



AmericasMart®Atlanta

The Atlanta International Gift & Home Furnishings Market®

Showrooms: January 12-19, 2016 Temporaries: January 14-18, 2016

The Atlanta International Area Rug Market®

featuring the National Oriental Rug Show

Showrooms: January 13-16, 2016

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**FOR IMMEDIATE RELEASE**

**MAJOR EXPANSIONS SHOWCASE EVEN MORE  
NEW PRODUCT IN NATION'S LEADING  
HOLIDAY & FLORAL/HOME DÉCOR COLLECTION**

**ATLANTA – November 23, 2015** – Bigger is better in the nation's most comprehensive Holiday & Floral/Home Décor collection as leading seasonal décor and faux botanical collections significantly expand their AmericasMart® Atlanta footprints in preparation for the industry's first, largest and most important buying event of the year, **The Atlanta International Gift & Home Furnishings Market®**.

"The holiday and floral industry's best lines recognize that AmericasMart is the place to connect with the industry's best buyers," says Brooks Beard, executive director of Leasing for Holiday & Floral/Home Décor. "The growth in both our showroom selection and sizes confirms that these trend-makers are using the Atlanta Market to show their most comprehensive collections to leading retailers and designers."

Major expansions in the five-floor Holiday & Floral/Home Décor Market place include **Kaemingk International** (Floor 18) expanding to showcase a new lighting line as well as **Floridus Design Images** (Floor 18) and **Naturalstar** (Floor 19), both relocating to significantly larger showrooms. In addition, **Darice** (Floor 20) and **Melrose International** (Floor 17) also expand their spaces.

New showrooms joining the collection include **Starcrafts** (Floor 19), **Holidynamics** (Floor 20) and **Seasons Direct** (Floor 19), who is returning to AmericasMart.

AmericasMart Floor 20 has undergone a transformative renovation in preparation for the January 2016 Market. The top floor of the Holiday & Floral/Home Décor center now showcases AmericasMart's Chairman and Founder, John C. Portman, Jr., signature Portman White color.

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The Holiday & Floral/Home Décor collection also hosts Hallmark Home (Floor 16), a wholesale subsidiary of the Hallmark buying group and the Palmer Marketing (Floor 19) during the Market.

For more information about **The Atlanta International Gift & Home Furnishings Market®** in January 2016 including a full list of Market events, please visit [www.AmericasMart.com/January](http://www.AmericasMart.com/January).

#### **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 10,300 temporary exhibiting companies. [ICON HONORS](#), 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 seven 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). Follow us @AmericasMartATL or @AtlantaApparel.

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