**NEW INITIATIVES, PROGRAMMING**

**AND PRODUCT CENTERS**

**SUSTAIN DESIGNER ATTENDANCE GROWTH**

**AT AMERICASMART® ATLANTA**

**ATLANTA – May 7, 2015 –** AmericasMart Atlanta’s rapidly expanding presence within the national design community is introducing growing numbers of designers and specifiers to the market’s expansive design-driven product mix in both its principal shows and open-daily operations,according to Mark Furlet, senior vice president of Leasing for AmericasMart’s Home, Rug and Holiday & Floral/Home Decor collections.

Driving the design-sector growthis a litany of industry-focused programming and initiatives including:

* The January 2015 launch of the Floor 15 Home & Design collection featuring trend-making collections from **Aqua Creations, Annie Selke Luxe, Bandhini Homeware Designs, Barbara Cosgrove Lamps, Bella Notte Linens, Benson Cobb Studios, Bliss Studio, Calvin Klein, Christopher Guy, Couture Lamps, Dash & Albert, Design Legacy Atelier, Design Legacy by Kelly O’Neal, Emdee International, Fresh American, Gabby, Jamie Young Company, JM Piers, Kinzig Design Home, Legend of Asia, Lili Alessandra, Lowcountry Originals, Modern History, Moss Studio, Palecek, Peninsula Home Collection, Phillips Collection, Pine Cone Hill, Pom Pom at Home, RC Furniture by Veronica Flam, SIA Home Fashion, Square Feathers Home, VG Lighting, Waylande Gregory, Wendover Art Group** and **Wesley Hall**. The Floor 15 Collection joins top-design driven linesincluding **Aidan Gray, Allegria Fine Linens, Arte Italica, Arteriors, Bernhardt, Blue Ocean Traders, Century Furniture, Classic Home Furnishings, Currey & Company, Cyan Design, Englishman's Fine Furniture, Furniture Classics, Global Views, Interlude Home, John Robshaw Textiles, Lee Upholstery, Leftbank Art Co., Matouk, Weiman, Yves Delorme** and more in the Home & Rug collections.
* The opening of the **Designer Workspace** on Floor 15 featuring work areas, meeting rooms, seminar space and a sourcing library.
* The appointment of industry veteran **Cathryn Miller** to the position of **Designer Relations Manager** responsible for concierge services to visiting designers and outreach to the local, regional and national interior design communities.
* **Complimentary valet parking** for designers sourcing product in Open Year Round showrooms.
* Open Year Round, fully staffed outdoor living collection, **The Gardens®**, featuring casual furniture and outdoor entertaining products.
* Design-driven temporary collections **HD Home, HIGH DESIGN, HIGH DESIGN LUXE, Tabletop LUXE, Gardens LUXE** and **Gourmet LUXE**, all staged exclusively during AmericasMart’s January and July markets.
* Open Year Round programming including CEUs, Market tours, speaker series, networking opportunities, industry conferences and more.
* Inspirational product vignettes by notable designers including Kerry Howard, Stan Topol and others.

“The design community is vital to AmericasMart and to our exhibitors,” says Furlet. “Our designer-focused programming, amenities and product offerings corroborates their influence in our industry and supports their efforts as they create inspirational designs across the region, nation and globe.”

Designers can register to attend **The Atlanta International Gift and Home Furnishings Market®** (Showrooms:Tuesday, July 7 - Tuesday, July 14, Temporaries:Thursday, July 9 - Monday, July 13) and **The Atlanta International Rug Market®** (Wednesday,July 8- Saturday, July 11), access a full list of showrooms and view a list of Market events and programming on [www.AmericasMart.com](http://www.AmericasMart.com).

**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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