

# gone to market

A glimpse into how hot fashions find thier way to local stores.

**THIS SPRING** *Alabama Baby* followed the manager of Pickles & Ice Cream Maternity Apparel, Kathy W. Sanders, to the Atlanta Women's and Children's Apparel/Accessories Market at AmericasMart Atlanta to see exactly where your favorite stores find your favorite clothes. The market kicked off with Children's World, which featured four new showrooms, including Haute Baby and Beau Beaux, which each opened with a ribbon cutting ceremony.

There were plenty of new trends on display as buyers browsed the product showcases throughout the 13th floor, which is entirely dedicated to children's apparel, accessories, and juvenile products. We later shadowed Kathy as she met with other buyers to finalize the product line that would be offered at Pickles &

Ice Cream this fall. During this session we enjoyed our own private fashion show of selections of interest and Kathy explained to us a bit of the science behind the buying process.

In the midst of all the walking, talking, fabric touching, and number crunching, market offers fun and entertainment to keep weary buyers going. On opening day, the new Market celebrated with a balloon drop and champagne toast. Almost every showroom featured fabulous food spreads, and 8,000 balloons fell from the top of the atrium and buyers popped them to win prizes that included free hotel nights, Georgia Aquarium tickets, restaurant gift cards, and complimentary massages.

The market also hosts offsite events to keep buyers entertained and inspired. On Monday night, AmericasMart hosted an



**Photos** (left to right) 1. First day of Market ribbon cutting. 2. Fashion show and performance by Cirque Eloise in the 15th Floor Fashion Theatre. 3. Extravagant balloon drop and champagne toast celebration. 4. Kathy (left) and corporate buyer from Pickles & Ice Cream finalizing selections. 5. The Style Runway fashion show featuring 25 children's lines.



## on location

extravagant party at the Georgia Aquarium for more than 2,000 market attendees who showed up to watch the Style Runway fashion show and enjoy an evening “under the sea.”

AmericasMart is quickly establishing itself as the largest apparel market on the East Coast,

and most of the clothes found in our local stores are selected during one of its four seasonal market sessions. Visiting one of these markets is an eye-opening look at how clothes find their way into our local stores and, the stores’ proprietors hope, into the closets of local moms and kids. 🙌



PHOTOS (top to bottom) 1. Sunday Morning, the energy was high as buyers gathered at registration. 2. More than 2,000 buyers and exhibitors enjoyed an exclusive off-site party at the Georgia Aquarium.