

Atlanta Apparel

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FOR IMMEDIATE RELEASE

EXCITEMENT GROWS FOR 2019 ATLANTA APPAREL YEAR AS FEBRUARY MARKET APPROACHES

ATLANTA – JANUARY 29, 2019 – Pre-registrations for the February 2019 Atlanta Apparel Market are at their highest level in six years reports International Market Centers. The growth in pre-Market commitments for the February 5-9, 2019 Market is driven by new exhibitors, new programming and a rapidly growing digital reach.

“February is always an exciting time at Atlanta Apparel,” says Caron Stover, vice president of Apparel Tradeshows. “Retailers are coming off of the holiday season and are ready to make the transition to the Spring / Summer season. The brands are excited to connect with new and existing accounts. The Apparel team is ready to show them a great Market experience.”

More than 40 brands make their Atlanta Market debut in the Temporary Apparel collection at the Market, joining nearly 250 industry leaders like ABLE, Bent by Courtney, Chinese Laundry, Dolce Vita, Endless Rose, FREYRS Eyewear, Headbands of Hope, Kristalize Jewelry, Matisse Footwear and Southern Tide showing throughout the collection’s six curated categories.

The Market also features more than 50 brands that are unique to the Atlanta Market ranging from small artisans to niche products and celebrated Southern designers. Highlights include Allie Beads, Charleston Shoe Co., Gretchen Scott, Susan Shaw, Lauren James, New Prospects, Old South Apparel, Peace Love Cake, Stated Apparel, Straight Up Southern, Rollasole Footwear, Tango Showroom, Top it Off Accessories, Yahada and more.

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The permanent women's apparel and accessories collection features more than 200 showrooms, and grows with five new showrooms opening at the February Market: JD Jewelry Designs and Katie Loxton on Floor 8, and Cory Hillebrand & Assoc, JOIE and JOIE Shoes on Floor 11. Three showrooms – Place Showroom, Suite Shop Showroom and Community Service – expand on Floor 9 and Designer House relocates to Floor 11.

The Children's World collection features 80 brands showcasing the newest juvenile fashions with one new showroom, Smiling Button on Floor 13, and three new temporary exhibitors – Asher & Olivia, Ivy Rose and Lazy Pants – growing the collection. Top kids' styles are showcased at the Children's World Fall 2019 Fashion Show curated by *Earnshaw's* on Wednesday, February 6.

Atlanta Apparel expands its fashion event programming with new Runway Reviews which showcase curated trends from featured sponsor brands. Looks by Hummingbird are featured on Wednesday, February 6, Gracia Fashion on Thursday, February 7 and Do + Be on Friday, February 8. The Runway Reviews join the Sips & Snaps live fashion shoots – featuring Young Contemporary on Wednesday, February 6, New Exhibitors on Thursday, February 7 and Accessories on Friday, February 8 – and a live model demonstration styled by top fashion influencer Mireille Beckwith of *City Peach* at the Kickoff Party on Wednesday, February 6.

Having nearly doubled its social media followers in a year, Atlanta Apparel explores the intersection of fashion and digital in its February Market programming. Beckwith joins top bloggers Lauren Lefevre of *Edit by Lauren*, Bailey Schwartz of *Daily with Bailey* and Brooke Webb of *KB Styled* – who have a collective following of nearly 500,000 – to discuss tips for developing a strong social media strategy, how brands and influencers work with the popular platform LIKEtoKNOW.it and so much more in conversation with Roni Nuby of Soca Clothing Boutique in “How Fashion + Technology Continue to Collide” on Thursday, February 7. Margot Dukes Eddy and Katherine Maddux of Imagine Media Consulting present “Social Media Marketing in A Pay-to-Play World” covering the strategy brands need to expand reach, enhance content and boost audience engagement online on Friday, February 8.

Atlanta Apparel is the apparel and accessories collection of AmericasMart® Atlanta, a leading wholesale marketplace housing the nation's largest gift product mix complemented by a broad selection of home accents, décor, tabletop, gourmet, area rug and fashion apparel merchandise. Its 16 annual markets and shows serve specialty retailers, designers and major

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buying groups from every U.S. state and nearly 70 countries. The February Atlanta Apparel Market is 5-9, 2019. For more information, visit AmericasMart.com.

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