

Gifts & Decorative ACCESSORIES[®]

Crate & Barrel Founder to Give Keynote in Chicago

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Chicago – Gordon Segal, chairman and co-founder of Crate & Barrel, will give the keynote presentation at **The Chicago Market: Living and Giving**. “It All Begins with Merchandise” will focus on Segal’s story of how he and his wife started the retail chain out of a desire to provide well designed products at a good value. He will offer specific methods and strategies on how to find unique products that will help retailers differentiate their stores, how to use products to establish a point view or brand position and how to educate employees to get customers excited about your products.

“It All Begins with Merchandise” is scheduled for Monday, January 25, 4–5 p.m. with a cocktail reception to follow. To RSVP, email events@shopchicagomarket.com. Include "Keynote Presentation" in the subject line.