



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.

December 6, 2021



THANK YOU AGAIN To CFA Members ...and “Friends” of CFA!

The year 2021 was certainly a difficult year of transition and introspection for everyone. Business models, employer/employee relationships, personal interaction, and a host of other ‘new’ concepts and words are now in the industry’s dictionary.

Our California apparel and textile complex is a formidable force for change. We have successfully moved into the world of technology, addressing society’s issues, sustainability, and diversity & inclusion...even if the politicians and ‘outside world’ still see us negatively as just a ‘minimum wage’ cluster.

However, we have one great advantage: the total freedom to change, adapt, pivot, and completely rethink our businesses in order to adjust for the present and the future. As a matter of fact, future success demands an increased sensitivity to the environment and an inward reflection on the way we manage our organizations.

We have weathered the lock-down ‘storm’ and are ready for a re-discovery

Personally, may I express my heartfelt gratitude to each of the companies and individuals who have supported the efforts of the California Fashion Association and the California Fashion Foundation. Your support is keeping ‘California Style’ in the limelight as we globally inform our colleagues of the many benefits of doing business with the California fashion industry.

Alfred Lord Tennyson (1890)

*This year is going, let him go;
Ring out the false, ring in the true.*

*Ring out old shapes of foul disease,
Ring out the narrowing lust of gold
Ring out the thousand wars of old,
Ring in a thousand years of peace.*

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 2022.

Sincerely,

Ilse Metchek

California Fashion Association

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