



CALIFORNIA FASHION ASSOCIATION

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AS SEEN IN *Fibre2Fashion*

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Stylesight Partners California Fashion Association

Stylesight, the industry leading global content and technology solution for style, fashion and design professionals, marked the growth of its Youth Culture coverage analysis on August 28 at Hollywood's Roosevelt Hotel with Los Angeles Youth Culture: Fashion and Trend, an exclusive event in partnership with the California Fashion Association, a non-profit organization providing resources to the apparel and textile industry of California.

Spotlighting the unique West Coast fashion scene, the event featured a panel discussion with Amy Leverton, Director of Youth and Denim at Stylesight; Shanu Walpita, Juniors Editor at Stylesight; Jayne Seward, Editor-in-Chief at California Apparel News; Camilla Zecchetto Whitman, Buyer of Non-Apparel at Nasty Gal; and Travis Siflinger, Founder, Partner and Managing Director of BR4SS.

Stylesight was joined by over 100 executives from brands including Skechers, Paul Frank, RVCA, Trukfit, and American Apparel to discuss trends in music, culture and the latest young men's and juniors trends that are emerging from the West Coast. Key themes included macabre skate, outdoors inspired looks and a 90s-driven, inner-city theme.

"Youth are inevitably the future of fashion; their energy and style are a constant source of inspiration for Stylesight," said Amy Leverton, Director of Youth and Denim at Stylesight. "The West Coast in particular has been on our radar for several years as one of the leading drivers for emerging youth-centric brands, trends and influencers. We're thrilled to partner with the California Fashion Association to celebrate this thriving apparel community and share a snapshot of our insights into the latest Youth Culture trends."

"Young person trend setting within California's fashion industry is the strongest it has ever been," said Ilse Metchek, President of the California Fashion Association. "We are excited to partner with Stylesight, as we reinforce the significance of West Coast youth culture fashion for the rest of the world."

Stylesight produces over 500 reports dedicated to youth culture each year, identifying emerging trends for both core and contemporary markets. The extensive team of dedicated professionals cover over 15 global festivals, every key seasonal trade show, plus a plethora of under-the-radar events around the world, focusing on casualwear, denim, graphics, music, technology, influencers and cultural catalysts.

About Stylesight

Stylesight inspires and enables creativity by delivering proven trend forecasting, incisive analysis and market intelligence to the world's leading style, fashion and design brands. Through its premium global content and collaborative cloud-based platform, Stylesight enables more than 40,000 users and 3,000 companies to develop intelligent design while reducing risk, costs and increasing speed to market. The company is headquartered in New York City with offices spanning the globe.