

## **VOW | NEW WORLD OF BRIDAL ELEVATES BRIDAL BUYING EXPERIENCE AT 2015 MARKET**

**ATLANTA – August 27, 2015** – The international bridal community turns to Atlanta for the **VOW | New World of Bridal Market** and its unmatched presentation of showrooms, runway shows, seminars and essential wedding attire trends. The September 16-18, 2015 Market, now in its fourth year, features an even-stronger collection of must-have gowns, accessories, shoes, tuxedos and more for the large and growing population of retailers making VOW and AmericasMart® Atlanta their market of choice.

Significant growth in the VOW exhibitor mix has yielded a comprehensive Marketplace brimming with trending looks for the entire bridal party. The two floors of product include must-see lines from **AA Bridal, Allure, Badgley Mischka, Blue by Enzoani, Casablanca, Demetrios, Eleni Elias, Ella Rosa, Essense of Australia, Jasmine, Justin Alexander, Maggie Sottero, Mon Cheri, Mori Lee, Private Label by G, Sherri Hill, Tarik Ediz** and more.

“VOW has definitely become the essential Market for bridal buyers from across the nation,” says Kaye Davis, AmericasMart vice president of Leasing for the social occasion collections. “Not only do we have the sought-after lines, we also have the best Market experience. There is nothing like seeing these gowns move on the runway from the comfort of a private showroom. It’s an experience no one else can match.”

Designer gowns from the permanent collection and The Collective, VOW’s temporary collection, are showcased at the VOW runway event on Wednesday, September 16 on the dramatic Atlanta Apparel atrium runway. Known in the industry for expert styling, unexpected elements and gown presentations that push the envelope of bridal trends, the VOW 2015 runway show is again one that is not to be missed, promises Davis.

A hallmark from its inception, the 2015 VOW programming presents information that is inspirational and informative for the bridal buyers.

VOW activities kick off on Tuesday, September 15 – the day before the official Market start -- with a retail experts panel featuring returning expert **Barbara Coolidge Tibbetts of T. Carolyn** and new experts **Wendy Rivera of Ava Laurénne, Katie Ward of Bliss Bridal** and **Vera Stillmank of Vera’s House of Bridal**. Expert **Patrice Catan of Catan Fashions** shares her

insights in three presentations on Thursday, September 17: “**Retail in a Modern Environment**” at 11 a.m., “**Add-On Sales Can Make A Difference**” at 1 p.m. and “**How to Succeed in Higher Margins**” at 3 p.m. Other educational opportunities include social media expert **Christi Tasker** sharing tips for using Pinterest as a sales tool, and **Angie Turner** teaching how to protect creative ideas with copyrights at breakfast keynotes on Thursday, September 17 and Friday, September 18, respectively.

Bridal celebration trends take center stage as VOW expands its programming to offer even more educational resources to its buyers. Market attendees have the opportunity to hear what’s new and next in the bridal and event planning industry from party consultant to the stars, **Mindy Weiss**, who gives an essential breakfast keynote on Wednesday, September 16. Trends in bridal gift baskets are explored in a hands-on presentation by **Helen Taffet of Sensational Baskets, Inc.** on Thursday, September 17. Buyers are also able to explore trends in bridal registries at a special exhibit in the VOW Buyer’s Lounge sponsored by **Waterford Wedgwood Royal Doulton** and **Delectable Samplings**.

Buyers and retailers are invited to celebrate the industry at the **Essential Modern Luxury Brides Party** on Thursday, September 16. Hosted by the essential publication for discerning brides, the party features live entertainment, great food and a time to mingle with fellow industry professionals.

VOW buyers also have complimentary access to AmericasMart’s comprehensive gift and home furnishings collection at the **Atlanta Fall Gift & Home Furnishings Market®** and **The Atlanta Gourmet Market®**, held concurrently in AmericasMart Buildings 1 and 2. For more information about the home and gift collection, please visit [www.AmericasMart.com/September](http://www.AmericasMart.com/September).

For more information about VOW | New World of Bridal, please visit [www.AmericasMart.com/VOWBridal](http://www.AmericasMart.com/VOWBridal).

#### **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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