



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.

September 10, 2021

CFA News Flash

As Seen In: 

"New Collective to Promote Los Angeles Market Offerings, Attract Buyers"

(Excerpt - September 2, 2021)

A new collective of wholesale-apparel organizations located within the Los Angeles Fashion District has been formed ahead of the city's October Los Angeles Market Week. Within the group, representatives from the **California Market Center, The New Mart, the Cooper Design Space, the California Fashion Association, the Lady Liberty Building**, Designers and Agents and Brand Assembly joined together to cultivate an efficient, fun and business-focused environment for buyers who visit the fashion district's downtown region by providing greater ease of travel planning in addition to market-week amenities.

"Today's constantly changing fashion ideas move with such speed that retailers need to be able to see the entire spectrum of available merchandise rather than just relying on the traveling lines visiting their location with capsule collections," explained California Fashion Association President Ilse Metchek.

As the group finalizes the details of its branding and partnerships with area businesses, its focus is centered on a motto of delivering "Fashion Business, West Coast Style," according to representatives of the group's member buildings. Over the next few weeks, the collective will announce additional benefits that will be offered to buyers, such as lounges, local restaurant offerings and tote bags.

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