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Springing into Sales at the L.A. Mart

Buyers and retailers will discover fresh, new product from a multitude of categories and will shop some of the most exclusive product, much of which can only be found in Los Angeles, at the 2010 L.A. Mart. "The Spring Market is shaping up to be the best yet, with new and exciting product offerings in every category," Peggy Coleman, vice president marketing, L.A. Mart and California Gift Show, says. "Our buyers will see some of the hottest, most innovative lines available today."

Informational sessions will also be held throughout the market, including the Shop Small Stores session taking place on Monday, March 15 from 11 to 11:30 a.m. Matthew Katzenson, owner of Fine Lines Company, will share how this grassroots, buy-local campaign promotes strengthening local economies through the support of local independent retailers. Discover sales tools, motivation and promotional materials to impact your community and help your store. This campaign gives the independent retailer a voice and this is an excellent opportunity to learn more and make a difference. The first 30 buyers to RSVP will receive complimentary lunch.

Other amenities include the Hollyday Walk, an interactive display that allows vendors and manufactures to feature the latest in holiday, seasonal, Christmas, Valentine's, Halloween and Thanksgiving merchandise. The Hollyday Walk is daily from 9 a.m. to 5 p.m. For more information, visit www.lamart.com.