

Cali Fashion Week: The Sustainable Fashion Initiative of LAAMT

(DBA of Los Angeles Academy of Media & Technology – EIN: 20-8792027)

Mission Statement

Cali Fashion Week: The Sustainable Fashion Initiative of LAAMT empowers communities through the fusion of sustainable fashion, media, and technology. Our mission is to inspire innovation, promote environmental responsibility, and create opportunities that elevate creativity and inclusivity across Los Angeles and beyond.

Vision

To establish Southern California as a global leader in sustainable fashion innovation—where creativity, technology, and environmental stewardship work together to transform communities and industries.

Program Overview

1. Sustainable Fashion & Media Workshops

Interactive workshops that teach participants how to merge eco-conscious fashion practices with digital tools and media storytelling.

Focus Areas:

- Upcycling and zero-waste design
- Digital fashion design (CLO3D, Adobe Creative Suite, AI applications)
- Sustainable branding, photography, and visual storytelling
- Circular fashion and ethical production models

2. Community Engagement Programs

Local partnerships with schools, libraries, and community centers in Torrance, Carson, Compton, Inglewood, and neighboring cities to make sustainability accessible and inspiring.

Activities include:

- Youth mentorship and creative internships
- Clothing recycling, swap events, and local showcases
- Media and fashion tech bootcamps
- Eco-awareness campaigns and sustainability fairs

3. Fashion Tech & Innovation Lab

A collaborative space for designers, technologists, and media creators to explore innovation at the intersection of fashion and technology.

Key Components:

- Digital fabrication (3D printing, laser cutting, material innovation)
- Smart textiles and wearable technology
- Virtual fashion production and AI-driven sustainability design tools

4. The Sustainable City Initiative

A regional partnership model that integrates sustainable fashion and media technology into civic and economic development efforts.

Goals:

- Support local designers and small businesses adopting green practices
- Build pipelines for youth into sustainability and creative tech careers
- Promote textile waste reduction and circular economy practices
- Create eco-centered public art and fashion exhibitions

Outcomes & Impact

- Empowerment of youth and creatives through sustainable innovation
- Development of green jobs and entrepreneurship pathways
- Increased public awareness and adoption of eco-friendly fashion practices
- Strengthened community partnerships linking fashion, media, and technology
- Contribution to Los Angeles' leadership in sustainability and cultural innovation