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**AN INSIDER'S  
VIEW OF THE  
FASHION INDUSTRY**

**THE  
MEN'S  
ISSUE**

**RAPHAEL CAMP**

THE CEO OF EUROVET AMERICAS REVEALS  
WHAT'S NEXT FOR INTIMATE APPAREL

# VOW BRIDAL MARKET REVAMPS FOR ATLANTA



At the end of the month, Atlanta Apparel will present the Vow New World of Bridal market, a curated, intimate and immersive buying experience for bridal and social occasion retailers at AmericasMart Atlanta. More than 90 bridal and social occasion brands will be in attendance in addition to a live model presentation and educational programming.

“By staging Vow as an exclusively bridal and social occasion market this spring, we are creating an immersive category experience that retailers cannot find elsewhere,” said Bob Maricich, CEO of International Market Centers. “The intimate setting of the buying experience in Atlanta allows retailers to find trendsetting product and also attend valuable educational events that will take their unique businesses to the next level.”

The show will include emerging brands, showrooms, temporary collections, bridal and social collections, quinceañera apparel and more. The market’s showroom offerings grow with the addition of Australian bridal and social occasion brand Portia & Scarlett, which opens its first U.S. showroom at the March market. Additionally, bridal brand Justin Alexander unveils its new Adore line aimed at modern brides.

Other highlights of the permanent collection include industry leaders Allure Bridals, AshleyLauren, Jovani, Mac Duggal, Mary’s Bridal, Sherri Hill, Tarik Ediz and more. The temporary collection presents bridal gowns, social occasion collections, quinceañera dresses, accessories and branding products in showroom settings

and in booths in The Collective. Highlighting the temporaries are international brands using Vow to reach the American market, including Design by Conception (bridal gown designer from South Korea), In Couture by Kiwi (evening gown designer from Turkey), Marc Defang (pageant, prom and bridal footwear designer from Canada) and others.

## Unique Trend Presentations

The market’s signature live fashion event features an updated format with more than 50 looks for brides, grooms, bridesmaids, quinceañera, mothers of the bride and flower girls showcased in an interactive demonstration. Following the live presentation, details for each look will be posted to the Atlanta Apparel Instagram (@AtlantaApparel) account with the option for buyers to swipe up to learn more about the featured brands. Additionally, a product trend vignette on the lobby level presents trending styles, fabrics and accessories, plus details about where to find them at market.

## Networking & Learning Opportunities

Retailer education begins the day before the market with the Mon Cheri Academy, a half-day educational seminar with the mission to help bridal and social occasion retailers run a more profitable business. During market days, new “Lunch & Learn” educational events provide an opportunity for buyers to learn from industry experts while networking with other retailers.

*The market will be open March 24 through 26. More information is available at [americasmart.com/vow](http://americasmart.com/vow).*

Photo courtesy of IMC