

GIFT & HOME TEXTILES MARKET WEEK® at 7 W NEW YORK
Tenants and Buyers Get in the Spirit of 7 W's Winter Wonderland Theme

(February 8, 2011 – New York, NY) Attendees enjoyed an upbeat and productive market with a fitting Winter Wonderland theme this Gift and Home Textiles Market Week® at 7 W New York. In spite of a severe winter storm set to move throughout the country during and after the market, showrooms reported steady sales and quality appointments. A notable amount of buyers made their way to 7 W despite the weather, where they were positive about the products and promotions the building provided. The In-Suite events, Holiday Shopping Stroll, one-on-one consulting from Pop-Up Retailing expert Christina Norsig, Showroom Spotlight prize drawings and festive Winter Wonderland Monday night party complete with a prize wheel and wintertime refreshments all contributed to the cheerful and business-minded atmosphere. Adding to the energy and buzz of the show, NY designer, stylist, blogger, and trend expert Callie Jenschke, commissioned by MMPI to shop the three different properties, L.A., Chicago and New York, on the hunt for trends, toured 7 W's floors during the market. Jenschke, who has done trend reports for such heavyweights as *Elle Décor* and *Everyday with Rachael Ray*, shared her findings in real-time on 7 W's twitter account, @7WNY.

According to Chris Collins, VP and general manager, 7 W New York, "We are always faced with unpredictable weather for the winter market here in NY and this year was no exception as we continue to get pounded by snow and nasty weather. With that, we were still able to enjoy a very successful market week as retailers and tenants remained optimistic and were able to execute high quality meetings and enjoy significant order writing. The market in general had a very positive vibe despite the weather challenges which is a very good sign for our business."

Both buyers and showrooms enjoyed the winter-themed market and had good news to report about the week. David A. Savchuk, VP of Sales for InterDesign, Inc. remarked, "The market was pretty fantastic. The whole weekend was very busy with a lot of buying taking place." Patti Weil of Raz Imports, Inc. maintained, "We have had a great week with a lot of order-writing. Overall, our experience has been very positive." Howard Westervelt of Red Vanilla echoed the general sentiment, noting, "It has been a very productive last few days." Garry Schermann of tag, observed, "We had a steady stream of appointments with people coming throughout the show, which was excellent, especially considering the weather."

Richard Cohen, from the Richard Cohen Collection, Inc. remarked, "We have been really enthusiastic about this market. The weekend was better than ever, with lots of buyers coming through." Scott Harper of Mary Harper Group, added, "The buyers really seemed to be encouraged by a good fourth quarter. We have been very happy with the traffic at 7 W during this market. The building has always been a great partner for us."

Buyers were also optimistic about the market and took advantage of the wealth of new product, networking opportunities, special promotions and building amenities. Jill Robbin, from the Bleu Willow, explained, "We love to come here. It's a great place to do business and this market has not disappointed us. The 7 W staff goes out of their way to help you, as do the tenants, who are very knowledgeable. We come here every market and it's never been a bad experience." Sharon May of Clementines, said, "Things are really easy to find here. I like the energy of the building, the helpful salespeople and

staff and the high quality product.” Cheri Friedman of krön Chocolatier also found the building to be a great resource, remarking, “We found what we were looking for here. And we found it in a great environment.”

Overall, 7 W New York Gift & Home Textiles Market Week® provided great opportunities for both attendees and showrooms alike and lived up to its lively theme of a Winter Wonderland with fresh products, events, amenities and promotions abound.

For complete and continually updated information about 7 W New York, keep visiting 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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