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MEDIA CONTACT:

Ariana Gomez
Marketing & PR Manager
LA Fashion District BID
213-488-1153 Ext. 718
Ariana@fashiondistrict.org



Save on Prom While Shopping the Largest Selection of Prom Dresses in Southern California

The LA Fashion District has dozens of stores selling brand-name and designer-inspired prom dresses for up to 50% less than specialty stores and online retailers

LOS ANGELES, April 3, 2015 – The LA Fashion District has over 40 prom dress stores open to the public, offering brand-name and designer-inspired gowns at up to 50% off the retail prices of specialty stores and online vendors. The majority of stores are located in the four blocks of Santee Street between Olympic Boulevard Street and 14th Street.

“Santee Street is the unofficial prom dress street of the Fashion District. It offers dresses that are not available at most department stores or local boutiques. You can’t find a selection like this anywhere in the country,” said Kent Smith, LA Fashion District Business Improvement District (BID) Executive Director.

According to Visa Inc.’s recent nationwide survey, the average family will spend almost a \$1,000 on prom this year. According to the popular prom site www.promgirl.com, the average cost of a prom dress is \$250. In the Fashion District the average cost of a prom dress is \$150.

Floor length dresses start at \$80 and cocktail dresses start at \$55. The most popular styles for prom this year, floor-length with beaded or sequin detailing, are priced at \$120-\$180.

“The dresses our vendors sell for \$80 are the same ones online retailers are selling for \$150. Much like shopping in the district year round, prom shoppers are buying direct from wholesale vendors and distributors, which cuts out the middle man and adds significantly to savings,” added Ariana Gomez, PR & Marketing Manager for the LA Fashion District BID.

Looking for brand names? Fashion District stores carry brands such as Jovani, Sherri Hill, Mac Duggal, Terani Couture, Tony Bowls, and La Femme. For the best selection in brand names we recommend Noell at 1401 S Santee St. and La Femme, located at 1312 S Santee St.

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Tips for first time shoppers:

- You can find prom dress stores in the district on our online directory at www.fashiondistrict.org/businessdirectory.
- April is the busiest month for prom dress stores but if you come during the week, it will be less crowded. Prom Dress stores are typically open 7 days a week. Most are open by 10:00 a.m. and closed by 6:00 p.m.
- Bring friends and save more! Stores will be more willing to bargain if you pay in cash and are buying more than one dress. Groups are often offered discounts for purchasing multiple dresses from one location.
- Make sure to try on your dress before making a purchase. Most purchases are final sale.
- If you need to have your prom dress altered, there are dozens of tailors in the area to choose from. Many of the stores work with a tailor in the area or can recommend one nearby. A list of tailors in the district can be found at www.fashiondistrict.org/businessdirectory.
- The Fashion District BID has a downloadable map that highlights where the special occasion stores are located. It is available on the website at www.fashiondistrict.org/map.

Top 5 Trends for 2015:

1. *Floor-Length*: Unlike previous years which saw a rise in the short prom dress, this year shoppers are looking exclusively for long dresses.
2. *Sheer Fabrics*: Dresses that create an illusion of being see-through (such as lace) or strapless, preferably with beading or sequins, are the top sellers.
3. *Bare Midriffs*: Cut-outs and crop tops are making their way into formal wear. The matching 2-piece skirt and crop top are a very popular option this year.
4. *Sweetheart Necklines*: The heart shaped neckline is a prom classic and a favorite for strapless gowns.
5. *Jewel Tones*: Prom shoppers have traditionally favored pastel colors, but this year they are opting for vibrant jewel tones. Sapphire blue is the most popular color. Also popular are ruby red, citron yellow, fuchsia pink, and gold.

About LA Fashion District

The LA Fashion District is a 100-block district in Downtown Los Angeles, 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 Fashion District property owners, dedicated to making the community 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.