

## Front Lines

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### A New Name for a Familiar Spot

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Sometimes simplicity is best. International Market Centers (IMC), which runs multiple gift, home décor and apparel markets across the country, has announced a new name for its gift, décor and lifestyle markets held in Atlanta: Atlanta Market.

It's what virtually everyone who travels to the market in January and July call it anyway, and IMC realized that. "The new name embraces how the industry knows us, better connects with the sister markets in High Point and Las Vegas, and allows us to grow and adapt with the industry," says IMC CEO Bob Maricich. "Complementing the new name is an updated brand identity that reflects the market's industry positioning and modern look befitting the taste-making and trendsetting activities that happen here."

The rebranded Atlanta Market will be used in place of the former Atlanta International Gift & Home Furnishings Market and the Atlanta International Area Rug Market, both in January and July. The new look rolled out at last month's market. **GP**