

Atlanta Apparel

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FOR IMMEDIATE RELEASE

LARGEST-TO-DATE FEBRUARY ATLANTA APPAREL MARKET CELEBRATES SUMMER 2017

ATLANTA – January 30, 2017 – Atlanta Apparel kicks off its 2017 Market year in record-breaking style. The celebrated collection of women’s and children’s apparel, accessories and shoe lines features new and expanded showrooms in the permanent collection and the largest temporary Market in Atlanta Apparel history at its first Market of the year.

Incorporating a new date pattern with showrooms Wednesday, February 1 – Sunday, February 5, 2017 and temporaries Wednesday, February 1 – Saturday, February 4, 2017, the Market showcases trendsetting looks for Summer 2017 with highlights including the debut of a new Floor 5 Young Contemporary collection, the return of the celebrated Emerging Designer competition, the launch of the publication “Atlanta Apparel” and the new Peaches concierge program.

Atlanta Apparel’s celebrated permanent collection features 35 new-to-Atlanta lines across several new showrooms including **Drew** on Floor 9 and **Barbour** and **Sympli – The White House Design** on Floor 11. Additional showroom updates include the expansion of **Level Showroom** also on Floor 9 and the relocations of **Reeves & Co.** to Floor 11 and **Charlie Sheilds** to Floor 9.

“As a growing British lifestyle brand in the U.S. we’re thrilled to showcase our Ladies, Men’s and Accessories collections season after season in the new Atlanta showroom,” says Andy Hill, head

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of sales for Barbour Inc., North America. “Adding a full time presence in this region is a key component of our long term strategy in the U.S. of providing world class service to our vitally important specialty store businesses. The Atlanta showroom also enables us to showcase a climate friendly product assortment for our key partners in the southern states.”

AmericasMart’s February Atlanta Apparel Market features more than 1020 temporary booths – the largest temporary collection to-date – with more than 26 percent new vendors and growth across all categories, especially **Premiere® Contemporary, Now! Young Contemporary, Shoe Studio, Resort and Jewelry & Fashion Accessories.**

The new Floor 5 **Young Contemporary** collection features new-to-Atlanta collections **Molly Bracken, Molly US Corp.** and **Symphony Fashion, Inc.** taking space on the floor alongside returning exhibitors including **Banjul, Inc., Double Zero, Inc., HYFVE, K&C Clothing, Inc., Love In** and **VIP Hanger**. Looks from these lines will be showcased adjacent to the exhibitors on Floor 5 in special relocated Daily Strut fashion shows on Wednesday, February 1 and Thursday, February 2 both at 10 a.m.

“I am really looking forward to the debut of the new temporary floor,” says Caron Stover, vice president of Apparel. “I know the designers have a lot of great things planned, and I can’t wait to see what they reveal.”

“We are excited to be a pioneer in helping women to be fabulous and original, and excited to be a part of the celebration of the fashion forward with AmericasMart Atlanta’s new Floor 5 collection,” says Elly Sung of **Symphony Fashion, Inc.**

Atlanta Apparel continues to grow its Resort offerings with more than 30 lines including **Walker & Wade, All for Color, Jack Rogers, DEI, Gretchen Scott Designs** and **Lisi Lerch** showing together on Building 3, Floor 2, complementing resources in the permanent collection

The Emerging Designers competition showcases an all-new collection of up-and-coming new-to-Market lines. Information and voting is available at <http://go.americasmart.com/designer-showcase>.

The Market’s celebrated Children’s apparel collection showcases what’s new and next in juvenile fashions with top looks walking a child-sized runway at the Children’s World Fall 2017

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fashion show Wednesday, February 1, 2017, starting at 5:45 p.m. and showcased in a new product vignette styled by industry legend Larry Lucas.

Looks from the permanent and temporary women's collections are showcased in a series of runway events, including the Atlanta Apparel Fashion Show on Thursday, February 2 at 6:15 p.m. with featured designer **BCBGeneration**, now showing in the Premiere collection on Floor 2.

In addition to the Floor 5 Daily Struts, the atrium shows include:

- **EASEL.** Women's missy fit boho clothing. **WEDNESDAY, FEBRUARY 1, NOON.**
- **PEACH LOVE CALIFORNIA.** A women's apparel line featuring contemporary and classic styles. **WEDNESDAY, FEBRUARY 1, 3 P.M.**
- **ODDI.** Trendy pieces for expanding wardrobes. **THURSDAY, FEBRUARY 2, NOON.**
- **GRACIA.** Innovative styles that inspire fashion trends and gain the admiration of stylish women around the world. **THURSDAY, FEBRUARY 2, 3 P.M.**
- **NEW EXHIBITORS AND EMERGING DESIGNERS.** New and next in fashion and accessories. **FRIDAY, FEBRUARY 3, 11 A.M.**
- **YOUNG CONTEMPORARY.** Flirty looks for fabulous juniors and young contemporary fashionistas. After the Daily Strut, Arzo Anwar of the Lovely Rosely line and star of Bravo's hit show "Blood, Sweat and Heels," presents how to achieve the perfect look by pairing multiple price points. **FRIDAY, FEBRUARY 3, 1 P.M.**
- **PREMIERE.** The lines of everyone's dreams. **FRIDAY, FEBRUARY 3, 3 P.M.**
- **READY-TO-WEAR AND ACCESSORIES.** Some of the latest trends in ready-to-wear and accessories. **SATURDAY, FEBRUARY 4, 10 A.M.**
- **PERMANENT SHOWROOMS AND CONTEMPORARY TRENDS.** The best looks for Spring 2017 from Atlanta Apparel's permanent collection. **SATURDAY, FEBRUARY 4, NOON.**

The February Market also marks the premier of Atlanta Apparel's new eponymous publication. "Atlanta Apparel" showcases the Market's top lines alongside profiles and features of fashion though leaders and trendsetters. Market guests can toast to the new publication at its launch party on Wednesday, February 1 at 6 p.m. in the atrium.

Atlanta Apparel continues to enhance its best-in-industry buyer experience with its new Peaches concierge program. The well-dressed and well-informed Peaches will assist buyers in navigating the Market's 10 floors of product.

"The February 2017 Market is one not to miss," adds Mary Sullivan, senior vice president of Leasing for AmericasMart Buildings 2 and 3. "With a new floor of product, new amenities and even a new date pattern, Atlanta Apparel is proving to be the Market of choice for discerning apparel buyers."

For more information about the February 2017 Atlanta Apparel Market visit

www.AmericasMart.com/February.

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 16 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 80 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. Follow us @AmericasMartATL or @AtlantaApparel.

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