

ATLANTA JANUARY 16, 2024 TUESDAY

continued from 1

the flip side of that, which is the desire for connectedness. With more people on their own, they are seeking connection in multiple ways — entertaining at home (think kitchen and party products), with their pets (cue the pet-friendly home accessories and fur baby gifts) and through recreation (focus on anything that supports games, fun activities and cozy indoor and outdoor living).

Health and wellness and sustainability are also on ASID's trends list and bring to mind products related to self-care such as spa-like retreats; those that promote better sleep; and ones that support healthy lifestyles — more mocktails than cocktails, for instance.

ASID sees a continuation of quiet luxury but, given some economic uncertainty, it's being carried out with the selection of one or two investment pieces over the purchase of a slew of trendy, pricey items. This also meshes with the burgeoning sustainability trend.

MaryLeigh Bliss, chief content officer at YPulse, a research company focused on Gen Z and Millennials, notes that some of the best ways to understand what resonates with these two demographics is to see what's trending on the social media they follow. For Gen Z, the go-to platform is TikTok — 48% say they get their inspiration there; for Millennials, check out YouTube and Instagram, although TikTok is nearly as important.

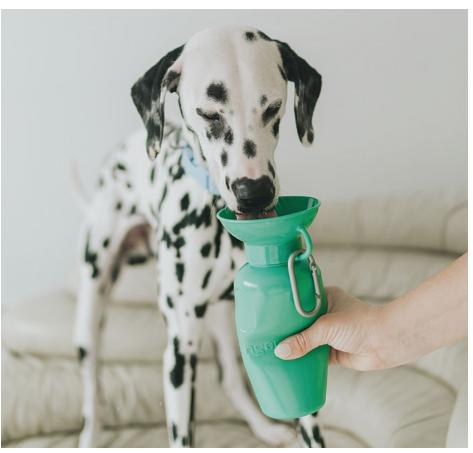
Brands are increasingly moving toward the Gen Z aesthetic, said Bliss, which she describes for 2024 as "loud, imperfect and colorful." Whereas millennials tend toward minimalism, Gen Z is preferring a maximalist look — colors, layers and a more-is-more approach.

Because of their life stage, which includes moving into homeownership for the first time, Millennials are seeking kitchen items to fit with their foodie, at-home lifestyle. They're also into do-it-yourself, renovation and getting outdoors, said Bliss.

A recent survey on behalf of System Pavers supports the interest in outdoor living, finding that the No. 1 target for updates were outdoor spaces, ahead of kitchens, bathrooms and living rooms.

Growing in popularity among Gen Z are "dupes"— replicas of higher-end products. Even if they could afford the real thing, the idea of buying a copy is more desirable than the luxury item. This trend started with beauty and fashion, said Bliss, but is carrying over into all categories, including home.

No matter what their style preference, more than three-quarters of young consumers agree that home décor items make great gifts, and that number jumps to 82% among young people of color, according to the YPulse 2023 "Shopping for the Home" report.



Springer's dog travel bottle can be essential for those long walks. B3 2314



Joseph Joseph's bamboo cutting boards are housed in a stainless-steel case, making party prep quick and easy. B2 895A

In its survey, YPulse found Gen Zers planned to buy home décor, pillows and bedding and bath supplies this year, while bedding and bath products and kitchen items were among the top purchases planned by Millennials. ■



Fiesta unveils new color for 2024

A color launch party is being held Tuesday, followed by a cocktail party Wednesday

The newest shade in Fiesta Dinnerware's lineup is Sky, a serene shade of blue. It's making its debut here at market this week with a launch party on Tuesday and cocktails on Wednesday.

"Sky captures the soothing calm of a clear day, bringing a breath of fresh air to any dining experience," said David Neer, director of design at The Fiesta Tableware Company. "It is a home décor focused color and looks beautiful positioned against the natural tones and lighter shades of today's kitchens. Its relationship and interaction with white also are a strength."

Sky complements Fiesta's current palette of 13 shades, but it pairs particularly well with these other colors in its cool palette: White, Lapis and Turquoise.

"Sky integrates well with the Fiesta Nutcracker patterns that portray simple holly sprigs. It also plays well with current and future floral patterns," Neer said. Standard dinnerware pieces will be available in Sky, including 3pc Bistro place settings, 3pc Classic place settings, 4pc Classic place settings, and a variety of plates, platters, bowls, mugs, the signature disk pitcher and serving pieces. The 3-piece place setting is \$34.99.; 4-piece place setting is \$49.99.

Sky will be available to department stores, independent retailers and on fiestafactorydirect.com on April 24.

A launch party will be held on Tuesday from 9:30-11:30 a.m. in Fiesta's showroom in Building 2, Floor 9, Suite 941. A continental breakfast, including freshly brewed coffee and mimosas, will be served. At 10 a.m., guests will receive a stacking mug in the new Sky color signed by Neer. The festivities continue with a cocktail party Wednesday from 3 - 5 p.m. Attendees will receive a Sky coaster signed by Neer. — Allison Zisko



Fiesta's new Sky colorway

GIFTS & decorative accessories

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Mariposa makes the most of field opportunities

A band of new sales reps specialize in cross-brand merchandising and storytelling

BY ALLISON ZISKO

Tabletop gift resource Mariposa comes to market this week with an assortment that is enhanced by new partnerships and supported by new sales reps.

The company, which celebrated its 40th anniversary in 2023, recently hired new sales rep groups: Cassmeyer Collection in Dallas; Table Topics, which represents Mariposa in Alabama and Mississippi; and Fieldstone Marketing, with consultants in Rhode Island, Maine, New Hampshire and Vermont. It is part of a strategy to have "more boots on the ground," according to Director of Sales Carter Everitt. These reps cater to high-end home décor and gift retailers, Everitt added. They specialize in cross-brand merchandising and offer themed stories and advice for setting up product vignettes.

"Fieldstone started Jan. 1, and they are ready to go after a constructive sales meeting here at the corporate office," Everitt said earlier this month. "We are enthusiastic about the official launch in Atlanta with many appointments already lined up." The Cassmeyer Collection started toward the end of Q4 and had its first show with Mariposa last week in Dallas.

Mariposa has added new categories to its lineup over the past year, including glassware handblown in the Czech Republic and TRAYchic, a print-on-demand melamine collection. TRAYChic enables consumers to tell their own story, said Everitt, and offers more sophisticated takes on trendy topics, like pickleball. The designs are printed and shipped from Chicago since Manchester,



A new TRAYchic melamine platter offers a fun and slightly more sophisticated take on the pickleball trend.

Mass.-based Mariposa holds no TRAYchic inventory.

The company also recently partnered with Dallas-based designer Rosanne Beck on a co-branded collection of trays, coaster sets, notepad holders and the like.

Beck has a well-established and beloved wholesale and direct-to-consumer business. She also partners with Boston International on a line of sweet, funny and playful cocktail napkins which Mariposa has paired with napkin boxes and themed weights.

"Seeing her pickleball, golf and tennis designs, along with cocktail and holiday themes soaring in 2023, it was clear that expanding our association with unique coaster and notepaper sets with our recycled metal holders would be a perfect line extension," said Mariposa President Livia Cowan. "Icing on the cake was adding a series of Rosanne Beck TRAYchic patterns.

"We share an elevated customer base that loves her quippy but elegant style and appreciates Mariposa's artful designs and commitment to sustainability. Initial response has been phenomenal. One retailer stated it perfectly: 'It was such an obvious match! Why did you wait so long to do it?!'"

Mariposa has also seen renewed interest over the past several years in tabletop photo frames, which are part of its core business. Cowan attributed the surge in interest to the continued popularity of bookcases, a prime place to display a frame.

Creative Co-Op creates new buying experience

Buyers placing orders for Creative Co-Op, Bloomingville, Illume and Finch & Fennel will find the process simpler, more streamlined and containing additional perks now that the brands are operating under a new "4 Brands 1 Experience" initiative.

Launched on Dec. 13, the reimagined buying process allows retailers to buy from all four brands under the Creative Co-Op umbrella together in one invoice, instead of having to write an order for each brand.

One key advantage of the new process, per Creative Co-Op, is that retailers can

now combine their purchases to reach one minimum order, instead of having to reach a minimum order for each brand. This benefit is particularly helpful if a retailer would like to experiment with a few SKUs from a brand without having to buy deep into it.

Other perks include combined freight programs and shipping, as well as a merged loyalty program.

The company will also be offering two freight programs this January: an everyday freight program for Creative Co-Op Home Décor, Bloomingville, Illume Everyday and Finch & Fennel; and a seasonal freight program with Dec. 1 dating options for Creative Co-Op Seasonal and Illume Seasonal.

"The driving factor for developing this system was customer experience," said Garry Schermann, senior vice president of sales. "Our core retailers are independent business owners, and we realize how valuable their time is; buying all of our brands together and having one loyalty program, one freight program and a single invoice will not only make the shopping experience easier, but the receiving and accounting as well."

— Lenise Willis ■





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Mud Pie brings exclusive fall, holiday collection to market

BY LENISE WILLIS

Gift and home décor manufacturer Mud Pie is bringing out its fall and holiday 2024 collections extra early this year, offering previews and pre-sells this week at market.

This exclusive market preview is designed with Mud Pie's longstanding retailers in mind, per a release, and aims to "provide them with more time and more product options to help them plan for a successful 2024." By offering an "earlier-than-ever chance to buy," Mud Pie hopes to ensure these seasonal items will be prioritized by retailers and for allocation come shipping season.

"Our goal is to empower our retailers with the tools they need to succeed, and this exclusive preview is a testament to our commitment to their success," said Zander Brekke, president of Mud Pie. "By providing a first look at the new trends for the season, we aim to help our retailers round out their assortments and position themselves as trendsetters in their markets."

As part of the preview, the company is holding special showroom events while debuting all of its new fall and holiday styles from its home, kids' and women's lines alongside its spring/summer 2024 collections. In addition to new Thanksgiving and Christmas collection launches as part of



Mud Pie is offering an exclusive, early peek at its holiday collection, available for pre-sell.

its fall and holiday launch, Mud Pie is also debuting a Hanukkah line.

Because this is an exclusive market event, Mud Pie confirmed these collections will not otherwise be available to purchase until its catalogs launch in spring 2024. Buyers can preview the products in Mud Pie's showroom at B2 680. ■

Boston International launches new lifestyle brand with Mangiacotti

Thanks to an organic conversation between two showroom neighbors, Boston International, Inc., distributors of IHR napkins and their own seasonal home décor line, has launched a new lifestyle brand and creative collaboration with Mangiacotti, a plant-based home fragrance and personal care company that makes its products in the U.S.

"Boston International and Mangiacotti have been friendly neighbors in both Atlanta and Dallas Road Runners' showrooms over the past several years," said Michele Mangiacotti, founding president and creative director of Mangiacotti, which produces personalcare items, candles and home cleaners, all packaged by people with disabilities. "After 25 years, I knew that if we wanted to become the lifestyle brand that I always envisioned, we would need to collaborate with a home décor company that had strong textile, ceramic and paper capabilities."

"It was a very organic conversation over lunch that turned into the realization that we each had something to contribute to make a strong lifestyle brand," Mangiacotti continued.

With this collaboration, the companies will provide both independent and retail store chains with creative cross-merchandising solutions that include natural plant-based home and personal

care fragrances with coordinating home décor and paper products.

"As a retailer for 18 years, I understand that home fragrance, personal care and home décor need to tell a story together," Mangiacotti said. "This collaboration allows us to do just that."

In the spring of 2024, Boston International will kick off the new lifestyle brand with its release of napkins featuring the iconic watercolor artwork of Mangiacotti's packaging.

Buyers can find both Mangiacotti personal-care items and Boston International in the Road Runners showroom at B2 1500. — Lenise Willis

Life at 8 Oak Lane is bigger than ever with category expansion

BY LENISE WILLIS

Lifestyle brand and market exhibitor 8 Oak Lane has expanded into the personal care and home fragrance categories. The company now offers independent retailers a full collection of gifts, entertaining goods, home textiles, fragrance and apparel, all "inspired by life at 8 Oak Lane." The initial launch consists of six spring/everyday collections and four holiday statements.

"Our customers love our overall aesthetic, and our expansion of personal care and home fragrance offers them more products to enjoy for everyday use," said Maureen Schmidt, founder.

"We personally found ourselves searching the market for coordinating products for the kitchen and bathroom and couldn't find what we loved so we said, 'Why not fill this void?' So, we did! The new categories will now allow retailers a highly curated statement that includes entertaining, décor, home fragrance, gifting, home textile and apparel."

Schmidt added that the expansion is extra beneficial to retailers because it will make it easier to pair items together for add-on sales or more personal gift sets.

"Our retailers will be able to offer coordinating gift sets for an even wider market base," she said. "Whether it's a kitchen towel and foaming soap set for



8 Oak Lane's Lemon Ginger scent is available in liquid and bar soaps, home sprays, candles and reed diffusers.

their favorite hostess, or a spa wrap and luxury bar soap for the recent grad, we are rounding out gift giving and offering a coordinated gift with a thoughtful touch."

Known for staying ahead of the trends, 8 Oak Lane offers carefully designed products that reflect the brand's strong identity. "Whether it's a coastal granddaughter trend, tropical vibe or textured neutral aesthetic, you will always see 8 Oak Lane offering a fresh take on current trends," Schmidt said.

Retailers can find 8 Oak Lane's offerings in the Darrah & Co showroom at B2 1818.

Primitives by Kathy, P. Graham Dunn find new market location

Buyers looking for Primitives by Kathy and P. Graham Dunn will need to reroute this market, as both wholesalers have new showrooms.

While Primitives by Kathy has retained its own showroom at B2 737, the company will also have a presence in the showroom of its new partner, sales-rep agency and marketing company OneCoast, at B2 1800. The new partnership took effect Dec. 1, just in time for the January shows.

"As we continue to evolve and expand into more lifestyle-inspired collections of gifts and home décor, we felt that a partnership with OneCoast would be aligned with our plans for a more focused and concentrated sales and marketing

strategy," said Kathy Phillips, CEO of Primitives by Kathy. "We were impressed with the omnichannel approach that OneCoast offers to retailers. We believe it represents a strong focus on the retailers' experience with our brand. Along with outstanding products, exceptional customer experience is an important part of our partnership and success with our customers."

P. Graham Dunn Branches Out

At the same time, P. Graham Dunn, a domestic manufacturer of home décor and gifts, is transitioning to a direct-sales approach and will no longer be represented by OneCoast, which took effect Dec. 2. The move is due to the company's new strategy of offering a more personalized experience for its customers; by bringing on internal sales team members, the company says it will have more of a direct line to its buyers.

Alongside this transition, P. Graham Dunn will be opening a brand-new showroom in B2 1701.

Patrick Helmuth, CEO of P. Graham Dunn, commented on this new venture, stating, "We are passionate about the journey we're embarking on. By working directly with our retail partners, we aim to forge even stronger bonds and make a meaningful impact on their businesses."

— Lenise Willis

Have a Drink

Whether hosting a party or stocking their own home bar, consumers are on the hunt for stylish barware. There's variety, too — everything from sleek, timeless pieces to pops of color with fun flare. And don't forget the drinks!

BY AMANDA ERD



Rodeo Coasters. Keva Style + Created By. B2 912



Glass Decanter & Tumbler Sets. Selbrae House. B2 12-1200



Fresh Pineapple Glassware Collection. Rolf Glass. B2 3504



Spicy Jalapeno Single Serve Margarita Mix. Noble Mick's. B2 15-1500

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Make sure to mark your calendar! January 28-30, 2024







It's the Little Things

Sometimes all that consumers need to spruce up their space is something small. Be it a decorative frame, an eye-catching candle or just a delicate décor trinket, these products don't need to be large to steal the show.

BY AMANDA ERD



Nassau Frames in Silver. Beatriz Ball. B2 11-1101B, B2 11-1119, B3 13-S333



Tamegroute Vases. Blue Ocean Traders. B1 11A4



Vance Kitira Wildflower Infused Candles. Sullivans. B1 18A1, B1 18A12



Quart Stoneware Pitcher with Flowers. Creative Co-Op. B2 10-1080, B2 10-1081B, B2 10-1087B

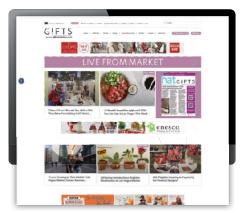
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Woven Wonders

Set a perfect table this spring with chic serveware and décor itricately woven with natural materials.

BY ADELAIDE ELLIOTT



Set of Two Paper Mache Oval Bowls. **Kalalou**. B2 10-1018



Vida Rattan Basket with Lid. **Beatriz Ball**. B2 11-1101B, BB2 11-1101A, B2 11-1119



Bayberry Placemat. **Accent Décor**. B1 18-E18



Woven Scallop Party Tub. **Mud Pie**. B2 680, B2 671B



Sundry Woven Trays.
Indaba Trading.
B2 11-1101B, BB2 11-1101A, B2 11-1119

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FEATURING TOP PRODUCTS & TRENDS FROM THE FALL HIGH POINT MARKET

Holiday Vibes

Get in the holiday spirit with décor that can help set the mood for celebrating with loved ones of all ages.

By ADELAIDE ELLIOTT



Iron Tree Form.

Melrose International.
B1 17-C11, B1 17-E18



Zombinaland Holiday Pillow Collection. **Gallerie II**.

B2 12-1222, B2 12-1235B



Embroidered Berry Placemats and Napkins. **Saro**. B1 9-D12, B1 9-E9



Pinstripes Napkin and Candy Holder with Christmas Tree Mini. **Nora Fleming**. B2 915



Cardinal Christmas collection. **Transpac**. B2 18-1803

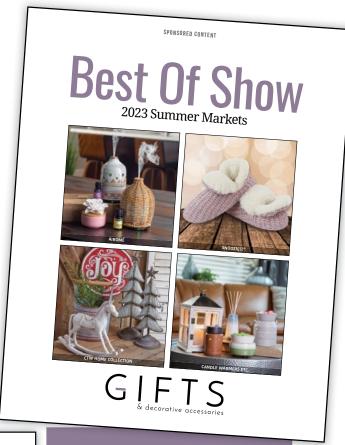
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Finishing Touches

Whether for the bookcase, the coffee table or the back of a chair, consumers are looking for that one beautiful piece to make their rooms feel complete.

BY ANNE FLYNN WEAR



Amphora vase. Accent Décor. B1 18 E18



Nightcap candle. Lavune. B3 5 206



Woodland Cardinal nightlight. **Sullivans.** B1 18 A1-A2



Folk Collection. LSA International. B2 8 834A/857B



Zulu baskets made with Ilala palm. MooMoo Designs. B1 9 A10

Perfect Accents

Credenzas, chests and consoles — and one great chair — that are both attractive and practical.

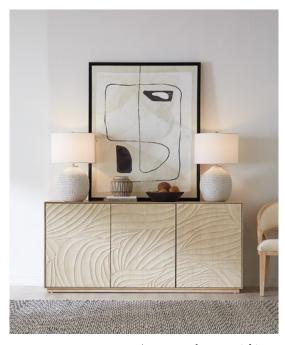
BY ANNE FLYNN WEAR



Bouclé Fabric upholstered chair. **Bloomingville.** B2 10 1081A



Milford chest. **Chelsea House.** B1 14 E5/B2 2 100K



Retreat Entertainment credenza. **Hooker Furnishings.** B1 1 L1



Vector console. **Studio A Home.** B1 14 C1

Standout Serveware

Home entertaining is on the rise; these new tabletop pieces are perfect for the stylish host.

BY ANNE FLYNN WEAR



Metallic Orb glassware collection. **Global Views**. B1 14 C15



European cityscapes-inspired tableware. **Le Cadeaux.** B2 17 1710



Jade serving board. **Lynn & Liana Designs.** B2 3 311



Holiday dinnerware. **Zafferano America.**B2 1 203



Teak Leaf tray. **Kalalou.** B2 10 1018

Image Boosters

Mirrors are looking their best with frames of silver, gold and woven materials – something for every taste.

BY ANNE FLYNN WEAR



Egypt Sherrod x East at Main mirror. **Jeffan.** B1 13 E12-13



Bedford Silver mirror in Howards End Green. **Port 68.** B1 14 E22



Mabry Wall mirror. **Bassett Mirror.** B1 11 F11



Woven Shyla mirror. **Napa Home & Garden.** B2 10 1010

Atlanta Market Events

Tuesday, Jan. 16

2-3 p.m.

New Buyer Tour

Building 2, Floor 8, Buyer's Lounge Join us for a new buyer tour of Atlanta Market and learn what to find and where to find it, along with other helpful hints for a successful market experience. Logan Avidon, director of buyer services, will lead this quick tour around the market.

Wednesday, Jan. 17

10-11 a.m.

Buyer Tour: Casual/Outdoor FurnishingsBuilding 1, Floor 2, near ICFA Lounge space 281

Join Paula Cox from AndMore's marketing team for an overview of the brands and products you'll find and hear helpful tips for a successful market experience.

1-2 p.m.

Discovery to Purchase in a Digital WorldBuilding 3, Floor 2 Atrium

Now more than ever, brands are prioritizing digital channels for everything from customer support to commerce, and the rise of digital commerce has fueled home & gift products and retailers. Learn how to engage with an audience and embrace storytelling, community and creativity from Anita Desai, head of industry at TikTok.

2:30-3:30 p.m.

Cooking Demo with Antoni Porowski

Building 2, Floor 8, JURA Gourmet Demonstration Kitchen

Join New York Times bestselling author and star of Netflix's Queer Eye Antoni Porowski as he whips up his favorite turkey chili.

2:30-3:30 p.m.

The Ultimate Visual Branding Crash Course

Building 1, Floor 14, 14 9 D, Seminar Space Join Kaila Piepkow of Dox Design for an easy breakdown of branding. She will cover the key components that compile your visual brand, and how your brand can stand out in the sea of competitors.

6-7:30 p.m.

Market Kickoff Party Benefitting Gift for Life and World Central Kitchen

Building 3, Floor 2, Atrium Join us for music from One Night Entertainment, plus complimentary drinks and



light bites to celebrate Winter Market and opening day of the Temporaries. Benefiting: Gift For Life and World Central Kitchen

Thursday, Jan. 18

10-11 a.m.

ASID 2024 Trends Report Building 1, Floor 14, 14 9 D, Seminar Space

In this new presentation, the American Society of Interior Designers features Dr. Dawn Haynie, ASID Research Fellow, who will showcase the latest trends in interior design, highlighting insights from ASID's 2024 Trends Report.

1-2 p.m.

Fireside Chat with Craig Conover

Building 3, Floor 2, Atrium

Head to the Atrium to hear from one of the stars of Bravo's *Southern Charm* and cofounder of Sewing Down South, Craig Conover. Book signing to follow in Sewing Down South booth.

2:30-3:30 p.m.

On a Roll with O-Ku Sushi

Building 2, Floor 8, JURA Gourmet Demonstration Kitchen

Join local chef Joseph Nguyen for his take on the California Roll and Cucumber Roll and come prepared to sample his creations.

2:30-3:30 p.m.

Neuroaesthetics: A Beautiful Conversation Building 1, Floor 14, 14 9 D, Seminar Space

Explore the power of how our environments impact how we live and feel each day with designer Ginger Curtis of Urbanology Designs. Also, join Curtis in the Polywood showroom (Building 1, 3-E-7) at 4 p.m. where she will be signing her book, *Beauty By Design*.

Friday, Jan. 19

2:30-3:30 p.m.

Gift for Life Cooking Demo

Building 2, Floor 8, JURA Gourmet Demonstration Kitchen

Gift for Life, a charitable organization for the gift and home industry, is raising money for World Central Kitchen's (WCK) crisis-related hunger relief efforts. Ari Lowenstein, Chair of Gift for Life and owner of Ari's Pantry, will craft recipes from The World Central Kitchen, using a new cookbook by Jose Andres. Donate at least \$20 to WCK during Atlanta Market and qualify to win a copy of the cookbook, which contains amazing recipes from around the world,

2:30-3:30 p.m.

Luxe Interiors + Design Ahead of the Curve Panel

Building 1, Floor 14, 14 9 D, Seminar Space Those looking to get ahead of the curve will see an exclusive preview of what's new and next in the home design and décor space. Join Luxe Interiors + Design Southeast Homes Editor Kate Abney as she explores emerging design trends.



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