

CFA Member Spotlight

November 7th, 2012

The **California Fashion Association (CFA)** is a non-profit organization established to provide information for business expansion and growth to the apparel and textile industry of California. The mission of the CFA is to define the industry's economic impact, and to outline export opportunities as well as global sourcing options.

California is the "Gate to the Americas" and American style!

Upcoming Events:

November 7-8: CFA Presentations - The Trade Office of Colombia's Apparel Business Matchmaking Forum: "Fashion Retailing in the U.S." / Doubletree Hotel, Monrovia

November 15: 5th Annual 'Economic Crystal Ball' / City Club / Host Sponsor: Wells Fargo Capital Finance / Event Sponsor: Moss Adams
Featured Speaker: Marshal Cohen, NPD Group.
[\(More Info\)](#)

December 6: CFA Advisory Board Meeting

Dec. 6: The Professionals Club Networking Event / The Palms, Downtown LA
[\(More Info\)](#)

December 12th: California Fashion Foundation and TALA present the 65th Annual Christmas Party and Toy Drive for Children / Cooper Design Space

For more information of all events, please contact the CFA office.



Marylou Garcia
Managing Director

Visit their website [here](#)

Expense Reduction Analysts (ERA) offers its latest whitepaper, "**The Path to Prosperity**", a survey of CFOs at small and midsize companies, examining their views on cost management in the emerging recovery.

The mission of **Expense Reduction Analysts** is to find savings without impacting the quality of your product or services. They focus on a company's costs, purchasing and supplier management. Expense Reduction Analysts is a global company, with a team of over 700 people in 30 countries. In business since 1992, they find savings in 8 out of 10 cases.

No fees are charged!...splitting the future benefit of the savings with the client. This is a performance-based fee model where they absorb all of the risk and perform a detailed analysis of your spending. If they fail to find savings, you pay no fee.

To download the whitepaper, click [here](#).

Contact: Marylou Garcia at mgarcia@expensereduction.com

Brand & Anti-Counterfeit Protection *California Label Products*

Visit their website [here](#)

Gary Garfield, President of **California Label Products**, recently introduced a new security device developed to combat counterfeiting for the garment industry. The process involves using the newly developed QR, or Quick Response, bar codes-those squiggly little bar-code squares that are showing up on everything from coupons to billboards; cutting-edge technology!



It works like this: Each piece of clothing is given a unique, individual, and random bar-code number to be attached to the garment. A consumer scans the QR bar code, and, if the article is genuine, the scan will be authenticated and immediately link to the brand's website. At that point, the manufacturer can do further 'social media' marketing to the consumer.

Also importantly, the retailer can verify the product's authenticity as soon as it gets to the store. Scanning the QR code can help guarantee that authentic garments get to the end-user, and the bar codes help track and trace inventory, including those shipments that might be stolen and resold into the marketplace.

In recent years, security features such as intaglio printing and holograms have also been added to the list of desirable options to protect an industry under attack by counterfeiters.

California Label Products produces all types of labels for apparel, from hangtags and printed and woven labels to care labels and price tags. If you'd like more information about overt and covert brand protection options, please click [here](#).

Contact: Gary Garfield at info@californialabelproducts.com



Amy Gillett
Executive Account Manager

Visit their website [here](#)

Cotton University™ is a 'new' online educational resource that connects cotton textile professionals and students to knowledge and to one another. One part multimedia classroom; one part professional network, Cotton University™ is designed to enlighten and engage.

Enrollment in **Cotton University™** enables members to learn the A to Z of textiles through self-paced courses, supported by reference materials including market and trend data and technical glossaries, etc. Members can connect with peers and industry leaders by posing questions and adding insights to subjects under discussion. **Cotton University™** can help members grow their businesses and their knowledge base through information gained and connections made.

Cotton University™ is now open. Tuition is free. Opportunities are unlimited.

Contact: Amy Gillett at agillett@cottoninc.com

Interested in being featured in an upcoming 'Member Spotlight'?

Please contact the CFA office:
phone: (213) 688-6288
email: info@calfashion.org