

BOUTIQUEHUB Atlanta Apparel

FOR IMMEDIATE RELEASE

THE BOUTIQUE HUB AND ATLANTA APPAREL PARTNER FOR 2019 BOUTIQUE SUMMIT

Atlanta – MAY 29, 2019 – The Boutique Hub (The Hub), the boutique retail industry’s largest and most reputable business-building community, and Atlanta Apparel, the largest apparel trade show in the southeast, have partnered to host the third-annual Boutique Summit exclusively in Atlanta, June 9-11, 2019. The Summit precedes the June Atlanta Apparel Market, which takes place June 12-15, 2019, at AmericasMart® Atlanta.

“Atlanta Apparel shares a passion and a mission with The Boutique Hub: to support and celebrate the independent retail community,” said Atlanta Apparel producer Bob Maricich, International Market Centers (IMC) chairman and CEO. “We are honored and privileged to host its members and partners this June, and look forward to continuing to grow our relationship with this important voice in the fashion retail community.”

The Boutique Summit is the boutique retail industry’s largest business conference, bringing together close to 800 brands, boutique owners, service providers and other members of the boutique retail community. Since its inception in 2017, The Boutique Summit has hosted close to 2,000 members of the boutique retail community, creating a one-of-a-kind, high-caliber educational and networking opportunity for those who attend. Tickets to the 2019 event sold out in 22 hours, quickly surpassing the 2018 record of 30 hours. Additional digital access tickets and Boutique Awards Banquet tickets are still available for purchase at TheBoutiqueHub.com.

This year’s Boutique Summit event will host more than 40 expert speakers, including Mike Michalowicz, Ashley LeMieux, Nicole Walters, Justin Prince and Diana Harbour. This legendary, three-day event is capped off with The Boutique Hub’s Boutique Awards Banquet, a formal event which gives special recognition to each business who was selected as a winner in the 2018 Boutique Awards, across America, Canada, United Kingdom and Australia (where more than 190,000 unique users cast their votes).

“Once again, we are looking forward to hosting members of our boutique retail community during The Boutique Summit,” said Ashley Alderson, Founder and CEO of The Boutique Hub.

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“We are so proud of what this event has to offer, and how much our attendees are able to take away and instantly put into bettering their businesses. The excitement and passion these individuals leave The Boutique Summit with is palpable, and is what drives us to continue putting on this first-class event.”

The June Atlanta Apparel Market showcases Autumn / Winter and Holiday 2019 women’s apparel, shoes and accessories trends plus specialty Gameday and summer immediate collections. With more than 300 showrooms and nearly 320 temporary exhibitors, the June 2019 show is set to be the largest June Atlanta Apparel Market to-date. In addition to sourcing new merchandise, buyers also will enjoy fashion shows, a kickoff party and educational programming.

Highlights will include sessions by LeMieux and Paul Erickson, director of Sales & Marketing for Management One, Inc. that expand upon their Boutique Summit presentations. LeMieux teaches how to boost brick-and-mortar boutique business by leveraging Facebook Groups, CommentSold, influencer marketing and more in the featured influencer keynote “Increasing Revenue Organically” on Wednesday, June 12 at 10 a.m. Erickson shares specific techniques to increase sales and influence customers without regularly resorting to markdowns in “Avoiding the Markdown Spiral” on Thursday, June 13 at 10 a.m. More information is available at AmericasMart.com/June.

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

About The Boutique Hub, Inc.: The Boutique Hub is a multi-faceted digital media community, spreading the love of boutique fashion while connecting the industry behind it. The #BoutiqueBusiness platform allows members of the boutique retail community to connect, collaborate, learn, and find the tools and resources they need to grow their business. The #BoutiqueStyle platform of The Boutique Hub curates

the best in all styles of fashion, while allowing consumers to find and directly shop boutiques around the world.

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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