



THE ASSOCIATION & VOICE OF THE US SEWN PRODUCTS INDUSTRY

Season of Lights

December 2025 X-Files

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This year ushered in a host of changes, forcing swift reaction and problem solving across the supply chain. No one has come away untouched, regardless of whether some changes were perhaps welcomed or expected, many weren't expected at all. We find ourselves here at the end of a tough year, which both moved along at a rapid pace, and felt slow and uncertain in between. It is at the end of such a year that reflection is most important, so that we may start fresh again with an enlightened and charged spirit to set the path forward.

A wise man once said, "You can't start a fire without a spark – this gun's for hire – even if we're just dancing in the dark." (The Boss, Bruce Springsteen).

Uncertainty can feel like darkness, and if you're searching for a flint or a match, you may not immediately see what opportunities are within reach, but it is out there. I would like to highlight a few things which I shared earlier this year:

In [February](#), I highlighted my experience at Texworld NYC, along with SEAMS member accounts of their time at SHOT Show, both giving us early insight into the interest levels of brands to make in America.

May brought us to Texprocess Americas in Atlanta, which I wrote about in both [April](#) and [June](#). Not only did we have a successful SEAMS "Supply Chain USA" Pavilion at the show, but we also had a well-received Supplier Showcase, which showed the collective efforts of our members with more than 25 products made by 46 SEAMS members, plus our equipment and software/technology members (bringing us up to nearly 70 members). The showcase garnered attention from media both in and out of the industry.

In preparation for the first ever combined conference with fellow Alphabet Soup Collective partner, SEAMS joined forces with the AATCC to bring us the "Fabricating The Future" conference in Savannah, Ga. Between boats, ghost tours and conversations with colleagues, we heard from several points of view – representing a recently shuttered American brand; a growing American portfolio of brands; a trade and tariffs report; and an economic update and analysis. Some of these pills were hard to swallow. We were ignited with some early fuel from our keynote speaker, National Council of Textile Organizations (NCTO) President Kim Glas, who [sounded the alarm](#) on potential threats to the Berry Amendment, and laid out her concerns with passion. Everyone in the room could feel the reverberation from her talk.

2026 marks America's Semiquincentennial, the 250th birthday of the United States.



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What is more American than a call to action in the face of adversity?

This momentous year should spark a renewed interest in Made in America products, but how can we ensure this has a lasting effect beyond the latest “swag,” t-shirts, and hats? I implore you, to get active, get involved, get loud(er). My suggested resolutions for 2026 are:

1. Brands are actively looking for domestic suppliers and factory partners. Take a few minutes to **update your [Power Search](#)** profile with your current offerings, and that relevant keywords are present. Be sure you are connected with companies up- and downstream from you, so that when a brand comes to you, but is missing a piece, that you can help them to fill that gap, vs losing them to someone overseas who “made it easier”.
2. SEAMS is planning two incredible conferences for 2026. **Mark your calendars** for April 29-May 1 in Greensboro, N.C.; and September 15-17 in New Orleans, La. Keep your connections strong, and find new ones to fortify your network.
3. Take time to work on your **messaging strategy**. Times change and strategies must evolve too. It’s no longer enough to say what you do, people want to see a little bit behind the curtain, and peek into the how and why. Make sure you’re telling (and showing) that story.
4. Let SEAMS **expand your reach** – be sure you are following on social media ([LinkedIn](#), [Instagram](#), [Facebook](#), [X](#)). If SEAMS is not already following you back, please send us a message so we can be sure we are! Our goal is to share more from our members and help you to amplify your message and reach. Take advantage of your member benefits – SEAMS members get four e-blasts per year, where you can share news, open capacity, a new or interesting product or service offering, a job opening, etc.
5. **Get involved in your local community.** Ensure that schools, youth groups, scouts, etc. in your area know who you are, and open your doors to plant tours if feasible, or participate as a guest speaker. Maybe it’s for Manufacturing Day, or for no occasion at all. Young people need to see and understand the opportunities. But maybe more importantly, they need to see and understand the value in the work our industry does, to ensure we have a future. Products don’t just show up on shelves, they are made by us.
6. Verify that your local government, and your congressional representatives know you exist. You don’t have to necessarily wait to comment on specific pending legislation to reach out, but they won’t help you if they don’t know what your concerns are.



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Communicate regularly with your representatives about your business, your employees, and what matters to you. They work for you, make sure that they do.

There are plenty of flints available to you to create a spark. Together, may we make fireworks together.

I wish everyone a very happy holiday season, enjoy your loved ones, and get in some well-deserved rest after a tough year. For at the dawn of the new year, we rise!

Cheers my friends! A yellow emoji of two hands holding glasses in a toast.