

Segal to Speak At Chicago Market

GORDON SEGAL, CO-FOUNDER AND CHAIRMAN of Crate and Barrel, will deliver the keynote presentation at the January Chicago Market.

Segal will speak on Monday, Jan. 25, at the Merchandise Mart Conference Center here. According to a statement from MMPI, manager of the Merchandise Mart, he will give his views on the home-decor business, and share the story of how he and his wife, Carole, created Crate and Barrel with the goal of providing tasteful and well-designed products at a good value to consumers. Among his insights will be specific methods and strategies on how to find unique products that will help retailers differentiate their stores, how to sue products to establish a point of view or brand position, and how to educate employees to get customers excited about the store's products.

Segal's presentation will take place from 4 to 5 p.m., and will be followed by a cocktail reception. The Chicago Market is scheduled for Jan. 21-26. ■

