



Showrooms & Temporaries  
September 12-14, 2017

Pre-Market Education  
September 11, 2017



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**FOR IMMEDIATE RELEASE**

**EXPANDED VOW | NEW WORLD OF BRIDAL® MARKET  
SETS STYLE TRENDS**

**Market is Tuesday, September 12 – Thursday, September 14, 2017**

**ATLANTA – August 31, 2017** – Bridal is bigger than ever in Atlanta with AmericasMart Apparel presenting the largest VOW | New World of Bridal® Market to date September 12 – 14, 2017. Bolstered by an additional 70,000 square feet of exhibition space, the Market features an expansive collection of trendsetting bridal gowns, shoes and accessories, plus styles for bridesmaids, mothers of the bride, flower girls, grooms, groomsmen and other social occasions.

The September 2017 VOW Market is the first bridal Market for Atlanta Apparel's new Floor 14 social occasion collection. Opened to rave reviews at the 2017 WORLD OF PROM Market, the collection features a must-see showcase of new showrooms and expanded spaces for longtime Market exhibitors. Buyers will find showrooms for **Addison Ames, ASHLEYlauren, Ava Presley, Beside Couture by Gemy, Cachet, Gemy Maalouf, Jovani, Justin Alexander, Lotus Threads, Mac Duggal, Primavera Couture and Your Party Shoes**, plus new permanent locations for **Carrafina and Geno's Formal Affair**, and the addition of **Carmen Marc Valvo Bridal, Primavera, Saboroma and Tuxedo Avenue** joining at the VOW Market.

"We were looking for a home in the Southeast and Atlanta presents itself as the perfect place for us with its multiple markets," explains Justin Warshaw, president of Justin Alexander. "It is a convenient location for our Southeast customers to come to visit, and a great launch point for

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further developing our business in the region. We believe the Market will continue to grow as a national show.”

Across Atlanta Apparel’s three dedicated floors of social occasion product, leading lines are taking new spaces and expanding their footprints to accommodate the top bridal retailers the VOW Market attracts. New showrooms include **2Cute Prom by J Michael’s, Kanali K, Lara, Pia Michi, Roz la Kelin** and **Sydney’s Closet Plus Size Prom & Bridal**. Expanded showrooms include **ALYCE Paris, Angela & Alison, Calla Blanche, Clarisse, Colette for Mon Cheri, House of Wu, Loré, Moonlight, Nina Canacci, Rachel Allan, Sean Collection, Sherri Hill, Tarik Ediz** and **Val Stefani**.

Trend-driven temporary showcase THE COLLECTIVE features more than 50 exhibitors showing a range of product including bridal gowns, shoes and accessories, social occasion looks and children’s formal attire, plus services and products for bridal retailers. Nearly 50 percent of the collection is new to the VOW Market including **Adrianna Papell Bridal Shoes, Bel Aire Bridal, Bling Jewelry, De Blossom Collection, Bridalkare Gown Preservation, Bridal Buddy, Calla Collection, Ceci Couture, Christian Clark Designs, Creations by Lynette, Creations Georgianni, Erica Koesler Wedding Accessories, Evelyn Bridal, Julio Designs, Lauren Lorraine, Linda Richards, Lorena’s Bridal, Modeca, Pollardi Fashion Group, Tiffany Aaron NYC** and **Willfredo Gerardo**.

Additional top lines showing at the VOW Market include **Adrianna Papell, Allure Bridals, Amalee Accessories, Amare, Ashley & Justin Bride, Badgley Mischka Bride, Casablanca Bridal, Chic Nostalgia, Cristiano Lucci, Eddy K., Enzoani, Essense of Australia, Jasmine Bridal, Kenneth Winston, KittyChen, Malis Henderson, Mon Cheri, Morilee by Madeline Gardner, Rosebud Fashions, Watters, Wtoo** and many more.

“VOW | New World of Bridal has become the essential Market for the bridal industry,” says Kaye Davis, vice president of Fashion Business Development for AmericasMart. “The best lines are meeting with the best retailers in the best possible venue. It’s where the trends are set, the relationships are made, and industry is reenergized for another year of success.”

VOW’s unmatched bridal retail education series kicks off the day before the Market on Monday, September 11, with **Wendy Rivera** of “**Do You Speak Bride?**” leading a workshop-style discussion on a variety of topics at **The Bridal Retail Roundtable** at 2 p.m. **Ben Reed**, co-founder of **PitchMaps**, follows at 3:30 p.m. sharing a simple blueprint to make any pitch more

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effective in **Find Your Message: How to Drive Growth with Better Sales and Marketing Messaging**. The celebrated **VOW Experts Panel** featuring **Ashley Krauss** of **A Little Something White**, **Jessica Limeberry** of **Sophia's Bridal Tux and Prom**, **Lynn Crandall** of **The Bridal Collection** and **Meredith Bullock** of **Anya Bridal** finishes the day at 5 p.m.

The first official day of Market, Tuesday, September 12, starts with welcome mimosas and a keynote, **Social Media Savvy**, presented by wedding photographer, painter, educator and podcaster **Jenna Kutcher** at 8 a.m. **Mica May**, founder and CEO of lifestyle brand **May Designs** presents a keynote presentation, **Staying Smart in Business**, accompanied by morning coffee at 8 a.m. on September 13. Rivera returns with cocktails to tie together the key takeaways of each education session at 2 p.m. that day.

The latest and greatest in 2018 bridal fashion and trends are presented in the **VOW | New World of Bridal® Fashion Show** at 6:30 p.m. on Tuesday, September 12. Retailers and designers are invited to celebrate the industry and enjoy a little pampering before the runway events at the **“Modern Luxury Weddings” Fashion Show Pre-Party** at 5:45 p.m.

For more information about VOW | New World of Bridal, visit [www.AmericasMart.com/VOW](http://www.AmericasMart.com/VOW).

### 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 70 countries discovering product in more than 1,500 showrooms and more than 3,500 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 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). Follow us @AmericasMartATL or @atlantaapparel.

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