

# JAIL FOR KING OF BLING/2 SALZER TO ESCADA/2

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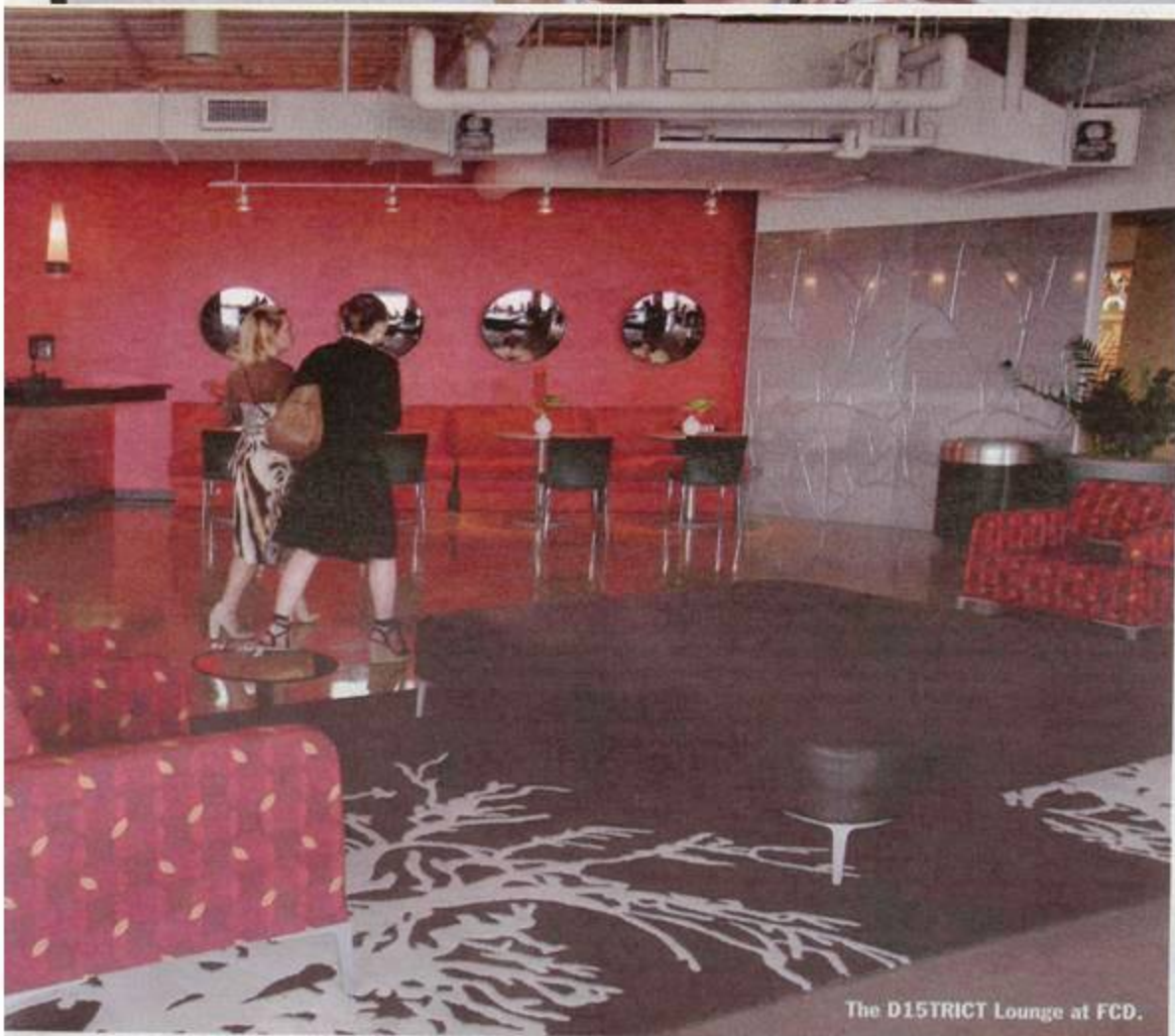
# WWW

Sportswear



# WEDNESDAY

Section II  
Domestic  
Trade Shows



The D15TRICT Lounge at FCD.

## Service Plan

FIG works to increase services to vendors and retailers.

By Rusty Williamson

**DALLAS — FASHION INDUSTRY GALLERY IS LOOKING TO** the second half of 2008 with new strategies to build traffic, increase sales and help retailers and vendors triumph over the tough economy.

The plan includes getting new lines to show at FIG and reaching out to stores outside the traditional Southwest territory of Texas, Oklahoma, Louisiana and Arkansas, with a focus on the Midwest and Southwest, according to Ashley Gage, FIG's retail development and senior marketing manager.

There are also plans to launch an in-house magazine featuring designer profiles and business strategies, but the name, frequency of publication and circulation haven't been determined yet, she said.

"This has been a record year for attendance at FIG," said FIG director Shelli Mers. "We have experienced increases in both guest designer participation as well as buyer attendance with each market that has passed. We have had numerous lines make their Dallas debut in our Shop show since the first of the year. Joe Scroggins, our Shop sales manager, also makes a conscious effort to support and promote talented local designers."

Among the new lines in permanent rooms at FIG are 39SixtyOne, Cino, City of Others, Etoile, Grady, Isabel Marant, Puella and Viridis Luxe.

New lines in Shop include Tano, 49 Square Miles, August Alexander, co2 Cashmere, Holly Morgan, Jenny Han, Mike & Chris, Zen 3 Handbags and Sergio Zelter Designs.

The company also hired Lauren Christensen for the new post of director of sales and development focusing on events.

"As we continue to grow as a wholesale marketplace, we also continue to be sought out as a destination for fashionable events, such as art shows, fashion shows, book signings, etc.," Mers said.

Upcoming functions include FIG Finale, a retail clearance sale for the public Aug. 22 to 23, and several charity fund-raisers.

FIG, which focuses on contemporary, denim and accessories, celebrated its fourth anniversary in January.