

CALIFORNIA ApparelNews

THE VOICE OF THE INDUSTRY FOR 80 YEARS

\$3.99 VOLUME 81, NUMBER 5 MAY 9, 2025



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INDUSTRY FOCUS: SWIM

Planning Swim Strategy for Year-Round Success in a Season-Specific Category

By Dorothy Crouch *Contributing Writer*

Consumers often associate swim and resort apparel with warmer weather, but the truth is that this category has become relevant during all seasons. Swim-industry professionals know that planning for the swim category requires strategizing throughout the entire year, whether planning designs and mapping out production or developing sales plans for market events and creating special activations to launch during trade-show season.

The specific niche of the swim business requires designers, brands, buyers, suppliers and trade-show producers to hit the mark through a small window of opportunity that will captivate. Reaching consumers and securing their business for long-term loyalty season after season means that swim-

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SWIM

Judy Stein Sets Swim-Event Trends as the Category Evolves

By Dorothy Crouch *Contributing Writer*

For more than 40 years SwimShow has been the must-visit destination for conducting serious swim-category business in the United States. As its founder, Judy Stein continues to set the bar high with each edition. Stein's show formula established the standards for attracting a global audience to an alluring U.S.-based swim-industry trade event. She has also identified how to successfully evolve with a changing business amid shifting demands from her exhibitors and attendees—who want to learn how they can most effectively reach consumers.

Newcomers and competitors have entered the swim-event space over the years, yet Stein has established SwimShow as

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Where fashion gets down to businessSM



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2025

Nexus Moda Observes Earth Day With Eco-Fashion Leaders

Earth Day 2025 at the **California Market Center** had a fresh look with **Nexus Moda**, an event presented by **Showroom 316**, on April 22. The event blended fashion, art and technology—a concept from producer Carmen Harp and executive producers Marina Leight and Natasha Lunt.

“The goal is for Nexus Moda to grow into an international organization that provides resources and mentorship to emerging talent and builds a bridge between fashion, art and technology from an ethical lens,” said Harp.

Nexus Moda featured a roster of panel discussions covering topics such as “Building Consumer Trust Through Transparency & Ethical Practices,” “Algorithm vs Authenticity,” “Building a Brand From the Ground Up & The Importance of Community,” and Denim Dudes’ trend presentation by Amy Levertson and Shannon Reddy.

Artist installations featured works by Alex Casillas, Penny Gac, Madison Jewelinski, Amber Kollar, Shelby Stasenska and Laura



Manny Jackson of Thread Haus Co (pictured left foreground) announces “Nature’s Algorithm” by David Parong of ASU FIDM as the winner of Nexus Moda’s student upcycling competition.

Stewart.

The event shifted to runway presentations that highlighted the work of established designers Natasha and Phlemuns in addition to fashion’s next generation. Nexus Moda’s student fashion show featured designs from Luxi Deng and Nola Hill of **ASU FIDM**, Maya

Peats of **Otis College of Art and Design** and Jay Tryon of **Los Angeles Trade-Technical College**. Tryon was selected by judges Jonnoy Wujek, Poppy Liu and Mark Indelicato as the winner of Nexus Moda’s student runway competition and was awarded a business-and-design mentorship from Nexus Moda and a six-month placement at Showroom 316.

Student upcycling-competition honors were awarded to David Parong of **ASU FIDM** for his piece “Nature’s Algorithm.” Competition judge Manny Jackson of **Thread Haus Co** selected Parong’s work, which will be exhibited at Showroom 316. The emerging designer also received a new home serger machine from **Ace Sewing**.

“Every step counts. Every choice counts,” noted Jackson. “Be mindful of the choices, and when you are mindful of the choices share those as well so we can focus on learning from one another versus bashing and beating up one another for the things we may do differently.”—*Dorothy Crouch*

Two Moms. Too Much Waste. One Big Idea.

Mothers Kimberly Lau and Linda Young are filling the gap between good intentions and real solutions by lessening textile waste going to landfills. “As moms, we were watching perfectly good clothes cycle through our kids’ closets and head straight for the trash,” said both Lau and Young, co-founders of **Project ReWear**.

Their mission is to make secondhand clothing second nature through their in-store initiative, The Landfill Project. Customers can shop stylish, gently loved pieces, track the exact poundage of waste saved and pose with the “garbage truck” display, snap a pic and get 10 percent off.

The Thousand Oaks, Calif., boutique opened in December 2024, and in just four months they’ve saved more than 1,000 pounds of clothing from being thrown out. “1,000 pounds saved equals over 1.5 million gallons of water, 24,000 pounds of CO₂ and serious eco impact,” Lau and Young explained.

“We realized families wanted to shop more sustainably, but the options were limited, scattered or felt like a compromise. Project ReWear was our way of creating something better: a joyful, community-powered hub where people could shop with purpose, see their impact and feel good doing it.



In just four months, founders of Project ReWear Kimberly Lau and Linda Young have saved 1,000 pounds of clothing, or over 1.5 million gallons of water and 24,000 pounds of CO₂.

“At this stage we’re most passionate about showing people that small, everyday choices—like buying secondhand—can create huge ripple effects,” said the duo.

Ninety percent of the inventory is purchased from large thrift stores, often the final stop before clothing is discarded or sent overseas. “We handpick every item for quality, condition and style. Due to overwhelming community support, we’ve begun accepting a small percentage of high-quality donations—currently 10 percent. This hybrid model helps us stay financially sustainable and allows more people to contribute.”

Project ReWear currently carries clothing and accessories for infants through young adults. The goal of the co-founders is to offer pre-loved options for the whole family. In addition, they plan to launch the Project ReWear online shop in summer 2025.—*Kelli Freeman*

Inside the Industry

As the fashion industry shifts toward greater transparency, Digital Product Passports are becoming increasingly important. The Rudholm Group is at the forefront of supporting brands with the transition to DPPs through its innovative ShareLabel platform, which simplifies data management, ensuring accurate, real-time tracking of product information and streamlining compliance with regulatory requirements. By acting now, brands can stay ahead of the curve, ensuring a smooth transition when new regulations take effect. “With legislation on the horizon, now is the time for textile brands to start engaging with Digital Product Passports,” said Kristoffer Schroeder, CTO at the Rudholm Group. “We see DPPs not just as a compliance requirement but as a strategic advantage, offering brands a way to build trust, enhance transparency and drive meaningful connections with consumers.”

The U.K.’s Cotton Lives On program has announced the participation of leading denim brand Paige, which created a consumer-facing campaign encouraging the recycling of pre-loved jeans. Launched on Earth Day, the initiative was introduced through Paige’s retail stores. Continuing throughout 2025, the PAIGE x CLO initiative invites consumers to turn their unwanted jeans into recycled-cotton insulating material used in mattresses for people at risk of homelessness. “We are thrilled for Paige to join our cotton-recycling program, said Andrea Samber, director, consumer marketing brand partnerships, Cotton Incorporated. “Earth Day was a perfect opportunity to highlight this initiative while encouraging Paige customers to join our efforts of keeping old cotton from landfills.”

At Pakistan’s leading textile-industry trade fair, Igatex, held April 24–26, Jeanologia presented its proposal for technological integration to drive modernization through automation, sustainability and productivity. With nearly two decades of presence in Pakistan, Jeanologia has helped transform the local production landscape by promoting competitive models based on such cutting-edge technologies as laser, ozone, e-Flow and water-recycling systems such as H2Zero. Designed to be accessible to both small and large corporations, these solutions have enabled more-sustainable and efficient denim production, reducing water consumption by up to 85 percent, minimizing chemical use and ensuring safer processes for workers. With 8.5 percent of its GDP tied to textiles, Pakistan has established itself as a key node on the new global-manufacturing map.

Première Vision set up at the Grand Quai du Port de Montréal April 22–23 with over a hundred international exhibitors, close to 2,150 attendees and 38 speakers across 24 conferences. Organized in partnership with the mmode Cluster, this first event, which met with great success, saw the involvement of Tourisme Montréal and the Ministry of Tourism. Said Thierry Langlais, PV’s vice president of operations, “Première Vision Montréal brought together a considerable number of visitors, all very enthusiastic about this new event in Canada. The success of this edition confirms for us the need to meet our markets, especially in the context of change and the geopolitical instability we are experiencing. We are already setting the date for 2026, and the agenda will be quickly confirmed.”



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2026



What is the single most-important piece of advice you feel is crucial for your associates, colleagues and peers to plan a successful swim strategy for the remainder of the year?

Swim Continued from page 1

industry professionals must create a nearly perfect formula.

California Apparel News asked swim-industry insiders: *What is the single most-important piece of advice you feel is crucial for your associates, colleagues and peers to plan a successful swim strategy for the remainder of the year?*

Laura Corna Sales Manager ACM

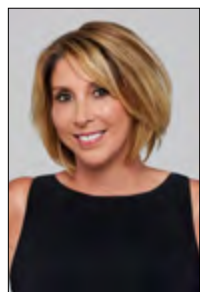


We have a mantra we've been repeating to ourselves for years, and we believe it can be useful in any situation—whether it's fashion, strategy or simply a way of approaching life: It's the details that make the difference. When it comes to swim-

wear in particular, our goal is to create accessories that can combine style and performance. A buckle, a clasp or a metallic accent can add real value to a swimsuit, elevating its perception and becoming distinctive style signatures.

At the same time, given the particular stress a swimsuit is subjected to, it's important for us to ensure outstanding resistance to water, salt, chlorine and various weather conditions. Our advice when designing swimwear is never to compromise on style and brand identity and always to ensure that value remains unchanged over time. That's why we choose processes, coatings and treatments that can guarantee the swimsuit's durability dive after dive.

Susan DeMusis President MIRACLEBRANDS MIRACLESUIT I MAGICSUIT SWIM USA



These are shifting sands, and it is incredibly unclear what is to come. My golden rules I live by that keep me focused are: Stay true to your brand, and product always comes first. Also remember to deal with the challenges, but don't be

derailed. Focus on what matters most—the ultimate customer and creating her absolute best experience. If it's safe and predictable, it's time to go somewhere new. Good is never good enough; it has to be the best it can be.

Holly Harshman Co-founder and Creative Director VYB Swim



Reduce foreign dependence and capitalize on local manufacturing facilities. Considering a shift to American production using in-house dead-stock fabrications can alleviate overseas disruptions and uncertainties.

VYB Swim is privileged to have the robust support of RAJ Swim, our manufacturing powerhouse in Southern California, equipped with a fully operational factory and warehouse. Our continued strategy of U.S. production ensures seamless construction, distribution and a stable flow of collection drops for summer and through the remainder of seasons.

Mitigating the impact and challenges posed by tariffs on goods from China empowers us to deliver exceptional styles consistently while maintaining profitability and customer satisfaction.

Geoff Hietpas Vice President of Apparel, Americas Lycra



Consumers care about durability and sustainability, so they seek swimwear that meets this need. A successful swim strategy involves choosing high-quality fabrics that deliver these benefits. Swimsuits are a very personal purchase, which is

why it's always a big win when you find a new suit with just the right color, fit and style that helps you feel happy and confident.

We aim to help consumers feel that way for more than one season, which is why we developed LYCRA XTRA LIFE fiber. This elastic fiber creates durable swimwear that lasts up to 10 times longer than suits made with unprotected spandex. Later this year we will launch bio-derived LYCRA EcoMade fiber made with 70 percent renewable content, a one-to-one replacement for virgin LYCRA fiber with the same performance benefits.

Syncletica Maestas and Aida Moreno Co-founders Hola Swim



Now more than ever our goal is to create swimsuits that are multipurpose and timeless. As we move through the remainder of the year, we're putting a strong emphasis on designing pieces that are not only versatile but that also become staples in our customers' wardrobes year-round.

We're committed to longevity—creating clothing that is not disposable but meaningful additions to our past collections. Each piece

is thoughtfully designed to complement what we've already built rather than just follow fleeting trends.

Our vision is beach to street: extending the value of every piece and stretching our customers' investment. Whether they're lounging by the water or heading out after sunset, our suits are made to move with the wearer—effortlessly and stylishly.

Marc Merklen Founder La Plage



The single most-important piece of advice for planning a successful swim strategy for the remainder of the year is to set clear, specific goals and create a structured training plan to achieve them. This includes assessing current abilities and

identifying areas for improvement.

Set smart goals and ensure they are specific, measurable, achievable—develop a very new piece that would become your bestseller—relevant and timely. Embrace luminous hues and futuristic colors in your training gear to boost motivation and energy as you work toward your goals. Regularly track your progress and adjust your training plan as needed.

Keep yourself motivated by celebrating small victories—don't expect to blow up in the market instantly; keep creativity before numbers—and maintaining a positive mindset.

By following these steps, you can effectively plan and execute a successful swim strategy for the rest of the year.

Philippe Mignot Project Manager NextPrinting



The world of swimwear is intrinsically linked to a carefree spirit, imagination and positivity. The very nature of swimwear demands a high level of creativity and ingenuity. We believe that the ability to surprise customers season after season, collection after collection, is crucial for a brand operating in such a dynamic segment. Our digital fabric-printing technology enables endless possibilities and creative variations, not only on conventional synthetic and natural fabrics but also on technical and high-performance materials.

This frees us from traditional constraints and allows us to reproduce on briefs, shorts, bikinis and any swimwear item and every fabric and texture our partners wish to experiment with. From denim and leather effects enhanced by surface treatments that faithfully recreate their texture to shirting prints and any other pattern, we can imagine and create swimwear designed to surprise and stand out in any context.

Jena Nesbitt Product Strategy Director Pine Crest Fabrics Inc.



The most vital strategy for swim success throughout the year is deeply understanding your customers' priorities and aligning your material sourcing accordingly. Whether they value performance features like chlorine resistance, sustainability creden-

tials or innovative comfort technologies, partner with trusted suppliers who can deliver these specific attributes without compromise.

As more production returns stateside, those who've identified their customers' hierarchy of needs and secured the appropriate domestic material pipelines will navigate the increasing competition for U.S. manufacturing capacity most successfully.

Jane Preston Category Manager—Swim, Footwear, and Coastal Gift and Decor Surf Expo



Adaptability is everything. The swimwear market moves fast, shaped by evolving consumer behavior, sustainability demands and the pace of digital innovation. To stay competitive through the remainder of the year, brands and retailers need to

remain flexible and laser focused on what their customers want right now.

That means leaning into customer-first innovation and staying sharp on trends, especially around sustainability. Eco-conscious shoppers are actively seeking swimwear made from recycled or low-impact materials, so it's essential to prioritize products that align with those values. At the same time, inclusivity—offering a broad range of sizes, styles and fits—is no longer optional. It's a key factor in building brand loyalty and capturing a wider market share.

Trade shows like Surf Expo are also crucial to a strong swim strategy. They're not just about visibility—they're where ideas are exchanged, relationships are built and feedback is gathered in real time. These events help you keep your finger on the pulse of the industry, connect with buyers and position your brand for meaningful growth.

Lauren Quinn Founder and Creative Director Bromelia Swimwear



Swim strategies are mapped out well before the ball drops on New Year's Eve, but if the past few years have taught us anything it's that being able to pivot is just as important as planning. And sometimes, those pivots open the



Devon Ranger
Show Director
Collective Shows



In today's fast-evolving swimwear market, the most critical strategy is to lean into purposeful discovery and authentic connection, especially through curated, in-person industry experiences like Collective Shows.

The landscape is more competitive than ever, and brands and retailers alike need more than just data—they need context, creativity, inspiration and connection to stay ahead. While digital analytics are essential, they can't replace the value that comes with seeing, feeling and trying new products in real life. Platforms like Collective Shows offer attendees the opportunity to do just that—see emerging trends on the runway, try products for themselves, forge key relationships with new and existing partners, and drive meaningful business in one concentrated setting.

For retailers, our shows are about discovering unique, breakout brands and exclusive product stories that will set their assortments apart. For brands, it's about securing face time with the right buyers and aligning with partners who share their vision. These high-value interactions provide the critical intelligence to adapt inventory, refine marketing and navigate the dynamic swimwear and activewear market—this is where growth strategies for the remainder of the year are truly shaped.

Juliana Restrepo
Supply Chain Manager
Zocca Corp.



Brands must adapt by leveraging near-shoring advantages, particularly in Latin America, to develop fast and flexible production cycles. This approach enables brands to reduce risk by working with suppliers that offer lower minimum order quantities, allowing for improved cash flow and the ability to respond swiftly to market demand through quick replenishment times. In Colombia, we have a strong swimwear industry with high-performance fabrics and flexible production quantities.

By combining data-driven channel planning with smart sourcing strategies, brands can create an approach to customer engagement that integrates all communication channels to create a unified experience.

Judy Stein
Executive Director
SwimShow



We're nearly halfway through the year, and while the swim-and-resort market week in Miami is just approaching, there's certainly a checklist that brands and industry colleagues should consider. As we all gear up to present the 2026 collections of

early Resort and Spring—presenting them in their best light so they stand out among the rest is crucial. Photographing the collections for your consumer seems like common sense, but it isn't always the case.

This means if your brand is focused on a consumer who is mature or middle-aged, show that person in the models with whom you work. Be sure every part of your team—photographers, hair, makeup artists and models—all understand who you're trying to reach so your campaign photos represent your brand to the fullest extent.

Another integral part of the checklist is how you are going to show your collection. At SwimShow, we constantly look for brands that get creative with branded signage, using unique hangers to display every look, and that each collection tells a story and is cohesive.

Lastly, stay in touch with your buyers. They want to know you care about how your collection is performing in-store. Send them a note on their birthday or a piece from your collection that reminds you of them. Emotional connections go a long way. Also, make your appointments early. Buyers are very busy during market week, so try to provide look books, campaigns and invitations at least a month in advance of the show. ●

Responses have been edited for clarity and space.

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Judy Stein On Stage at SwimShow 2024



For more than 40 years Judy Stein's SwimShow has served as the destination for serious buyers to get down to business with the industry's most sought-after labels.

Judy Stein Continued from page 1

an integral presence on the calendar. *California Apparel News* spoke with Stein as she looks forward to how the swim category's transition unfolds as an apparel segment across seasons—rather than a summer and holiday business—and the influence of these changes on SwimShow's evolution.

CAN: What are you most excited about for SwimShow in 2025?

JS: We are excited to continue celebrating the new collections in swimwear but also in accessories, resort, cruise and ready-to-wear collections. The industry has shifted in so many ways, and we find offering a multitude of categories that fit well alongside swimwear has been a winning success for the exhibitors and retailers at SwimShow.

For 2025, we're seeing trends evolve and classic styles become prominent fixtures in collections from Australia, Canada, Colombia, the U.K., Italy, Brazil, Greece, the British Virgin Islands, Indonesia, Peru and, of course, the American brands. We're excited for a variety of new partnerships this season and to be hosting SwimTalks, a series of compelling conversations, panel discussions, trend

seminars and more right on the SwimShow floor.

CAN: Why did you decide to expand by adding an October 2025 show?

JS: We've had a big demand from our exhibitors to produce a show in the fall in South Florida. While the summer show during Miami Swim Week is typically focused on orders shipping Early Resort/Spring, we believe developing an October show will leave room for buyers who are visiting to shop a mix of Summer and even Immediates.

Adding a new show simply continues to celebrate the industry and traditional retail methods, which are lately overlooked and being shifted in various directions. The truth is that consumers want an in-store experience, so we're simply helping the industry pivot with the times.

CAN: What should attendees expect from the October 2025 show?

JS: We expect October to be a curated show that helps buyers discover new brands and meet with veteran exhibitors with ease. During the summer, it's an extremely busy show and time of year during that particular market week.

Miami Swim Week has become a staple since we've held SwimShow in the summer for so many years, and, with that,

Miami sees an influx of programming from mass D2C brands, but our trade-show model will always celebrate the brands that are ready to be at retail.

We've always held events for buyers and brands to come together, but lately we have elevated the experience with education, having experts, editors and buyers sit on panels, and this is something we're truly seeing as a win for our show and its attendees.

CAN: What is one industry-wide challenge faced by the trade-show business that you have overcome?

JS: While we market our show as a swim-focused trade show, this segment now comes with several other categories, and, with that, there are a lot of brands on the market. We take our time to review each and every brand and collection—new exhibitors must send samples for our review. We want to see the quality of the fabric, construction, composition, craftsmanship, execution, design and branding.

The biggest challenge is deciphering the new brands that are ready to not only receive orders but also present well to buyers, make appointments and deliver orders. Some brands just think that if they show up the buyers will come—and it's simply not the case. It's a science, and, if it's mastered, it leads to great success of many brands that have been with us for years. ●



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RESOURCE GUIDE

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Swimwear Magicsuit

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All over shaping on your terms. So comfortable and always chic, with Magicsuit you will forget all about the great support until you see your reflection. Magicsuit utilizes soft shaping fabric, cleverly designed with a versatile and stylish twist. With modern draped silhouettes smooth and slim, these suits seamlessly transition from beach to bistro. Modern suits, fluid swim tops, chic dresses

and fun rompers designed with an eye towards trend make it easy to look and feel your best. Build your look, the confidence is built in. It's magic.

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fidence, allowing you to live life to the fullest and focus on what truly matters. Discover your Miracle at www.miraclesuit.com.

Trade Shows/ Events Miami Swim Week Powered by Art Hearts Fashion

www.artheartsfashion.com/miami-swim-week/
Miami Swim Week Powered by Art Hearts Fashion arrives May 29–June 1 at Eden Roc Miami Beach and the Miami Beach Botanical Gardens. Art Hearts Fashion is the leading plat-

form dedicated to bringing innovative designers and artists to the forefront of fashion week. The coast-to-coast contemporary events get the most renowned designers and the sharpest up-and-coming emerging designers to the runway in New York, Los Angeles, Miami and Las Vegas.

SwimShow

www.swimshow.com
SwimShow, the premier trade show dedicated to the swimwear industry, takes place May 31–June 2, 2025 at the Miami Beach Convention Center in Miami Beach, Fla. With more than three decades of expertise, SwimShow is recognized as the global tradeshow where the very best gather to network, exhibit and purchase next year's trends. Held every

July, SwimShow is the largest of its kind in the world and attracts more than 7,500 buyers, manufacturers, designers, corporate personnel, press, bloggers, influencers, fashion consultants, stylists, VIPs and other fashion industry leaders from over 60 countries to showcase brands and create business opportunities. SwimShow is planned and executed with the utmost needs of swimwear buyers anticipating the trends, debuting new designers each year and producing an all-encompassing trade show that is second to none.

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PUBLISHED BY TLM PUBLISHING INC.
APPAREL NEWS GROUP

Publishers of:
California Apparel News
Waterwear

EXECUTIVE OFFICE
The New Mart

127 E. Ninth St., Ste. 212
Los Angeles, CA 90015
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PRINTED IN THE U.S.A.

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