

Flying High

The final Home & Giving Fair for the year was a triumph all round, *Giftrap* reports

FROM AUGUST 1-5, MELBOURNE WAS A CITY BESIEGED BY EXHIBITORS, RETAILERS AND buyers, all converging for the Home & Giving Fair at the Melbourne Convention and Exhibition Centre and Melbourne Showgrounds. The feedback from exhibitors and buyers alike was extremely positive, with many folk commenting on the upsurge in confidence and optimism that pervaded the fair. It seems members are looking cautiously forward to a good Christmas this year and were buying accordingly.

“THE FAIR HAS BEEN VERY GOOD. EVERYONE’S BACK ON TRACK NOW AND BUYING AGAIN”

Exhibitor stands looked arguably the best they ever have, with efforts in visual merchandising appreciated. The enormous variety of products and wares on display over the two venues was exciting and inspiring. Respect to the buyers who walked the miles of aisles as well; it certainly wasn't a fair for the faint-hearted. Finally, congratulations must again extend to the hard-working GHA staff for their efforts in managing the huge undertaking; it is an unenviable (and probably thankless?) task. It will be interesting to see if the confidence brewing now translates into a strong Christmas for retail. We certainly hope so.

Ryan from Outliving (MSG)

“All of our clocks have gone really well, especially the bubble clocks. And the Victoria & Albert museum range has been selling well too. Other top sellers? The bird clips, chip-pocket sunglasses bands, candle tins and retro phones.”



Envirotrend Sakittome bags

Celina from Envirotrend (MSG)

“We're two mums on a mission to get rid of plastic bags! Our gorgeous new Sakittome compact bag collection has been our best seller at this fair. It stuffs like a sock and has a sewn on pouch, answering a lot of the complaints from customers about the hassle of having to roll-up other reusable bags. With the Sakittome you just stuff the bag inside itself and you simply clip it onto your key ring.”



Shanghai planters