

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.

February 24, 2022

Essential News

Essential News providing current articles of interest for your reference.

Upcoming Trade Events

March 6-10: LA Market Week

March 15-16: PI Trade Event

March 15-17: Bursa Textile: Turkey

March 22-25: Dallas Market

March 27-29: ILOE Studios Chicago

April 10-12: Fashion Markets Northern California

April 11-15: IMC Atlanta Market

May 3-5: FashionGo Palm Springs

May 16-17: MAGIC Nashville

June 8-11: IMC Atlanta Market

June 9-11: Outdoor Retailer, Denver

June 12-16: LA Market Week

June 13-16: Label Array

June 14-17: Dallas Market

As Seen In

Warn of Fallout from Uyghur/Xinjing Bill

Sourcing Journal – January 14, 2022

President Biden has signed a law banning all imports from China's Xinjiang Uyghur Region. There will be "sizable" disruptions that will require businesses to turbocharge their due-diligence processes or flee to other destinations. For U.S. companies, the new law's sweeping scope and high evidentiary standard create the most challenging legal and operational hurdles they face thus far. [Read full article](#)

Marketers increasingly turn to TikTok for influencer marketing

eMarketer – January 19, 2022

The forecast: US marketers' interest in TikTok for influencer marketing has skyrocketed since early 2020, as the app has transformed from a novelty to a social media mainstay. Nearly two-thirds of US influencer marketers plan to use the video sharing app in 2022. [Read full article](#)

Hermès Sues NFT Creator Over 'MetaBirkin' Sales

Business of Fashion – January 17, 2022

The complaint raises questions about how

June 14-15: Swim Collective
Huntington Beach

July 16-18: COTERIE: Miami

July 16-18: Swim Show:
Miami

July 26-28:
COLOMBIAMODA

July 31-Aug 4: LA Market
Week

Aug 2-6: IMC Atlanta Market

Aug 7-10: Informa Las Vegas:
MAGIC / SOURCING /
PROJECT

Aug 8-11: Womenswear in
Nevada (WWIN)

Aug 15-17: OC Apparel

Aug 23-26: Dallas Market

Sept 8-10: Surf Show Orlando

Sept 18-20: MAGIC / COTERIE
New York

Sept 28-30: LA Textile Show

Oct 9-13: LA Market Week

Oct 10-12: Label Array

Oct 25-28: Dallas Apparel
Market

**Please Note: All dates subject
to change due to the ongoing
concern of the pandemic.**

trademark protections for real-world items will be enforced in the digital realm as commercial activity heats up in the metaverse. Brands including Balenciaga and Nike are experimenting with virtual fashion. Non-fungible tokens, or NFTs (unique digital assets authenticated using blockchain technology), depicting fashion items have sold for millions in recent months. [Read full article](#)

Nike Vs. StockX: A Metaverse Lawsuit

Womenswear Daily – February 4, 2022

The sportswear giant sued StockX in Manhattan federal court, charging that the online marketplace inappropriately used the Nike trademark as it launched into the world of NFTs, or non-fungible tokens. The suit brings the age-old fashion trademark battle to a new and hotly contested playing field. While the metaverse is still an idea only partway to reality, companies are eager to claim their territory. And this month, Nike and Rtfkt plan to release a number of virtual products. But StockX, in a way, beat them to the punch. It's a situation that comes with a strange kind of math — that might only make sense online and with an overwhelming faith in market forces. Regardless, big-time profits are also clearly in the balance.

[Read full article](#)

The Metaverse Isn't Going Away

Robin Report – February 20, 2022

Speaking with senior executives about the metaverse and its implications for businesses reminds us of Mark Twain's comment about the weather, "Everyone talks about it, but nobody does anything about it." It's real. It's formidable. It's, well, a looming force of nature. We ignore it at our own peril. Meta Retail; Suspend disbelief. Dare to imagine it. Why not? [Read full article](#)

One Mall's New E-Tail Fulfillment Marketplace

Sourcing Journal – February 4, 2021

A Dallas mall operator is gaining ground with e-commerce and fulfillment for its tenants. ShopNow platform directly on many of its malls' websites so consumers can check to see if, say, that pair of Vans Classic Slip Ons in a women's size eight is in stock or the black long-sleeve wrap top from Abercrombie & Fitch is still on sale, from the real-time inventories of participating tenants. Shoppers can then make purchases and have orders delivered same day. [Read full article](#)

Fashion's Incorrect 'Zombie' Data

Sourcing Journal – February 4, 2022

Fashion doesn't pump out 10 % of the world's carbon emissions. Nor does it produce 20 % of the world's wastewater. A horde of "zombie" data continues to lurch and stagger across press releases, news articles, industry reports and social-media updates, where it's frequently accepted as fact. False, unverifiable and incredible statements don't just leave brands open to greenwashing accusations, can also pose a financial risk to capital markets investors. The claim that it takes 20,000 liters of water to grow enough cotton to make a T-shirt, are inaccurate, highly misleading or oversimplified. A false claim gains enough traction that it's legitimized and enshrined as fact. [Read full article](#)

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