

Front Lines

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AmericasMart: A New Look

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For the July Atlanta International Gift & Home Furnishings Market, a major segment is receiving a reorganization and rebrand. The newly named Seasonal/Gift Collection is a combination of the market's existing Holiday & Floral/Home Décor permanent showrooms and the Holiday, Floral, Baskets & Halloween temporary exhibits.

"IMC's change to the Seasonal/Gift collection will make the product mix clearer for buyers by more accurately reflecting the merchandise showcased on the floors," says Dave Savula, International Market Centers (IMC) executive vice president and president of Gift & Apparel Leasing.

The Seasonal/Gift Showroom collection in Atlanta features 120 exhibitors in nearly 500,000 sq. ft. of showroom space, making it the world's largest permanent showcase of seasonal and faux botanical merchandise. This section will include vendors like Accent Décor, Allstate Floral, K&K Interiors, Kurt S. Adler, Raz Imports, Regency International, Windward International and many others.

The permanent Seasonal/Gift collection, housed in Building 1 on Floors 16-20, is open for all home and gift markets with select showrooms open year-round. Meanwhile, the temporary Seasonal/Gift collection that retailers can visit during the January and July Gift & Home Furnishings markets is in

Building 3 on Floor 1 and will feature more than 60 exhibitors in July.

The newly named Outdoor Living Collection is a combination of Gardens, Birding & Backyard Nature and Coastal Lifestyles. Outdoor Living and the coordinating Outdoor Living LUXE collection will feature more than 50 temporary exhibitors showcasing items like gifts, home décor, garden tools and accessories, outdoor living and casual furniture. These temporary exhibits are located in Building 2, Floor 4 during the January and July markets.

Find out more at AmericasMart.com/July. **GP**

Pictured: In the Accent Décor showroom at the January gift market. Accent Décor is one of several vendors in the newly rebranded Seasonal/Gift Collection at AmericasMart in Atlanta.