

## OCTOBER ATLANTA APPAREL FOCUSES ON 2023 SOURCING, NEW PRODUCT DISCOVERY AND TREND EDUCATION

October 11 – 14, 2022 at AmericasMart Atlanta

ATLANTA – September 1, 2022 – Atlanta Apparel’s October edition provides retailers the first opportunity to begin buying for Spring/Summer 2023 – with the market’s largest-of-the-year number of new temporary exhibitors alongside hallmark trend education, events and amenities -- October 11 – 15 at AmericasMart Atlanta. As an added benefit, the October buying event will co-locate with the Atlanta Fabric Show, October 12-13 at AmericasMart Atlanta, offering manufacturers and private-label retailers exclusive cross-over sourcing opportunities.

“This October, Atlanta Apparel presents its largest number of new temporary exhibitors for the year and provides retailers and exhibitors with an expanded array of sourcing resources,” said Caron Stover, IMC senior vice president, apparel. “Atlanta Apparel’s October edition, which features both the season break and partnership with the Atlanta Fabric Show, will provide brands and buyers with the comprehensive resources they need – together under one roof – to prepare for 2023 and successfully close out 2022.”

### Atlanta Apparel Highlights Key Categories & Presents Styled Trend Displays

The October Atlanta Apparel Market will present 300+ permanent showrooms and 350+ temporary exhibits, showcasing popular spring categories including resort and shoes. Leading resort brands include: **Walker and Wade; Faherty; Tori Richard; Cabana Life; Briton Court; Smith & Quinn; J Marie Collections;** and **Gretchen Scott**. Notable shoe exhibitors are: **Jeffrey Campbell; J Slides; Sam Edelman;** and **The Flexx**. Atlanta Apparel also will welcome 30+ new exhibitors to its 350+ total temporary exhibits this October, including: **ALL IN THE DETAIL** (accessories); **Audrey George Designs** (accessories); **Frances Valentine** (apparel & accessories); **Habitat Clothing** (contemporary); **La Mer Luxe** (contemporary); **MacRae & Co** (accessories); **The Diamond Label** (athleisure); and **The Normal Brand** (women’s & men’s apparel).

Atlanta Apparel’s three curated category lounges, which typically highlight market trends, will provide buyers with a comfortable place to recharge and surface top brands in several categories, allowing for further product discovery. Lounge themes for the October market are shoes in the *Footwear News* lounge, giftable immediates, and new exhibitors on floors 3, 4 and 5.

Over 350 temporary exhibits now occupy floors 1-5 of AmericasMart Building 3: Floor 1 (young contemporary and cash & carry), Floor 2 (premier contemporary and shoes), Floor 3 (women’s apparel, accessories and shoes), Floor 4 (young contemporary) and Floor 5 (young contemporary).

Atlanta Apparel’s 300+ showroom resources also will feature new additions this October: **Community Service** (contemporary), **LH Curated** (contemporary and shoes) and **Scarlett Showroom** (contemporary), on Floor 9, and **Gentle Fawn** (contemporary), **Mignonne Gavigan** (accessories) and **Southern Tide** (men’s, women’s and children’s apparel), on Floor 11.

Other notable showrooms showcasing popular spring 2023 categories include **Althea & David** (contemporary); **Brad Hughes & Associates** (contemporary); **Bed Stu** (shoes); **Lori Veith Sales** (contemporary); **Matisse Footwear** (shoes); and **Reeves & Co** (contemporary).

Atlanta Apparel's 300+ permanent showrooms are located on 6 floors in AmericasMart Building 3: Floor 6 (fine jewelry), Floor 7 (immediate resources), Floor 8 (accessories and shoes), Floor 9 (women's apparel), Floor 11 (women's apparel), and Floor 13 (children's apparel, accessories and shoes).

The full list of temporary exhibits and permanent showrooms is at [Atlanta-Apparel.com/exhibitor/exhibitor-directory](https://atlanta-apparel.com/exhibitor/exhibitor-directory).

### **Hallmark Events, Education and Amenities drive excitement for 2023 at Atlanta Apparel**

To open the October market and celebrate the season break, Atlanta Apparel will host its signature market **Kickoff Party** on opening day, Wednesday, October 12, at 6:00 p.m. Adding to the market excitement on Thursday, October 13 is the **Spring/Summer 2023 Pre-Party** at 6:00 p.m. and **Fashion Show** at 7:00 p.m., presenting 70+ looks showcasing upcoming trending colors, patterns and styles in a robust, safari-themed setting, directly outside AmericasMart Building 3 on John Portman Blvd.

Atlanta Apparel education returns at the October market, with two sessions on upcoming 2023 trends. On Wednesday, retailers can learn about directions in footwear in a session presented by *Footwear News*' **Jennie Bell** and **Samantha Rumsky**. On Thursday, attendees can preview what's next in apparel from *The Daily Front Row* **Spring/Summer '23 Trend Forecast**, presented by **Freya Drohan**, with a corresponding educational trend vignette in the Building 3 registration lobby. Both educational sessions will take place in the Building 3, Floor 2 atrium, at 10:30 a.m.

Signature market amenities include grab-and-go breakfast and coffee from Wednesday through Friday, a live DJ daily upon arrival, daily happy hours and new buyer orientation sessions led by Sarabeth Jackson, IMC Director of Buyer Services for apparel. Attendees also can take advantage of complimentary mid-morning and afternoon treats throughout the building. For a full schedule, visit <https://www.atlanta-apparel.com/markets/atlanta-apparel/october>.

Atlanta Apparel runs Tuesday, October 11 – Saturday, October 15, at AmericasMart Atlanta. Permanent showrooms are open 9 a.m. – 6 p.m. from Tuesday through Friday, and 9 a.m. – 3 p.m. on Saturday. Temporary exhibits are open 9 a.m. – 6 p.m. from Wednesday through Friday. Registration is available at [www.atlanta-apparel.com/Attend/Registration](https://www.atlanta-apparel.com/Attend/Registration).

### **Atlanta Fabric Show Adds to Market Resources for Brands and Buyers**

Joining temporary resources at the October Market is the **Atlanta Fabric Show**, featuring American, Canadian and European textile and trim suppliers with global production capabilities. The Atlanta Fabric Show will be an added resource, benefitting retailers with private label brands as well as many Atlanta Apparel exhibitors and manufacturers, by connecting them with fabric across categories: **Made in USA; Low Minimum; Stock Programs; and Small & Large Lot Production in the Americas.**

The Atlanta Fabric Show runs Wednesday, October 12 and Thursday, October 13 9:00 a.m. – 6:00 p.m. in Building 3, Floor 1, alongside Atlanta Apparel’s general apparel temporary exhibits. For more information and to register, visit <https://www.eventbrite.com/e/atlanta-fabric-show-tickets-396865253657>.

Atlanta Apparel’s eight yearly markets feature the latest looks in contemporary, young contemporary, fashion accessories and more, plus specialty categories such as children's, plus-size, bridal and social occasion. Market information is available online at [Atlanta-Apparel.com](http://Atlanta-Apparel.com).

**About International Market Centers:** International Market Centers (IMC) serves as the center of commerce for the wholesale furniture, gift, home decor and apparel industries. With more than 20 million square feet of premium wholesale showroom space in High Point, N.C., Las Vegas and Atlanta, IMC has more than 60 years of relationships and experience creating scalable business platforms for wholesale commerce. With the launch of Juniper, a fully integrated omnichannel B2B commerce solution and multiline B2B e-commerce marketplace empowering buyers and sellers to better manage and grow their business at markets and year-round, IMC now provides the only omnichannel sales and marketing platform that seamlessly connects physical and digital wholesale commerce. For more information, visit [www.imcenters.com](http://www.imcenters.com).