



SHOWROOMS & TEMPORARIES  
September 21-23, 2016



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**FOR IMMEDIATE RELEASE**

**VOW | NEW WORLD OF BRIDAL  
CELEBRATES FIFTH ANNIVERSARY**

**ATLANTA – September 19, 2016** – The VOW | New World of Bridal Market celebrates its fifth anniversary in style with new collections, inspirational events and a must-see fashion presentation, September 21-23, 2016 at Atlanta Apparel.

Highlights of the must-see collection include new designs from Adrianna Papell, Rebecca Ingram, Maggie Sottero, Allure Bridals, Mon Cheri, Watters, Jasmine Bridal, Casablanca, Justin Alexander, Emmaline Bridal, Eddy K, Venus Bridal, Fiore Couture, Kenneth Winston, Kitty Chen, Enzoani, Zoey Grey, Calla Blanche, Ashley & Justin, Morilee by Madeline Gardner, Gemy Maalouf, Essense of Australia, Malis-Henderson, JL Johnson Bridal Veils, Franssical, Badgley Mischka Bridal and many more.

The VOW Runway show, the industry's must-attend fashion event transports Market attendees to a Southern Garden wedding in a transformed AmericasMart Atlanta Building 3 atrium. The unmatched-in-the-industry fashion event showcases trendsetting gowns on Wednesday, September 21 at 6:15 p.m.

The evening before the Market, bridal buyers are able to hear from the best-of-the-best in bridal retail at the VOW Experts Panel. Moderated by Phebe Wahl, editor-in-chief of "Modern Luxury BRIDES Magazine," the panel features Tonya Purcell of Dressing Dreams, Wendy Rivera of Ava Laurenne Bride and Katie Ward of Bliss Bridal.

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VOW's celebrated breakfast keynote series features a range of tastemakers. One of the wedding industry's foremost experts, retailer, writer and star of TLC's "Brides of Beverly Hills" Renée Strauss kicks off the series with a discussion of cultivating strengths in a competitive market in "The Evolution of Bridal — Survival of the Fitting" on Wednesday, September 21. Business-savvy designer, entrepreneur and creator of the largest full-service bridal store in the U.S., Patrice Catan shares how enthusiasm and determination is the winning ticket in retail in "Bringing the Excitement Back to Fashion" on Thursday, September 22. Senior Consultant for Delta Concepts, Melanie Miller leads a look at the diversity trends affecting weddings and the impact they have on business in "Understanding Wedding Traditions for Success" on Friday, September 23. Each keynote takes place at 8:30 a.m. in the atrium.

Other programming at the Market includes Sal Macaluso sharing how to websites, social media, and paid online advertising effectively drive business in "Using Focused Media Marketing in the Bridal Category" followed by Rivera teaching how to speak "Bride" language and how to turn every customer service nightmare into positive reviews in "How to Speak Bride in Every Situation" on Wednesday, September 21. On Thursday, September 22, Catan presents a second presentation "Creating Your Venue Through Your Attire," an informative session on building a wedding vision.

A full list of Market events and exhibitors can be found at [www.AmericasMart.com/VOW](http://www.AmericasMart.com/VOW).

#### **ABOUT AMERICASMART**

AmericasMart Atlanta is the nation's only global wholesale marketplace housing the world's single-largest collection of home, gift, area rug and apparel merchandise. The largest of AmericasMart's 14 annual Markets and shows, The Atlanta International Gift & Home Furnishings Market and The Atlanta International Area Rug Market in January and July are the ignition switch for global retailing with buyers from every U.S. state and as many as 70 countries discovering product in more than 1,500 showrooms and more than 3,000 temporary exhibiting companies. [ICON HONORS](#), the home and gift industry's most celebrated recognition program, is produced and staged annually by AmericasMart.

Located in downtown Atlanta, the AmericasMart complex contains more than 7.2 million square feet of space. It's a huge global stage on which manufacturers, designers and sales representatives unveil new lines, launch new designs and introduce new categories – all for the benefit of buyers seeking all that is fresh and first in the home, rug, gift and apparel arenas. For more information, please visit [www.AmericasMart.com](http://www.AmericasMart.com). Follow us @AmericasMartATL or @AtlantaApparel.

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