**ATLANTA APPAREL KICKS OFF 2015**

**WITH MUST-SEE FASHIONS, EVENTS AND PROGRAMMING**

**ATLANTA – January 23, 2015 –** Apparel and accessories retailers kick off 2015 in style at the January Atlanta Apparel Market, January 29 – February 2, 2015. The Market features what’s new and next for Spring/Summer 2015 showcased in Atlanta Apparel’s expansive and growing permanent and temporary collections.

New for the January 2015 Market, Emmy-winning television star, celebrity stylist, author and fashion designer, **Carson Kressley** will serve as the Market’s style expert, sharing his favorite at-Market fashions in a special presentation on Friday, January 30 on the atrium runway. Buyers can follow Kressley’s picks on Americasmart.com/atlapparelfav or with the hashtag #ATLAPPARELFAV.

Atlanta Apparel celebrates up-and-coming designers with two initiatives at the January Market. The exclusive **Emerging Designers** collection showcases 16 new-to-Market designers competing to win the coveted Atlanta Apparel Market Buyer’s Choice award. Voting information and designer profiles are available at [AmericasMart.com/EmergingDesigner](http://go.americasmart.com/designer-showcase). AmericasMart has teamed up with the Savannah College of Art and Design (SCAD) to develop a **3D printing** **design challenge**. During the course of the challenge, 45 students submitted 100 unique designs that were judged based on creativity, innovation and overall design. Samples of designs will be on display at the Floor 2 Café throughout the Market. 3-D printing and its implications for apparel retailers will be the topic of a panel discussion “**Dream, Design, Deliver: An Introduction to 3D Printing”** on Thursday, January 29. More information about the challenge including winners and submitted designs can be found at [AmericasMart.com/3d-printing-design-challenge](http://go.americasmart.com/3d-printing-design-challenge#sc2).

The Market’s top fashions are showcased at the heart of Building 3, the dramatic Floor 2 atrium runway. The not-to-be-missed **Style Runway** show features top summer trends for 2015 on Friday, January 30 at 6:30 p.m. January’s **Daily Strut** calendar includes collection-wide shows for **Young Contemporary** (Thursday, January 29, Noon), **Premiere LUXE** (Saturday, January 31, 10 a.m.) and **Contemporary Trends** (Sunday, February 1, 1 p.m.) as well as sponsored struts by **2 Tee Couture** (Friday, January 30, Noon), **Esley** (Friday, January 30, 3 p.m.), **Simply Southern** (Saturday, January 31, Noon) and **Monoreno by Mur** (Saturday, January 31, 3 p.m.). The **Emerging Designers** show at 3 p.m. on Thursday, January 29.

Apparel, shoes and accessories for kids, babies and moms-to-be are showcased in the **Children’s World Fashion** show on Thursday, January 29 at 6:30 p.m. in the Children’s World collection on Floor 13.

Atlanta Apparel’s permanent collection is highlighted by exciting new and expanded showrooms. **Tim Parks, SUCCARRA Showroom** and **VEOND & ELLE TIAN** **Showroom** are new to Floor 8 while **The Remedy Group, Diana Warner Studio, TOMS, VFish, Gorjana** and **Bella Luxx** join the collection on Floor 9. **Citizen of Humanity, Simon Showroom, Findings Showroom, Rebecca Minkoff, The Vaccarilli Showroom, Liza Kim, Atlanta Footwear, Little English** and **Mark Richmond**expand their Market footprints.

The Temporary collection is buzzing with a strong January Market collection. Highlights of the PREMIERE category include **Ark & Co, Ezra, Judith March by Southern Fashion House, Peach Love California** and **Very J** in **Premiere YC; CP Shades, Dolce Vita, Gretchen Scott, Planet** and **Tracy Negoshian** in **Premiere Contemporary; Glamhouse, Seasonal Whispers, Whitley V, ADA** and **Lucky Lou** in **Premiere Accessories;** and **Virgins Saints & Angels, Hammit** and **Vipavadee in Premiere LUXE**. **NOW! Young Contemporary** features **Blu Pepper, En Crème, Everly, Monoreno, Umgee** and more while **RTW** features **Simply Southern, Matchpoint/ La Fixsun, Sole Dione Studio, 818/Pretty Angel, Bling A GoGo** and more. Top fashions are complemented by the **Shoe Studio** with **Rampage, Naughty Monkey, Diba True, Jambu, Consolidated Shoe Co**. and more and **JFA: Jewelry & Fashion Accessories** with **Caroline Hill, Top it Off Accessories, Pura Vida Bracelets, Ethel & Myrtle** and **Flash Ink Tattoos**. **IMPULSE Cash & Carry** features **Just Charmed, Running Wild, SM Trading, Meico** and **Modern Opus Fashion.** A full list of Atlanta Apparel lines can be found on AmericasMart.com, on the AmericasMart app and in the Atlanta Apparel Buyer’s Guide.

**ABOUT AMERICASMART**

AmericasMart Atlanta is the nation’s only global wholesale marketplace housing the world’s single-largest collection of home, gift, area rug and apparel merchandise. The largest of AmericasMart’s 14 annual Markets and shows, The Atlanta International Gift & Home Furnishings Market and The Atlanta International Area Rug Market in January and July are the ignition switch for global retailing with buyers from every U.S. state and as many as 90 countries discovering product in more than 1,400 showrooms and more than 2,500 temporary exhibiting companies. [ICON HONORS](http://www.americasmarticonhonors.com/), the home and gift industry’s most celebrated recognition program, is produced and staged annually by AmericasMart.

Located in downtown Atlanta, the AmericasMart complex contains more than 7.2 million square feet of space. It’s a huge global stage on which manufacturers, designers and sales representatives unveil new lines, launch new designs and introduce new categories – all for the benefit of buyers seeking all that is fresh and first in the home, rug, gift and apparel arenas. For more information, please visit [www.AmericasMart.com](http://www.AmericasMart.com" \t "_self). Follow us @AmericasMartATL or @AtlantaApparel.

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