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The Chicago Market: Living And Giving Offers Expanded Beckman's Show

The Chicago Market: Living and Giving is offering an expanded Beckman's Handcrafted Show this January, with new-to-market exhibitors as well as popular high-profile returning exhibitors. Designed as a "show within a show," Beckman's Handcrafted Show showcases the best in original work to discerning specialty retailers looking to differentiate themselves from their competition. Beckman's reflects trends in the marketplace through the original work of true artisans not seen elsewhere, increasing the overall value of the market, by showcasing unique handcrafted work within the framework of a gift show.

The Beckman's Handcrafted Show encompasses fresh and functional pieces from contemporary apparel to jewelry to classic home accents making it a trusted resource among specialty retailers for innovative and unique product opportunities.

Says Joan Ulrich, sr. v.p., MMPI: "We are so excited to welcome a significant number of new artists and a host of favorites returning to this year's Market. Plus, we have added a Fair Trade pavilion adjacent to Beckman's, offering more handcrafted products in a variety of product categories to meet the growing demand for unique high quality products."

Beckman's Handcrafted Show also provides artisans with the ability to build their brand and their wholesale business by targeting the right buyers and retailers with new and returning exhibitors, featuring established brands and new product innovations. For more information on Beckman's, contact Robin Gadomski at rgadomski@mmart.com.

The Chicago Market's Fair Trade section is also expanding the number of exhibitors under the Fair Trade Federation (FTF) banner. Positioned adjacent to the Beckman's Handcrafted Show, the Fair Trade exhibitors offer additional choices in handcrafted products in many categories. The FTF logo represents a national trade association whose goal is to strengthen and promote North American Organizations who are fully committed to Fair Trade partnerships. The Federation is a part of the global Fair Trade movement, building equitable and sustainable trading partnerships and creating opportunities to alleviate poverty. As Fair Trade products continue to draw buyers and retailers in the Midwest and across the U.S., the FTF logo helps to identify Fair Trade exhibitors so buyers and retailers can be assured that these brands are certified Fair Trade products. These unique, high-quality products deliver on price points, variety and quality craftsmanship.

The Chicago Market: Living and Giving dates for January 2010 are as follows: Chicago Showrooms: Thursday, January 21, to Wednesday, January 27; Temporaries and Beckman's Handcrafted Show: Saturday, January 23, to Tuesday, January 26. For more information on Beckman's Handcrafted Show, visit www.beckmans.com.