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PRESS RELEASE

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VISIT OAKLAND LAUNCHES “OAKLAND STYLE” SHOPPING CAMPAIGN
Highlighting the city’s fashion scene and where to shop while visiting Oakland

(Oakland, CA)— Visit Oakland, the city’s official destination marketing organization, launches the all-new [“Oakland Style” shopping campaign](#). The mission of the campaign is to showcase the city’s diverse fashion styles and the messages they represent, through a digital fashion guide that visitors can use while exploring Oakland’s apparel and accessories shopping offerings. It highlights Oakland’s fashion designers and boutiques, and encourages visitors and locals alike to shop locally.

The digital fashion guide highlights five fashion styles, including Town Pride, Vintage and Consignment, A Night on The Town, Elevated Style and Lakeside Lounging. Visitors can explore these different styles, and shop looks from local Oakland designers and boutiques.

“We are excited to launch the Oakland Style campaign, and to promote shopping at local Oakland businesses to visitors and locals alike,” says **Mark Everton, CEO of Visit Oakland**. “Oakland’s diverse makers and business owners are what make our city unique, and we are thrilled to highlight their creative products in our digital fashion guide.”

Whether it’s the historical significance of a black beret or MC Hammer’s legendary parachute pants, Oakland fashion trends express a greater meaning and are influenced by history, pop culture and politics.

Oakland designers and boutique owners are making a large impact in the fashion industry, including [Sherril McMullen](#), who styled iconic looks for Michelle Obama; [Lesley Evers](#), who’s clothes are worn by Oakland Mayor Libby Schaaf; and Mistah F.A.B. (the Oakland rapper) who created the [Dope Era](#) urban fashion brand. Businesses like [Viscera](#), who creates jewelry by using a 3D-printer, are leading in fashion innovation. [Beastmode](#) is a must-visit for sports fans, which is an athleisure brand created by Oakland-native and NFL player, Marshawn Lynch.

Oakland’s boutiques and fashion designers have a strong involvement in the Oakland community and make it their mission to give back to the city. Oakland-inspired clothing brand, [Oaklandish](#), mission is to spread “local love” by way of their civic pride tees and accessories, while creating quality inner city jobs for locals, and giving back to the people and places that maintain the city’s trailblazer spirit. Another social changemaker in Oakland is [Regina’s Door](#), a vintage clothing boutique, who serves as a sanctuary of solace for survivors of sex trafficking, homeless youth and young creatives.

Visit Oakland is also launching the “Live This Look” video series, hosted by local influencers Jena and Fredia of “It’s A Look” podcast, which will highlight Oakland boutiques and designers to viewers. Watch the pilot episode, here <http://bit.ly/31ruos9>. For more information about “Oakland Style,” visit www.visitoakland.com/style or follow #OAKstyle on social media.

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ABOUT VISIT OAKLAND

Visit Oakland is a private, not-for-profit, 501(c)(6) organization, with a 21-member board of directors and full time staff whose goal is to increase tourism’s economic impact to Oakland through destination development and brand management. For more information, visit visitoakland.com.

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