

# WWD WEDNESDAY

Sportswear

*Raspberry*

*Tulle Flower + Stone Embroidery Bodice*

*The New York Family*  
*[Signature]*

*Tulle*

**Michelle Obama**

# What Should She Wear?

## Scheduling Changes

FIG adapts its market to a three-day run.

By Rusty Williamson

**DALLAS** — Fashion Industry Gallery, the boutique wholesale mart in Dallas that focuses on contemporary, bridge, denim and accessories, is looking to the future with a new schedule.

In 2009, FIG will run as three-day Thursday to Saturday markets for both permanent showrooms and the SHOP temporary juried shows. Wednesday and Sunday appointments will be by appointment, according to FIG director Shelli Mers.

"We are excited to continue our focused vision at FIG with a three-day show, as is the trend of the contemporary trade shows such as D&A, Project and

Coterie," she said.

Kelly Luedtke, sales representative for Michael Stars showroom, noted, "In this kind of economy anything that helps consolidate and strengthen is a good thing for buyers and vendors, including retailers who don't have to be away from their stores for long. It's also a way for temporary vendors to shorten their itineraries and related travel expenses."

Emma Greathouse, formerly FIG's marketing coordinator, has been named sales manager, replacing Joe Scroggins, who has left to pursue other interests. Greathouse's agenda includes recruiting guest designers to FIG, overseeing the selling and operations at SHOP and marketing and managing the biannual FIG

Finale designer sale that's open to the public.

"[Greathouse] brings a level of energy, experience and impeccable customer service that make her the perfect fit in working with our guest designers and further promoting the success of SHOP," said Mers.

In response to the distressed economy, FIG is angling to attract more visitors with travel incentives, including 5 percent discounts to FIG buyers and exhibitors on all American Airlines fares and continuing discounted rates of \$125 to \$229 on select hotels.

FIG, already a popular spot for special events and parties, intends to broaden its role within the booming downtown cultural and arts scene. The inaugural Dallas Art Fair will take place at FIG in February 2009.

"Over 30 prominent art dealers from 12 cities will exhibit paintings, sculptures, drawings, prints and photographs by modern and contemporary artists at the first annual Dallas Art Fair," said Mers. "As a resident of the revitalized downtown Dallas Arts District, FIG is a partner in both producing and hosting this impressive event."