Atlanta Apparel

2015 PRESS HIGHLIGHTS

AmericasMart Atlanta
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Headline News

HLN Report Script
Melissa Knowles & Carson Kressley

Intro: Instagram, it’s almost the new Vogue. Top fashion houses and merging designers, popular boutiques, and thousands of profiles that look like the pages of InStyle and Glamour, except you “swipe” instead of turn and “like” instead of fold down a page.

Carson Kressley: I follow Ralph Lauren, Diane Von Furstenburg and Isaac Mizrahi, but then there are all kinds of individual fashion bloggers who I’m like, “I don’t know who you are and you live in Lima, Ohio, but I love your taste.” Now that is how people are learning about clothes.

Melissa Knowles: I went to one of the biggest wholesale fashion events in the Southeast, the Atlanta Apparel Market. Celebrity stylist and designer, Carson Kressley, was the market’s trend spotter. We both had the best time looking at all the gorgeous clothes and jewelry.

The Atlanta Apparel Market had Carson choose the biggest trends for spring 2015 and pick his favorite pieces at the market. He has tagged all of his picks #ATLApparelFav so the buyers could keep track as they made their orders for their spring shipment.

Carson Kressley: There are a lot of silk tassels and other tassels inspired by eastern, monk, and Buddhist silk tassels and other tassels inspired by the blending-experience and a fast-tracking marketing venue. There’s room for the art-establishment blend of designer, contemporary and emerging apparel, accessory, footwear and jewelry collections to be elegantly presented.

Fashion Manuscript

Carson Kressley: Lots of great color and touches of neon are going to be great. Not so much in the athletic wear, but in more beautiful, tailored sportswear. There are a lot of pom poms and a lot of embellishments, and people have shorts with pom poms on them.

Melissa Knowles: What about jewelry?

Carson Kressley: There are a lot of silk tassels and other tassels inspired by eastern, monk, and Buddhist designs, but then done on beautiful silk cords and with a lot of color. And then there are a lot of simple, minimalist, very modern pieces.

Melissa Knowles: After talking to Carson about the kind of clothes and accessories that are up and coming this spring, I had to find his favorites!
March 12, 2015

Atlanta Buyers Set for Strong Fall

TRADE SHOW
Atlanta's March Apparel Market Brings in the Buyers
By M. Turan9900

Atlanta's March Apparel Market is known for its international collection of fashion lines and designers, and it is not surprising that the market was one of the largest seen in recent years. The market included over 250 exhibitors from around the world, and it attracted buyers from both the USA and Canada. The market featured a variety of products, including women's, men's, and children's clothing, as well as accessories and footwear. The market also featured several special events, including fashion shows, seminars, and workshops. The market was a popular destination for fashion buyers from around the world, and it provided a platform for designers to showcase their latest collections.
Atlanta Market Reveals More Confident Southern Shoppers

By Brenda Lloyd

ATLANTA — Southern consumers are showing increased confidence in the economy by buying more, said retailers shopping at the Atlanta Apparel Market for four days ended Sunday.

“Feel like people are spending more and really shopping again,” said Shannon Kitchens, owner of Sage in Alpharetta, Ga. “They’re spending and splurging more.”

Terri Jackson, owner of Just the Thing in Columbia, S.C., said 2015 is shaping up to be one of her best years.

“People are buying multiple pieces,” she said.

Jackson closed her Atlanta store this year and more than doubled her Columbia store size to 5,000 square feet.

Kathrina Roberts Burger, owner of K A Boutique by Katherine Roberts in Chattanooga, Tenn., said her store is exceeding expectations this year and noted that April was her biggest month ever.

Natalie Saffit, buyer for Uniquites, based in Chapel Hill, N.C., with four units, said “Customers want special things and they don’t mind paying for it.”

Some showroom owners commented with the upbeat assessment.

Randy Leib, co-owner of Lab Associates, said his retail customers are increasing their inventories, and added that they’re not as afraid of price as they were after the market crash in 2008.

Karen Allegretti, owner of Market Earth in Ft. Myers, Fla., said her fourth-quarter sales increased about 75 percent and that she had to reorder multiple times.

“We feel the economy is expanding because people have more disposable income,” Allegretti said.

Jess Wehrmann, owner of Monkee’s of Blowing Rock in North Carolina, said her fall sales were up significantly.

“Our average sale was up, so people were buying more per sale,” she said.

Showroom owners reported strong buying activity and Amy Hill of the Amy J. Hill showroom said this was her busiest January show to date.

Mary Sullivan Harper, senior vice president of leasing at AmericasMart, said “Several large retailers here have large open-to-buys because of a strong selling season. This show is really solid and the energy is very positive.”

Also, AmericasMart has opened several new showsrooms since Oct. and the temporary exhibits area increased 15 percent over a year ago, with ready-to-wear, accessories and young contemporary the strongest categories.

Pageantry

 amy hill, owner of the amy j. hill showroom, said a lot of retailers are getting stronger and added that “her own bookings are up double digits for fall.” however, not everyone was so positive.

sapia’s kithsins said online retailers have taken business from brick-and-mortar stores, “and it’s still not like it was in 2006-2007.”

paula hyman, co-owner of the michael & paula hyman showroom, said retailers are still watching their budgets.

the show was busier than a year ago, and mary sullivan harper, senior vice president of leasing at americasmart, said it exceeded expectations.

carol stover, vice president of apparel trade shows, said her area was up 18 percent over June 2014, mainly thanks to strength in young contemporary and southern-inspired novelty t-shirts.

important fall trends, said morgan flanagan, fashion director at americasmart, are “where the market is held, included layering, prints and plaid, mixing different prints, faux real fur, suede, fringe and french-style outerwear.

The top colors were black, navy, burgundy, red and jade tones, such as deep purple and hunter green.

Key accessory trends included scarves with fur, tassels on necklaces and earrings, geo and druzy stones, and leather cord necklaces and bracelets.

Sapia’s Kithsins, whose sales are up five to eight percent so far this year, supplied for plaid tops and dresses, jeggings, fur vests, sweaters with mock necks, faux fur details on coats and knits, fringes, jumpers and rompers, and tassels on bags, jewelry and other accessories.

Just the Thing’s Jackson also bought falling, focusing on faux suede with fringe, lots of sweaters, plaid patterned scarves, wool plaid in shirts and dresses, handbags with fringe or handles, pleated and lacquered, and tassels on bags.

Safia’s Kithsins also bought the faux suede trend, focusing on faux suede with fringe, lots of sweaters, plaid patterned scarves, wool plaid in shirts and dresses, handbags with fringe or handles, pleated and lacquered, and tassels on bags.

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Carson Stover
Vice President of Apparel
Tradeshow Sales
Atlanta Apparel
www.americasmart.com

Engage with our Atlanta Apparel social-media community. Using and following our hashtags—#AtlantaApparel and #ATLApparelFan—is an excellent tool for researching and reaching buyers who are in the building. We have an outpouring of positive feedback from exhibitors who have taken the time to make connections online.

Take advantage of the Digital Showrooms at www.americasmart.com. Buyers can locate product info, view look-book photos, and connect with the brand’s website and social-media communities on these complimentary online listings.

Demand the buyers’ attention with on-site advertising and sponsorships. From our sponsored Daily Strut fashion show on our atrium runway to a spread in our Buyer’s Guide to a Video Wall loop, advertising is a great way to break through the noise and market distraction. A great ad campaign is a key component in building brand recognition.

Be approachable, free of distractions and attentive to your customers’ needs! Once they enter a booth or showroom, it is up to the exhibitor to build and grow a strong relationship with the client. This is definitely the most important way to bring in buyers.

PORT OF CALL
In celebration of fashion designer Whitney Forte’s summer Whitney Eve collection, JZC caught up with the former reality star at AmericasMart to talk fashion and fame. @whitneyeveyreport

We watched you get your start in the fashion industry on The Hills and The City with Teen Vogue, Kelly Cutrone and Diane von Furstenberg. What’s the biggest lesson you’ve learned?

To not take no for an answer. Diane von Furstenberg and Kelly Cutrone always pushed the boundaries a little and were always faced with people telling them they couldn’t do something. You have to stick with things and not be afraid of failure.

Will you ever go back to reality TV?
I’m definitely open to it if the right opportunity arose, but I don’t want to show my personal life again.

How are you enjoying ATL and AmericasMart?
I love Atlanta. I’ve been here a bunch recently because my fiancé was filming a show out here. I was walking around the showroom earlier and this line Endless Rose really caught my eye. Their prices are insane and the design work is so beautiful. I appreciate designers like that.

Where are you shopping this season?
I wear a lot of Whitney Eve clothing, but I also wear a lot of Reiss, Topshop and Zara. Even though they’re some of my biggest competitors, you don’t have to spend as much money to look cute.

For more information, please contact
Chelsea Peabody
Strategic Relations and Media Relations Manager
cpeabody@americasmart.com