

# LEGGWEAR

## TRENDS & FASHIONS

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A Publication for the Hosiery Industry

*Creating Hosiery Awareness*



NEW &  
DIFFERENT  
FASHION  
LEGGWEAR  
LURES  
CONSUMERS

*by Charlene Nelson*

As hosiery for Spring and Summer 2004 hits the shelves, it's obvious that designers have pinpointed what consumers want: products that offer fashion but at the same time are different, comfortable and make their bodies look better.

“One thing we are very clear about is that consumers want

*continued on page 2*

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the Hosiery Industry*

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Hickory Throwing.....	10
Hosiery Technology Center.....	16
Jones Textile Company.....	15
NC Sock.....	8
Pembroke Textile Associates.....	12
Quickturn Packaging.....	13
Radicispandex.....	7
Regal Manufacturing.....	12, 14
Roselon Industries.....	6
Rumi.....	6
S & W Chemical.....	6
Southern Colortype.....	6
Standard Packaging.....	13
Wellman.....	3

# IN THIS ISSUE:

- |   |  |    |   |
|---|--|----|---|
| 1 | New and Different Fashion Legwear Lures Consumers        | 10 | GLOBAL OUTLOOK  |
| 4 | LEGISLATIVE COLUMN                                       | 11 | LEGWEAR FASHIONS: Color Captures Consumers                                |
| 4 | HOSE PAC Promotes Candidates' Support                    | 12 | Acme-McCrary Corporation Now Largest Manufacturer Of Private Label Sheers |
| 6 | Manufacturer Survives and Thrives by Making Bold Changes | 14 | INDUSTRY UPDATE   |
| 7 | INDUSTRY BRIEFS  | 15 | AT RETAIL   |
| 8 | ROOTS: 1977 Prophecies Still Pertinent                   | 15 | INDUSTRY BRIEFS   |

## COVER STORY

*continued from page 1*

### New and Different Fashion Legwear Lures Consumers

something that is interesting and unique," says Jody Eskenazi, senior marketing director for Kayser-Roth Corporation. "And, comfort is very important to women these days. Every time we do a focus group, comfort comes up consistently as a priority."

Adds Kim Smith of Acme-McCrary Corporation: "Our biggest opportunity is creating products that are different, new and fresh."

Consumers have come to expect fashion from American legwear designers and now they want more – fashion plus comfort plus newness. And, as sheer manufacturers have grappled to stop the decline in sheers during the past years, they have continually built into their products value-added options such as shaper and massage characteristics that consumers are consistently reaching for.

"What we are seeing for 2004 is that it isn't as much about fashion as it is about shaper products," says Linda Measmer of Wells Hosiery. "It seems that is what everyone wants."

When consumers shop this season, they'll find what they are looking for. American designers have hit the nail on the head with their Spring/Summer offerings.

#### NEW AND INTERESTING

Hue Legwear has two new categories aimed at catching and keeping the consumer's attention this spring: 'Keeping Feet Feeling Fabulous,' and 'Decorating Feet.' The first focuses on the consumer's desire for comfort with foot tubes, liners and toe toppers that allow the wearer to have

the bare-leg look while at the same time keep their foot feeling good in shoes.

"If they want the bare-leg look, they can get it but still have the comfort because going sockless can be very uncomfortable," says Eskenazi. "They also are fashionable because if you want to have the accent color of the tube, liner or toe topper sticking out, you can."

Wells Hosiery is making toe toppers in sheer patterns and open weaves.

Brand new for HUE are two products especially designed to pamper the foot: a gel insole that offers gentle massaging action and keeps the foot cool in hot weather and HUE GELZ, a cushioning gel pad designed to go under the toes.

HUE has been offering foot decorations for the past couple years, but this season will be the first time, they have had a category that calls out about decorating the foot, according to Eskenazi. Beaded and crochet foot thongs and beaded, crochet and shell ankle bracelets entice the consumer to decorate her feet for the summer.

Also new for HUE are HUE Flips: flip-flops with a flare. These bright colored flip-flops come with a removable grosgrain ribbon that allows them to be worn as a traditional flip-flop or with the ribbon tied around the ankle.

New in the sheer category are capri length trouser socks that provide an alternative for women who want some leg coverage with capri pants. Both Acme-McCrary and Wells Hosiery are making these in summer weaves and patterns.



*HUE Offers A Different Look In Flip-Flops*



*HUE Decorates Feet With Floral and Jeweled Thongs*

*continued on page 6*

## New and Different Fashion Legwear Lures Consumers

### SHARP SHAPERS

Shaping characteristics are hot. And, consumers won't be disappointed this season.

Wells Hosiery has introduced shapers in tights, shapers in calf length and shapers in above the knee and trouser socks. Consumers can also choose between a shaper that begins at the waist or a high-waisted one that begins right below the bust.

"We have all the bases covered," says Measmer. "You can wear them under short skirts, calf length skirts and with pants and dresses because of the lengths."

Acme-McCrary recently launched a new shaper program for Sears with an enhanced shaper.



*HOT For Spring: Wells Hosiery's Bright Colored Fishnets*

### FORGET FASHION -- NEVER

No matter what, consumers still expect their legwear to provide a fashion element to their apparel, and Spring and Summer offerings will provide plenty of fashion.

In the sheer category, fishnets continue to be a hot item, according to Measmer. But, she's not talking about just your everyday basic fishnet. Fishnets for Spring and Summer pop with color. And, the shelves will offer some twists on the basic fishnet pattern.

Pink is probably the hottest color for Spring 2004 in both clothing and accessories. In keeping with that, there will be all shades of pink fishnets from light to bright.

"We are shipping a lot of bright colors in fishnets, and they are doing very well, especially for the younger consumers," says Measmer. "We are doing bright green, hot pink, fuchsia, and orange as well as light blue, light pink, a sand color and of course, black and nude, which are still by far the best sellers." Blue from vintage to denim will sell well. Denim is still very hot as apparel designers play with various shades and treatments.

Acme-McCrary designers have gone beyond fishnets with net and open weave patterns that include diamonds and lacy patterns, says Smith. They come in trouser length, capri length and in tights.

"They let some of the skin tone come through so they lend themselves to spring and summer climates," says Smith. "A lot of women see these as more open and not so confining."

Gold Toe's Springtime in Savannah collection speaks fashionable femininity with lightweight trouser socks in knee high and ankle lengths in mesh, lace, stripes and dots. Colors are black, khaki, vintage blue and beige. They come in trouser length, capri length and in tights.



*Open Weaves, Nets and Florals In Capri Length, Trousers and Tights Dress Legs For Spring and Summer (hosiery by Wells Hosiery)*



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