



## **S**how News

### Mirace On 13: AmericasMart's Children's World

At AmericasMart Atlanta, 13 is a very lucky number. It's there, on the 13<sup>th</sup> floor of the building, that a unique destination may be found: Children's World.

Held February 1-4 and by far one of the most exciting shows of the winter market season. Children's World essentially offers "everything kids"

— children's apparel and accessories, maternity, juvenile product, plush, gifts, keepsakes, toys, wall decor, bedding, furniture, and more

— in one convenient destination. The dedicated floor covers more than 200,000 square feet of showroom space including "Curiosity Corner," the baby and juvenile temporaries. Names found on the 13<sup>th</sup> floor include My Blankee, Tickle Toes/Vintage Kids, Swanky Baby, The Klein Group, 3 Marthas/Oopsy Daisy Fine Art for Kids, and Green Frog Art.

In addition to the well-stocked showrooms on the floor, this destination includes the expansive, well-appointed Children's World

Buyer's Hospitality Lounge, a newly redecorated space with three times the footage of its former location. Attendees know they are in a different "world," unique from the building's other floors, by Children's World's distinctive decor and colors.

"We have experienced dynamic growth within AmericasMart's Children's World, both in showroom size and the look of the floor as a whole," says Gayle Gibbs, vice president of leasing, AmericasMart's Children's World. "This accomplish-

ment is a result of the continued dedication of our showrooms and their commitment to AmericasMart and the children's industry. We continue to see their strength individually and together."

While the February Market was bustling with many special events and new products, there were a few favorites seen on the 13<sup>th</sup> floor. One was *StinkyKids* (ph.: 404/259-8911) based in Atlanta, Georgia. *StinkyKids* is a fun, fashionable line of children's

clothing celebrating the innocence and simple joys of



As seen at AmericasMart Children's World in February, StinkyKids (www.stinkykids.com) brand T-shirts feature original images by Britt Menzies. A portion of the profits are donated to help fight cancer.

childhood.

Inspired by the original paintings of Britt Menzies, StinkyKids offers super-soft, 100% cotton T-shirts in sizes ranging from 3-6 months (there is even a line in women's sizes for "StinkyMoms"). Currently there are six StinkyKids designs to choose from; each StinkyKid featured on the T-shirts has a name, a personality, and a story.

The shirts are tagged with a collectible sticker kids can use to decorate book covers, lunch boxes, and more. In addition to the sticker, the shirts come with a StinkyKids Friendship Guide. These guides tell the story about each StinkyKid and celebrates the importance of family, friends, teammates, and new neighbors.

Most importantly, StinkyKids offers kids a chance to participate in the fight against cancer. The company donates a percentage of its profits to Books, Bears, and Bonnets, Inc., a non-profit organization that delivers gift boxes to children and adults battling cancer.

Another memorable company seen at Children's World was *Sunnies and Butterflies* (ph.: 405/286-6191), which launched its new "Forget Me Knot" line of bibs, burps, and blankets. What makes this line unique is a loop that attaches the product to a stroller or diaper bag. This way, the piece is not dragged or lost. A pacifier can also be attached to the loop.

We loved *Fashion Angels Enterprises* (ph.: 800/49-BEADS),

which showed off the complete Fashion Angels "lifestyle." Included in this fun-filled showroom on AmericasMart's 13<sup>th</sup> floor was Fashion Angels jewelry young fashionistas can wear, the Angels themselves, and a range of adventurous accessories for the "girls" — outfits, caps, bags, and shoes. There will be much more to see as the next edition of Children's World takes place April 15-18, held in conjunction with AmericasMart Alpha (Men's Apparel) and the Atlanta Women's Apparel/Accessories Market.

Based on research conducted among Market attendees and prospects, AmericasMart discovered two important preferences: first, an overwhelming demand for a Sunday start day and second, a convergent product mix. The result is the April event, what could be the largest apparel initiative in AmericasMart's history.

To kick off this momentous event, a champagne toast and balloon drop will take place Sunday afternoon, April 15. Temporary booths and permanent showrooms will stay open until 8 p.m. on Sunday for extended shopping opportunities.

Additionally, AmericasMart will host several unique events during Market. Buyers, exhibitors and guests will be treated to an evening of "Fashion with the Fish" on Monday, April 16, at the Georgia Aquarium, the world's largest aquarium, for a private party featuring the Style Runway Fashion Show. Plus

more than 35 of Canada's trendi-est designers' lines will debut at AmericasMart during the Montreal Collections Fashion Show featuring Cirque Eloize Sunday evening.

The eighth floor will host a happy hour on Sunday, April 15, for retailers to "Fish for Accessories" and enjoy cocktails and hors d'oeuvres in preparation for the Georgia Aquarium party. A cocktail party will take place in conjunction with the showcase on Tuesday, April 17, late afternoon.

Even more, Children's World will celebrate over 20 years of partnership with 17 exhibitors. AmericasMart will honor these showrooms as they individually celebrate anniversaries for as many as 35 years in business with AmericasMart's juvenile division. For more information on AmericasMart and Children's World call 800/ATL-MART or visit [www.AmericasMart.com](http://www.AmericasMart.com).