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## **Crate & Barrel's Segal to keynote California Gift Show's merchandise presentation**

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Los Angeles – Gordon Segal, chairman and co-founder of Crate & Barrel, will present the keynote presentation, “It All Begins With The Merchandise,” during the upcoming California Gift Show in July.

The event is scheduled from 11 a.m. to noon on July 16 – opening day of the show – in the Los Angeles Convention Center

Segal will offer insights on the home decor business, discussing 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.

“We will explore the importance of creative retailing and the many ways to think about your store’s environment,” Segal said.

An RSVP is required and can be made by emailing [info@lamart.com](mailto:info@lamart.com).

The California Gift Show takes place July 16 to 19.

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