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Crate and Barrel Founder to Keynote California Gift Show

By Staff -- Gifts & Decorative Accessories, 4/29/2010 1:22:00 PM

Los Angeles – Gordon Segal, chairman and co-founder of Crate and Barrel will present the keynote address at the July edition of [The California Gift Show](#). Entitled “It All Begins With The Merchandise,” Segal's speech will take place at 11 a.m.–noon on Friday, 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, use products to establish a point of view or brand position, and educate employees in order to get customers excited about product offerings. He will also tell the story of how he and his wife started Crate and Barrel.

RSVPs are required. Please send reservation requests to: info@lamart.com

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