

## **FOR IMMEDIATE RELEASE**

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## **TABLETOP MARKET WRAPS UP AT 7 W NEW YORK® *A Positive & Productive Week***

(New York, NY – April 29, 2010) 7 W New York Suites reported a strong market (April 13 – 16, 2010) with healthy sales from both appointments and walk-in buyers. The cross-over effect generated by the popular Printsources New York show was immediately evident. Stylist Nancy Alusick brought it all together by using trend-setting prints as the inspiration for colorful lobby displays created with stylish products from 7 W tabletop and home accessory showrooms. Product trends spotted for the market included rainbow and citrus colorways, retro, enamel and products tied to a cause.

According to Chris Collins, “We were thrilled with the positive vibe and upbeat mood here at 7 W for this Spring Tabletop market. The first time initiative of hosting the Printsources New York market alongside tabletop week was a tremendous success and brought new opportunities to the market week as well as a tremendous dose of energy and enthusiasm throughout the building. The feedback from our tenants was that of positive and productive meetings resulting in a very successful spring market.”

While the tabletop market is often appointment driven, suites reported increases in walk-ins during this market. “Beyond good appointments, we had good business. 2010 is certainly different than the last year. People are optimistic and cheerful,” noted veteran tabletop specialist and founder of The Zrike Company, David Zrike. Richard Cohen, of Richard Cohen Collection, Inc. would agree, adding, “We actually had a lot of people come in who didn’t have appointments. We were pleasantly surprised.” John Falzer, V.P. of Sales of Home Essentials & Beyond observed, “This has been a good start to the year. No one has missed an appointment so far, which is definitely indicative of a better attitude.”

In addition to entertaining in-suite events at Gallery On Six and Isadora & Mizrahi, the show’s opening cocktail reception Tuesday evening attracted a record crowd of attendees. They were on hand to celebrate the start of the market and the 5<sup>th</sup> anniversary of 7 W New York – which opened its doors in time for the 2005 Spring Tabletop Market.

Show attendees also took advantage of the show’s keynote address by Kathleen Cella, Director at the NPD Group. In her presentation entitled “**Serving it up On-line**,” Cella shared insight on online shopping trends and the “biggest shift since the industrial revolution:” social media. Attendees learned that consumers are spending more money online and increasingly looking to the internet/blogs for peer reviews and recommendations. Cella shared NPD research that shows U.S. consumers are beginning to feel more confident, with a favorable outlook for 2010 and beyond. “Frugal fatigue” was cited as a factor in the increase in spending - people are simply tired of holding back on purchases. This optimistic look at the future coupled with a drive to replenish stock was a statistic brought to life at 7 W’s market.

Diana Berchan, President of Small by Nature, was compelled to speak further with online expert and NPD executive, Kathleen Cella. “I took a lot of notes and learned so much. It’s great that I can come to 7 W to shop for my specialty website, but I can also gain information that is helpful to my business.”

Mia Katz, Assistant Buyer at Snappy Tuna, an e-commerce housewares site set to launch in the few months, was seeking trendy product. “I heard that 7 W has a great variety of product – not just one style. It’s my first time in the building and so far I’ve found the layout is very navigable and the product range right on target.”

Sherri Kassin, Owner of two Parci Parla retail stores located in Brooklyn, was out shopping at the market as soon as it opened. “This is the first time that I am shopping for tabletop. I often visit 7 W at other times of the year – but this year, I was on the hunt for new casual tabletop for my second store – which is a mix of casual and formal. The building is a great resource for new products.”

Newly expanded suite, Robely Inc. boasted a complete collection of white porcelain tabletop, serveware and entertainment pieces as well as clear and colored glass items. The Canadian company also displayed their signature wire and metal tableware and kitchen accessories. In ARC International, another recently expanded suite, the retro trend was in play with Coca Cola and vintage labeled beers with a nostalgic appeal. Red Vanilla and Star Home had a wide array of tabletop, some accented in enamel and some enamel-coated in bright colors. A percentage of Boston Warehouses’ popular Brushing Beauty will go to the Susan G Komen For the Cure® and the Arvind Group in Gallery On Six found great success with their “Tap Water” products, a percentage of the proceeds support Water.org’s charitable efforts. Arvind Shah, the owner, reported getting great business opportunities from being at 7 W.

Save the date for upcoming markets and events:

7 W New York Summer Sample Sale – NEW DATES: June 1 – 3, 2010

7 W New York Designer Day featuring Robin Wilson: June 15, 2010

For complete and updated information about 7 W New York, visit [www.7wnewyork.com](http://www.7wnewyork.com). You can also find 7 W on Facebook and follow them on 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 Merchandise Mart Properties, Inc. (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 and Federal Center Southwest in Washington D.C.

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