



Posted On: 7/2/2010

Chicago Market Expands Handcrafted Shows

MMPI leads the way in providing the best in handcrafted products by offering expanded Beckman's Handcrafted Shows in California and Chicago. Beckman's West and Beckman's Chicago offers 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.

"MMPI is excited to once again offer the Beckman's Handcrafted Show at The California Gift Show and The Chicago Market. We are pleased to welcome a significant number of new artists to both July Markets," Joan Ulrich, senior vice president, MMPI, states. "Beckman's is a great complement to all of the unique resources and products that are available at both Markets. Beckman's offers buyers and retailers the opportunity to shop contemporary and traditional handcrafted products locally in L.A. and Chicago."

Designed as a "show within a show," the Beckman's Handcrafted Show is the most highly recognized handmade wholesale trade event in the gift industry. For more than 30 years, Beckman's Handcrafted Show has showcased 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 vibrant gift show.

After a successful Beckman's launch at the January Market, the California Gift Show is excited to offer an expanded Beckman's West section at its new location at the L.A. Mart. Beckman's West will feature over 72 new-to-market exhibitors and buyers will see more than 137 Beckman's West exhibitors in all, many of whom are local artisans with product unique to the West Coast.

"The quality of the Beckman's West show brings my perfect buyers virtually to my door! Beckman's West is constantly innovating to create a fun and profitable experience for exhibitors, buyers and retailers. I love it," Andy Spyros, Handmade Galleries, notes.

"Having a presence at Beckman's is a perfect way to target just the right audience for my hand poured, lovingly hand packaged candles and body balm. The buyers who are attracted to Beckman's have an eye for conscientious goods, and it makes writing orders a delight for all," Ianthe Kabakov, Objects With Purpose, enthuses.

The Chicago Market is the market leader in offering the best in handcrafted products and is excited to offer more than 57 new Beckman's Chicago exhibitors to the July Market. Buyer and retailers will see more than 140 Beckman's Chicago exhibitors, many of who are local artisans with product only found in Chicago.

The need for retailers to keep pace with market demand seeks innovative handcrafted

products and Beckman's offers retailers looking to differentiate themselves with unique, original works which help to set themselves apart from the competition.

Under the direction of the Chicago Market, Beckman's has experienced growth with its product offering with expanding product categories, varied price points and high perceived value. Beckman's Chicago exhibitors have expressed their excitement over the expansion of the Beckman's Handcrafted Show at The Chicago Market: Living and Giving.

"Beckman's is an integral and crucial part of The Chicago Market. The Midwest is an important market for us and Beckman's Chicago is the only way for us to reach that market. We would certainly not be in Chicago were it not for the Beckman's Handcrafted Show. It is important that artists such as myself have a venue dedicated to American Made Handcrafts. Many buyers are specifically seeking work by American artists and craftspeople. Beckman's allows them unfettered access to a wide range of handcrafts, all on one convenient floor, with thoughtful amenities for the buyer," Marty Kubicki, The Porcelain Garden, Inc., reveals.

"We have done Beckman's for the last five or six years and it is a mainstay show for us. We do it religiously every year because our sales have grown each time. The show continues to get better and better and there are always more buyers, more exhibitors and more enthusiasm," Jody Norton, Something So Charming, states.

For more information, visit www.californiagiftshow.com and www.shopchicagomarket.com.