



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.

June 11, 2021

fashion SPOTLIGHT

Essential News providing current articles of interest for your reference.

Upcoming Trade Events

June 13 – 16:

California Market Center
Market Week

June 14 – 17:

The New Mart Market Week

June 14 – 17:

Cooper Design Space
Market Week

June 14 - 16:

Designers & Agents @ New
Mart

Aug 1 – 4:

California Market Center
Market Week

Aug 2 – 5:

The New Mart Market Week

Aug 2 – 5:

Cooper Design Space
Market Week

Aug 3 – 7:

Atlanta Apparel

Aug 8 - 10:

Informa Markets:
Sourcing/Project/MAGIC

As Seen In

Why Sourcing From China Just Got More Expensive

Business of Fashion - May 25, 2021

'China is fashion's most important manufacturing hub, so when prices started rising in the run up to Chinese New Year, the ripples were felt throughout the supply chain. Raw materials, textiles, labor and shipping have all become more expensive this year, raising concerns about spiking inflation just as fashion emerges from its toughest year since the financial crisis.'

[Read full article](#)

National Retail Federation Ups Retail Sales Forecast - A Lot

Shop Eat Surf - June 9, 2021

"The National Retail Federation raised its guidance for annual retail sales today – by a lot. The trade group now expects retail sales to grow 10.5% to 13.5% for the year. That compares to the 6.5% increase it predicted in February. The NRF also expects GDP to grow 7% for the year."

[Read full article](#)

Will Carbon Labeling Become Truly 'Fashionable?'

August 8 - 10:
Las Vegas Apparel @World
Market Center

Aug 9 - 12:
Womenswear in Nevada
(WWIN)

Sept 19 - 21:
COTERIE New York

Sept 19 - 21:
MAGIC New York

Sept 29 – Oct 1:
California Market Center
LA Textile

Oct 6 - 8:
California Market Center:
Majors Market

Oct 10 - 13:
California Market Center
Market Week

Oct 11 - 14:
The New Mart Market Week

Oct 11 - 14:
Cooper Design Space
Market Week

Oct 11 - 13:
Designers & Agents @ New
Mart

Oct 12 - 16:
Atlanta Apparel

Womens Wear Daily - June 2, 2021

"With fashion still bearing a heavy carbon footprint, carbon labeling for clothing is starting to see a comeback among sustainable fashion advocates echoing government action on climate".

[Read full article](#)

The RealReal is Still Battling Fakes. It Won't Be Easy To Get It Right.

Forbes - February 22, 2021

By: CFA Member **Richard Kestenbaum**



"Why does The RealReal not have as much expertise as a small startup like LegitGrails to see the difference, as you can plainly see in the picture at the top of this article, between the label on the fake and the one on the real shoe? The answer has to do with The RealReal's business model and its conflicting incentives".

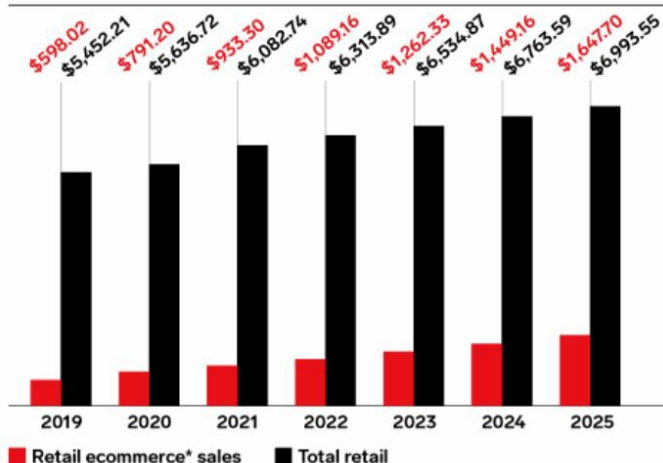
[Read full article](#)

US ecommerce forecast revised upward, 18% growth expected in 2021

eMarketer – June 9, 2021

US Total Retail and Retail Ecommerce* Sales, 2019-2025

billions



[Read full article](#)

California Fashion Association

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