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FOR IMMEDIATE RELEASE

LA FASHION FESTIVAL 2019 PARTNERS WITH ROW DTLA, BRINGING YOU CURATED EXPERIENCES FOCUSED ON THE THEME OF SUSTAINABILITY

Los Angeles, California – April 11, 2019 – [LA Fashion Festival](#) (LAFF) partners with ROW DTLA for its second edition taking place this September, presenting a curated line-up of stimulating experiences with ROW's unique collective of sustainable, creative, cultural, and independent retail brands.

Revitalizing the historic heart of Downtown LA to celebrate the city's cultural, culinary, and creative essence, [ROW DTLA](#) has transformed the industrial backdrop of the former LA Terminal Market into a fresh concept of experiential retail and wellness, with specialty dining, shopping, and innovative commerce housed within its open, green spaces. This iconic landmark makes a uniquely invigorating and fitting venue for the festival, particularly given its location in LA's growing Fashion & Art Districts.

The partnership between LAFF and ROW DTLA is rooted in shared social goals of inclusion and sustainability. A multilayered cultural initiative, LAFF's primary aim is to showcase progressive ideas in a cultural experience of film, retail, innovation, and beauty influences, but it takes the conversation further. The festival incites meaningful exchanges via an immersive program of cutting-edge brand experiences, hands-on masterclasses, and thought-provoking panel discussions.

"Supporting creatives & the LA community while promoting awareness of sustainability through inclusive events like LAFF: that's what drives ROW DTLA. We are thrilled to team up with LAFF to bring together a vibrant collective of brands transforming today's fashion landscape." – Karen Yi, Events & Marketing Manager, ROW DTLA

A 3-day festival taking place on September 19, 20, & 21, the LAFF 2019 program will include daily screenings of fashion films, workshops, masterclasses, pop-ups, lectures, and stimulating experiences, with the awards show taking place on the final evening. ROW DTLA and the festival are open to the public, however certain events will require registration via the LAFF website.

The fashion industry plays an instrumental role in shaping consumer values and lifestyle choices, especially in Los Angeles, which is also a haven for sustainable living where green is the new black. While the conversation on sustainable fashion continues to gather momentum, LAFF 2019 would like to take it further by asking: *how can we make sustainable fashion more accessible and inclusive?*
Sustainability shouldn't be a luxury; it should be a way of life.

For more information about the LAFF program, submit a film, or inquire about expo space, visit www.lafashionfestival.com. Open call for the 2019 film submissions ends on April 30. For all general and media inquiries, please contact Justin Merino via email at hello@lafashionfestival.com.



About LA Fashion Festival

Poised as a cornerstone of LA fashion events, [LA Fashion Festival](#) (LAFF) showcases progressive ideas via an immersive cultural experience of film, retail, innovation, and beauty influences. Founded on the basis of inclusion, sustainability, and community, LAFF is a 501(c)(3) nonprofit platform produced by [The kulturspace Foundation](#) for forward-thinking creatives & brands to showcase collaborations and incite meaningful exchanges.

About ROW DTLA

[ROW DTLA](#) is located on the edge of the expanding Arts District in Downtown Los Angeles. First known as the LA Terminal Market, ROW DTLA was built from 1917 to 1923 along the Southern Pacific Railroad and continues to be a major hub for the distribution of produce across the region. The thirty-acre district and its historic, industrial series of buildings have evolved into a walkable urban environment comprised of a unique and highly curated collective of restaurants, retail shops, creative office workspaces, galleries, event venues, and an abundance of amenities amid nearly two million square feet of space. The scope and scale caters to a forward-thinking creative community, while preserving the inherent character of this historic, evolving area.

About kulturspace

Driven by its collaborative and organic DNA, [kulturspace](#) spearheads and produces cultural and creative projects under three divisions: the Agency, the Space, and the Foundation. [The Agency](#) is an LA & Berlin-based creative think tank + design and production collective; [The Space](#) (coming soon in LA) will offer inspiring cultural content and experiences to engage the public on retail and creative concepts; and [The kulturspace Foundation](#) – a 501(c)(3) nonprofit organisation – uses arts and culture to foster social progress.

Website: www.lafashionfestival.com
Instagram: www.instagram.com/lafashionfestival
Vimeo: www.vimeo.com/lafashionfestival
Facebook: www.facebook.com/lafashionfestival

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