

Atlanta Apparel

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UNMATCHED EXPERIENCES AT FALL 2019 VOW | NEW WORLD OF BRIDAL MARKET

ATLANTA – August 23, 2019 – The fall 2019 staging of the VOW | New World of Bridal® market promises unmatched experiences – from top lines to education and events – for bridal and social occasion retailers as they prepare for the 2020 buying season. The September 10-12, 2019 market features more than 60 permanent bridal and social occasion showrooms and 30 temporaries complemented by a full roster of educational programming, fashion events and unique buyer amenities.

“The overall experience is the differentiator for the VOW market” said Bob Maricich, CEO of VOW | New World of Bridal producer International Market Centers. “In addition to showcasing the industry’s top brands, the VOW market offers trend education and business insights that are unique to today’s bridal retailer plus inspirational activities and activations. The market’s permanent showroom layout allows exhibitors to present customized buying and hospitality experiences where retailers can full engage with their brands and explore new styles in person.”



*New style by Morilee by Madeline Gardner
who renewed its commitment to the VOW | New World of Bridal Market*

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This September, the market welcomes 11 new, expanded, relocated or renewed showrooms: Allure Bridals/Madison James, Casablanca Bridals, Clarisse, Forever Unique, House of Wu, Mary's Bridal, Morilee by Madeline Gardner, The Putnams, Saboroma, Sherri Hill and Sophia & Camilla plus nine new temporaries. Highlights of the temporary collection include Badgley Mischka Bride, Kitty Chen and Roz la Kelin in showroom spaces and nine brands showing in The Collective, the market's temporary showcase.

Buyers will also find exclusive brand presentations and line debuts at VOW. Of note is House of Wu who is exclusively showing its quinceañera and social occasion lines in Atlanta, and Clarisse who launches its Jessica McClintock partnership. In total, 17 quinceañera lines will show at VOW including multiple collections from Morilee by Madeline Gardner, Mary's Bridal and Ariana Vara.

Educational programming, which this year will be highlighted by new multi-track offerings, begins the day before the market on Monday, September 9. Track 1 is a full-day intensive seminar presented by Mon Cheri Academy that deals with finances, management and marketing. Track 2 is a half-day seminar presented by *Do You Speak Bride?* with topics including "The Philosophy That Builds Your Brand," "Business Check-Up 101: Where You Are and Where You Can Go" and "SEO Strategy + Optimization: Learn What You Need to Know + Why It's So Important." The tracks converge at day's end for the semi-annual "Experts Panel" featuring Amanda Cover of Bombshell Bridal Boutique, Jessica Kapavik of Joann's Bridal, Mindi Linscombe of Something New Boutique and Mandy Wienhusen of Town and Country Bridal.

The VOW Breakfast & Education Series begins on Tuesday, September 10 with "High Stakes Customer Service" presented by Wendy Rivera of *Do You Speak Bride?*. The series continues on Wednesday, September 11 with "Today's Bride - Who Is She, Where Is She and How Do You Reach Her?" presented by Rachel Apple of The Bride Room and Techwood Digital Marketing Agency.

The VOW fashion show will present nearly 100 looks for brides, mothers of the bride, wedding parties, flower girls and more on a wedding-trend-inspired runway on Tuesday, September 10. The styling of the runway event is a nod to the modern-day bride and the Bridal/Social Occasion retailer: bold, colorful and not afraid to have their unique personality shine through, every step of the way. The event is part of the overall VOW campaign which features distinct patterns, bright

key colors and fun phrases including this market's signature mantra: "Big Market, Big Dreamers."



Sample of VOW | New World of Bridal campaign

Modern Luxury Weddings presents a series of pop-up pampering events throughout the show. "Bold Lips + Lashes" prepares buyers for the fashion show on Tuesday, September 10 and "Sweet Treats + Custom Illustrations" lets buyers enjoy artisan desserts before getting a one-of-a-kind custom illustration by an Atlanta artist on Wednesday, September 11.

"Developing the VOW experience – from the look and feel to the programming to the buyer amenities and experiences – is key to its purpose as a market," adds Maricich. "It's a totally curated experience that inspires bridal retailers as they create experiences for their customers."

VOW | New World of Bridal is 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.

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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