

# Atlanta Apparel

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## **NEW BUYER GROWTH AND STRONG ORDER WRITING REPORTED AT FEBRUARY 2019 ATLANTA APPAREL MARKET**

**ATLANTA – FEBRUARY 14, 2019** – Fashion retailers from across the East Coast region and beyond discovered new brands, styles and categories at the February Atlanta Apparel Market, staged February 5-9, 2019 at AmericasMart. The Market saw strong attendance and robust order-writing throughout the duration of the show and the continuation of three-year trend of significant growth in new attendees each February. Exhibitors are also reporting record numbers of new accounts opened at Atlanta Apparel's first market of the year.

"Business was being done in Atlanta this February," said Dave Savula, executive vice president, president of Gift & Apparel Leasing. "Retailers were here to place orders, discover new brands and grow their businesses. It sets an exciting pace for the year ahead at Atlanta Apparel."

Exhibitors in both showrooms and temporary exhibits saw steady order-writing by established boutique owners complemented by new accounts. The permanent women's apparel and accessories collection featured more than 200 showrooms, including five that opened at the February market. More than 40 brands made their Atlanta market debut in the temporary apparel collection, joining nearly 250 top brands already showing in its six curated categories. Eighty brands showcased the newest juvenile fashions in the Children's World collection.

"We were thrilled by the new accounts we opened because they were stores not already on our radar," said Lynda Johnson of Ambrosia & Company.

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“Atlanta is our number one show and showroom nationwide,” said Hobo Bags Showroom Manager Karen Boyd. “We have opened new accounts and we were consistently busy.”

February Atlanta Apparel was a record show for many of temporary trade show exhibitors. Young Contemporary brand HYFVE reported more than 100 new accounts while Tango, which also has a Gift showroom, reported opening more than 40 new accounts on the opening day of Market. Inspired by successful shows, more than 50 percent of the February Market’s temporary exhibitors have already committed to show at the next Atlanta Apparel Market in April.

Lacey Griffin of Lacey Griffin Sales reported a 65 percent increase in sales over the February 2018 Market. “I have been exhibiting at Atlanta Apparel for more than two years consistently in the Premiere Accessories category, and my shows keep getting better and better,” she explained. “Consistency is truly the key for being successful in Atlanta, and I have experienced that first hand.”

“This might end up being our best Atlanta Apparel ever,” said Pink Armadillos Founder Dee Hamilton, who reported seeing a lot of newly opened boutiques. “Everyone was pretty excited to be here.”

Brands used the market to showcase fashion trends for the upcoming spring/ summer season including red and pink color combinations, “Gen Z” yellow, polka dots, pattern mixing / patchwork styles, peasant dresses and animal prints. In accessories, brands showed statement pieces like chunky chains, chokers, pendants medallions, coins, fringe, sculpture and hoops plus bucket, beaded, clear/ transparent and belt bags. Heeled mules, statement sandals, golden hues, woven styles, Western-inspired, platforms and translucent styles trended in shoes. Some exhibitors also previewed select Autumn / Winter styles ahead of the season launch in April.

Market programming connected buyers with the fashion and business trends. Top trends were featured in a live model demonstration and the Children’s World Fall 2019 Fashion Show curated by *Earnshaw’s*. New Runway Reviews and Sips & Snaps live fashion shoots encouraged buyers to explore trends throughout the day. Educational programming included top influencers and social media experts discussing tips for developing a strong social media strategy.

Atlanta Apparel offers thousands of contemporary and ready-to-wear women’s, children’s and accessories lines all together in one location at one time. It produces seven trade shows per

year including five women's apparel markets, two VOW | New World of Bridal® markets and World of Prom. The April Atlanta Apparel Market is Tuesday, April 2, 2019 – Saturday, April 6, 2019 and the VOW | New World of Bridal® Market is Tuesday, April 02 – Thursday, April 04, 2019.

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).

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