



THE ASSOCIATION & VOICE OF THE US SEWN PRODUCTS INDUSTRY

SEAMS Member Spotlight: Lefty Production

In our latest edition of SEAMS Member Spotlight, Lefty Production is highlighted. Company Founder & CEO Marta Miller answers our questions.

Company headquarters: Los Angeles

Year founded: Lefty was born in 2010 and officially established in 2012.

Primary specialties:

"We're a full-package development house and factory – we do everything from design and sourcing to sampling, production and fulfillment. We specialize in activewear, swimwear, athleisure, accessories and more. We love being the behind-the-scenes partner for brands big and small.

Number of employees: 45 across its Los Angeles and Austin, TX operations.

Brief company history:

"I started Lefty because I saw a real gap in the industry – so many designers had big ideas but no clue how to bring them to life, especially if they wanted to make it in the U.S. I wanted to build a company that made that process seamless, supportive and actually fun. Since then, we've grown to serve everyone from major retailers and celebrities to first-time entrepreneurs. In 2022, I acquired Stitch Texas to expand our development capabilities and open up an Austin location, which has been an amazing complement to what we do in LA."

Markets served:

"We work with clients across the U.S. and internationally. Our sweet spot is boutique and DTC brands, but we've also supported big-box retailers, corporate partners and department stores."

Challenges and opportunities:

"Labor and compliance are always challenges when manufacturing in the U.S. – you want to pay people fairly, provide safe and positive work environments and still make the numbers work for your clients.

Company differentiators:

"We genuinely care. We don't just make clothes – we become an extension of our clients' teams. We're scrappy, nimble and solutions oriented. If something goes wrong, we don't make excuses – we figure it out. And internally, we treat our people like family. Many of them have been with us for years, and we're all deeply invested in the success of our clients and each other."

How acquisition of Stitch Texas is going:

"It's been such a good move. Stitch brought a design-forward, development-first approach to our team, and the Austin location helps us better serve a growing creative hub. Honestly, I love Stitch Texas – it's one of the best decisions I've made. And Rebekah, who runs the show over there, is a diamond in the rough. She's built such a thoughtful and talented team.



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Thoughts on the Made-in-America/Americas movement and strategy to remain competitive in the U.S. and this hemisphere:

"I believe in it deeply. That's why I started Lefty. But I also won't pretend it's easy. Our strategy is to offer real, tangible value: faster timelines, clear communication, flexible MOQs and ethical production.

Are you a military supplier?

"We're not currently a military supplier, but we're always open to exploring that space if it aligns with our values and capabilities. That said, I've noticed that government contracts tend to tie up a lot of domestic capacity. And personally, I have a huge soft spot for the little guys – the brand-new brands trying to get off the ground.

"When I think about my 'why,' I go back to my 25-year-old self, trying to launch a brand out of downtown LA. I wasn't taken seriously. No one gave me the time of day. That experience stuck with me, and it's why I show up for that type of client now. I see them. I believe in them. I want to be the partner who gives them a shot. If all my capacity gets swallowed up by one giant account, I can't do that – and that's what gets me out of bed every morning."

Biggest challenges and opportunities for manufacturing in the USA:

"The biggest challenge is keeping costs manageable while still doing the right thing by your team. But the biggest opportunity is the same thing: doing the right thing. There's huge value in being transparent, fast and stateside. We can solve problems in real time. We can communicate directly. And we can move quickly without sacrificing quality or ethics."

Business outlook for Lefty Production and future growth plans:

"We're excited about what's ahead. My goal is to empower the incredible team I have and grow the company for *them*. So many of my team members started with me when they were 18 –they're in their 30s now. I want Lefty to grow alongside them and support the lives they're building. One just got married, two are engaged, one of my employees son's just got on a select baseball team – I want to build a company that evolves with them and supports their changing needs. I've made the decision not to sell Lefty Production Co. I want to keep it for my family and my team. Without the pressure to sell, I don't need to chase exponential year-over-year growth. Instead, I can focus on building a strong, sustainable company that provides a great lifestyle and meaningful work."

Opinion on the health of the apparel/textile/sewn products industry markets served and keys to success:

"It's a tricky market. Brands are cautious with their spend and inventory, but they're still evolving, still creating, still launching. The ones that will make it are being smart and focused – they're building real communities around their products.

"What makes Lefty successful in this climate is our ability to pivot quickly, problem-solve and meet our clients where they are. We're flexible, we're honest and we're resourceful – and that matters now more than ever."

Review of Texprocess Americas in May and participation in the Supply Chain Showcase:

"We loved it! It's always energizing to connect with others who are just as passionate about American manufacturing. Kyla Sayre – my rock and our incredible Chief Strategy Officer – did an amazing job



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representing us. She especially loved finally meeting in person all the people we've only known virtually.

"The Supply Chain Showcase was such a great experience. It helped us connect the dots – meeting new vendors, getting inspired by fellow members and even kicking off a few exciting collaborations that are already in motion.

The value of SEAMS to Lefty:

"SEAMS has been such a valuable community for us. It makes this big, complicated industry feel a little smaller and a lot more connected. We've made real partnerships, gained knowledge and found inspiration from others who've been in the trenches.

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