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NEWS

Lazr Trade Show Opens Pop-Up Shop and HQ in Downtown LA



John Ruffo

Footwear trade show **Lazr** has a new home and a permanent pop-up shop in the **Los Angeles Fashion District**.

The show, which is preparing for its April 23–25 run in a new location at **The New Mart**, has set up its headquarters at 838 S. Los Angeles St.

The two-story, 4,200-square-foot space, which Lazr is sharing with **Revolution Sales**, has a lofted office and conference area upstairs and retail floor and stockroom on the ground level.

The store is open Monday through Saturday from 11 a.m. to 5 p.m. Currently, the pop-up shop carries footwear by **Jeffrey Campbell**, **Wolverine 1000 mile**, **L.A.M.B.**, **Minnetonka**, **Malibu Cowboy** and **Steve Madden**. The Revolution Sales side of the store currently has men's, women's and children's apparel. Los Angeles-based line **Kennington Ltd.** is currently hosting a pop-up store for its menswear collection in the space, as well.

The second-floor conference space is

available by appointment to Lazr charter members to use for presentations or their own pop-up concept.

"It all goes back to the 360-degree fashion event that Lazr is," said John Ruffo, who founded Lazr in 2012. The show, which has been held at **LA Live** and the **Cooper Design Space**, will move into its new location at The New Mart for its upcoming fourth show. The trade show features upscale footwear brands in a wholesale area, as well as a sample-sale area for consumers. "My whole mission with Lazr is to connect the consumer and the brand and the retailers," Ruffo said.

Until moving into the new headquarters on Los Angeles Street, Ruffo was running the business from Southern California's South Bay. "Rather than being in Redondo Beach, I'm now in the heart of the fashion district," he said.

For more information, visit www.lazrtrade-show.com.—Alison A. Nieder