



ERIC GARCETTI
MAYOR

November 4, 2013

Dear Friends:

On behalf of the City of Los Angeles, I welcome you to the LAZR Tradeshow in the heart of L.A.'s Fashion District. The LAZR team has created an amazing show for discriminating buyers and consumers searching for the best from designer brands and L.A.'s boutique brands.

Fashion is in my blood. My grandfather started an apparel business in Downtown Los Angeles and turned it into a national brand. I want to foster that same entrepreneurial spirit and success for established and up and coming designers, apparel and accessory manufactures in Los Angeles. Our city has the talent and the infrastructure to innovate and stay on top of fashion industry's cutting edge.

Thank you to the exhibitors and sponsors of the LAZR Tradeshow for moving fashion and the industry forward. Enjoy the show and all that Los Angeles has to offer.

Sincerely,

A handwritten signature in blue ink, appearing to read "E. Garcetti", is positioned above the printed name.

ERIC GARCETTI
Mayor