



*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.*

July 1, 2022

## Essential News

**Essential News** providing current articles of interest for your reference.

### Upcoming Trade Events

July 16-18: COTERIE: Miami  
July 16-18: Swim Show: Miami  
July 19-21: Texworld  
July 19: Black Design Collective seminar/"Branding"  
July 26-28: COLOMBIAMODA  
July 31-Aug 4: LA Market Week  
California Market Week  
The New Mart Market Week  
Cooper Design Market Week  
Lady Liberty Market Week  
Aug 2-6: IMC Atlanta Market  
Aug 7-10: Informa Las Vegas:  
MAGIC / SOURCING / PROJECT  
Aug 8: CFA Sourcing Seminar  
Aug 8-10: Management One Magic:  
Las Vegas  
Aug 8-11: Womenswear in Nevada  
(WWIN)  
August 15-17: OC Apparel Show  
Aug 23-26: Dallas Market  
Sept 8-10: Surf Show Orlando  
Sept 18-20: Informa:  
Magic/COTERIE  
Sept 28-30: LA Textile Show  
Oct 9-13: LA Market Week  
California Market Center  
The New Mart Market Week  
Cooper Design Market Week  
Lady Liberty Market Week  
Oct 10-12: Label Array  
Oct 25-28: Dallas Market

*All Event Dates Subject  
to Change*

### Sustainability Can Be Deceptive

**As Seen in...Robin Report- June 14, 2022**

There are so many conflicting messages about retail sustainability that it's hard to know what's real. This is by design. The term "sustainability" is being volleyed around by fast fashion brands; "greenwashing" refers to those instances when a brand alters its messaging to make products appear more sustainable. A retailers sustainability footprint lies deep within the recesses of their supply chain. The confusion-by-design surrounding what brands and items are actually sustainable has some consumers throwing their hands in the air and just buying the cheapest, best-looking items they can find for the right price.

[Read full article](#)

### Technologies Reinventing Physical Retail

**As Seen in...Business of Fashion, McKinsey & Company- June 9, 2022**

In store, customers who engage with technology spend up to four times longer shopping than those who do not. Physical retail is far from dead. As pandemic restrictions subside, this presents an opportunity for retailers to reshape the role of stores. Retailers and Brands should direct investment towards in-store technologies that specifically address operational pain points and fit seamlessly into the customer journey. [Read full article](#)

### Will BOPIS and BORIS Replace Delivery?

**As Seen in...The Robin Report- June 20, 2022**

Retailers need to have a deep understanding of consumer omnichannel purchases and return behaviors: BOPIS (**buy-online-pickup-in-store**) and BORIS (**buy-online-return-in-store**). E-commerce return rates are two to three times

greater than store-bought purchases within the same category. The lost revenue to a retailer due to any type of return adds up with costs for shipping, restocking, etc. These losses can be managed and minimized with targeted policies and an understanding of inventory and shoppers.' [Read full article](#)

## Manufacturing Takes a Trip to the Metaverse

***As Seen in...Industry Week- June 13, 2022***

From redesigning facilities to improving decision-making, a look at some early but promising applications in the immersive virtual world. While most people know of the metaverse through gaming and entertainment, it is relevant to nearly every mainstream business. A Bloomberg Research estimate says the metaverse market could grow at a compound annual growth rate of 13%, to go from \$479 billion in 2020 to more than \$738 billion in 2024. [Read full article](#)

## Fashion and Film Celebrated in New TCM Series

***As Seen in...WWD - June 3, 2022***

Film and Fashion are perennially entwined; available on HBO Max, as of June 17. The programming shows how fashion and film inspire each other. Cultivating a greater appreciation for craftsmanship by watching the series, viewers will not just think that fashion is frivolous and fun, but that "there is real art involved, too." [Read full article](#)

### California Fashion Association

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