

JOSE HUIZAR COUNCILMEMBER, 14TH DISTRICT

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Councilmember Huizar's Bringing Back Broadway Initiative Welcomes Acne Retail

Stockholm-based global fashion brand has announced plans for a flagship store and café in Broadway's Eastern Columbia Building. The brand's only other U.S. location is in SoHo, NYC

LOS ANGELES (May 2, 2013) – The retail component of Councilmember José Huizar's Bringing Back Broadway initiative got a major shot in the arm today as Swedish fashion brand Acne (*pronounced ack-NAY*) announced the opening of a 5,000 square-foot corner flagship store and signature coffee shop in Broadway's Eastern Columbia Building.

Founded in 1996, the retailer's only other U.S. location is in SoHo, New York City. Mikael Schiller, Chairman of Acne Studios, selected Broadway for the global brand's west coast flagship after careful consideration of the entire Downtown and greater Los Angeles landscape.

"We feel that there is something vibrant and interesting going on in Downtown L.A., and we are excited to become a part of this transformation happening on Broadway," Schiller said.

Other Acne locations worldwide include Stockholm; Tokyo; Melbourne; Sydney, Copenhagen, Amsterdam, Berlin, London and Paris. The brand wholesales to more than 70 North American firms, including Barney's New York.

Councilmember Huizar, whose Bringing Back Broadway initiative recently celebrated its fifth anniversary, welcomed the news.

"The momentum on Broadway is clear," said Councilmember José Huizar. "Buildings are being brought out of decades of dormancy. The street is becoming more active, more alive with people, retailers, businesses and restaurants. The foundation we have laid for Broadway's revitalization has garnered the attention of prime businesses, like Acne, and others before them. I have no doubt in the coming months and years this momentum will continue to build a Broadway that is active from storefront to rooftop, day and night."

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Schiller told Women's Wear Daily "We were really looking at Melrose in the beginning, but then we went to Downtown L.A. Maybe it's a European thing, but we really liked the area."

The Broadway Acne will carry men's and women's ready-to-wear, denim, as well as bags, accessories and footwear. A café will be a unique feature of this location. The café idea was inspired by Acne Studios' Creative Director Jonny Johansson who recruited the creators of ilcaffè from his hometown of Stockholm to share their beanery expertise on Broadway.

Located at the corner of 9th Street and Broadway, the Eastern Columbia Building opened as the Eastern Columbia Outfitting Company on September 12, 1930. The structure is one of Los Angeles' finest example of the Art Deco era's zig zag moderne style. It is a Los Angeles Historic Cultural Monument.

Faced in turquoise terra cotta and trimmed with deep blue and gold terra cotta, the Claude Beelman-designed tower's façade features sunburst patterns, geometric shapes, zigzags, chevrons and other stylized motifs. A four-sided clock tower emblazoned in neon with the name EASTERN caps the tower's 13 stories. Today the building features ground-floor retail and has been converted to showcase condominiums in the upper floors.

The Acne deal was brokered by Jonathan Schley of Tungsten Property, a national boutique real estate brokerage company. Coast Prime Reality, owners of first-floor retail at the Eastern Columbia Building, have been longtime supporters of Bringing Back Broadway, and are pleased to be an active part of crafting Broadway's retail future.

Councilmember Huizar's Bringing Back Broadway, a 10-year initiative, is a multi-approach plan to restore and revitalize Broadway, the Historic Core and all of Downtown, as well as return the beloved streetcar Downtown. The resurgent Broadway, once the City's retail and entertainment epicenter, is actively being revitalized through public and private investment.

The Acne announcement is just one of many victories for the initiative in its five-year tenure. Ace Hotel is under construction a few blocks down. Clifton's Cafeteria is undergoing a top to bottom renovation and will be reborn later this year as a full-scale entertainment and dining venue.

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Urban Outfitters has announced it will revamp the long-dormant Rialto Theatre. Numerous restaurants, including Alma by noted chef Ari Taymor; Figaro Bistro by the Mgaieth family; UMAMIcatessen, the multi-kitchen concept from L.A.'s venerable Umami Burger; and New York City's Two Boots Pizza have opened along the corridor, alongside new retailers, markets and boutiques, which enhance the corridor lined with historic architecture and 12 theaters. One of those theaters, the Orpheum Theatre, hosts more than 200 shows a year and several other theaters have plans in the works for reactivation as entertainment venues.

On the public side, a Streetscape Master Plan for Broadway has been adopted. The Broadway Entertainment and Theatre District Community Design Overlay is in place. A façade lighting grant program is underway. The Historic Broadway Sign District plan is being drafted, as are regulations to help incentivize development in the upper floors of Broadway's buildings.

In December, Downtown voters approved local funding for returning the streetcar downtown, and a three-decade operational plan was adopted by City Council based on a proposal championed by Councilmember Huizar.

For more information on Councilmember Huizar's Bringing Back Broadway initiative, please visit BringingBackBroadway.com.