

**FASHION
DISTRICT**

2020

**ADVERTISING
DECK**

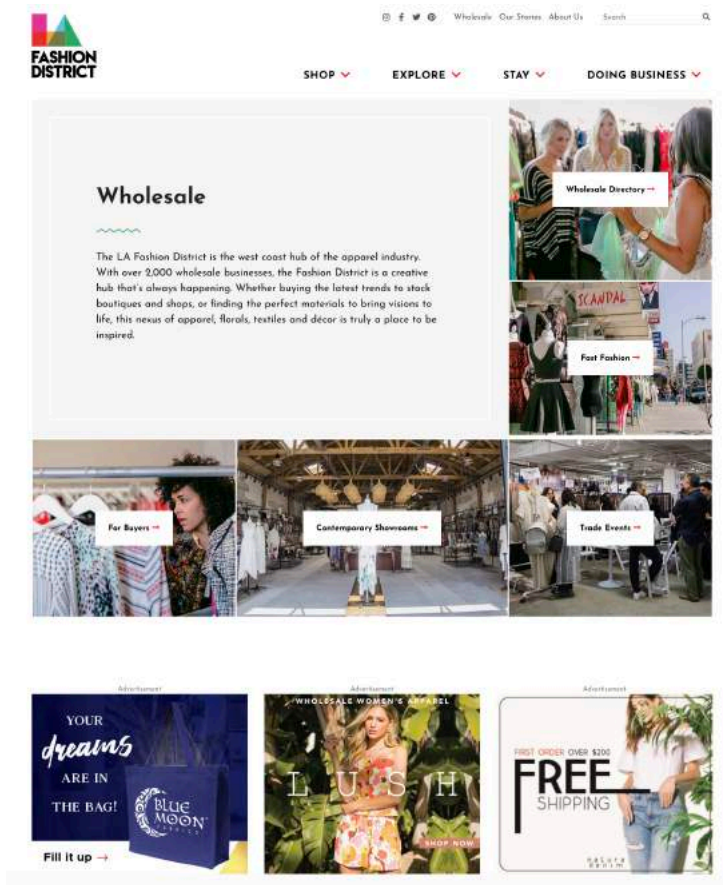
LA Fashion District →

- 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 →

- 40K average monthly users
- 43K average monthly tweet impressions
- Top lifestyle type: online buyers
- Top buying style: premium brands
- 76% of followers are female
- 24% of followers are male

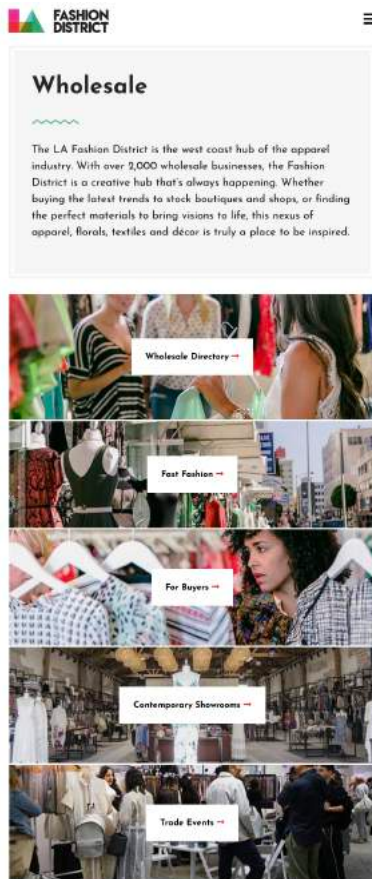
Website Advertisements →



Desktop View

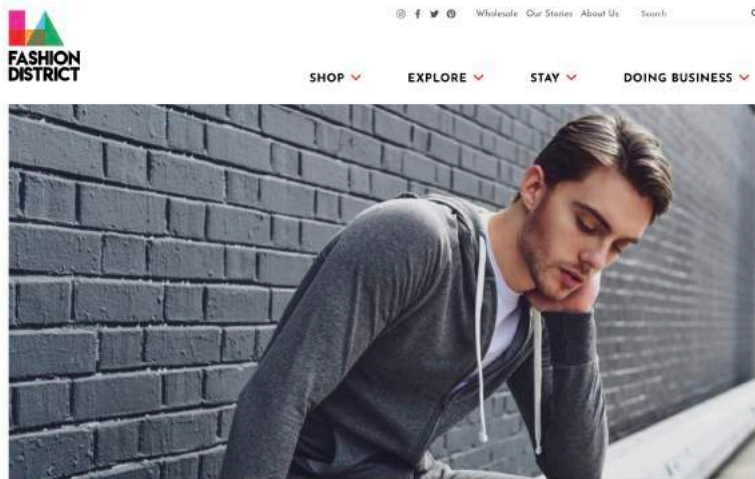
\$350
Per Month

Website Advertisements →



Mobile View

Sponsored Story →



Mono B Clothing: Wholesale Activewear & Athleisure

Because activewear and athleisure are SO in, we sat with Yaska of **Mono B** to get the inside scoop, what's behind the brand, and a sneak peek of their latest collection.

Tell us the story behind Mono B and who's behind the brand?

Mono B was created by Mary Jane and Chris Chon, a husband and wife team. It was started in 2009, which means this year is Mono B's 10th year anniversary. Chris Chon is our COO whilst Mary Jane Chon is our CEO and designer.

The word "mono" means "one" and the letter "B" stands for "basic." The name was chosen to represent the idea behind the brand – we focus on creating items that are essential and versatile ("basic") and can be mixed and matched with (almost) anything and be worn (almost) anytime and anywhere.



Highlight your business with a dedicated story (previously known as a blog post) on our new website!

\$350

Please note that the LA Fashion District reserves the right to delete any and all sponsored posts after ten days.

Sponsored E-Newsletter →

Highlight your business with a sponsored post on one of our bimonthly newsletters.

\$350

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FEATURED EVENTS



You're invited to the Heart of the City 5K Corporate Cup Mixer!

This networking happy hour is a fun opportunity to learn more about the Heart of the City 5K Run/Walk, the Corporate Cup Challenge and ways you can get involved.

Tuesday, January 21st
5:30 - 7:00pm
Serendipity Labs DTLA
350 S Grand Ave Suite 150

Register to vote or update your address [here](#) and get free tickets for this event [here](#).

For more events happening the LA Fashion District, click [HERE](#).

**If you're located in the LA Fashion District and have any events you'd like to share, email*

info@fashiondistrict.org



One Leg at a Time Exhibition

An opportunity to walk in the footsteps of the participants of the H2O residency at the California Institution for Women correctional facility. Visual art, dance performance and a panel discussion come together to bridge the gap between the free and the incarcerated and foster greater understanding, empathy and respect.

Sunday, February 2nd
Track 16 Gallery
1208 Maple Ave. Ste. 1005
Performances: 6 & 8 pm

[Click here](#) to RSVP now.

EXPLORE

WHOLESALE BUSINESS

VISITOR INFORMATION



Administration Office
818 S. Broadway St. #801
Los Angeles, CA 90079
Tel: 213.488.1153
Fax: 213.488.5159



Clean & Safe Team Field Office
424 E. 15th Street, #11
Los Angeles, CA 90015
Tel: 213.741.2661 (24-HR RESPONSE)
Fax: 213.741.2666

Sponsored Social Media Posts →

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.

Instagram Insights →

- 54K followers
- 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 →

\$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) 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

Please note that the LA Fashion District reserves the right to delete any and all sponsored posts after ten days.

Sponsored IG Story →

\$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) must relate to the LA Fashion District
- Instagram story must not exceed five 15-second clips (a 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

Please note that the LA Fashion District reserves the right to delete any and all sponsored posts after ten days.

Twitter Insights →

- 10K followers
- 43K average monthly tweet impressions
- Top lifestyle type: online buyers
- Top buying style: premium brands
- 76% of followers are female
- 24% of followers are male

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

Please note that the LA Fashion District reserves the right to delete any and all sponsored posts after ten days.

Facebook Insights →

- 56K 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

Sponsored Facebook 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

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