

*The California Fashion Association (CFA) is focused on building a knowledge base to identify and meet the needs of the various constituents of the industry.*

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INTERNATIONAL  
MARKET CENTERS

## ***West Coast Expansion of Atlanta Apparel IMC Launches New Las Vegas Apparel Event***

***August 8 - 10, 2021***

International Market Centers (IMC) announced the expansion of its apparel offerings with the launch of Las Vegas Apparel, a new trade show event to be staged at the Expo at World Market Center, Las Vegas.

- *IMC's Las Vegas Apparel will **open on Sunday, August 8, before** other Las Vegas apparel buying events.*

- The new venue will feature a showcase of 150 brands in a curated selection of *young contemporary brands plus shoes and accessories.*

A full list of exhibitors will be announced this summer.

For Las Vegas Apparel Leasing information, contact Caron Stover, senior vice president of Apparel, at [cstover@imcenters.com](mailto:cstover@imcenters.com)

- Buyers attending IMC's Las Vegas Apparel market will also have access, by appointment, to World Market Center's lifestyle product resources including gift, personal care, decor, stationery, fashion accessories and more.

"We are tapping the Atlanta Apparel acumen to create a new, highly curated experience for the Las Vegas Apparel market week. Attendees can expect a dynamic and purpose-built tradeshow facility," said Bob Maricich, IMC CEO.

*The Expo at World Market Center Las Vegas officially opened April 2021, and is owned and operated by IMC, parent company of Atlanta Apparel. To accommodate the launch of Las Vegas Apparel, the August Atlanta Apparel will shift one day from its previously announced dates to run Tuesday, August 3 – Thursday, August 5, 2021.*

For more information about IMC's plans, please contact:

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## Cooper Design Space Owners Unveil New Corporate Name

The **Cooper Design Space** showroom building will maintain its iconic name and focus on fashion as the owners have unveiled a new corporate umbrella. ‘

**'The Hirsh Collective'** has been established for the Cooper Design Space and its sibling buildings—with new websites, logos and social-media outreach. The company's namesake family members have stepped away from the day-to-day management of the buildings but will continue to direct the strategy and mission of the company.

*“We're excited that our buildings are going to remain family-owned, and in an excellent competitive position going forward, with a 50 year commitment to the industry”,* said **Robert Warren**, the president of **Investors' Property Services**. *“We look forward to developing synergy between the buildings, so Hirsh tenants can grow with the company and lease space in different buildings as their needs change.”*

Under **The Hirsh Collective** banner there are new names for some of their other properties. The 719 S. Los Angeles St. Building and the 122 E. Seventh St. Building will be named **The Trade Lofts**. The 656 S. Los Angeles St. building will be called **The Stanley Building**. Additionally, the **Bendix Building**, located at 1206 S. Maple St., is now devoted to artists' studios.

*The named buildings have a long history in the fashion district. They were all constructed 90 to 100 years ago. Stanley Hirsh, a clothing manufacturer and entrepreneur, acquired the buildings in the early 1970s. He passed away in 2003, and the City of Los Angeles honored his memory in 2016 by officially naming the intersection around Ninth and Los Angeles streets as **Stanley Hirsh Square**.*

For more information, please contact:

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