated their commitment to not only using our ingredient but

have the desire to amplify its benefits. We work together to ensure they are equipped with the correct brand assets such as images and logos and verbiage to deliver a consistent, powerful message globally.

Carolina Sister Cohn
Global Marketing Lead, Textiles
Eastman



Individual ingredients can really make a difference for brands in achieving their sustainability goals through certifications and traceability of materials as reliable partners to make their products more circular, less impactful on the environment and

aligned with regulations. They are like pieces of a puzzle that fit together perfectly to create an extraordinary, unique and fashionable sustainable design.

Among the main goals of our mission is to make sustainable fashion accessible to all and to integrate circularity. We must also be able to contribute to a culture of sustainability that is not always guaranteed. That is why we are working with brands to support them directly in their retail and online stores, providing them with clear and simple information that the end consumer can easily understand and appreciate. Similarly, we are working with design schools around the world to introduce the value and benefits of Naia directly to those who will design the future of fashion and have to put together beautiful puzzles in as circular a form as possible.

Andrea Venier
Managing Director
Officina39



I have seen and appreciated a significant improvement in the fashion industry in recent years, but it is clearly still not enough. From a chemical point of view, to promote true transparent storytelling I hope that in the future there will

be a more straightforward and shared protocol based on transparency and data. But one point should be a must in this discussion: We definitely need to simplify the system.

Today we have a lot of restricted substances lists and a lot of protocols, which mostly means a lot of certifications. Do all these certifications help consumers buy better clothes? My answer is maybe yes, but they are certainly not enough. Our industry needs to do much more.

A lot of certifications and protocols create a lot of confusion—it's logical, it's obvious, it's what we see every day. Behind this, I do not see a common interest but rather a fractionalization of efforts that does not take us very far. Therefore, to achieve greater transparency, in my opinion, we first need to simplify the system.

From my personal point of view the solution would be to have a shared protocol based on transparency and ethics. Every company should adopt it as if it were an ISO 9001. Clear rules to ban dangerous products, increase transparency while protecting intellectual property and implement a code of ethics to be signed. I don't mean that simplifying is easy, but deciding that it is necessary is already a step along the way.

Luciano Vivolo
Founder and President
Vivolo



I don't really like to talk about transparent storytelling. I prefer to stay on the pragmatism and materiality of the product. That's why I think that genuine and honest communication is only possible if the product itself is born, grows and develops in a virtuous context.

All suppliers must be required to demonstrate how each stage of the supply chain adheres to the brand's ethical and production standards. This is essential to gain respectability and credibility in the market, especially in the higher-price segments where it is necessary to build an ongoing relationship of trust with customers and the end consumer. Brands can only do this by meticulously documenting and sharing every stage of their production process from the sourcing of raw materials to production steps, from working conditions to environmental impact.

Using third-party certifications and audits can increase credibility while maintaining confidentiality. Achieving the required standards is a real and daily commitment, but working with recognized certification agencies ensures that all statements are independently verified, adding an extra layer of trust. By providing this level of transparency, brands not only demonstrate their commitment to sustainability but also can elevate themselves above the level of commodities where they risk overcrowding and the fatal acceptance of price dynamics, to the detriment of those aesthetic and qualitative values that make haute couture desirable and timeless. ●

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



The Magic of Media, Parents, and Mentors Are Taking Designer Leontine From the Red Carpet to The City of Light

The heart's deepest dreams last a lifetime, and some ambitions never go away but instead grow steadily, like a perennial blossom. Fashion is like that for Leontine Abdullah, and, as it is with many creative people, it began with the magic of cinema.

As a small child, Leontine—her chosen professional name for reasons to be revealed later—saw the movie “Mahogany,” and it awakened a sense of destiny. The 1975 romantic drama stars singer-actress Diana Ross as a struggling Black fashion designer who makes it big in Rome. It’s a must-watch movie for anyone who works in fashion, and for Leontine it’s at the very top of her list of favorite style films.

“I knew I wanted to be a designer just from watching that movie,” she says. “Even though I was only 6 years old, I could already see myself as Tracy, the character played by Diana Ross. She makes it to Europe and is discovered by all these people who want to invest in her, and she comes up with a brand called Mahogany, the name of her new, reinvented self. I told my mother that’s what I wanted to do, and that’s what I’ve been practicing and pursuing ever since!”

In her precocious mind, Leontine connected the movie magic with that peculiar thing her mother did with newspaper. “In the ’70s my mother would design her own skirts and tops, and I would watch her create patterns from newspaper because she didn’t have pattern paper. And she began teaching me around the same time as I saw ‘Mahogany.’”

By the time the Los Angeles native reached high school she was making her own clothes and soon thereafter for everyone around her. “I’d design for myself and then people would see what I was wearing and ask me to design for them.”

In a classic example that shows the importance of mentorship, it was a college professor who provided early encouragement for Leontine to graduate from adolescent dreams and start making them come true herself. “Priscilla Ratcliff of El Camino College took me around to events and runway shows, and from that networking I was able to start designing for people in the entertainment industry while also working as an actress and model.”

Every aspiring creative has to pay their dues, but in a certain way Leontine was able to start at the top. She was able to dress Desreta Jackson from Steven Spielberg’s “The Color Purple,” based on Alice Walker’s prizewinning novel; pioneering hip-hop star and fashion icon Dana Dane; as well as Debra Francis, who at the time was vice president of the NAACP. “I was able to dress Debra for the red carpet,” recalls Leontine, “and that was a wonderful early opportunity for me many years ago that really kicked things off for me in the industry as a designer as opposed to actress and model.”

That early experience creating show-stopping looks for awards events took root in her garden of dreams, but these days the one wearing her designs on the red carpet—L.A.’s great outdoor fashion runway—is just as likely to be Leontine herself. “On the red carpet I always wear my own designs,” she says, “and that usually becomes my talking point for the interviews.”

But there are carpeted sidewalk runways and then there are the real ones. Dream and reality will merge even closer as, just like Diana Ross in “Mahogany,” Leontine heads to Europe to show in Paris next spring. “Paris has been a lifelong dream,” she says, “and I’m so happy and excited that it’s finally coming to light.”

Indeed, they don’t call it The City of Light for nothing, but the radiance Leontine will be bringing is pure California sunshine. “Our weather here in Southern California

is so beautiful,” she says, “and summer in L.A. always gives me inspiration to design.” An avid roller skater when she was young, Leontine’s early designs for herself were for skating along the beach promenades. “I’m a ’70s baby and love the decade as well as the ’80s,” she says, “all the things I’ve seen in the movies and on greats like Diana Ross and Cher, two of my favorite style icons. These are decades I lived through, and my love for them has never gone away, so I still pattern my looks after them.”

Skating along beach boardwalks is one thing, but people love sand as much as sidewalk and so last year Leontine launched a swimwear collection, which she unveiled at Miami Swim Week. “I was asked so many times whether I made swimwear that finally I just said, ‘You know, I should probably do that.’” The swim collection has its own Instagram account, @leontineswim, while her fashion looks can be found @leontineabdullah.

Everything Leontine makes is manufactured in L.A.’s downtown Fashion District, and it often starts with the senses, particularly sight and touch. “Clients for custom work usually come to me with photos to show what they’re after,” she says. “But when I’m designing myself, for my signature collection, I start with the fabric. When a fabric catches my eye, it gets my creative juices flowing, and it tells a story to me. I love bright colors and how they can illuminate a room when someone walks in. I love satins, brocades, and a lot of linen and cotton because we are based in California.”

Leontine still takes custom orders for everything from red-carpet looks to wedding gowns, prom dresses to cheerleader uniforms. In between preparing for her runway shows, she is busy planning for expansion into wholesaling and e-commerce, expanding into mass production with the goal of making it big.

And by big we mean really big, because when you’re named for a diva, you have to aim for the stars. And so it’s time to reveal the inspiration for Leontine’s name. Her father was hoping a son would be born under the sign of Leo so when a daughter was born, he named her after his favorite opera singer, Leontyne Price, the first African-American soprano to achieve international fame.

“Someday I would like Leontine to be a household name. I have a vision for a roller-skate collection and for activewear things like inspirational totes and yoga mats—those in addition to the new swim collection and the signature brand. It may be a big ambition,” Leontine says, “but it’s been in my heart ever since I was a little girl.” Leontine’s vision will come to light in 2025.

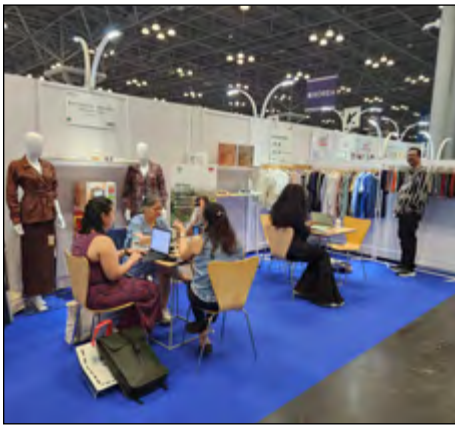


ARNOLD TURNER

Leontine Abdullah

Leontine™

Leontinecollection@gmail.com
 INSTAGRAM @leontineabdullah_official
 INSTAGRAM @leontineswim_official



Birla Cellulose welcomed collaboration to promote sustainability during Texworld and Apparel Sourcing.



Texworld and Apparel Sourcing partnered with the Investment & Trade Promotion Centre of Ho Chi Minh City Vietnam.



The Hyosung booth at Functional Fabric Fair saw attendees from the healthcare industry.



Eastman showcased its Naia cellulosic options during Functional Fabric Fair.

New York Textile *Continued from page 1*

workshops, allowing visitors to increase their knowledge of targeted solutions, challenges and issues within specific apparel categories.

Texworld and Apparel Sourcing go global

Messe Frankfurt's Texworld and Apparel Sourcing co-located shows took place July 16–18 at the **Javits Center** located on Manhattan's West Side. The shows included a robust roster of global exhibitors as diversification within the supply chain remained top of mind for attendees.

"The expanded offerings and expanded countries being represented, especially now post-COVID, people are looking for alternative sourcing locations and opportunities," said Walker Erwin, marketing manager for fashion and apparel for Messe Frankfurt, Inc.

Aaron Stout, founder and creative director of New York ready-to-wear and men's swimwear brand **Mojado**, manufactures swimwear in Colombia and accessories and apparel in Asia.

"There is a lot of opportunity for growth, and I see different categories for expansion in terms of textiles and performance wear to see what's interesting, get some ideas and see variations in different countries of production, which I think is important," Stout said. "Some of these countries are experts in these categories."

A number of regions that are emerging as notable sourcing and supply-chain alternatives were present at the show and were represented by organizations including the **Export Promotion Bureau of Bangladesh**, the **Korea Textile Trade Association**, **TTF Taiwan** and the **Trade Development Authority of Pakistan**. A noticeable addition to the show floor was the **Investment & Trade Promotion Centre of Ho Chi Minh City Vietnam**, which worked with show organizers to highlight the capabilities of the country's apparel-making industry.

"The show has changed, especially since the pandemic," said Jason Guanlao, who works in new-product development at **Joanne Company International**, an accessories and sports-apparel manufacturer

in Islandia, N.Y. "I feel there is more of a Vietnam presence here than in past years. We have a factory in the Dominican Republic, but you never know what you might need. Seeing what's available in other areas is a good thing."

At the booth for India-headquartered **Birla Cellulose**, Jen Hodo, business development manager, discussed the company's traceable offerings in sustainable fibers. Hodo felt Birla stood out among exhibitors from other regions but noted that working together is crucial to sustainability.

"The way forward in sustainability is all about collaboration and cooperation, so that is one benefit of being at the show," said Hodo. "We're meeting with not only brands and retailers but also emerging designers and other suppliers. Cross functionality is the way forward. We get to engage with the industry and move forward in a sustainable way."

Functional Fabric Fair promotes responsible performance

The Javits Center was also the site of **RX Global's** Functional Fabric Fair, powered by **PERFORMANCE DAYS** which welcomed attendees from brands including **Calvin Klein**, **HOKA**, **L.L. Bean**, **NOBULL**, **Peter Millar**, **Under Armour** and **Vineyard Vines**.

"Our New York event particularly attracts a larger audience from the fashion, designer and specialty markets such as swimwear based on its setting in the fashion capital of the United States," said Steve McCullough, event director of Functional Fabric Fair.

State of Gratitude founder Chris Bilyk searched for manufacturers and suppliers to work on his brand of apparel and accessories.

"I came to a different show a few weeks ago thinking it was going to be something like this show—and it wasn't, so I was very happy to see this," Bilyk explained. "I was looking for more-performance-based fabrics, eco-friendly and sustainable, and that is what's here."

At the **Hyosung** booth, Laura Nilo, West Coast marketing manager for the Seoul, South Korea-based company, noted trends in workwear, bodywear and shapewear, and scrubs as she worked with attendees from Minnesota, Chicago, Indiana, Ohio and Texas.

"It's good to see that people are identifying the opportunity there. Healthcare workers spend a lot of time—12-hour shifts—working really hard," Nilo said.

Sustainability was top of mind for Elyse Batista, marketing communications account manager of textiles at Kingsport, Tenn.-based **Eastman**, as she presented Naia, the company's cellulosic fiber.

"It's good to get together and learn, capture different insights when we talk to brands, trying to understand what their needs are and showing them how we can help them achieve their goals," said Batista.

Matilda Ceesay, chief of staff at New York's **Noi Solutions**, which boasts a vertically integrated factory in Bangladesh, gained insight into innovations in textiles, particularly sustainable offerings in bio-finishes, yarns, antimicrobials, temperature control and moisture wicking.

"If you want to be a leader you need to know the latest technology and make partnerships to push things forward. They have no reason to keep investing in technology if no one is buying it," Ceesay explained, while noting interest in **Cocona 37.5**, **CiCLO** and **Hyosung**.

Prioritizing responsibility at Première Vision

Première Vision's Autumn/Winter 2025–26 edition took place at the **Tribeca Rooftop + 360°** in downtown. The show ran July 16–17 with "sustainability and smart creation" taking priority, according to Michelle Tam, visitors marketing manager for the U.S.A., Canada and Mexico for **Première Vision/GL Events**.

"We strive to make the show as relevant as possible for the American market, which involves curating insightful talks on sustainability and fashion technology—topics that are rapidly gaining traction in our industry," noted Tam.

At the **Ecopel** booth, Arthur Fuchs, director, met with attendees from New York, Los Angeles and Canada. Fuchs showcased the Shanghai-headquartered company's 100 percent vegetable-based fur created from materials such as nettle, linen and hemp.

"We have many consumer and big fashion companies in America," explained Fuchs.

"It's important to be here, close to their base, and, at the same time we can visit some of the customers who don't have time to be at the show."

Twenty-year industry veteran Kyoko Kikuchi has been exploring natural dyes through her New York freelance design business and hoped to connect with like-minded exhibitors.

"I was born and grew up in Japan, and the attachment to nature is different here," Kikuchi said. "I wanted inspiration and to see recent trends. I see people trying to make [clothes] more sustainable and I am interested in the materials they are using."

The show also attracted style-conscious attendees such as Anjelica Sauerwein, senior product development manager for hatmaker **Goorin Bros.** in San Francisco.

"I found lots of stuff—lots of corduroys, fancies, denim. I love seeing the new prints and lots of tech fabrics," noted Sauerwein. "I can source so much in an hour here rather than being online and searching for days for something."

The **Solstiss Inc.** booth attracted attendees from brands including **Ralph Lauren** and **Calvin Klein**, said François Damide, president.

"Some exhibitors look at 'How many sales did we make during those two days? Was the cost versus sales worth it?'" said Damide. "I don't think that way. In New York, the team is amazing—we follow up and we send scans and samples, and that is how you know it's successful."

Kingpins' bluebloods flock to Basketball City

Denim-focused Kingpins hosted its New York City edition at **Pier 36's Basketball City** July 17–18. The show was also a celebration of the founding of the New York event in 2004.

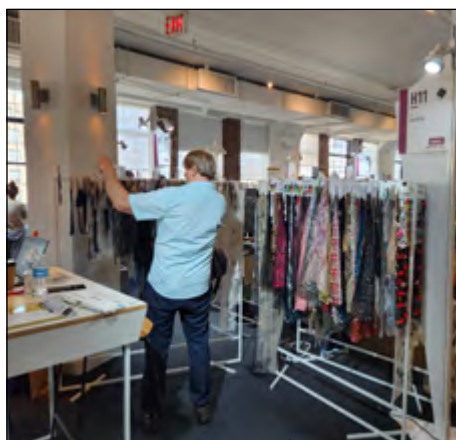
"It's become this platform that is a community, educational, inspirational, yet everybody really wants to help each other," said Vivian Wang, managing director and global sales manager.

Hayato Nishi, business development manager for denim in the Americas at Austria's **Lenzing Fibers**, agreed.

"This show is all about engaging with the community and the network that we have,"



Première Vision featured exhibitors with luxurious offerings such as Ecopel, which showed vegetable-based options.



The Solstiss booth at Première Vision showcased fabrics with intricate details.



ISKO exhibited at Kingpins for the first time as the show celebrated 20 years.



Cone Denim met with Kingpins attendees who were interested in denim apparel beyond jeans.



Faraj Beading's Zachary Faraj (left) and his son, Rommy, presented intricate U.S. designs at Fabric Show.

said Nishi. "Even though they might be competing mills, they share information, which I love."

Ayşe Kayabaş Çelikel, co-founder of the Turkey-based bag brand **Cazular**, sought new approaches to making her goods.

"I saw different fabrics, but also they did laser and other types of techniques that I have not seen before," said Çelikel.

Turkey-headquartered **ISKO** exhibited at Kingpins for the first time. Los Angeles-based Massimo Callegari, senior national area manager, met with attendees from Vancouver; Atlanta; Nashville, Tenn.; and Seattle-based **Tommy Bahama**.

"It's good traction and good accounts," noted Callegari. "With the denim, they are looking for something that is raw looking; other customers are more womenswear or Tommy Bahama casualwear, or [they are] looking for something more technical, softer and drapier."

Attendees visited the **Cone Denim** booth as brands explore denim apparel beyond the traditional pair of jeans, according to Pierette Scavuzzo, design director.

"While the five-pocket is still going, denim apparel is really important and you need different weights to reflect different silhouettes," Scavuzzo explained. "Whether you're a premium brand, specialty retailer or one of the big-box brands, you're doing denim apparel in some form."

TAP founder Darden Carter searched for a wash house, denim-fabric suppliers and partners that could support the Brooklyn, N.Y., brand's nearshoring mission to make products in the U.S.

"They are super helpful and understanding where I am with my brand," said Carter, who also took part in the Future Fit Forum as well as the mending and sewing and dye bloom workshops. "I was hammering away at flow-ers. It was therapeutic but also artistic."

Down to business at Fabric Show

The New York Fabric Show hosted its latest edition July 17-18 at the **New Yorker Hotel** in midtown where the event's founder, Susan Power, welcomed attendees from different areas of the apparel industry.

"**Dillard's** always comes, and they were here again," Power said. "We always get

Disney's costume people, and retail fabric stores from across the country come in such as **Haberman Fabrics** in the Midwest and **Firecracker Fabrics**."

École Primaire's founder, Anita Da Silva, visited the show from Ridgewood, N.Y., searching for nearshoring options for her fashion-consulting clients and her own fashion line.

"It's so easy to work with local vendors rather than overseas," Da Silva explained. "When a designer starts, the minimums are impossible. A lot of vendors here have stock available, and that is important for my customers."

The **Faraj Beading** booth featured intricate U.S.-made embroidery and embellishment offerings from the father-and-son team of Zachary and Rommy Faraj.

"There is a lot of diversity at this show," said Rommy Faraj. "You have us in embellishment and full private-label manufacturing, different fabrics, sportswear."

Preface closes the loop on 'better' sourcing

The Fall/Winter 2025 edition of Preface NYC was hosted in a new space on 17th Street overlooking Union Square Park, a strategic move to accommodate attendees who visited multiple shows.

Olivia Schott, creative operations manager, noted that the show might have a new space but the mission remains the same.

"Our m.o. has always been to cut through the noise of the larger shows by offering a more intimate space to meet with suppliers and learn about new ideas in a digestible setting," said Schott. "People really respond to that."

The **Fuyi Garment** booth welcomed attendees from Los Angeles, New York, South America, India and China. Kit Lee, director at the Guang Dong, China factory, worked with the Preface team to streamline the supply chain for potential clients.

"People are interested in really small units of manufacturing and good quality," Lee said. "It's more about how we, as a manufacturing company, are here among fabric mills. It's important to have the whole supply chain so people can look for different supplies in their processes." ●



Preface provided an intimate setting for attendees to meet with exhibitors including Fuyi Garment.

Come on In and Win! The Co-location of LVA and WWIN Continues to Dazzle in Las Vegas

You may think you know Vegas, but you may not know *this* Vegas. That's because there's a new collaboration in town where everyone's a winner. The inaugural co-located **Las Vegas Apparel and Womenswear in Nevada** shows in February hit the jackpot for buyers and exhibitors alike. They return to **The Expo at World Market Center Las Vegas** Aug. 18-21 for four full days of business and pleasure.

The *California Apparel News* caught up with Caron Stover, senior vice president, apparel, **ANDMORE**, and Melissa K. Montes, vice president of WWIN at **Clarion Events**



to learn how they've upped the ante for the second show of this winning collaboration.

CAN: First off, how did the inaugural show go?

CS: Really well! We definitely created a buzz, and people were really excited about the location. It was easy to navigate, and they had everything they needed under one roof. From both sides exhibitors were exposed to different buyers, and especially in the retail atmosphere right now people are looking for new product, so having two shows with different categories was great for buyers.

CAN: What surprised you about how it went?

MM: Because of the **Super Bowl** happening at the same time [in February], we expected the show to be softer, but what we really noticed was the quality of the buyers and how much order writing actually took place. We were also surprised, with the combined shows, how much shopping people did across categories, telling us, "Wow, I got a lot more done today than I was expecting!"

CAN: What refinements have you made for the upcoming show?

CS: For us at LVA it's exhibitor amenities because it's all about the customer experience. A box lunch, for example, allows exhibitors to stay in their booth and not go wait in line, so it's really about maximizing time for writing orders. And our room blocks for this show are in more of a premier hotel, so we're really bringing everything to the next level. Throughout the day there are tons of giveaways for the buyers, so our focus is really to pamper you while you're at market.

MM: Guests asked for longer hours for appointments, so we've extended our hours and WWIN will now open a day earlier than we have historically, before the other markets open up. And even more, we've expanded on our

concierge-style service to make sure top buyers get VIP treatment from the minute they get on campus.

CAN: Are the shows all just business these days, or do people still want to have some fun while they're in Vegas?

MM: I think it's a hybrid. Many do still want a resort experience lounging by the pool and seeing a show. And while people want to get as much done while they're at market, we have happy hours and evening shopping events with champagne so the appetite for fun is definitely still there.

CAN: With time and budgets tight for so many, what's your final pitch for anyone on the fence?

CS: For exhibitors, you will stand out and not be lost in a huge convention center, and for buyers we know your time is tight but give us just one day because you can get everything you need right here. And to those buyers who feel they're done with Vegas, you've got to give this show a chance. It's an easy, new look on Vegas you haven't seen before, and we're positive that if you come once you'll come back!



MM: Exactly. And for WWIN, we've moved out of our previous hotel casino environment to cut out all that noise. Our new venue is an exceptional A-plus environment to do order writing. For the people who didn't come in February because of the Super Bowl, you really need to experience this. It's curated, we offer ride shares, and it's such a neat part of town.



CAN: What should people do to get this on their calendars?

CS and **MM:** You can check out both shows at lasvegas-apparel.com and wwinshow.com. Buyers

and brands can also email us directly as we're happy to navigate you through the entire experience and make sure you're connected to the right people on our teams. Drop us a line at cstover@andmore.com and mel.montes@clarionevents.com.

LAS VEGAS APPAREL AND MORE

WWIN WOMENSWEAR IN NEVADA

Las Vegas Apparel and Womenswear in Nevada run Aug. 18-21 at the Expo at World Market Center Las Vegas
www.LasVegas-Apparel.com
www.wwinshow.com

In Decorated Apparel, Dimeo Checks All the Boxes for Quality, Cost, and Compliance

In Mexico, nothing's more important than *la familia*, and this is perfectly embodied by Dimeo, a 30-year-old manufacturer whose extended family includes 150 employees at its Guadalajara headquarters. Fernando Villalever founded the business along with his mother at age 16.

Today, he boasts the title of CEO and awaits the onboarding of his two children when they graduate from university. In an age of logistical challenges, frustrating

timelines, and increasing costs, Dimeo checks the three crucial boxes: fast, good, and affordable.

The company has worked with major retailers in the U.S. apparel industry, specializing in the embellishment of tees, polos, and sweatshirts. It also produces garments for marketing companies and uniforms for industry.

California Apparel News recently interviewed Villalever to learn what makes Dimeo an ideal solution for U.S.-based fashion brands.

CAN: Your specialty is decoration. What does that include?

FV: The most important is screen printing, followed by embroidery, sublimation, DTG, DTF, textile vinyl, heat transfers, and embossing. Every decoration technique is available for all our products, and our machines are the most advanced in the world.



ROQ ECO: 16 stations, 14 colors

CAN: What makes you so good in tees and sweatshirts?

FV: Two things: one is the cost and second is the availability. We always have at least 4 million blanks in our inventory sitting and ready to be printed, from the low end to the highest Supima cotton. We have the same quality as high-premium brands.

CAN: Is there a minimum-order size?

FV: Our MOQ for special orders is 1,200 pieces per color and style, but we can start at 600 pieces. We can generally make samples in eight days. The delivery time for orders also depends on other factors required for the project, but the turnaround time is very fast for simple orders.

CAN: Considering all the logistics challenges right now, working with you must be much more convenient for companies in the U.S.

FV: Air freight from Asia is costly, but we do it almost daily from here. We can

fly orders to Tijuana and then transport them to L.A. by truck for a competitive cost. The final LDP cost is often less than domestic manufacturing within the United States.

CAN: What about duty fees and taxes?

FV: The TMEC agreement means that cotton from the U.S., Canada, and Mexico can be imported with no duty fee or tax, so it's like buying domestically. There's certainly no agreement like that with China.

CAN: What else makes you the best solution in your specialty?

FV: We're simply the best choice regarding timing and cost. We're less expensive than options from Asia with the same quality or better. We're also well known for making T-shirts for political campaigns, the uniform industry, corporate promotions, and marketing.

CAN: Do you feel like American companies are unaware of the quality, cost, and convenience of doing business with Mexico?



Dimeo Apparel Group headquarters

FV: Definitely. We're 100 percent compliant on all environmental and ethical production matters, which is crucial for many customers. This proves the reliability of our company and sets us apart from others in the industry. When some companies lower their cost, they do so without concern for social responsibility, making their employees work extra shifts or not paying for health insurance. We're respectful of all that, and this is the most important thing for many of our customers. We pass every audit and are very proud of that fact.

CAN: How should prospective customers reach out?

FV: Email is the easiest way to contact us, and then we can set up a Zoom conference or even a personal visit to our facilities. Please message us at direccion@dimeo.mx, visit www.dimeoag.com or call +52 33-3576-6170 and simply tell us what you need.



Altos Hornos 2800, Álamo Industrial,
Tlaquepaque, Jalisco 45593 MX
direccion@dimeo.mx
www.dimeoag.com
+52 33-3576-6170



American Fitness Couture



Neoclassics

July/August Los Angeles Market Elevated by a Variety of Offerings

By Kelli Freeman *Contributing Writer*

The vibe was decidedly positive at **L.A. Market for Resort/Early Spring '25**, held July 29–Aug. 1. Buyers visited from throughout California, Arizona, Colorado and other states.

Unique designs and details were in high demand. Denim and linens remain on-trend in both muted colors and vibrant prints. Metallics were carrying over into Spring, and people were also looking for fun, light colors, reddish corals, blues and greens.

Pant sets, two-piece suits with vests, shorts, rompers and lightweight crochet sweaters were sought after along with slimmer silhouettes and blousy, loose-fitting dresses. Price points, natural fibers and sustainability continued to influence buying patterns.

New Mart offers fresh looks

"Just in time for L.A. Market, a number of our tenants received their Spring samples, giving buyers an early read on new offerings," said Tom Keefer, general manager of **The New Mart**.

Jena Haux, a first-time L.A. Market attendee, was opening two stores, **Maui Gypsy Seaside Collection**, in Lahaina and Kahului on Maui in Hawaii. "I'm looking for beachwear and linens, and I want to specialize in plus sizes," said Haux.

Karen Kearns Sales featured the new Spring line from Israel-based **Gershon Bram** featuring a dramatic print chiffon crepe bottom front tunic with a high-low body priced at \$87.

The mother-and-daughter duo at the **LK Showroom** offered a selection of brands including **American Fitness Couture**, activewear made in California. The Get Shredded tank, priced at \$22, came in multiple colors.

New to The New Mart for market was Montreal-based **Charlie B**, represented by the **Roni Arteagea Showroom**. A mixed cotton blend embroidered long-sleeve shirt and denim stretch pant with a cut-out embroidered hem was priced at \$49.50.

A color explosion was displayed at the **Betty Bottom Showroom** with ombre dresses in poly spandex by **Vanite Couture**, designed in Benicia, Calif., and made in China. Long-sleeved dresses were priced at \$89.



DL1961



MX Matthildur

Cooper offers an array of choices

Tammy Kelley and Erica Jordan from the **TrendE boutique** in Elk Grove, Calif., are not able to make the Las Vegas shows so they came to Los Angeles to get a jump on Spring as well as pick up some immediates. "Rompers are huge—we love a good romper—as easy-peasy pieces are what people want," said Kelley and Jordan.

Popular items at **Amo Denim**, made in Los Angeles, inside the **Simon Showroom**, were the 100 percent cotton Billie straight-leg style and the Sonia cuff style, both priced at \$131.

At the **Trip Sales, Inc.** showroom, made-in-L.A. **Neoclassics** offered tanks, priced at \$17, T-shirts and sweatshirts in 100 percent viscose with hand-drawn prints for those with an elevated consciousness.

Plenty of denim at the CMC

"Our women's showrooms worked with key appointments, and our contemporary showrooms saw traffic boosted by the presence of **Levi's**, which returned as a pop-up this season. Notable stores who checked in this market included a mix from around the country for women's, kids' and lifestyle products," said Ashley Sabo, general manager of the **California Market Center**.

At New York-based, Pakistan-made **DL1961**, Lily Chang from **Bagmania** in Taipei, Taiwan, particularly liked the soft-touch embellished wide-leg denim pant and matching boxy jacket with sequined flowers priced at \$147 for the pants and \$165 for the jacket. "I'm based in Los Angeles and do the buying here. My sister runs the rest of the business for our five stores in Taiwan," said Chang.

The crinkled look was dominant for **Chalet et Ceci** in the **Fern Liberson & Co. Showroom** with a colorful 100 percent poly patchwork crinkled mesh button-up top priced at \$65–\$74.

Sheila Lott Sales showcased **MX Matthildur's** Fall collection, which included short crop sweaters in solids and intricate prints with matching pants and dresses in black and olive, purple and light sage, priced from \$26 to \$90. ●

BE MORE ON TREND



Las Vegas Apparel is your West Coast destination to source all the latest trends from top young contemporary brands in an elevated, easy to shop environment with world-class amenities. Plus, discover gift and lifestyle products in permanent showrooms opening exclusively for this event, and get more done with our Sunday opening, a full day ahead of most fashion week events!

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Learn more at WWINShow.com

Resource Guide

Fashion Buildings Dallas Market Center

www.dallasmarketcenter.com
The Dallas Apparel & Accessories Market is held five times each year at the Dallas Market Center. Located in one of the country's fastest-growing regions, the Dallas Market Center brings together thousands of manufacturers and key retailers in an elevated trade-show environment. Featuring 500 permanent showrooms and over 1,000 temporary booths, including expanded contemporary lines and resources, the Dallas Market Center is where inspiration starts. Upcoming events include Apparel & Accessories Market on Aug. 13–16, Oct. 22–25.

The New Mart

127 E. Ninth St.
Los Angeles, CA 90015
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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.

Fashion District Dimeo

dimeoag.com
Founded by Fernando Villalver, Dimeo is a 30-year-old manufacturer of T-shirts, polos, caps, and hoodies specializing in the embellishment of garments. It is well known for making tees for political campaigns, the uniform industry, corporate promotions, and marketing. Due to its Guadalajara location, "we're simply the best choice regarding timing and cost. We're less expensive than options from Asia with the same quality or better," says Villalver. The company is also 100 percent compliant on environmental and ethical production matters.

Leontine

Leontinecollection@gmail.com
IG: @leontineabdullah_official
In a career built on designing show-stopping designs for the red carpet as well as being a social-media influencer, Leontine has created collections that inspire as well as engage. Next up is a roller-skate collection, swim collection, plus totes and yoga mats for the activewear crowd. Leontine takes custom orders for everything from red-carpet looks to wedding gowns, prom dresses to cheer-leader uniforms. In between preparing for her runway shows, she is busy planning for expansion into wholesaling and e-commerce.

The Evans Group

www.tegmade.com
The Evans Group (TEG) is a reputable LA-based fashion development and production house catering to both established and emerging designers. The company operates an acclaimed vertically integrated facility in the Arts District of Los Angeles, crafting patterns, samples, and small-volume productions. As a premier cut and sew manufacturer, TEG specializes in bringing client designs to life with precision and excellence. For a comprehensive launch experience, services include design, fabric and trim sourcing, marketing, and mentorship. Since its establishment in 2005, TEG has assisted close to 4,000 clothing brands, generating over 30 year-round living-wage jobs.

Finance

CIT Commerical Services

www.cit.com/commercial-services
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White Oak Commercial Finance, LLC

www.whiteoakfs.com
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Suppliers Hangerlogic

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

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Trade Shows ANDMORE's Las Vegas Apparel

lasvegas-apparel.com
ANDMORE, producer of Atlanta Apparel, presents Las Vegas Apparel. Buyers and exhibitors come together twice year in Las Vegas to do business in our industry's growing categories of young contemporary, accessories, and more, plus buyers can visit gift showrooms on campus for even more options. And, beginning in 2024, buyers can source from even more top brands and categories with the co-location of Womenswear In Nevada (WWIN), which runs concurrently in the same location at The Expo at World Market Center. This collaboration creates a new buying destination, filled with world class amenities for buyers and an elevated and exciting environment for order writing every February and August.

IFJAG

info@ifjag.com
www.ifjag.com
IFJAG trade shows feature fashion jewelry and accessories from around the world with over 100 manufacturers or direct importers showing exclusive designs to IFJAG's unique venue of private showrooms which offer buyers a professional environment. The upcoming show is in Las Vegas running Aug. 17–20 at the Embassy Suites Las Vegas. Preregister at the IFJAG website. New exhibitors who would like to participate in the show are welcome. Buyers are offered complimentary lunch and local transportation reimbursement.

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Two Legacy American Brands Join for the Birdwell x Pendleton Collection

By Christian Chensvold Associate Editor

When Eric Crane, a 30-year veteran in the action-sports apparel and accessories industry, was appointed CEO at **Birdwell Beach Britches** two years ago, he knew he was being granted stewardship of a "holy grail," a brand with loyalty that would be the envy of any clothing brand. And sure enough, soon another heritage brand, **Pendleton Woolen Mills**, came knocking on Birdwell's door, eager to forge a collaboration between two brands exemplifying pure Americana.

The recently launched Birdwell x Pendleton collaboration combines the mill's well-known Rancho Arroyo diamond motif with Southern California beach culture. The limited collection retails for \$50 to \$100 on Birdwell and Pendleton e-commerce platforms and is also available in Pendleton retail stores.

"Because of Birdwell's undiluted heritage, the Pendleton team that looks for like-minded U.S. brands to work with reached out to us," Crane explained. "They wanted to expand their awareness in the beachwear space, and for us it was an easy yes as we were already fans of their designs and prints. The collaboration went great and has been selling really well."

Founded in 1961 in Newport Beach, Calif., Birdwell is known for its board shorts, which can last almost as long as a Pendleton stadium blanket. Made of nylon in a secret employee-owned manufacturing facility in Orange County, Calif., Birdwell's trunks are built to withstand the rigors of surfing and lifeguarding—constant changes from wet to dry, repeated washings, ocean stress and

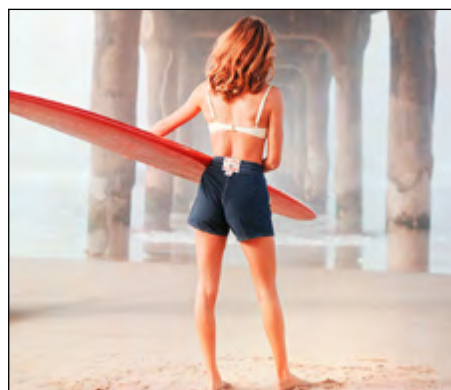
strain—and still hold up for years.

"This is a craft that cannot be lost," said Crane. "There's a subtlety to the way we make a board short, from the seams to the rivets, that we never want to lose. Many shorts come back to us decades later with postcards and stories of all the places they've been."

While women's board shorts currently represent only about 10 percent of Birdwell's sales, that will change soon when a new tide comes in. The company is presently developing a women's swim line that will debut next summer with a fuller collection the following spring. "I think we're on the front side of another surf renaissance in the fashion cycle," said Crane, "and the lines are blurred between surf culture and mainstream beach culture. So I think Birdwell is going to grow into America's beach brand."

And that's just fine with the company so long as it stays true to its roots. "What I saw when I joined was a company with an incredibly loyal history and cult-like following. I was blown away at how low the acquisition cost was in the e-commerce metrics and how robust was the longtime value of each consumer. These customers buy again and again and tell their friends and family, and that's the best form of marketing."

"A lifetime customer is the holy grail," Crane added. "We offer an iconic, classic American style that is actually made in the U.S., and it taps into a zeitgeist of people feeling nostalgic. When things feel uncertain and trends get too far out, people fall back on basics, and Birdwell is the beachwear equivalent of a time-tested trendless staple that everyone can count on when things feel uncertain." ●



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CEO/PUBLISHER
TERRY MARTINEZ

CREATIVE MARKETING DIRECTOR
LOUISE DAMBERG
ASSOCIATE EDITOR
CHRISTIAN CHENSVOLD

CONTRIBUTORS
VOLKER CORELL
DOROTHY CROUCH
KELLI FREEMAN
KEVAN HALL
ILSE METCHEK
TIM REGAS
ROXY STARR
NICK VERRIOS

SENIOR ACCOUNT EXECUTIVE,
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www.apparelnews.net
webmaster@apparelnews.net

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