

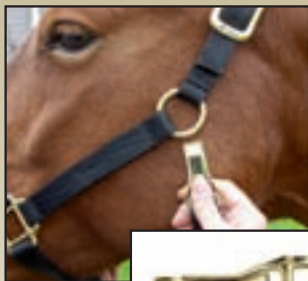
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industry

In Focus



Revamped Dallas Market Set For March Opening

DALLAS—Dallas Market Center will open a new home for apparel and accessories March 25. FashionCenterDallas, a \$21 million state-of-the-art facility, offers buyers a modern, convenient marketplace on the upper floors of the World Trade Center.

The first Western Market in the center will be held March 25-28. A grand opening party is planned for the first morning of market, accompanied by a car giveaway. Also scheduled are fashion shows, designer appearances, entertainment, showroom receptions and more.

For Western buyers, the most important news is the new home for Western products on floor 12. The marketplace is expected to be the center of activity of FashionCenterDallas and will offer Western buyers a chance to conveniently and efficiently shop for products.

"The Western industry has a long and important history in Dallas, and bridal resources are a special focus of FashionCenterDallas," said Bill Winsor, president and CEO of Dallas Market Center. "We are offering a great diversity of products in an unmatched facility."

According to a center spokesman, what sets FashionCenterDallas apart is the ability for Western buyers to easily find whatever resources they need.

Selection includes everything from apparel to tack and merchandise from other product segments such as dresses, suits, jewelry, gifts and decorative accessories.

Buyers will find the neighborhoods of apparel product efficiently merchandised and visually appealing.

GETTING THERE

For information on the Dallas International Western Apparel and Tack Market at FashionCenterDallas March 25-28, contact Julia Monroe, (800) DAL-MKTS or (214) 689-7015, fax (214) 879-8351 or access the Web site at www.dallasmarketcenter.com.