



# LOS ANGELES FASHION MARKET

June 6-10, 2008 | Fri-Tue | 9a-6p | Fall II/Holiday '08

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## MARKET OVERVIEW

Los Angeles Fashion Market at the California Market Center (CMC) gears up to unveil the new Fall II/Holiday '08 trends. Featuring thousands of collections from emerging designers and established brands in showrooms and temporary exhibitor showcases throughout the building, in addition to exciting special events and retailer-exclusives, this will be a Market you won't want to miss.

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### >> FEATURING

**FOCUS**

the showcase for women's apparel & accessories

fri-mon | penthouse, floor 13

A wide spectrum of apparel, handbag, jewelry, and accessories collections.

**transit**

the los angeles shoe show

sat-mon | penthouse, floor 13

Featuring hundreds of directional and trend-driven footwear lines.

**BRIGHT  
LOS ANGELES**

fri-mon | fashion theater, main lobby

Contemporary apparel and accessories show presented by ENK Shows.

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### >> BADGES REQUIRED FOR MARKET & EVENT ADMITTANCE

Market is open exclusively to registered retailers. To register, please visit us at [www.californiamarketcenter.com](http://www.californiamarketcenter.com) or contact us at: 213.630.3683 | [attendeeservices@californiamarketcenter.com](mailto:attendeeservices@californiamarketcenter.com)

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### >> SPECIAL RATES FOR HOST HOTELS IN DOWNTOWN LOS ANGELES & THE WESTSIDE

For discounted rates on the finest accommodations in Los Angeles, visit us at [www.californiamarketcenter.com](http://www.californiamarketcenter.com) or contact us at: 213.630.3628 | [cmctravel@californiamarketcenter.com](mailto:cmctravel@californiamarketcenter.com). Free shuttle service is provided to/from downtown-area Host Hotels.

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**california | market center**

110 E 9th St Suite A727, Los Angeles CA 90079 | 800.225.6278 or 213.630.3600 | [www.californiamarketcenter.com](http://www.californiamarketcenter.com)



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## MARKET OVERVIEW

### BUYER SERVICES

	DATE	TIME	LOCATION
Shuttle Service to/from downtown-area Host Hotels	daily	7:30a-11:30a 3p-7p*	Olympic Blvd Entrance
Buyer Registration & Luggage Service	daily	8:30a-6p	Main Lobby
Buyer Parking Validation (with proof of same-day purchase)	daily	8:30a-6p	Buyers Lounge, Suite B271 *(Shuttle hours extended for evening events)

### SHOWROOMS & TEMPORARY EXHIBITOR SHOWCASES

	DATE	TIME	LOCATION
Participating CMC Showrooms	fri-tue	9a-6p	See Market Directory
Focus   Women's Apparel & Accessories Show	fri-mon	9a-5p	Penthouse on Floor 13
Transit   LA Shoe Show	sat-mon	9a-5p	Penthouse on Floor 13
Brighte by ENK   Contemporary Tradeshow	fri-mon	9a-6p	Fashion Theater & Annex in Main Lobby

### SPECIAL EVENT

	DATE	TIME	LOCATION
Opening Night Mixer featuring complimentary cocktails, hors d'oeuvres & music	fri	5:30p-7:30p	Atrium in Main Lobby

### BUYER ORIENTATION

	DATE	TIME	LOCATION
Where's What? Buyer Orientation	fri-sat	9:30a-10:30a	Buyers Lounge, Suite B271

### BUYER HOSPITALITY & GIVEAWAYS

	DATE	TIME	LOCATION
Buyer Breakfast	fri-tue	8:30a-10:30a	Buyers Lounge, Suite B271
Focus Show Tote Bags	fri-mon	9a-5p	Penthouse on Floor 13

### FLOOR 2A BUYER PROMOTION

	DATE	TIME	LOCATION
Enter to win \$100 Airline Vouchers & \$50 Gas Cards	fri-sun	9a-3:30p	Floor 2A

### FLOORS 3A&B BUYER PROMOTIONS

	DATE	TIME	LOCATION
Complimentary Coffee On 3	fri-tue	8:30a-10:30a	Suite A385
Enter to win \$200 Airline Vouchers & \$100 Restaurant Gift Cards	fri-mon	9a-3:30p	Floors 3A&B

### CONTEMPORARY BUYER HOSPITALITY

	DATE	TIME	LOCATION
Complimentary Coffee & Pastries	fri-mon	2p-4p	Floor 5
Complimentary Wine & Cheese Bar	fri-mon	4p-6p	Floor 5

### ACCESSORIES BUYER PROMOTIONS

	DATE	TIME	LOCATION
Enter to win \$50 Gas Cards	fri-sun	9a-3p	Floors 10A&B
Complimentary Retailer Massage	fri-sun	1p-4p	Suite A1065

Events, hospitality, and giveaways are open to registered retailers only. All information is subject to change.

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## SHOW AREAS

With thirteen floors featuring thousands of showrooms and temporary exhibitors across multiple fashion and lifestyle categories, merchandising options are limitless during Los Angeles Fashion Market at the California Market Center.

**BRIGHT BY ENK** | Fashion Theater & Annex, Main Lobby

- contemporary apparel & accessories tradeshow (fri-mon)

**WOMEN'S APPAREL** | Floors 2A, 3A&B

- better, updated, and bridge resources

**STREET CONTEMPORARY** | Floor 4C

- street-inspired brands for men, young men, and juniors

**CONTEMPORARY** | Floors 5A, B&C

- directional & young designer collections

**KIDS ON 6** | Floors 6A&B

- children's, maternity & juvenile product

**GIFT & HOME DECOR** | Floors 7C, 10C, 11C, 12C, 13C

- gifts, accessories & décor (open weekdays only)

**ACCESSORIES TO GO** | Floors 9A&B

- leather goods & accessories available for immediate delivery

**INTIMATES** | Floors 10A&B

- premier intimate apparel lines

**ACCESSORIES** | Floors 10A&B

- handbags, jewelry, scarves, belts, accessories & more

**FOCUS - Women's Apparel & Accessories Show** | Penthouse, Floor 13

- temporary exhibitors for apparel, handbags, jewelry, and more (fri-mon only)

**TRANSIT - The LA Shoe Show** | Penthouse, Floor 13

- footwear tradeshow (sat-mon only)
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