

# CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR 80 YEARS

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## ALL THAT GLITTERS

New York Fashion Week Powered by Art Hearts Fashion ran Feb. 6–9 at The Angel Orensanz Foundation with brands and designers such as Glaudi unveiling their latest works. For more looks, see page 3.

ARJUN NEVADER / GETTY IMAGES

### INDUSTRY FOCUS: SUSTAINABILITY

## Identifying the Most-Trustworthy Certifications in Traceability

By Dorothy Crouch *Contributing Writer*

After decades of operating in a manner comparable to a secret society, the fashion industry has finally begun to evolve. Rather than employing gatekeeping tactics, veteran and emerging designers, brands, manufacturers and contributors across the supply chain now rely on increased discussions regarding best practices and a willingness to share information that will benefit the entire business on a global scale.

It isn't a perfect system but the apparel-business shift toward becoming more open, and responsive to sustainable and consumer demands, has illustrated how the apparel industry is stronger when businesses work together. The noticeable shift in a collaborative direction can be attributed to the evolution of apparel as

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### TRADE-SHOW REPORT

## Las Vegas Fashion Week Features Fresh Offerings in Apparel, Eco, Tech

By Kelli Freeman *Contributing Writer*

The energy was upbeat and optimistic as buyers at **Las Vegas Fashion Week (LVFW)** looked for new ways to engage their customers. Attendees were greeted with a wide selection to choose from including a stream of events and educational programs.

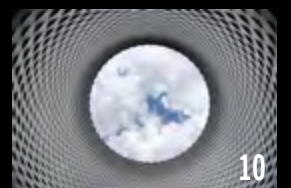
**MAGIC, Project and Sourcing at MAGIC** by MMGNET Group were held Feb. 10–12 at the **Las Vegas Convention Center**. MAGIC featured new looks in women's trend, young contemporary and modern sportswear. Skate culture dominated **Project** and **MAGIC Men's** featured fashion trailblazers, while sustainability was key at **Sourcing**.

The co-location between **ANDMORE's Las Vegas Apparel (LVA)** and **Clarion Events' Womenswear in Nevada (WWIN)** continued to flourish at **The Expo at World Market Center** Feb. 9–12. Clarion also launched **The Men's Edit** at WWIN. Pre-qualified wholesalers and large-volume jewelry and accessory buyers enjoyed offerings at **IFJAG**, held at the **Embassy Suites Las Vegas** Feb. 8–11.

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



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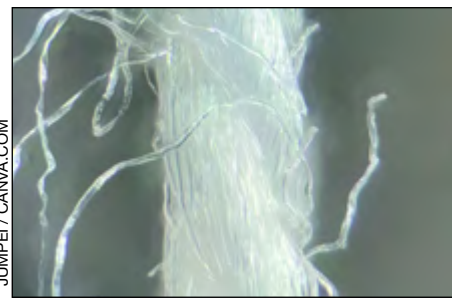


## Fashion for Good, Microfibre Consortium Aim for Breakthrough

Fashion for Good and The Microfibre Consortium have released “Behind the Break: Exploring Fibre Fragmentation,” a landmark project they hope will advance the knowledge needed to mitigate the root causes of fiber-fragment pollution. The project brought together major fashion brands including **adidas** and **Levi Strauss & Co.**, with **Under Armour** joining as a project partner.

Fiber fragmentation is a significant topic of concern across the industry, with studies highlighting the potential threat to ecosystems and human health, underscoring the need for the development of effective strategies aimed at mitigating the negative impact of fiber fragments.

In recent years, several domestic and industrial mitigation efforts have been developed to capture fiber fragments before they enter air, water and soil. However, the focus lies in reducing fiber fragments from entering the environment downstream, rather than tackling the problem at the source. The “Behind the Break” project seeks to identify



“Behind the Break: Exploring Fibre Fragmentation,” a project by Fashion for Good and The Microfibre Consortium with partners from the fashion space, aims to solve the challenges caused by fiber-fragment pollution.

the root causes of fiber fragmentation within manufacturing processes, such as different dye methods, focusing on cotton and polyester knits.

The project includes various testing methods, leveraging the expertise of partners such as **Paradise Textiles**, the fabric segment of **Alpine Group**.

“We recognize that the future of the fashion and textile industry hinges on our ability to address challenges like fiber fragmentation head-on,” said Lewis Shuler, head of innovation at Alpine Group and Paradise Textiles. “Our objective is to identify processes and strategies that mitigate fiber pollution through informed textile design and manufacturing processes. We’re excited about continuing this critical work and pioneering innovative technologies that can reshape the industry for the better.”

Project partners envision this initiative as a movement that relies on ecological-solution development as a catalyst for progress in the fashion space.

“Our partnership with Fashion for Good and The Microfibre Consortium is critical because we’re not just aiming to reduce shedding,” said Elsa Parente, co-CEO and CTO of **Positive Materials**. “It’s about finding that balance where environmental responsibility drives innovation, not compromises it.”

—Christian Chensvold

## Playtime to Take The Tiny Show on Tour to Los Angeles

Children’s fashion-and-lifestyle event producer **Playtime** is launching **The Tiny Show on Tour**, a traveling event that will wander the world to meet the most prominent markets. The Tiny Show on Tour will come to Los Angeles for the August edition of **LA Kids Market** at **California Market Center** (CMC).

In a more-intimate format than **Playtime Paris** and **Playtime & Kid’s Hub New York**, while still maintaining the same values, the new experience will feature 30 international brands that are creative and avant-garde. For West Coast buyers, this new format offers a unique opportunity to

meet a selection of brands that are carefully chosen by Playtime’s experts at a show located close to home.

The children’s apparel market in America is projected to grow at an annual rate of 1.46 percent between 2025 and 2029, according to the show producer. Playtime is adapting its expertise to meet the shifting needs of the kids’ fashion-and-lifestyle market by offering brands and buyers a new annual meeting for professionals within the sector.

Since 2007, Playtime & Kid’s Hub has gathered top avant-garde brands, creatives and international labels for fashion, lifestyle and parenthood in the kids’ universe



The Tiny Show Tour will arrive in Los Angeles this summer during the CMC’s August market.

to become the world reference for professional trade shows and online platforms. With shows twice a year and a business-to-business marketplace accessible year-round, Playtime & Kid’s Hub has installed itself as the primary industry destination in Paris, New York, Shanghai and through its online resources. These resources are key for market leaders from around the world as they search for exclusivity, inspiration and connections. —C.C.

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## Inside the Industry

**Dallas Market Center** is bringing together Apparel & Accessories Market and Total Home & Gift Market, March 25–28. The combined market will offer an efficient way to source trending apparel, footwear and fashion accessories alongside of top gift, home décor, holiday and lifestyle brands. With an expansive selection of new and in-demand products, buyers can discover everything they need in one location. “Bringing these two markets together once a year creates an incredible buying opportunity,” said Cindy Morris, president and chief executive officer of Dallas Market Center. “With apparel, accessories, gift, and home décor all in one place, buyers can easily explore trends across multiple lifestyle categories and discover the latest products in a convenient marketplace.” Pre-registration, which is the exclusive method to receive a FastPass for quicker entry, is now available at [dal-lasmarketcenter.com](http://dal-lasmarketcenter.com).

**The Port of Los Angeles** recently honored the 70<sup>th</sup> anniversary of the International Association of Ports and Harbors (IAPH), recognizing the global ports organization’s outstanding work for seven decades on critical issues facing ports around the world. The milestone was celebrated at a Port of Los Angeles-sponsored networking event during the Trans-Pacific Maritime Conference (TPM25), organized by S&P Global, held at the Long Beach Convention Center. TPM is an annual gathering of senior-level professionals in the global shipping and logistics industries. Kicking off the Port’s networking event, Port Executive Director Gene Seroka noted the historical significance of the IAPH tribute. Los Angeles’ Roosevelt Hotel was the site of the first IAPH conference in 1955, the result of a U.S.-Japan initiative to increase cooperation.

**UNIFI, maker of REPREEVE**, has released its 2024 Sustainability Snapshot, which offers critical insights and transparency into the company’s ongoing efforts to provide more-sustainable materials at scale and reduce reliance on virgin goods. Highlights include reaching the milestone of 950 million T-shirts worth of textile-and-yarn waste recycled to date, reinforcing the company’s goal of processing the equivalent of 1.5 billion T-shirts by 2030. UNIFI has also recycled 42 billion landfill-bound plastic bottles to date. This past year also saw the growth of REPREEVE’s textile-to-textile offerings to new levels with the launch of REPREEVE Takeback staple fiber and ThermoLoop insulation, powered by REPREEVE’s Textile Takeback process. The latter received two prestigious awards, including the SEAL Sustainable Product Award and Just Style Award for Circular Product Launch.

**YKK Corporation** won the top prize at the Orange Innovation Award 2024, which aims to promote the development of products and services in a variety of industries and fields that help people with dementia solve issues in their daily lives and accomplish the things they want to do. Awards are given to user-friendly products and services that have been developed with an emphasis on the process of co-creation with people with dementia. YKK has been championing a “participation-based development” approach, where zippers that are easy for anyone to open and close are developed and improved through direct dialogue with people with dementia who have handled the products.



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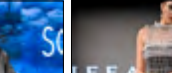




**Art Hearts Fashion** returned to New York Fashion Week at **The Angel Orensanz Foundation** with a Feb. 6-9 run, delivering another vibrant celebration of diverse designers.

The event featured California brands such as **Cross**

Rosete has ambitions for cultivating growth and influence with the production that he founded in 2011. “I want to continue expanding Art Hearts Fashion as, not just an event, but a lifestyle and cultural movement,” he said. “This means elevating our experiences with larger-scale productions, more strategic global partnerships, and integrating new technology like AI and digital fashion.

Glaudi	Haus of Harleen	Herwin Cardoza	Kenneth Barlis	Kimia Arya	Lena Mars	Matilda Couture	Maribel Julcahuanca	Mila Hoffman	Milla Stone
									
Mister Triple X	Monday Blues	NIF Global x London	Pia Boltev	Rajeev Fernando	Raul Penaranda	Samuel Gärtner	Soid Studios	Tiffany Rae	Wanda Beauchamp



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## INTRODUCING APRIL BUYING WEEK

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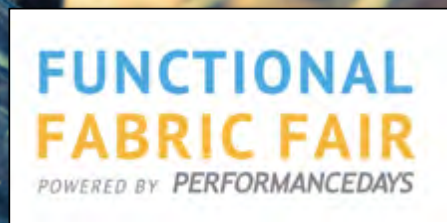
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# What certifications are crucial to supporting traceability commitments in the apparel industry and why do you value the standards of their certifying organizations?



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## Sustainability *Continued from page 1*

an industry whose experts recognize that doing the work to promote the greater good resonates with customers. These insiders rely on certifications that prove their businesses remain true to sustainable commitments through transparent operations, which rely on traceability within the supply chain. Employing audits to attain these certifications keeps brands and their supply-chain partners honest through providing insight into their best practices and, at times, identifying areas where they can improve.

These certifying organizations help brands and designers commit to cleaning up the apparel industry and aligning fashion with ethical sourcing. Obtaining certification from a reputable committee creates transparent supply chains, which show the journey of a garment that is traceable from farm to retail floor. It also builds greater consumer trust that relies on assurances of ecologically sound, socially beneficial products and goods that can help businesses avoid the negative impacts of international trade conflicts.

*California Apparel News* asked experts in apparel traceability: *What certifications are crucial to supporting traceability commitments in the apparel industry and why do you value the standards of their certifying organizations?*

### Daren Abney Executive Director U.S. Cotton Trust Protocol



The apparel industry is embarking on a journey toward greater responsibility as consumers are increasingly engaged, actively seeking brands that have a proven record. Traceability empowers brands to demonstrate their commitment

to positive change—moving beyond intentions to highlight specific taken steps. This allows consumers to recognize brands that align with their values, driving further progress.

The U.S. Cotton Trust Protocol's traceability solution (PCMS) creates a transparency map that provides the authenticated origin of U.S. Cotton and Protocol Cotton, along with the names and locations of the Trust Protocol mill and manufacturer members that were involved in the production process, into the finished products that are shipped to the brand or retailer. As a result, brands and retailers achieve visibility of each stage of production, as well as validation of the origin of the cotton fiber tracked into their products.

### Kerry Bannigan Managing Director, PVBLIC Foundation Co-Founder, United Nations Fashion and Lifestyle Network



Certifications such as Fair Trade, GOTS, SA8000 and OEKO-TEX Standard 100 play an important role in advancing traceability in the apparel industry by setting baseline protections for work-

ers' rights, fair wages and safe working conditions. While these frameworks create a level of accountability, they are not guarantees as no certification alone can eliminate the risks of unethical supply-chain practices.

The strength of certifying organizations lies in their independent standards and ability to push for systemic reform, but they must be complemented by corporate responsibility and worker-led initiatives. Valuing these certifications means recognizing both their strengths and limitations whilst ensuring they are tools for progress. True traceability is not just about labels; it requires rigorous enforcement, continuous monitoring and a commitment to centering workers' rights.

### Laura Beachy Vice President of Global Marketing and Communications Thermore



At Thermore, certifications are an important aspect of our sustainability efforts. Our company is certified by GRS (Global Recycled Standard) and OEKO-TEX Standard 100, and we recognize the importance of certifications in

guaranteeing responsible sourcing, safe materials and ethical production processes.

The GRS certification ensures the use of recycled materials while maintaining strict environmental and social standards. The OEKO-TEX Standard 100 guarantees that our thermal insulation is free from harmful substances, reinforcing consumer trust in our products.

In today's fashion and sport industries, traceability is very important. Certifications like GRS and OEKO-TEX reflect our commitment to transparency, ethical practices and environmental responsibility. At Thermore, we believe that sustainability starts with accountability, and these certifications are a key part of our mission.

### Meredith Boyd Chief Product Officer UNIFI, makers of REPVEE



Certifications are crucial to supporting traceability commitments in the apparel industry because they build trust, validate sustainability claims and provide transparency across the supply chain.

External certifications ensure that third-party organizations can verify internal sustainability commitments, while internal traceability measures add additional layers of trust and accountability.

REPVEE empowers brands to meet their sustainability goals with verified traceability, driving consumer confidence and peace of mind. As the only eco-performance fiber with U-TRUST product verification, REPVEE ensures transparency and traceability at every stage. U-Trust is powered by our propri-

etary FiberPrint tracer technology, which is embedded into every strand of yarn, allowing us to know the product's recycled feedstock origins.

In addition to U-TRUST verification, REPVEE is certified by industry-leading standards, including OEKO-TEX, GRS, Scientific Certification Systems (SCS) and OceanCycle, and is present within the Higg Material Standards Index (MSI). These rigorous certifications reflect our commitment to maintaining the highest sustainability and traceability standards, making REPVEE the premier eco-performance fiber for brands and consumers alike.

### Marco Bruno Head of ESG Compliance & Health and Safety Oerlikon Luxury



At Oerlikon Riri and Oerlikon Fineparts, the two complementary brands of the Oerlikon Luxury business sector, each certification serves distinct strategic objectives, reflecting the unique characteristics of our com-

pany, products, processes and facilities. Effective traceability involves mapping the journey of raw materials into finished products. For example, all the polyester we use is GRS certified, sourced exclusively through suppliers recognized by international industry standards, and made entirely from 100 percent post-consumer recycled material. However, our product range extends far beyond polyester, encompassing a variety of organic, recycled and natural materials, as well as metals and precious stones, and achieving traceability throughout our extensive product range requires more than a single certification. That's why we rely on a combination of diverse certifications, including Oeko-Tex for zippers and buttons, Global Organic Textile Standard (GOTS) for organic cotton, and the Responsible Jewellery Council (RJC) certification for ethical extraction and processing of metals and precious stones.

Since 2018, we have also adhered to the 'Policy on Minerals from Conflict Zones,' now aligned with Oerlikon's guidelines, to avoid minerals that may finance conflicts. Beyond product-specific certifications, our compliance with ISO 9001, 14001 and 45001 standards in all the Oerlikon Riri plants extends our transparency beyond sustainability to include broader commitments to environmental management, quality, health, and safety. Our dedicated approach is exemplified in our 'Commitment to Sustainability,' an annual document where we transparently present our achievements in environmental, economic and social domains. This resource offers stakeholders a clear and honest view into our sourcing policies, material traceability and ongoing progress toward our sustainability goals.

### Katrina Caspelich Chief Marketing Officer Remake



Certifications are a vital tool for ensuring brands are truly committed to transparency and sustainability. But let's be clear: not all certifications are created equal. Some are simply buzzwords that can mislead consumers and

contribute to greenwashing. One certification that stands out as truly reliable is OEKO-TEX. This certification focuses on ensuring textiles are safe from harmful chemicals, which is critical in an industry that often relies on toxic dyes and finishes. OEKO-TEX ensures that products certified under it meet strict human and environmental safety standards. Most importantly, OEKO-TEX updates its criteria annually to stay ahead of scientific advancements and regulations. Brands must retest their products to receive the updated certification, ensuring the standard remains dynamic, relevant and reliable for both brands and consumers.

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



Our approach to certifications is shaped by diverse factors. Some are determined by direct customer and market demands. Others reflect our own voluntary initiatives that support strategic commercial goals and strengthen

our commitment to traceability, ensuring precise batch monitoring and full compliance throughout the entire supply chain. Many companies meet certification requirements, but ACM goes further, using these standards as opportunities to set higher benchmarks and drive continuous improvement toward traceability and sustainability.

Achieving the ISO 14001 certification in 2024 marked a significant milestone for ACM. This accomplishment showcases decades of forward-thinking practices, including our water recirculation system established in 1992 and our dedication to renewable energy. We have also integrated low-impact, traceable recycled materials, all certified by the Global Recycled Standard (GRS), throughout our production chain. Additionally, our updated Ethical Code, while not a third-party certification, embodies our principles of transparency, respect for people and responsibility toward the environment, establishing clear guidelines for responsible conduct in every professional relationship. At ACM, certifications align seamlessly with our Ethical Code, demonstrating our unwavering dedication to transparency, responsible practices and setting new standards for the industry.



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Join us on April 14th, one day before the exhibit hall opens at the Day 0 Sustainability Workshop at Functional Fabric Fair, where industry experts will explore key sustainability topics with a practical, real-world approach. Throughout the day, manufacturers will share insightful case studies, offering tangible examples of sustainability in action. Attendees will engage in dynamic roundtable discussions and interactive activities, gaining valuable knowledge and actionable strategies to implement in their business strategies.



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*What certifications are crucial to supporting traceability commitments in the apparel industry and why do you value the standards of their certifying organizations?*



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## Sustainability *Continued from page 4*

### **Claudia de Witte** Textiles Sustainability Leader Eastman



Certifications are essential for ensuring traceability and sustainability in the apparel industry, each serving a distinct role in verifying responsible sourcing, ethical production, and circularity.

As a cellulosic-fibers manufacturer, FSC (Forest Stewardship Council) is fundamental for Eastman Naia, guaranteeing that the wood pulp used in our fibers comes from responsibly managed forests. This certification supports biodiversity, ethical forestry practices and supply-chain transparency.

Beyond FSC, securing the GRS was a major achievement for Eastman Naia, reinforcing our commitment to circularity. We collaborated closely with Textile Exchange to obtain GRS certification, ensuring that our recycling processes meet the highest industry standards. A significant milestone came in June 2023, when Textile Exchange expanded its Alternative Volume Reconciliation (VR2) policy to include gasification, a key component of Eastman's carbon renewal technology.

This update was crucial, allowing our molecular recycling technology to be audited under GRS. By breaking waste down into molecular building blocks, we create high-quality recycled materials, addressing textile-waste challenges. These two certifications are examples of how third-party standards help manufacturers and brands drive industry transformation and mainstream circularity. By ensuring transparency and accountability, certifications in general support the shift toward more responsible and sustainable textile production.

### **Dr. Cindy J. Lin** Chief Executive Officer Hey Social Good, and Former U.S. EPA Scientist and Policymaker



Certifications and third-party vetting are now crucial parts of the apparel industry. With both consumers and apparel brands becoming more educated on the impact of fashion on people and the planet, the desire for verified information is extremely high. Furthermore, government policies in the European Union, Canada and critical fashion economies in the U.S. (e.g., California, New York, Washington and Oregon) are increasingly requiring better reporting and transparency that's good for impact and profit.

In such cases, not only should companies seek out certifications that reflect the traceability of their textiles, but they will need to look for certifications or verifications of a business' supply chain decisions and activities. Specific examples of textile traceability might include OEKO-TEX, GOTS, BLUE-SIGN, Registration, Evaluation, Authorization and Restriction of Chemicals (REACH). Comprehensive review or vetting of a business' overall practices from sourcing to transportation to retail may include B-Corp Certification, the social-governance focused Worldwide Responsible Accredited Production (WRAP) and HSG's Sustainability & So-

cial Good Assessment (adopted at all Informa Markets fashion trade shows), which uses the United Nation's 17 Sustainable Development Goals as a framework to evaluate apparel and textile businesses' sustainable practices.

The case for certifications is no longer just about what's good for environmental, social and governance impact, but now critically about establishing business resilience and continued profitability. Buyers at all levels are seeking out robust companies that are available for the long term because finding a new vendor, manufacturer or apparel brand can be time-consuming and costly. Working with or buying from independently vetted apparel businesses and their suppliers means having the ability to create long-standing stability in the market and credibility with consumers.

### **Steve McCullough** Event Director Functional Fabric Fair



Having worked with hundreds of brands over the years, I've seen firsthand how certifications like GOTS, Oeko-Tex and Bluesign have transformed from nice-to-haves to absolute necessities. These aren't just logos on a website, they are the backbone of meaningful traceability with their levels of standards and verifications that cannot be replicated by internal brand claims.

The most impactful certifications like Responsible Wool Standard document the entire journey from raw material to finished product, maintain rigorous verification protocols and continually evolve their standards as new challenges emerge. These systems transform vague sustainability promises into verifiable facts.

We're highlighting "Certifications: Which Ones Matter?" at our 2025 Functional Fabric Fair events because the landscape has become overwhelming. Companies are suffering from certification fatigue, unsure where to invest their limited resources. Every single supplier you'll see at Functional Fabric Fair has been thoroughly vetted to ensure they are sustainability certified. This careful and curated selection process isn't an afterthought, it's built into everything we do from education to providing sourcing opportunities. Certifications provide the transparency foundation our industry desperately needs.

At NextPrinting, our mission is to minimize the environmental impact of garment production through advanced digital textile printing. We use certifications as a compass to guide the selection of fabrics and fibers that meet the highest standards of sustainability and traceability, ensuring a certified standard from raw material to finished product. Our approach goes beyond printing, maintaining sustainability standards throughout the entire production chain. We start by selecting certified yarns and weaves with a low environmental impact, and prioritizing globally recognized certifications such as GOTS, GRS and FSC.

### **Philippe Mignot** Project Manager NextPrinting



Each certification addresses specific characteristics of products, whether organic, recycled or sourced from responsibly managed

forests, offering a comprehensive approach within the complex landscape of fabrics, fibers and materials. By reducing water, energy and chemical consumption compared to traditional methods, we demonstrate that innovation and responsibility can work together. For us, traceability means not only monitoring materials but also providing brands and consumers with a transparent and credible view of every step in the production journey. As the fashion industry evolves, we believe certification standards must remain adaptable and dynamic, ready to guide, regulate and inspire meaningful change.

### **Ebru Ozkucuk Guler** Chief Sustainability Officer RE&UP



Certifications are the backbone of trust and transparency in the apparel industry. As chief sustainability officer at RE&UP, I see firsthand how essential they are in ensuring traceability, verifying recycled content and building a truly circular system.

For a company like ours, certifications like GRS and RCS are crucial, providing third-party validation that our recycled fibers meet the highest industry standards. OEKO-TEX and Bluesign address chemical safety and responsible processing—both vital for consumer trust and environmental responsibility.

What sets these standards apart is not just the rigorous criteria but the credibility of the certifying bodies. Organizations like Textile Exchange, OEKO-TEX and Bluesign push the industry forward, setting benchmarks that hold brands, manufacturers and recyclers accountable.

At RE&UP, we value these certifications because they aren't just checkboxes—they validate our commitment to real, measurable impact. They support compliance with upcoming EU regulations, help brands meet sustainability goals and, most importantly, give consumers confidence that the materials they wear are truly part of a circular future.

Traceability isn't just a requirement; it's the foundation for a better, more-responsible textile industry.

### **Cheryl Smyre** Vice President, Advanced Materials Parkdale Mills



Brands and retailers seek full transparency and trusted traceability. Without verified and traceable mechanisms, some certifications become meaningless.

Industry alignment does not exist today, but it is necessary. Significant effort is being made to evaluate and consolidate certifications to achieve a more-efficient, cost-effective and trusted process in the global supply chain.

An example of gold-standard traceability is the U.S. Cotton Trust Protocol, designed to provide supply-chain transparency and quantifiable sustainability metrics for U.S. cotton. Brands and retailers can rely on the structure established by USCTP and confidently participate in the program. Other existing cotton certifications do not provide verifiable data and, therefore, cause great brand risk and exposure.

Regarding our CICLO technology, we certainly understand the industry landscape and therefore prioritized the development of

a proprietary tracer—ensuring verification at all supply-chain stages.

We are committed to innovation, full transparency and traceability. The industry must support reliable programs that achieve these pillars as we move into the next generation of textiles.

### **Danielle Statham** Founder FibreTrace



Certifications play an important role in establishing sustainability benchmarks, but they have significant limitations when it comes to true traceability and accountability. Many certifications rely on paper-based tracking or self-reported data, which can be manipulated, misinterpreted or fail to provide full supply-chain visibility. They also do not offer real-time verification, nor do they prevent fiber substitution further down the supply chain.

This is where FibreTrace goes beyond certification by providing physical and digital traceability at the fiber level. Our patented luminescent pigment technology embeds a tamper-proof marker into fibers at the raw-material stage, enabling real-time authentication at every stage of the supply chain. This ensures that brands are not just meeting certification requirements but can actively prove the origin, sustainability and integrity of their fibers throughout production.

As regulations like the EU Digital Product Passport take effect, brands that rely solely on certifications risk falling behind. True accountability requires continuous verification. By combining certified processes with FibreTrace's real-time tracking technology, the apparel industry can move beyond claims to measurable, provable transparency.

Cone Denim relies on a portfolio approach to certified sustainable fibers. For fiber-level certifications, two key programs are the U.S. Cotton Trust Protocol and Better Cotton. As a member of the U.S. Cotton Trust Protocol, we have the opportunity to support a system that provides quantifiable and verifiable improvements at the cotton farm. Better Cotton drives progress in the sustainability of farmed cotton and the well-being of growers. For end-to-end traceability of recycled and organic fibers, all of our mills are RCS and OCS certified, and we are members of Textile Exchange.

### **Jimmy Summers** Vice President of Environment, Health and Safety, and Chief Sustainability Officer Cone Denim



All of these certifications and their related organizations are doing important work to give both credibility and verifiability to Cone Denim fabrics as we work to meet our sustainable fiber uptake target of 100 percent by 2030.



## INDUSTRY FOCUS: SUSTAINABILITY

*What certifications are crucial to supporting traceability commitments in the apparel industry and why do you value the standards of their certifying organizations?*

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BY PERFORMANCE DAYS**

**Andrea Venier**  
Managing Director  
Officina39



The landscape of regulations and certifications is evolving rapidly, and, while traceability is becoming more important, the complexity of standards can sometimes create confusion. Today, the industry is flooded with multiple certifications, many of which are not fully understood by end consumers. We believe the solution lies in simplification and unification. Imagine a scenario where the industry follows a clear, standardized guideline—something akin to an ISO Standard for safer chemicals. This would not only make compliance easier but also offer 100 percent transparency to consumers, empowering them to make informed choices. Regulations have undoubtedly helped us move toward safer, more-reliable products, but we need to ensure our communication is just as clear. Our hope is to contribute to a more unified approach that demystifies certifications and strengthens trust across the value chain.

**Eloise Vivolo**  
Chief Operations Manager  
Vivolo



The topic of certifications is always evolving; today's industry demands a dynamic and responsive approach to changes and advancements in regulations and processes. This is why Vivolo consistently stays up to date with certifications. Alongside our long list of third-party acknowledgments, we are proud to add the OEKO-TEX Leather Standard to our credentials.

It is challenging to single out one certification as more important than the others. The relevance of each depends on the times, the objectives, and the partners we collaborate with. What truly matters is that these certifications, through varying standards, affirm that our company operates with transparency and integrity. This is the foundation we focus on and where we continue to invest. While certification names and labels may change, our priority remains demonstrating that our processes and materials align with principles of environmental and social responsibility, and good governance.

To reinforce this commitment, we are currently preparing our first sustainability report. This report will be an opportunity to reflect on the objectives Vivolo has achieved and outline the goals we aim to reach in the coming months and years. Certifications provide an objective measure of our progress, but they represent only a small, visible part of a much larger commitment.

**Huw Williams**  
Vice President, Innovation and Market  
Development  
The LYCRA Company



There are many certifications that trace textile products throughout the distribution chain—which ones are crucial depends mainly on the products a particular company buys or sells. At The LYCRA Company, as

we develop bio-derived LYCRA fiber, we have secured USDA Bio-Preferred certification that validates our fiber's bio-based content through carbon 14 testing, providing substantiation for bio-based claims. In addition, ISCC Plus certification can help track and trace bio-based products from raw-material producers all the way through to brands and retailers. For recycled products, having certifications such as GRS or RCS are essential to transacting in that space.

Customers rely on these certifications to ensure they are in fact receiving recycled products and, in the case of GRS, suppliers must also meet strict social, labor, chemical and environmental standards. Finally, certifications such as the STANDARD 100 by OEKO-TEX and Material Health certificates from the Cradle to Cradle Products Innovation Institute help ensure product safety and transparency by confirming product ingredients do not include banned substances. Essentially, all of these certifications help build trust and provide verification which are so important in today's market as brand owners look to ensure any claims are fully substantiated.

**Sherry Wood**  
Director of Merchandising and Design  
Laguna Fabrics



Laguna Fabrics has important certifications and partners with the highest sustainable preferred yarn suppliers that are crucial for supporting traceability commitments in the apparel industry. These certifications and fibers ensure our brands about transparency, ethical sourcing and environmental responsibility throughout the supply chain.

Laguna has invested in GOTS, which ensures the organic status of the textiles from raw-material sourcing to responsible manufacturing and labeling. It covers ecological and social criteria, making it one of the most recognized sustainability standards in the fashion industry. GOTS certification is rigorous, requiring independent third-party audits to verify compliance, ensuring credibility in organic textile claims. Lenzing fibers such as TENCEL Lyocell and TENCEL Modal are regenerated cellulosic fibers known for their natural comfort and environmentally responsible closed-loop production process. Their sustainable production means providing preferably closed cycles in the pulp and fiber production for chemicals, water and energy that are all traceable.

Laguna also has partnership with Textile Exchange, which is a non-profit organization driving action on climate change across the fashion and textile industry, in addition to Higg Index, which measures the environmental and social impact of apparel production, helps us take responsibility for our entire impact, from materials to products, from carbon emissions to working conditions. Laguna has made these commitments to ensure our materials are responsibly made in the U.S., and meet the environmental and ethical standards for a greener future. ●

*\*Responses have been condensed.*

# TREND REPORT

APRIL BUYING WEEK,  
APRIL 1-4, 2025

**COMBINING APPAREL, GIFT,  
HOME, AND FORMAL MARKETS**

This fall, shoppers will double down on styles that have grown in popularity over the last year, including Western, and continue to prioritize versatility in a stabilizing economy. For apparel, expect more volume in tops and dresses, while slimmer-cut pants will rebound. Across gift and home items, expect refined equestrian themes as well as collections reflecting animals, florals, and botanicals. Plums, purples, and earthy browns, alongside Color of the Year Mocha Mousse, will figure prominently across all sourcing categories.



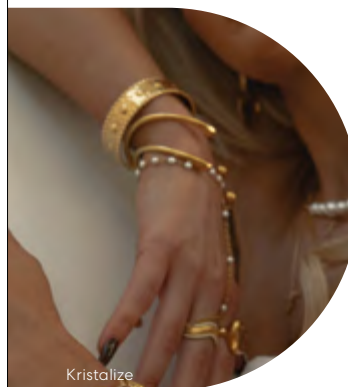
## APPAREL TRENDS

Boho styles and trim details  
Volume blouses, dresses, cargo pants  
Asymmetrical hems  
Outdoor button ups and henleys  
Leather and plush styles and accents  
Midi Skirts  
Tailored Pants  
Denim styles



## ACCESSORIES TRENDS

Vintage and sculptural styles  
Statement collars and Y necklaces  
Modern gemstone rings and signet rings  
Cuffs and bangles  
Slouchy and oversized shoulder bags and totes  
Top handle bags  
Clutch styles  
Minimalist crossbody bags

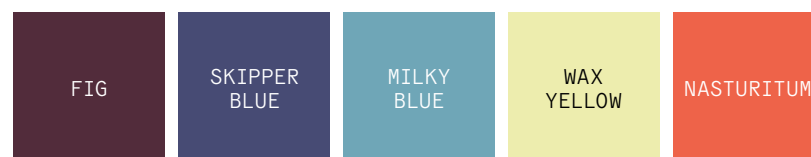


## GIFT & HOME TRENDS

Refined equestrian details  
Exotic animal and botanical motifs  
Angular furniture forms and bold lines  
Statement and whimsical accent items  
High-design game sets  
Modern spirituality and wellness  
Dark glam materials and metals



## TRENDING COLORS



AMERICASMART  
ANDM( )RE

See these brands and many more at  
April Buying Week, April 1-4, 2025.  
Visit [AmericasMart.com/AprilBuyingWeek](https://AmericasMart.com/AprilBuyingWeek)  
for details.



Las Vegas Wrap *Continued from page 1*

## Las Vegas Apparel Aims to Please

ANDMORE's **Las Vegas Apparel (LVA)** and **Womenswear in Nevada (WWIN)** continued to build on the success and collaboration of their co-located markets, bringing together a diverse mix of brands for a third season at the **Expo at World Market Center** held Feb. 9-12.

"We're pivoting and evolving in real time," said Caron Stover, ANDMORE's senior vice president of apparel. "We're listening to our buyers—what they need and are looking for while attending market for WWIN and LVA. We're just making this as easy as possible for the buyer so they can come here and write their orders. These aren't just two separate shows in one space."

Oversized bohemian-chic brand **GiGiO**, which is based in Los Angeles, featured a blue and crème three-quarter sleeve midi-dress with adjustable straps and lace detail.

A multicolor satin leopard-print midi-dress with smocking on the waist was the hot item at Los Angeles brand **glam**.



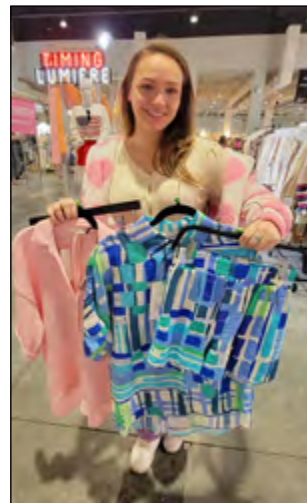
GiGiO



Easel



glam



Timing

Junior and young-contemporary brand **Timing** is designed in Los Angeles and exhibited its two-piece set in bold geometric prints with an airy and breathable crinkle-textured fabric.

The No. 1 seller at **Easel** from Vernon, Calif., is the 100 percent cotton mineral-wash cargo pant with relaxed fit. "It's so popular because it's comfy, stylish loungewear that people

like to dress up with," said Daye Pak, Easel's show manager.

The Boutique Hub: Trend Talk provided insights for Bess Fondrick who owns **neverenoughcutestuff.com**, an online business based in Highlands Ranch, Colo. "I wanted some help to improve and evolve. I felt like I needed more focus," said Fondrick. "That, combined with vendors being receptive to a smaller entity like myself, are making a big difference."

## WWIN Builds on Legacy, Introduces The Men's Edit

The third season of **Womenswear in Nevada** co-located with ANDMORE's **Las Vegas Apparel (LVA)** continued to grow its fashion ecosystem.

"We're going to make a woman beautiful," said Connie Kye, owner and designer of **IC Collection**, which is made in Los Angeles. Kye showcased her line of designs that range from fashionable casual to dinner-wear items for Immediate to Fall delivery. She was happy to show her asymmetrical jacket with big-button detail in a new jacquard print with crew collar and wide cuff sleeves.

**Dexterous**, which is made in Los Angeles, focused on missy and contemporary looks for moms, but are comfortable and sexy at the same time. Gearing up for the Fourth of July, the brand's representatives fielded orders for rayon and cotton wide-leg yoga pants designed with hand-stamped stars and hearts, fringe jackets and tank tops.

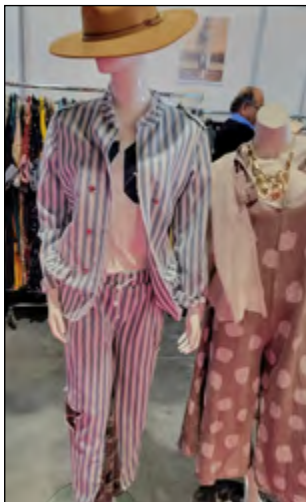
**I Love Linen** featured a distressed-denim six-button Sgt. Pepper jacket with epaulets coupled with pants that included camouflage details, and distressed-trim drawstring closure and elastic waist.

Recognizing the expanding needs of buyers, **WWIN** launched a new category; The Men's Edit, with 45 men's exhibitors.

"We were approached by some men's brands that were



Dexterous



I Love Linen



IC Collection



Luchiano Visconti

looking for a new home they could do business with; someone that had the same ethos they wanted," said Melissa K. Montes, vice president of WWIN. "We were astonished to see what the crossover was and how many attendees wanted to buy both men's and women's."

Bruce Banafsheha, president of **Tiglio Inc.**, based in Los Angeles, spearheaded the new venture with show management. Notable men's exhibitors included **Luchiano Visconti**; **Mezlan Shoes** and **Stacy Adams**.

"They rolled out the red carpet. We wound up with more

exhibitors than expected for this launch and have requests for next season," said Banafsheha. "Men's brands that have great in-stock programs that allow retail stores to stay in business and have huge margins," noted Banafsheha.

"I was pleasantly surprised because I come here with my wife to purchase women's. Half of our store is for women. I saw The Edit in the events list and I thought it was interesting. I was ready to check it out. It's good," said Gerhard Bendl, owner at La Jolla, Calif.-based **Custom Shirts of La Jolla**.



Bella & Company



La Radiant



Essence NY



Relics Inc.

## IFJAG Gives Back

The February 2025 edition of the **International Fashion Jewelry & Accessory Group (IFJAG)**, drew an exclusive and vetted group of pre-qualified wholesalers and large-volume buyers looking to write orders in the costume-jewelry and accessories categories.

New trends showcased for Spring and Fall 2025 included mixed metal such as brass and gold- and silver-plated earrings, and rings from New York-based **La Radiant**.

Los Angeles' **Bella & Company** also offered brass pieces within its array of necklaces.

Charms are popular this season, particularly for keychains and purses, with **Essence NY** exhibiting these accessories in

brass, mesh, rhinestone, pearl, paper, glass and shells.

"This is the greatest place to buy goods for your store or wholesale. It really is everybody in one place and it's perfect because it's done here [in Las Vegas], Orlando and, now, Charlotte, N.C., and I can't wait. I've never been there," said Kenneth Bell, from jewelry wholesaler **Kenneth Bell Imports**, located in Toronto.

Bell added that, for fall, he looks for bigger statement pieces and bold color from brands like Asheville, N.C.-based **Relics Inc.** The brand is manufactured in the Philippines utilizing all-natural materials that are native to the region including shell, coconut and wood to create handmade

works of art.

While expressing his gratitude and excitement for the launch of the upcoming Charlotte, N.C., show in May, IFJAG Executive Director Don Valcourt humbly acknowledged the recent natural disasters around the United States.

"The organization and our board of directors agree, it's time to give back and pay it forward. We see it on TV; all the kids suffering, the families and what these hospitals are trying to do, so we are donating to **St. Jude Children's Research Hospital** and more. We owe it to give back to the community," said Valcourt.



## MAGIC Women's Brands Showcase Comfort and Style

Buyers from around the world came to MAGIC Women's to check out the latest trends in women's young contemporary, modern sportswear and contemporary collections.

This year, MAGIC Women's introduced Contemporary at MAGIC, a new curated community featuring an assortment of women's apparel, footwear and accessories brands at contemporary price points.

Trends included denim, naturals and neutrals, as well as bold colors, linens, midi and babydoll dresses, feminine, comfortable pieces and loungewear.

"What keeps me coming back is the energy, the fashion—of course—and the connections you make over the years," said Karen France, owner of **Mainstream Boutique** in Morgan Hill, Calif.

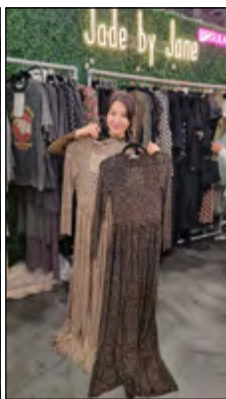
San Diego-based **lotus & luna**, an accessories and ath-leisure brand, offers goods handmade in Thailand by artisan villagers. The top seller during the show was a relaxed-fit



Dusty Rose



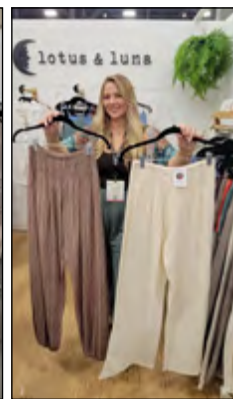
DV Jeans



Jade by Jane



Look Mode



lotus & luna



Lovelo

wide-leg pant in 100 percent cotton.

Brands that boast Golden State roots saw demand for an array of styles that ranged from California-cool pieces to embellished apparel. Lake Elsinore, Calif.-based label **Look Mode** is made in Milan, and sells casual looks in linen and cotton with a bit of metallic shimmer.

A hot item by **Lovelo**, which is based and designed in Los Angeles and Vernon, Calif., was the brand's babydoll minidress with floral print, balloon sleeve, smocking and square necktie back.

Top-selling designs for Los Angeles' **Jade by Jane** included anything with a checkered print and the brand's mesh maxi

dress-overlay animal print. **DV Jeans** was in Las Vegas from Los Angeles to showcase denim pants and jackets bedazzled with camouflage and multicolor rhinestones.

**Dusty Rose**, which is designed in Los Angeles, displayed contemporary dresses in fabrications including lace, denim and satin.

"Las Vegas continues to be the destination for the fashion community to collaborate and spark innovation," says Jordan Rudow, vice president of MAGIC. "This season we diversified our offerings through a robust line-up of international exhibitors and the introduction of new brands which made up more than 22 percent of the show."

## Project and MAGIC Men's Elevates Streetwear and Men's

Denim and skate culture dominated **Project**, as the show drew in buyers with a skate park, simulated golf and several activities that set the mood for attendees to connect with exhibitors.

Los Angeles' **Rock Revival** celebrates its 20th anniversary this fall with men's and women's collections that included the new fit, 'Millie' high-rise wide-leg women's pant with inverted fleur-de-lis and badges on the inside pocket.

**Merrill Golf**, a brand made in Los Angeles and based in Costa Mesa, Calif., makes 100 percent cotton T-shirts and sweatshirts.

"I named the brand after my grandfather. I always wanted to do it," said Brandon Kawai, founder of Merrill Golf.

Costa Mesa, Calif.-based **Memory Lane** featured nostalgic and elevated streetwear that caters to everyone from young



7 For All Mankind



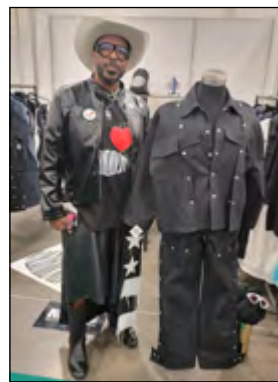
Memory Lane



Merrill Golf



Rock Revival



Verdict Still Out

men to the brand's loyal consumers. The label's drawstring flyer sweats and flame zip hoodie with rivets and rhinestones resonated with buyers.

**Verdict Still Out** is a non-binary brand proudly made in Atlanta, Ga., which was supported by the MMGNET Fashion for Change (MFC) incubator program that celebrated burgeoning talent from underrepresented communities.

"Verdict makes elevated pieces that transfer between men and women and the seasons," said Jason Scott, creative director at Verdict Still Out. The 100 percent-cotton denim snap set features chaps-style pants with a snap that allows the style to

transition into shorts for the summer, and a vest with attachable sleeves creating a trucker jacket for winter.

Los Angeles-based **7 For All Mankind** displayed both its men's and women's collections. The brand featured novelty fashion pieces for women with wide-leg denim for Fall, and miniskirts and jacket sets with pleats and embellishments for Summer.

"Providing a variety of interactive offerings allows us to engage with our audience on a deeper level while also educating on consumer trends in the market," notes Edwina Kulego, vice president of Project and International.

## Problem Solving at SOURCING at MAGIC

Sustainability continued to be the theme for the participating global exhibitors and attendees at SOURCING at MAGIC. SOURCING partnered with **Hey Social Good** to host a lounge and fashion-tech pitch space, and featured a sustainability gallery that highlighted verified sustainable exhibitors that included: **Evtexs**, **alec group**, **Lucky Textile Mills**, **Private**, **Bermasi Fashion** and **GBS Trend**.

"We always come here to see what's going on in sourcing because by sourcing you understand what's going on in fashion," said Lucia Durban, from men's resort wear brand **Soloio**, which is based in Bogota, Colombia.

**Los Angeles Apparel**, which manufactures its goods in L.A., just launched a hoodie line with drip-dye garments. "We developed it with our own dye house; each piece is hand dipped to create a *nuevo*—not quite woodland or camouflage—look," said Chris Wiggin, a buyer with Los Angeles Apparel.

**SIDI** exhibited as part of Portugal Sourcing. "This is our first time here and we're hoping to work with the U.S. Market," said Rosaria Barbosa Morais, commercial and fashion designer at SIDI. They provide textiles from organic cotton, recycled cotton and recycled polyester to European flex.

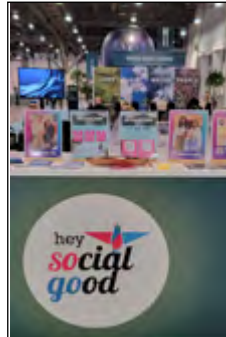
The Fashion Technology Hub featured the latest digital innovations in tools, machinery and devices to support progress in the apparel industry. **Tukatech**, **Aims360**, **QIMA** and **Aok-**



aimirr



Fiteasy



Hey Social Good



Los Angeles Apparel



Samshek Inc.



SIDI

**ing Technology Co., Ltd.** showcased their latest advancements to support the quickly evolving apparel business.

South Korea's **Style AI** bridges the gap between the artistic aspects of fashion development and technology by streamlining the design process. A user describes the desired silhouette and the software brings it up on the screen. Different details can be changed, such as adding sleeves or lengthening a garment, changing colors and prints to get the exact preferred look.

First-time Sourcing exhibitor and Seattle-based company **aimirr** may be the solution for online clothing brands that need to solve the issue for customers who buy a product only to find it does not fit. This AI-powered body measurement and virtual-fitting app provides an avatar with contactless body camera to scan and calculate body measurements, and claims to provide 99 percent accuracy for the perfect fit in under a minute.

**Massachusetts Institute of Technology (MIT)** college buddies Carl Justin Kamp and Yujun Wang developed

**Fiteasy**, a 3D technology to reshape footwear manufactured in Indianapolis, Ind. The app scans the feet to create a 3D foot model that is sent to a 3D printer and takes approximately four hours to make.

This is the seventh show in Sourcing for CAD patternmaker **Samshek Inc.**, based in New York and manufactured in Delhi, India. "We create multiverse designs starting from MOQ5, everything from implementing sketch design to manufacturing your product with production timelines in three to four weeks," Samshek co-founder Abhishek Bajaj.

"Our partnership with Hey Social Good led to the sustainability gallery this season, highlighting over 30 verified sustainable exhibiting brands at the show as well as sustainability kiosks for attendees to learn more about the organizations represented," said Edwina Kulego, vice president of PROJECT & International. "We will continue to be the leading resource for the industry, offering an international and diverse range of options for our guests to discover." ●



*What pressing fashion-industry issue are you most concerned with, and is there a specific technology solution that can help solve it?*

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## The Fashion Industry Relies on Cutting-Edge Tech to Weather Cloudy Skies

By Dorothy Crouch Contributing Writer

Apparel-industry insiders have been preparing for 2025 under a cloudy uncertainty that offers few clear solutions for fashion professionals. From supply-chain challenges, tariff conflicts and transparency demands, the clothing business has attempted to prepare for rough seas ahead while recognizing the only constant variable is change and building a strong stable of technology resources is the best method of weathering these pressing issues.

The current climate is generating great uncertainty, but modern technology solutions such as virtual reality, artificial and augmented intelligence, blockchain, enterprise resource planning, radio frequency identification and cloud developments support greater stability and peace of mind for brands and their suppliers.

California Apparel News asked experts in fashion technology: *What pressing fashion-industry issue are you most concerned with, and is there a specific technology solution that can help solve it?*

**Shahrooz Shawn Kohan**  
Chief Executive Officer  
AIMS360



Brands often struggle to maintain the right inventory levels—producing too much and creating waste or too little and losing sales. Delays in the supply chain only make these problems worse, leading to missed deadlines, frustrated customers and wasted opportunities.

By giving brands real-time visibility into their inventory and automating processes like order tracking and forecasting, we help them stay ahead of demand and avoid overproduction or stockouts.

For an industry facing increasing pressure to be more sustainable, having the right technology isn't just helpful—it's essential.

**John Robinson**  
Senior Strategic Account Manager of  
Apparel  
Aptean



The fashion industry today is achieving better visibility and efficiency across the supply chain. Brands and manufacturers are under constant pressure to meet customer demands for faster delivery, ensure ethical and sustainable sourcing, and keep costs in check. Unfortunately, many businesses are still relying on outdated or disconnected systems, making it tough to get a clear view of supplier performance, production timelines or

inventory flow.

Enterprise Resource Planning systems built specifically for the apparel industry provide end-to-end visibility, giving real-time insights into inventory levels, supplier metrics and production schedules. This empowers businesses to make smarter decisions and adapt quickly when disruptions arise.

Pairing an ERP with a Product Lifecycle Management system takes it even further by simplifying the design and development process. PLM tools make it easier to collaborate with suppliers and speed up time-to-market, which is crucial in today's industry.

When used together, ERP and PLM lay the groundwork for a supply chain that's not just more efficient but also more transparent and sustainable. Investing in these solutions isn't just about keeping up—it's about staying ahead, building trust with customers and positioning your brand to thrive in a rapidly evolving industry.

**Sergio Shmilovitch**  
Vice President of Strategy and  
Corporate Development  
Avery Dennison



From driving supply-chain resilience and operational control to ensuring data transparency and sustainability, the challenges facing the fashion industry are substantial. But, so, too, are the opportunities. With

a lack of visibility costing the industry billions each year and eroding trust between partners and consumers, connecting the physical to the digital has never been so crucial.

A full-service portfolio of end-to-end supply-chain solutions is key to this and affords greater control and visibility into manufacturing and supply-chain data. This empowers factories and brands to take a proactive approach and make more-informed decisions that help reduce waste, minimize inventory loss, boost profitability, and strengthen partner and consumer trust.

**Dan O'Connell**  
Co-founder  
BrandLab360



Over the last six months, fashion companies—particularly those reliant upon face-to-face interaction and commerce—have been forced to come up with new and more-innovative ways to do business.

Prior to the lockdown, VR was generally used as a marketing gimmick rather than a serious sales channel. However, closed wholesale showrooms and a drop in shop footfall have rendered traditional sales channels unviable. Many businesses

have had to reinvent their operations with incredible speed in order to survive.

The fashion industry has changed on a huge scale and will never be the same again. What was an inevitable move to digital over the next three to five years because of sustainability, market forces and pressures on margins, has happened now because of COVID.

The future has arrived now and the companies that are investing in immersive technologies for this sudden cultural shift are the ones who will prosper in this new world.

**Paul F. Magel**  
President of the Application Solutions  
Division  
Computer Generated Solutions (CGS)



Among the fashion industry's most pressing issues is agility—the ability to rapidly adapt to shifting market forces and unexpected challenges.

This includes meeting sustainability objectives as fashion brands face mounting

regulatory pressure and consumer demand to minimize environmental impact, from reducing waste and emissions to adopting circular production practices. Achieving these goals requires agile internal systems that can adapt to shifts in sourcing, production and distribution.

Agility also means staying ahead of economic uncertainties such as those posed by tariffs. Tariffs have the potential to significantly impact fashion supply chains, and preparation is key for brands to navigate these challenges. Enhancing supply-chain operational agility can help businesses pivot quickly, capitalize on changing market demands and potentially gain market share from competitors.

Digital supply-chain solutions seamlessly integrate end-to-end visibility and predictive analytics, empowering brands to mitigate unforeseen disruptions, meet sustainability goals and align with consumer preferences. For example, with real-time tracking and demand planning, fashion brands can produce only what's needed, in turn reducing waste while ensuring timely delivery. Similarly, tools that centralize design, sourcing and production workflows improve collaboration and efficiency across the entire supply chain.

**Pam Peale**  
Vice President of Global Sales and U.S.  
PLM Operations  
DeSL



Greenwashing is an important topic of concern that has negatively impacted the industry. It is critical that brands are not only pursuing sustainable practices but also authentically messaging their efforts. Consumers want to know

the truth about where their clothes come from and how they are made. This growing demand, paired with stricter regulations and corporate initiatives, make it increasingly more important to have full visibility over one's own supply chain.

Technology partners can provide the tools to address these challenges and enable responsible decision-making during the design and development process. For example, leveraging a PLM system with a full-featured fabric-materials library allows brands to monitor the composition and recyclability of materials during the design phase. The bill of materials can precisely calculate recycled versus non-recycled fibers, helping teams gain deeper insights into the true sustainability of each product.

In addition, supply-relationship management with factory inspection and audit tools ensure a healthy supply chain and improved compliance. With detailed sustainability data managed within PLM, reporting is made easier and more accurate. It is important to discuss sustainability and compliance, but it is of even greater importance that brands have a path and the tools to reach those goals.

**Petersen Zhu**  
Co-founder and Chief Executive Officer  
DigitBridge



The fashion industry's most pressing issue is the shift from traditional wholesale models to a fully digital, omni-channel strategy. It's not just direct-to-consumer businesses going digital, B2B buyers also expect the same convenience as modern consumers. This digital transformation requires seamless integration between online and offline channels while maintaining efficient, agile DTC operations.

However, outdated on-premises software systems struggle to keep up with the need for real-time data synchronization, leaving brands vulnerable to inefficiencies, delays and miscommunications that can impact revenue and erode buyers' trust.

Wholesale fashion brands should embrace modern, native, cloud-based architecture to stay competitive. Robust digital solutions that consolidate sales-channel integration, streamline inventory operation and ensure frictionless order management are essential. Without them, brands risk losing competitive ground and struggle to meet expectations of today's buyers or consumers.



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*What pressing fashion-industry issue are you most concerned with, and is there a specific technology solution that can help solve it?*

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## Technology *Continued from page 10*

### Micol Gamba Product Marketing Director EFI



Sustainability came out loud and proud as a trend in the last years. The way EFI Reggiani wants to facilitate this trend is through truly sustainable solutions: Nowadays the topic is serious and, walking the talk is crucial to emerge from the crowd.

Also, operational efficiency is a more and more compelling requirement. In this context, software and workflow automatization are the next technology enabler that will help our customers grow. Our new proprietary end-to-end digital printing workflow powered by InEdit boosts productivity and production capabilities for digital textile-print operations.

### Tirsa Parrish Co-founder and Managing Partner Fashion Index



The lack of transparency in the fashion supply chain often leads to issues like waste, unethical labor practices and challenges in ensuring sustainable operations. This is especially problematic for smaller businesses. The solution is technology that highlights AI-driven optimization and blockchain technology to enhance transparency and foster trust between businesses and consumers while keeping the companies competitive.

AI-powered tools can help businesses optimize design, development and production. It reduces time and waste and predicts demand more accurately. These technologies are beneficial for promoting circular fashion by accelerating innovation and recycling, upcycling or repurposing materials. Blockchain provides end-to-end visibility across the supply chain. For example, each step in production—from sourcing sustainable materials to manufacturing and distribution—can be recorded in an immutable ledger, a record-keeping system where the data entered can't be altered, tampered with or deleted. This allows brands to prove their sustainability claims and consumers to make more informed decisions.

### Ana Friedlander Industry and Solution Strategy Director for North America Fashion Retail Infor



Financial resilience, particularly in navigating economic volatility while maintaining profitability and sustainability is a challenge. Rising production costs, inflation and shifting consumer spending patterns have created significant challenges in the face of economic uncertainty. Equally pressing is the need for supply-chain resilience and transparency as brands navigate disruptions caused by geopolitical tensions, raw-material shortages and tightening regulations on sustainability and ethical practices.

AI-powered supply-chain optimization tools offer a robust solution to address these challenges. By providing real-time visibility into supply-chain operations and leveraging predictive analytics, AI can identify potential risks, forecast transportation delays and analyze market demand. These capabilities allow fashion brands to make proactive decisions, minimize inefficiencies and reduce financial losses caused by overproduction or inventory shortages. This level of operational agility directly supports profitability and long-term financial health.

Simultaneously, blockchain technology is driving supply-chain transparency by enabling end-to-end traceability of materials. By tracking the journey from raw-material sourcing to finished product, blockchain ensures ethical sourcing, compliance with environmental standards and greater accountability. This level of transparency not only meets regulatory demands but also fosters trust with consumers who increasingly prioritize sustainability and ethical practices.

By integrating these advanced technologies, fashion brands can reduce waste, optimize costs and meet evolving market expectations for efficiency and transparency. This strategic approach positions companies for sustainable growth, ensuring they remain competitive in an unpredictable economic and regulatory landscape.

### Scott Pearson Vice President of Sales and Marketing Jesta



With ongoing challenges related to the supply chain and the uncertainty of geopolitical implications, the apparel industry faces challenges like unpredictable demand, increasing sourcing challenges, inefficient inventory management and outdated trend forecasting. These lead to overproduction, markdowns stockouts and lost profits. Compounding this is the growing demand for hyper-personalized, quickly delivered products. AI-driven solutions are revolutionizing the industry. By analyzing product attributes and clustering them with customer personas, brands can create highly targeted assortments. Gone are the days of relying solely on A, B and C store categorizations. Today, customer-centric assortments ensure the right stock is in the right place, aligned with seasonal needs and strategic goals.

AI adoption progresses through three stages: predictive, prescriptive and automated. The predictive phase analyzes historical data to forecast trends. In the prescriptive phase, systems offer actionable recommendations—like optimal assortments and replenishment plans—while user feedback ensures trust and confidence. The automated phase delivers maximum efficiency, with AI managing inventory and replenishment independently while adhering to user-defined constraints such as budgets and stock levels supported by oversight protocols.

These advancements deliver tangible benefits: reduced stockouts, fewer lost sales, improved inventory turnover and increased gross margin return on investment. With enhanced efficiency and precision, brands can boost sales and revenue, setting new benchmarks for customer-centric excellence in an increasingly competitive market.

### Alison Bringé Chief Marketing Officer Launchmetrics



Entering 2025 against a backdrop of economic uncertainty, fashion brands face a critical challenge—amplifying their reach and driving ROI, all while optimizing resources. In this climate, data-driven decisions are no longer a luxury—they're the backbone of success, ensuring brands invest in the right channels and voices to make every campaign hit its mark.

To stay ahead, investing in advanced metrics tools that deliver real-time insights into brand and industry performance will be essential.

### Leonard Marano President of the Americas Lectra



The fashion industry today is faced with the task of credibly aligning sustainability and profitability. In the wake of increasingly strict environmental regulations around traceability, carbon-footprint reduction and ethical production, brands are under immense pressure to adapt quickly and achieve the delicate balance of economy.

Economy—where ecology meets economy at the intersection of technology and sustainability—is transforming the industry, enabling companies to leverage advanced technology like artificial intelligence. AI helps brands streamline supply chains, optimize inventory management and predict consumer demand while reducing waste and improving efficiency.

AI-powered analytics can identify areas for improvement in sustainability practices, offering brands actionable insights to enhance their operations and meet regulatory requirements. This technology empowers companies to build consumer trust, align with evolving expectations, and maintain profitability in a competitive landscape.

By integrating AI into their operations, brands can navigate regulatory challenges, foster transparency and drive innovation. As we get deeper into 2025, the adoption of AI-driven solutions will be critical for success in the rapidly evolving fashion landscape.

### Chris Benner Master Industry Principal NetSuite



A pressing issue in the fashion industry is effectively managing demand forecasting amid fluctuating customer expectations, competitive pressures and supply-chain challenges. AI is emerging as a powerful tool to enhance decision-making and improve operational efficiency. It can analyze large data sets—including sales history, market trends and even social-media sentiment—to predict future demand.

NetSuite has been integrating AI and machine learning into its offerings to tackle this issue. This advanced forecasting system goes

beyond simple statistical models, recognizing complex correlations between products, customer behavior and external factors like weather or economic shifts. The result is a proactive approach to inventory management. Businesses can optimize stock levels, reducing excess inventory and minimizing costs while ensuring products are available when customers want them.

### Chris Akrimi General Manager of B2B NuORDER by Lightspeed



Retailers and brands are honed in on enhancing the customer experience, curating the right assortments and increasing sell-through. All of these rely heavily on data, but many companies lack the time and resources to drive impactful change.

Product data—the item-level details required to make, purchase and sell products—is essential but costly and time-consuming to collect. Brands and retailers spend significant resources maintaining this information, yet millions of overlapping data points from style numbers to classifications and enrichments, must still be processed. What results is a tedious, cumbersome workflow that slows down order writing and merchandising.

Integrations, standardization and AI solutions are essential for tackling these complex data challenges, reducing costs and improving scalability and speed-to-market. AI adoption in the fashion industry is growing rapidly, but it depends on clean, consolidated data.

### Preston Plowman Co-founder and Chief Executive Officer Onbrand



The imposition of tariffs on China poses a significant and immediate threat to fashion brands heavily reliant on Chinese manufacturing. For those with most—or all—of their production tied to China, the resulting cost increases

could be devastating. Many brands won't be able to absorb the added expenses or pass them along to customers.

For brands that don't own their product data—like pattern files and specs—the situation becomes even worse. If that data is controlled by their factories, they'll be unable to pivot quickly to new suppliers. How will they retrieve their files to start production elsewhere? Without this intellectual property, brands are left stranded, unable to produce their own products. It's a critical failure and entirely preventable.

We've worked with brands to retrieve product data from factories, digitize and centralize it in our platform, and begin dual sourcing so they're ready if disruptions occur. By putting all product data in one accessible place, our customers have been able to take control of their supply chains and respond to challenges with agility.

If your brand relies heavily on Chinese manufacturing and you don't fully own and control your product data, you're at serious risk.



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## Technology *Continued from page 12*

**Yazan Malkosh**  
Founder and Chief Executive Officer  
swatchbook



Currently some of the most pressing issues are addressing traceability, transparency and material origin for products. We clearly observe a significant wave of regulation emerging that is influenced by regulatory bodies and the consumer market. This challenge poses a major obstacle in terms of data collection, data analysis and data presentation to the manufacturer, designer and consumer. It will entail multiple challenges that have already begun to impact various processes within the industry, such as:

- Tracking material origin down to the fiber level for textiles and the hide level for leathers;
- Providing comprehensive manufacturing and processing data for each stage of production for these materials, including materials used and factory conditions;
- Providing all these data at the earliest

stage of design, development and sourcing;

- Incorporating it into bills of material as early as the design stage; and
- Providing a user-friendly way to digest these data for consumers.

We need to delve deeper into one or two tiers lower to address the fundamental needs of material production. Topics related to sustainability are highly sensitive and, in some cases, subjective. In our opinion, complete transparency is essential to provide consumers with the necessary data to make informed purchasing decisions.

**Oya Barlas Bingul**  
ICL Specialty Minerals | Senior  
Manager, Business Development &  
Marketing  
TextiMag



One of the fashion industry's ongoing challenges is reducing its environmental footprint—not just in manufacturing but throughout a garment's lifecycle. While strides have been made in sourcing sustainable materials, the post-purchase impact—frequent washing, premature disposal, and excessive water and energy consumption—continues to strain natural resources.

Magnesium-based odor adsorption technology from TextiMag presents a meaningful solution. Sourced from the mineral-rich Dead Sea, the pure magnesium used in TextiMag is traceable to its origin, offering brands and consumers' confidence in its authenticity.

**Tim Hogan**  
Fashion and Luxury Photographer  
Timothy Hogan Studio



One of the most pressing issues in the fashion industry is the cycle of disposable content—imagery that is quickly produced, quickly consumed and quickly forgotten. While fashion thrives on reinvention, the industry has become increasingly driven by short-term trends rather than lasting impact.

As a commercial photographer and director, I believe brands need to shift their focus toward intentional, well-crafted visuals that command attention and reinforce their identity beyond fleeting aesthetics. Instead of chasing content volume, brands should invest in work that is strategically designed to make a lasting impression.

The right tools—such as high-speed cinematography and motion control—allow

for a higher level of precision and storytelling that create an immersive experience rather than just another quick-scroll image. This approach doesn't reject innovation; it refines it, ensuring that fashion visuals don't just follow trends but define them.

Ultimately, fashion is about desire, and desire isn't created through volume—it's created through craftsmanship, artistry and a deeper connection to the audience. The brands that recognize this will be the ones that stand apart in an industry that too often prioritizes speed over substance. ●

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



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



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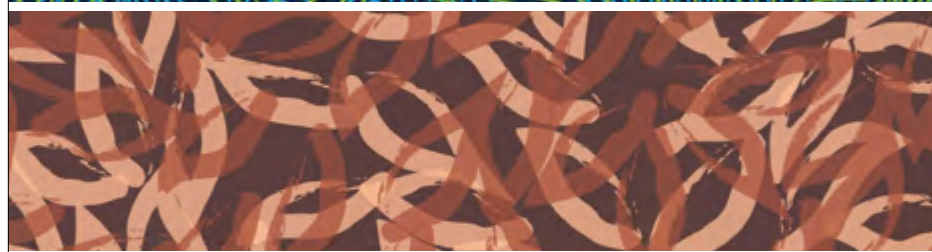
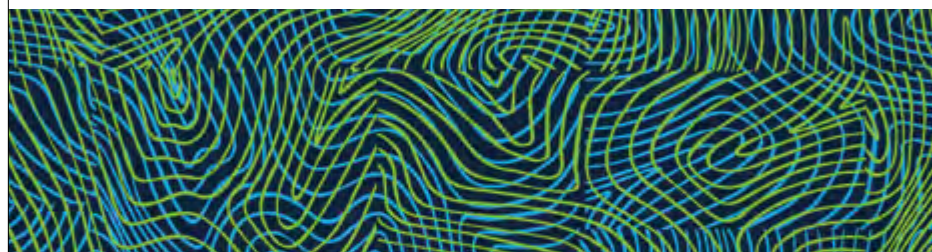






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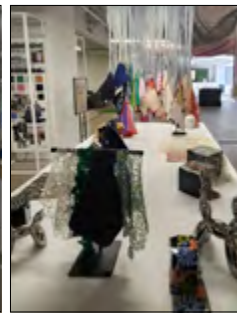
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## TRADE-SHOW REPORT



LA Textile at the CMC featured an array of international and domestic sourcing resources, design-trend exhibitions and educational opportunities for attendees. Pictured from left, trends in textiles, fresh concepts exhibited on the show floor, TEG booth and Spirit Lace booth.

## Textile Shows in L.A. Draw Attendees Interested in Quality, Education

By Dorothy Crouch Contributing Writer

Fashion professionals and emerging designers discovered new trends in textiles, notions, accessories, supply chain and production in downtown Los Angeles Feb. 25-27 during **LA Textile at the California Market Center (CMC)** and the **Los Angeles Fabric Show** at the **New Mart**. The shows featured exhibitors representing global sourcing options, in addition to seminars that outlined fresh and trusted solutions to address current challenges facing the apparel industry.

### LA Textile connects attendees with high-caliber options

LA Textile at the CMC kicked off its 32<sup>nd</sup> year with a Feb. 25-27 run where quality, sustainability and education drew attendees from around the world. During a seminar with **The Evans Group (TEG)** founder and CEO, Jennifer Evans, attendees learned about the important—but often overlooked details of design, development and production.

“Quality control is hands down the biggest factor that makes production good or not,” said Evans, who has worked with Christian Siriano, **Hudson Denim**, **Nike** and **Vera Wang**. “There are many things that can come up in production that are unique with each style: the way fabrics react, the different threads that you’re using, challenging aspects of the construction or if there was oil on the machine.”

Dalena Vasquez, founder of pet-lifestyle brand **WowWow**, attended the TEG session to learn more about scaling her brand of pet and pet-parent apparel. The label also blends Los Angeles culture with Vasquez’s Mexican American background.

“My brand is trying to bring elevated products to pets and parents with a little more cultural relevance,” Vasquez said. “If you’re a starting or merging brand be open minded. Connecting and networking are so essential.”

At the **Spirit Lace** booth, Claudia Favela fielded attendee interest in fabrics from the Los Angeles company for elevated designs and formalwear. Attendees who were interested in Favela’s offerings visited from Honduras, L.A., Orange County, San Diego and Massachusetts for finer textiles.

“We do everything that is couture and bright,” Favela said. “Before, [the trend was] 3D flowers. Now, the big flower patterns have been selling out.”

Attendees from Ontario; British Columbia; New York; Palm Springs, Calif.; Phoenix, Park City, Utah; and Costa Rica visited the **Asher Fabric Concepts** booth for domestic and sustainable offerings from the Los Angeles-based company.

“Besides strengthening our relationships with existing accounts, the show allows us to find new accounts and expand our existing business,” said Steve Peritz, sales executive.

City representatives from the **LA Sanitation Department of Public Works** showed their support at the event with a booth representing the Industrial Waste Management Division and the city’s work on the Los Angeles

Textile Recovery Project.

“We, as a city, were there to show support and interest to divert textile waste from the city. We want to be a part of it and support the industry regarding the issue,” said Mariam Panasyan, environmental engineering associate. “It was also important to discuss the legislation that just passed—SB 707. Many brands wanted to learn about it more and what it’s all about.”

The division’s messaging and efforts resonated with attendees, according to Karina Afework, associate environmental engineer.

“We’re putting funds to investigate and run our pilot projects,” Afework said. “People wanted to know how to get involved. A lot of people wanted to know if we could take their scraps and were happy to see that L.A. cares.”

### An intimate experience at Los Angeles Fabric Show

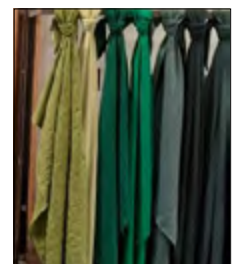
The New Mart welcomed the **Los Angeles Fabric Show** Feb. 26–27 with an easy-to-navigate show featuring exhibitors from across the supply chain. Show founder Susan Power offered a schedule of seminars such as “How to Build a Strong Relationship with Your Supply Chain,” presented by Dani Vasic, Anna Esposito and Yahel Engelberg of **Lefty Productions**, and “Costing Your Garments” with Anna Livermore, CEO of **V.Mora**.

First-time attendee Alline Atkinson Beutler of **ARDEN’S LOVE QUILTS** visited the show from Traverse City, Mich., as she searched for resources to scale her business, which she named after her mother who taught her to quilt. **ARDEN’S LOVE QUILTS** specializes in quilts, and quilted and non-quilted apparel.

“It was a smaller scale and a little less intimidating,” Atkinson Beutler said regarding the show. “I really appreciated seeing all the different fabric lines and new trends. I’ve never been to this type of show but have been to quilt-specific shows before. I really enjoyed it.”

Atkinson Beutler noticed trends in “vibrant florals,” linen, soft pastels and lighter colors.

“Being able to go somewhere to see so many different fabric lines all at once and see and touch their samples of different fabrics,” Atkinson Beutler said. “I was paying attention to the other people who were going around from vendor to vendor.” ●



The Los Angeles Fabric Show’s intimate atmosphere created an environment for attendees to easily discover potential sourcing partners such as (pictured from left) Gordon Fabrics Ltd. and Noveltext.



TECHNOLOGY.

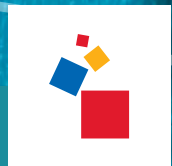
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TextiMag™

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TextiMag™, developed by ICL Group, is an innovative magnesium-based odor-management finishing technology sourced sustainably from the Dead Sea. Unlike traditional chemical treatments, TextiMag™ naturally neutralizes odours without harmful residues, enhancing fabric performance while minimizing environmental impact. Ideal for activewear, socks, and intimate wear. TextiMag™ enhances fabric durability and keeps garments fresh and comfortable. For brands and manufacturers seeking high-performance, environmentally responsible solutions, TextiMag™ is the future of textile finishing. Come and see TextiMag™ at The Functional Fabric Fair in Portland, booth number is 1703, for appointments please reach out to Justin Shemonsky, email: justin.shemonsky@icl-group.com.

Trade Shows  
Atlanta Apparel

www.Atlanta-Apparel.com  
Atlanta Apparel is the largest apparel market on the East Coast, offering thousands of womens, mens, and childrens apparel 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, resort, fashion and fine jewelry, shoes, hand-

bags, and more showcased in permanent showrooms and temporary exhibition booths. Upcoming apparel shows include April Buying Week, taking place April 1–4, which will combine Atlanta Apparel, Formal Markets (April 1–3) and Spring Market (Gift + Home, April 1-4) for one comprehensive, cross-category sourcing and shopping experience. Details and 2025 market schedule at www.Atlanta-Apparel.com.

Functional Fabric  
Fair Fall—powered  
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www.fffspring25.com/californiaapparelnews  
Discover What's Next in Performance Fabrics! Functional Fabric Fair Spring is the premier North American textile tradeshow for outdoor, lifestyle, and activewear design. It will take place from April 14–16 at the Oregon Convention Center in Portland, Ore. Explore cutting-edge trends and technologies shaping Spring and Summer 2026/2027. Connect with 270 plus carefully curated exhibitors through special events, expert-led education, and much more! Day 0 Sustainability Workshop on April 14 is one day before the exhibit hall opens; learn about real-world sustainability solutions with case studies and interactive discussions. Gain actionable strategies to drive sustainable innovation in your business.

IFJAG

info@ifjag.com  
www.ifjag.com  
IFJAG trade shows feature fashion jewelry and accessories from around the world with over 100 manufacturers or direct importers showing exclusive designs to IFJAG's unique venue of private showrooms which offer buyers a professional environment. Announcing the new IFJAG show in Charlotte, N.C. at the Embassy Suites, May 7–9, 2025. Preregister at the IFJAG website. Buyers are offered complimentary lunch and local transportation reimbursement.

Texprocess Americas

www.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.

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### Jobs Available

#### \* FULL-TIME GRADER/CUTTER \*

Cut Loose, a womenswear manufacturer in San Francisco, is looking to hire an experienced full-time grader/cutter to join the product development department. This position will be responsible for grading, cutting, and the sample fabric.  
If interested please contact Chryssa at [cgjannaros@cutloose.com](mailto:cgjannaros@cutloose.com)

#### \* PART-TIME PATTERNMAKER \*

Cut Loose, a womenswear manufacturer in San Francisco, is looking to hire an experienced part-time pattern maker- preferably with Gerber experience to join the product development department.  
Responsibilities include but not limited to:  
\* Developing 1st patterns from sketches, existing blocks and/or physical samples.  
\* See styles through fitting, grading and spec approval process to Production Ready  
If interested please contact Chryssa at [cgjannaros@cutloose.com](mailto:cgjannaros@cutloose.com)

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