



CALIFORNIA FASHION ASSOCIATION

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Kingpins Show in L.A.

By Yoko Fujumoto

Denim and jeans supply chain show “KINGPINS SHOW” held in downtown Los Angeles (L.A.), U.S.A. two days mid in July. 47 companies exhibited at this show, and major denim brands in L.A. visited.

The owner of this show Mr. Andrew Olah emphasized, “U.S. premium denim market is still in the hard time, so we need to produce fresh products. Otherwise this market is not going to change at all.”

Kurabo pointed it out, “Skinny jeans are very good in the U.S. market, so we still have good sales with piece-dyed products. Fresh products are twill weave and dobby.” Rainbow Textiles was “stretch corduroy which soft and quick recovers stretch has need by consumers. Our sales are doing well with regular buyers.”

Toyoshima International America (which dealing with major brands such as True Religion, J Brand, Theory etc) exhibited first time in L.A. show, but they had great attentions from the major denim brand designers in L.A. such as Mr. Adriano Goldschmied, Mr. Tadd Zarubica etc. “The price point is very high, 30% more than the other company, but many buyers said great quality” revealed. Their fresh products are organic cotton, Indigo jacquard and cashmere treatment cotton which has everything from technic to quality.

The president of One-Any Co.Ltd., Mr. Daisuke Kiyoshi was very delighted and said, “Many buyers told me that Japanese products are very appealing and great, because they are so detail oriented such as salvage with spupima cotton. To touch, feel, everything is good. I am very happy to hear that as a designer.”

First time exhibitor Silvadur sold to denim designers for differentiation of their products, “after 50 times wash, the denim has still antibacterial effect on the material.”

Italian Job is also first time exhibitor, “We have been dealing with Levi's, Diesel, AG etc., we have many unique products such as cotton with leather treatment, special treatment for wool dye, blocked dye etc.”

Invista said, “Many companies (more than twice as much) are using Knit denim which is LYCRA with cotton. They are expensive that they charge \$5-10 a yard compare to regular company \$3.5-8, but this material is good for a new style pants.” Bluefarm Textile's fresh product is Indigo jacquard.

Mr. Adriano Goldschmied analyzed, “Next trend will be baggy and relaxed. Sophisticated consumers are looking for made in U.S. denim.”

The **president of California Fashion Association Ms. Ilse Metcheck** who held the seminar explained, “At this time average teenager has 7 jeans, so when they grew up in 2018 they will purchase more jeans, and this market might be 560 billion dollar market. The denim market future is bright.”