

# Made by Los Angeles™ to Launch at the Sourcing Show at MAGIC

*Made by Los Angeles™ Launches First Comprehensive Directory Listing Service and Hang-Tag Program for the LA Fashion Industry Recognized by LA Mayor's Office*

LOS ANGELES, CA, USA, August 12, 2014

/EINPresswire.com/ -- [Made by Los Angeles™](#), a business development organization dedicated to the promotion and economic development of the fashion and apparel industry in Los Angeles, announced that will be making its introduction at the [Sourcing Show at MAGIC](#) in Las Vegas, Nevada, August 17th through the 20th. The announcement was made today by Made by Los Angeles™ founder, Houman Salem.



The Los Angeles fashion industry is the largest economic sector for fashion and apparel in the United States. The City is home to over 3,000 apparel factories and thousands of vendors, suppliers, and service providers that support the industry. According to a report published by [CIT](#), "Local operators earn at least \$18 Billion in revenues from the L.A. region's apparel industry." In addition, the fashion and apparel industry is among the largest employers in the City of Los Angeles. "The L.A. region fashion industry accounts for more than \$6.4 Billion in worker incomes," according to the CIT.

Made by Los Angeles™ aims to help organize and promote the fashion and apparel industry by offering a comprehensive directory listing service, available to all L.A.-based service providers to the fashion and apparel industry; and, a high branded Hang-Tag program available to all licensed L.A.-based garment contractors and manufacturers.

The Made by Los Angeles™ directory listing service aims to be the preeminent online resource showcasing qualified L.A.-based companies that offer their services to the global fashion industry. The directory listing service is intended for independent designers, small-to-mid sized businesses, and corporations who seek reputable L.A.-based service providers to the fashion and apparel industry. Some of the Directory's listing categories include Apparel Factories, Sample & Pattern Makers, Fabric & Textile Providers, Garment Label Printers, Logistics Services, Fashion Bloggers, Marketing & PR Firms, Legal Services, among others. "We feel that the Made by Los

Angeles™ directory is a step above traditional online search engines because we are industry and geography focused and we offer a layer of verification to ensure the quality and integrity of each listing," stated Salem.

The Made by Los Angeles™ Hang-Tag program is intended to help create consumer-level awareness of American made fashion and apparel that are made by qualified Los Angeles based garment contractors and manufacturers. Studies have shown that consumers, if required, are willing to pay a little extra to obtain goods made in America. In addition, fashion and apparel products that outwardly display their American made origins have a higher sell-through rate at retail than items made overseas. "We are extremely delighted to launch this Hang-Tag program as it is not only in high demand, but also recognized and supported at the Local and State levels," commented Salem.

Made by Los Angeles™ has been working closely with the Office of L.A. Mayor Eric Garcetti in an effort to gain approval and support for the directory listing service and the Hang-Tag program. "One of the Mayor's main priorities when we assumed office in 2013 was to promote good jobs for all Angelenos and to reclaim our economic heritage in areas such as manufacturing. Los Angeles has long been a mecca for fashion and design, and we strongly support efforts like Made by Los Angeles™ that aim to build upon our strong creative and manufacturing bases to create jobs," stated Glyn Milburn, from the L.A. Mayor's Office of Economic Development.

Made by Los Angeles™ will be showcasing at the Sourcing Show at MAGIC, the world's most extensive fashion sourcing event held at the Las Vegas Convention Center, August 17th through the 20th.

About Made by Los Angeles™

Made by Los Angeles™ is a business development organization dedicated to promoting the economic development of the fashion and apparel industry in Los Angeles. We offer a directory listing service to qualified LA-based companies that offer their products and services to the global fashion industry. In addition, we offer a highly branded hang-Tag available to all licensed LA-based garment contractors and manufacturers. Please contact us for pricing and additional information.

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