



Gifts and Tablewares, 12/15/2009

Crate & Barrel Chairman to Give Keynote Presentation at Chicago Market

CHICAGO, IL - The Chicago Market: Living and Giving® has announced that **Gordon Segal, chairman and co-founder of Crate & Barrel**, will lead the keynote presentations at the 2010 January market.

Segal, who will be speaking on Monday, January 25th, will share the story of how he and his wife Carole conceived Crate & Barrel out of a desire to provide tasteful, well-designed products to the consumer at a good value. His presentation 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 of view or brand position, and how to educate employees to get customers excited about your products. "We will explore what makes creative retailing such as exciting occupation for so many of us," says Segal.

Segal's presentation, "**It All Begins with The Merchandise**," will be held from 4:00 p.m. to 5:00 p.m. on Monday, January 25th at the Merchandise Mart Conference Center. It will be followed by a cocktail reception. RSVP required to events@shopchicagomarket.com. Include "Keynote Presentation" in subject line.

The Chicago Market: Living and Giving will run from Thursday, January 21st to Tuesday, January 26th, 2010. For more information visit www.shopchicagomarket.com.

