

A California Apparel News Special Section

2025

Trade Shows

MAY 2025

Trade-Show

Q&A

What innovative offerings have been most crucial to buyers and exhibitors while navigating recent economic challenges?

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DALLAS APPAREL & ACCESSORIES MARKET

JUNE 10 - 13 | AUGUST 12 - 15, 2025



What innovative offerings have been most crucial to buyers and exhibitors while navigating recent economic challenges?

New Challenges in the Apparel Industry Require Fresh Solutions

By Dorothy Crouch *Contributing Writer*

Exploring new ideas through research and development and executing new approaches often leads to greater costs, which trade-show producers, exhibitors and their clients are currently struggling to justify during an uncertain economic climate—particularly in the apparel industry. There is an old adage, “It takes money to make money,” yet exploring the potential return on options for fresh large-scale offerings that require deep investment is not an option for many in the apparel trade-show business.

Many trade-show producers are investing in ways to refresh existing offerings, changing smaller details that can make a large impact with exhibitors and attendees, or choosing a single innovative investment that will resonate most with their clients.

To gain insight into how event professionals are navigating 2025’s hurdles within the apparel industry, *California Apparel News* asked trade-show insiders: *What innovative offerings have been most crucial to buyers and exhibitors while navigating recent economic challenges?*

Jennifer Bacon
Vice President of Fashion and Apparel Shows
Messe Frankfurt, Inc.
texworldnewyorkcity.com
texworldla.com



In today’s changing economic landscape, buyers and exhibitors are looking for sourcing experiences that deliver more value with less time and cost. At Texworld, one of the most impactful innovations has been offering exhibitors

the chance to reach two major U.S. markets with a single trip, participating in back-to-back shows in New York and Los Angeles. This approach helps reduce travel expenses while expanding access to buyers from both coasts.

We’ve also introduced the Exhibitor Pitch area at Texworld, giving suppliers a platform to actively present their collections to attending buyers. It’s a powerful way for exhibitors to create direct connections and stand out beyond traditional booth traffic.

For buyers, curated feature areas like the Trend Showcase and Textile Talks provide valuable inspiration and insights. Additionally, as sourcing strategies shift due to rising tariffs on Chinese goods, Texworld offers buyers access to a broader range of sourcing options from around the world.

By combining efficient access to two dynamic markets, direct engagement opportunities and trend-driven sourcing tools, Texworld helps both buyers and exhibitors navigate today’s challenges with more confidence and success.

Maria Camila Castellanos
Director
ProColombia
procolombia.co



With demand patterns becoming harder to predict, holding large inventories has become a costly gamble. In response, many exhibitors are shifting to made-to-order and just-in-time production models. These approaches not only reduce

overhead for buyers but also offer greater customization, allowing for more-agile and customer-centric product offerings.

What was once a trend has now become a foundational shift in global sourcing. Brands and retailers, particularly in the U.S., are increasingly turning to suppliers in the Americas to diversify and de-risk their supply chains. Geopolitical factors, such as the reintroduction of tariffs under President Trump’s new trade policies, are accelerating this move. Nearshoring combines the cost efficiency of offshore manufacturing with the advantages of geographic proximity, cultural alignment and easier communication, making it an increasingly strategic option.

Understanding and utilizing trade agreements can provide a significant competitive edge. Preferential tariffs and other trade benefits can reduce costs and simplify cross-border transactions. However, compliance is key. Each market comes with its own set of import-export regulations, product standards and environmental requirements. Exporters must stay informed on rules such as admissibility standards, lead testing for children’s products, labeling protocols and de minimis rules, among others.

Chantal Danguillaume
Event Director
Playtime New York
iloveplaytime.com



As trade shows, we’ve expanded our selection of brands and products, bringing together a wide array of collections from across the globe. This international and curated approach allows buyers and brands to connect in one central location—an

essential platform for collaboration and finding solutions in today’s changing market.

To support the industry further, we host talks and panels under themes like “With New Challenges Come New Opportunities,” offering professional insights and tools to navigate evolving business landscapes.

Our exhibitors also play a major role in driving innovation. They are responding to current consumer demands with: gender-neutral and seasonless collections, stock-based sales strategies, competitive and realistic pricing, more-localized production and shorter supply chains, sustainable materials, and smaller, more-agile collections.

Together, these approaches provide buyers and exhibitors with resilient, forward-thinking ways to adapt and thrive.

Quratulain Fatima
Trade and Investment Counselor
Consulate General of Pakistan Los Angeles
pakconsulatela.org



As Trade and Investment Counselor for Pakistan, I’ve closely observed how buyers and exhibitors in the apparel industry are adapting to economic pressures through targeted innovation. Digitalization has been pivotal—virtual

showrooms, AI-based buyer-seller matching and hybrid trade events have allowed Pakistani apparel exporters to maintain visibility and forge global connections despite rising costs and travel limitations.

Sustainability is another major driver. U.S. buyers, especially in California, are increasingly prioritizing eco-conscious sourcing. In response, Pakistani manufacturers have introduced organic-cotton lines, low-impact dyeing processes and circular production models. These initiatives not only align with environmental, social and governance goals but also enhance brand reputation and consumer trust in the U.S. market.

Flexible payment terms, small-batch fulfillment and just-in-time manufacturing are also proving essential. These offerings help mitigate financial strain for buyers while allowing exhibitors to showcase adaptability. Many Pakistani apparel firms are investing in compliance, digital traceability and factory modernization to remain competitive and responsive.

Ultimately, the most crucial innovations are those that combine cost-efficiency, environmental responsibility and digital access. These strategic shifts are not only helping Pakistani apparel exporters navigate current economic headwinds but also strengthening long-term trade partnerships with U.S. buyers, especially on the West Coast. The future of apparel trade lies in innovation that serves both profit and purpose.

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What innovative offerings have been most crucial to buyers and exhibitors while navigating recent economic challenges?

Trade-Show Q&A *Continued from page 3*

Kirsten Griffin
Visitor Promotions Director
Curve
curve-connect.com



Agility and the ability to pivot quickly are key for both exhibitors and buyers navigating the current retail climate. Buyers are investing in AI-powered assortment planning tools and inventory-management software to analyze what's selling and understand how much merchandise they have available on hand.

Flexibility has become especially critical amid recent shipping delays and supply-chain disruptions. With some brands unable to deliver their spring collections on time, buyers

are reallocating their open-to-buy budgets toward vendors who have merchandise readily available, allowing them to quickly fill inventory gaps and meet immediate consumer demand. Retailers are also using technology—CRM systems and AI-powered personalization to track their customers' shopping behaviors, preferences and purchase histories. They are focusing their time and energy on maximizing every transaction in anticipation that fall sales may decline due to new tariffs.

For exhibitors at Curve, strengthening vendor relationships and implementing advanced software solutions for real-time shipment tracking and production transparency have become a top priority, ensuring greater supply-chain resilience and reliability in today's retail landscape.

On the design side, brands are embracing virtual fittings, 3D product visualization and augmented reality to reduce sampling costs. This is especially vital as brands reevaluate their production partners and look at options to manufacture in new locations.

Sercan Kara
Business Development and Sourcing
Columba New York Corporation
columbanewyork.com



In today's challenging market, U.S. buyers and apparel brands are focused on flexibility, speed and sustainability. Flexible MOQs have been essential for managing inventory and cash flow, while nearshoring and fast delivery are top priorities to avoid long lead times and supply-

chain delays.

Sustainability is a must; buyers want eco-friendly materials, circular production and full transparency with certifications like GOTS and OEKO-TEX now standard. Digital tools like 3D sampling and virtual showrooms also help brands save time and money. Private-label services and customization remain in high demand.

Compliance and risk management are critical, too. Buyers seek reliable partners who meet strict labor and environmental standards and can navigate challenges smoothly.

Many U.S. brands are now looking at overseas sourcing. Regions like Central Asia and Turkey offer great opportunities with strong quality and pricing advantages. In the end, it's all about finding trustworthy, responsive partners who deliver real value.

Tom Keefer
General Manager
The New Mart
newmart.net



It goes without saying that the majority of our tenants are being directly impacted by the chaos that the tariff wars have created. In The New Mart, we broadly can categorize the businesses our tenants are in as either single corporate showrooms, multi-line representative showrooms, or apparel-sourcing and e-commerce companies.

Corporate tenants are reviewing their manufacturing partners by country to determine the impact the tariffs are having on their

pricing and deliveries and shifting production where possible. For the multi-line reps, there is uncertainty about orders secured with unknown delivery dates and changing landed prices. The same is true for those that are providing OEM sourcing for retail partners.

At this point in time we will endeavor to share relevant information with all our tenants and reassure buyers that we have 100 showrooms with more than 500 fashion brands and remain a critical destination for buyers to secure the latest fashions.

Amanda L. Kliegl
Vice President of Public Relations
PRINTING United Alliance
printingunited.com



At PRINTING United Expo, we've seen that innovation supporting operational efficiency, diversification and real-time education have been most crucial for buyers and exhibitors navigating recent economic challenges. Offerings like hands-on education on the show floor as well as educational sessions and panels, which provide critical insight about things like AI, automation, sustainability and workflow optimization, have been game changers.

Also, the concentration of cross-segment solutions in one place, under one roof—from apparel decoration to packaging and commercial printing—allows businesses to explore adjacent markets and expand revenue streams. Exhibitors are responding with more integrated, turnkey systems that

➡ Trade-Show Q&A page 6



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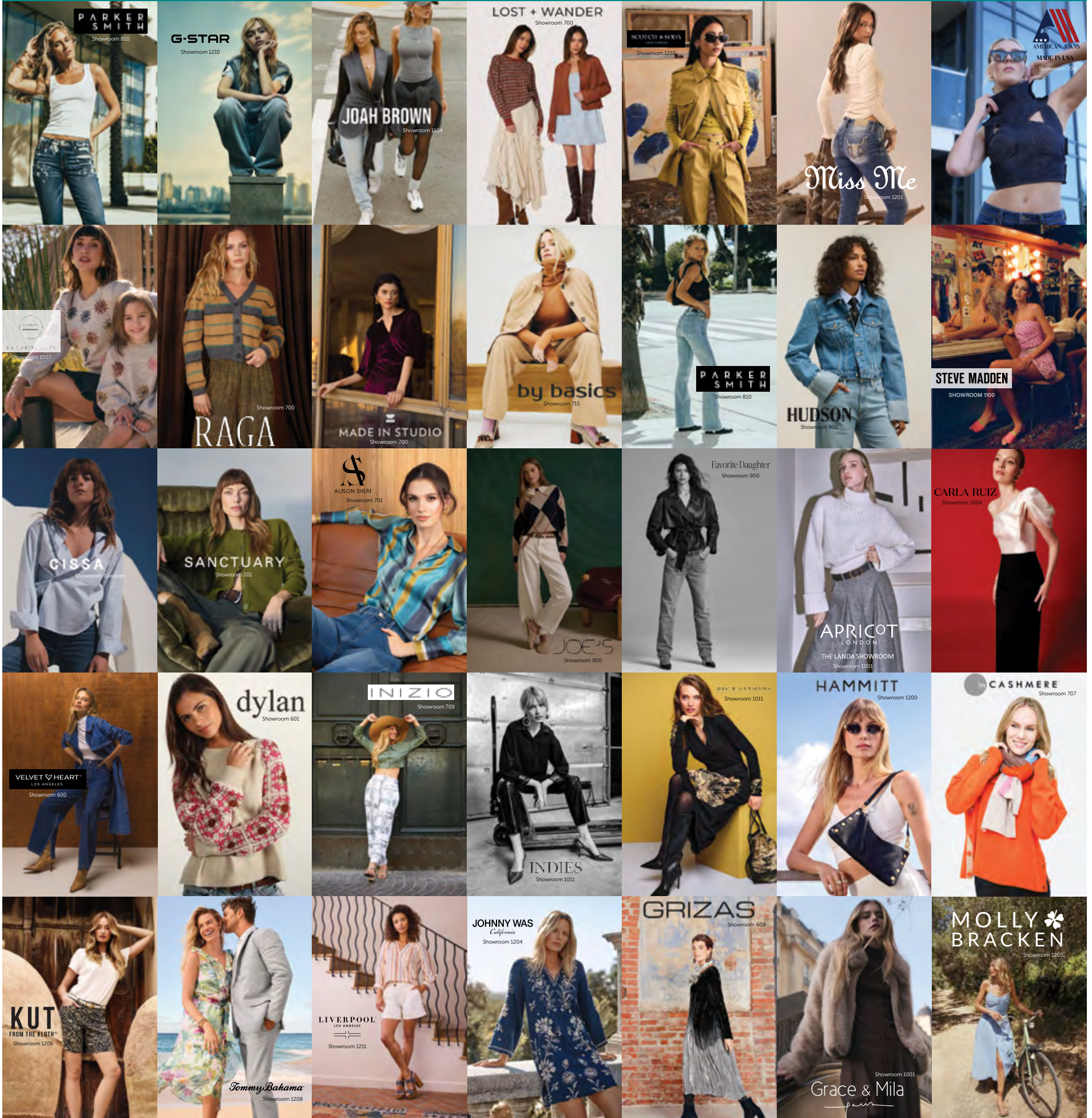


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What innovative offerings have been most crucial to buyers and exhibitors while navigating recent economic challenges?

Trade-Show Q&A *Continued from page 4*

solve real-world challenges and offer true business-diversification opportunities, helping buyers make smart investments with immediate impact.

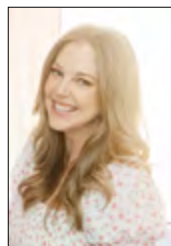
Thierry Langlais
Vice President of Operations
Première Vision
premierevision.com



In the fashion industry, recent economic challenges—such as inflation, supply-chain disruptions, shifting consumer priorities and tariff uncertainty—have driven both buyers and exhibitors to innovate in ways that prioritize cost efficiency, agility and value creation. The most crucial offerings have included vertical integration, in-stock programs and lower minimums, enabling brands to better manage inventory risk while responding to growing consumer demand for ethical and sustainable products. These strategies not only reduce production waste and costs but also offer flexibility in uncertain markets. Additionally, the rise of tech-integrated garments and digital fashion have opened new avenues to diversify offerings and engaged younger consumers.

At Première Vision, which is part of The Creative Pole, the fashion division of the GL event group, we have been actively developing and promoting these types of innovative solutions to support the industry through this period of transformation.

Megan Long
Director
FIG
fashionindustrygallery.com



The recent economic shifts have echoed the challenges we faced during past recessions and the pandemic, reminding us just how vital resilience and connection are. Through it all, FIG remains steadfast in our commitment to providing buyers and exhibitors with a warm, welcoming environment—one that fosters relationships and supports our community through change.

At FIG, we believe it's the details that matter most. That's why we continue to invest in the experiences that truly elevate your time with us—thanks to our trusted travel, hotel, catering and amenity partners. From complimentary morning coffee and catered lunches to thoughtful afternoon pick-me-ups, we strive to offer a seamless, hospitable experience from start to finish.

While these offerings may not be groundbreaking, they're a deliberate reflection of the core value that defines FIG: hospitality. It's the foundation upon which we've built our market, and it's the principle that continues to set us apart.

Our dedication extends beyond amenities. With a full-time buyer liaison on staff, we provide a personalized connection between buyers and brands, ensuring every visit to Dallas is not only efficient but also enriching.

Above all, FIG is built on relationships—which are rooted in trust, respect and mutual understanding. We're here to support our

brands and stores as we navigate this climate together, hand in hand.

Debby Martin
Chief Executive Officer
Bungalow Tradeshow
bungalowtradeshow.com



Keeping the focus on market offerings is important. We've seen incentives being offered to buyers at market to enable writing orders on the spot. As a community show, it's crucial for buyers and reps to work in one setting to get the job done.

When our industry goes through economic changes, it hits the trade-market side as well. While cost is hard to manipulate during challenging economic times, we look for ways to support the exhibitors' valuable time at market. Buyer-to-brand connections, new and emerging-brand support, and our open-faced market layout make it easy for buyers to source current and new products.

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ATLANTA APPAREL
ANDMORE

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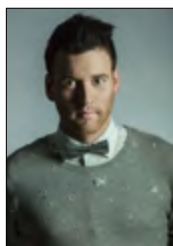
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What innovative offerings have been most crucial to buyers and exhibitors while navigating recent economic challenges?

Trade-Show Q&A *Continued from page 6*

Matthew Matthiesen
Show Director
NY Now
nynow.com



Buyers and exhibitors at NY Now have leaned heavily on innovative offerings that emphasize flexibility, value and connection. One of the most crucial innovations has been the hybrid-event experience. By combining the excitement of in-person discovery with digital tools like NY Now Online, powered by Bulletin, NY Now has empowered buyers to explore products and meet exhibitors both on-site and online, extending opportunities beyond the show floor. This flexibility has been essential for businesses managing tighter budgets and travel constraints, enabling connections well beyond show days.

NY Now's modern three-day format is designed for meaningful engagement, supported by a mobile app with advanced matchmaking tools to help buyers navigate the show floor and discover the right products. Curated experiences organize brands into key areas, simplifying product discovery while allowing exhibitors to connect with their ideal audiences. Through these innovations—along with holding exhibitor pricing steady while expanding preshow education, digital tools and curated content—NY Now continues to foster an environment of growth for buyers and exhibitors.

Additionally, we offer relevant, timely programming to educate our audience on the pressing issues that matter most to their business. Educational programming tailored to current business challenges—data-driven decisions, experiential advantages, design and retail trends, and more—provide both sides with actionable insights to adapt and grow.

These innovations demonstrate NY Now's commitment to helping the community thrive, building a dynamic, resilient, modern marketplace that meets today's shifting needs and empowers buyers and exhibitors to succeed now and into the future.

Steve McCullough
Event Vice President
Functional Fabric Fair
functionalfabricfair.com



During these economic challenges, what's making the biggest difference? The face-to-face discovery that happens when we bring the industry's top producers and most-innovative brands together under one roof. Our highly curated shows, centered on sourcing sustain-

able performance textiles and materials, create those irreplaceable moments where you can actually touch materials, ask direct questions and build authentic relationships—something that's proven absolutely essential in these uncertain times.

Our Trend Forum area has been another major win for both the exhibitors and attendees, showcasing forward-looking innovations that keep business moving forward despite market pressures. Visitors tell me repeatedly it's their first stop for inspiration and discovery.

With all the tariff complexities on the horizon, our Expert Talks educational programming at the upcoming New York City July edition will cover this critical topic. We are also bringing our Day 0 Sustainability Workshop to NYC the day before the exhibition opens on July 21.

At the end of the day, the textile industry thrives on personal connections and tactile experiences. When we gather together, magic happens—supply-chain plans solidify, partnerships form and we all navigate challenges better. That's the true value of what we've created.

Melissa K. Montes
Vice President, AXN and WWIN
Clarion
wwinshow.com



In today's uncertain economic climate, value-driven innovation has been essential. At WWIN, our focus has been on delivering cost-effective, high-impact offerings that help buyers and exhibitors maximize their ROI. One of the most crucial innovations has been the introduction of flexible, all-inclusive booth packages that simplify budgeting for exhibitors and reduce the hidden costs that can deter participation. These turnkey options allow brands to show up professionally without the added expense of managing logistics.

Looking ahead, WWIN will introduce a curated matchmaking program designed to make product discovery even more efficient. This new offering will help buyers connect directly with the most-relevant brands and ensure that time on the show floor is as productive as possible—an important advantage in a time when every dollar and minute count.

WWIN's partnership with Las Vegas Apparel has also expanded sourcing opportunities by creating a full fashion ecosystem in one location. Buyers can now shop women's, men's, young contemporary and accessories all under one roof—offering both variety and convenience that's hard to find elsewhere.

We've continued to prioritize community and connection through exclusive networking events and intimate buying environments, which help foster long-term partnerships. This people-first approach remains a cornerstone of WWIN's value, especially when the stakes are high for small businesses navigating an unpredictable economy.

Ultimately, the innovations that matter most are the ones that simplify, connect and deliver tangible value—and WWIN is proud to lead with that philosophy.

Cindy Morris
Chief Executive Officer and President
Dallas Market Center
dallasmarketcenter.com



Dallas Market Center has been extremely active in the fight against tariffs and in support of Main Street retailers and our exhibitors who supply them. In April, we launched "Stand With Main Street. Turn Off Tariffs"—a community campaign and petition signed by thousands of retailers and manufacturers demanding a 90-day pause on tariffs, which would ensure the free flow of goods for the critical fall and winter selling seasons.

We also updated our marketing messaging to emphasize the importance of attending summer markets. Our headline, "Retail Rules Are Changing. Be at Market to Rewrite Yours," positions Dallas Market Center as the essential destination for retailers and brands navigating tariff disruptions and business shifts—helping them make smarter, faster decisions with confidence and community.

In May, we hosted a webinar featuring leading independent retailers sharing how they are adapting sourcing, pricing and inventory strategies amid economic changes. For June's Apparel & Accessories Market, we will present "Fashion Feature: Thriving Through Change," a discussion among independent retailers addressing tariffs, costs, evolving consumer habits and global sourcing challenges.

To further support exhibitors, we launched a complimentary educational series led by "Shark Tank" winner and business expert Joelle Flynn on equipping brands with tools to connect with buyers, maximize market success and grow sales.

Being in person at market remains crucial. Retailers tell us that Dallas is easier and more efficient and cost-effective than attending multiple shows across the country because of two nearby major airports and our hotel discounts.

Seamus Murtagh
Owner
CALA Shows Inc.
calashows.com



Buyers and exhibitors are navigating tighter budgets, unpredictable costs and more-cautious decision-making. The stakes are higher and everyone's looking for smarter ways to work—not just new products but better systems that help them stay resilient.

At CALA Shows we're launching a new B2B digital platform designed to extend the value of the live show. It will allow buyers to browse collections, place orders and connect with brands before and after the event—giving retailers the flexibility to buy on their own timeline and help exhibitors stay visible between markets. It's not about replacing the in-person experience—it's about making the most of it.

We are also partnered with Apparel Market Transport to simplify the freight process. With fashion-specific solutions like garment-bag shipping and direct-to-booth delivery, we're helping exhibitors cut down on the stress and time involved in moving samples—especially as many brands aim to simplify their logistics and stay focused on the show floor.

In a time when travel, tariffs and margin pressures are top of mind, trade shows must

offer more than just floor space. They need to support the full journey—before, during and after. That's the role we aim to play: not just hosting a show but helping our community buy and sell smarter through whatever the market throws at them.

Jon Pertchik
Chief Executive Officer
ANDMORE
andmore.com



In today's economic ecosystem, buyers and sellers are not just looking for transactions, they're seeking community, trust and understanding. While navigating changes in the current economic climate, ANDMORE is focused on enhancing what we do best—creating strategic, relationship-driven environments where business gets done.

One of the most impactful innovations we've launched is a brand-activations program at both our Atlanta and Las Vegas Apparel markets. These experiences are more than just a platform for brands to showcase product; they are intentional touchpoints designed to foster high-value engagement.

Whether it is building an outfit with an apparel showroom or customizing sandals from a footwear exhibitor, these purpose-built events provide the tactile, face-to-face interactions that are irreplaceable in our industry. In times of uncertainty, buyers and brands want to come together in a place they know and trust to build their businesses in meaningful ways.

Furthermore, they open the door to vital conversations about sourcing, timelines, consumer trends, and the challenges facing retailers and brands alike. When a buyer spends ten minutes speaking directly with a brand founder or product designer, that connection translates to deeper understanding and stronger business outcomes.

At ANDMORE, innovation isn't just about technology or tools—it's about designing compelling in-person experiences that cultivate lasting impact, foster meaningful conversations and position everyone at every level of the wholesale marketplace for success.

Devon Ranger
Show Director
Collective Shows
collectiveshows.com



While navigating recent economic challenges, buyers and exhibitors need efficient, high-impact business opportunities more than ever. At Collective Shows, our most crucial innovative offering has been our intensely curated and intimate environment. This format inherently maximizes attendees' time and resources, allowing them to streamline connections and drive meaningful business in one focused setting—a significant advantage when travel budgets might be restricted.

Beyond the core format, we've enhanced the experience with offerings that provide tangible value. Complimentary daily breakfast and lunch, along with energizing morning fitness sessions, reduce ancillary costs and foster a productive atmosphere. Our highly anticipated runway show offers buyers an essential, efficient sneak peek at the season's hottest trends, giving them a competitive edge without extending their time away from their businesses.

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What innovative offerings have been most crucial to buyers and exhibitors while navigating recent economic challenges?

Trade-Show Q&A

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Furthermore, dedicated networking opportunities, like our exclusive Sunset Reception, are vital. In uncertain times, fostering strong relationships is critical for both brands securing placement and retailers seeking reliable, innovative partners. These curated experiences—combining efficiency, tangible value, targeted trend discovery and relationship building—have proven most crucial for our attendees to adapt and thrive.

Erik Rosele
President
Art Hearts Fashion
artheartsfashion.com



At Art Hearts Fashion the most impactful innovations for buyers and exhibitors have been our digital and hybrid experiences. In response to economic shifts, we've expanded our platform beyond the runway—offering live-streamed shows, virtual showrooms and on-demand content that extend reach and drive engagement.

These tools allow global buyers to connect with designers in real time, review collections post-show and place orders seamlessly. This has been especially vital for emerging brands navigating travel and budget limitations.

By blending physical events with digital access and analytics, we've created a model that delivers both visibility and value—helping our community thrive despite economic uncertainty.

Jordan Rudow
Vice President
MAGIC
magicfashionevents.com



Our exhibitors' most crucial innovation has been their business flexibility. With adjustable pricing, reduced minimums and broken-pack options, they're meeting cautious buyers exactly where they need to be. These adaptations have been game changing, allowing retailers to manage inventory risk while maintaining their competitive edge in today's market.

Ashley Sabo
General Manager
California Market Center
californiamarketcenter.com



In today's economic climate we recognize the importance of making it as easy and cost-effective as possible for buyers, showrooms and exhibitors to connect and do business. That's why we've taken meaningful steps to help minimize travel and other expenses. We've partnered with ten local hotels—many with standard rates already under \$200—to offer exclusive discounts of up to 30 percent. Most of these hotels are within walking distance of the CMC, making them convenient and affordable for our guests.

During LA. Market Weeks, we're proud

to support our buyers with complimentary snacks, beverages, coffee and tea throughout the day as well as a free lunch. Additionally, buyers who place orders with our showrooms receive free parking. We've also launched Showroom Tuesdays to encourage local buyers to shop between markets, offering complimentary parking to those who do business with our showrooms on these days.

For our LA Textile Show attendees, we've reduced our standard parking rate from \$21 to just \$5—a gesture especially appreciated by our local community. For our international exhibitors, we offer exclusive package incentives to help offset their expenses. We understand that these costs can be a deciding factor in attending or exhibiting, and we're committed to doing everything we can to reduce financial barriers and make participation more accessible for all.

Sean Smith
Show Director
Outdoor Retailer
outdoorretailer.com



Navigating recent economic headwinds has demanded agility and innovation across the outdoor industry. At Outdoor Retailer, we've seen several key offerings prove crucial for both buyers and exhibitors in this environment, most notably the introduction of Industry Day at OR.

For buyers, enhanced digital discovery tools remain paramount, allowing for effi-

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Greetings from Dallas

THE ULTIMATE BUYING EXPERIENCE FOR WOMEN'S CONTEMPORARY FASHION



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15 — 16
JULY 2025

TRIBECA 360°, NEW YORK

What innovative offerings have been most crucial to buyers and exhibitors while navigating recent economic challenges?

Trade-Show Q&A

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cient preshow product exploration. Deeper data analytics on trends continue to empower smarter buying decisions. Furthermore, curated matchmaking programs optimize connections. The addition of Industry Day, a focused half-day conference, offers invaluable, concentrated insights into critical industry challenges and opportunities, directly informing purchasing strategies and future planning.

For exhibitors, flexible booth options and enhanced digital storytelling remain key for cost-effectiveness and broader reach. Industry Day provides a unique platform to engage in high-level discussions, showcase thought leadership and connect with buyers on a deeper, strategic level beyond transactional meetings on the show floor. The focused content allows them to position their brands within the larger industry narrative and address key

concerns directly.

Ultimately, the most crucial innovations, including the targeted and timely content of Industry Day, enhance efficiency, provide data-driven insights, foster strategic connections and offer flexible participation. This holistic approach empowers both buyers and exhibitors to navigate economic challenges with greater knowledge, foresight and collaborative spirit, fostering resilience and identifying new pathways for sustainable growth.

Judy Stein
Executive Director
SwimShow
swimshow.com



Our industry is constantly shifting, and this year is no exception. With talks of tariffs and how it affects manufacturing and deliveries, purchase orders and other facets, we suggest for brands to pay close attention to the market and

industry shifts. Maybe it's having calculations ready for the time we get to the show or figuring out the best ways to keep costs low and competitive.

In terms of innovation, at SwimShow we're curating a group of industry panel discussions where our exhibitors can learn from experts about the various ways they can implement the lessons learned on the SwimShow floor. Showroom directors, heads of global brands and more will share insights, ideas and more.

Also, not only do we provide a variety of hospitality partners at Miami Beach's greatest hotel properties far in advance of the

show to get the best deals, but we also share a checklist of what to do by the time you get to SwimShow. Buyers and exhibitors alike are encouraged to download the SwimShow app; book your hotel, flights and make buyer appointments—even making dinner reservations in advance can help set you up for success!

Mary Taft
Executive Director
Fashion Market Northern California
fashionmarketnorcal.com



FMNC is very aware of the challenges that both buyers and exhibitors are facing in these uncertain times. One of the things we are doing is broadening our categories represented, providing more one-stop shopping for our buyers.

We added children's reps in January and more shoe reps in April. Other things we are doing to streamline the shopping experience are complimentary valet parking, lunch and daily giveaways, all to make it easy and economical to shop with us.

Since we are a rep-owned show, we are in full support of our exhibitors by offering an affordable place to showcase their brands as well as including exhibitors in all the complimentary offerings. We also encourage exhibitors to participate in our free social-media postings before each show to get their brands out for the buyers to view. This is a great way for buyers to preview products available at the shows.

FMNC has been very innovative in doing

many things to create a lively atmosphere for both buyers and exhibitors to feel welcome and have fun. In February, we had our first fashion show on Sunday evening, where many exhibitors strutted their stuff by wearing their goods. By creating excitement and fun at the shows, it brings everyone together to eat, drink and shop in a welcoming atmosphere.

June's show theme is "travel," so come check us out to see the fun things we will have planned.

Roy Turner
Show Director of Surf Expo
Senior Vice President of Emerald
surfexpo.com
emerald.com



Navigating recent economic challenges has required a deep commitment to adaptability, agility and community. At Surf Expo, we've focused on providing tools and resources that help both buyers and exhibitors make the most of

their time and investment. One of the most-effective resources has been our CONNECT matchmaking platform. It allows buyers and exhibitors to identify and schedule meetings ahead of the show, making it easier to arrive with a plan and leave with productive, results-driven connections—especially important when budgets and time are limited.

Sustainability continues to be a central focus, with many exhibitors showcasing eco-

➔ Trade-Show Q&A page 16

2025

SHOW DATES

June 8 - 10

August 24 - 26

October 19 - 21

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What innovative offerings have been most crucial to buyers and exhibitors while navigating recent economic challenges?

Trade-Show Q&A

Continued from page 14

friendly and responsibly sourced products. This reflects the growing demand among consumers for environmentally conscious options and gives retailers access to goods that align with shifting market values.

Our Learning Labs have also played a key role in supporting our community. These sessions offer practical insights into topics such as supply-chain strategy, digital marketing and sustainable business practices, providing attendees with real tools to respond to ongoing industry pressures.

By encouraging wider use of digital tools like CONNECT, highlighting sustainability efforts and offering timely education, we're helping our community stay informed, prepared and connected. These offerings have proven essential in helping both brands and retailers move forward with clarity and confidence, even in uncertain times.

Surf Expo remains a trusted marketplace for discovering opportunities, building relationships and supporting long-term growth in the water-sports and coastal-lifestyle industries.

Vivian Wang
Chief Executive Officer
Kingpins Show
kingpinsshow.com



We recently concluded our Kingpins Amsterdam show and are gearing up for our Kingpins China-Hangzhou show. The current uncertainty regarding potential new U.S. tariffs was obviously a topic of conversation. Overwhelmingly

both exhibitors and attendees told me they need to continue to work together, to place orders, get goods into production and maintain deliveries.

As a global platform for the entire denim community, Kingpins is in a unique position to provide a venue to discuss issues like these as they develop. We also want to expand the sourcing opportunities for our attendees. For example, in Amsterdam, we introduced a new section, Made in Japan, featuring Japanese mills and manufacturers. By showcasing these collections in a dedicated, curated space, brands and retailers could meet with these companies to review their products and explore how to best work together in an intimate setting.

Another new section at Kingpins Amsterdam was the Jeanius Hub, which featured several companies that were new to the show. Attendees learned more about companies like

Hand Made Stone, which hosted a workshop with Panther Denim to demonstrate how to use HMS's reusable, eco-friendly alternative to pumice to hand-finish denim, and Les Mains Bleues, which recently introduced a new trend research engine. We describe the Jeanius Hub as a destination to discover new companies and products. Much like The Boxes, our area for creative collaborations, the Jeanius Hub is a place where we hope denim companies find inspiration to think about their businesses in new ways. ●

Responses have been edited for clarity and space.



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Trade
Show
Issue
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Surf Expo is a trade only event,
open to qualified retail buyers.





According to Jennifer Evans (left), "We're in talks with all big brands feeling the pressure of sustainability, or the need to do something new and fresh, and we offer a service outside their normal production process."

How The Evans Group Is Keeping Creativity Alive

By Christian Chensvold Associate Editor

We must periodically remind ourselves that fashion at its highest is an art form. It's easy to forget that when, say, you're waiting in line at the grocery store, but the art of apparel still lives on the red carpet—not to mention the minds of designers who create garments showcased at such events.

But it's one thing to imagine art and another thing to manifest it, which is why there's patternmaking and production. And for 20 years The Evans Group has been turning the most fanciful fashions from ideas into reality and is presently preparing to unveil a new set of complex designs through its recent collaboration with the Council of Fashion Designers of America.

The *California Apparel News* caught up with Evans Group founder Jennifer Evans to learn more and discover what else is happening in the world of high-end, small-run apparel production.

CAN: 2025 is off to a roaring start. What's your strategy for navigating these uncertain times?

JE: I always personally make it my mission to come out stronger. It's what we did during the recession and COVID, so we're looking at the tariff situation as an opportunity and are excited about the increase in demand for nearshoring. I started the company as a social enterprise geared toward making year-round living-wage jobs for garment workers and creating a space for independent emerging designers, so I feel like this could be our

moment. We were always geared toward doing those things that China could not do.

CAN: That's luring some very big clients your way.

JE: Yes, we're getting a huge uptick in work from established brands through their high-profile collaborations, which they're also increasingly looking to do domestically because of the tariff situation. For the past few years we've been working with Nike on its collaborations, which come from dead-stock goods we're upcycling into new designs. We're in talks with The Gap, Lily Pulitzer, Everlane—all big brands feeling the pressure of sustainability, or the need to do something new and fresh, and we offer a service outside their normal production process.

CAN: How did your collaboration with the CFDA come about?

JE: When we began, I liked to say we were the anti-T-shirt factory; we wanted to promote complex design because no one else wanted to do it. Since COVID and the rise of streetwear, activewear and loungewear, that's really declined, but we decided to double down on designers doing high-end clothing lines, so we created this project with the CFDA, asking them to hit us with their most complex couture. They solicited their members, and we selected the winners based on their submitted designs and dedication to artisanal, sustainable and high-end design practices. We looked for the most standout styles, the most unique designs we could bring to life to show off our skills, and announced

the winners in January: Spencer Phipps, Batsheva Eadan, Charles Harbison, Kate Burton and Elena Velez.

CAN: How will their creations be unveiled?

JE: Burton and Velez will be showing at New York Fashion Week in their runway shows. Eadan is looking to add a new category to the line, as yet a secret, and will be using what we're making to introduce it. Phipps is based in Los Angeles and does high-end denim. Harbison is also an L.A. designer who does very complex designs. We're doing a couture gown and a finely tailored jacket gown. He was floored to learn that he could get this level of patternmaking here in Los Angeles. We'll be doing three designs for him spaced throughout the year, not tied to a specific show. The point of the collaboration was to support these designers in their creative endeavors while also showing our own capabilities and skill with even the most complex designs.

CAN: While regular clothing may be growing ever more casual, the counterbalancing energy is a kind of anything goes—almost outrageous creativity such as what we saw recently at the Met Gala. Since you began as the anti-T-shirt factory, it must be encouraging to know there's still an avant-garde spirit in the age of athleisure.

JE: Exactly, and that's precisely the energy we were trying to capture with the CFDA collaboration. We're also laying the groundwork to open a studio in New York to better service those kinds of designers doing avant-garde styles. It's nice to have what we started on authentically come back in fashion. ●

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International Trade-Show Calendar

May 20

Product Innovation (PI) Merchandise Planning

Portland, Ore.
Through May 21

International Apparel & Textile Fair Dubai

Dubai, U.A.E.
Through May 22

Intertex Portugal

Porto, Portugal
Through May 22

Las Vegas Licensing Expo

Las Vegas
Through May 22

May 21

Denim Première Vision Milan

Milan
Through May 22

eP Summit Pitti Imagine

Florence, Italy
Through May 22

ABC Kids Expo

Las Vegas
Through May 23

May 22

Kingpins China-Hangzhou

Hangzhou, China
Through May 23

May 24

Rome Fashion Week

Rome
Through May 26

May 27

Supreme Celebration

Munich
Through May 28

Print4All

Milan
Through May 30

May 28

CALA Scottsdale

Scottsdale, Ariz.
Through May 29

May 29

Miami Swim Week powered by The Society

Miami
Through June 1

Paraiso Miami Beach

South Beach, Fla.
Through June 1

May 31

Cabana Miami Beach

Miami Beach, Fla.
Through June 2

SwimShow, SwimLab, SwimTalks

Miami Beach, Fla.
Through June 2

June 2

Shoptalk Europe

Barcelona, Spain
Through June 4

New York Shoe Expo, FFANY Market Week

New York
Through June 6

June 3

Atlanta Apparel

Atlanta
Through June 6



IFJAG trade shows feature fashion jewelry and accessories from around the world with over 100 manufacturers or direct importers showing exclusive designs to IFJAG’s unique venue of private showrooms, which offer buyers a professional environment. The upcoming Las Vegas show at the Embassy Suites Aug. 16–19 should not be missed! Preregister at the IFJAG website. Buyers are offered complimentary lunch and local transportation reimbursement. www.ifjag.com



The Dallas Apparel & Accessories Market is held five times each year at the **Dallas Market Center**. Located in one of the country’s fastest-growing regions, the Dallas Market Center brings together thousands of manufacturers and key retailers in an elevated trade-show environment. Featuring 500 permanent showrooms and over 1,000 temporary booths, including expanded contemporary lines and resources, the Dallas Market Center is where inspiration starts. Upcoming events include the Apparel & Accessories Market (June 10–13, Aug. 12–15, and Oct. 21–24), Kidsworld Market (June 18–24, Aug. 12–15, and Oct. 21–24), the Men’s Show (July 26–28), and AETA International and WESA International (Aug. 13–16). www.dallasmarketcenter.com

June 4

Blossom Première Vision

Paris
Through June 5

Couture

Las Vegas
Through June 8

June 8

Michigan Women’s Wear Market

Livonia, Mich.
Through June 9

Fashion Market Northern California

South San Francisco, Calif.
Through June 10

Minneapolis Mart Gift, Home, Apparel & Accessory Show

Minneapolis
Through June 10

June 9

fASIlitate ASI Show

Nashville, Tenn.
Through June 12

June 10

CALA San Francisco

South San Francisco, Calif.
Through June 11

Fashion Industry Gallery June Apparel & Accessories

Dallas
Through June 12

Preco Paris

Paris
Through June 12

Dallas Apparel & Accessories Market

Dallas
Through June 13

June 11

CHIC—China International Fashion Fair

Shenzhen, China
Through June 13

Intertextile Shenzen Apparel Fabrics

Shenzhen, China
Through June 13

June 12

Feel the Yarn Copenhagen

Copenhagen, Denmark

June 15

L.A. Market Week

Los Angeles
Through June 19

June 16

Preview Kids

Nieuwegein, Netherlands

Brand Assembly Los Angeles

Los Angeles
Through June 18

LA Kids Market

Los Angeles
Through June 18

June 17

Spinexpo Paris

Annecy, France
Through June 18

TexPremium

London
Through June 18

Pitti Immagine Uomo

Florence, Italy
Through June 20

June 18

Outdoor Retailer Summer & Outdoor Design+Innovation

Salt Lake City
Through June 20

Dallas Kidsworld Market

Dallas
Through June 24

Dallas Total Home & Gift Market

Dallas
Through June 24

June 19

Bungalow Tradeshow

Newport Beach, Calif.
Through June 20

Graphics Pro Expo Indianapolis

Indianapolis
Through June 21

Los Angeles Swim Week powered by Art Hearts Fashion

Los Angeles
Through June 21

June 20

Diversity Fashion Week

Amsterdam
Through June 21

Milan Fashion Week Men’s

Milan
Through June 24

June 21

White Resort

Milan
Through June 23

June 23

Preview Men

Nieuwegein, Netherlands

CALA Denver

Westminster, Colo.
Through June 24

June 24

Future Fabrics Expo

London
Through June 25

Product Innovation (PI) New York

New York
Through June 25

Spinexpo Hong Kong

Hong Kong
Through June 25

Paris Fashion Week Men

Paris
Through June 29

June 25

Denim and Jeans India

Bengaluru, India
Through June 26

Denim and Jeans Vietnam

Ho Chi Minh City, Vietnam
Through June 26

Pitti Immagine Bimbo

Florence, Italy
Through June 27

June 26

IRL Paris

Paris
Through June 29



The Collective Shows is an exclusive marketplace showcasing the best in swimwear and activewear. Hosted at the oceanfront Paséa Hotel & Spa in Huntington Beach July 22–23, this curated event connects top retailers and brands in an intimate, high-impact setting built for discovery, networking, and trend forecasting. Enjoy premium amenities, exclusive experiences, and a signature runway show highlighting the season’s hottest trends. Featured brands include Agua Bendita, Beach Bunny, Beyond Yoga, Billabong, Fabletics, FP Movement, Frankies Bikinis, Kulani Kinis, Luli Fama, Malai, ONEONE, Rhone, Spiritual Gangster, Splits59, Sweaty Betty, VARLEY, and more. Get all the details at www.collectiveshows.com.



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

Welcome Edition Paris

Paris
Through June 29

June 27

Jumble Showroom Paris

Paris
Through June 29

Man-Woman Paris

Paris
Through June 29

June 28

Playtime Paris

Paris
Through June 30

Splash Paris

Paris
Through June 30

June 29

INDX Kidswear

Birmingham, U.K.
Through June 30

Northstar Fashion Exhibitors

St. Paul, Minn.
Through June 30

June 30

Preview Women

Nieuwegein, Netherlands

Berlin Fashion Week

Berlin
Through July 3

July 1

France Licensing Day

Paris

Édition Spéciale LuxePack

Paris
Through July 2

View Premium Selection

Munich
Through July 2

Pitti Immagine Filati

Florence, Italy
Through July 3

July 4

ISPO Shanghai

Shanghai
Through July 6

July 5

Vogue Teen Festival

London
Through July 6

July 6

INDX National Kids Footwear

Birmingham, U.K.
Through July 7

Modefabriek Amsterdam Fashion Trade Event

Amsterdam
Through July 7

July 7

Paris Fashion Week Haute Couture

Paris
Through July 10

July 8

Feel the Yarn Paris

Paris
Through July 9

Spinexpo New York

New York
Through July 9

Allfashion Sourcing Cape Town

Cape Town, South Africa
Through July 10

Ideabiella

Milan
Through July 10

Milano Unica

Milan
Through July 10

July 10

Yarnex, Fashion&Accessories, Hometex and Apparel Sourcing Fair Shows India

New Delhi
Through July 12

July 12

Supreme Kids

Munich
Through July 14

July 13

Curve Montreal

Montreal
Through July 14

INDX National Menswear Show

Birmingham, U.K.
Through July 15

July 14

New York Fabric Show

New York
Through July 15

July 15

Inspiramaïs

São Paulo, Brazil
Through July 16

Northwest Shoe Travelers Market

St. Paul, Minn.
Through July 16

Première Vision New York

New York
Through July 16

Spinexpo Los Angeles

Los Angeles
Through July 16

IM Intermoda

Guadalajara, Mexico
Through July 18

July Atlanta Market

Atlanta
Through July 21

July 16

FDRA Shoe Sourcing Executive Summit

New York

Feel the Yarn London

London
Through July 17

CBME Children Baby Maternity Expo

Shanghai
Through July 18

China Licensing Expo

Shanghai
Through July 18

July 18

Supreme Women & Men Düsseldorf

Düsseldorf, Germany
Through July 21



Atlanta Apparel is the largest apparel market in the South, offering thousands of women’s, men’s, and children’s 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, handbags, and more showcased in permanent showrooms and temporary exhibition booths. Upcoming apparel shows this year include June 3–6 and Aug. 5–8, and the Formal Markets show runs concurrently Aug. 4–8 for sourcing prom, bridal, quinceanera, and more. Details and future market dates are at www.Atlanta-Apparel.com.



Texworld and Apparel Sourcing return this summer to NYC and LA! Join the premiere sourcing experience featuring global exhibitors, trend-driven textiles, sustainable innovations, and expert-led education. Explore expanded product categories and connect with industry leaders on a show floor designed for today’s fashion professionals. Upcoming show dates are July 23–24 in NYC and Aug. 29–31 in LA. Don’t miss your chance to source, learn, and network at the ultimate fashion-sourcing destination. Register now at texworldnyc.com and at texworldla.com.

July 19

Düsseldorf Fashion Days Festival

Düsseldorf, Germany

Innatex

Frankfurt, Germany
Through July 21

Neonyt Düsseldorf

Düsseldorf, Germany
Through July 21

July 20

INDX Woman Show

Birmingham, U.K.
Through July 22

Supreme Body & Beach

Munich
Through July 22

July 21

Functional Fabric Fair powered by Performance Days

New York
Through July 23

Gift & Home Summer Market LA Mart

Los Angeles
Through July 23

Seattle Market Week

Seattle
Through July 25

July 22

Collective Shows West

Huntington Beach, Calif.
Through July 23

ASI Show Chicago

Chicago
Through July 24

Man/Woman New York

New York
Through July 24

Welcome Edition New York</



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Calendar

Continued from page 20

Las Vegas Market
Las Vegas
Through July 31

July 29
Edmonton Footwear & Accessory Buying Market
Edmonton, Alberta
Through July 31

Printsource Los Angeles
Los Angeles
Through July 31

Texworld Los Angeles
Los Angeles
Through July 31

July 30
Preface LA
Los Angeles
Through July 31

Aug. 2
Michigan Shoe Market
Troy, Mich.
Through Aug. 4



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Chicago Collective Men's
Chicago
Through Aug. 5
Supreme Women & Men Munich
Munich
Through Aug. 5

Aug. 3
Curve New York
New York
Through Aug. 5
Northstar Fashion Exhibitors
St. Paul, Minn.
Through Aug. 5

NY Now Summer Market
New York
Through Aug. 5
Playtime The Tiny Show On Tour Los Angeles
Los Angeles
Through Aug. 5

ASD Market Week, SourceDirect at ASD
Las Vegas
Through Aug. 6
L.A. Market Week
Los Angeles
Through Aug. 7

Aug. 4
LA Kids Market
Los Angeles
Through Aug. 6
Formal Markets Atlanta
Atlanta
Through Aug. 7

New York Shoe Expo, FFANY Market Week
New York
Through Aug. 8

Aug. 5
Copenhagen International Fashion Fair (CIFF) x Revolver, CIFF Kids, Showrooms
Copenhagen, Denmark
Through Aug. 7

Mandatory CPH
Copenhagen, Denmark
Through Aug. 7

Atlanta Apparel
Atlanta
Through Aug. 8

Aug. 6
Functional Textiles Shanghai by Performance Days
Shanghai
Through Aug. 7

Aug. 8
Minneapolis Mart Gift, Home, Apparel & Accessory Show
Minneapolis
Through Aug. 12



Come shop with **Fashion Market Northern California—FMNC!** Its mission is to help fashion brands and retailers thrive by providing a premier venue for the fashion industry's top apparel, accessory, footwear, and gift selections. You can find many brand options including contemporary, lifestyle, trend, imported, and made in the USA, all in a friendly and relaxed atmosphere at the beautifully remodeled Embassy Suites South San Francisco! Upcoming shows are June 8–10, Aug. 24–26, and Oct. 19–21. www.fashionmarketnorcal.com



Surf Expo is a must-attend marketplace for retailers in the watersports- and coastal-lifestyle industries to discover a wide range of brands and explore the latest trends and innovations. Buyers from around the world rely on Surf Expo to find the freshest products and emerging brands across multiple categories including resort, swim, boutique, footwear, gift and decor, souvenirs, and lifestyle apparel and accessories. Attendees can look forward to an inspiring atmosphere filled with value-packed events such as daily fashion shows, learning labs, networking opportunities, parties, and more. Join Surf Expo Sept. 4–6 in Orlando, Fla. Qualified retailers can register for free before Aug. 21 at www.surfexpo.com.

Aug. 9
Atlanta Shoe Market
Atlanta
Through Aug. 11

Aug. 10
MIX Apparel + Accessories
Des Plaines, Ill.
Through Aug. 12

Aug. 12
Fashion Industry Gallery (FIG) August Apparel & Accessories
Dallas
Through Aug. 14

Dallas Apparel & Accessories Market
Dallas
Through Aug. 15

Aug. 13
American Equestrian Trade Association (AETA) International Trade Show
Dallas
Through Aug. 16

WESA International Western/English Apparel & Equipment Market
Dallas
Through Aug. 16

Aug. 14
Las Vegas Swim Week by Art Hearts
Las Vegas
Through Aug. 17

Aug. 16
IFJAG Las Vegas
Las Vegas
Through Aug. 19

Aug. 17
National Bridal Market Chicago
Chicago
Through Aug. 19
Las Vegas Apparel
Las Vegas
Through Aug. 20



Playtime—The Big Small show—brings together hundreds of children's brands at Playtime Paris June 28–30, Playtime New York and Kid's Hub July 27–29, and Tiny Show On Tour Los Angeles Aug. 3–5. Alternative and creative, Playtime is a space full of unique inspiration for kids' fashion and lifestyle professionals. Celebrating imagination and shining the spotlight on the best independent creatives, Playtime and Kid's Hub carefully curate a complementary selection of brands that includes both avant-garde and internationally recognized labels. Its presence in Paris, Shanghai, and New York several times a year and an online B2B marketplace, Orderwizz, makes the best of the kids' fashion and lifestyle market accessible year-round. Playtime and Kid's Hub have become the Number 1 phygital destination in the world for brands and buyers. www.iloveplaytime.com.



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

OffPrice Las Vegas
Las Vegas
Through Aug. 20
WWIN, The Men's Edit
Las Vegas
Through Aug. 20

Aug. 18
MAGIC Las Vegas
Las Vegas
Through Aug. 20
Project Las Vegas
Las Vegas
Through Aug. 20
Sourcing at MAGIC Las Vegas
Las Vegas
Through Aug. 20

Aug. 19
Spinexpo Shanghai
Shanghai
Through Aug. 21

Aug. 20
Istanbul Fashion Connection
Istanbul
Through Aug. 22

➔ **Calendar** page 24



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Made with 30/1 long-staple Supima yarn, this T-shirt is made of tightly knit fabric for a smooth face and a non-stretched-out feel. Garment dyeing enhances the natural softness of the yarn, creating a pristine print surface and an unparalleled hand feel that gets better with every wash.

30SUP01GD

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- Garment Dyed
- 100% Cotton

-  Black Edge
-  Light Grey
-  Creme
-  White



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(213) 275-3120



Calendar

Continued from page 22

Preview in Seoul, Seoul International Textile Fair
Seoul, South Korea
Through Aug. 22

Aug. 21
Graphics Pro Expo Long Beach
Long Beach, Calif.
Through Aug. 23

Aug. 24
Chicago Collective Women's
Chicago
Through Aug. 26
Fashion Market Northern California
South San Francisco, Calif.
Through Aug. 26

Trendz
Palm Beach, Fla.
Through Aug. 26



Experience the epitome of fashion sourcing at **Womenswear in Nevada** (WWIN), the ultimate destination during Las Vegas Fashion Week for retailers seeking standout apparel and accessories. In addition to its expansive showcase of women's fashion, WWIN also features The Men's Edit—a curated collection of top men's brands. Co-located with Las Vegas Apparel at The Expo at World Market Center, WWIN welcomes buyers with unmatched hospitality, a vibrant atmosphere, and endless opportunities to discover, connect, and write orders. Join us every February and August—where discovery begins. Explore more at www.wwinshow.com.



The Fabric Shows features American and European textile and trim collections with global production including Made in USA. Exhibiting companies have low minimums, produce to order, and many have in-stock programs. Attendees include designers/manufacturers of sewn products (apparel, home, other), private-label producers, event/party planners, and retail fabric stores. Upcoming shows are the New York Fabric Show running July 14–15 at the New Yorker Hotel, and the San Francisco Fabric Show running Nov. 9–10 at the San Francisco Hilton Financial. www.TheFabricShows.com

Aug. 25
Preview Footwear and Accessories
Nieuwegein, Netherlands
Through Aug. 26
New Zealand Fashion Week Kahuria
Auckland, New Zealand
Through Aug. 30

Aug. 30
ILM International Trade Fair for Leather Goods
Offenbach, Germany
Through Sept. 1

Sept. 1
Dubai Fashion Week
Dubai, U.A.E.
Through Sept. 6

Sept. 2
London Textile Fair
London
Through Sept. 3
Munich Fabric Start, Bluezone, Keyhouse, TheSource
Munich
Through Sept. 3

CHIC—China International Fashion Fair
Shanghai
Through Sept. 4
Intertextile Shanghai Apparel Fabrics
Shanghai
Through Sept. 4
Yarn Expo Shanghai
Shanghai
Through Sept. 4
CPM Collection Premiere Moscow
Moscow
Through Sept. 5

Sept. 3
Northern Michigan Show
Gaylord, Mich.
Through Sept. 4
Tranoi Tokyo
Tokyo
Through Sept. 4



Discover what's next in performance fabrics and fashion design! **Functional Fabric Fair** Summer is the premier North American textile trade show for outdoor, lifestyle, active-wear, and fashion. It will take place July 21–23 at the Javits Center in New York City. Explore cutting-edge trends and technologies shaping Spring and Summer 2026/2027, from high-performance materials to the latest in sustainable fashion innovation. Connect with 130+ carefully curated exhibitors through special events, expert-led education, and much more! New for the Summer edition, don't miss the Day 0 Sustainability Workshop on July 21, one day before the exhibit hall opens, where you'll gain actionable strategies to drive sustainable innovation in your business. Dive into real-world solutions with case studies, interactive discussions, and insights tailored for the future of fashion and performance fabrics. functionalfabric-fairmy25.com/CaliforniaApparelNews



NellyRodi Paris is a leading strategic consulting agency specializing in the creative industries. The company guides brands, their leaders, and teams from defining bold brand strategies to executing them with precision and impact. NellyRodi's strength lies in combining deep global consumer insights with a passionate understanding of the fashion, beauty, and home industries. With creativity and a finely tuned methodology, NellyRodi helps elevate brand desirability and drive measurable success in an ever-evolving market. Celebrating 40 years since 1985, NellyRodi is the industry leader offering trend resources, sector studies, and successful consulting missions. Contact the Managing Director North America, Jacqueline Rumohr, at jrumohr@nellyrodi.com. nellyrodi.com

All China Leather Exhibition Shanghai
Shanghai
Through Sept. 5
Centrestage
Hong Kong
Through Sept. 6

Sept. 4
Surf Expo
Orlando, Fla.
Through Sept. 6
Maison&Objet Paris
Paris
Through Sept. 8

Sept. 6
Curve Paris
Paris
Through Sept. 8
Who's Next, Bijorhca, Interfilière Paris, Impact, Matter and Shape
Paris
Through Sept. 8
Northwest Market Association
Tigard, Ore.
Through Sept. 9

Sept. 7
Michigan Women's Wear Market
Livonia, Mich.
Through Sept. 9
Milano Micam
Milan
Through Sept. 9
Mipel
Milan
Through Sept. 9
Autumn Fair
Birmingham, U.K.
Through Sept. 10

Sept. 10
Circular Textile Days
's-Hertogenbosch, The Netherlands
Through Sept. 11
Paris Fabric Show
Paris
Through Sept. 11
Texhibition Istanbul Fabric and Textile Accessories Fair
Istanbul
Through Sept. 12
Dhaka International Yarn & Fabric Show
Dhaka, Bangladesh
Through Sept. 13
New York Fashion Week powered by Art Hearts
New York
Through Sept. 14



Mark your calendar for July 15–16, when **Première Vision New York** returns to the iconic Tribeca360°. This edition will unveil the highly anticipated Spring/Summer 2026 collections featuring an extraordinary selection of fabrics, accessories, design innovations, leather, and manufacturing excellence. Against the stunning backdrop of New York City's skyline, immerse yourself in the latest trends driven by sustainability and cutting-edge technology. Register at www.newyork.premierevision.com.



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FormShow
New York
Through Sept. 15

Sept. 11
Billings Market Association
Billings, Mont.
Through Sept. 13
Intergift, Bisutex, Madridjoya
Madrid
Through Sept. 13
Momad International Textile, Footwear and Accessories Exhibition
Madrid
Through Sept. 13

Sept. 12
Graphics Pro Expo Meadowlands
Secaucus, N.J.
Through Sept. 13
Curate International Collections New York
New York
Through Sept. 14
Designers and Agents NY
New York
Through Sept. 14
Woman New York
New York
Through Sept. 14

➡ **Calendar** page 26

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

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Calendar

Continued from page 24

Brand Assembly New York
New York
Through Sept. 15

Sept. 13

Shwrm New York
New York
Through Sept. 15

Sept. 14

Coterie New York
New York
Through Sept. 16
Edge Designers NYC
New York
Through Sept. 16
MAGIC New York
New York
Through Sept. 16

Sourcing at MAGIC New York
New York
Through Sept. 16

Sept. 15

Apparel Sourcing Paris
Paris
Through Sept. 17
Avantex Paris, Leatherworld Paris
Paris
Through Sept. 17
Texworld Paris
Paris
Through Sept. 17

Sept. 16

The Indy Show
Noblesville, Ind.
Through Sept. 17
Dallas Total Home & Gift Market
Dallas
Through Sept. 18
Paris Retail Week
Paris
Through Sept. 18
Première Vision Paris
Paris
Through Sept. 18
Fall Atlanta Market
Atlanta
Through Sept. 19



the new mart

In the heart of Los Angeles' Fashion District is the landmark New Mart Building. The showrooms of **The New Mart** represent the most exclusive and coveted contemporary lines from an international array of designers and manufacturers. The New Mart is unique in both architecture and style. The intimate setting creates a user-friendly experience for visitors. Each of its glass-fronted, uniquely designed showrooms provides a buying adventure that cannot be experienced at any other showroom destination. The New Mart is open year-round to the wholesale trade only and hosts over 100 showrooms that carry over 500 collections. Upcoming market weeks are June 16–19, Aug. 4–7, and Oct. 6–9. www.newmart.net

Sept. 18

London Fashion Week
London
Through Sept. 22

Sept. 20

Milano Fashion & Jewels
Milan
Through Sept. 23

Sept. 23

Lineapelle Milan
Milan
Through Sept. 25
Atlanta International Fashion Week
Atlanta
Through Sept. 28
Milan Fashion Week Women's
Milan
Through Sept. 29

Sept. 24

Feel the Yarn Istanbul
Istanbul
Through Sept. 25

Sept. 25

White Milano
Milan
Through Sept. 28

Sept. 28

The Ohio Show
Dublin, Ohio
Through Sept. 29

Sept. 29

Product Innovation (PI) West Coast
Los Angeles
Through Sept. 30
LuxePack Monaco
Monaco
Through Oct. 1
Paris Fashion Week Women
Paris
Through Oct. 7

Oct. 1

Fashion World Tokyo
Tokyo
Through Oct. 3

Oct. 2

MAGIC Nashville
Nashville, Tenn.
Through Oct. 3
Impressions Expo Dallas
Dallas
Through Oct. 4
Tranoi Paris
Paris
Through Oct. 5

Oct. 3

Woman Paris
Paris
Through Oct. 5
Curate International Collections Paris
Paris
Through Oct. 6
Premiere Classe
Paris
Through Oct. 6

Oct. 4

Fashion Week San Diego
San Diego
Through Oct. 5
Splash Paris
Paris
Through Oct. 6
Trendz
Palm Beach, Fla.
Through Oct. 6

Oct. 5

Minneapolis Mart Gift, Home, Apparel & Accessory Show
Minneapolis
Through Oct. 7
L.A. Market Week
Los Angeles
Through Oct. 9

Oct. 6

Fall Mart Spring Buying Event
Seattle
Through Oct. 7
Brand Assembly Los Angeles
Los Angeles
Through Oct. 8
Designers and Agents LA
Los Angeles
Through Oct. 8
LA Kids Market
Los Angeles
Through Oct. 8

LOS ANGELES APPAREL

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

fASIlitate ASI Show

San Antonio, Texas
Through Oct. 9

Oct. 7

LA Textile Show
Los Angeles
Through Oct. 9
London Brand Licensing Europe
London
Through Oct. 9

Oct. 8

Los Angeles Small Business Expo
Pasadena, Calif.

Oct. 13

Interfilière Shanghai
Shanghai
Through Oct. 14

Oct. 14

Textile Forum London
London
Through Oct. 15
Taipei Innovative Textile Application Show (TITAS)
Taipei, Taiwan
Through Oct. 16
Atlanta Apparel
Atlanta
Through Oct. 17

Oct. 15

Feel the Yarn Tokyo
Tokyo
Through Oct. 16
Kingpins Amsterdam
Amsterdam
Through Oct. 16

Oct. 16

Cheshire Fashion Week
Chester
Through Oct. 18
Los Angeles Fashion Week powered by Art Hearts Fashion
Los Angeles
Through Oct. 19

Oct. 19

Fashion Market Northern California
South San Francisco, Calif.
Through Oct. 21
Northstar Fashion Exhibitors
St. Paul, Minn.
Through Oct. 21

Oct. 21

Comocrea Textile Design Show
Cernobbio, Italy
Through Oct. 22
Dallas Apparel & Accessories Market
Dallas
Through Oct. 24
Dallas Kidsworld Market
Dallas
Through Oct. 24
Fashion Industry Gallery (FIG) October Apparel & Accessories
Dallas
Through Oct. 24

Oct. 22

PRINTING United Expo
Orlando, Fla.
Through Oct. 24
Gran Canaria Swim Week
Las Palmas, Gran Canaria, Spain
Through Oct. 25

Oct. 24

ITMF Annual Conference & IAF World Fashion Convention
Yogyakarta, Indonesia
Through Oct. 25

Oct. 28

SwimShow Edit
Miami Beach, Fla.
Through Oct. 29

Oct. 29

Performance Days Functional Fabric Fair
Munich
Through Oct. 30

Oct. 30

ASFW (Texworld, ApparelSourcing, Texprocess)
Addis Ababa, Ethiopia
Through Nov. 2

Nov. 5

Maroc in Mode (M.I.M.)
Casablanca, Morocco
Through Nov. 7

Nov. 9

Michigan Women's Wear Market
Livonia, Mich.
Through Nov. 10
San Francisco Fabric Show
San Francisco
Through Nov. 10

Nov. 11

Functional Fabric Fair powered by Performance Days
Portland, Ore.
Through Nov. 13

Nov. 13

INDX Sports & Leisure
Birmingham, U.K.

Nov. 17

Brazil International Apparel Sourcing Show
São Paulo, Brazil
Through Nov. 19



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Nov. 30

ISPO Munich
Munich
Through Dec. 2



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Discover What's Next in Performance Fabrics

Join us at Functional Fabric Fair Summer 2025, the premier textile tradeshow in North America, where cutting-edge performance textiles meet fashion-forward innovation. Explore the intersection of style, function, and sustainability in outdoor, lifestyle, and activewear design. Experience tomorrow's trends today and discover the materials, technologies, and textures that will shape the Spring/Summer 2026 season and beyond.

From high-performance textiles engineered for movement and durability to trend-driven fabrics that blend fashion and function, this must-attend event is where designers, product developers, buyers, and materials managers come together to source the latest innovations. Engage in one-on-one conversations with industry leaders, experience exclusive special events, and gain invaluable education and training to stay ahead of the curve.

NEW! Day 0 Sustainability Workshop – July 21

Kick off your Functional Fabric Fair experience with our Day 0 Sustainability Workshop on July 21, one day before the exhibit hall opens. Join industry experts as they explore key sustainability topics with a practical, real-world approach. Throughout the day, manufacturers will share insightful case studies, showcasing sustainable textile innovations in action.

Attendees and exhibitors will engage in interactive roundtable discussions and hands-on activities, gaining valuable insights and actionable strategies to integrate sustainability into their business models.

Be part of the future of performance-driven fashion and textiles—join us in New York City this July!

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