



The California Fashion Association (CFA) is focused on building a knowledge base to identify and meet the needs of the various constituents of the industry.

August 12, 2021

As Seen In: 

*Excerpted from: **INDUSTRY FOCUS: FINANCE**
August 5, 2021*

“How apparel-industry professionals can guarantee success for Fall.”

Now that consumers are out and about after a year of COVID-19 lockdowns, and while consumers and businesses want to bid adieu to the challenges of 2020, there remain issues that could still affect shoppers and the apparel industry.

California Apparel News asked finance-industry experts: “As consumers shop in the midst of back-to-school season, how should apparel-industry professionals guarantee a strong finish as they head into fall?”



Darrin Beer

*Western Regional Manager
CIT Commercial Services*

Current retail figures suggest the back-to-school selling season will be higher than pre-pandemic levels as parents and students remain optimistic about returning to the office and classrooms. ***Apparel companies need to maintain liquidity and financial agility to support the recent increase in demand while remaining flexible in supporting an e-commerce strategy that’s not going away.***

Supply shortages and logistics expenses are becoming a greater challenge as business increases. Retailer lead times for merchandise have decreased, and companies need to be ready to meet demand should it continue to grow. Recent increases in Delta-variant cases of the coronavirus remind us that the pandemic isn’t entirely in the rear-view mirror. Working with trusted advisers and factors during this period is critical for success.

Sydnee Breuer

*Executive Vice President, Western Region Manager
Rosenthal & Rosenthal*

If there’s anything this past year plus has taught us, it’s that there are no guarantees! The best we can hope for is to be flexible and in a position to pivot so that a strong finish is more likely than not. Product needs to be easily accessible and delivered or picked up



depending on the consumer's individual preference. As the pandemic and variants continue to wreak havoc on the psyche of consumers, a continued online and social-media presence will

be key to getting eyes onto product and driving demand. With the continued supply-chain challenges and increased transportation expenses, it's more important than ever to have enough on-hand inventory at a price the consumer is willing to pay. Unfortunately, I don't expect it to get any easier for the holiday shopping season either.



Gino Clark

Executive Vice President and Managing Director of Originations
White Oak Commercial Finance, LLC

As America heads back to the classroom and the economy continues to climb, the apparel industry has much opportunity ahead of it, but the road to growth contains various potholes that companies must actively navigate to gain share of a strong retail environment that is pursuing record growth in 2021. Supply-chain disruptions remain a very present challenge across a myriad of

industries and have resulted in increased delays for materials and finished goods and related costs. We recommend that businesses manage expectations on delivery schedules and prices by frequently and openly communicating with their suppliers, retailers and lenders. The anticipated increase in back-to-school sales will test the bandwidth of many in the industry; we advise that businesses closely account for the variables impacting their verticals, manage their operations accordingly and set realistic goals.

[Read Full Article Here](#)

California Fashion Association

578 Washington Blvd., Suite 827, Marina Del Rey, CA 90292 | Tel: 213 688 6288
email: info@calfashion.org | Website: www.californiafashionassociation.org



California Fashion Association | 578 Washington Blvd., Suite 827, Marina Del Rey, CA 90292

[Unsubscribe ilse@calfashion.org](mailto:unsubscribe_ilse@calfashion.org)

[Update Profile](#) | [About Constant Contact](#)

Sent by ilse@calfashion.org in collaboration
with

