

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.

April 14, 2022

Essential News

Essential News providing current articles of interest for your reference.

Upcoming Trade Events

April 21: CFF Scholarship Awards

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

- California Market Center
- The New Mart
- Lady Liberty Building
- Cooper Design Space

June 14-17: Dallas Market

June 14-15: Swim Collective Huntington Beach

July 16-18: COTERIE: Miami

July 16-18: Swim Show: Miami

July 26-28: Medellin COLOMBIAMODA

July 31-Aug 4: LA Market

- California Market Center
- The New Mart

As Seen In

In Retail, Everything Is Great. And Getting Worse

Forbes
By Richard Kastenbaum



Most companies here are reporting great results. The consumer is eager to get out and spend, as consumers get tired of the athleisure they've been wearing for the last two years. But the expectation here is that the past is not the future; the buoyant consumer is losing their spending moxie. Reports are also that younger consumers are getting squeezed by the payment on their buy-now-pay-later commitments. None of this pessimism is based on hard data, but it looks like the last 10 months of 2022 will look very different than the first two months have.

[Read full article](#)

Amazon Fiddles Around While Losing on the Ground

Robin Report
By Robin Lewis

While Amazon has declared the necessity to expand into physical retailing, **specifically in apparel**, they are moving too slowly in this tech era. Getting big fast has certainly not led to the dominant position. **Amazon must achieve with apparel.** With Amazon's recent decision to close its

- Lady Liberty Building
- Cooper Design Space

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

- California Market Center
- Label Array
- The New Mart
- Lady Liberty Building
- Cooper Design Space

Oct 25-28: Dallas Market

**Please Note: All dates subject
to change.**

Books, 4-Star and pop-up stores (68 in all), it's apparent that they just do not understand physical retailing and the most imperative element for its success: engagement with customers and the in-store experience including the human interaction with the sales staff.

[Read full article](#)

Consumers Might Not be as Excited to Invest in NFTs as Advertised

WomesWearDaily

The metaverse, NFTs and cryptocurrency seem to be all the rage as of late, with social media suggesting that everyone is investing. Despite the hype, a new survey has found it may be just that: hype. 40% of those surveyed between the ages of 18 and 24 years said they don't understand the concept of NFTs while another 32% said they'd never consider investing in them. Just 18 % said they are currently investing in cryptocurrency, while 39% said they felt crypto is not worth investing in, and 43% said it 'could be'.

[Read full article](#)

NFT Trademark Claims in Key Metaverse Case

WomesWearDaily

The marketplace of StockX shot back at Nike, getting at the nature of ownership in a digital world; a fight that could help shape the contours of fashion's use of the emerging metaverse, where eventually digital tokens are seen freely moving between online platforms. StockX Vault NFTs are absolutely not virtual products. This is all new territory that the courts are going to have to help the market figure out. At issue is the overlap of trademark rights and a new technology that has the power to authenticate fashion goods on the secondary market. [Read full article](#)

Resale Becoming Mainstream Fashion

Sourcing Journal

Brands and retailers who are heavily invested in recycled clothing say this market becoming more and more mainstream. Adidas, Lululemon and Everlane have a large portion of their clothing offering recycled materials, and a lot of fast-fashion brands are incorporating recycled into their clothing. Burberry offers a nylon hooded duffle coat at \$2890 with 70 % of its content being recycled. It sells for \$2,890. Prada sells a sweatshirt made of recycled polyester fibers for \$1,490. Studies show that garments described as sustainable are more appealing. [Read full article](#)

Business of Fashion

Facebook has revealed that the company was aware that it had overstated its advertising reach to brand partners. Metrics, such as likes, comments and followers on social media, do little to reflect long-term performance. It has become more difficult to measure return on investment on platforms like Instagram, YouTube and TikTok. Marketers must think of new ways to gather customer data and to measure the success of their marketing strategies.

[Read full article](#)

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