

CALIFORNIA ApparelNews

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CALIFORNIA COOL

California Style Week, a Los Angeles event produced by Fashion Week Haus, was held in Manhattan Beach, Calif., inspired by the national and worldwide brands that were born in the South Bay region of Southern California. Included were a runway show, a jean-drive eco initiative and a silent auction benefiting The Cause Connection nonprofit.

For more looks, see page 4.

Amour Vert

EVANMI PHOTOGRAPHY

INDUSTRY FOCUS: TECHNOLOGY

Tech Trends: The Innovations That Will Drive Fashion Next Season

By Dorothy Crouch *Contributing Writer*

Fashion is often viewed as a resource for groundbreaking artistry that allows consumers to express themselves to the world, a way of introducing themselves before they even say a word. Although fashion sets trends in design and garments every season, multiple times each year, in a forward-thinking manner it falls behind regarding widespread acceptance of technology.

While it might seem that the fashion industry's adoption of innovative technology is lagging, apparel-business professionals have a fully stocked collection of solutions that have been informed by the needs of designers, brands and supply-chain partners, all to reach consumers who want immediate gratification and newness coupled with the seemingly opposing demands of sustainability and mindfulness. The array of tools available to the fashion set addresses a number of issues, including the serious challenges within sustainability and the fun—yet mysterious—options in gaming.

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FREIGHT & LOGISTICS

Port of L.A. Media Advisory Highlights Achievements, Sustainability Efforts

By Christian Chensvold *Associate Editor*

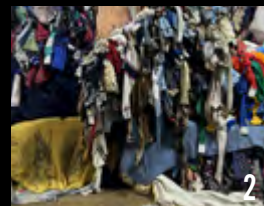
If Halloween seems to have come early this year to your local retailer, well, Christmas may not be far behind. The **Port of Los Angeles** handled a record-breaking 939,600 Twenty-foot Equivalent Units (TEUs) in the month of July, a 37 percent increase over the previous year, making it the busiest July in the port's 116-year history as well as the busiest month in over two years. Seven months into 2024, the port has processed 5.6 million container units, 18 percent ahead of its 2023 pace and more than any other port in the Western Hemisphere.

The record-breaking numbers were announced this week at a media briefing held Aug. 13. "We've seen an

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INSIDE

Where fashion gets down to businessSM



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American Rag Cie, Denim Dudes' Nothing New Supports L.A. Brands

California retail mainstay **American Rag Cie** and denim consultancy firm **Denim Dudes** have partnered on an initiative named **Nothing New** to highlight reworked vintage pieces designed by seven emerging Los Angeles brands. Creatives from **Object from Nothing**, **Knorts**, **Dr Iceland**, **Denem**, **Masato Kawajo**, **N.G.O** and **Clutch Golf** accessed American Rag's archival vintage collection, which comprises more than 2 million garments, allowing each of the brands to develop a 20-piece capsule collection.

"Community, creativity and innovation are the values we cherish most at Denim Dudes. This alignment with AmRag gives us the opportunity to showcase some of the incredible talent we share online in a more tangible way and forge a deeper connection with our local denim community in the process," said Amy Leverton, founder of Denim Dudes.

The designs will be available exclusively through American Rag's online and brick-and-mortar store beginning in September.

"Since my first trip to Los Angeles in 2011, I've been coming to American Rag



American Rag Cie and Denim Dudes will introduce **Nothing New**, an initiative to showcase reworked vintage garments from fresh Los Angeles brands.

religiously to visit the denim bar, discover new brands and shop," Leverton said. "To be given the opportunity to showcase the next generation of talent from this incredible city and inspire today's customers is an honor and

a privilege."

Designs from these emerging brands will benefit from American Rag's retail presence, which spans across the globe through locations in Los Angeles, Tokyo, Dubai and Abu Dhabi, as the retailer's founder and owner Mark Werts celebrates the brand's 40th anniversary.

"It's always been our goal at American Rag to honor the spirit of California past, present and future," said Werts. "By collaborating with Denim Dudes and developing this **Nothing New** initiative we're connecting all the dots and simultaneously introducing our customers to new brands and offering them fresh product that is one-of-a-kind as well as steeped in our DNA."

American Rag and Denim Dudes will host a **Nothing New** launch party Sept. 19, 5 p.m.-9 p.m., at the retailer's Denim Bar on La Brea Avenue in Los Angeles. The complimentary event will be open to customers and denim enthusiasts with registration available via americanrag.com/blogs/news/american-rag-cie-x-denim-dudes-september-2024-designer-event.—Dorothy Crouch

Gap to Celebrate 55th Anniversary With New NYSE Ticker Symbol

Gap turns 55 on Aug. 22, marking the anniversary of the opening of the brand's original store on Ocean Avenue in San Francisco, so, to observe the occasion, the company will change from its original NYSE ticker symbol GPS to GAP. Gap team members will ring the NYSE opening bell in celebration of the milestone. The retailer will also outfit the trading floor in Gap denim and 1969 sweatshirts. In 1987, Gap celebrated in a similar manner to announce its first casual

Friday when it dressed traders in its khakis and button-down shirts for a polished yet relaxed professional look.

"Updating our NYSE ticker symbol to GAP on our 55th anniversary recognizes both an important milestone and the reinvigoration journey we're on—inspired by our past, engaged in the present and eager to shape the exciting evolution of our house of iconic American brands," said Richard Dickson, Gap Inc. president and chief executive officer.



Gap will celebrate its 55th anniversary Aug. 22 by changing its NYSE ticker symbol to GAP from GPS, under which it has traded since 1976.

The company has reported that no action by its shareholders is necessary regarding the change to the GAP ticker symbol. Gap's common stock will continue to be listed on the NYSE, and its CUSIP number will remain unchanged.

Gap Inc. will report its Q2 2024 financial results on Aug. 29. During Q1 2024, which ended May 4, Gap reported net sales of \$3.4 billion, an increase of 3 percent compared to Q1 2023, which ended May 6, 2023. Gap Inc. reported net sales of \$14.9 billion during fiscal year 2023.

Doris and Don Fisher launched Gap in 1969 selling men's Levi's jeans and music albums, followed in 1970 by a second location in San Jose, Calif., which sold women's Levi's. Gap Inc. launched its initial public offering on May 19, 1976, at \$18 per share (\$0.11 adjusted for all subsequent splits). Gap's Aug. 14 trading session closed at \$22.71. The company currently owns **Old Navy**, **Gap**, **Banana Republic** and **Athleta** under the Gap Inc. umbrella.—D.C.

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Inside the Industry

Artistic Milliners is celebrating the strategic expansion of its nearshoring operations in the Western Hemisphere with the purchase of VF's Dickies de Parras S. de RL de CV facility in Parras, Mexico. The investment means it can immediately begin upgrading the denim factory in Mexico on an expedited timeline and can soon offer even more services to retailers and brands looking to manufacture closer to the United States. **Artistic Milliners Mexico** joins its existing nearshoring operations, which include the SFI Los Angeles design center and laundry as well as SFI's Central America operations and strategic partnerships in Mexico and Guatemala. The Parras facility, which first opened in 1996, is a vast complex spread over 10 acres. Plans call for a rapid build-out over the next six months to modernize the facility.

Rebag, the leading luxury resale platform, has announced a strategic retail and digital partnership with Bloomingdale's aimed at democratizing the luxury-goods market. The first-of-its-kind collaboration is designed to promote sustainability and circularity while providing unparalleled access to best-in-class brands. The partnership includes a meticulously curated selection of over 2,500 designer handbags, watches and fine jewelry, available online at [Bloomingdales.com](https://bloomingdales.com) and in five select Bloomingdale's stores nationwide. The items bought and sold by Rebag will be focused solely on select ultra-high-end pieces. Rebag will also partner with Bloomingdale's store management and staff to integrate the Rebag buying and selling experience into Bloomingdale's customer journey.

Lolë Brands, a global apparel company producing elevated athleisure, activewear and outerwear has announced the acquisition of outdoor lifestyle footwear brand Sanuk, previously a division of Deckers Brands. Founded in 1997 within the vibrant surfing, action-sports and outdoor community, Sanuk has been synonymous with creativity and free-spirited adventure. Renowned for its original styles and irreverent marketing, Sanuk seeks to "spread smiles far and wide through fun footwear." The partnership will usher in a new era for the Southern California-born brand as Sanuk and Lolë share a commitment to responsibly produced, innovative and stylish designs. Under new ownership, Sanuk will benefit from a renewed investment to build on its core strengths including unique, consumer-centric products and marketing that differentiates the brand in the marketplace.

Applied DNA Sciences has announced the signing of a five-year license and commercialization agreement for its CertainT traceability platform with the Indus Group, a multinational apparel and textile manufacturing and sourcing company with a reputation for cutting-edge fabric technology and product innovation. Indus consumes approximately 450 million pounds of cotton annually, and CertainT is a textiles traceability platform that uses forensic, multiple-proof-point evidence to verify source and authenticity of materials as they are transformed through global supply chains. Under the terms of the agreement, Applied DNA will supply Indus with its platform for cotton-based products originating from Indus facilities in Pakistan, Egypt and Jordan, utilizing cotton from multiple global sources.

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The Sky Is the Limit for SMBs With Cloud-Centric DigitBridge

End-to-end digital commerce operations system DigitBridge is a rare offering in the crowded software-as-a-service market due to its deep roots in the fashion industry and all-in-one platform. Four-year-old DigitBridge was founded by Petersen Zhu, a veteran of the fashion industry, who is backed by a career spanning more than 30 years.

Zhu leads the company as chief executive officer with Bolan You, co-founder and chief technology officer. Zhu has served as president and chief executive officer of Vibes Base Enterprises Incorporation, an El Monte, Calif., manufacturer and wholesale operation, since 1995, while You has worked with Monrovia, Calif., electronics accessories online retailer eForCity.com.



Petersen Zhu, CEO

"Over the years I realized e-commerce is totally different than the wholesale business," explained Zhu. "In wholesale, you need some technology and software, but those needs are more crucial in e-commerce. I have used a lot of different software to meet the requirements of e-commerce, and there are so many integrations. I had to hire a lot of people, and we developed our own proprietary in-house system to satisfy meeting these e-commerce requirements."

A Breakthrough to Serve SMBs

The mission to support the fashion industry with an all-in-one digital-commerce solution is personal for Zhu, an entrepreneur who understands the challenges of surviving in the apparel business while growing a small- to medium-size business and investing in the construction of an ecosystem through seamless data management.

"For the small- to medium-sized companies, if you don't have enough resources for IT expansion, it's hard to have success in today's digital commerce world," Zhu said. "D2C is a smart way for them to go, but you have to have the operations platform to help with that, especially when you have very little money and not enough IT people."

DigitBridge's founders want to exceed the digital-commerce needs of SMBs with a single solution within a SaaS landscape filled with companies that offer

only piecemeal products.

"We have built a platform to provide SMBs with the tools that they need: new technology, automation features, and a new business model," said Zhu. "Since we are building a new ecosystem, the most important thing is to have a

modern data-management platform. Based on that, you can build workflow process automation and real-time digital connection and data analysis, which is fundamental for digital commerce."

Fashion entrepreneurs often start their businesses by fulfilling many duties, which often include responsibilities in which they don't have a background. The cloud-based DigitBridge technology

provides the capabilities of multi-channel integrations and open API into a single platform. This single product helps to resolve challenges related to DTC fulfillment and content management while also including tools such as back-office functions and integration. DigitBridge also offers digital B2B tools for clients that wish to pursue wholesale-only. Zhu notes that entrepreneurs can utilize different tools within the single solution as their businesses grow.

"We have an all-inclusive solution, but the enterprise resource planning is the hub, and our omni-channel ERP means you can do traditional wholesale," Zhu explained. "We have the full automated flow for e-commerce. We have the warehouse management system to handle DTC, and we have the product information management system to handle the content creation. We also have the commerce central hub to handle orders with real-time digital connections with every channel."



DigitBridge is an all-in-one software solution created to support small- to medium-sized clothing businesses.

Elevating Fashion E-commerce to the Next Level

DigitBridge serves customers whose businesses cover a number of different categories. The company counts among its clients Julianne Bartolotta and Heritage Workwear. When powered by the DigitBridge platform, the companies have the potential to experience exceptional growth.

"We have one customer that had a \$2 million business two or three years ago and now they're doing more than \$40 million," said Zhu.



The DigitBridge platform offers a comprehensive suite of tools to accommodate business growth.

Many of DigitBridge's clients are entrepreneurs who want to distinguish their businesses from brands that sell through mass e-commerce merchant channels by raising their companies to a premium profile. DigitBridge seamlessly leads fashion-brand owners into the promised land of superior digital commerce.

"We use workflow mapping to help our customers build a catalog of their creations that follows the rules of each channel," Zhu explained. "Whether apparel companies want to sell on Amazon or eBay, or a high-end department store, or a wholesale marketplace, it is a lot of work. We make it simple."



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sales@digitbridge.com

FASHION



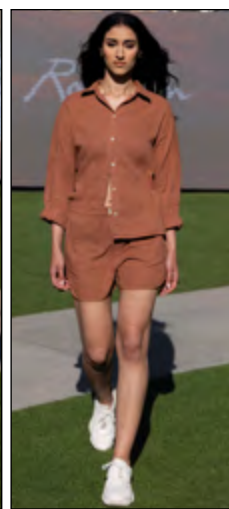
Eclai



Faherty



Faherty



Rowan

California Style Week by Fashion Week Haus Blends Design With Empowerment

Summer's hot fashion season met California cool during California Style Week, a Los Angeles event produced by Fashion Week Haus. California Style Week's schedule included a runway event at the Plaza in Manhattan Village in Manhattan Beach, Calif., but the overarching theme of the production was rooted in establishing a space where all creatives involved in the event felt safe and seen in a collaborative atmosphere, according to founder and CEO Cachita Maki, who previously worked in television and film during the height of the #MeToo movement.

"I thought what I saw in the TV and film world was bad, but I started to realize that it's much worse in fashion. I looked to be part of the change and part of creating a safer place," said Maki. "That's really where Fashion Week Haus grew and developed because I wanted to have a place that was all about inclusivity and sustainability and have a positive environment for these fashion shows."

Inspiration for California Style Week also stemmed from Maki's desire to connect with the beach culture that has defined the region's trends. These trends move beyond swimwear and resortwear in pieces from casual, well-made T-shirts and denim to stylish yet comfortable maxi dresses and jumpers. The show's location in the ocean-side town of Manhattan Beach, Calif., boasted sunny skies with ocean breezes to complement the brands' aesthetics.

"California style is very influenced by the beach and national and worldwide brands born right here in the South Bay. I wanted to create an event that really represented California fashion, which is not New York fashion, it's not Miami," Maki said. "With California fashion, it is completely normal to be in a meeting with a CEO who is wearing Vans. I wanted the event to embody that; I wanted it outdoors."

The California Style Week runway on

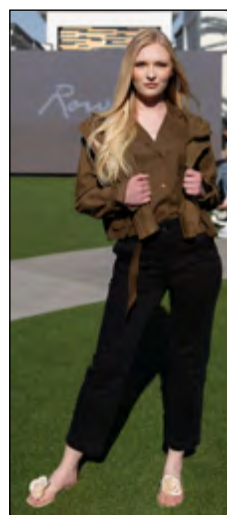
Aug. 3 featured designs that Fashion Haus has described as "coastal-chic collections" from Amour Vert, Eclai, Faherty, Rowan and Vans in addition to athletic brand Wilson, which is tapping into the sports and active influences on fashion, particularly those trends that steer Golden State style.

Styles featured on the runway ranged from sportier designs from Wilson and Vans but also chic, social-worthy pieces from Eclai, perfect for a dinner at one of Los Angeles' beachside restaurants. Amour Vert presented designs to shape a casual office wardrobe or brunch date. Luxurious, yet casual, Rowan offered looks that complement leisurely California days off. Faherty presented designs that ranged from playful to playing hard after leaving the office.

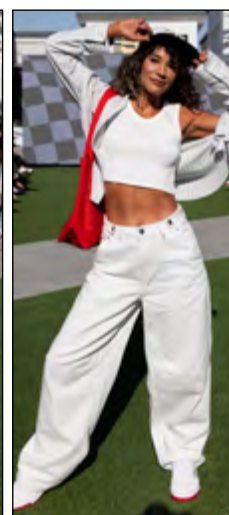
"We really want it to be fun. Fashion doesn't have to just be serious. There is a lot of fun that goes into creating looks and creating styles. The people wearing those clothes from those brands are very active people," said Maki. "I really wanted to be true to the California style, which is very beach-inspired and all things California, which is being outdoors and living an active lifestyle, and jeans with tennis shoes is still a look."

Maki revels in her role as a female entrepreneur and seeks to lift up other women. The Aug. 1-4 California Style Week calendar also featured an Aug. 2 EmpowHER Happy Hour event that included a guest list of trailblazers and influencers. Sustainability and mindfulness were also on the agenda as California Style Week hosted a jean-drive eco initiative that encouraged guests to donate their denim pieces to Cotton Inc.'s Blue Jeans Go Green program. California Style Week also hosted a silent auction whose proceeds benefited Calabasas, Calif.-based The Cause Connection, a 501(c)(3) organization that promotes local philanthropic initiatives.

—Dorothy Crouch



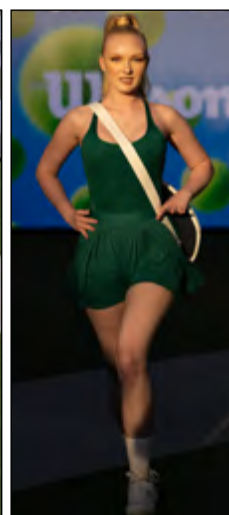
Rowan



Vans



Vans



Wilson




Plush Fleece.



Rurika is shown here wearing **PLU09GD** 16 oz. Garment Dye Plush Fleece Hooded Pullover Sweatshirt & **PLU04GD** 16 oz. Garment Dye Plush Fleece Sweatpant in 'Creme'.



PLU09GD

- Unisex
S | M | L | XL | 2XL
- Pre-washed for a no-shrink true fit.
- 16 oz/yd² Super Heavy Weight Shrink-Free
- Oversized Fit
- 100% Cotton

-  Black Edge
-  Dolphin Blue
-  Creme

PLU04GD

- Unisex
S | M | L | XL | 2XL
- Pre-washed for a no-shrink true fit.
- 16 oz/yd² Super Heavy Weight Shrink-Free
- Oversized Fit
- 100% Cotton

-  Black Edge
-  Dolphin Blue
-  Creme



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How will emerging fashion trends dictate investments in technology by apparel companies?

Tech Trends *Continued from page 1*

California Apparel News asked technology experts: How will emerging fashion trends dictate investments in technology by apparel companies?

Shahrooz Shawn Kohan
Chief Executive Officer
AIMS360



Emerging fashion trends are increasingly centered on sustainability and ethical practices, reflecting a global shift toward more-responsible consumption and production. AIMS360 business software is providing tools that empower brands to align with these values.

By enhancing visibility, these types of software solutions enable brands to monitor their entire supply chains, ensuring transparency and traceability. These data are combined with sales-forecasting information into artificial-intelligence reporting that reduces overproduction and promotes sustainable manufacturing.

The rise of omnichannel retailing has transformed the AIMS360 solution to support real-time data synchronization, facilitating seamless integration across direct-to-consumer and business-to-business sales channels. This enables brands to operate with less paperwork, less inventory glut and improved sustainability.

John Robinson
Senior Strategic Account Manager of
Apparel
Aptean



Emerging fashion trends significantly influence how apparel companies invest in technology. Speed and on-trend are fashionable, and getting the right product to market before competitors is crucial for capturing market share and maintaining relationships.

Modern PLM solutions are essential for staying competitive, improving team productivity and enhancing communication with suppliers.

E-commerce and everything digital will drive trends, and companies are investing in technology to manage multichannel sales and marketing, making it easier for consumers to find, purchase and return products. User-friendly and efficient processes are key to retaining customers.

In the area of cloud for security and performance, apparel companies are focusing on product and sales, relying on secure cloud platforms with high availability for business continuity. These platforms provide robust disaster recovery and cybersecurity, allowing companies to concentrate on their core business.

AI is revolutionizing the industry by enhancing design, trend prediction, supply-chain optimization, dynamic pricing and customer support. This technology is rapidly evolving, offering significant advantages.

Supply-chain and management transparency is crucial to demand, inventory and production. Accurate allocation prevents lost revenue and trust, ensuring that website inventories are up to date and wholesale orders are fulfilled on time.

Delivering KPIs from ERP systems in easy-to-read formats is essential to fortify business intelligence. These tools provide decision-makers with crucial insights into product performance, sales and financial metrics, aligning operations with company goals.

Dan O'Connell
Co-founder
BrandLab360



Emerging fashion trends are significantly driving technology investments within the apparel industry. As consumer expectations shift toward more-interactive and -immersive experiences, brands are increasingly adopting technologies that meet these needs.

The rise of virtual showrooms and metaverse environments illustrates this trend. During the pandemic, the need for virtual interactions led to the development of these advanced platforms, allowing brands to create digital twins of existing showrooms. This technology enables real-time engagement where users can walk around as avatars, pick up products and make visual assortments, enhancing the traditional wholesale experience.

Moreover, the trend toward gamification and social shopping in these virtual environments is also noteworthy. Consumers are spending significantly more time in immersive, gamified experiences, which not only boosts engagement but also encourages social interactions within these spaces. This form of retailtainment—combining retail and entertainment—makes shopping more enjoyable and memorable, further enhancing customer engagement. This shift is complemented by AI-driven personalization, which helps brands provide more-tailored shopping experiences and better predict consumer preferences.

These innovations are transforming the way fashion is marketed and sold, setting new standards for consumer engagement. As fashion trends continue to evolve, the demand for these advanced technologies will drive further investments, ensuring brands remain at the forefront of a rapidly changing market.

Paul Magel
President of the Application Solutions
Division
CGS



Emerging fashion trends are revolutionizing how apparel companies invest in technology. Key trends like lowering costs, increasing productivity, sustainability and cybersecurity are driving these investments and shaping the future of fashion.

To reduce costs, companies are turning to

automation and AI to streamline operations and reduce manual-labor expenses. AI-driven demand forecasting and planning and inventory-management systems optimize supply chains, minimize waste and prevent overproduction.

Investments in technology are also boosting productivity through cloud-based solutions that provide real-time data across the value chain. These tools facilitate agile decision-making and improve overall operational efficiency.

Sustainability is increasingly a central focus in the fashion industry, with Europe playing a pivotal role in driving this trend. AI and ML optimize resource utilization, reducing waste through precise demand forecasting and inventory management. Traceability systems ensure transparency throughout the product lifecycle, fostering sustainability.

As fashion companies increasingly rely on digital platforms, cybersecurity has become paramount. Robust cybersecurity measures are essential to protect sensitive data and maintain the integrity of digital operations. Investing in advanced cybersecurity solutions safeguards customer information and proprietary data, building consumer trust and compliance with data protection regulations.

By strategically investing in technology, apparel companies can stay ahead in the competitive fashion market. These technologies enable brands to meet evolving consumer demands, boost operational efficiency and contribute to a more sustainable future in fashion. As the industry evolves, these trends will continue to shape technological investments in fashion.

Roy Avidor
Chief Executive Officer
Cymbio



As technology and consumer behaviors shift, the e-commerce landscape and the apparel industry continue to evolve. Innovative and agile solutions are needed now more than ever.

As consumers demand convenience and flexibility, brands and retailers must ensure products are available where the consumers are and when they want to discover or purchase them.

Since dropshipping and marketplaces are the preferred methods of commerce, and since consumers naturally expect the return process to be as effective as the digital buying process, brands and retailers must consider that the buyer's journey does not end with the actual sale. This adds additional variants to the process, highlighting the need for a technological, all-around solution for data management and quick turnaround between brands and retailers.

Every day, new, competitive channels open up and trend, such as social commerce channels like TikTok, Instagram, Facebook Marketplace and more. Dropping the ball on customer service, returns and inventory management when working in a multichannel industry can severely affect brands and retailers.

Therefore, shifting toward a cohesive omnichannel approach combined with a streamlined supply-chain process allows brands to sell anywhere and also improves the shopping

experience. Automating operations while increasing brands' digital presence, without adding resources, is the natural way to go as technology influences consumer behavior.

That is why we at Cymbio empower brands to sell anywhere and maximize their growth opportunities by streamlining their operations and automating all processes to focus on retail, marketplace, and social-commerce collaborations and partnerships on one easy-to-use platform.

Petersen Zhu
Co-founder and Chief Executive Officer
DigitBridge



With emerging fashion trends constantly changing the market, it is imperative that apparel companies respond just as quickly. Nothing supports fast-moving change like technology, so intelligent, strategic investments in tech are needed to keep up with consumer behavior.

Emerging fashion trends go beyond fast fashion or the styles, fits and colors that resonate with today's buying audience. Consumer preferences have also evolved toward personalization, optionality, sustainability and digital engagement.

Some of the ways you can use technology to stay competitive include content management and using artificial intelligence to create compelling content more expeditiously—both written and visual—that directly addresses trends and attracts consumer attention.

Data analytics and business intelligence can be applied to generating reports to understand what product and channels are highest performing for current trends. Customer data can be analyzed to understand preferences, personalize recommendations and anticipate demand.

In terms of sustainability and supply-chain management, AI and predictive analytics can be leveraged to optimize inventory levels and replenishment and reduce overstock and stockouts. Dropshipping products reduces inventory liability and increases speed of fulfillment from supplier to end user.

Having a digital presence on various e-commerce channels to capture the best performers based on trends helps support omnichannel sales and operations. Integrating both online and offline channels provides a seamless shopping experience. Managing everything from a single source of truth empowers speed and efficiency.



Automated, threadless, USA made



Rich, full beading coverage



Low minimums

Faraj Beading: The Best-Kept Secret of Fashion Embellishing Is Now Out

You may think you know everything there is to know about running your fashion business: You know next season's color palette, what's checking and what's flopping, and the metrics on every social-media post. But you may not know that the finest beading embellishments are available right here in the U.S., and that's because there's only one place that does it.

Faraj Inc. was born 100 years ago in Damascus, Syria, and today operates a 20,000-square-foot facility in Paterson, N.J., where it's been headquartered since 1986. In this age of global commerce, Faraj Beading is something of a secret in the garment industry, offering state-of-the-art design and beading options most believe are only available overseas. But those who try Faraj Beading instantly make it their go-to source, which is why this best-kept secret of fashion embellishing can honestly boast to having embellished tens of millions of garments.

The *California Apparel News* caught up with owner Zackary Faraj to put an end to all the secrecy and learn the amazing story of this unique fourth-generation family business.

CAN: You are a one-of-a kind option for apparel companies, and yet many don't even know you exist.

ZF: That's true. They don't know there is a company in the United States that can do very affordable mass-production beading at this level. It simply doesn't exist in the vocabulary of many designers in the fashion industry so that if you showed them a garment and asked, "Can this be beaded in the U.S.?" they would say you're out of your mind. And yet it was made by us, so such a thing as Faraj Beading does very much exist!

CAN: So you really are the one and only?

ZF: Do an internet search for "beading in the United States" and you might find an old lady sitting at home, but I guarantee we're the only one who can do it at an affordable and large scale.

CAN: How did you get to such a distinguished position?

ZF: After college I wondered what to do but soon realized I already had all this knowledge about textiles and embellishments through the family business. I personally started with handbags and one-of-a-kind jackets in SoHo in the '70s and '80s for a place called The Gallery of Wearable Art.

CAN: "Wearable art" is an interesting term because you certainly bring an artistic sensibility to what you do.

ZF: I love the industry; it's in my blood. When I window-shop or see people on the streets of New York, it reminds me of my childhood. I'm very blessed to be doing something I enjoy so much and can spend 12 hours here and not even realize it.

CAN: At your level of expertise, what do you consider a challenge?

ZF: Simple: to offer domestic garment manufacturers a way to create something dazzling, sparkling, and eye-catching for the least amount of money. When someone shows me a \$5,000 designer garment with intricate and unique embellishment, I look at it and laugh and say, "How can I make that for \$3?" I've accumulated so many techniques, and my mind is always on how to make things beautiful, affordable, and quick to produce.

We have our own patented and exclusive threadless-beading processes you can't get anywhere—not just domestically but anywhere in the world. Our customers are in every department store in America, and now on Home Shopping Network some brands

are bragging, "This is made with Faraj!" They're putting our name on their tags with things like "Decorated in the USA by Faraj Beading." So even after all these years we keep getting new forms of recognition, and people continue to discover the uniqueness of what we do.

CAN: What trends are you catering to right now?

ZF: Right now daywear and resortwear manufacturers want to use beads but not something glittery like gold, silver, pearls, or crystals. Right now the trend is more for earth-, stone-, island-, and wood-type embellishments.

CAN: And all people need to get started working with you is a design?

ZF: They don't even need that. You can just email us a sloper of the part you want to bead—say, a collar, sleeve, or front—and send us your fabric yardage and we will slope, cut, and bead that part and send it to you to sew with the rest of the garment. All this makes the entire process extremely fast, efficient, and economical so they can be working on other things. Our many decades in the New York garment district taught us to be fast, efficient, quality-oriented and on top of our game. These days people need to respond quickly to fashion trends, and they don't want to carry inventories. Going domestic with us means you can get what you need this week, then more the next and not have to carry inventory, doing only what you need as you need it.

CAN: There's an old saying that you can get services good, fast, and cheap but you only get to pick two. But you say you offer customers all three.

ZF: That's right, and the only way you'll know for sure is to give us a shot. When for some reason a company is hesitant that we're the best option for them, we say, "What have you got to lose? We'll make your sample for free." And the ones who are most hesitant usually become our biggest customers.

CAN: Why is it so important to you that your services be affordable?

ZF: Because after all these years I understand what American garment manufacturers go through to stay in business, and I don't want to add any more burden on them. They can take something basic and simple and I can give it an elaborate, jazzy look for just a few dollars. And you can stay in the United States, using machines that have become faster, more reliable, and less expensive. And the software today is so easy to use, allowing us to do more and more-different things.

CAN: What's the best way to get started working with you?

ZF: There are many ways to work together, but the fastest way is to upload your garment on our website, farajbeading.com, and we'll show you some virtual designs. The more information you give us the better. Do you want floral or geometric embellishments, and how much do you want to spend per garment? We guarantee you'll be amazed at what we can offer.

CAN: Is there a minimum-order size?

ZF: If you're just starting out and are only cutting 20 garments, certain beading might cost \$5 per garment. But once you get to larger quantities, it'll come down to \$3. We take a risk when doing smaller orders and just cover our expenses. But we want to support emerging designers and once they start with us, we're confident that soon they'll be doing 1,000 garments at a time.



Zackary Faraj



Beads and laser combination

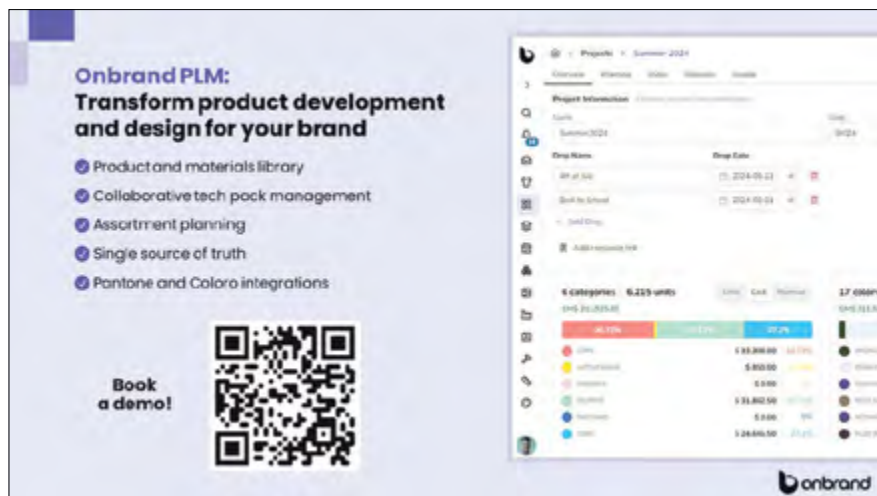


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Onbrand Serves as a Single Resource to Bridge the Gap in PLM Capabilities



Onbrand provides a solution exclusively for apparel and fashion brands to overcome their most common PLM hurdles.

The fashion business is often lauded for its avant-garde approach to expression, but when adopting technological tools to manage projects the industry often falls behind. This distance between fashion's strides in style and its investment in product lifecycle management innovation drove Preston Plowman to develop Onbrand PLM, a modern approach to managing the product lifecycle created exclusively to support the apparel business from design to production.

Plowman started Onbrand two years ago to ease the pain points felt only by fashion and apparel professionals. Onbrand's roster of clients includes names such as The Black Tux, Evelyn & Bobbie, BANDIER and Peace Collective.

"We've come in and really modernized PLM. All the legacy tools out there solved a lot of key problems, but there are additional gaps that were not solved," said Plowman, who serves as the company's chief executive officer. "People try to do project management and process management with non-fashion-specific tools. They use PLM to store all their data and create tech packs and products, but they're going outside the system to manage that process."

According to Plowman, who earned a master's degree in business administration from Northwestern University and worked for the Boston Consulting Group in addition to serving in the United States Air Force, Onbrand provides a single resource for fashion brands to manage how they create their products.

"Everybody can stay together in one lightweight solution that is easy to use," said Plowman. "It's intuitive."

Keys to quality collaboration

Onbrand provides space for fashion brands to bring together all members of their teams—internal and external. Tech packs are easily shared through the platform. The system provides a "robust sample tracking and management system," according to Plowman. The project-management function blends team supervision and development.

"There are capabilities to dual source, multisource and counter source the same products and automate that process and sample everything individually," Plowman explained. "It also tracks and customizes all the way from the ideation and planning phase of a collection all the way through until production."

Fashion has also been slow to

streamline its efforts toward sustainability. Although many brands engage in green messaging with promises to contribute to the cultivation of a cleaner, more responsible industry, a lack of cohesiveness and traceability from farm to factory often prevents brands from having an organized, clear picture of work their external associates are performing.



Preston Plowman

"If a brand hasn't digitized a lot of their product development and there is no system to help manage it, it's almost impossible to be on top of sustainability because the information exists in so many places," Plowman said. "It's really hard to determine the brand's consumption."

Environmental regulations governing the apparel business across the globe are top of mind, with regulations in some nations and regions already passed or under government review. Onbrand is exploring ways to support the sustainable missions of brands by monitoring material consumption.

"Without a great system that process is going to be impossible. In Europe, there is a lot of legislation that is going to force brands to do that," Plowman explained. "Brands will very quickly find themselves in a bad position if they haven't thought proactively about this problem and work to digitize their processes now."

An innovative investment

One of the most common misconceptions that Plowman hears from apparel decision-makers is the fear that PLM solutions are too costly and require more than a year to align with businesses. Onbrand's innovative platform provides a cutting-edge solution, but Plowman emphasizes that the technology is affordable and easily implemented.

"Our average implementation timeline is two weeks, and that's including data migration. It's extremely affordable and ROI positive. Our speed to value is almost immediate," Plowman said. "Every single brand, no matter how small, should be using PLM, and with Onbrand PLM is not scary anymore."



www.onbrandplm.com
hello@onbrandplm.com

How will emerging fashion trends dictate investments in technology by apparel companies?

Tech Trends *Continued from page 6*

Fernando Villalaver Director General Dimeo



For an apparel company to advance toward sustainable practices, it needs to invest accordingly in infrastructure to be able to certify all the products produced or sold. Artificial intelligence will be a very important component when integrating into our tech infrastructure.

It will help us to make essential and important decisions.

Also, smart fabrics are the future of our industry, and incorporating these innovative products takes an important investment. Social media is leading the behavior of our customers, and investing in this digital industry makes the difference when making decisions.

Lily Hunter Product Manager of Professional Imaging Epson America, Inc.



Within the last few years we've seen a rise in the demand for e-commerce and customizable printed products. Given this shift, apparel companies have needed to invest in technology to meet quality demands, increase customer satisfaction and stay ahead of the competition.

Direct-to-garment and direct-to-film technologies have emerged as leading solutions to not only meet the increased demand and quick required turnaround times but also to enhance the capabilities and expand the fashion offerings of apparel companies.

With the rise of customization and unique, personalized items, DTG and DTFilm technologies allow for on-demand production of customized designs, enabling companies to offer products that align with individual consumer preferences. In addition, emerging trends often change rapidly, and consumers expect quick turnaround times for new designs. DTG and DTFilm print technologies enable fast production processes, allowing companies to respond swiftly to trends and bring new designs to market more efficiently.

With an emphasis on sustainability continuing to grow in popularity, there is a shift away from mass production. DTG and DTFilm print technology supports projects as they come in, reducing excess inventory and waste once a new trend comes along.

As apparel companies invest in technologies to meet evolving customer preferences, they will find these can also help them stay on top within the competitive fashion landscape.

Grace Ryu Head of Business and Communications FASHIONGO



Fashion trends and customer needs are always changing, requiring retailers to secure the newest arrivals and bestsellers with the budget to secure them. FASHIONGO's investment in technology addresses these intrinsic growth factors, and we work toward giving all

SMBs the same opportunities previously only accessible to large retail businesses and enterprises. As a result, we see investments in building customized payment experiences that provide optimal budgeting and merchandising-strategy technology to be flexible while maximizing sell-through volume with minimal costs as a pivotal solution in today's turbulent economic environment.

This year, FASHIONGO has been making strides to innovate the payment space with a new solution called Dynamic Net Terms to address shortfalls within the wholesale-buying journey. Dynamic Net Terms looks to disrupt traditional net-terms solutions with easier access to funding for SMBs, offering different term days based on retailers' unique buying profiles so that they can strengthen their purchasing power by stocking new inventory now and paying later in 60-, 45- or 30-day terms.

The launch of Dynamic Net Terms will support businesses of all sizes, giving them much-needed merchandising leverage to succeed.

Tirsa Parrish Co-founder and Managing Partner Fashion Index



Technology is irrevocably intertwined in our daily lives, priming the fashion industry to embrace the efficiency and sustainability of innovation and revolutionizing the way industry professionals and consumers interact with clothing. Social media drives fashion

trends, but consumers are also imbued with a social conscience demanding fair wages and environmental protections. The overarching trend is toward sustainability.

Circularity is being embraced because socially conscious, hyper-connected consumers are demanding the integration of technologies like the Digital Product Passport into their product purchases. Every garment tells a story of its journey, from creation to disposal. DPPs offer a comprehensive insight into a product's composition, traceability of product life cycles, clear communication to consumers about environmental impact and simplified messaging that empowers shoppers to make informed choices.

Technologies like AI integration as part of ideation and 3D design software accelerate the design and development process so that brands can bring sustainable products to market that will satisfy the customer's desire

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How will emerging fashion trends dictate investments in technology by apparel companies?

Tech Trends *Continued from page 8*

for instant access to the latest trends without sacrificing the environment. Technology that transforms a 2D sketch into a photorealistic image will allow brands to sell styles before making a physical garment. Take-back and recycling programs for pre- and post-consumer waste are gaining ground and will drive the investment in sorting technology.

Investment in recycling single-fiber and blended-fabric content creates circularity that will drastically reduce fashion ending up in landfills. The introduction of these technologies into the creative process and product journey provides sustainable products the conscientious consumer demands.

Ana Friedlander North America Director of Fashion Solution and Strategy Infor



Emerging trends for the apparel industry are driving companies to invest in cutting-edge technologies that enhance operational efficiencies, digital engagement, compliance and sustainability.

Many emerging fashion trends are intertwined with technological advancements, dictating where apparel companies will focus investments to remain competitive and relevant. Notable areas of investment include AI technologies, blockchain and Internet of Things as companies need to provide transparency in their supply-chain solutions.

Investments in blockchain technology are rising as brands seek to provide verifiable records of product authenticity and ethical sourcing. This technology has proven crucial for brands in combating counterfeiting and ensuring continued consumer trust.

AI-driven decision-making is another area of technology in which our industry is investing. AI and big-data analytics are becoming key to central decision-making processes, from predicting fashion trends to optimizing supply-chain operations. AI is also used to analyze customer feedback and social-media sentiment, helping brands stay ahead of the trends and respond to consumer needs more effectively.

Investing in technology is crucial for apparel companies to adapt to dynamic business trends, meet consumer expectations, stay competitive and ensure long-term success. Companies are seeing that investments in these technologies enable them to innovate, operate efficiently and respond proactively to changes in the market and regulatory environment.

Alison Bringé Chief Marketing Officer Launchmetrics



To stay agile and responsive in today's fast-paced market, brands must optimize their operational efficiencies and leverage data insights to efficiently detect and act on changing industry trends. This means investing in software and advanced data analytics

that streamline daily business operations and provide real-time insights into brand performance is key.

By leveraging these tools, companies can not only measure and benchmark their performance more accurately but also strategize effectively to maximize their impact in today's fast-paced market. Investing in sophisticated software solutions enables brands to transform their strategies, giving them a crucial competitive edge. This proactive approach helps brands stay ahead of the curve and maintain relevance in a fiercely competitive landscape.

Leonard Marano President of the Americas Lectra



Building on generative AI's groundbreaking impact year in 2023 on the fashion industry, new use cases are continually emerging to help brands stay ahead of trends, competitors and evolving consumer preferences in both style and pricing.

One thing we'll continue to see is a shortened life cycle around trends. Trends now emerge, peak and fade within just a few months, faster than ever before. To keep pace, brands will need to invest in AI-powered solutions.

On-demand production is one area that has been extremely critical for brands in order to keep up with shifting desires all the while ensuring profitability and a commitment to sustainability. On-demand production connects and automates production from reception to cut piece, allowing manufacturers to streamline the production process and adjust quickly to changing requirements.

We're also seeing investments in AI increasingly focused on assortment planning and inventory management. AI-powered competitive-analysis platforms enable fashion brands to set the right prices, build winning product assortments and optimize discount strategies. Consumers are moving away from brand loyalty, instead seeking out the best deals. Brands that leverage AI in this capacity will be able to make sure they are competitively pricing their product assortments in order to win new business and increase profitability.

Preston Plowman Co-founder and Chief Executive Officer Onbrand



Everyone's focus is on artificial intelligence right now, but apparel companies aren't venture capitalists—they should leave most AI experimentation to them! Digital transformation needs to be a thoughtful investment in the highest ROI activities. Practically, this means focusing on a tech stack that supports the most critical areas: design and product development, inventory and logistics, and sales.

AI isn't going to replace major job functions overnight. Its best use today is supplementing existing workflows so your team can do more with less. Currently, AI is enhancing productivity, but the killer application for fashion is still on the horizon. Until then, prioritize optimizing those critical areas.

And let's not forget sustainability, which is more than just a consumer trend—governments, especially in the EU, are beginning to regulate it. Meeting these requirements isn't just about good PR; it's about having the right systems in place. A modern PLM system is crucial for traceability, allowing for handling the data and communication demands that come with providing transparent sustainability information.

Don't get your head over your skis with flashy tech. Start by auditing your brand—if your teams are bogged down with manual processes or spreadsheets, there's probably a software solution out there that can streamline operations. Focus on building a solid, sustainable tech foundation that supports your core functions and you'll be ready to lead in both innovation and compliance.

Yazan Malkosh
Founder and Chief Executive Officer
swatchbook



It's quite clear that there is a trend for the design community to be interested in incorporating AI/ML image-generation tools to create new concepts and perhaps also unlock a new type of role as a prompt-based designer such as bringing in individuals for whom visual sketching/ideating may not be their first or best skillset.

These tools could uncover some creatives with these new skill requirements. In response we will see more and more interest in investing in this space, especially because these generative models require more and more training data for them to stand out, increase accuracy and find copyright-free, licensable content to train the machine. But, while the initial investment was around building the tech, which the fashion industry seems to be trending toward, so far lawsuits and IP-theft accusations have taken the majority of focus on the AI/ML generative space.

Keep in mind, though, that all these mod-

els so far have only been able to showcase combinatorial capabilities, meaning the originality of the generative images is based on the combination of existing designs, which are then prompted by humans trying to think outside the box. It will be vital to invest in *that* aspect of creativity. It will be interesting to see if that will happen. While most human-designed elements are inspired by the past, the good designs will typically include new elements that have not been seen before, not to replace the designers but to give them room to explore, identify and then iterate on new designs.

Ashley Crowder Co-founder and Chief Executive Officer VNTANA



Emerging fashion trends, particularly the shift toward personalization, sustainability and digital-first experiences, will significantly influence technology investments by apparel companies. As consumers increasingly demand customized and sustainable products, companies will need to invest in advanced technologies such as 3D design and digital twins to streamline product development and reduce waste. Additionally, the rise of virtual try-ons and augmented reality on Amazon and Google will require brands to invest in immersive technologies to maintain competitiveness on these major platforms. Apparel companies that prioritize these technologies will be better positioned to meet evolving consumer expectations and maintain a competitive edge. ●

*Responses have been condensed for clarity and space.

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Port of L.A. *Continued from page 1*

influx of year-end holiday goods coming across our docks earlier than usual to avoid any risk of delay later in the year,” said Port of Los Angeles Executive Director Gene Seroka. “These goods—including clothing and footwear—are arriving at the same time as more typical back-to-school, fall fashions and Halloween merchandise. An early peak season has helped boost volume here, and I’m grateful to our stakeholders, who work tirelessly every day to move all this cargo with remarkable speed and efficiency.”

Retailers are fueling a summer rush of imports this year as they guard against a potential strike by port workers on the East Coast, ongoing shipping disruptions from attacks in the Red Sea and the late date for Thanksgiving, which falls on Nov. 28, shortening the peak shopping and delivery season running through Christmas Eve.

The press briefing also included Paul Bingham, an economist with **S&P Global Market Intelligence**, who discussed global supply-chain issues as well as economic forecasts. “We have an overall slowdown in the pace of growth as we head into 2025,” Bingham said, “where the economy is slowing from a pace of 2.6 percent. It will still be an economy that is growing but not at the pace of the first half of this year.”

As for recession fears, Bingham largely calmed them. “There’s been a lot of concern in the last few weeks, but our macro economists do not have their baseline forecast of a recession this year or next year. We think it will be avoided and the Federal Reserve Board will succeed in having a soft landing that keeps the U.S. economy growing even as the pace downshifts a bit in 2025.”



Gene Seroka



Paul Bingham

Breathing easier

Angelenos can also breathe easier knowing the increasing port traffic is being offset by aggressive sustainability targets, the most ambitious of all the world’s seaports. In response to a question from the *California Apparel News*, Seroka explained the port’s strategies in the wake of a recent \$500 million grant from the **Environmental Protection Agency**. The EPA is doling out nearly \$4.3 billion in climate grants, with the largest allocation going to the **South Coast Air Quality Management District**, which is responsible for reducing air pollution in the nation’s smoggiest basin. It is the largest grant the federal agency has ever awarded to combat air pollution.

“It’s my estimation that to get to the port’s goals of 2030 zero-emissions cargo-handling equipment and 2035 zero-emissions heavy-duty trucks is about a \$20 billion price tag,” Seroka said. “Now, some want to decarbonize the supply chain across Southern California, and we support that goal all out, but that price tag could be \$80 billion.”

Much of the technology associated with zero emissions is brand new, and the cost of



PORT OF LOS ANGELES

Record-breaking stats for the Port of Los Angeles: July was the busiest in its history and year to date has processed more container units than any other port in the Western Hemisphere.

new infrastructure almost matches the price of the cutting-edge environmental innovations. “For example, a battery electric truck right now selling for \$450,000 needs that amount of money invested for infrastructure to keep that truck charged,” Seroka explained. “And we’re spreading this out through a number of segments in the supply chain, so it’s going to be a public-private partnership that carries us, focused on key commerce corridors.”

About a third of cargo imported through the port is trucked to places in the Inland Empire such as Fontana and Ontario, Seroka said, some 50 to 75 miles from the port complex. “We have to make truckers confident that they’ll get a charge of electricity or hydrogen for their engine.

“And if we look at all five major categories of pollution,” Seroka continued, “ships are number one, and that’s one of the reasons

we started the Green Shipping Corridor. In one of our most heavily traveled trade lanes from Shanghai, if we could reduce pollution by 10 percent that would be equivalent to all the pollution at the Port of Los Angeles in one year. So we’re not going to be able to paint a green brush across our geography and say ‘we’re going zero emissions.’ It takes the hard work of scientists, engineers, thought leaders and the ability for private-sector companies to follow investments like the EPA’s \$500 million with the confidence that they can maintain their standing in this market.”

The Port of Los Angeles has its own application in to the office of the EPA, Seroka added, for \$450 million in grants for infrastructure and equipment vehicles. “We’ve partnered to make that application stand out, and hopefully later this year we’ll hear from the evaluators on our success.” ●



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Resource Guide

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Line Apparel

lineapparel.com

admin@lineapparel.com

Based in the heart of Los Angeles, Line Apparel's creative design team delivers on trend merchandise for its retail partners, private companies, and online stores. Line Apparel provides quality garments through superior design and globally recognized sourcing. The company maintains industry-leading standards through its fabric innovation, dedication to sustainable practices, and state-of-the-art fit technology. Line Apparel's team of experienced sourcing managers work with global suppliers to create premium fabrications starting from yarn to the finished product to maintain consistent quality and focus on every aspect of the production process.

Los Angeles Apparel

losangelesapparel.net

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

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.

Fiber, Yarn and Textiles Artistic Milliners/Star Fades International

www.starfadesinternational.com

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

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Suppliers Faraj Beading

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(973) 782-5033

A proud division of Faraj Inc., we have been pioneering fabric-embellishment techniques for over three generations. Our domestic beading is extraordinary—automated, patented, threadless, and surprisingly affordable. It's making waves in the fashion world. Believe it or not, we have beaded tens of millions of garments right here in the USA, with our creations gracing department stores and home shopping networks across the US and Canada. Discover the magic for yourself at www.farajbeading.com.

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 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.

Technology AIMS360

aims360.com

AIMS360 is a cloud-based, fully integrated business ERP software that serves as a centralized operations hub for managing styles, production (PLM), customers (CRM), omni-channel orders (OMS), inventory (WMS), shipping, invoicing, payments, accounting, reporting, and more. Our implementation team is comprised of fashion industry experts who supports brands of all sizes—from emerging labels to established names. AIMS360 delivers an experience that ensures a fashion business can scale through automations and seamless integration across all departments. Demo AIMS360 to see how it can give you control, time, and confidence.

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digitbridge.com

sales@digitbridge.com

In 2020, CEO and co-founder Petersen Zhu, CTO Bolan You, and a team of engineers got together to start building DigitBridge in response to their realization that the need to be operationally efficient and present across different sales channels was clear. They also quickly realized that existing software was both cost-prohibitive and unnecessarily complex. Their resulting product is tailored for the savvy SMB consumer-goods brand manufacturer, distributor, wholesaler, and retailer. It's an affordable, holistic solution that allows companies to work from anywhere, do business everywhere, and connect with everyone—both digitally and hands-on.

Onbrand

www.onbrandplm.com

hello@onbrandplm.com

Onbrand is a Software as a Service (SaaS) company dedicated to changing the landscape of how fashion businesses operate. Its Product Lifecycle Management (PLM) platform, designed specifically for the fashion industry, streamlines the entire lifecycle of a fashion product, from conception and design through to production, enabling quick responses to fashion trends while optimizing resources and reducing waste. It also allows for the tracking and management of products from the initial design phase through manufacturing to delivery to retailers or customers.

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

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Jobs Available

* SHIPPING ASSISTANT *

We are a downtown LA based dress manufacturer and have the following opening:

SHIPPING ASSISTANT

The role consists of supervising warehouse personnel along with prioritizing workload in the warehouse. Must have minimum 5 years' experience in apparel shipping warehouse. Must have computer skills, be bilingual, detail oriented and team player.

Send resume to: HR@kkcpa.com

* CUSTOMER SERVICES COORDINATOR *

We are a downtown LA based dress manufacturer and have the following opening:

CUSTOMER SERVICES COORDINATOR

Candidate must be proficient in computer skills and be able to work in fast paced environment. Will work on line sheets, data entry, processing orders, collection and shipping of samples. Minimum 5 years' experience in apparel industry required.

Send resume to: HR@kkcpa.com

* CUSTOMER SERVICE *

DUTIES & RESPONSIBILITIES:

- Be the main point of contact of assigned customers
 - Process orders for assigned customers (including entering orders, allocating orders/pick tickets)
 - Follow up regularly with customers for shipping approvals, extensions, cancellations
 - Respond promptly to customer queries and complaints to find solutions and defuse tension
 - International Accounts (generate commercial invoices and NAFTAs where needed)
 - Communicate and work alongside with warehouse and production team with styles coming in
 - Send reports on sales activity, accounts status and possible issues
 - Review and request RTVs
 - EDI Experience
 - Experience with AIMS 360, JOOR is a plus
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- Email resumes to: dhernandez@belladah.com

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A man with a beard and a dark beanie is sitting on a dark wooden stool. He is wearing a white t-shirt, blue jeans, and black boots. He is smiling and looking towards the camera. His right hand is resting on his chin, and his left hand is on his hip. A tattoo is visible on his left arm.

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