**ATLANTA APPAREL HOSTS**

**MOST SUCCESSFUL JANUARY MARKET TO DATE**

**Collections and Innovations Garner National Attention**

**ATLANTA – February 17, 2015 –** Innovation, expertise and an unmatched collection of trend-making accessories and apparel product converged at the January 2015 Atlanta Apparel Market resulting in AmericasMart’s most successful January Apparel Market to date.

“The success of the January 2015 Atlanta Apparel Market is a testament to AmericasMart’s unmatched expertise in connecting buyers with the products and experiences that they need for a successful business,” says Mary Sullivan Harper, senior vice president of Leasing for the apparel collection.

The Market’s increasingly international and national buyer population enjoyed a robust and fashion-forward Marketplace highlighted by 18 new and expanded permanent showrooms and an expansive temporary collection with a double-digit increase in exhibitors over January 2014 and nearly one-third new-to-Atlanta collections. The success of the Market was evident to exhibitors throughout its five-day run resulting in a record number of designers committing to attend the March 2015 Market.

“We are always looking for great fitting jeans” says buyer Becky Buck of Magnolia Hill in

Columbus, GA. “We have a lot of success at Atlanta Apparel. I used to go to New York and I found that I was finding everything I needed here.”

“This was our best January Market ever! Atlanta Apparel was a record breaker for us!  It was really, really amazing and we just couldn’t be happier,” says exhibitor Sandy LeVine of Sandy Cooper Sales Group, Inc. “The showrooms and the temporaries have never looked better! We are excited about what happened this Market and for what will happen in March.”

Atlanta Apparel’s signature Emerging Designers collection of new-to-Market designers had its most successful Market yet with record sales and more than 11,000 votes in its buyers’ choice competition. The online voting was so successful, it generated two winners – **Ann Burgwin Dickson of Burgwin Studios** for accessories and **Amanda Perna of The House of Perna** for apparel.

Programming innovations garnered national attention in support of the Market’s strong order writing. Emmy-winning television star, stylist, author and fashion designer, **Carson Kressley** served as the Market’s inaugural celebrity style expert, sharing his favorite at-Market fashions in a special presentation and on social media with the hashtag #ATLAPPARELFAV. The at-Market selection of his favorite items – showcased on [www.AmericasMart.com/atlapparelfav](http://www.AmericasMart.com/atlapparelfav) – was followed by both national influencers and buyers who used the suggestions to bring touches of Kressley’s celebrated style into their stores.

Sourcing items from Atlanta Apparel’s Style Runway show was easier than ever with a new runway lookbook produced at the Market. Available to buyers the morning after the show, the lookbook featured all of the 1970s-inspired looks from the runway with their showroom locations. The full lookbook can be viewed on [www.AmericasMart.com/JanuaryRunway](http://www.AmericasMart.com/JanuaryRunway).

Atlanta Apparel celebrated innovation in design with a focus on 3D printing at the Market. Before the Market, AmericasMart and Atlanta Apparel 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 were on display throughout the Market and 3D printing and its implications for apparel retailers were the topic of a panel discussion “**Dream, Design, Deliver: An Introduction to 3D Printing”**. 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 next Atlanta Apparel Market is March 19 – 23, 2015. For more information, visit [www.AmericasMart.com/apparel](http://www.AmericasMart.com/apparel).

**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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