

Atlanta Market Events Winter 2023

New Buyer Market Orientation

Managed by JD Whitehead, IMC Buyer Services Team Lead

Tuesday, January 10 - Thursday January 12

9:00 AM

Building 2, Floor 8, Buyers Lounge

Are you new to Atlanta Market? Looking for some help navigating the buildings and where to find certain product categories? Meet JD Whitehead, IMC Buyer Services Team Lead, at the Buyers Lounge who can provide helpful hints for a successful market experience. He will be able to give first-hand exposure to key locations and best tips for making the most of your time onsite.

New Buyer Tour: Casual/Outdoor Furnishings

Jill Ford

Tuesday, January 10

9:00 AM

Building 1, Floor 2 near ICFA Lounge Space 2B1

Discover our new Casual Furnishings floors in Building 1. Join IMC Vice President of Leasing Jill Ford for an overview of the brands and products you'll find and hear helpful tips for a successful market experience.

Mimosas with POLYWOOD's Lindsey Schleis

Lindsey Schleis, Polywood Vice President of Business Development

Tuesday, January 10

10:00 AM

Polywood Showroom

Following the Casual/Outdoor Furnishings Tour, sip and discuss all things POLYWOOD and outdoor with Vice President of Business Development Lindsey Schleis.

FIRST LOOK EAST

Julie Smith Vincenti, Nine Muses Media

Tuesday, January 10

2:00 PM

Building 1, Floor 14 Seminar Space

Join home furnishings and trend forecaster, creative director and FIRST LOOK curator Julie Smith Vincenti for a fast-paced survey of new products and noteworthy trends you'll spot in showrooms at Winter Market. Find out why this year's FIRST LOOK themes will endure in the seasons ahead. Also be sure to check out the FIRST LOOK vignette in the Building 1 Lobby.

New Buyer Tour: TEMPORARIES

Marie Knight, IMC Vice President - Gift & Home Tradeshows

Wednesday, January 11

9:00 AM

Building 1, Floor 1 Lobby

Need some help navigating the ten floors of Temporaries at Atlanta Market? Join Marie Knight, IMC Vice President - Gift & Home Tradeshows, for a quick overview of the product categories you'll find in all three buildings. She'll share helpful tips for a successful market experience.

The Power of Storytelling in the Post-Pandemic Retail World

Josh Kilmer-Purcell and Dr. Brent Ridge, Founders of Beekman 1802

Wednesday, January 11

1:00 PM

Building 3, Floor 2 Atrium

Learn how to tell a story that every customer wants to hear with New York Times bestselling authors and founders of Beekman 1802.

Recipes from At the Table of La Fortezza

Annette Joseph

Wednesday, January 11

Building 2, Floor 8 JURA Demonstration Kitchen

Discover unique recipes from the charming Lunigiana region in Italy including Hugo Spritz with Roasted Grape and Ricotta Crostini and Chestnut Fritters.

Sherwin-Williams 2023 Colormix Forecast

Sue Wadden, Sherwin-Williams Director of Color Marketing

Wednesday, January 11

2:00 PM

Building 1, Floor 14 Seminar Space

This presentation course will take the participant on a visual journey with stimulating imagery, factual statistics, and perceptive research that supports the Residential 2023 forecast for color and design trends. We will explore the drivers influencing future color and design trends that include global, technological, historical, psychological, and economic factors with specific information on the four dominate color stories for Biome, Lore, Nexus and Origin.

Market Kickoff Party

Wednesday, January 11

6:00 PM

Building 3, Floor 2 Atrium

Join us for complimentary drinks and live entertainment and celebrate the start of Market amid our vibrant Gift & Home Temporaries.

New Buyer Tour: HOME

Caroline Russell

Thursday, January 12

9:00 AM

Building 1, Floor 15 Designer Workspace

Are you new to Atlanta Market and need help navigating our home decor resources? Join Caroline Russell, our Design Services Manager, for a brief overview and tour.

Ahead of the Curve

Moderator Kate Abney and panelists Michel Smith Boyd, Whitney McGregor, Kelly Finley and Jeremy D. Clark.

Thursday, January 12

1:00 PM

Building 3, Floor 2 Atrium

Retailers and interior designers looking to get “Ahead of the Curve” will see an exclusive preview of what’s new and next in the home design and décor space. Join Luxe Interiors + Design’s Southeast Homes Editor Kate Abney as she explores emerging design trends and new product inspirations with accomplished interior designers Michel Smith Boyd, Whitney McGregor, Kelly Finley and Jeremy D. Clark.

Caribbean Flavor with a MasterChef Junior Champ

Jasmine Stewart

Thursday, January 12

2:00 PM

Building 2, Floor 8 JURA Demonstration Kitchen

Jasmine Stewart, entrepreneur and winner of *MasterChef Junior* Season 5 creates a signature dish, Caribbean Spiced Salmon with Yellow Coconut Curry Broth and Garlic Ginger Jasmine Rice.

How to Strategize Your Social Media Marketing in 2023

Austin Cornelius & Frances Weathington

Thursday, January 12

2:00 PM

Building 1, Floor 14 Seminar Space

In this presentation, we’ll dive into the five pillars of creating a competitive social media strategy for the new year. We will go through the fundamentals for analyzing, developing and implementing a competitive campaign for your brand.

Designer Workspace Soiree

Thursday, January 12

4:00 PM

Building 1, Floor 14 Designer Workspace

Come celebrate the new location and new look of our Designer Workspace! This welcoming space offers workstations, conference rooms and more year-round for our interior designers and home décor buyers. Tour the space, meet Caroline Russell, our Design Services Manager, and enjoy cocktails and light bites.

New Buyer Tour: TRENDS

Julie Smith Vincenti, Nine Muses Media

Friday, January 13

9:00am

See FIRST LOOK products in showrooms and explore the FIRST LOOK trend display with curator Julie Smith Vincenti of Nine Muses Media

The Perfect Charcuterie, Step by Step

Alex Plavin, Charcuterie Chick

Saturday, January 14

2:00 PM

Building 2, Floor 8 Demonstration Kitchen

Alex will teach you how to style and build the ultimate charcuterie board. You'll learn practical tips and tricks on assembling a stunning platter and some of our favorite pairings. Charcuterie Chick has hosted over 60 workshops with numerous Fortune 500 companies including Spanx, BCG, Accenture, Edelman, Pulte Homes, USI Insurance, and more.