2021

ADVERTISING DECK

FASHION DISTRICT

Overview

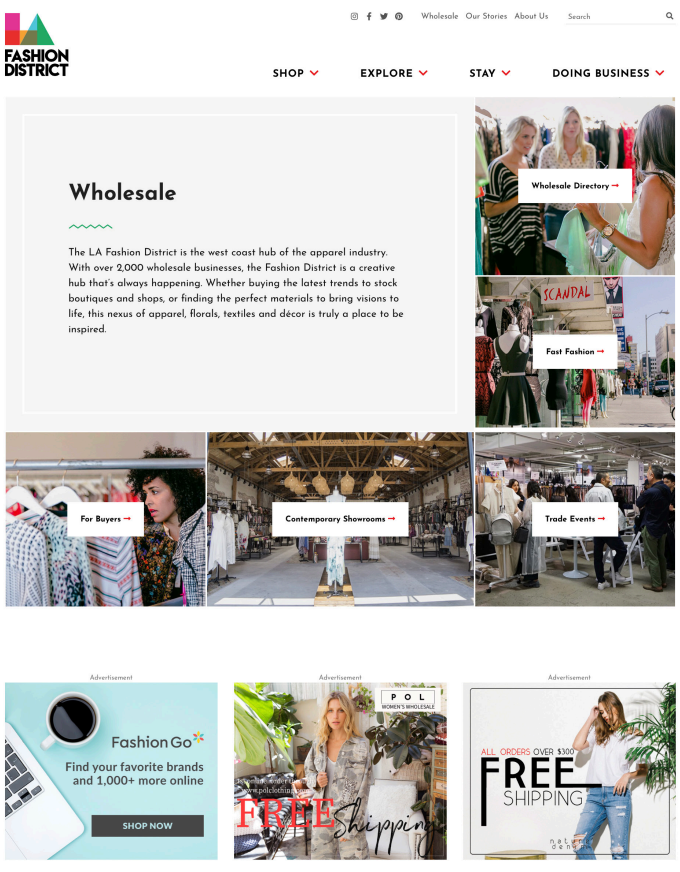
- Hub of the West Coast apparel industry
- Home to the largest selection of textiles and notions and the largest flower market in the country
- More than 4,000 independently owned retail and wholesale businesses
- A place to be inspired and explored

Website Insights

- 55K average monthly users
- Top lifestyle type: online buyers
- Top buying style: premium brands
- 76% of followers are female
- 24% of followers are male

FASHION DISTRICT

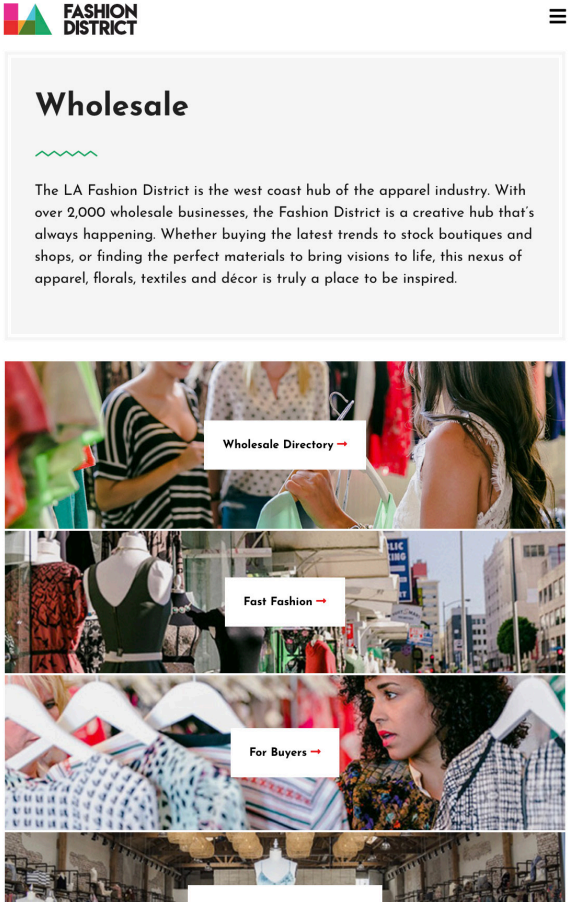
Website Advertisements



$400

Per Month

Desktop View


FASHION DISTRICT
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 décor is truly a place to be inspired.
Wholesale Directory →
Fast Fashion →
For Buyers →

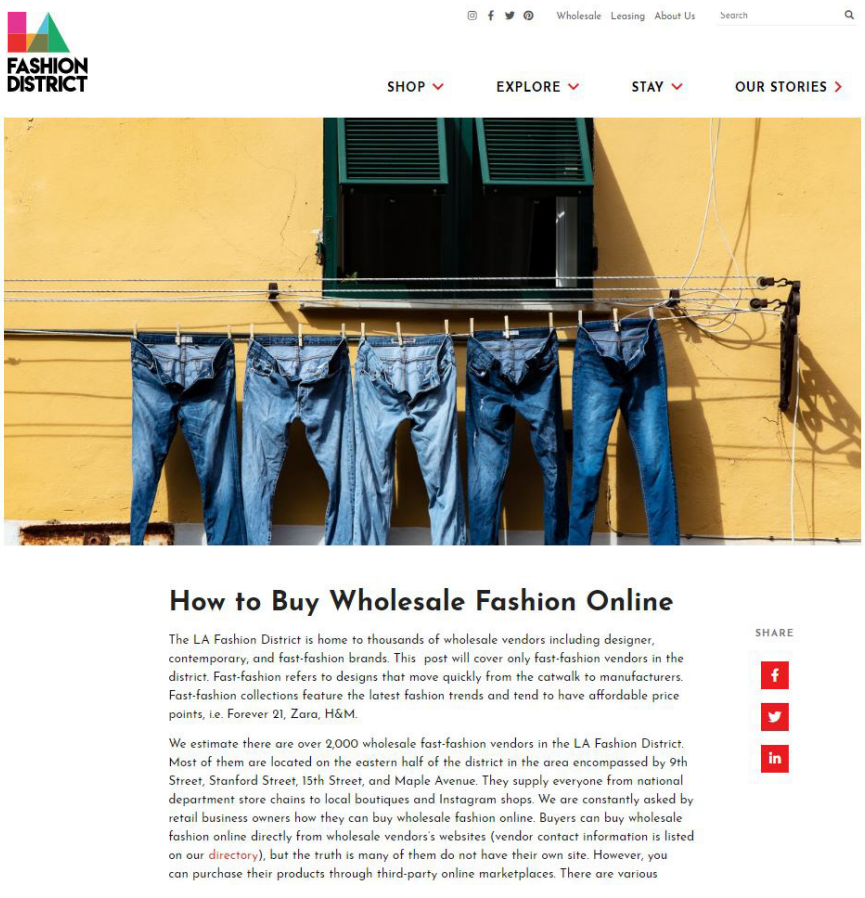
Advertisement
Fashion Go
Find your favorite brands and 1,000+ more online
SHOP NOW

Advertisement
P O L
WOMEN'S WHOLESALE
www.polclothing.com

Mobile View

FASHION DISTRICT

Sponsored Story



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

$350

Sponsored E-Newsletter

Sponsored Post

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

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

$350

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

- 68K 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

FASHION DISTRICT

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

FASHION DISTRICT

Sponsored IG Story

$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

FASHION DISTRICT

Sponsored Twitter Post

$150

The content must fall within the following guidelines:

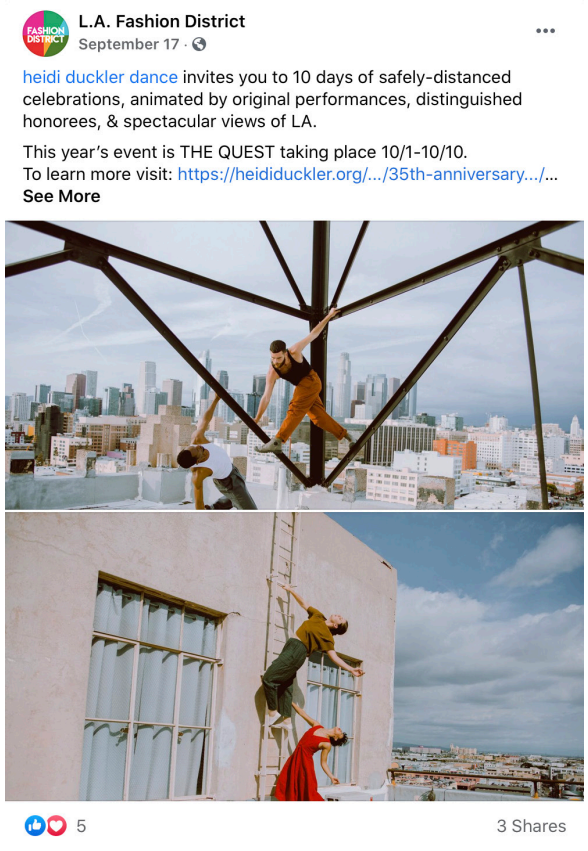
- Caption and photo(s) must be approved by the LA Fashion District prior to publishing
- Photo(s) and video(s) must relate to the LA Fashion District
- Captions may not include any form of profanity or use signs or symbols that could be interpreted as profane
- Only one hyperlink may be included in the sponsored post

Facebook Insights

- 62K 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

FASHION DISTRICT

Sponsored Facebook Post



$150

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

For advertising questions, please contact Elizabeth Zurita at elizabeth@fashiondistrict.org

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