



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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As Seen In: **Apparel** CALIFORNIA News

"Fashion Tech Works Launches With Resources for Apparel Businesses"

(July 22, 2021 - Excerpt)

In the heart of the downtown Los Angeles Fashion District, at the New Mart building, Fashion Tech Works affords a new space for cultivating creativity blended with innovation. The fashion-focused space serves as a digital design center, content studio, event space and coworking site for designers and brands large and small.

"There are different elements that we can offer. In the first instance, it's a community," The New Mart's general manager, Tom Keefer, explained. "Most importantly, it's a one-stop turnkey destination for designers and brand builders where they have all the tools they need to go from concept to finished sample."

Fashion Tech Works' tools for content creation include a studio for videography and photography, a podcast space, social-media cultivation, digital-marketing opportunities, and augmented-reality and virtual-reality technologies. **Fashion Tech Works** also offers CAD, sample prototyping, 3D printing, sustainable apparel manufacturing and small-batch runs for apparel making.

Services are available a la carte and through charter memberships. Silver remote, Gold open-desk and Platinum private-office memberships are available for monthly fees, each offering a certain number of hours to access the services & spaces. Event services and spaces are also available.

Featuring: Tom Keefer, General Manager, The New Mart



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For More Information, Please Contact:
Tom Keefer | tom@fashiontechworks.com
www.fashiontechworks.com

email: info@calfashion.org | Website: www.californiafashionassociation.org



California Fashion Association | 578 Washington Blvd., Suite 827, Marina Del Rey, CA 90292

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