



FOR IMMEDIATE RELEASE:  
LOS ANGELES FASHION FINDS ITS HOME AT THE GROVE



Los Angeles Fashion Council is pleased to announce their new home for the Los Angeles Fashion Council Collections at Los Angeles' premier retail and lifestyle destination, [The Grove](#).

The Park at The Grove will play host to two days of runway shows on the 9th and 10th of October with additional activities and events happening throughout the property.

*"We're so excited to have found our very own Bryant Park, right here in Los Angeles. Partnering with The Grove really cements our commitment to providing a prominent platform for Los Angeles fashion in Los Angeles, and allows us to make the important connection between fashion presentation and retail that drives much of our programming"* says Kelsi Smith, Director of Los Angeles Fashion Council.

The two day schedule will feature eight shows from LA's favorite designers, both established and emerging, including the yet to be decided winner of this season of Open Runway. The shows will remain exclusive to industry and invited guests; however the open location in the center of The Grove allows the collections to be seen by the public from outside The Park.

*"I love the space and I'm so excited for the public element of the show and I am happy it retains the exclusivity for press and buyers - it's the best of both worlds and an interesting and fun dynamic"* says Los Angeles Fashion Council designer, Inka Sherman of ISM Mode commenting on her excitement of the new home of The Collections.

Fellow LAFC Designer Stephanie Lampkin of Odylyne echoed her excitement:

*"It is a huge honor to be able to show at The Grove for the upcoming Spring 2014 collections. In just a short time LAFC has become the catalyst for launching and sustaining L.A fashion and L.A based designers. In collaboration with The Grove, LAFC will definitely be able to enlighten many Angelenos about what is new and trending in fashion within their own city."*

Specific scheduling for the shows will be available shortly and registration for new attendees is now open through the Los Angeles Fashion Council website:

*[losangelesfashioncouncil.org/register](http://losangelesfashioncouncil.org/register)*

***For more information on The Collections move to The Grove, please contact:***

**Kelsi Smith**

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