

HomeFashion *and hospitality*

May 2010

Segal To Keynote CGS

Gordon Segal, chairman and co-founder of Crate and Barrel, will present the keynote presentation at The California Gift Show. His presentation, "It All Begins With The Merchandise," will take place from 11 a.m.-12 Noon on Friday, July 16, at the Los Angeles Convention Center.

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 conceived Crate and Barrel.

RSVP is required; send reservation requests to: info@lamart.com.