ADVERTISING DECK
Overview

• Hub of the West Coast apparel industry
• Home to the largest selection of textiles and notions and the largest flower market in the country
• More than 4,000 independently owned retail and wholesale businesses
• A place to be inspired and explored
Website Insights

- 50K average monthly users
- Top lifestyle type: online buyers
- Top buying style: premium brands
- 76% of followers are female
- 24% of followers are male
$400 Per Month

Desktop View
Wholesale

The LA Fashion District is the west coast hub of the apparel industry. With over 2,000 wholesale businesses, the Fashion District is a creative hub that's always happening. Whether buying the latest trends to stock boutiques and shops, or finding the perfect materials to bring visions to life, this nexus of apparel, florals, textiles and decor is truly a place to be inspired.
How to Buy Wholesale Fashion Online

The LA Fashion District is home to thousands of wholesale vendors including designer, contemporary, and fast-fashion brands. This post will cover only fast-fashion vendors in the district. Fast-fashion refers to designs that move quickly from the catwalk to manufacturers. Fast-fashion collections feature the latest fashion trends and tend to have affordable price points, i.e. Forever 21, Zara, H&M.

We estimate there are over 2,000 wholesale fast-fashion vendors in the LA Fashion District. Most of them are located on the eastern half of the district in the area encompassed by 9th Street, Stanford Street, 15th Street, and Maple Avenue. They supply everyone from national department store chains to local boutiques and Instagram shops. We are constantly asked by retail business owners how they can buy wholesale fashion online. Buyers can buy wholesale fashion online directly from wholesale vendors’ websites (vendor contact information is listed on our directory), but the truth is many of them do not have their own site. However, you can purchase their products through third-party, online marketplaces. There are various
Sponsored E-Newsletter

Highlight your business with a sponsored post on one of our monthly newsletters to over 9K subscribers.

POL Clothing offers the trendiest styles in women’s wholesale clothing. No tradeshow? No problem! Book an appointment with POL through Zoom, Facetime, or In-Person to see the latest best selling styles & F/W collection.

Email: ecom@polclothing.com Phone Number: 310-715-1370

SHOP NOW

$350
The LA Fashion District has so much to offer – it is 100+ blocks of creativity, community and color.

Because of this, we like to showcase the vibrancy and diversity of our district on our social media channels: fashion, flowers, food, fabrics, fun/events, DTLA, and art.
• 64K followers
• Over 200,000 monthly impressions
• Top locations include Los Angeles and New York
• 43% of followers are between 25-34
• 31% of followers are between 34-44
• 82% of followers are female
Sponsored IG Post

$350

The content must fall within the following guidelines:

- Caption and photo(s) must be approved by the LA Fashion District prior to publishing
- Photo(s) must be of high-quality
- Photo(s) must be vibrant and colorful to fit the brand's aesthetic
- Photo(s) must relate to the LA Fashion District
- Captions may not include any form of profanity or use signs or symbols that could be interpreted as profane
- Only one hyperlink may be included in the sponsored post
$150
for up to 2 slides

The content must fall within the following guidelines:
• Caption and photo(s) must be approved by the LA Fashion District prior to publishing
• Photo(s) must relate to the LA Fashion District
• Instagram story must not exceed two 15-second clips (a $75 fee will be charged for each additional 15-second clip thereafter)
• Captions may not include any form of profanity or use signs or symbols that could be interpreted as profane
• Only one hyperlink may be included in the sponsored post
Twitter Insights

- 10K followers
- 43K average monthly tweet impressions
- Top lifestyle type: online buyers
- Top buying style: premium brands
- 76% of followers are female
Sponsored Twitter Post

$150

The content must fall within the following guidelines:

• Caption and photo(s) must be approved by the LA Fashion District prior to publishing
• Photo(s) and video(s) must relate to the LA Fashion District
• Captions may not include any form of profanity or use signs or symbols that could be interpreted as profane
• Only one hyperlink may be included in the sponsored post
• 64K followers
• Top locations include Southern California and Mexico
• 81% of followers are women
• 30% of followers are between 25-34
• 26% of followers are between 35-44
heidi duckler dance invites you to 10 days of safely-distanced celebrations, animated by original performances, distinguished honorees, & spectacular views of LA.
This year’s event is THE QUEST taking place 10/1-10/10.
To learn more visit: https://heididuckler.org/.../35th-anniversary.../...
See More

The content must fall within the following guidelines:
• Caption and photo(s) must be approved by the LA Fashion District prior to publishing
• Photo(s) and video(s) must relate to the LA Fashion District
• Captions may not include any form of profanity or use signs or symbols that could be interpreted as profane
• Only one hyperlink may be included in the sponsored post
Please note that the LA Fashion District reserves the right to delete any and all sponsored posts after thirty days.