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Crate and Barrel Chairman is California Dreamin'

Gordon Segal, chairman and co-founder of Crate and Barrel, will present the keynote address, "It All Begins With The Merchandise," at the July California Gift Show 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, 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," Segal said.

Peggy Coleman, vice president of marketing California Gift Show and L.A. Mart, states, "We are pleased to be able to connect retailers with a powerful leader in the industry like Gordon Segal. 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."

The presentation will be held at 11 a.m. on July 16 at the Los Angeles Convention Center. RSVP is required. For more information, visit [www.lamart.com](http://www.lamart.com).