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

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, fashion, textiles and decor is truly a place to be inspired.

Mobile View
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

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

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