



AmericasMart®Atlanta

Atlanta International Gift and Home
Furnishings Market

Atlanta, GA ■ July 13-17, 2017

By Brooks Rawlins & Wendy Arraf

The Atlanta International Gift and Home Furnishings Market is one of the largest wholesale home and gift shows in the world with hundreds of thousands buyers and sellers in attendance. Major Shows occur in January and July, Smaller Shows occur in March and September. **AmericasMart** Atlanta is a wholesale trade center located in downtown Atlanta, GA. The exhibition center is one of the largest permanent wholesale trade centers in the world. AmericasMart Atlanta consists of four buildings totaling seven million square feet.



AmericasMart®Atlanta July, 2017



COLOR
MARKETING
GROUP®



COLOR



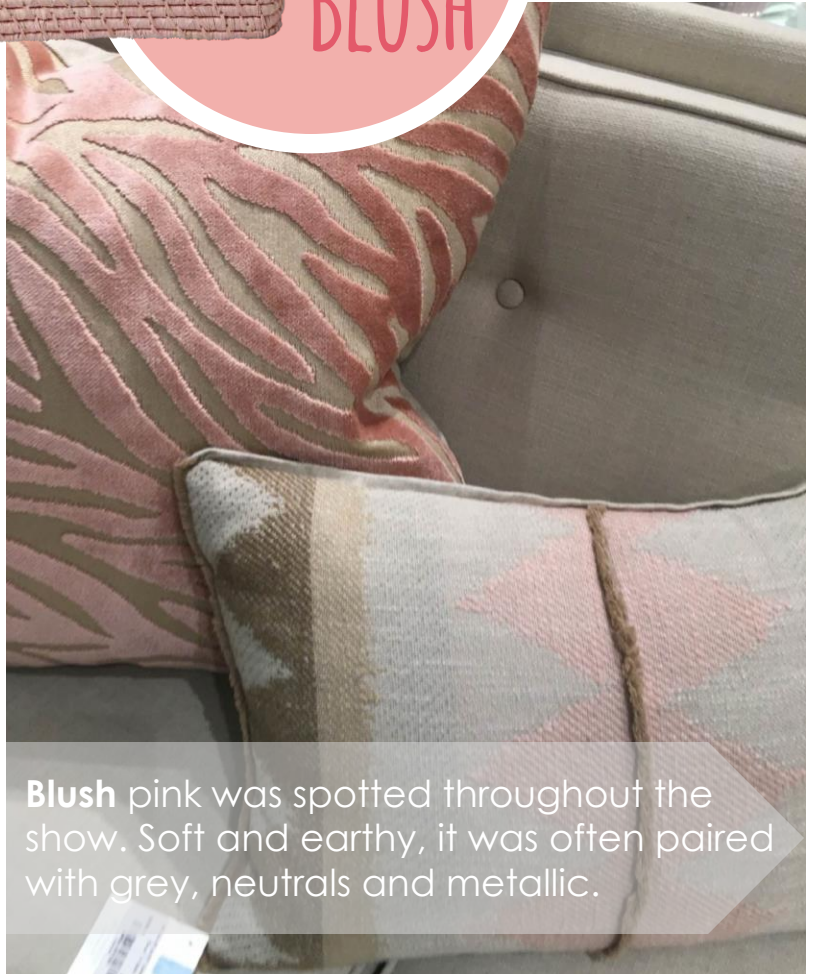
TREND



COLOR
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The blue family continues to be the dominant color trend. Blues range from deep indigos and washed denims to rich turquoises and spas. **Wedgewood** blue paired well with darker blues and gray. Layering different blues with neutrals was most common.



BLUSH

Blush pink was spotted throughout the show. Soft and earthy, it was often paired with grey, neutrals and metallic.



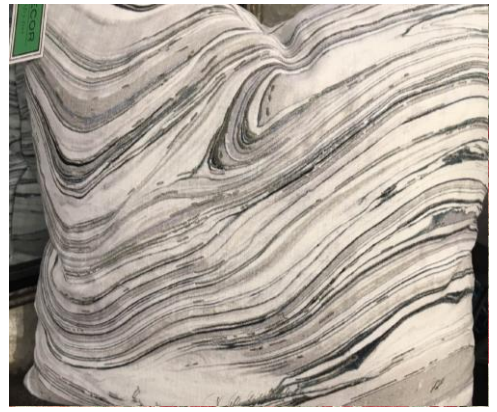
Green was cast in either a bluer shade (**malachite**) or yellower shade (**lemon verbena**). Paired with black or neutral, it took center stage.



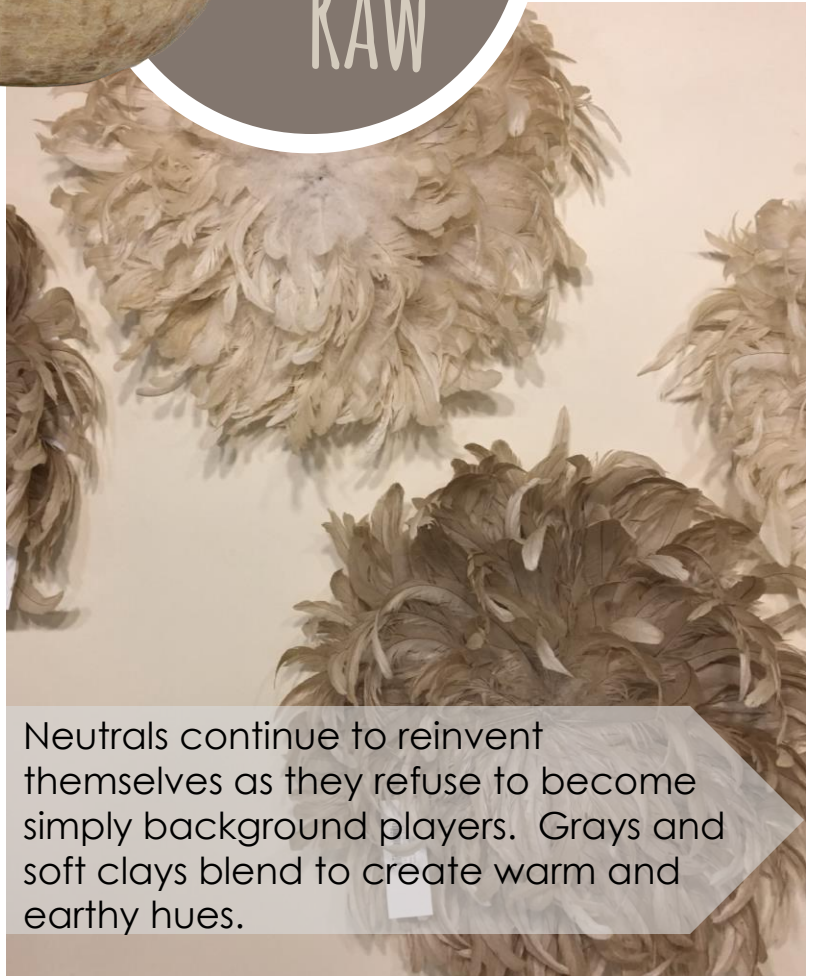
PEONY



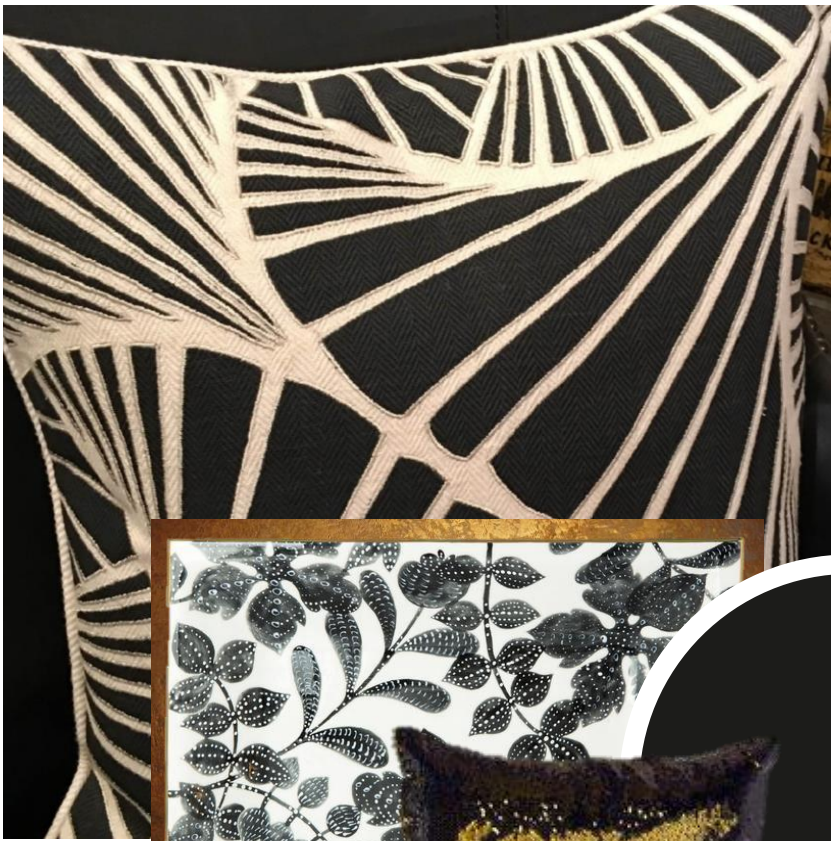
A cross between coral and berry was the newly spotted **Peony**. Washed out it could be romantic, or in its true form it could add a bold splash of color.



RAW



Neutrals continue to reinvent themselves as they refuse to become simply background players. Grays and soft clays blend to create warm and earthy hues.



B & W



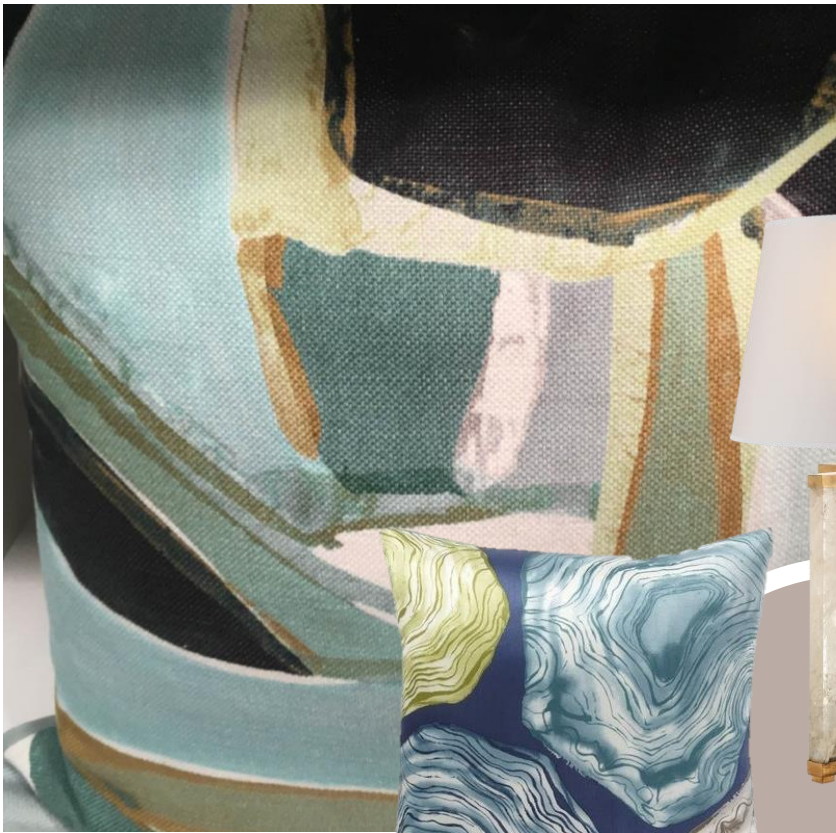
Black and white will always keep a united front. On their own, they are striking and contemporary. Mixed, they continue to be a classic, especially when accented with metallic.

MOTIF & PATTERN **TREND**



AMERICANA





MINERAL







FLAMINGO
ROAD





BICYCLES

