

MOTION

Due to its unique geographic location, the availability of resources and the an environment that encourages business growth in the City, Los Angeles has become an epicenter for the fashion industry. The fashion industry is often only associated with apparel, textiles, footwear and jewelry. However, it also includes graphic artists, designers, models, and a multitude of other professions.

According to the California Fashion Association, “the perception of Los Angeles as one of the centers of fashion continues to support demand for things designed in and reflective of Los Angeles. Even as Los Angeles loses traditional apparel manufacturing to Central America and Southeast Asia, its reputation as a source of fashion design grows.”

As a result of the state of the economy and global competition, some businesses have been forced to close down or move out of the City, sometimes in pursuit of lower costs of operation. The losses of jobs and of major brands headquartered in Los Angeles are serious concerns for the City.

While the City Council has adopted a number of business-friendly measures to support business growth and encourage new business development, the City should consider all viable options to to protect and foster the highly valued fashion industry, ensure that its jobs remain in Los Angeles, and encourage corporate headquarters to locate and remain in Los Angeles.

I THEREFORE MOVE that the City Council instruct the Office of the Chief Legislative Analyst, with the assistance of the City Administrative Officer, Office of Finance and the City Attorney, to report on the state of the fashion industry in Los Angeles, including possible incentives that the City may offer to the fashion industry to encourage its economic growth and job creation potential.

PRESENTED BY 
JOSE HUIZAR
Councilmember, 14th District

SECONDED BY 



FEB 22 2017

