

FOR IMMEDIATE RELEASE

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## **L.A. Flower District Extends Hours to the Public for Valentine’s Day**

*Vendors will have extended hours Wednesday, February 10 through Sunday, February 14, with select vendors open 24 hours from February 13 to the 14th*

LOS ANGELES February 4, 2016 – The L.A. Flower District, located within the LA Fashion District, will have extended hours to the public beginning Wednesday, February 10, 2016. Select vendors in the California Flower Mall (825 San Pedro St.) will be open 24 hours from Saturday, February 13 to 6 p.m. on Valentine’s Day, February 14.

“Valentine’s Day is the busiest day of the year for the Flower District after Mother’s Day. Together the two holidays account for approximately 50% of the district’s sales,” said Kent Smith, Executive Director, LA Fashion District Business Improvement District (BID).

Southern California Flower Growers (755 Wall St.) and the Los Angeles Flower Market (754 Wall St.), along with the storefront businesses on Wall Street between Seventh and Eighth Streets, operate as the largest flower market on the West Coast. The California Flower Mall (825 San Pedro St.) is the second-largest market in Downtown Los Angeles with over 40 vendors.

“We estimate there are over 100 retail floral businesses operating in the district in addition to the markets,” said Smith.

The L.A. Flower District boasts an unparalleled selection of fresh-cut flowers, pre-made arrangements, potted-plants and exotic blooms. Many of the independent vendors in the 6-block area can create custom bouquets upon request.

Extended hours will be as follows:

### **[Southern California Flower Growers & Los Angeles Flower Market](#)**

**755 and 754 Wall Street, Downtown LA**

Wednesday, February 10: 8 a.m. – 1 p.m.

Thursday, February 11: 6 a.m. 2 p.m.

Friday, February 12: 8 a.m. – 2 p.m.

Saturday, February 13: 6 a.m. – 3 p.m.

Valentine’s Day, Sunday, February 14: 6 a.m. to 2 p.m.

### **[California Flower Mall](#)**

**825 San Pedro Street, Downtown LA**

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Wednesday, February 10: 4:30 a.m. – 6 p.m.

Thursday, February 11: 4:30 a.m. – 8 p.m.

Friday, February 12: 4:30 a.m. – 12 midnight

Saturday, February 13: 4:30 a.m. open 24 hours through Valentine's Day, Sunday, February 14, 6 p.m.

Admission fee to the Southern California and Los Angeles Flower Market is \$1 on weekends and \$2 on weekdays. The California Flower Mall is free to the general public.

**Tips for first-time shoppers:**

- **Bring cash.** Most vendors are strictly cash only.
- **Park in a private lot.** The flower markets have their own private lots, but there are also a number of nearby private parking lots. Visit [www.fashiondistrict.org/parking](http://www.fashiondistrict.org/parking) to locate parking in the area.
- **Buy in bulk to save more.** The LA Flower District offers the most affordable prices on pre-made bouquets and arrangements, but the best deals are on bulk flowers. Save up to 70% off retail prices by buying in bulk.
- **Come early.** The flower district will get crowded. Plan to arrive as early as possible to shop from the best selection.
- **LA Marathon Ramp Closures - Alternative Route for Southbound 101**  
LA Marathon is taking place on Valentine's Day this year, and some US-101 Freeway ramps will be closed the morning of February 14<sup>th</sup> for the event. For Downtown L.A. access via S 101, exit Alameda Street or use S 110, exit Fourth Street. For Downtown L.A. access via N 101, exit Alameda Street or use S 110, exit Fourth Street.

According to the National Retail Federation, Americans are expected to spend \$18.9 billion for Valentine's Day. About a third of shoppers will give flowers (34.8%) and the average person plans to spend an average of \$142. In 2014 an estimated 257 million roses were produced to meet Valentine's Day demand. Roses in the LA Flower District are imported primarily from Ecuador, Colombia and Mexico.

**About the LA Fashion District**

The LA Fashion District is a 100-block district in Downtown Los Angeles and is 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, even live/work lofts. The LA Fashion District Business Improvement District (BID) is a non-profit organization funded by nearly 1,000 property owners, dedicated to helping the community be a clean, safe and friendly place to work, shop, do business and live through cleaning, safety and marketing programs. For more information, visit [www.fashiondistrict.org](http://www.fashiondistrict.org).