



40th Anniversary: Shop a first peek at Global Fashion and Design Trends only in West Hollywood

Trends that originate in West Hollywood soon find themselves exported and enjoyed by the rest of the world. As West Hollywood celebrates its 40th year as an established city, it does so in tandem with the West Hollywood Design District reaching its 75th anniversary, creating a powerful convergence of heritage and innovation. Nestled at the foot of the Hollywood Hills, West Hollywood's Design District stands as a beacon of West Coast culture, with over 250 showrooms, galleries and shops attracting global creatives to its vibrant streets. Interspersed among these shopping havens are a variety of refreshing cafes and restaurants, giving nod to a more European way of life. Not to mention, the area is also a mecca for celebrity-spotting. Building a reputation over the years with trendsetting shopping outposts like Maxfield or Fred Segal, West Hollywood is home to a range of fashions from vintage to runway and even streetwear. Home to serious pop-up shops—like the first for Kendal Jenner's Fwrd company—a West Hollywood brick and mortar acts as a certification and badge of recognition. There's a reason The Real Real consignment and Kim Kardashian's Skims set up first-time shops in West Hollywood. Join West Hollywood in commemorating decades of creativity, inspiration, and innovation, as we toast to the past and embrace the limitless potential of the future in this unparalleled cultural destination in the heart of Los Angeles as it embarks on 40 and beyond.

Story Vignettes

- Take a walk on the styled side: West Hollywood designs over the decades
- Diverse by Design: A look at diverse West Hollywood designers at the city's 40th
- 40 pedestrian-friendly stops in West Hollywood, LA's most walkable city
- West Hollywood establishments that stood the test of time
- How Culture Became West Hollywood's Biggest Export

About West Hollywood Travel + Tourism Board

West Hollywood Travel + Tourism Board is the official marketing organization that invites visitors to West Hollywood, California, a walkable, 1.9 square mile city in the heart of Los Angeles. Located at the base of the Hollywood Hills and adjacent to Beverly Hills, West Hollywood is a creative and progressive city that embodies the quintessential L.A. lifestyle. West Hollywood is home to 20 hotels and comprises three main districts: the world-famous Sunset Strip with unparalleled nightlife, eclectic and LGBTQ-friendly Santa Monica Boulevard, and the Design District known for its sought-after shopping and dining. West Hollywood enjoys a year-round moderate climate and thanks to its prime location and hip atmosphere, West Hollywood serves as home and playground to many celebrities. Follow us on Facebook and Instagram (@visitweho). For more information, please visit www.visitwesthollywood.com.