



INFLUENTIAL

By Carly McFadden

The Gardens were reimagined for the summer 2024 edition of Atlanta Market. Photo courtesy of ANDMORE.

BLOOM

Garden accents, décor and gifts abounded at Atlanta Market this summer.

More than 6,000 brands showcased products at the summer 2024 edition of Atlanta Market, which took place July 16-22 at AmericasMart Atlanta.

The Gardens at Atlanta Market relaunched in a renovated Building 2, Floor 9 location, debuting a brand-new look and feel. The winding paths were replaced with grid-like rows

with booths on all sides. The once-dark ceilings are now white, with bright overhead lighting for each booth. These changes came after Creative Co-Op expanded its footprint on Floor 10 in advance of winter market 2024, which shifted some Gardens exhibitors.

“The reengineering of our outdoor living gift and accessories destination

enables better sourcing and comprehensive discovery at Atlanta Market,” said Dorothy Belshaw, executive vice president and chief growth officer of ANDMORE.

Many exhibitors applauded the changes, noting customers were able to find them more easily and their products showcased better in a brighter, lighter environment.



Esschert Design



Esschert Design



Esschert Design



Photos by Carly McFadden.

Transpac



Marshall Home and Garden

“I think [the reorganization] is going to make it a whole lot easier for people,” said Dirk Burghouts, president of Esschert Design, an exhibitor at The Gardens. “There were people who have been there many years who still were a little bit confused when the aisles twisted. So I think the straight aisles and the lighter ceiling will help out a lot — it

makes it a lot fresher than what it was before.”

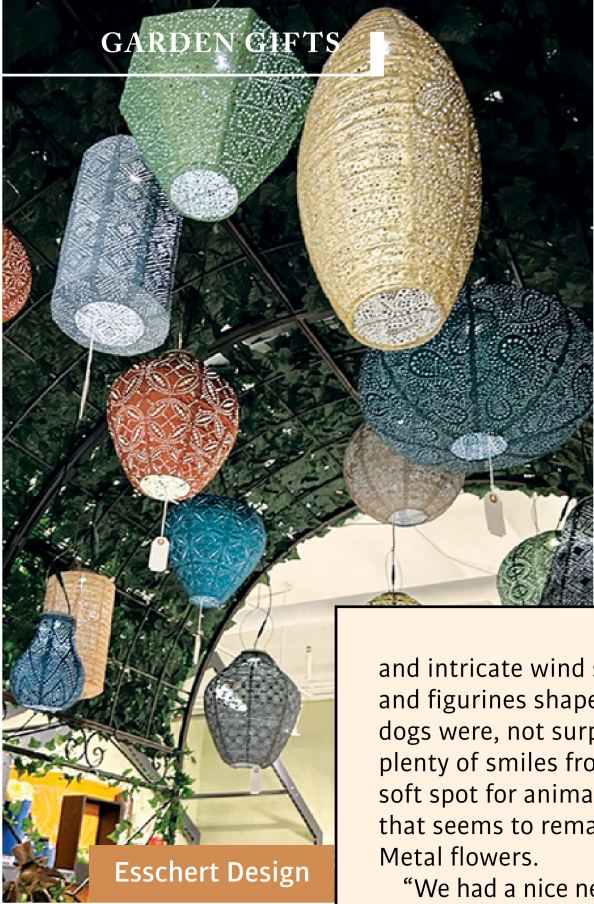
Trendspotting

Garden accents and décor were aplenty on the show floors. For Esschert Design in particular, its nine-foot arches lined with greenery and hung with Lumiz lanterns served as a focal point to draw buyers into the

booth. Additionally, its wall of ceramic flowers inspired customers.

“Those were a big hit as well for us,” Burghouts said. “The colors were good, not too vibrant in your face and not too muted. That was definitely an item that drew a lot of good attention.”

Other notable products spanning multiple showrooms included mushrooms, outdoor terrariums



Esschert Design



Woodstock Wind Chimes



Continental Art

and intricate wind spinners. Pots and figurines shaped like cats and dogs were, not surprisingly, drawing plenty of smiles from buyers with a soft spot for animals. Another trend that seems to remain ever persistent? Metal flowers.

“We had a nice new line of metal flowers, but they’re more lifelike so we didn’t go too big or too overly colorful,” Burghouts said. “They actually did really well for us.”

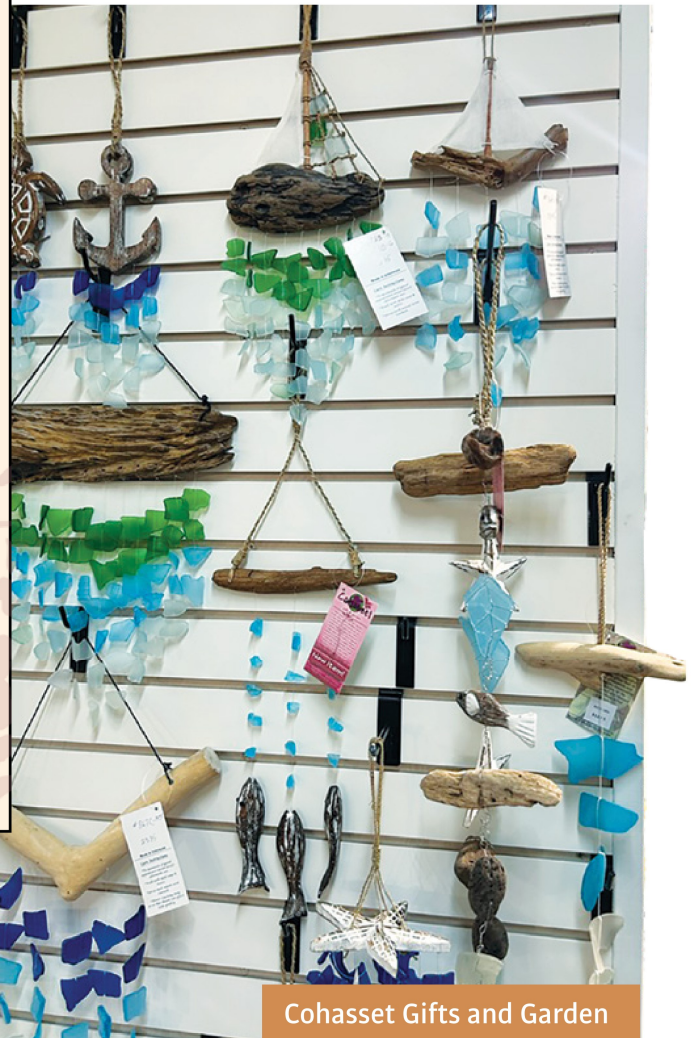
Millennials and elder Gen Z, as a whole, are opting to have children later in life than prior generations — but they are embracing their inner plant parent in the meantime. Wholesalers are catering to this customer with products that allow plant lovers to “dress up” their gardens and houseplants.

Transpac, located on Building 2, Floor 18, in AmericasMart, debuted its Spring and Garden Collection this summer. The collection is laden with giftables for gardeners, such as a bundle containing gardening gloves and plant markers. One of Transpac’s more trend-forward garden accents was its Acrylic Plant Picks, with the words “Plants need accessories too!” on the packaging.

Here we present some of the freshest garden accessories, décor and gifts seen on the Atlanta Market floors this summer. 🍌



Esschert Design



Cohasset Gifts and Garden