



## PRESS RELEASES

### **Apparel Magazine Honors 2003 All-Star Award Winners**

*Winners to be Honored Nov. 13 at All-Star Awards Reception and Dinner*

OCTOBER 31, 2003

COLUMBIA, SC Apparel magazine, the leading business and technology publication for the apparel and soft goods industry, has announced the winners of its 2003 All-Star Awards. The 10 winners are: Da-Rue of California; Dr. Hazel Jackson, California State University; MAS Holdings Ltd.; New Balance Athletic Shoe Inc.; Romar Textile/Madeleine Manufacturing; Royal Park Uniforms Inc.; Russell-Newman; Sara Lee Branded Apparel; Southeastern Kentucky Rehabilitation Industries; and Under Armour.

The Annual Apparel All-Star Awards program recognizes 10 of the most progressive firms in the apparel, retail and soft goods business. One of these 10 companies will be named the Grand All-Star on November 13 during the Apparel All-Stars Awards Dinner.

"We're very energized by this outstanding group of companies," said Kathleen DesMarteau, editor in chief of Apparel. "While they represent a diverse mix of success stories, the common denominator in each case is excellence in performance, combined with a true passion for the business."

The four criteria for the awards are: (1) Innovation in Technology; (2) Excellence in Management; (3) A Strong Track Record of Growth; and (4) Corporate Goodwill that Reflects Positively on the Industry. Companies are nominated by industry executives and six participating associations, including: the California Fashion Association (CFA); the Sporting Goods Manufacturers-Marketers Association International (SGMA-I); SEAMS; the Sewn Products Equipment & Suppliers of the Americas (SPESA); the International Textile & Apparel Association (ITAA); and the Textile/Clothing Technology Corp. [TC]2.

In addition to being featured in Apparel's December issue, the winners will be honored at the Apparel All-Star Awards Reception and Dinner, to be held Thursday, Nov. 13 from 7:00 p.m. to 10:00 p.m. at the Sheraton Capital Center Hotel in Raleigh, NC. The dinner will follow Apparel's Tech Conference 2003, an all-day event featuring presentations and demonstrations of the latest in apparel solutions. The Conference is co-produced with [TC]2 and will be held at its technology facility in Cary, NC.

A portion of the proceeds from the Apparel All-Star Awards Dinner and Tech Conference 2003 will be donated to [TC]2 for its industry initiatives. Gold sponsors of the events are Datacolor, FedEx, Gerber Technology, Lectra and Shapely Shadow Inc. Silver sponsors include Alva Products, American & Efird Inc., Asheboro Elastics, Cognis Textile Technology, Cotton Incorporated, Demand Management, ICICI Infotech, Methods Workshop OptiTex USA Inc. and QuestaWeb Inc.

All-Star Dinner tickets are \$150 each or \$1,000 for a table of eight. To purchase tickets, email Kathleen Horton at [khorton@vnuexpo.com](mailto:khorton@vnuexpo.com) or contact Susan Black at 800-845-8820, ext.3020; or [sblack@apparelmag.com](mailto:sblack@apparelmag.com) prior to November 10.

#### About Apparel

Apparel magazine is the leading b-to-b publication for apparel industry executives, with a focus on technology, new products, business strategy and more. It also produces the [apparelmag.com](http://apparelmag.com) web site, the Apparel Executive Forum, Apparel's Tech Conference & All-Star Awards and Apparel's Executive Roundtables.

#### About VNU Business Publications USA

VNU Business Publications USA, which publishes Apparel magazine, is a part of VNU Business Media. VNU Business Publications USA publishes 66 b-to-b titles in the entertainment, media, marketing, fast-moving consumer goods, retail, merchandising, performance, travel and design industries. Its portfolio includes Billboard, The Hollywood Reporter, Adweek, National Jeweler, Progressive Grocer, and Successful Meetings.

#### About VNU Business Media

VNU Business Media maintains a leading position in the business to business arena by providing clients with innovative and actionable business intelligence, products, and tools via a wide range of delivery channels and methodologies including business-to-business publications, trade shows, electronic applications, database marketing tools, and media intelligence.

#### About [TC]2

[TC]2 is a non-profit entity, and is recognized worldwide for thought leadership, including 3D body measurement, mass customization business models, supply chain strategy, sourcing analysis, training and value added coaching.

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