

NEW YORK international gift fair®

NYIGF® Continues To Refine *At Home*, Making for Easier & More Focused Shopping Experience.

Further refinements to NYIGF's *At Home* division – with 500 suppliers of hard goods (at Piers 92 and 94) and luxury textiles (at the Javits Center) – await home accents buyers, January 25-29, 2009, in New York City. This year, *At Home*'s depth of home resources will expand with a number of newcomers and with expansion of several established leaders in the home industry.

Buyers shopping the full range of home categories can find the complete spectrum in *At Home*, with hard goods – traditional to contemporary and indoor to outdoor – at the Piers and mid-to-high-end textiles at Javits. Add to this focused presentation thousands of complementary resources, such as design-driven lifestyle merchandise, on-trend decorative accessories and artisan crafts in all categories, makes NYIGF a unique "one-stop" shopping experience.

David Gebhart, one of the founding partners of Global Views, supports the *At Home* refinements. "GUM® has done an excellent job at consolidating the really strong home décor companies at the Piers. By doing this, they have made it easier for buyers to shop the New York market. This has made the NYIGF a much stronger venue not only for home accents buyers, but the entire industry as well," Gebhart says.

At a time when many of their competitors are downsizing, Global Views will actually be relocating its Pier 94 space, and at the same time,

expanding from 12 to 16 booths. "We feel it's important to be front and center at the NYIGF, and now we really will be," Gebhart explains. "By

moving to a more prominent and larger space, we're now able to bring in some categories this year that we ordinarily would not be able to."

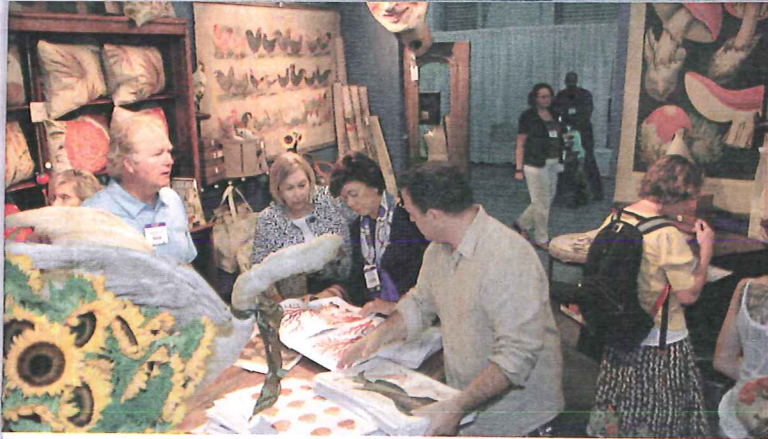


Among categories Global Views will introduce at the winter 2009 NYIGF are decorative headboards, distinguished by the use of quilted leather and an impressive collection of white-lined oak accent furniture, which Gebhart describes as "on the cutting edge of fashion."

Uttermost is another company that has expanded its Pier 94 presence, now exhibiting in a more spacious, six-booth location. "We're proud to be at the New York show in a much bigger, better space than before," says company president Mac Cooper. "While we have a solid customer base in the region, we felt we were missing some of the smaller retailers who only shop in New York." Uttermost will showcase its high quality assortment of accent furniture, lamps, wall décor and home accessories at the NYIGF.

A number of other prominent firms have changed and/or expanded their NYIGF exhibit spaces this year including Pennoyer Newman, LLC, Zentique and Woods & Willow USA at Pier 92, and Particles and Waves – Kevin O'Brien Studio and Sferra at Javits Center. Others, such as Achla Designs, FermobUSA and E. Lawrence Ltd., are returning to the show after an absence from the New York market.

Among newcomers to NYIGF are Made Goods, which will introduce the industry to its handmade mirrors and trays at Pier 94, and the Wendover Art Group, exhibiting its hand-framed wall décor at Pier 92.



Now featuring the top names in textiles, *At Home* at Javits Center welcomes bedding manufacturers SDH, Zoepprit and Serena & Lily, as well as Tabula Tua, maker of floor coverings, and Patricia Spratt's beautiful table linens this year.

"GLM, wisely, has encouraged the soft goods to come together at Javits," comments Patricia Spratt. "Buying habits have changed, and merchants are now shopping more by category. With the seriousness of business today, it's become necessary to categorize buying."

Catherine Stemmler of SDH Enterprises, adds, "The home textile section that GLM has created at the Javits Center was very impressive at the August NYIGF. The assortment of textile vendors in one location was the best I have seen in five years. When I spoke to several exhibitors who had moved from the Piers to Javits and learned that they were all positive about the move, we decided to join them."

"NYIGF offers furniture and home accessory buyers a depth of merchandise in their core categories, as well as a breadth of high-quality cross-category products, in one comprehensive and convenient market," says Dorothy Belshaw, NYIGF director. "Our targeted refinement and expansion of *At Home*, in particular, has resulted in the creation of a large scale 'home'

show presented within the context of a larger gift and home marketplace."

Beyond the concentration of home furnishings resources in *At Home*, suppliers of related specialty home products are also featured in other NYIGF divisions, including: *STUDIO™*, a juried division showcasing a variety of trend-driven, innovative lifestyle merchandise; *Handmade®*, featuring handcrafted and artisanal home accessories; and *Accent on Design®*, presenting contemporary, design-driven furniture and home products.

At Home's mix of furniture, floor coverings, wall art, lighting, home textiles, decorative accessories and more, will be on display from Sunday, January 25, through Thursday, January 29, 2009, in New York City.

NYIGF information and registration is available online at www.nyigf.com.



Winter 2009 NYIGF® Seminars Emphasize Strategies for Challenging Economic Times

A comprehensive series of educational sessions addressing current retailing issues and opportunities, as well as a number of special events, displays and buyer promotions, will be among the highlights of the Winter 2009 NYIGF. Complete program details, schedules, pricing and advance registration discounts are available online at www.nyigf.com/programs. All seminars and events require advance registration. Here are some of the highlights:

EDUCATIONAL SEMINARS

A free, daily introductory session will help orient newcomers to NYIGF, while eight additional onsite seminars at Javits Center will provide attendees valuable information and advice designed to foster business success. Topics include how to thrive in a changing economy, how to source, verify and retail "green" products, and how to utilize public relations. Future color trends will be presented, as well as an overview of the home goods market, from materials and styles to pricing.

"Home Trends: What's Now? What's Next?" unveils exclusive research with key insights into home trends from colors, materials and styles, to patterns, product forms and pricing. It will take place on Sunday, January 25 from 12pm to 1:30pm.

"Retailer to Retailer: How to Thrive in a Changing Environment," sponsored by the Gift & Home Trade Association, will bring together veteran retailers to offer insights on the state of retailing today, as well as suggestions for ways to survive and thrive. It will be held on Sunday, January 25 from 3pm to 4:30pm.

"Color Pulse 2010," sponsored by the IFDA, will provide a panoramic view of color direction on Monday, January 26 from 9am to 10:30am. For more information, visit www.ifda.com, or to register call (212) 686-6020.

"It's Easy Being, Building, Buying & Selling Green," features a leading environmentalist and Susan Szenasy, editor-in-chief of *Metropolis Magazine*, demonstrating exactly why and how anyone and everyone can make the commitment to go green. Set for Monday, January 26, this seminar will be held from 12pm to 1:30pm.

"Retail Strategies: Using Public Relations to Build Your Business," brings together Jenny Heinzen York, editor-in-chief of *Home Accents Today*, and Caroline Kennedy, editor-in-chief of *Gifts & Decorative Accessories* – and a panel of PR-savvy retailers – to share their secrets for getting maximum coverage in the press. It will be held from 3pm to 4pm on Monday, January 26.

SPECIAL EVENTS

NYIGF's popular "A Night on Broadway" will feature specially-priced tickets to the hit musical *Billy Elliott*, on Tuesday, January 27 at 7pm.

Gift for Life's *Stakes Are High Casino* will unite members of the gift and home industries against AIDS, on Sunday, January 25, from 6pm – 10pm. Proceeds from the event, which features gaming, food, drink, music and dancing, benefit DIFFA: The Design Industries Foundation Fighting AIDS, one of the largest funders of HIV/AIDS service and education programs in the U.S.

Market participants are also invited to visit the newly-opened Museum of Art & Design (MAD) in its new home at 2 Columbus Circle throughout the week at no charge, compliments of NYIGF, 7 West New York, 41 Madison and 230 Fifth Avenue.

DISPLAY

This winter, *SustainAbility:design for a better world™*, enters its third year, and will again showcase environmentally-conscious and socially responsible products and producers from around the world in a special display. The curated exhibit will spotlight global home and gift suppliers whose products or production processes are eco-friendly, as well as companies whose business practices are socially responsible or fair trade-oriented.