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*Get Ready for  
Valentine's Day*



What To Know Before  
the Winter *Markets*



Buyers check out product at a past Atlanta Market.  
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## 1. ATLANTA MARKET

JAN. 14-20, 2025

TEMPORARIES: JAN. 15-19, 2025

ATLANTA, GEORGIA

ATLANTAMARKET.COM

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AND ON INSTAGRAM #ATLMKT

### WHAT ARE THE TOP THINGS AN ATTENDEE SHOULD DO OR VISIT AT THE SHOW?

- **Explore the Temporaries.** The temporary exhibitors at Atlanta Market are the destination for new and trend-forward product. The cross-category offerings span across gift, lifestyle, and home décor. The temporaries are open Jan. 15-19, so save time to visit all three buildings on AmericasMart's campus and connect with new and returning vendors.
- **Ask about show specials.** Take the opportunity to find new product and optimize your investment with show specials. Many vendors offer at-market-only incentives like free or discounted freight, special merchandise bundles, and exclusive discounts. These deals are exclusive for buyers, so be sure to ask your reps during your visit.
- **Use the app.** Atlanta Market is a hub of new and returning resources, but it is essential to maximize your time, and that is where the ANDMORE Markets app can assist. The ANDMORE Markets app ensures quick badge pickup, on-the-go Market Plan access, and more. The photos and notes feature helps keep track of favorite Market finds and essential details. Review your Market Plan each day to recap visited brands and product discovery.
- **Enjoy the city.** Atlanta is renowned for incredible food, rich history, museums, and fun activities. Make time for fun after a day of sourcing and explore the surrounding areas of Midtown, Buckhead, and Virginia-Highland.

### WHAT SHOULD A FIRST-TIME ATTENDEE KNOW BEFORE VISITING?

- **Register in advance.** By pre-registering at [AtlantaMarket.com/Register](https://atlantamarket.com/register), you will save valuable time once you arrive at AmericasMart. Simply download the ANDMORE Markets app to access your Scan & Go QR code,

and it will ensure a seamless badge pickup. Spend your time sourcing new lines and brands and less time waiting in lines.

- **Take advantage of travel and lodging discounts.** Our official travel partners simplify how you approach travel. Visit [AtlantaMarket.com/Travel](https://atlantamarket.com/travel) to learn more about our exclusive hotel and airfare discounts. Additionally, you can learn more about on-site transportation, parking reservations, and other on-site amenities.
- **Find inspiration.** Market is the place to find new product, but it is also a great way to get inspired. Whether that is through merchandising ideas, new connections, or attending seminars and panels, there are many opportunities to ignite your creativity and think outside the box for 2025 and beyond. Keep up with new brands, product launches, and other Market happenings through Atlanta Market's Instagram, Facebook, and YouTube channels. There you can find exclusive content curated for market attendees.
- **Prioritize categories and make a plan.** Atlanta Market offers thousands of resources across the three-building campus, so it is essential to prepare accordingly. The Market Plan makes it easy to create an efficient plan before you leave home and provides insight on navigating each building based on the category. Building 1 houses furnishings, outdoor living, and holiday/floral; Building 2 houses gift, gourmet, and tabletop; Building 3 houses apparel, accessories, and children's plus the largest concentration of temporaries. Review each building and its product offerings before arriving on campus, so you are able to map out your time.

### WHAT MAKES YOU EXCITED ABOUT 2025'S WINTER SHOW?

Atlanta Market is the ultimate hub for discovering new product. This is the place for retailers to remain competitive by seeing new product introductions in person and making new connections on the ground. Unlike online sourcing, attending Market gives buyers the chance to see, touch, and select product throughout the week, curating selections that best fit their customer needs.

Winter Market also brings the launch of Holiday 2025, and Atlanta boasts the largest concentration of seasonal lines in the nation, including European brands you will not find anywhere else. Browse five consecutive floors and more than 500,000 square feet of seasonal merchandise and be the first to lock in your orders.

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The WESA Trade Show begins on Jan. 22, in Dallas.  
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## 2. WESA TRADE SHOW

JAN. 22-25, 2025

DALLAS, TEXAS

WESATRADESHOW.COM

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[HTTPS://WWW.YOUTUBE.COM/@WESATRADESHOW8011](https://www.youtube.com/@wesatradeshow8011)

### WHAT ARE THE TOP THINGS AN ATTENDEE SHOULD DO OR VISIT AT THE SHOW?

- **Leverage WESA's networking tools.** Stay engaged with the thriving Western and English equine industry by taking advantage of WESA's digital platforms. Join the exclusive WESA Facebook groups, download the WESA Trade Show app, and schedule appointments early. These tools ensure you are connected, informed, and ahead of the curve when navigating the show.
- **Explore the WESA Temps.** Located on WTC 11, the temporary exhibitors bring fresh energy and innovative products to the show. Their booth designs and product displays are carefully curated, offering you a first look at the latest trends and unique items that could become your next bestsellers. Do not miss this opportunity to explore cutting-edge merchandise.
- **Visit the WESA Perms.** The permanent exhibitors at WESA have a long-standing reputation for offering high-quality products and exceptional industry expertise. Booking appointments with the exhibitors ensures you will have an in-depth conversation about the latest market trends and merchandising strategies.
- **Join the daily events.** Step away from ordering for a bit and enjoy WESA's daily parties. These events offer food, drinks, and a perfect chance to relax, network, and recharge. The social atmosphere makes it easy to connect with other retailers and exhibitors in a fun, informal setting.

### WHAT SHOULD A FIRST-TIME ATTENDEE KNOW BEFORE VISITING?

Since 1921, WESA has been a cornerstone of the Western/ English industry, showcasing cutting-edge products and delivering invaluable networking experiences. With nearly 250,000 square feet of exhibit space, the WESA Trade Show can feel overwhelming — but do not worry! Below are some top tips for first timers.

- **Skip the lines.** Register at [wesatradeshow.com](http://wesatradeshow.com) ahead of time. Once approved, your badge (and possibly early-bird vouchers) will be mailed to you, ensuring a smooth and hassle-free entry into the show.
- **Plan for flexibility.** Schedule appointments with ample time in between to allow for serendipitous discoveries as you explore the trade floor. With so much to see, you are bound to stumble across products or trends you did not even know you needed.
- **Embrace the community.** WESA is Where the Industry Meets, bringing together a community that shares a common passion. You will quickly see how WESA and its members foster trade, education, and fellowship, building connections that last beyond the show.

### WHAT MAKES YOU EXCITED ABOUT 2025'S WINTER SHOW?

The August WESA Trade Show was a resounding success, drawing international retailers and brands to Dallas and setting a high bar for future events. January's show promises even more opportunities for growth, networking, and discovery.

As WESA continues to grow its global presence, expect a surge in international exhibitors and attendees, creating a dynamic marketplace Where the Industry Meets. The January WESA Trade Show will offer exclusive first looks at new product launches, innovative retail solutions, and opportunities to forge high-value partnerships.

Whether you are a returning retailer or attending for the first time, the upcoming WESA Trade Show will be a can't-miss event. The momentum from August is carrying into the new year, with a heightened focus on innovation, collaboration, and elevating your retail brand on a global scale. Be ready to engage in productive meetings, discover fresh product lines, and leave with strategies to shape your business for the year ahead.

## 3. LAS VEGAS MARKET

JAN. 26-30, 2025

TEMPORARIES: JAN. 26-29, 2025

LAS VEGAS, NEVADA

LASVEGASMARKET.COM

FOLLOW AT: @LASVEGASMARKET ON FACEBOOK AND TWITTER AND ON INSTAGRAM #LVMKT

### WHAT ARE THE TOP THINGS AN ATTENDEE SHOULD DO OR VISIT AT THE SHOW?

- **Plan ahead.** The first step is to pre-register for Las Vegas Market in advance for a seamless arrival experience. Once registered, attendees can pick up their badge on-site in a matter of minutes by accessing the Scan & Go QR code in the ANDMORE Markets app.
- **Source new brands.** With 3,500 lines across Las Vegas Market, it is easy to find options to set your store apart from the competition. Our permanent showrooms offer fresh product introductions each season, so make time to visit your favorite showrooms and explore new offerings across campus. Building A is home to the Las Vegas Design Center and many permanent furniture, home décor, and bedding brands. Building B features home furnishings, temporaries, and many cross-category home resources. For a range of gift and lifestyle lines, Building C is the must-stop destination. You will find gift, seasonal, personal care, housewares, tabletop and gourmet, plus a great assortment of toys and juvenile products.  
Known as a home for the new and innovative, The Expo at World Market Center Las Vegas is a can't miss spot for gift and lifestyle brands. This single-level expansive trade show floor houses hundreds of brands in six categories: Gift, Home, Design, Handmade, Luxe, and Immediate Delivery. For Winter Market, temporaries are open Jan. 26-29, so plan your time accordingly. There are always exciting and fresh brands each season, so make time to walk the floors and find unique and artisanal products.
- **Discover local resources.** With a distinctive West Coast vibe, Las Vegas Market showcases brands you cannot find at other markets. From the Pacific Northwest to the California coast, through the desert and beyond, small-batch vendors and emerging lines are ready to be discovered. Meet the makers and hear the stories behind the products to enrich your

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Las Vegas Market has a West Coast vibe.  
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product mix. Las Vegas Market also gives attendees the chance to connect with local reps who can guide purchasing with thoughtful insight. Building relationships with sales reps is an essential step in building your business.

- **Explore the city.** More than just a business destination, Las Vegas offers a world-class experience. The city's vibrant energy, paired with Las Vegas Market's efficiency, makes it the ideal backdrop for networking, sourcing, and doing business. Leave your evenings open for dining opportunities on and off the strip, in addition to exploring exciting shows and entertainment.

#### WHAT SHOULD A FIRST-TIME ATTENDEE KNOW BEFORE VISITING?

- **Hotels and travel.** Las Vegas Market offers hotel and travel discounts to attendees, simplifying the entire travel experience. Our special rates and added-value benefits ensure buyers find the perfect hotel accommodation and transportation for their needs. Visit [LasVegasMarket.com/Travel](https://LasVegasMarket.com/Travel) for more details.
- **Informative tools.** Navigate Market like a pro with the suite of digital and on-site tools. Search for and save your favorite brands by using the Market Plan tool available on desktop and the ANDMORE Markets app. It is the best way to organize your visit and keep track of showrooms and product discoveries. Also check out our handy publications, including our *Preview Guide*, *Buyer's Guide*, and *EXPLORE, The Gift and Home Temporaries Magazine*.
- **Break for refreshments.** Food and refreshments are always found throughout our campus. Explore the assortment of food vendors, coffee stations, snacks, and beverages found in all four buildings. Food trucks are also parked in the Courtyard, offering a variety of options.
- **Get inspired on social.** Keep up with new brands, product launches, and other Market happenings through Las Vegas Market's Instagram, Facebook, and YouTube channels. There you can find exclusive content curated for market attendees. Retailer tips, new showrooms, and product introductions are just a few of the exciting things first-time attendees will discover through our social media.

#### WHAT MAKES YOU EXCITED ABOUT 2025'S WINTER SHOW?

Las Vegas Market is the West Coast's premier buying destination, and it is also the most fun you will ever have while doing business! With amenities, parties, and happy hours around every corner and inspiring product on every floor — plus all the excitement of the City of Lights— it is the ultimate work hard, have fun trade show, and this winter's Las Vegas Market will be one for the books.

#### 4. NY NOW

FEB. 2-4, 2025  
NEW YORK, NEW YORK  
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#### WHAT ARE THE TOP THINGS AN ATTENDEE SHOULD DO OR VISIT AT THE SHOW?

While at the show, every aisle presents an opportunity. To simplify product discovery, we have curated the show floor into three main categories: Gift & Lifestyle, Home, and Jewelry & Accessories. Start your NY NOW journey by focusing on the sections that align most with your business needs but be sure to explore the entire market. NY NOW offers intimacy at scale, ensuring that while it is easy to navigate, the entire show floor holds value — with hidden gems that would be missed if not walked in full.

In addition to our three core categories, we also have distinguished Market Destinations designed to help our brands tell their stories. Discover new businesses under 5 years old in our Incubator section, explore a haven of opulence within Luxury Lifestyle, support emerging talents in luxury in CURATED at Luxury Lifestyle, explore the rich tapestries of global craftsmanship in Rising Artisans, and travel the world without leaving Javits from our International Pavilions.

#### WHAT SHOULD A FIRST-TIME ATTENDEE KNOW BEFORE VISITING?

Prepare for an unforgettable three days in New York City, the vibrant heart of global fashion and retail and the perfect backdrop for your first NY NOW experience. This is where legacy and emerging brands unite to showcase their newest collections to prestigious buyers from around the globe.

Known as the wholesale event that masterfully balances scale and intimacy, NY NOW is an unparalleled destination for discovery, where exhibitors from across the globe present their most dazzling collections. From artisanal craftsmanship to cutting-edge design, you will explore materials and

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NY NOW continues spotlighting businesses that have a story to tell.  
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