

# Atlanta Apparel

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## **EXPERIENCES AND TREND RESOURCES SHINE AT ATLANTA APPAREL'S APRIL 2019 SHOWS**

**ATLANTA – APRIL 25, 2019** – Trend discoveries, engaging buyer experiences and new-to-Atlanta attendees were the buzz of Atlanta Apparel's 2019 VOW | New World of Bridal® and April Atlanta Apparel Markets.

"Atlanta really delivers what retailers need today – a single place to discover new lines, build relationships and get business done," explains Atlanta Apparel producer Bob Maricich, International Market Centers (IMC) chairman and CEO. "We continue to welcome to our markets more and more new buyers who find Atlanta has the right product for their customers and the ideal setting for doing business."

This April, Atlanta Apparel continued its pattern of new buyer growth with an eight percent increase in the number of buyers attending an Atlanta Apparel Market for the first time. It also saw growth in out-of-region buyers with gains in the Northeast and Midwest.

"There was a good energy to the market," said Betsy Feinstein, owner of the FAB – Fashion and Beyond buying office, whose store meeting attracted a standing-room-only crowd. "The reps were warm and wonderful, the temps were great and the market had the volume of product that my clients need for their stores." She noted stores buying fall essentials and trending styles for the upcoming season. Some trends include pattern mixing, reptile prints, sequin and sparkle details, blazers and colorful faux fur. Hot colors include marigold, crimson red, a plethora of blues and greens, cognac, rosy blush, jewel tones plus neutrals, grey black and winter white. "It's the year of the animal print," she added.

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## Spring VOW | New World of Bridal



*VOW | New World of Bridal Runway, April 2019 (additional images available)*

VOW buyers sourced gowns, accessories, shoes and more for brides, bridal parties and social occasion event attendees from more than 100 exhibitors including the spring VOW market's largest-to-date temporary collection. Trends were showcased in the VOW fashion show featuring nearly 90 styled looks for brides, bridesmaids, mothers of the bride, grooms and flower girls. The three scenes of the show featured traditional styles with ball gowns, ruffles, feathers and capes; nontraditional styles with pant suits, jumpsuits and tea-length pieces; and minimalistic looks including slip dresses and simplified silhouettes.

The VOW Market's signature educational programming continued to draw buyers to Atlanta. Programming opened the day before the market with the celebrated bridal experts panel and continued throughout the three-day market with keynote presentations ranging from improving closing ratios to establishing best-in-class service to pay-to-play social media marketing. Select buyers also attended the Do You Speak Bride Launch summit – held exclusively in Atlanta – in the days leading up to the market.

VOW | New World of Bridal showcases top bridal and social occasion lines and essential trends with renowned educational seminars, inspiring fashion shows and exciting events. It is staged semi-annually in spring and fall by Atlanta Apparel at AmericasMart® Atlanta. The Fall 2019 VOW Market will run September 10-12. For more information, visit [AmericasMart.com/VOW](https://AmericasMart.com/VOW).

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## April 2019 Atlanta Apparel



*Atlanta Apparel Autumn / Winter fashion show, April 2019 (additional images available)*

In women's apparel, the April Atlanta Apparel Market prepared retailers for Autumn / Winter 2019 by connecting them with trend-driven brands and styles. The temporary collection featured more than 300 exhibitors across its five categories, more than 10 percent of which made their Atlanta market debut. The showroom collection featured an additional 300 showrooms including new exhibitors French Kande, Katie Loxton and Mobile Showroom and expanded showrooms DREW, Pomegranate, Scarlett Showroom and Shoshanna.

The Autumn / Winter fashion show highlighted the continued rise of animal-inspired accessories and prints as buyers were transported to a whimsical world where boundless imagination and forward-thinking creativity were combined to give them the fashion experience of the season. The event showcased eighty looks styled by Mireille Beckworth of *City Peach* and Amy Matthews in three scenes: nomadic, earthy and heritage; romantic, mystical and feminine; and free style and street. The scenes were punctuated by circus performers in continued exploration of the theme.

Fashion experiences connected buyers with trends throughout the market. Atlanta Apparel's lobby trend vignette brought Québécois style to Georgia with looks from the more than 50 Montréal Collections brands showing at the market. Sips & Snaps, live photo shoots paired with a cocktail and a giveaway, and sponsored Runway Reviews presented fashion on the atrium runway throughout the market.

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The April market's programming connected attendees with like-minded brands and buyers. The "Brands on a Mission" panel and Boutique Hub meet-up were cited as some of the most popular market panels to-date in at-market surveys. Buyers engaged with representatives from TOMS, ABLE, Kendra Scott and Headbands of Hope, who reported a record show driven by retailers inspired by the panel. Boutique Hub Founder Ashley Alderson led a packed meet-up of current and prospective members in anticipation of the Boutique Hub Summit, which takes place in conjunction with the June Atlanta Apparel Market. Shep Rose, star of the hit Bravo reality television show *Southern Charm*, greeted fans and buyers celebrated the launch of his new line, Shep Gear.

Atlanta Apparel's eight annual markets feature the latest looks in contemporary, young contemporary, ready-to-wear, fashion accessories and more, plus specialty categories such as children's, plus-size, bridal and social occasion. The June Atlanta Apparel Market is June 12 - 15, 2019. For more information, visit [AmericasMart.com/Apparel](http://AmericasMart.com/Apparel).

AmericasMart® Atlanta is 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 buying groups from every U.S. state and nearly 70 countries. For more information, visit [AmericasMart.com](http://AmericasMart.com).

**About International Market Centers, L.P.:** International Market Centers, L.P. (IMC is the world's largest operator of premier showroom space for furniture, gift, home décor, rug, and apparel industries. International Market Centers owns and operates nearly 20 million square feet of world-class exhibition space in High Point, N.C., Las Vegas and Atlanta. IMC's mission is to build and operate an innovative, sustainable, profitable and scalable platform for the furniture, gift, home décor, rug, and apparel industries. For more information on IMC, visit <http://imcenters.com/>

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