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**7 W New York® Fall Tabletop Market
*Pent-Up Demand & Stellar Programming
Add up to a Successful Week***

(New York, NY – October 26, 2009) The 7 W New York® Fall Tabletop Market, October 13 - 16, 2009 was robust with a focus on creativity and the growing trend of entertaining at home. A steady stream of buyers and industry experts circulated the building, discovering a fresh crop of products and enjoying 7 W's invaluable programming and welcome amenities.

According to Chris Collins, vice president and general manager, 7 W New York, "We were very pleased with every aspect of this market. Buyers and sellers were optimistic and much like many of the markets over the last three or four months, all were anticipating an improving economy and new opportunities in which to once again grow their businesses. Our attendance was very strong to the building as a whole and our attendance to our programs and special events exceeded all expectations."

Each day of the market, the building was chock full of buyers including representatives from Gracious Home, Overstock.com, Home Goods and Ross searching for new product to stock their stores. According to Karla Warsaw, a buyer for Kmart, "We've seen a lot of newness and fresh items. We came to 7 W to find that "wow" item and we see these manufacturers tailoring their assortment to the economic times."

Sally Marrer, a representative for popular online boutique, Rue La La, Boston, MA observed, "This market has definitely been "buzzy" and now with more people eating in, we have found our tabletop sector growing." Robin Long, vice president of marketing and business development of Replacements Ltd., noted, "There was hope in the air with people cautiously optimistic. Our own business has been up in the last few weeks. We always come to this market and it was great to see new products and renewed energy." Kristina Lifors of K & Co., Germany, added, "There is so much to see, lots of product to choose from. As a foreign buyer, it is also helpful that 7 W is centrally located and everything I need is in one place."

The "**Talking Creativity**" discussion between celebrated home décor aficionado Jonathan Adler and prolific journalist Rima Suqi kicked off the first day and set the tone for a lively and informative market. Adler spoke of his start in the tabletop industry, the success of which allowed for his business to grow into an iconic, multi-category brand. He also spoke about his signature style, which, with pops of ebullient color and touches of levity, seems to be in line with the industry's trend toward a happy, bright aesthetic.

7 W tenants also noticed the increased demand for product and general optimism. Isadora Frost, of Isadora & Mizrahi, observed, "There is a lot of traffic and quality traffic

up from last year. Customers are happy. They need product and last minute shopping. You can't run a store on empty and 7 W is a great place to replenish."

Fred Curran of Boston Warehouse agreed, remarking, "This market was fantastic, a great fourth quarter rebound. We definitely felt a good vibe around the building and customers have really been pouring in."

Gustavo Ortega Oyarzun, sales representative for Gallery On Six's Decor Mexico, added, "people are looking for colorful product, which goes along with the current trend. We placed a lot of orders."

The NPD Group, the leading global provider of consumer and retail market research information, was also on tap for the market, offering attendees helpful statistics and hard facts during the keynote address: **The Evolving Tabletop**. Kathleen Cella, senior account manager of NPD's housewares division, shared some interesting findings about the tastes of tabletop consumers, including the fact that appearance actually beats price. Cella also noted that the casual look is in high demand, allowing for manufacturers to creatively redefine the tabletop category by playing with color and style.

Back by popular demand, **Editors Picks and Predictions** was yet another educational resource offered. Moderated by HFN Editor, Warren Shoulberg, the panel included Krissa Rossbund, senior style editor of *Traditional Home*; Kathleen Cella, senior account manager of NPD Group; Amy Stavis, editor and founder of *Tableware Today* and Karin Edwards, editor of the design blog *Decorati*. The group gave their forecasts for 2010 and beyond, observing several key trends including the color purple, geometrics, monogramming and retro looks. The move toward consumers hosting and setting their table for guests was again emphasized as was, in the words of Edwards, "the casualization" of luxury products. Overall, the group found much inspiration from 7 W's suites and was optimistic about the future of the industry.

The market also included a "**Creative Table**" lobby display, inspired by exhibits from the Museum of Arts and Design (MAD) and created with product from 7 W tenants. A host of in-suite happenings rounded out the week with both buyers and showroom representatives enjoying the upbeat mood.

Photographs from the market can be viewed shortly via 7 W's Tabletop Photo Gallery (http://www.mmart.com/7w34/market_information/photogallery.cfm). Additionally, video clips of all keynote addresses will soon be available on the 7 W website.

For complete and updated information visit www.7wnewyork.com or find 7 W on Facebook and Twitter.

7 W NEW YORK® is a wholesale mart building, catering to the buyers of Home Décor, Table Top, Giftware, Textiles, Decorative Accessories, Fine Arts and related industries. Its daily hours of operation are Monday through Friday, from 9 am to 5 pm with extended hours during special market weeks. 7 W New York is a trademark of MMPI.

MMPI is the world's leading owner and operator of showroom buildings and trade show facilities, bringing buyers and sellers together in more than 300 market events, trade and consumer shows and conferences each year.

MMPI manages The Merchandise Mart and 350 West Mart Center in Chicago; Market Square, the Suites at Market Square, Hamilton Market, Plaza Suites, Furniture Plaza and the National Furniture Mart in High

Point, N.C.; the Architects & Designers Building and 7 W New York in New York; the Boston Design Center in Boston; the L.A. Mart in Los Angeles; and the Washington Design Center in Washington D.C.

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