



## 🚢 EVENTS COVERAGE

### Coastal Connections Conference covers buying strategies

Attendees of the Coastal Connections Conference, Jan. 22-24, 2023, at the Margaritaville Resort Orlando, will have the opportunity to learn buying strategies from the industry's top trade shows and consultants.

During a session titled, "Effective Buying Strategies," taking place Sunday, Jan. 22, from 4:45 to 6 p.m., Cindy Henry, vice president buyer services, International Market Centers; Lisa Berry (Glosson), vice president gift and souvenir division, Clarion Events; and Dane Cohen, business development manager, Management One, will share their best advice for navigating trade shows like a pro. Attendees will learn how to effectively work with vendors and brands to keep their store stocked with product even during busy times and shipping challenges.

Henry leads the team that is responsible for bringing retailers to all IMC markets: Atlanta Market, Atlanta Apparel, High Point Market, Las Vegas Market, Las Vegas Apparel Market and JuniperMarket, IMC's new online marketplace. As vice president of buyer services, she leads the team responsible for all buyers, including key accounts, buying groups and JuniperMarket.

Berry oversees strategy, branding, market positioning and overall growth direction for Clarion Events' gift and souvenir portfolio, which includes the Las Vegas Souvenir and

Resort Gift Show, Smoky Mountain Gift Show, Ocean City Resort Gift Expo, Grand Strand Gift & Resort Merchandise Show, Philadelphia Gift Show, The Gathering and The Gathering West.

Cohen brings more than a decade of experience in the fashion, wholesale and retail industry to his role. Cohen is excited to work with retailers and strategic partners to grow the Management One network and help strengthen independent and family-owned retail businesses. As business development manager, his diverse background in leading sales and retail teams, brand marketing, events and merchandising provides him a unique and informed perspective for clients.

Cathy Donovan Wagner, keynote speaker and founder of retail consulting firm Retail-Mavens will moderate the session.



Lisa Berry



Dane Cohen



Cindy Henry



Visit [www.coastalconnectionsconference.com](http://www.coastalconnectionsconference.com) for more information about the **Coastal Connections Conference**, including speakers and session topics.

### Atlanta Apparel boasts strong orders

The October Atlanta Apparel market, Oct. 11-15, at AmericasMart Atlanta, provided the first opportunity for buyers to source spring/summer 2023 fashions and place final orders for winter and the holidays.

"Atlanta Apparel exhibitors brought the spring/summer heat to Atlanta this October, and popular lines across contemporary, footwear and resort categories were in high demand all week long," says Caron Stover, International Market Centers senior vice president, apparel. Atlanta Apparel presented 350-plus permanent showrooms and 300-plus temporary exhibits.

October market attendees traveled to Atlanta Apparel from 41 states and three U.S. territories, along with six international countries. More than 27% of the buyers were new to the market, and a high percentage of attendees hailed from the Southeast. The next Atlanta Apparel Market is Jan. 31-Feb. 4, 2023.



Exhibiting brand Love and Bikinis showed new releases.