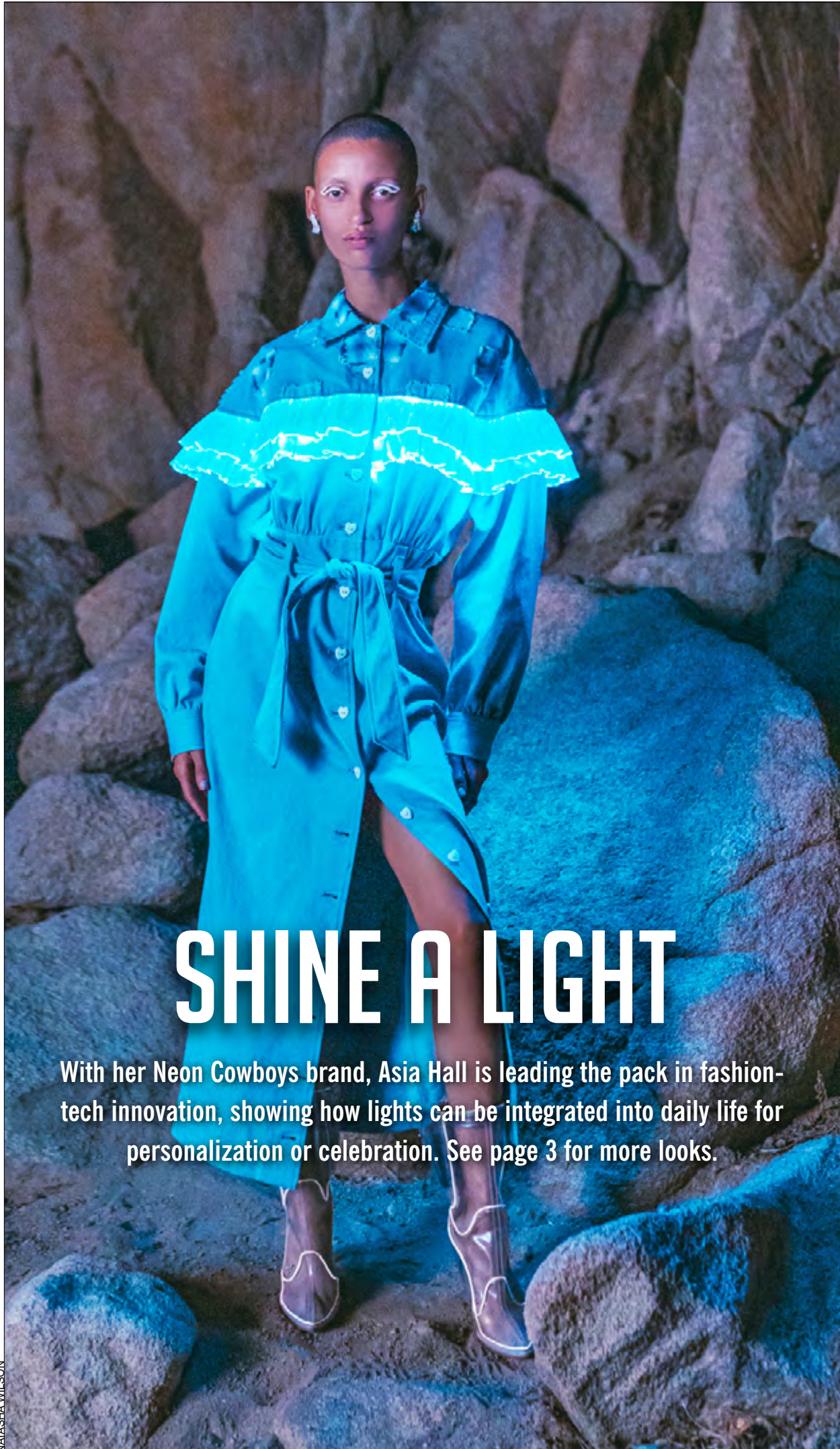


# CALIFORNIA ApparelNews

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## SHINE A LIGHT

With her Neon Cowboys brand, Asia Hall is leading the pack in fashion-tech innovation, showing how lights can be integrated into daily life for personalization or celebration. See page 3 for more looks.

NATASHA WILSON

### INDUSTRY FOCUS: DENIM

## Even Denim Experts Need New Approaches to Their Blues

By Dorothy Crouch *Contributing Writer*

Seasoned denim experts must continue to learn throughout their careers in order to ensure the relevance of their brands over time. They know that true innovation in the industry requires blending their experiences with fresh knowledge.

Successful navigation of the denim industry lies not only in creating beautiful designs but also in continuing to pursue a lifelong education in the business. Experts who are moving the needle in denim making and shifting toward true positive change are now looking at who is making their goods, what types of products they are creating, when these goods will deliver the most-effective solutions, where the items are made, why the garments should be made and how their production

➔ Denim page 4

### TEXTILE TRENDS

## These Color Stories Prove to Be No Less Than Transformative

By Christian Chensvold *Associate Editor*

Light disperses into seven primary colors from which a virtually infinite number of possibilities emerges—rather like fashion itself. But the mystery of color lies not in what is seen but rather what is unseen. Colors carry vibes; some are low and strong, earthy and powerful. Others, such as the violet spectrum, are more ethereal. And so the possibility emerges to use color not only like a painter using a canvas but also to express moods, feelings and states of mind.

This is what keeps designers perpetually inspired and fashion ever fresh.

We inaugurate 2025 by highlighting three color trends you'll be seeing a lot of in the year to come. Not only are they visually captivating, but they also express the challenging times, which call for poise and confidence to navigate successfully. Somewhere in these shades is the right one for the right moment, capable of carrying you through from a manic Monday to a magical Friday night.

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



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TRADE SHOWS

# Bridal, Formal Expo FashionConLa Has Inaugural Event at New Mart

FashionConLA has announced its debut, set for Jan. 25, at **The New Mart** in downtown Los Angeles. The bridal and formal expo seeks to provide a leading platform for brides, grooms and event goers to discover the latest trends, products and services in the world of formal and bridal fashion.

“FashionConLA is all about creating meaningful connections,” said Celeste Friedman, one of the event’s organizers. “We aim to bring together a dynamic mix of talent and expertise to inspire collaboration and spark innovation in the fashion industry, bringing creative visions to life on the runway. We want to amplify and promote the best of Los Angeles culture and style, the pulse and heartbeat of the City of Angels.”

FashionConLA boasts an impressive lineup of fashion shows, product showcases and networking opportunities. Attendees will have the opportunity to explore the latest trends, discover emerging brands and engage with trailblazing designers and thought



FashionConLA will present an impressive lineup of fashion shows, product showcases and networking opportunities.

leaders shaping the future of fashion and entertainment.

Highlights of the event will include interactive product exhibits giving a platform for brands to highlight their latest offerings in beauty, fashion, music and more, as

well as networking opportunities designed to connect industry leaders, creatives and entrepreneurs to foster collaboration.

Other highlights include cutting-edge collections from established and up-and-coming designers including **Terani, Angelino, Yassaman Fashions** and **Moda Color**.

Terani, a globally renowned designer of special-occasion and formalwear has been captivating fashion enthusiasts since 1990 and is celebrated for its sleek, elegant and timeless designs.

Celebrity designer Alex Angelino has had his creations worn by Rod Stewart and Nick Cannon and featured prominently in the film “La La Land,” for which he also served as the film’s designer.

Yassaman couture gowns have graced prestigious red-carpet events such as the **Emmys** and the **Cannes Film Festival**, and Moda Color, which specializes in men’s suits and tuxedos, is a top designer for celebrities and event enthusiasts.—*Christian Chensvold*

TECHNOLOGY

# Perfect Corp. Enters Deal With Farfetch to Acquire Wannaby Inc.

Fashion- and beauty-technology-solutions company **Perfect Corp.** has acquired **Wannaby Inc.**, a digital immersive-experiences provider, from global luxury fashion marketplace **Farfetch**. The agreement supports Perfect Corp.’s efforts to grow its augmented reality and virtual try-on offerings and fortify its presence in the luxury sector, particularly in the fashion, footwear and bag categories.

The deal is expected to be finalized later in 2025. Terms of the agreement were not disclosed by press time. Farfetch will continue to use Wannaby’s systems as the e-commerce

destination’s digital-shopping platform evolves.

Wannaby, which is also known to consumers as “Wanna,” has counted more than 30 premium brands among its clients. The firm has worked with brands including **Balenciaga, Browns, Diesel, Dolce & Gabbana, IWC, TOD’S** and **Valentino**. Wannaby’s 3D Viewer allows brand clients to examine the smallest details of products. According to the company, this tool has decreased product returns by 9 percent. These technologies also support sustainable efforts by reducing the



Perfect Corp. is growing its AR capabilities with the acquisition of technology firm Wannaby Inc. after striking a deal with luxury fashion marketplace Farfetch.

costs and resources of product returns.

“By welcoming Wannaby’s capabilities into our portfolio we are poised to enrich our digital solutions and reinforce our presence in the fashion-tech landscape,” said Alice Chang, founder and CEO of Perfect Corp. “This expansion into new fashion categories such as shoes and bags demonstrates our commitment to innovation and our ability to deliver exceptional value to clients across diverse sectors.”

London-based Farfetch acquired Redwood City, Calif.–headquartered Wannaby Inc. in April 2022, which helped the technology firm scale. Wannaby launched its AR and 3D offerings in 2017 to support virtual try-on innovation in categories such as sneakers and watches.

Perfect Corp. has been busy strengthening and diversifying artificial intelligence and AR offerings. Ahead of its Dec. 23 acquisition of Wannaby Inc., Perfect Corp. introduced AI application programming interfaces on Dec. 18. The fresh offering includes a suite of turnkey image-processing tools that afford flexibility and support scalability. The move is aimed to support innovation in content creation and promote customer engagement in e-commerce.—*Dorothy Crouch*



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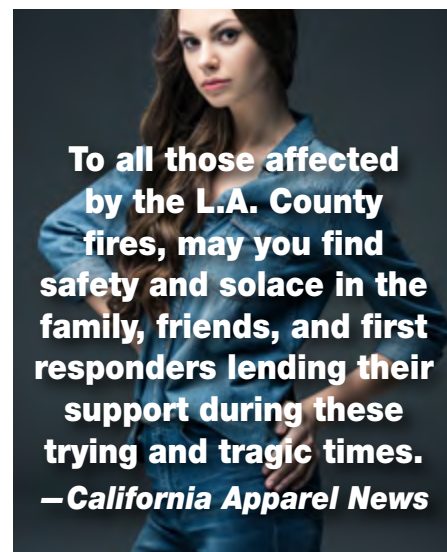
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# Inside the Industry

NY Now, the leading trade show for gift, home and accessories, has unveiled its roster for the 2025 Winter Market. Taking place at the Javits Center Feb. 2–4, the event will offer a marketplace where iconic legacy brands and innovative newcomers converge, creating a destination for discovery and creativity. “NY Now offers attendees unmatched opportunities to connect with both established and emerging brands while gaining valuable insights from industry leaders,” said Matthew Mathiasen, NY Now show director. “With our marketplace and educational sessions, we provide a unique platform for discovering trends, building relationships and driving business growth.” The 2025 Winter Market will also spotlight brands that carry out NY Now’s commitment to diversity, including those that are female founded, BIPOC owned, LGBTQ+ owned, ethically produced, utilize clean ingredients and more.

ANDMORE’s Apparel Markets are set to deliver new programs and experiences in 2025 with a focus on education, enhanced buyer resources and fostering stronger community connections. These year-round initiatives are designed to empower retailers and exhibitors with tools to succeed and provide fresh ways to experience markets. “Based on attendee feedback, we are delivering more meaningful programs, inspiring content and memorable market experiences,” said Caron Stover, ANDMORE SVP, apparel. “With expanded partnerships, curated local activations and community-focused events, we are creating opportunities for retailers to gain insights, discover trends and build valuable connections throughout the year.” Beginning in February, Atlanta Apparel will launch Taste of Atlanta, showcasing neighborhoods throughout the city with free evening shuttles to dining and entertainment options.

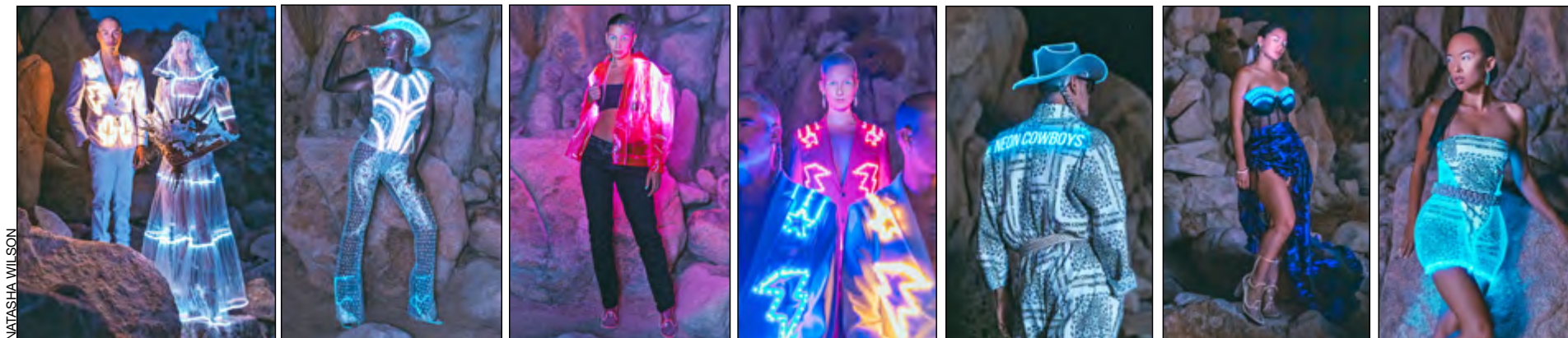
As the menswear market evolves, buyers need a destination that understands and meets their needs. Enter The Men’s Edit @ WWIN, which launches Feb. 9–12 at The Expo at World Market Center, Las Vegas. This groundbreaking addition to the WWIN Show addresses a long-standing gap in the menswear market by offering a business-driven, order-writing platform for buyers and sellers seeking value, efficiency and style. The show will offer a carefully curated selection of over 80 menswear brands across such categories as style-forward suiting, outerwear, footwear and accessories. Designed with the needs of today’s retailers in mind, the show will provide a streamlined environment for order writing and discovery.



To all those affected by the L.A. County fires, may you find safety and solace in the family, friends, and first responders lending their support during these trying and tragic times.  
—California Apparel News

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NATASHA WILSON

## O Pioneer! Asia Hall's Neon Cowboys Transforms Western Wear Using LED Details

Shiny details in westernwear typically stem from Dolly Parton-style sequins and metal hardware, but Asia Hall has become a pioneer in the category by creating illuminated LED-powered pieces through her **Neon Cowboys** brand.

She is also a country-music fan. The designer attended **Stagecoach**, the annual country-music festival hosted in Indio, Calif., in 2013 while also earning a bachelor's degree in computer science. One year later, Neon Cowboys launched to satisfy a new demand.

"With country music, it's synonymous with neon signs. I thought the audience needed neon cowboy hats to wear that

look like a bar sign," Hall said. "The next year I made 13 prototypes for my friends [for Stagecoach]. We had people chasing us and offering us \$200 for one. That is when I realized people really wanted to own the art."

The Neon Cowboys story also led Hall to create tour merchandise for Kasey Musgraves and design a harness worn by Beyoncé in artwork featured with her "Cowboy Carter" album. Whether Hall designs a custom piece for a celebrity, tour merchandise for a musician or mass-produced garments for consumers, she focuses on "elevating" LED fashion. Some pieces include a remote control that affords the ability to change the

colors of the lights for customization across all price points, which range from \$38 for accessories to \$16,000 for couture.

Major names in the corporate world such as **Cash App**, **Apple** and **Don Julio** have also sought Hall's expertise by commissioning Neon Cowboys goods.

"We are fashion-tech pioneers. We are leading the pack in innovation in terms of how lights can be integrated into daily life or for celebration on a regular basis," said Hall. "We have the ability to do anything that has to do with lights—from tour merch to celebrity to e-commerce for mass production."

—Dorothy Crouch



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Lace by Solstiss



# What lesson have you recently learned that left a deep impression or shifted your perspective regarding denim making?

## Denim *Continued from page 1*

will impact people and planet. Those in the know in the denim industry are approaching their craft supported by their own expertise while remaining open to learning from others.

California Apparel News asked denim-industry professionals: *What lesson have you recently learned that left a deep impression or shifted your perspective regarding denim making?*

### Wilson Avalos President The Common Link



Our industry is driven by an economy that promotes overconsumption and waste, which demands a shift in mindset from all actors.

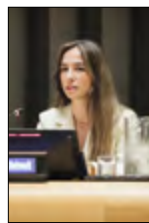
As stakeholders, we have the responsibility to raise consumer awareness about the environmental

and social impacts of their choices. This includes encouraging conscious consumption habits like buying less and prioritizing high-quality, durable garments.

True sustainability extends beyond green-washing marketing. It requires transparency from all actors regarding ethical sourcing, fair labor practices and a smart use of resources.

By focusing on producing timeless, high-quality pieces, we can minimize waste and foster a more responsible fashion industry.

### Selen Baltaci Marketing Manager Calik Denim



With the changing speed of the world, innovations in our lives are happening at a tremendous pace in every field. This is also the case in the denim world.

Especially in recent years the high amounts of waste that have been going on globally, the consumption

frenzy and endless demands while the future of our planet is being discussed every day have forced us to sit back for a moment and question this process. Because there is no end to it!

At this very point, beyond producing new innovations to catch the trend at all times, the more important and much more difficult task is to make that innovation sustainable in the future and to convince your target audience of this. We push our limits every day to achieve this.

### Elena Bonvicini Founder EB Denim



Scaling a brand and maintaining sustainability is a constant balancing act. Moving production from Los Angeles to overseas was a difficult but necessary decision. While I loved the proximity and relationships built here in L.A., this change allowed

us to prioritize long-term growth while maintaining quality.

### Paola Corna Chief Financial Officer, Sustainability and Human Resources Manager ACM



From the latest market developments, it is evident that there is a clear and growing interest in upcycling and recycling, extending to manufacturing processes. This focus stems from the need to minimize waste and prevent textile waste from being sent to landfills or incinerated. Our customers have shown significant interest in this issue, particularly in ACM accessories such as buttons and rivets made from recycled zamak and labels crafted from reclaimed leather. Both are made from materials that, like our company, are GRS certified.

### Anatt Finkler Creative Director Global Denim



One of the most impactful lessons I've learned this year came from events, meetings and gatherings with industry peers such as those organized by the Transformers Foundation. Despite how impressive or successful individual companies may appear

in their communications, we're all in the same boat and facing similar struggles in the world of denim making.

One of the biggest challenges we share is the prioritization of price over innovation or meaningful change. This mindset threatens to undermine the progress we've worked so hard to achieve. Recognizing this has made me realize how crucial it is to speak up and share these mutual challenges openly. By joining forces, we can create better solutions and drive real change together.

No business is without its challenges, and by embracing transparency—rather than masking issues with a façade of perfection—we can help each other and provide valuable insights for future generations. This approach not only fosters collaboration but also helps inspire and teach the next generation of leaders who will continue to innovate and drive the industry forward.

### Paolo Gnutti Creative Director ISKO Luxury by PG



I believe that this is fundamental for anyone, whether experienced or not, who wants to continuously grow in their professional journey and beyond. But how can we always learn something new? It requires curiosity, a willingness to experiment, getting our hands dirty and, most importantly, making mistakes. Yes, because it is through mistakes that we learn from our errors.

I can't provide a specific example that has changed my perspective on creating my denim capsules. The reason is that my perspec-

tive shifts automatically every time I create a new collection, capsule or product. I always look at the product I want to create from different angles. I listen to and observe young people—how they dress, what they want to express and how they communicate. Above all, I dive into the past, from which I draw stories and positive energy. Ultimately, my education comes from the road, the production departments, and my best teachers are my mistakes.

### Adriano Goldschmied Founder Genious Group



Today I don't think that our long career in denim is helping so much in a new scenario. What makes our job so interesting is the fact that it is continuously changing. This means that many of the things we learned in the past are not valid today. It is like a fire

that I burn our knowledge and need new and more ideas to continue to stay alive and grow.

The passion that I have for denim is probably due to this competitive game. But what is impressive today is the speed of the changes and their complexity. Today, we have so many factors that we have to consider, which are integrated into our business. In addition to the traditional elements we are used to considering like technical innovation, aesthetic, quality, durability, fashion trends, today there are so many other things like sustainability, circularity, social impact and, very important, communication and marketing.

It is like somebody is constantly raising the bar and increasing the speed. This is changing the way of operating and managing our activity and makes the game more stressful and intense. Maybe only AI can help us in the years to come.

### Juan Carlos Gordillo Denim Designer



Throughout my career as an independent designer, I have learned that honesty and ecological innovation are fundamental for creating real change in the textile industry. This lesson applies not only to my development as a professional but also to the industry as a whole. I have had the opportunity to observe projects that implement genuine ecological practices based on a true commitment to sustainability, and I have seen how these authentic actions have a tangible impact, far removed from the deceptive green-washing marketing.

I firmly believe that we cannot talk about real change in the industry without a solid foundation of honesty. The industry is made up of the people who drive it, and without an honest and transparent approach any attempt at change loses value. In a globalized world where companies seek to expand into markets such as Latin America, it is crucial that they arrive with authentic values and not empty promises. Transparency and honesty must be the starting point if we truly want our actions to make a positive and lasting impact.

### Joy Gruver Business Development Manager, Textiles Eastman



As the denim industry evolves, one enduring lesson is the necessity of continuous innovation to meet shifting consumer demands. Recently we've learned that sustainability, comfort and versatility are not just trends but imperatives shaping the future of

denim. This realization has deeply influenced our approach to fashion at Eastman, particularly with Naia Renew.

Denim's iconic appeal must now align with environmentally conscious practices. Naia Renew addresses this by combining 60 percent sustainably sourced wood pulp with 40 percent GRS-certified recycled content, diverting waste from landfills through Eastman's molecular recycling technology. This process creates a circular fiber with a low environmental footprint, allowing us to deliver denim that is sustainable yet uncompromising in quality.

Comfort is another growing priority. Consumers seek denim that feels as good as it looks. Naia Renew fibers bring a cotton-like softness and skin-friendly, hypoallergenic properties to denim, offering a lightweight and comfy wearing experience. Thanks to the fiber's excellent moisture-management properties, denim made with Naia Renew ensures a drier, non-clinging feel, even in hot and humid conditions, making it the perfect choice for comfortable wear in all seasons.

From robust jackets to soft shirts and pants, Naia Renew empowers diverse designs while maintaining denim's timeless structure. Its adaptability to various blends ensures performance and aesthetic appeal, catering to consumers' multifaceted lifestyles.

This intersection of innovation and sustainability has reinforced our commitment to redefining denim for a dynamic and conscientious world.

### Tuncay Kılıçkan Head of Global Business Development for Denim Lenzing



Constant learning is a fundamental pillar of denim making, especially considering how dynamic the industry is. Denim is perhaps the most ever-evolving segment in apparel, constantly exploring new materials, fits, washes and tech-

niques—this is what makes it timeless. One of the biggest lessons I've learned recently has been the transformation of denim laundries, particularly the shift from conventional resource-intensive processes to more-innovative methods like ozone and nebulization.

These processes offer significant resource savings. With ozone, for example, it's possible to achieve bleach looks, though not always with the same look as traditional methods, but it still serves a valuable purpose.



TECHNOLOGY.

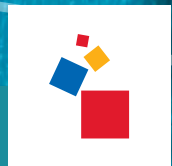
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*What lesson have you recently learned that left a deep impression or shifted your perspective regarding denim making?*

**Denim** *Continued from page 4*

Nebulization, on the other hand, uses far less liquid, leading to considerable reductions in water, chemicals and energy usage, especially considering the shorter drying time that follows. At first I didn't expect such a profound transition. Of all the stages in denim production, from fiber to garment, this represents one of the most impactful steps toward more-responsible denim making. It made me realize that it's possible.

**Philippe Mignot**  
Project Manager  
NextPrinting



I have been working in the textile industry for 30 years and have extensive knowledge of both the Italian and international supply chains. Initially I thought that in a sector rooted in tradition and the cult of vintage, like denim, there might be more resistance to digital-printing technology. However, I was pleasantly surprised; as with other emerging technologies, such as artificial intelligence, the initial impact can be challenging and sometimes met with skepticism.

I see companies and brands increasingly ready to integrate our digital-printing solutions into their processes. Digital printing does not replace the craftsmanship that we Italians value so deeply; rather, it offers different solutions and opportunities, particularly with a reduced environmental impact. The denim sector is open and adaptable to new perspectives as demonstrated by the interest we receive daily.

**Ebru Ozaydin**  
Global Product Director  
Category Leader Denim, Wovens and Ready-to-Wear  
The LYCRA Company



If there is one constant in the denim category, there is always absolute and inevitable change in the making process. What I have learned recently that has shifted my perspective is that we now deal with a new type of consumer—one who is more educated, a researcher, an advocate of better ingredients and reduced-impact design, a label reader who is more vocal about what they are looking for. One size does not fit all when it comes to consumer needs anymore.

Conventional methods of making only constitute a basis, but the skill of engineering an ingredient matrix and understanding consumer needs in light of better practices is the real asset now. This comes with a heavy responsibility of material-science knowledge, calculation of impact—technologically and socially—seamless communication and supporting a design process for a 360-degree value proposition.

The supply-demand balance is more challenging to manage now compared to pre-pandemic times. The competition is much fiercer today, even if technology is accessible once you have the financial and technical resources, but vision and strategy make the difference. Understanding the end consumer is essential; offering them differentiation they are confident to invest in is now the challenge.

That, I believe, is the power of our company, stemming from the inherent brand value of The LYCRA Company—rigorous research, thinking outside the box, being courageous, backing our research with solid data, collaborating with denim value-chain partners and learning from each other for an impeccable outcome.

**Kevin Reardon**  
Senior Vice President of Commercial Strategy  
Cone Denim



Being in the denim industry for over 40 years, change has been ever present. However, the need for integrity, innovation, sustainability, flexibility and agility has never been stronger than it is today.

Today we have access to extensive data and information, allowing us to make more-accurate and thoughtful decisions. We must embrace this or be left behind.

In addition to constant change, strong relationships are key. We must not be afraid to be pioneers and take risks to achieve our goals.

We must always hold to our brand's core values while simultaneously addressing the multitudes of influences that shape the forward path. Otherwise, we may lose our identity in the process.

**Holly Sanders**  
Founder  
The Angela

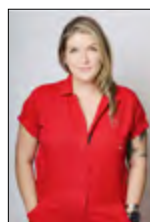


One of the most impactful lessons I've learned recently is the importance of connecting with the communities that bring my denim designs to life. By learning about their traditions, cultures and craftsmanship, I can create pieces that honor their contributions while integrating sustainable practices. It goes beyond design; it's about building a business that highlights these communities and gives back in ways that genuinely make their lives better.

This commitment is already a part of my work as I've partnered with organizations like Days for Girls to provide menstrual products to underserved communities and donate books to classrooms for English-language learners. By listening to the stories and challenges of the people who help bring my designs to life, I can find meaningful ways to support them—whether that's through fair wages, preserving their craftsmanship or addressing barriers they face in daily life.

Sustainability isn't just about materials; it's about sustaining the people who make this work possible. By uplifting their artistry and investing in their futures, I aim to create a cycle of design and production that inspires, empowers and leaves a lasting, positive impact. I'm in love with my work because I give and receive love from the people who make it all possible!

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



Brands must recognize that sustainability is not just a top-down initiative but a collaborative effort throughout the supply chain. For corporate social responsibility to be genuinely impactful, it's essential for brands to hold hands in the responsibility, accountability and costs with their direct suppliers and beyond to the lower-tier suppliers.

These relationships are often the driving force behind successful CSR initiatives as suppliers at these tiers execute the on-the-ground work. Brands must recognize the need for mutual investment—not just in financial terms but in knowledge and technology—in addition to encouraging this sharing between their partners. When L1 and L2 suppliers are supported in meeting sustainability goals through collaboration and investment they become true stakeholders, driving lasting change.

**Adam Taubenfligel**  
Co-founder and Creative Director  
Triarchy



The more time I spend making denim, the more I am reminded of the simplicity required to do it right. Recently I've been struck by how deeply this perspective has shaped my understanding of responsible production. It's not that such practices are impossible—they're simply out of reach for many companies due to an unrelenting race to slash prices and outpace one another to the bottom, ultimately devaluing the industry itself.

But there's a way that rejects shortcuts and embraces purpose over profit. I've found inspiration in companies that take a slower, more thoughtful approach, leaving a profound impression on me and proving that responsibility and accessibility can coexist. These companies remind me that denim, at its best, tells a story of integrity, care and longevity.

This perspective has reinforced my belief that we have the unique opportunity in denim to prioritize what truly matters. When our values guide us, they lead to incredible products and businesses. It's about taking accountability for every stitch and every decision, ensuring that the impact we leave behind is one we're proud of.

In a world dominated by fast fashion and fleeting trends, doing things the right way may seem like an uphill battle, but it's a battle worth fighting. When we prioritize responsibility, we're not just creating products—we're shaping a future where quality, respect for the planet and human dignity take center stage. If these aren't your priorities, maybe it's time to rethink your approach.

**Alice Tonello**  
Marketing, Research and Development  
Tonello



My perspective is that we learn every day—from events, experiences, the people we meet and the projects we undertake. Life is a continuous journey of learning, offering new insights along the way. This is true in all aspects of life, including denim. The industry is constantly evolving, and we should never consider anything as fixed or permanent. There is always room for growth and innovation.

In denim making, I believe we need to shift toward a more responsible, future-focused approach. We must embrace positive change and remain open to new ideas that prioritize ethical practices and responsibility. This shift requires not only technological advancements but also a change in mindset—one that values people, the planet and long-term impact over short-term gains.

There is a clear need for a significant yet positive shift—one that looks to the future with an open mind, focusing on responsibility and integrity. We must embrace this change, hoping that the era of superficiality is fading, making room for more concreteness, authenticity and lasting progress.

**Andrea Venier**  
Managing Director  
Officina39



Officina39's mission has always been focused on finding sustainable alternatives to the chemical-processing and -manufacturing practices that define the textile industry, particularly denim. This mission drives multiple levels of research.

On one hand, it focuses on targeted interventions to optimize consumption and minimize environmental impacts. On the other, it seeks to address processes in our industry known to be harmful to both the environment and human health, calling for their complete and immediate replacement. What has struck me over the years is just this: If we know certain substances and practices are harmful, why do we continue to use them? The answer, though simple, is troubling: It comes down to economics. So, we decided to take a different approach to our research and product development.

Sustainability is truly meaningful only when it incorporates the economic aspect, becoming competitive in both price and performance. One of our most recent innovations, Zero PP, embodies this principle. We developed an innovative solution to replace potassium permanganate. Our ongoing goal is clear—to continuously pursue alternatives that represent the best choice.

**Hakan Vercan**  
Category Manager  
ISKO



In the world of denim making I've learned that true innovation doesn't happen just by reaching a point where everything seems good enough. In fact, we often think we've done everything necessary to succeed when we hit the



*What lesson have you recently learned that left a deep impression or shifted your perspective regarding denim making?*

first milestone. But that's only 90 percent of the journey. The real challenge lies in that final 10 percent.

It requires far more effort, creativity and attention to detail in order to perfect what's already been established. I've come to realize that the last 10 percent is where the real breakthrough happens—it's the difference between good and truly exceptional work. This shift in perspective has made me appreciate the value of persistence and refinement in the process of denim innovation.

**Luciano Vivolo**  
**Founder and President**  
**Vivolo**



Denim is one of Vivolo's core segments. We specialize in creating leather and alternative-material accessories that enhance each garment's uniqueness and elevate its intrinsic value, aligning with the stylistic needs of our customers and their high-end brands.

Even after nearly 50 years in business I'm still struck by how integral design and research are to our work, and their importance only continues to grow.

Fashion is a powerful communication tool. Conveying the cultural influences of a constantly evolving world through an accessory is a fascinating challenge that demands continuous creative effort. To this romantic

pursuit, we add a pragmatic focus on sourcing increasingly sustainable materials and processes while adhering to more rigorous standards and certifications.

But the most important thing remains the aesthetic aspect. If we consider two pairs of jeans made from the same material, perhaps even by the same garment maker, what ultimately makes a difference and captures the consumer's heart? That detail, that charm, that distinctive touch that transforms a garment into an iconic piece? At Vivolo, we live for that moment, designing and creating true uniqueness.

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



One of my first jobs in denim was working with Adriano Goldschmied. That was an invaluable experience that formed the foundation for my work at Kingpins. Adriano believed that every detail in a design should have a reason, no matter how small.

For example, why is the pocket placed in this particular way? Why does a certain fabric construction complement a specific design? These are the differences that set premium denim apart. Adriano impressed on me that I should always question why every decision

is made.

That ethos has stayed with me over the years, and I often think about it when I look at new denim designs, developments and products.

I also carry that idea to Kingpins and think about the "why" behind each decision. From the food we serve to the layout of our shows, each decision is preceded by a "why." Will this make it easier for our exhibitors and attendees to do business? Will this help them to meet their short-term and long-term goals? I credit that to Adriano.

The value of the "why" is related to another lesson I learned early in my career: The value of collaboration—long before the word "collab" became a buzzword.

That's the thinking behind Denim Talks, our seminar series, and The Boxes, our installation space for creative collaborations. We are all looking to learn and be inspired. I believe taking a cooperative approach, working together, and sharing our experiences and insights is the best way to do that.

**Ani Wells**  
**Founder and Director**  
**Simply Suzette**



I've recently been reminded that the deeper we dig into denim the more we uncover how interconnected everything is. Nature, people and systems—we are all dependent on one another. Denim often starts as a single thread, but its impact stretches from the

soil to the final wearer and back again. A big shift for me has been seeing how regenerative practices go beyond soil health to see the big picture. Regenerative outcomes are about restoring balance to entire ecosystems and empowering communities.

It's also been a humbling reminder that innovation does not always mean creating something entirely new. Sometimes it's about revisiting and tweaking heritage methods, listening to the land and rethinking how we produce in harmony with nature. Denim, at its core, has always been durable and resourceful; we're just learning how to honor that in a more intentional way. ●

*Responses have been edited for clarity and space.*

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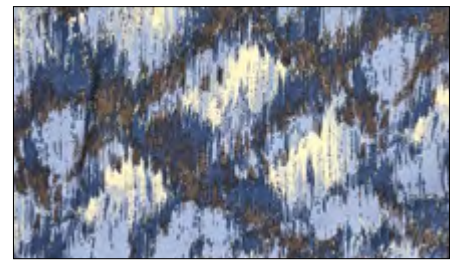
Textile Trends *Continued from page 1*

# Celestial Aura

Blue is the color of heaven, whether on a sunlit day or in the dark indigo of night. As a result, it's always a soothing color capable of conveying stability, as in a navy blazer, or more-dynamic feelings. These blues are as happy as a perennial summer sky but are often adorned with modern motifs.



Artistic Milliners



Birla Cellulose



Cinergy Textiles, Inc.



Texollini



Akbaslar Tekstil/STC Textiles



Birla Cellulose



Pine Crest Fabrics Inc.



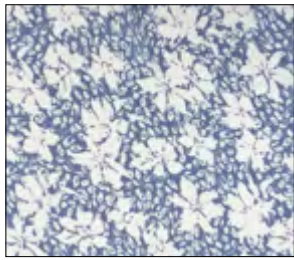
Confetti Fabrics/KMS Group



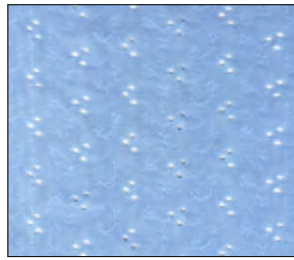
Intesa Srl/LK Textiles



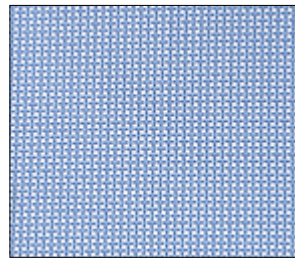
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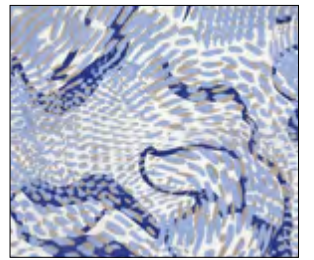
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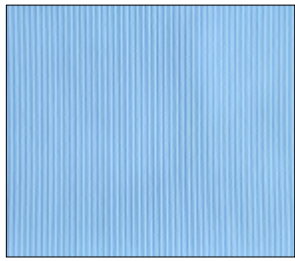
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Orta Anadolu



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# FALL ARRIVE IN 2025

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Left: Skirt and top: Milio Milano, Earrings: Uncommon Fashion, Belt and Bag: Lori Veith

Right: Dress: Therapy w/Lisa Adams, Blazer: Reeves & Co., Sunglasses: FREYRS, Necklaces: Yochi, UnCommon Fashion, Chair: Currey & Co.

Explore, connect, and shop with us in 2025! As seasons change and trends evolve, keep your inventory fresh with sourcing opportunities throughout the year. Atlanta and Las Vegas Apparel Markets offer unmatched hospitality, complimentary amenities and exclusive access to top lines.

## 2025 MARKET DATES

### Atlanta Apparel

February 4-7

April 1-4

June 3-6

August 5-8

October 14-17

### April Buying Week

April 1-4

This new event merges Atlanta Apparel, Formal Market, and Spring Market at AmericasMart (Gift & Home) for a comprehensive sourcing experience.

### Las Vegas Apparel

February 9-12

August 17-20

### Formal Markets

Atlanta

April 1-3

August 4-8



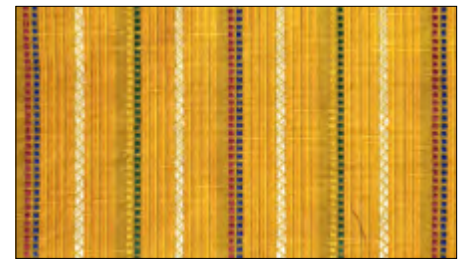


# Frozen in Amber

Amber has the ability to fossilize ancient life forms (remember “Jurassic Park”?), and in the coming seasons you’ll see it crystallize fashion as well. These warm honey shades speak of positivity and remind us that amber has been used for millennia in oils, perfumes and incense to raise our spirits.



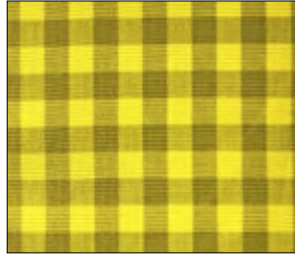
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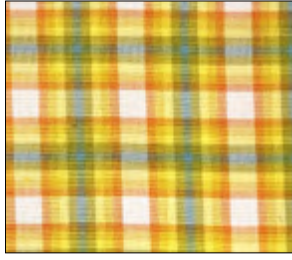
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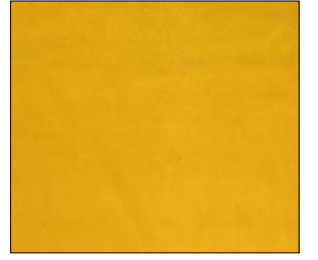
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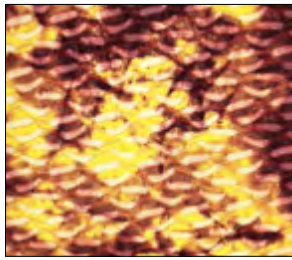
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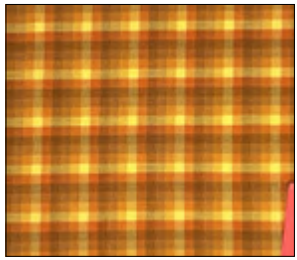
Cinergy Textiles, Inc.



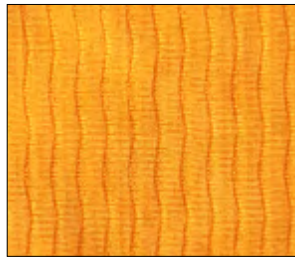
Cinergy Textiles, Inc.



Robert Kaufman Fabrics



Robert Kaufman Fabrics



Texollini



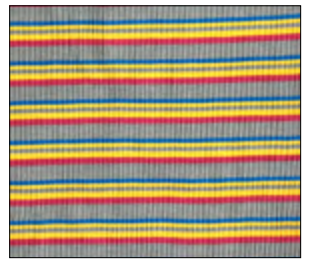
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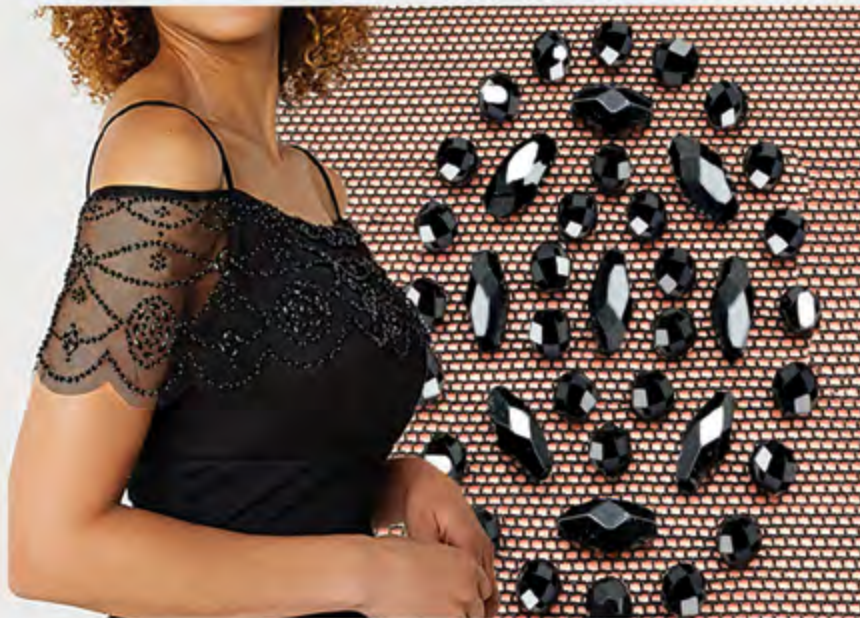


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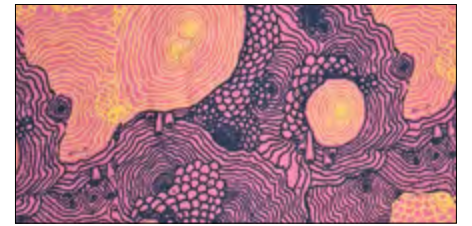
## TEXTILE TRENDS

### Electric Avenue

Fuchsia can be a polarizing color if only because no one can ever remember how to spell it. But these electric fuchsias beckon to be tried by all due to their ability to inject electric energy into whatever you're wearing. It's all but guaranteed to shock your mood back to the positive spectrum should it dip.



Intesa Srl/LK Textiles



Birla Cellulose



Birla Cellulose



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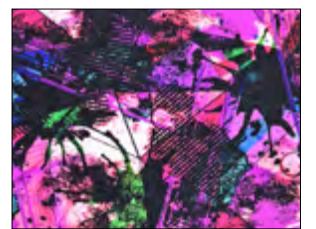
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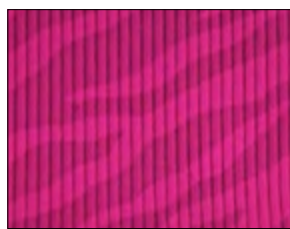
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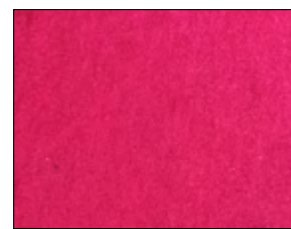
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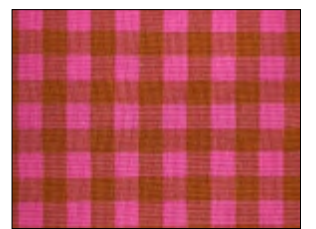
Sportek International Inc.



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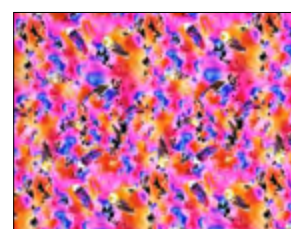
Laguna Fabrics



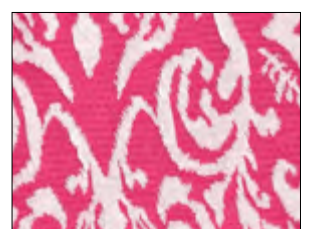
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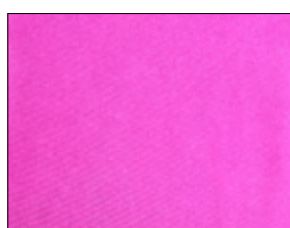
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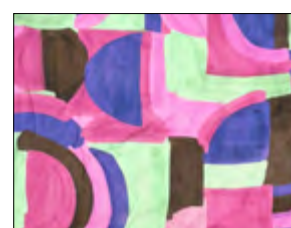
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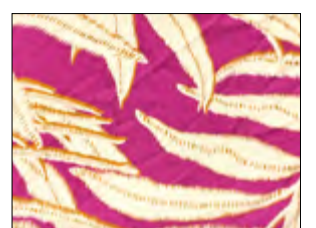
Cinergy Textiles, Inc.



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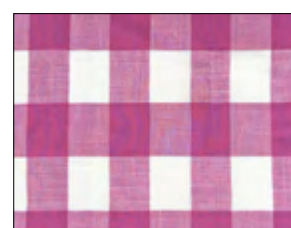
Akbaslar Tekstil/STC Textiles



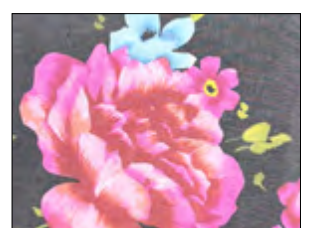
Akbaslar Tekstil/STC Textiles



Laguna Fabrics



Birla Cellulose



D.P. Textile & Apparel, Inc.

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## Resource Guide

### Fashion District Los Angeles Apparel

[losangelesapparel.net](http://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. Visit Los Angeles Apparel at ISS Long Beach on Jan. 23-25, at the Long Beach Convention Center, Booth #549.

### California Market Center

[www.californiamarketcenter.com](http://www.californiamarketcenter.com)

California Market Center (CMC) is the iconic hub of LA's fashion, textile, and creative communities. After a \$250-million redevelopment, CMC's architecturally award-winning property is home to curated showrooms and creative offices for notable brands like Levi's, Free People, Paige, Mavi Jeans, DL1961, Adidas, Lucky Brand, Forever 21, and many more. The CMC venue is also host to a year-round calendar of key trade shows and special events including LA Market Week, LA Kids Market, LA Textile Show, and Vegan Fashion Week, to name a few.

### The Evans Group

[www.tegmade.com](http://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

#### White Oak Commercial Finance, LLC

[www.whiteoaksf.com](http://www.whiteoaksf.com)

White Oak Commercial Finance, LLC (WOCF), formerly Capital Business Credit/Capital Factors, is a global financial products and services company providing credit facilities to middlemarket companies

between \$1 million and \$30 million. WOCF's solutions include asset-based lending, full-service factoring, invoice discounting, supply-chain financing, inventory financing, U.S. import/export financing, trade credit-risk management, accountreceivables management, and credit and collections support. WOCF is an affiliate of White Oak Global Advisors, LLC, and its institutional clients.

### Suppliers

#### Bridgewater Moss Design

[www.bridgewatermoss.com](http://www.bridgewatermoss.com)

Bridgewater Moss Design is a full service design firm with 25 plus years experience in contemporary prints—fashion, home, contract, active sports, seasonal, and paper—creating exclusive designs for manufacturers and retailers. Bridgewater Moss Design welcomes the opportunity to earn your trust and deliver you the best designs, value and service.

#### Faraj Beading

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### Trade Shows

#### ANDMORE's Atlanta Apparel

[www.Atlanta-Apparel.com](http://www.Atlanta-Apparel.com)

Atlanta Apparel is the largest apparel market on the East Coast, offering thousands of contemporary women's, men's, children's, and accessories lines all together in one location at one time. Seven markets throughout the year feature an expansive—and growing—product mix, including contemporary, young contemporary, social occasion, bridal, resortwear, fashion jewelry, fine jewelry, shoes, handbags, and more showcased in permanent showrooms and temporary exhibition booths. The next market, Feb. 4-7, 2025, offers a wide range of collections as well as the industry's top footwear and accessory brands. Details and entire 2025 market schedule can be found at [www.Atlanta-Apparel.com](http://www.Atlanta-Apparel.com).

➔ Resource Guide page 14

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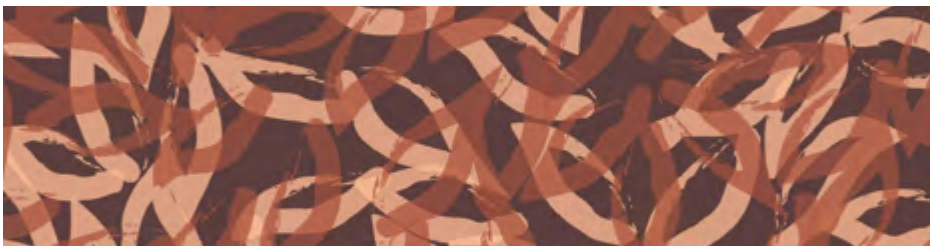
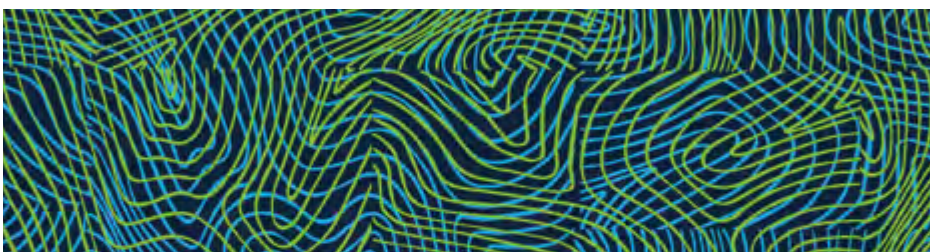
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**Resource Guide** *Continued from page 14*

**ANDMORE's Las Vegas Apparel**

[www.lasvegas-apparel.com](http://www.lasvegas-apparel.com)  
ANDMORE, producer of Atlanta Apparel, presents Las Vegas Apparel. Buyers and exhibitors come together twice a 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 now 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.

**Bharat Tex 2025**

<https://register.bharat-tex.com/register>  
Bharat Tex 2025, slated for Feb. 12–17 in New Delhi, is set to revolutionize the Indian textile industry. Showcasing over 5,000 exhibitors in a 2.2 million-square-foot space, this event will attract more than 6,000 international buyers and notable domestic leaders. As the sector targets a \$350 billion valuation by 2030, Bharat Tex 2025 offers essential networking opportunities, a showcase of cutting-edge innovations, and a deep dive into sustainable practices shaping global standards.

**Dallas Market Center**

[www.dallasmarketcenter.com](http://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 2025 events include the Apparel & Accessories Market and Kidsworld (Jan. 21–24 and March 25–28), the Men's Show (Jan. 25–27) and WESA International (Jan. 22–25).

**The Fabric Shows**

[www.TheFabricShows.com](http://www.TheFabricShows.com)  
The Fabric Shows features American and European textile and trim collections with global production including Made in USA. Exhibiting companies have low minimums, produce to order, and many have in-stock programs. Attendees include designers/manufacturers of sewn products (apparel, home, other), private-label producers, event/party planners, and retail fabric stores. Scheduled upcoming shows are the New York Fabric Show running Jan. 13–14 at the New Yorker Hotel and the Los Angeles Fabric Show running Feb. 26–27 at The New Mart.

**IFJAG**

[info@ifjag.com](mailto:info@ifjag.com)  
[www.ifjag.com](http://www.ifjag.com)  
IFJAG trade shows feature fashion jewelry and accessories from around the world with over 100 manufacturers or direct importers showing exclusive designs to IFJAG's unique venue of private showrooms which offer buyers a professional environment. The upcoming show is in Las Vegas running Feb. 8–11 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.

**Texprocess Americas**

[texprocess-americas.us.messefrankfurt.com/atlanta/en.html](http://texprocess-americas.us.messefrankfurt.com/atlanta/en.html)  
Texprocess Americas, the largest sewn products and technology trade show in the Americas, is once again co-located with Techtextil North America, North America's only dedicated show for technical textiles and nonwovens. The event will bring together the entire supply chain for the textile industry. Discover new products, exciting technology, groundbreaking materials, and advanced solutions from hundreds of exhibitors from around the world, and access exclusive educational opportunities led by industry experts. Make your plans now to join the industry for three days of education, networking, and business development. Come and see for yourself, May 6–8, in Atlanta.


**Texworld NYC, Apparel Sourcing NYC**

[texworldnyc.com](http://texworldnyc.com)  
Texworld and Apparel Sourcing NYC return this January, and the show organizers are raising the bar! For the Winter 2025 Edition, they have curated a one-stop sourcing event that blends the latest trends, eco-conscious and innovative materials, unmatched industry education, networking opportunities and much more. Get inspired and explore the attendee-tailored show floor filled with hundreds of global exhibitors and expansive product categories. From high-performance textiles to unique prints and patterns, this is the ultimate sourcing destination for fashion-forward professionals. Join Texworld and Apparel Sourcing Jan. 21–23 to see how the shows are redefining the future of fashion sourcing.

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- Unisex  
S | M | L | XL | 2XL
- Made in Los Angeles
- 2x1 Rib
- 5.6 oz/yd<sup>2</sup>
- Garment Dyed

-  Black Edge
-  Light Grey
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-  White



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### 2x1 Rib Women's Tank 21338

- Unisex, XS-2XL
- 30 Singles 2x1 Rib
- 100% Combed Cotton

-  Black
-  White



### 2x1 Crop Tank 21308

- Unisex, S-2XL
- 30 Singles 2x1 Rib
- 100% Combed Cotton

-  Black
-  White/Black
-  White/Baby Pink
-  White

