



Las Vegas Market's FIRST LOOK trends and new products program returns July 30 - August 3 with four (and many more!) trend stories — and all Las Vegas Market exhibitors are invited to submit products for consideration.

In addition to an image-packed publication that spans all furniture, home and gift categories, FIRST LOOK presents four expertly curated and beautifully styled product vignettes. This season's focus is tween bedrooms, dining, casual/outdoor lounge, seasonal, holiday and handmade.

To be considered for the FIRST LOOK publication and/or displays, submit only your newest product debuts. Send digital imagery (at least 5"x7" at 300dpi) and descriptions by **THURSDAY, MAY 25**, to Phyllis Hairr at phairr@imcenters.com. PLEASE NOTE: Indicate if your submissions are to be considered for either or both the publication and displays.

Bedroom: iGen



Marketers' focus is shifting from Millennials' wants and needs to Generation Z's wishes and hopes, and FIRST LOOK keeps pace with a space for today's true digital natives. We're connecting with the iGeneration — an entrepreneurial, responsible, compassionate, competitive and curious set — in our first-ever tween bedroom vignette. What to send for iGen: unisex bedroom furniture, especially designs with tech management and savvy storage solutions; bedding; area rugs; lighting; wall decor; poufs; personal accessories; plush; and toys. Reference the circular swatches (above) for color palette cues.

Casual/Outdoor: Water Signs



FIRST LOOK heads to the beach (and pool!!) for a casual lounge vignette that showcases watery blues and bright whites. What to send: outdoor furniture, including modern lounge seating and fire pits; beach towels; portable umbrellas; all-weather dinnerware; beachwear, totes, sunglasses; and more!

Modern Traditions



Family, dining and holiday/seasonal are at the fore in MODERN TRADITIONS. What to send: modern and transitional dining furniture; tabletop; holiday decor and decorations, including Halloween, Thanksgiving, Christmas, Hanukkah and New Year's Eve; wrapping paper; ornaments; and more.

Handmade



Craftsmanship and artistry headline FIRST LOOK's fourth vignette for Summer 2017. Submit products that showcase the creativity and handiwork of craftspeople. We're featuring all product categories; special emphasis on global artisans.