



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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LOS ANGELES MARCH MARKET WEEK ATTENDANCE REPORT

Buyers are back! The Los Angeles March Market Week in downtown Los Angeles was the best attended trade event in over two years!

Over-all, attendance was double that of the January market and surpassed expectations. Tenants and buyers were delighted to renew in-person meetings after their two-year Covid-imposed hiatus.

Market amenities in the participating buildings and 'special' trade events, including buyer lounges and refreshments, further enhanced the experience. Recognizing international supply channel issues, concern about delivery became a common theme, contributing to the amount of 'paper' left at each vendor, with showrooms reporting robust sales and confirmed orders.

For the most part, the buyers were from independent retailers and eCommerce entrepreneurs. More and more online and brick-and-mortar retailers come to Los Angeles for the newest trends and clear fashion direction specific to this region, and they are buying ever closer to the 'wear now' delivery cycle.

Los Angeles' competitive advantage is its ever-changing industry cluster involving suppliers to the local brands, out-of-state manufacturers, and the largest regional cluster of independent apparel retailers in the U.S.

CURRENT RESEARCH. Based on a March 2022 survey of the four facilities in the Los Angeles Business District BID whose tenants are the majority of the industry's branded wholesale showrooms and industry events:

- *Number of showrooms in Downtown L.A.* ___ 950 (est.)
- *Brands Shown (Local and out-of-town)* ___ 2,725
- *% of Brands NOT from LA* ___ 80% (International = 15%)
- *Out-of-Town Representatives of Brands* ___ 425
- *Market Week Staffing per showroom* ___ 5
- *Average days Buyers spent downtown* ___ 2

Representatives from California Market Center, The New Mart, Cooper Design Space, and the Lady Liberty Building, along with their in-house trade events, Brand Assembly, Designers & Agents, and Label Array, have joined together with the California Fashion Association to cultivate an efficient business-focused environment for buyers visiting the Los Angeles Fashion District.

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