

Denver January Market

January 2021 Show Recap

Denver January Market buyers and exhibitors enjoyed a safe and fun market!

Retail buyers from the western states region attended the Denver January Market, the first in-person Market at the Denver Mart. Buyers and exhibitors enjoyed a safe and fun market with champagne toasts, VISA Gift Card give-a-ways, free lunches, and a fashion show sponsored by Cowboy Outlets, one of our new showrooms at the Mart. The fashion show included live music, and swing dancing showcasing cowboy boots, hats and leather jackets of all types. Temporary exhibitors and permanent showrooms experienced strong order writing and look forward to more B2B markets in Denver. Casual apparel, cash & carry, and outdoor lifestyle were strong categories for the show. Buyers appreciated the Face-to-Face, or should we say, Mask-to-Mask, interactions and networking with sales reps and finding new lines for the upcoming seasons.



“We opened 7 new accounts. It was nice to be able to sit and take care of them face to face at a nice pace”
~Temporary Exhibitor, Angie Wilson with Howitzer Clothing.

Buyer, Kelli Dexter said; “The show was good, we had appointments with Showrooms.”

“We definitely enjoyed the show and it was great to be in Denver.” ~Buyer, Deb Cleveland

“I am thrilled with my results from this market and feel blessed that my buyers felt comfortable to attend.”
~Laura Elledge, Elledge & Associates, Apparel Showroom



“We look forward to growing this January Market and hope that our continued safety measures will only increase the comfort of both buyers and exhibitors to join us.” mentioned Misty Flachman, Tradeshow General Manager at the Denver Mart. Extra health safety measures were practiced at the show entrance, such as temperature checks, mask-wearing, and hand sanitizer stations. The Mart Café was open with plenty of social distancing space. As more and more businesses open back up in the state of Colorado, the Denver Mart looks forward to welcoming more buyers and exhibitors to upcoming markets.

NEXT MARKET: Gift and Apparel, February 24-28, 2021