



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 5, 2022

member SPOTLIGHT

AS SEEN IN:  SOURCING
JOURNAL

Los Angeles, Texas Apparel Suppliers Adopt Suuchi's PLM Software

Marta Miller for Lefty production services, serves 180 clients including U.S. department stores, independent designers and influencers. Earlier this year it also purchased Austin-based product development firm Stitch Texas, which serves more than 75 clients in the Southern U.S. Lefty will use the GRID to service its hundreds of nationwide clients through a centralized platform.

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AS SEEN IN: **Forbes**

Attracting Customers to New Fashion Brands is Harder Than Ever

Richard Kestenbaum, Fashion startups used to be just about fashion. If it fit right, was priced right and looked great you had a winner. But now, before consumers will consider those things a brand must get the consumer's attention online and that makes the business much more complicated. A new study from Syte, a product discovery platform, has data that shows how much harder it is now. Because consumers go directly to a site, no amount of google ad words or search engine optimization will reach them. Even before a brand starts looking for new customers, almost half the market is unavailable.

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CIT Commercial Services Merges with First Citizens Bank — and Looks Toward the Future

“CIT has been a great partner for us through thick and thin,” said Eddie Betesh, president and CEO of SaraMax Apparel Group, which is a global leader in the intimate apparel industry. “We’ve had some tremendous bumps over the years — the pandemic just being the latest one to come to mind. But they understood our business: more than just the numbers, but also the relationships behind the numbers. Their support has allowed us to prosper in good times and bad.”

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California Fashion Association

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