



**FOR IMMEDIATE RELEASE**

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**CALIFORNIA GIFT SHOW® ANNOUNCES JULY 2011 SUMMER MARKET SCHEDULE  
July 19 – 25: Permanent Showrooms Open, July 22 – 25: Temporary Show Opens**

*California-centric Theme Defines Focus for Product, Events and Overall Show Experience at  
L.A. Mart® and Los Angeles Convention Center Destinations*

**LOS ANGELES, CA (May 18, 2011)** –MMPI's California Gift Show (CGS) is ramping up to a new look and new vision for July 2011 fueling a fresh perspective and enhanced experience for the West Coast's largest Gift & Home Market. As part of a long-term strategy beginning July 2011, CGS will give greater focus to the region's emerging product designers, artists and craftsmen that place California at the forefront of international product trend.

"We are extremely excited about the upcoming California Gift Show in July," said Mark Furlet, vice president and general manager CGS/L.A. Mart/L.A. Mart Design Center. "Our newly assembled marketing and sales team led by Jeff Sampson and Sara Dahlstrom respectively has embarked upon a fresh new direction. The California-unique focus will provide retailers with a broad array of innovative and on-trend merchandise across all of the most popular, volume generating categories."

CGS will provide buyers a taste of L.A. with an experiential market that is California-centric. Vitality, diversity and a unique L.A. attitude underscore new-to-market happenings, including a refreshed brand campaign, curated installations, engaging programming, lifestyle destinations featuring informative and entertaining product/trend demonstrations, live entertainment and local culinary inspirations.

"As consumers consistently look to Hollywood and California for inspiration on fashion, home, entertaining and lifestyle, CGS is tapping the inherent equity of the state's iconic brand value and its next generation of product manufacturers," said Jeff Sampson, vice president marketing, CGS/L.A. Mart/L.A. Mart Design Center. "Redefining the CGS position as a celebration of California style and innovation supports our permanent showrooms and temporary exhibitors as they continue to offer on-trend merchandise in the most sought-after categories for the modern retailer."

**CALIFORNIA GIFT SHOW: TWO BUYER RESOURCE LOCATIONS FEATURING FIVE  
DISTINCTIVE DESTINATION MARKETS ALL WITHIN CONVENIENT PROXIMITY**

**CGS at Los Angeles Convention Center**

Two major exhibition halls featuring more than 150,000 square-feet of established and new-to-market manufacturers presenting a cross-section of regional, national and international products from an array of today's in-demand categories.

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#### **South Hall Gift**

Presenting an extensive collection of contemporary and traditional gift resources including fashion accessories, gourmet, seasonal, garden & home, kids, spa, gift, resort and stationery, special focus is given to emerging products unique to California that inspire consumer trends worldwide.

**The Experiential Market** Tapping the vitality and sense-of-style that is the California aesthetic, CGS is enhancing the Market experience with curated product presentations, innovative visual displays, engaging “infotainment” programs, urban art installations, upbeat DJ grooves and a more vibrant sense of arrival.

**California Bespoke curated by The Editor At Large** A juried, gallery-inspired design showcase presenting the region’s next generation of tastemakers producing one-of-a-kind, limited edition and new-to-market home fashions, accessories, hand-crafted objects and original works of art that today’s consumers desire and retailers seek Merchandised by Emmy-nominated set designer Peter Gurski and curated by Editor-at-Large, an online publication featuring daily in-depth coverage of the interior design and home furnishings industry including: news, trends, events and resources for design professionals and retail buyers and whose readers include interior designers, architects, landscape designers, decorating editors, home furnishings manufacturers, showroom managers, PR representatives, design center staff and tenants, and members of design organizations such as ASID, AIA, ICA&CA, SFC and IDS.

**Lifestyle Installations + Demonstrations** A series of environments located on the show floor featuring select category “destinations” provides attendees interactive experiences to learn about products, aspirational trends, experiential sales and merchandising ideas. Environments include entertaining, culinary, outdoor living and fashion.

**Keynote Program** Celebrated authorities provide retailers and exhibitors with an informative and engaging educational session mixing insights on developing and marketing a product line, learning new merchant trends and tapping into the California consumer lifestyle. Details to be announced.

#### **Kentia Global Marketplace**

An international exhibitor mix featuring original artifacts, ethnographic art, home décor, accessories and fair trade merchandise among a collective of World Style, Jewelry (cash+carry) and Vintage offerings.

**Fair Trade** As consumers gravitate towards global product and embrace social responsibility, it has become an imperative for retailers to include ethically produced merchandise in their store’s offerings. Now in its third year of economic partnership with the Fair Trade Federation ([www.fairtradefederation.org](http://www.fairtradefederation.org)), CGS will present exhibitors who promote Fair Trade in a dedicated pavilion area.

**World Style Stories** California Gift Show will once again feature five outstanding World Style Stories from select exhibitors at a special celebration in Kentia – The Global Marketplace on Friday, July 22. This division of CGS is home to hundreds of exhibitors that source products made by artisans from around the world with mindful business practices – these companies are ethical, responsible and serve to strengthen communities with minimal impact on the planet. Exhibitors are invited earlier in the year to submit their stories about the products they make and the people who make them for consideration. All of the submissions will be

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featured on the California Gift Show website leading up to the opening of the show and five winners will be selected and announced at the show.

### **CGS at L.A. Mart**

#### **Gift + Home Showrooms**

Featuring an extraordinary selection of premium product lines ... from custom manufactured to nationally branded gift, home and lifestyle merchandise ... L.A. Mart caters to thousands of retail buyers and interior designers year-round. Showroom events include new product demonstrations, special appearances, open houses and more. For the full schedule visit [www.californiagiftshow.com](http://www.californiagiftshow.com)

A few highlights include:

#### **Tattoo Prescription**

July 21

11 am - 3 pm

Remembrance, L.A. Mart, Suite 360

Get your personalized tattoo prescription from Conscious Ink founder and life coach Frank Gjata as he presents his temporary henna tattoo line. Share what is going on in your life and he will suggest certain tattoos, words and affirmations.

#### **Meet VIETRI**

July 20 - 22

All Day

Collective Home, L.A. Mart, Suite 700

Meet Holli Draughn with VIETRI and receive a free, signed Amore Plate with an order.

#### **Before and After Wine Tasting Demonstrations with Soiree**

July 20 - 24

5 pm

Collective Home, L.A. Mart, Suite 700

Before and after wine tasting demonstrations using this aeration device, buyers can learn first hand how effective it really is.

**Beckman's™ Handcrafted Show L.A.** Designed as a "show within a show", Beckman's™ Handcrafted Show L.A. is the most highly recognized handmade wholesale trade event in the gift industry. Showcasing 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. California Gift Show proudly showcases the artisanal work of numerous California designers in addition to a robust line up of talent from across the country. Many designers will be available for meet and greets with buyers.

**Design Studio** An exciting destination for high-design home decor presented as part of L.A. Mart's 2nd Floor Temporary Exhibition. Featuring both regional and national artisans and custom manufacturers of furniture, lighting, textile, accessories, art and more, this is a must-shop resource for new design ideas and inspirations for retailers and the design professional.

**Buyers Lounge** Offering snacks and beverages, computer stations with internet access and seating to relax and refresh while at Market.

**Late Night Shopping** Extended shopping hours from 6 p.m. – 8 p.m. including food, drinks and entertainment throughout L.A. Mart's Gift + Home showrooms, as well as among Design

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Studio and Beckman's Handcrafted exhibitors located on L.A. Mart's 2<sup>nd</sup> Floor Temporary Exhibition.

**Best New Product and Exhibitor Excellence Awards:** Leading exhibitors will be honored with Best New Product Awards at the California Gift Show® located at the Los Angeles Convention Center and the L.A. Mart. Winners will be selected by an internal committee and will be judged on innovation, design and creativity. The award winners below exemplify the best and the brightest at Market.

### **Free inter-venue transportation and parking during Market**

Free shuttle service between select host hotels, L.A. Mart and the LACC. Present your badge and photo I.D. at registration for free parking at L.A. Mart's South and East lots while space permits.

## **CALIFORNIA GIFT SHOW DATES/HOURS**

### **L.A. Mart:**

1933 South Broadway, Los Angeles, CA 90007

### **Tuesday, July 19 – Monday, July 25**

Gift + Home Showrooms: 9 a.m. – 6 p.m.

### **Friday, July 22 – Monday, July 25**

Design Studio + Beckman's™ Handcrafted Show L.A.: 9 a.m. – 6 p.m.

### **Friday, July 22 – SHOP LATE NIGHT!**

Gift + Home Showrooms: 9 a.m. – 8p.m.; Design Studio + Beckman's™ West: 9 a.m. – 8 p.m.

### **Los Angeles Convention Center: South & Kentia Halls**

1201 South Figueroa St. Los Angeles, CA 90015

### **Friday, July 22 -Sunday, July 24**

Temporaries: 9 a.m.-6 p.m.

### **Monday, July 25**

Temporaries: 9 a.m. – 4 p.m.

## **SAVE THE DATE**

### **L.A. Mart Fall Gift + Home Market**

Sunday, September 18 – Tuesday, September 20

## **IMAGES AVAILABLE UPON REQUEST**

### **ABOUT L.A. MART and CALIFORNIA GIFT SHOW**

L.A. Mart® is a registered trademark of MMPI. The California Gift Show® is a registered trademark of MMPI. Beckman's Handcrafted Gift Show is a registered trademark of MMPI. L.A. Mart is home to nearly 200 permanent year-round, residential, decorative accessory and gift showrooms serving the retail and interior design industries. The California Gift Show Temporaries feature over 800 temporary exhibitors of lifestyle merchandise, home décor and furnishings, in the newly enhanced and expanded Temporaries at L.A. Mart and Los Angeles Convention Center making the California Gift Show the preeminent market for gift and home furnishings products on the West Coast. L.A. Mart is located at 1933 South Broadway, Los Angeles, CA 90007. For more information call 213-763-5800 or visit [www.californiagiftshow.com](http://www.californiagiftshow.com) or [www.lamart.com](http://www.lamart.com).

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MMPI is a trade show and property management firm, specializing in managing buildings devoted to wholesale showrooms and commercial office space. MMPI produces more than 300 trade shows, market events and conferences each year.

MMPI manages The Merchandise Mart and 350 W. Mart Center in Chicago; Architects & Designers Building and 7 W New York in New York; Boston Design Center in Boston; L.A. Mart in Los Angeles; and Washington Design Center and Federal Center Southwest in Washington D.C.

**Vornado Realty Trust**, owner of MMPI, based in New York City, is a fully integrated real estate investment trust. Vornado's common shares are listed on the New York Stock Exchange and are traded under the symbol VNO.

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