



# THANK YOU AGAIN

To CFA

Members  
... and 'Friends'

2020 marks the 25<sup>th</sup> anniversary of the California Fashion Association; an auspicious occasion that certainly prompts a reflection on the passing of time. In our industry. With every start of the new year, there is the awareness that there will be new horizons and new challenges...or old ones revisited.

The past can be both an asset and a curse, especially if it is a storied past. Every year now we have a new wave of 'hot' brands and multi-million dollar companies arising from nowhere, for which I feel both excitement and anxiety. On one hand, there is so much great opportunity today; on the other hand, the lack of 'longevity' invites inevitable comparisons with the 'what-ever-happened-to's' of other years and eras.

During this quarter-century of the California Fashion Association, we have experienced these challenges first-hand and witnessed the struggles that companies continuously face as they try to update their business to current ever-changing realities.

However, it certainly is refreshing that business models are coming from anywhere as our new California companies are writing their own history instead of inheriting someone else's.

A decade ago the business of the business of *Fashion* was becoming quite corporate and dry; somewhat controlled by only a dozen retail 'big pencils' and the large brand-buying conglomerates who were the major retailers' 'private label' developers. Not so much anymore; the future seems to be keeping the fantasy of *Fashion* alive, albeit changeable at a YouTube's notice, and sometimes, schizophrenic!

Analyzing the *business* trends and defining the roadblocks to success has been the mission of the CFA. So, in that spirit, we ask that you continue to support YOUR industry association and walk with us as we always look ahead, without nostalgia - but with respect for what came before.

You have my personal appreciation and gratitude for the support of the CFA membership and, particularly, our Advisory Board. Sarah and I wish everyone good health, optimism, and success in 2020.

Sincerely,  
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