



## LA Market Week (March 10-13) and Los Angeles Fashion Week Powered by Arts Hearts (March 21-24)

Ukraine's creative spirit continues to flourish as the country continues to resist the Russian invasion. Nowhere is this more evident in the vibrant fashion sector. The Ukraine Fashion Forward (UFF) project is bringing 10 Ukrainian fashion brands to participate in LA Market Week and Los Angeles Fashion Week Powered by Arts Hearts this March.

Each of these 10 companies has a unique story of courage and passion as they continue to manufacture, even as the war rages on. The fashion brands reflect the designers' deep roots and ties to Ukrainian culture, both traditional and contemporary. Their unique and exciting creations are a testament to the determination of a people to remain free.

UFF is set up not only to provide exposure for the brands but also to help the companies create lasting business ties that will allow the country to rebuild and thrive once peace returns. Leading Los Angeles fashion business experts and mentors will work with the companies to help them with market analysis, marketing, sales and distribution. Because of the business focus, more than 90 Ukrainian companies applied for UFF and the top 10 are coming to Los Angeles.

UFF was launched by passionate friends of Ukraine and its fashion industry to support the industry in this critical time. Organizers include:

- Startup Ukraine (largest entrepreneurial organization in Ukraine),
- Fashion Techworks (LA)
- US Embassy Kyiv
- Community Vitalization Council (LA.)

Participants will arrive in Los Angeles on March 8 and will exhibit at the LA Market Week (March 10-13). The New Mart and Fashion Techworks will provide a showroom for the buyer's event. The following week, the participants will have workshops with Fashion Techworks and 1:1 mentoring from local fashion executives. Los Angeles Fashion Week Powered by Arts Hearts Fashion (March 21-24). There will be an evening Ukrainian focused event on Friday March 22nd

### ORGANIZERS & PARTNERS:

