



4/30/10



### Advise Retailers On How To Take Their Business To The Next Level

LOS ANGELES, CA (April 29, 2010) – The California Gift Show® announced today that Gordon Segal, chairman and co-founder of Crate and Barrel will present the keynote presentation, “It All Begins With The Merchandise,” at the July Market, from 11 AM – 12 Noon on Friday, July 16, 2010.

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 out of a desire to provide tasteful, well designed products to consumers at a good value.

“We will explore the importance of creative retailing and the many ways to think about your store’s environment,” said Gordon Segal, chairman and co-founder of Crate and Barrel.

“We are pleased to be able to connect retailers with a powerful leader in the industry like Gordon Segal,” stated 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.”

#### KEYNOTE PRESENTATION

Gordon Segal, Chairman and Co-Founder of Crate and Barrel

It All Begins With The Merchandise

Friday, July 16, 2010

11:00 a.m. – Los Angeles Convention Center

RSVP is required. Please send reservation requests to: [info@lamart.com](mailto:info@lamart.com)

Please visit [www.californiagiftshow.com](http://www.californiagiftshow.com) for more information.

CALIFORNIA GIFT SHOW HOURS:

LOS ANGELES CONVENTION CENTER

9 a.m.–6 p.m. Friday, July 16–Sunday, July 18

9 a.m.–4 p.m. Monday, July 19

L.A. MART

9 a.m.–6 p.m. Tuesday, July 13–Thursday, July 15

9 a.m.–8 p.m. Friday, July 16 LATE NIGHT!

9 a.m.–6 p.m. Saturday, July 17–Monday, July 19

LOCATION:

LOS ANGELES CONVENTION CENTER

1201 South Figueroa St. Los Angeles, CA 90015

South and Kentia Halls

L.A. MART

1933 S. Broadway, Los Angeles, CA 90007