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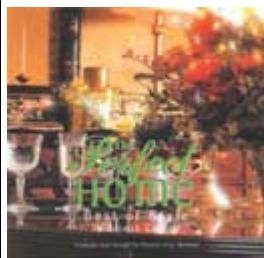
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**Show Biz**

**Strong youth showing at Atlanta Gift Market**

August 16, 2004

By Jane Kitchen  
**Kids Today**

ATLANTA — The Summer Gift Market here last month featured a growing roster of kids' exhibitors, including many in the Apparel Mart's Kids Kollection temporary section on that building's third floor.

Several permanent showrooms, including Christian Mosso and Associates and Peas & Honey, also spotlighted youth and infant merchandise, making shopping for juvenile products in the Merchandise Mart much easier for buyers.

New exhibitors in the Kids Kollection section included juvenile bedding company Wellborn Babies; Baby Boo; decorative accessory companies Vinny & Claudia, Squish and Purple Primrose; diaper bag manufacturer Reese Li Baby; textile manufacturers DoodleFish, Bed Bugs and Tickle Toes; bib and burp cloth company Spoiled Rotten Babies; developmental toy company Mamas & Papas; Sunflower Dreams; Zid Zid Kids; and Sozo.



**Squish**, another new exhibitor, made a splash with its decorative accessories for kids rooms, including this set of Go Boy wall art, hooks and door hangers with a transportation theme. Retailers are \$64 for the art, and \$44 for a set of four hooks.

"We had tremendous response to our products and exceeded our expectations on the second day for the entire show," said William Grasty, president of new exhibitor Squish.

**Sources**

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New exhibitor **Tickle Toes** showed its Lavender Dreams crib set, which coordinates with Seabrook Wallpaper. The four-piece set is around \$640 retail.

Dave Savula, senior vice president of leasing for the Merchandise Mart, said juvenile is one of the hottest categories at the Gift Market right now.

Most juvenile exhibitors seemed pleased with the show.

"The children's stores are coming to this show," said Teresa Thompson, president of Just Too Cute, which exhibited in the Merchandise Mart. "I didn't see them in High Point or at the Dallas Gift Market, but they came here."

Harriet Bosiack, president of Seabrook Designs, echoed that sentiment. "We love it — it's great," she said of the market. "It's always

been great."

With permanent showrooms like Peas & Honey and Christian Mosso and Associates devoting space to juvenile goods, buyers easily can see a range of products in one swoop. Christian Mosso is on the 9th floor of the Merchandise Mart, and Peas & Honey is just one floor up.

Peas & Honey is home to manufacturers like Susan Turner Baby, Kelly B. Rightsell, Bratt Décor, A. Tierney, House Inc., Carseat Couture and Kaloo. Christian Mosso's juvenile offerings include Art for Kids, Baby Romance, Blauen, Bradshaw Kirchofer, Corsican, Designer's Guild, Mudge & Molly and Serena & Lily.

Green Frog Art opened a new permanent showroom on the 10th floor of the Merchandise Mart. "We are excited about our new location," said President Kelly Mariotti. "The showroom is absolutely gorgeous; we have decorated it beautifully to show our product to its best advantage."



New exhibitor **Spoiled Rotten Babies** brought its collection of gift packages, including bibs, burp cloths and hooded towels, to the Kids Kollection section of the Atlanta Gift Market. Available in nine different designs, including the ladybug shown here, products retail between \$11 and \$29.

Additional juvenile exhibitors showing on the 8th, 9th and 10th floors of the Merchandise Mart include Robo & Associates, Oopsy Daisy Fine Art for Kids, Fleurville, Sweet Beginnings, Maddie Boo and Little Giraffe.

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