



VOW  
NEW WORLD OF BRIDAL

SHOWROOMS & TEMPORARIES  
September 21-23, 2016



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**FOR IMMEDIATE RELEASE**

**IN ITS FIFTH YEAR, VOW | NEW WORLD OF BRIDAL  
IS UNLIKE ANY OTHER IN INDUSTRY**

**ATLANTA – October 4, 2016** – Leading bridal buyers from across the United States and the world gathered in Atlanta for the industry's preferred buying event, VOW | New World of Bridal, staged September 21-23, 2016 at Atlanta Apparel. The largest-to-date Market saw double digit growth in buyers with significant growth in Northeastern, Midwestern and international retailers.

"I have never experienced anything like [VOW] before," says first-time attendee Brittany Zimmerman of Affairs by Brittany in Detroit Lakes, MN. "The variety and the amount of vendors surpassed my expectations."

The Market theme was inspired by its fifth anniversary, traditionally the wood anniversary. "We took it somewhere less traditional, however, investing a sense of touch in every touch point: mailers, signage, promotional items, informational pieces, and especially in our fashion event, which introduced buyers to a Southern outdoor wedding at twilight, complete with fireflies and grass underfoot," says Douglas Broward, AmericasMart Atlanta executive vice president of Marketing. "Every VOW Market is emblematic of the imaginative innovations our buyers provide daily for their customers, which makes VOW unlike any other market in the industry."

Highlights of the Market's must-see bridal fashion collection included new designs from Adrianna Papell, Rebecca Ingram, Maggie Sottero, Allure Bridals, Mon Cheri, Watters, Jasmine

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Bridal, Casablanca, Justin Alexander, Emmaline Bridal, Eddy K, Venus Bridal, Fiore Couture, Kenneth Winston, Kitty Chen, Enzoani, Zoey Grey, Calla Blanche, Ashley & Justin, Morilee by Madeline Gardner, Gemy Maalouf, Essense of Australia, Malis-Henderson, JL Johnson Bridal Veils, Franssical, Badgley Mischka Bridal and many more.

“We were pleased with the steady flow of traffic during VOW,” says Justin Warshaw, president of Justin Alexander. “Customers appreciated the accommodations and AmericasMart always puts on a top notch event! We were very happy with the show overall.”

The VOW Market also gave buyers the opportunity to learn from the best-of-the-best in bridal retail. The celebrated VOW Experts Panel was moderated by Phebe Wahl, editor-in-chief of “Modern Luxury BRIDES Magazine” and featured Tonya Purcell of Dressing Dreams, Wendy Rivera of Ava Laurene Bride and Katie Ward of Bliss Bridal. VOW’s breakfast keynote series featured a range of tastemakers including one of the wedding industry’s foremost experts, retailer, writer and star of TLC’s “Brides of Beverly Hills” Renée Strauss; business-savvy designer, entrepreneur and creator of the largest full-service bridal store in the U.S., Patrice Catan; and Senior Consultant for Delta Concepts, Melanie Miller.

“VOW New World of Bridal offers so much to retailer, beginners and people who have been in the industry for years,” says Strauss. “We have to think in terms of what is the best destination that is going to give me the most opportunity to make my business the most successful it is going to be. You can’t leave VOW in Atlanta off the map.”

A full list of Market events and exhibitors can be found at [www.AmericasMart.com/VOW](http://www.AmericasMart.com/VOW).

#### **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 70 countries discovering product in more than 1,500 showrooms and more than 3,000 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 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). Follow us @AmericasMartATL or @AtlantaApparel.

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