**NEW COLLECTIONS ENHANCE**

**WORLD’S STRONGEST GIFT MARKETPLACE**

**ATLANTA – May 26, 2015 –** AmericasMart® Atlanta continues its long-standing global gift industry leadership with a refreshed and energized Marketplace full of cutting-edge and classic merchandise, and enhanced by new product destinations premiering at **The Atlanta International Gift and Home Furnishings Market®**, July 7-14, 2015.

A new **Made in America Pavilion** launches at the July Market featuring a diverse collection of gift items that are all produced in the United States. The inaugural collection in this permanent product destination on Building 2, Floor 7 includes **Heart the Moment, Jacob’s Musical Chimes, Sea Stones, Printed Canvas, Spooner Creek, Macone Clay, Samantha Grace Designs, Clairmont Designs, Always Azul Pottery, Kudzu, Earth Grace Jewelry** and **Prairie Dance** with other select lines joining before the Market.

On Floor 14 in Building 2**,** a new specialty gift, toy and children’s items concentration will beanchored by **Diverse Marketing** and **Aurora** in expanded spaces and **Enchanted Moments**, in its first showroom in the South. The location of these juvenile collections alongside longtime powerhouse gift exhibitors such as **Roman, Rep Connection**, **Perfect Timing, Boston Warehouse, Candle Impressions, The India Connection** and **C&F Enterprises**, new showroom **Special T Imports** and expanded showroom **Red Carpet Studio** encourages buyers to explore new product categories as they source traditional gift and home accents merchandise. Adding to the convenience of the new product category is the **Café on 14** offering breakfast and lunch items during Market.

“The July Market collection updates are yet another example of how AmericasMart continues to produce the best gift-sourcing experience in the industry,” says Mary Sullivan Harper, senior vice president of Leasing for AmericasMart Buildings 2 and 3. “Both the Made in America Pavilion and the new toys and gift concentration are direct responses to requests from our valued buyers. Our ability to meet these buyers where they need us is yet another example of our continued dedication to them.”

## These new highlighted collections are part of AmericasMart’s industry-leading Gift collection which features General & Specialty Gift, Gourmet & Housewares, Living & Entertaining: Gifts, Tabletop & Accessories, Children's World, Home Accents & Gifts and The Gardens® all of which feature new and expanded showrooms for the July Market.

**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 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" \t "_self). Follow us @AmericasMartATL or @AtlantaApparel.

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