

# SMART retailer

JULY 2020 • \$6.95

HELPING YOUR GIFT BUSINESS SUCCEED

*Jolly Christmas Gifts  
& Decorations*

**SECRETS TO  
SOCIAL MEDIA  
SALES  
SUCCESS**

**Atlanta Market &  
Las Vegas Market  
Previews**

## The Powerful Potential of Local, Handmade, and Made-in-America Products



It's been a challenging year. The quarantine closed non-essential stores for weeks and many are reopening under restrictions.

While many shopping patterns are changing, at least one is sure to weather the storm. Gift-giving is a custom so deeply engrained in our culture that it's sure to continue no matter what. Even in the worst economic times in our history, such as the Great Depression, recessions, and wartime, gift-giving continued. With year-round holidays and celebrations — Christmas, Hanukkah, Valentine's Day, Easter, Mother's Day, Father's Day, graduations, weddings, anniversaries, baby showers, housewarmings, and more — there's a steady market to keep the cash register ringing.

So what does that mean for independent brick-and-mortar stores? It's a safe bet that the trend away from big box stores toward local shops will increase for several reasons. First, the trend was already strong before COVID-19, and because the virus affected virtually everyone, there will likely be deep and widespread support for shoppers to speed the move toward local, handmade, and made-in-America merchandise.

And for quite some time before the virus, there was a growing movement among consumers toward prioritizing relationships over dollars and cents. That's good news for small business owners because shoppers are willing to spend more to build relationships with local businesses. The article "Is 2020 the Year of Community?" (pg. 54) explains how to use social media to build bonds with customers.

Because relationships are taking on a higher priority, shoppers want to give more personal gifts. Handmade products aren't mass-produced, so they can't be found in every store. That makes them more individual, thoughtful, and meaningful.

While the virus has caused small stores more hardship than chain stores in the short term, ironically, it's also opened more opportunities to compete against them in the future.

### PRODUCT LINEUP

Kicking off the shopping season for Christmas, "Jolly Christmas & Winter Décor" (pg. 14) offers a wide range of merchandise to boost holiday spirits. We've also got articles on gourmet food (pg. 22), entertaining and tabletop décor (pg. 28), men's gifts (pg. 34), and impulse buys (pg. 40).

### ATLANTA AND LAS VEGAS SUMMER MARKETS

The Atlanta and Las Vegas Summer Markets have been rescheduled because of COVID-19, but the show management will be implementing best-in-class practices to ensure participants stay healthy during their visit. And they'll both feature digital education opportunities. Find more details on pages 50 and 54.

It's more important than ever to build relationships with your customers. They'll appreciate — and remember — every gesture of kindness you offer!

TO YOUR SUCCESS!  
DAN BROWNELL, EDITOR

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INTERNATIONAL  
MARKET CENTERS

## IMC White Paper Details Retail Buyer Perspectives

A recent International Market Center (IMC) survey shows that retailers want to get their stores up and running again and will need to stock up on inventory soon after reopening. Results also indicate that store owners are planning to shop at markets that have adequate safety protocols in place. Discover how digital tools are expected to play a more important part in physical markets.



## NRF "Operation Open Doors" Helps Retailers Reopen Safely

The National Retail Federation (NRF) has created a collection of resources to help stores reopen safely. The resources include guidance on logistics, social distancing, and bringing employees back.



LAS VEGAS  
MARKET™

## Home Décor Offerings Expand at Las Vegas Market

Las Vegas Market will feature 13 new home décor showrooms at the summer market (Aug. 30-Sept. 3). Also, get an update on the progress on The Expo at World Market Center, a new 315,000-square-foot exposition facility, scheduled to make its debut at the show.

## Target Creates Retailer Resources

Target has developed a package of printable signs and other tools that it's making available for free to other retailers. The SAFE Retail Toolkit contains templates and guides for employee health screening. While some of the pages contain Target branding, the printable pages are generic and nonbranded so any store can use them.

## IMC Continues Atlanta Market Home Décor Refinements

Twelve home décor brands are scheduled to open new showrooms at Atlanta Market for its summer show Aug. 13-18. Meanwhile crews are continuing work on renovations to the Building 1 lobby, which is scheduled to be complete for the Winter 2021 Atlanta Market. The two-story lobby will feature "a flexible lounge, meeting and work spaces, newly configured registration areas, premium showroom space and digital signage offerings plus a new full-service restaurant and a grab-and-go café to supplement the existing Starbucks café."

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# PREVIEW

www.AmericasMart.com | 800-ATL-MART

## Canvas Beach Totes

Well-structured canvas totes serve as a room carryall for an outing to the beach, a day on a boat, or errands around town. The lighthearted sayings and bold graphics make any day brighter. 12" drop handle.

### HomArt

www.homart.com | julia@homart.com  
Building 2, Floor 10, Booth 1040



## ▲ Save Ferris Earrings Multi

Handcrafted at a fair-trade artisan cooperative in India, this classic shape gets a summery pop of color to add a bit of warm weather pizzazz to any outfit. Brass and thread, 2.5".

### Mata Traders

www.matatraders.com  
wholesale@matatraders.com  
773-944-5418  
Building 3, Floor 2, Booth 1504

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## AmericasMart® Atlanta

### SUMMER 2020 PREVIEW

August 13 – 18 2020 (Temporaries August 14 – 17, 2020)

Atlanta, GA, AmericasMart Atlanta

www.AmericasMart.com

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### What's Smart About This Show?

- Depth and breadth of product offerings in children's/juvenile, made in America, gift, tabletop and entertaining, home décor, gourmet foods, holiday/seasonal, gardens/outdoor/patio, paper/stationery, personal care/spa products, and apparel and accessories.
- Complementing the permanent showroom resources are temporaries showcasing a range of gift, home décor, gourmet, tabletop, seasonal, and fashion merchan-

dise, presented in a modified format that allows for social distancing and traffic management.

- The events roster for Atlanta Market has shifted to all digital content, guided by buyer sentiment. In the months leading up to Market, virtual educational webinars will emulate at-market seminars. From safety protocol to trends talks and social media training, buyers will be ready to arrive at market with all necessary information to have a safe and productive experience.

- “Shop the Show: Alumni at Home Edition” will introduce five new themes that are especially relevant in times of social distancing — “Cozy Up at Home,” “Retail Revival,” “The Art of Home,” “Kitchen Comforts,” and “Do Your Home Work” — with blog posts, look books, and social media posts by some 10+ participants from the past four Shop the Show seasons.
- The second presentation of IMC’s Market Snapshot will showcase favorite new products as well as best sellers from coast to coast.
- Atlanta Market is launching a new website that will be a hub of information and planning tools exclusive to the semi-annual market as well as a highly improved brand and product search.
- The Market will observe best-in-class safety procedures,

including the required use of personal protective equipment (PPE), temporal monitoring, social distancing, occupancy control, hand sanitizing/cleansing, and significantly enhanced housekeeping protocols for cleaning and disinfecting. Find details at IMC’s *TogetherSafely.com*.

- Planning tools include the AmericasMart App, which features turn-by-turn directions in addition to scheduling capabilities, and the *Atlanta Market Magazine*, which features new interactive tools.

### Why Is It Smart to Attend?

Atlanta Market is the industry’s premier gift, décor, and lifestyle market, housing the nation’s largest gift product mix complemented by a broad selection of home décor.



### ▲CASAFINA highlighted collection – Snowflake

Fine stoneware in a new range of decorative dessert plates for layering a holiday table with other neutral tableware. With a lovely snowflake pattern, each set of four dessert plates uses a new technique called “Digigres,” combining traditional ceramic decoration methods with digital printing and laser firing. Available in two colors: blue and red. Made in Portugal.

#### Casafina Gifts

[www.casafinagifts.com](http://www.casafinagifts.com) | [www.costa-nova.com](http://www.costa-nova.com)  
[matt@casafinagifts.com](mailto:matt@casafinagifts.com) | 845-277-5700  
 Casafina at Werner Frank, Building 2, Floor 12, Booth 1208



### ▲Mini Gallery Home Sign with Watermelon Charm

You can easily celebrate every season with The Round Top Collection Mini Gallery hangers, charms, and print. Curate your own collection and keep your favorite accessories on display.

#### The Round Top Collection

[shop.thertc.com](http://shop.thertc.com) | [admin@thertc.com](mailto:admin@thertc.com)  
 866-682-4777 | Building 2, Floor 10, Booth 1075A



### ▲Lumbar Pillow

Add beautiful texture to your bed with the white droplet lumbar pillow. Made in Portugal of 100% cotton. The lumbar pillow measures 42" x 12.5" with a knife edge and hidden zipper on the bottom and includes the down alternative insert. It looks beautiful with a custom monogram.

#### The Pillow Bar

[www.thepillowbar.com](http://www.thepillowbar.com) | [info@thepillowbar.com](mailto:info@thepillowbar.com) | 214-939-3696  
 Building 1, Floor 7, Booth N30

### ►Linnea’s Lights Classic Collection

Neutrally designed and featuring a broad range of our most coveted fragrances, our Classic Collection allows you to create your own sensory experiences to fit your mood and your space. Enjoy solo or select a few of your favorites to layer and create your perfect ambiance with a symphony of scents. Large candle includes double wick, glass vessel, kraft tube, and wood matches. 11 oz., 3.5" d. x 4.5" h.

#### Linnea’s Lights

[www.linnealights.com](http://www.linnealights.com)  
[orders@linnealights.com](mailto:orders@linnealights.com)  
 317-324-4002

Linnea’s Lights at Tango, Building 2, Floor 10, Booth 1000B

