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LA Fashion District BID Launches New Mobile App and Map Guide to Enhance Visitor's Shopping Experience

The LA Fashion District Business Improvement District (BID) has created new tools to help visitors find parking, locate businesses, and navigate the LA Fashion District with ease

LOS ANGELES June 24, 2013 – Navigating the LA Fashion District has never been easier. The LA Fashion District Business Improvement District (BID) has expanded its visitor communication tools with a mobile app and new map guides. The mobile app allows users to locate parking, nearby businesses, and save their car location, among other features. The new map guide is an informational brochure focusing on the different sub-sections of the area.

“Our new communication tools are designed to enhance the shopper experience for both experienced shoppers and first-time visitors,” said Kent Smith, LA Fashion District BID Executive Director. “We focused on things our team gets the most inquiries about, specifically parking and parking related issues.”

In fact, the Fashion District app offers a unique parking feature. It allows users to save their car location on a map of the area. They can then zoom in and out of the map to see where they are relative to their parking location.

The LA Fashion District App Features:

- **Find Parking:** Uses geolocation to locate private parking lots in the surrounding area and denotes the type of parking structure: rooftop, surface lot, multiple level, or underground
- **Find Businesses:** Uses geolocation to locate the closest 50 businesses in the area
- **Save Car Location:** Saves parking location on a map of the area and allows users to see their current location relative to the saved car location
- **Get Around:** Defines the way-finding signage found throughout Downtown Los Angeles and allows users to download a free self-guided tour
- **Directions:** Provides directions to the LA Fashion District for visitors from different areas of Southern California, including LAX, Orange County, San Bernardino County, and the San Fernando Valley
- **Website:** Connects directly to the Fashion District website

The mobile app is available for iPhone. The Android version is expected to be released later this year.

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How to obtain a map guide:

The LA Fashion District map guides are available for pick up at the Los Angeles Tourism and Convention Board's Hollywood (6801 Hollywood Blvd. Hollywood, CA 90028) and Union Station (800 N. Alameda St. Los Angeles, CA 90012) visitor information kiosks. They can also be requested from the LA Fashion District BID's Safe Team Officers while visiting the district, or downloaded from the LA Fashion District website at www.fashiondistrict.org.

Large tour groups looking to obtain map guides in advance should contact LA Fashion District Public Information Coordinator, Ariana Gomez at 213-488-1153 ext. 718 or Ariana@fashiondistrict.org.

The mobile app and map guides are part of the BIDs wider efforts to promote and facilitate shopping in the LA Fashion District. The BID maintains the LA Fashion District website, social media pages, blog, and weekly e-newsletter.

About LA Fashion District

The LA Fashion District is a 100-block district in Downtown Los Angeles and the hub of the apparel industry on the West Coast. The Fashion District caters to the wholesale and retail communities, with apparel and accessories for the entire family, textiles, flowers, and live/work lofts. The LA Fashion District Business Improvement District (BID) is a non-profit organization, funded by over 500 property owners, dedicated to making the community a clean, safe and friendly place to work, shop, do business and live through maintenance, security and marketing programs. For more information, visit www.fashiondistrict.org.

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