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Regional Distinction Enhances MMPI Markets



Merchandise Mart Properties Inc. is the world's leading owner and operator of showroom buildings and trade show facilities, bringing buyers and sellers together in more than 300 market events, trade and consumer shows and conferences each year. HOMEWORLD BUSINESS® recently sat down with Su Hilty, director/marketing of 7 W New York, Peggy Colman, vp/marketing L.A. Mart Gift + Home, and Paula Guiliano, senior director/marketing for Chicago's Gift & Home Industry, to speak about what the marts they serve bring to retailers in the tabletop, gift and home furnishings market.



Su Hilty
7 West

HWB: What product categories does 7 W New York offer retailers?

Su Hilty: We are an eclectic wholesale market building with more than 110 suites for gift, home textiles, tabletop, home décor, accessories, seasonal products and more. For the design community, we are a finishing touch design resource. This year, we will add several design and display companies.

HWB: Does 7 W host events for retailers?

SH: 7 W showrooms participate in a minimum of 15 events a year, where 7 W and/or showrooms have receptions, keynote presentations, designer demonstrations and launch parties. 7 W will also host more than 14 shows in 2010 for categories such as art, electronics, print sourcing and carpets.

HWB: How else does 7 W benefit retailers?

SH: 7 W provides a variety of product and companies in a comfortable environment that is easy to navigate.



Paula Guiliano
Chicago Market

HWB: What can Midwest retailers find to target their regional audience at the Chicago Market?

Paula Guiliano: The Chicago Market is the independent and specialty gift and home stores' preferred venue, offering a selection inspired by the taste and influences of the Midwest lifestyle. Plus, we have an exclusive category called Lake Living, which features fresh water-inspired products.

HWB: What does the Chicago Market provide to retailers beyond shows?

PG: We offer a year-round seminar series covering retail business growth strategies such as branding, customer segmentation and merchandising.

HWB: Is Chicago: Living and Giving affordable?

PG: We have the lines and brand names retailers are looking for, providing a one-stop shopping opportunity; we also have the lowest hotel rates in the marketplace for January 2010.



Peggy Coleman
L.A. Mart

HWB: What benefits does L.A. Mart's recent acquisition of the California Gift Show provide for retailers?

Peggy Coleman: The California Gift Show serves as the West Coast anchor for the gift and home industry, with a strong history as the place where trends begin. The two venues, L.A. Mart and the Los Angeles Convention Center have been integrated to deliver thousands of resources to retailers. They are supported by one market directory, transportation system and registration system. Since the acquisition, the L.A. Mart has signed 15 new permanent showroom leases.

HWB: What can retailers find at the L.A. Mart year-round?

PC: The L.A. Mart offers a cross section of products, including tabletop and housewares, seasonal, imports, jewelry, personal care products, eco-friendly and natural products, and health and wellness. One distinct resource to the L.A. Mart is the Design Center, targeting the interior design community.

