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CITY OF LOS ANGELES**

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MAYOR GARCETTI LAUNCHES LA ORIGINAL

Pilot program spotlights and supports L.A.'s creative economy

LOS ANGELES — Mayor Eric Garcetti kicked off L.A. Manufacturing Week today with the launch of LA Original, a pilot program to spotlight and support L.A.'s creative economy and local manufacturers. LA Original includes a logo, promotional campaign, and line of products from local makers — and the program's proceeds will support creative entrepreneurs across the city.

"The creativity in Los Angeles is unrivaled anywhere else," said Mayor Garcetti. "Our artists and manufacturers feed the spirits and better the lives of people all over the world. LA Original showcases that legacy, brings support to a new generation of entrepreneurs, and raises awareness of the extraordinary makers who fuel the city's creative spirit."

The LA Original logo can be used and elaborated on by local makers, artists, and manufacturers to indicate that a product was designed, produced, or assembled in the Los Angeles area. An initiative of the Mayor's Fund for Los Angeles (MFLA) in collaboration with the Mayor's Office of Economic Development, LA Original has engaged over 20 companies and retailers that are making new creations for the LA Original line or merging existing products with the brand — including t-shirts, bags, neckties, phone cases, glassware, skateboards, and jewelry. The product line will be rolled out over the next few weeks.

"As an Angeleno, I have always been inspired by all of the different cultures in Los Angeles. Everybody brings something to the table that is so different and that is what creates such a big explosion in creativity that we all benefit from. I think this program is brilliant! It was about time to highlight the rich culture of innovation, design and entrepreneurship that is in this city," said Cisco Pinedo, founder of Cisco Brothers and Cisco Home.

"As an independent business owner creating and producing everything locally in Boyle Heights, I take pride in the beautiful criss cross of cultures in Los Angeles and understand the significance of supporting the local Angeleno economy," said Ana Guajardo, owner of Cha Cha Covers.

LA Original program proceeds will support local creative entrepreneur programs. During the pilot, running from October to December 2017, they will support MADE by DWC, a social enterprise created by the Downtown Women's Center. MADE by DWC teaches creative and entrepreneurial job skills — including sewing and candle making — to women transitioning out of homelessness.

72andSunny, a L.A.-based marketing, advertising, and design firm, was the creative partner in the conception of the LA Original logo and promotional campaign, which includes a number of creative icons and institutions. Among them are Kendrick Lamar, Danny Trejo, Dr. Woo, Shepard Fairey, Roy Choi, Frank Gehry, Compartés, Sprinkles, the L.A. Dance Project, and the LA Phil.

"As a passionate member of L.A.'s creative community, this was a pinch-me project for 72andSunny and for me personally. The mark we designed represents the expansive creative culture and possibility of Los Angeles — it's an invitation to fill this city with your imagination, and your ideas," said Kelly Schoeffel, Director of Strategy at 72andSunny.

The LA Original product line was developed in conjunction with CAA/Global Brand Group, and the products will be available for purchase at a pop-up shop at the newly redesigned Westfield Century City (opening Oct. 3), at

the Library Store at the Los Angeles Public Library Central Library (starting mid-October), and online through www.laoriginal.com.

Makers participating in the pilot phase of LA Original include:

- Carrots by Anwar Carrots
- Cha Cha Covers
- Cisco Home
- Clare V.
- Concrete Geometric
- Emi Jay
- EVERYBODY.WORLD
- Hedley & Bennett
- Lone Wolfs
- Made by DWC
- Maya Brenner Designs
- ORLY
- P.F. Candle Co.
- Paper Chase Press
- Pocket Square Clothing
- Salsaology
- Sisters of Los Angeles
- SpaRitual
- The Garage Board Shop
- URB-E
- Zero Gravity

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