



INTERNATIONAL
MARKET CENTERS

PHASE TWO OF ATLANTA NEXT TO CREATE LIFESTYLE DESTINATION IN AMERICASMART BUILDING 2

Appelman Schauben & Ivystone Anchor New Lifestyle Collection on Floor 11 Progress Continues in Home Décor Reorganization and Campus Physical Updates

ATLANTA – January 15, 2020 – A new lifestyle destination is taking shape in Phase 2 of Atlanta NEXT, International Market Centers' multi-stage plan that transforms AmericasMart® Atlanta through capital investments and strategic remerchandising of resources. Beginning with the Summer 2020 Atlanta Market, industry leaders Appelman Schauben and Ivystone will anchor the new collection as they together present more than 75 of the industry's leading lifestyle brands in 75,000+ square feet of space in Building 2, Floor 11.

"Lifestyle retail – with a cross-category range of carefully selected merchandise – is the future of the industry," notes Bob Maricich, IMC CEO. "By developing thoughtfully curated neighborhoods, we are creating an efficient, effective and compelling buying experience where retailers can find the brands and representatives that will allow them to better cultivate their retail visions."

Anchoring a Robust Lifestyle Collection on Floor 11

The layout and design of the new lifestyle collection presents a new aesthetic in Atlanta Market's gift offerings. Open showroom layouts – without doors or windows – allow buyers to seamlessly explore the brands. Additionally, remodeled restrooms reflect a new, modern style that will be continued throughout the 18 floors of Building 2.

"Appelman Schauben is honored to be one of two selected cornerstone agencies to kick off Atlanta NEXT in Building 2," said Louise Appelman, principal and president of Appelman Schauben. "Our company and amazing vendors are proud to partner in creating an elevated shopping experience and the ultimate destination floor. The best is yet to come!"

"Ivystone and our vendors are proud to be on the leading edge of the changes taking place at AmericasMart," said Doug Cofiehl, Ivystone CEO. "It's exciting to once again partner with IMC to create an amazing experience for our customers. By joining together, Appelman Schauben and Ivystone will make the 11th floor THE destination in Atlanta."

Strengthening Gift Collections Throughout the Campus

The remerchandising in Building 2 furthers the optimization of other neighborhoods throughout the AmericasMart campus. The relocations of Appelman Schauben and Ivystone jumpstart an additional

series of new leases and the relocations, expansions and renewals of showrooms that will create curated neighborhoods and collections of lines inspired by the modern lifestyle retailer.

Floor 18 of Building 2 becomes a foundational gift, garden, seasonal and accessory resource with a major expansion by OneCoast, a rebrand and remodel for Darrah and Company, and relocations of GiftCraft from Building 2, Floor 15 and Transpac from Building 1. The updated product mix creates a cross-building synergy with the gift and seasonal product located across the skybridge in Building 1, Floor 18.

Another 11 showrooms currently located on Building 2, Floor 11 – Diamond Star Corporation, Elico Ltd., Enchante Accessories, Gerson, Harman, IMAX Worldwide Home, Magenta, Now Designs, Sagebrook Home, Tag and Vera Bradley – will relocate to other locations for the July 2020 Atlanta Market. Confirmed relocations to date include: Enchante Accessories (Building 2, Floor 8, 5% expansion); Gerson (Building 2, Floor 12, 2% expansion); Magenta (Building 2, Floor 9, 50% expansion); The Royal Standard (Building 2, Floor 15, 20% percent expansion); Tag (Building 2, Floor 10, 60% percent expansion); and Vera Bradley (Building 2, Floor 10, 8% percent expansion). Diamond Star Corporation, IMAX and Sagebrook Home will move to new locations in Building 1; and Elico Ltd., Harman and Now Designs will relocate within Building 2. Azzure Home relocated and expanded on Building 2, Floor 8 for the Winter 2020 market.

In total, the gift collection at AmericasMart encompasses 700 showrooms on 18 floors in Buildings 1 and 2. Its 4,000 brands include general gift merchandise plus seasonal, tabletop, housewares, gourmet, juvenile, fashion accessories, outdoor living and more.

Progress on Campus-Wide Physical Updates

Transformation of the physical AmericasMart space also continues in Atlanta NEXT Phase 2. Major construction begins on campus immediately following the Winter Market and will produce by July 2020 a new restaurant in the lobby of Building 1, a relocated and redesigned Designer Workspace and other building refreshes.

“We are at the point in the Atlanta NEXT project where IMC’s vision for the future look of AmericasMart is starting to take shape,” said Greg Avitabile, executive vice president, Operations. “Completion of behind-the-scenes work allows us to move forward with the updates to the public areas of the lobby. Attendees will see the making of these updates in July, but they will not impede the market experience.”

Atlanta NEXT is a multi-stage capital and strategic investment plan that transforms the AmericasMart Atlanta business through enrichment of all categories, strategic remerchandising of resources and improvements to all buildings. Phase 1 began in January 2020 in Building 1 with the consolidation of open daily resources and home décor remerchandising. In July 2020, Phase 2 creates a new lifestyle destination in Building 2 and continues home décor remerchandising in Building 1. For a full list of Atlanta NEXT updates, visit AmericasMart.com/AtlantaNEXT.

About International Market Centers: International Market Centers (IMC) is the world's largest operator of premier showroom space for furniture, gift, home décor, rug, and apparel industries. International Market Centers owns and operates nearly 20 million square feet of world-class exhibition space in High Point, N.C., Las Vegas and Atlanta. IMC's mission is to build and operate an innovative, sustainable, profitable and scalable platform for the furniture, gift, home décor, rug, and apparel industries. For more information on IMC, visit IMCenters.com.

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