

Atlanta Apparel

FOR IMMEDIATE RELEASE

IMC'S AUGUST MARKETS DRAW BUSINESS FROM AROUND THE WORLD Annual World of Prom Social Occasion Market Co-Located with August Atlanta Apparel

ATLANTA – August 16, 2019 – IMC's August 2019 markets in Atlanta – World of Prom and the August Atlanta Apparel Market – saw robust order writing and attendees from across the nation and around the world.

“The August social occasion and women’s apparel markets in Atlanta were strong, for both buyers and exhibitors,” said IMC CEO Bob Maricich. “The nation’s social occasion industry continues to make Atlanta its home, and trend-driven retailers and designers in women’s and children’s fashion – from the southeast and beyond – are increasingly choosing our market to conduct business.”

WORLD OF PROM 2019



World of Prom 2019 Fashion Show

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Across the social occasion market, exhibitors reported busy traffic with both domestic and international buyers.

"The show was unbelievable ... incredible," said Mon Cheri CEO Steve Lang who showed 11 prom, social occasion, bridal and Quinceañera lines at the market. "Our runway shows were full every show. If you're in the prom business, you needed to be here." Lang said buyers were a "cross-section of the nation" coming from all 50 states. He also had appointments from buyers from across North and Central America and the Middle East.

"The showroom was busy and people seemed to be enjoying everything," said Cody Hill, vice president of Sherri Hill, who expanded its space for the launch of its new Alicia Hill line and introduction of girls' social occasion dresses. He also reported buyers from all 50 states and many countries including Australia, Croatia, Italy and the United Kingdom.

"The only market where I show is Atlanta because this is the market where you can really sell dresses," said Barbara Clark who presented a showcase of American social occasion designers in The Collective, Atlanta Apparel's temporary social occasion collection. Clark noted that the timing of the August market allowed her to get a feel for what will be popular going into the next season, and provided insight into what southeastern buyers want. She reported writing orders from boutiques with higher price points from across the East Coast and the Caribbean.

The annual World of Prom fashion show provided trend education with 125 looks showcased, and transported buyers to a tropical location with lush greenery and a steel drum band. Gowns featured exciting and unique styles with top trends including embellished gowns with 3-D details, two-piece dresses, backless gowns and fairy-tale inspired looks with organza and other romantic fabrics.

The market's Trend Series presenters touched on important trends going into the 2020 social occasion season. Designer and *Project Runway* star Johnathan Kayne shared 4-way stretch Lycra® jersey, sparkling glitter knits and iridescent sequin mesh as the top fabric trends; navy and jade green, hot pink, yellow and animal prints as top color trends; and plunging necklines, bodycon mermaid silhouettes and voluminous ball gowns as top styles. Award-winning makeup artist Meredith Boyd shared sleek half-up styles and curled ponytails as hair trends; and natural "honey nude" hued lips, soft "lit from within" makeup and glistening shoulders and legs as top makeup trends.

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Other programming highlights included Publisher and Editor of *Plus Model Magazine* Maddy Jones and Sydney's Closet President and Designer Phyllis Brasch Librach discussing how to make purchasing a gown a positive experience for all buyers; Jackie Watson, founder and CEO of the USA National Miss pageant, giving a deep-dive into tactics for selling to pageant buyers; and marketing tips from Sal Macaluso of eStyleCentral and Mike Ebrahimi of SYVO. Buyers also had one-on-one social media consultations with local digital experts Imagine Media Consulting.

The 2019 World of Prom Market featured 63 showrooms and a record 60 temporary exhibitors including nearly 30 international lines representing nine countries.

The next tradeshow for the social occasion collection is VOW | New World of Bridal, September 10 – 12, 2019 (Pre-Market Education Monday, September 9, 2019; Showrooms & Temporaries: Tuesday, September 10 – Thursday, September 12, 2019 9 a.m. – 6 p.m.). For more information, visit AmericasMart.com/VOW.

AUGUST ATLANTA APPAREL 2019



Live Model Demonstration at the 2019 August Atlanta Apparel Market

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The co-located August Atlanta Apparel Market featured nearly 600 women's exhibitors showing holiday, resort, winter and fall immediates, plus 90 children's exhibitors showing new styles for spring/summer 2020.

Highlighting the market was the Kickoff Party which featured a live model demonstration of 12 resort looks styled by Mireille Beckworth of *City Peach*. Party sponsor FREYRS, which hosted a sunglasses try-on experience, reported receiving new orders after the event.

Lifestyle and fashion influencer Landyn Hutchinson of *Living with Landyn* gave an intimate and inspirational look into building a brand both online and in brick-and-mortar as she discussed her successful blog and soon-to-open boutique with Dana Spinola, CEO of fab'rik. Other market programming included Sips & Snaps live photo shoots and the sponsored Runway Review.

The next trade show for the women's and children's apparel collection is the October Atlanta Apparel Market, October 15 – 19, 2019 (Tuesday, October 15, 2019 Showrooms: 9 a.m. – 6 p.m.; Wednesday, October 16 – Friday, October 18, 2019 Showrooms & Temporaries: 9 a.m. – 6 p.m.; Saturday, October 19, 2019 Showrooms & Temporaries: 9 a.m. – 3 p.m.). For more information, visit AmericasMart.com/October.

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.

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 60 countries. For more information, visit AmericasMart.com.

About International Market Centers: International Market Centers (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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