

6/1/2018

New Museum Collection at AmericasMart

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The Museum Store Association and AmericasMart are teaming up to bring a new, curated merchandise collection to this summer's International Gift & Home Furnishings Market July 10-16 in Atlanta. The Museum Collective features a curated selection of gifts, décor, collectibles and private label products via the new Museum Store Association-AmericasMart partnership. It's designed for museum stores, zoos, aquariums, catalogs, online sellers and other specialty retail enterprises, including

independent garden centers.

"The Museum Collective achieves our long-standing vision for a selective product presentation staged amid the larger merchandise resources of a global marketplace," notes Susan Tudor, Museum Store Association first vice president and manager of Visitor Services and store buyer for the Cummer Museum of Art & Gardens in Jacksonville, Florida. "The Museum Collective's July debut opens the door to a new Market experience of incredible depth and promise," she added.

The Museum Collective can be found at the summer market in Building 2 on Floor 3 alongside gift showrooms and temporaries. For more information, visit www.AmericasMart.com/July. **GP**