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ADVERTORIAL

UNITING RETAILERS, BRANDS, MEDIA & CONSUMERS

What is LAZR?

A new fashion tradeshow debuting in Los Angeles focused on men's women's and children's **footwear, apparel and accessories** with the dual purpose of connecting buyers with brands, and promoting the latest trends to consumers.

When is the show?

Monday August 13	10:00 a.m. - 6:00 p.m.
Tuesday, August 14	9:00 a.m. - 5:00 p.m.
Wednesday, August 15	9:00 a.m. - 5:00 p.m.

What does LAZR stand for?

While **LAZR** is not an acronym, it does promote the fact that it is an LA based show produced by **Zoomn, Inc.**, a footwear and apparel consulting company, also based in Los Angeles. The name LAZR is evocative of the renewed focus and energy dedicated to promoting the latest trends.

Who is producing LAZR?

LAZR is the brainchild of **John Ruffo**, president of Zoomn, Inc. and a footwear industry veteran with more than 25 years experience. Having produced the FN platform at MAGIC (Men's Apparel Guild in California) in Las Vegas and numerous events with ENK Footwear, Ruffo and his team have a comprehensive understanding of the mechanics of a successful tradeshow and the elements of a dynamic fashion event.

AEG owns, operates and consults with more than 100 of the industry's preeminent venues with an unmatched level of resources, experience and talent.

Where is LAZR being held?

LAZR will be held at the **L.A. LIVE Event Deck**.

Located in the heart of the sports and entertainment district that surrounds **STAPLES Center** and **Nokia Theatre** in downtown Los Angeles, **L.A. LIVE** is a world-class facility with state-of-the-art amenities that is only blocks away from the Fashion District.

800 & W. Olympic Blvd. Los Angeles, CA 90015

Why exhibit at LAZR?

Many of the larger apparel shows have lost their focus in regards to customer service and support of their exhibitors. **LAZR** simplifies the exhibiting process by offering attractive, efficient custom-built booth packages backed by full porter and concierge services. By lowering transportation costs and streamlining the load in/breakdown process, exhibitors can concentrate on sales rather than logistics.

LAZR compiles a targeted buyers list combining existing databases with exhibitors' existing clients as well as retailers who have yet to buy. Working as partners, these buyers are actively being pursued to attend this inaugural event.

Inviting thousands of consumers to walk the show gives exhibitors valuable feedback and additional sales opportunities.

Explain the Pop-up Shop Concept? Who's participating this year?

In addition to retailers writing wholesale orders, **LAZR's Pop -Up Shops** offer immediate retail sales opportunities. **LAZR** attendees can shop the latest looks from **Alegria, Michael Antonio, SWYT Culture** and **Seychelles**. The **Los Angeles Fashion Council** will also handle sales for a number of local brands. Downtown boutique (and runway show presenter) **Brigade** will be open for business.

What will be happening in the Media Lounge?

In addition to serving as a place for press to gather information and meet with exhibitors, more than 60 bloggers from **two point oh la!**, **Stylessight**, **Buzznet** and The **Los Angeles Fashion Council** will be posting live up to the minute updates on news and trends from **LAZR**.

A panel of speakers is also scheduled to provide insight to the latest technologies.

What is the thinking behind LAZR's timing?

LAZR debut dates **August 13, 14, 15**, were chosen so that the show would coincide with the **Los Angeles Fashion Market**. Free Shuttles will be running from the Mart to **L.A. Live** every half hour. These dates also placed **LAZR** after ENK-WSA (another footwear trade show) and before the MAGIC show.

Consumers at a trade show, how is that going to work?

A critical difference of the **LAZR** show to other trade shows is the distribution of tickets to consumers. The tickets will be made available through **LAZR** exhibitors, **KIIS-FM, LAZR Media Lounge Bloggers, Apparel News** and **Footwear News**. Ticket holders will be able to access the entire show as well as the opening event and **Pop-Up Shops**.

What about parking?

LAZR attendees are recommended to park in the West Garage (Lot W, Gate B, Enter on Chick Hearn Ct.). Pay a flat rate (\$10) upon entering the lot. Visit <http://lalive.com/visitors/event-parking> to view an area map, download the parking guide, and be aware of current traffic advisories.