**ATLANTA APPAREL PRESENTS FALL/WINTER 2015**

**LIKE NO ONE ELSE**

**March Atlanta Apparel Market is March 19-23**

**ATLANTA – March 10, 2015 –** Must-have fashions for Fall/Winter 2015, industry thought leaders and sought-after services and amenities come together to make the **March Atlanta Apparel Market** (Showrooms: March 19-23, Temporaries: March 19-22, Social Occasion: March 18-20) a can’t-miss experience for fashion buyers and sellers.

“Atlanta Apparel meets buyers exactly where they need us,” says Mary Sullivan Harper, senior vice president of leasing for the apparel collection. “We have the lines, the tastemakers and the best shopping experience. This combination means that Atlanta and the March Atlanta Apparel Market are on the must-attend list for successful fashion and accessory buyers.”

Exciting happenings at the March Market include the opening of a new buyer’s lounge on Floor 11, reimagined Daily Struts presenting the fashions buyers need to see, trend reports from designer **Whitney Port** and **Caryn Salomon, editor of “It’s A Kidsworld” magazine**, and online Market and runway show lookbooks showcasing the best of Fall/Winter 2015 fashion.

The full range of apparel and accessories at the Market show the key trends for Fall/ Winter 2015 as nowhere else, with industry leaders well represented in the permanent **Women’s Apparel, Fashion Accessories, Shoes, Immediate Resources, Fine Jewelry** and **Children’s World** collections as well as the temporary **Premiere® Contemporary, Now! Young Contemporary, Ready! Ready-To-Wear, JFA: Jewelry and Fashion Accessories, Shoe Studio, Impulse: Cash & Carry, Premiere® Luxe,** and **S.A.S.S.** categories. Additionally, **Social Occasion** lines will show looks for black tie events and weddings beginning on March 18. A sampling of the lines that participate at the Atlanta Apparel Markets will be showcased in the online Market Lookbook.

The Market’s not-to-be missed fashion event **“LINES”** presents a boldness, vibrancy and finesse that must be seen to be appreciated – with Fall/Winter 2015 looks created for fashion-forward shoppers. The tradition of refined sporting fashion in styles honoring Game Day rituals influences the runway with looks that allow customers to together show their team colors and their sophistication. LINES takes place at 6:30 p.m. on Friday, March 20. The LINES lookbook can be viewed on [www.AmericasMart.com/MarchRunway](http://www.AmericasMart.com/MarchRunway) the day after the show.

Complementing the phenomenal growth of the Apparel collection in the past year is a new Daily Strut runway show featuring all new-to-Market designs on Friday, March 20 at 3 p.m. Other Daily Struts include sponsored shows by **Papermoon & Crescent** onFriday, March 20 at 3 p.m.and **Jomsy Fashion Showroom** on Saturday March 21 at 3 p.m.

Designer, fashion arbiter, reality star and all around “it girl” **Port** shares her favorite looks from the Market in a special runway presentation at 4 p.m. on Thursday, March 19. The presentation includes her tips for business success and a Daily Strut runway show of “Whit’s Picks” and looks from her celebrated **Whitney Eve** collection, showing at the Market. Buyers can peak at Port’s favorite finds by following the hashtag #ATLAPPARELFAV on social media and [www.AmericasMart.com/ATLAPPARELFAV](http://www.AmericasMart.com/ATLAPPARELFAV).

**Salomon** shares what’s new and next in baby and kids apparel and accessories in an special presentation on Thursday, March 19 at 8:30 a.m. For a full list of Market events, visit [www.AmericasMart.com/MarchEvents](http://www.AmericasMart.com/MarchEvents).

**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](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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