



THE ASSOCIATION & VOICE OF THE US SEWN PRODUCTS INDUSTRY

*Note: Each edition of our newsletter, SEAMS features one of our esteemed members. In this edition of SEAMS Member Spotlight, Lefty Production Co. and its sister company Stitch Texas are highlighted. Lefty Production Co-founder Marta Miller responds to our questions.*

### **Member Spotlight: Lefty Production Co. / Stitch Texas**

**Company locations:** Lefty Production in Los Angeles, CA, Stitch Texas in Austin, TX

**Year founded:** Both companies launched in 2012

#### **Primary specialties:**

Lefty Production Co. and Stitch Texas are a one-stop shop apparel and accessories design, development and production company. Their services include sourcing and design, patternmaking, sample-making, marking and grading, digitizing, tech packs, laser cutting, full-scale production and more.

**Number of employees:** About 45 at Lefty Production Company and three (so far) at Stitch Texas

#### **Markets served:**

The two companies serve clients all over the US and internationally. Clients include emerging designs as well as established brands.

#### **Insights into companies' history and current ownership:**

Lefty Production and Stitch Texas are both owned by Marta Miller, who cofounded Lefty in LA in 2012 with a business partner who was subsequently bought out. Stitch was founded separately in Texas and acquired by Miller in 2022.

#### **On recent acquisition of Stitch Texas:**

"Texas is a giant and growing market full of talented designers. Lefty will remain in Los Angeles, while Stitch Texas will aim to serve Texans and others outside California. The fashion industry is under attack in California, and Stitch Texas may grow to eclipse Lefty in size sooner than later."

#### **Challenges and opportunities with the acquisition:**

"Austin does not yet have a large production base. As California becomes more difficult for people to live, Stitch Texas' goal will be to build a sustainable fashion ecosystem in Texas, complete with all the vendors and tradespeople who are just starting to set up shop in Texas."

#### **Company's differentiators:**

"Lefty and Stitch place customer service at the forefront of everything they do. The industry is not friendly to new designers, and the companies were established to give entrepreneurs the opportunity to succeed in the industry. Lefty and Stitch provide unparalleled guidance and support to their clients, truly caring about each and every one of them."

#### **Company's transition during the pandemic:**



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“When a number of fashion brands suspended their orders during the pandemic, Lefty shifted to producing large quantities of PPE, including hospital isolation gowns, masks, caps and shoe covers for healthcare providers, including Kaiser Permanente, Cedars Sinai and Banner Health.”

**Biggest challenges and lessons learned during the COVID-19 crisis:**

“Like most businesses, we lost a tremendous number of orders as the pandemic hit. The challenge was to figure out a way to keep the entire workforce employed. We learned how valuable US based manufacturing is, since hospitals could not acquire the necessary products anywhere else in the world. We were blessed to be able to step in and produce the needed PPE right in Los Angeles. Unfortunately, we also learned that as soon as foreign supply chains cleared, the hospitals abandoned the US supply chain we built together in favor of earlier practices.”

**The pandemic aside, how the company has adapted over the last few years to remain competitive:**

“With so much off-shore production, Lefty and Stitch have benefited, as the two companies are two of the few options for brands seeking to design, develop and produce their lines domestically.”

**The companies’ relationship with fellow SEAMS member and Lefty/Stich supplier Tukatech, Inc.:**

“Tukatech has been a dear partner for many years now. Their software and machinery are truly best-in-class, and we rely on it for all of our 3D designing and automated laser cutting. Ram Sareen, the founder of Tukatech, is an institution in the industry and we are lucky to be able to work closely with him.”

**Thoughts on the Made-in-America/Americas movement and the strategy to remain competitive in the US and this hemisphere:**

“Consumers are seeking sustainability and quality more than ever, and those are areas in which we specialize. For brands that want creative control, flexibility, lower minimums and high levels of responsiveness, foreign production is not a great option. We can remain competitive in the US by focusing on quality production, environmentalism and unrivaled care for our clients.”

**Biggest challenges and opportunities for manufacturing in the USA as well as the Western hemisphere?**

“Talented tradespeople are hard to find and unfortunately many amazing sewers, cutters, etc. are not teaching the next generation their skillsets. Lefty and Stitch work closely with universities and trade schools to help develop the next generation of fashion talent. The opportunity in the US is for more of these students to learn skillsets like pattern making, marking and grading, etc. on the latest software available.”

**Business outlook for the foreseeable future:**

“We keep growing and growing, and are so excited for the next chapter with Stitch Texas. With so much demand, we are growing as quickly as we can to try to keep up.”

**Opinion on business conditions, the health of the apparel/textile/sewn products industry markets and keys to success in this environment:**



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“The industry is under assault in California, unfortunately. In the near future, there may be no apparel manufacturing left in Los Angeles. The opportunity to grow in Texas is massive and we can’t wait for Stitch Texas to eventually surpass Lefty in size.”

**On SEAMS’s membership and its value:**

“The relationships and resources SEAMS brings are unmatched. We can always rely on SEAMS to keep us informed about all the latest developments in the industry.”