



THANK YOU AGAIN

To CFA Members
... and 'Friends'

The year 2020 will be recorded as the most transformative year that any of us has experienced and, most assuredly the most difficult year for our industry. That the CFA, as an industry organization, is still successfully functioning is a testament to the fortitude of our entrepreneurs, their dedicated service providers, and our educators.

**So in retrospect, in 2015,
not a single person got
the answer right to "Where
do you see yourself 5
years from now?"**

(source: anonymous)

The above quote is at the heart of what we are all realizing now. No one saw the epidemic coming! The year began in the throes of political and social whirlwinds, import restrictions, export barriers, and an increased sensitivity to the environment requiring an inward reflection on the way we do business.

For the most part, this is an industry of individual CEOs, not governed by a corporate boards, having one great advantage; the total freedom to change, adapt, pivot, and completely rethink their businesses in order to adjust for the present and the future, adapting to survive.

Mention the word 'fashion' to the uninitiated in our business, and the immediate reflection is of luxury fashion shows, usually of European brands, and the celebrity designers of New York. Even west coast-based companies having national and international distribution are not generally known as 'California Fashion' brands.

This unfamiliarity has bred creativity. We believe that we are going to weather this storm, ready to respond, with reinvention, re-branding, and get ready for a re-discovery. The ability to garner fashion prominence of the moment is a good thing, but stability is even better.

Our California industry has developed as a formidable force for change; of both design and style trends, as well as its use of the latest technology! With wholesale-to-the-retailer facing significant challenges, the DTC channels have proven to be a

bright spot during Covid....and now we have smaller and newer brands who are adept in starting from a digital format.

George Bernard Shaw' said, "the school of hard knocks is an accelerated curriculum" ...and he did not have the Covid virus to contend with, nor did he expressly refer to our fashion design colleges. The dozen or so schools that the CFA works with are diligently trying to bring the reality of today's fashion industry to those students who are our future!

When celebrating the arrival of this new year, we should really celebrate the survival of the old one. "After all, tomorrow is another day" (another familiar quote)...

Personally, may I express my heartfelt gratitude to each of you for your support of the efforts of the California Fashion Association.

Our ability to implement the projects and programs is dependent on the support and participation of generous people like you. Your collaboration with this office is keeping 'California Style' in the limelight, as we inform audiences worldwide of the many benefits of doing business with the California fashion industry.

On behalf of the CFA office and its Advisory Board, we are sincerely grateful for your support of our efforts....and wish you all a safe, healthy, and serene holiday season.

May we meet again face-to-face in 2021.

Sincerely,
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