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Crate & Barrel Founder To Share Creative Retailing Tips at LA Mart

May 6, 2010

Gordon Segal, chairman and co-founder of Crate and Barrel will present the keynote presentation, "It All Begins With The Merchandise," at the California Gift Show's July Market, from 11 a.m.– noon on July 16.

Segal will offer insights on the home decor business, providing specific methods and strategies on how retailers can identify unique products in order to differentiate their stores, how to use products to establish a point of view or brand position, and ways to educate employees in order to get customers excited about product offerings. Segal will also share the story of how he and his wife Carole started Crate and Barrel out of a desire to provide tasteful, well-designed products at a good value. Since the Segals opened their first store in Chicago in the 1960s, Create & Barrel has expanded to include 160 housewares stores throughout the U.S. and Canada.

In a statement promoting LA Mart, Segal said, "We will explore the importance of creative retailing and the many ways to think about your store's environment."

"We are pleased to be able to connect retailers with a powerful leader in the industry like Gordon Segal," said Peggy Coleman, vice president of marketing California Gift Show and L.A. Mart. "We feel it is very important to provide buyers attending the California Gift Show with access to exceptional resources for succeeding in the changing economy."

Advance RSVP is required to attend Segal's address. Please send reservation requests to: info@lamart.com.

The California Gift Show runs July 16-18 at the Los Angeles Convention Center, and the L.A. Mart at 1933 S. Broadway runs July 13-19. For more information, please visit www.californiagiftshow.com.

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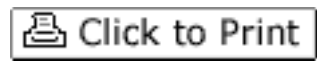
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