

gia Celebrates 11 Years of Excellence in Home and Housewares Retailing



www.housewares.org/gia

Since its inception, the Show's Global Innovator Award (*gia*) has quickly grown into the world's most prestigious honor in housewares retailing. Over 200 retailers from 25 countries around the world have experienced first-hand what it means to win the *gia* award in their country and to travel to Chicago to compete in the global finals during the International Home + Housewares Show.

You can learn best practices from the crème de la crème of housewares retailers by visiting the *gia* Showcase in the Grand Concourse Lobby in the North Building, where you'll find unique store design ideas, examples of exquisite visual merchandising and innovative displays that will impart inspiration for setting your store apart from the competition.

More than 20 current-year national winners from as many countries will be honored at the Show, and five among them will earn the special distinction of *gia* Global Honoree bestowed by a distinguished panel of international retail experts. Stop by the *gia* display on Monday, March 7, to learn which retailers have been named the 2010-2011 *gia* Global Honorees.



gia is more than an awards program. Representing retailing excellence around the world, it is part of a larger education initiative that includes seminars by retail experts, columns in many housewares publications and educational sessions at events in sponsors' home countries.

Learn more about *gia* at www.housewares.org/gia



Some of the retail lessons revealed by the *gia* winners in recent years include:

- Successfully creating a distinct image and brand for your store
- Increasing sales with greater operational efficiencies
- Achieving effective visual communication with your customers
- Creating interactive in-store promotions that encourage repeat business
- Bringing your store to life visually to capture more attention
- "Telling a story" in your visual merchandising to engage your customers
- Increasing store traffic without spending more money



Discover Design Features Inspired,



An exciting new component of the 2011 International Home + Housewares Show will highlight inspired design from around the globe. Called Discover Design, the category will feature expressly invited companies with products that stand out in a crowd!

The new category will showcase nearly 50 companies, most of them attending the Show for the first time. The inspiration for the category itself came from industry feedback and buyer requests for fresh, new products on the leading edge of the design spectrum.

Discover Design will be located in the Dine + Design Expo in the South Building.

According to Phil Brandl, president of the International Housewares Association, the rebounding economy has prompted retailers to look for "innovative new products for their stores, and suppliers are ready to take a chance on new concepts. This is a great opportunity to bring together like-minded retailers and suppliers."

Brandl adds that one of the great attractions of Discover Design is the entrepreneurial spirit reflected in the participating companies, whether they are brand new or well established. "It's a different vibe from the core part of our Show," he says. "With Discover Design, the designers themselves will be on hand to showcase their creations. I believe their energy and enthusiasm will attract a strong contingent of buyers who are just as enthusiastic."

Exhibitors in the category were selected based on criteria including: inspired design, quality, brand positioning, outstanding crafts-

