

DESIGNED/MADE IN LOS ANGELES (D/MinLA)

In November 2011, Mayor Villaraigosa held a roundtable discussion with apparel industry leaders to gather ideas that will propel the local industry forward. Designed/Made in Los Angeles emerged from that discussion as a series of short- and long-term initiatives to support the ever-advancing fashion industry in Los Angeles. The focus is varied, but significant: a consistent LA brand, tradeshow participation, exporting opportunities, and a manufacturing base that is transparent and agile.

HANG TAG LOGO



The first step was the introduction of a hang tag logo that signifies that the products on which the logo appears originate from Los Angeles.

The insignia will inform consumers around the world that Los Angeles is creating unparalleled fashion. It is a symbol of excellence.

Twenty brands agreed to print the image on their existing hang tags and we are rapidly attracting more. Further, several Chinese firms have expressed interest in establishing local operations to carry the logo on their products.

The City of Los Angeles will own the logo as part of its portfolio of LA-city related trademarks. The City will then execute operating agreements with three – four trade organizations that will disseminate the mark to qualifying apparel companies. The operating agreements will be reviewed on annual basis to ensure proper use of the logo.

SUBSIDY FOR TRADE SHOW PARTICIPATION

In August 2012, MAGIC held its first-ever City-centric Pavilion. The Los Angeles Pavilion highlighted local apparel manufacturers and suppliers, giving them exposure to international buyers. MAGIC reduced its exhibition rate from \$5,900 to \$4,500 specifically for LA companies.

MAGIC
MARKET WEEK

The rate was reduced further through State of California STEP funding, allowing the Mayor's Office to offer a \$1,500 subsidy per company. Twenty Los Angeles companies participated in the August and February shows. Collectively, they generated over \$5 million dollars in orders during the trade show.

ONLINE RESOURCE GUIDE

The Mayor's Office collaborated with Tradegood/Intertek to create an online database of Los Angeles apparel manufacturing. Tradegood is a fitting partner as the company is a global certifier of apparel manufacturers.

The logo for Tradegood, featuring the word "Tradegood" in a teal, sans-serif font. The letter "o" in "good" is stylized with a white dot.

Tradegood provides a B2B sourcing community enabled that connects responsible buyers with trusted suppliers across more than 100 countries. Tradegood gives apparel and footwear buyers the confidence of knowing who the participants in their supply chain really are, through the "Business done right" verification process that is underpinned by parent company Intertek's more than 127 years' experience across the supply chain.

The website will be publicly available in July 2013.

INTERNATIONAL EXPOSURE

The Mayor's Office worked aggressively to introduce apparel companies to international markets through Mayoral trade missions and providing subsidies for international tradeshow participation.