

PREVIEW

INSIDE

Design Stars Shine
in Las Vegas

Crafting a Destination
Showroom Experience

Can Text Message
Marketing Work
For Your Store?

See What's
Trending
for 2023



LAS VEGAS
MARKET™

January 29 – February 2, 2023 | LasVegasMarket.com

Photo: Theodore Alexander

SUNDAY, JANUARY 29
4:00pm-5:00pm

Discover the Hidden Costs of Your Home Delivery Program

Jenni Kimpel, JB Hunt Final Mile

Sponsored by Home Furnishings Association

Retailer Resource Center, Building B, B-1050



If you've been thinking about your current home delivery costs, building a home delivery plan, or outsourcing to a home delivery provider, there's a lot more to consider than just the cost of the driver and the equipment needed to complete deliveries.



Factors behind the scenes can add major dollars to your total cost. Build a delivery program that makes financial sense for your business and supports its goals. We'll show you how!

MONDAY, JANUARY 30
9:00am-10:00am

Ways to Build Traffic and Sales

Jason Schlitz, Orbit Interactive

Sponsored by Home Furnishings Association

Retailer Resource Center, Building B, B-1050



With hundreds of constantly changing digital products available, it's almost impossible to tell the difference between multiple products with similar names and which ones can drive convertible traffic! This session will pull back the curtain on several



commonly used but often misunderstood products while demonstrating new and improved ways to use these tactics to drive online and in-store business.

MONDAY, JANUARY 30
10:30am-11:30am

3 Effective Ways to Combat Slow Foot Traffic

Kaspar Fopp, Wondersign

Sponsored by Home Furnishings Association

Retailer Resource Center, Building B, B-1050



Slow foot traffic affects your entire business. When your "top-of-funnel" shrinks, it impacts your bottom line. That is unless you focus on these three often-overlooked areas: The extensive time it takes to close a sale with your end-to-end sales process, your close rate, data collection, and the average ticket size. You will hear how other retailers beat slow foot traffic and get results!



MONDAY, JANUARY 30
11:00am-12:00pm

Business of Design™: No More Negotiating

Kimberley Seldon, BOD™ Advocate-in-Chief

In partnership with Business of Design™ and IMC- Las Vegas Market

Building B, WorldView on Sixteen



Business of Design™ and Kimberley Seldon present No more Negotiating (Stand Behind Your Contract). Own your authority, protect your value and satisfy your clients. Who has more experience running a design firm,



you or your clients? You, of course. So why would you allow clients to dictate terms that have an immediate and sometimes unpleasant effect on you and your team? Learn how to set and maintain clear and firm boundaries when it comes to fees, margins, work order and process. In this one-hour session you'll learn: where confidence really comes from; which rules should be non-negotiable; anticipate the most challenging project situations; how to stand firm in your rules; what a mature design business looks like; how to create

rules that provide you with peace of mind, greater earnings and more freedom. Following the learning, Kimberley will answer live coaching questions for 30 minutes. (1 CEU) RSVP at: LVMKT.com/events

MONDAY, JANUARY 30
11:45am-12:30pm

How to Train your Team for Add-On Sales

Dan Miller, Guardsman

Sponsored by Home Furnishings Association

Retailer Resource Center, Building B, B-1050



With the economy in a recession, it's time to start looking for any opportunity. One way of doing this is by offering furniture protection plans as an add-on service - which will increase your sales and customer experience and give customers peace of



mind that their investment needs are being met should anything happen once they buy from you! In this seminar, we will do a "mock" training for you and your sales team to gain advantages in selling furniture protection plans.

MONDAY, JANUARY 30
12:00pm-1:00pm

Lighting the Way - Lighting Highlights Tour

Alex Woogmaster, Woogmaster Studio

Meet in Lobby of Building A



Need lighting resources? Discover new resources and learn about lighting innovations being featured at Las Vegas Market from Alex Woogmaster, founder of Woogmaster Studio, with focus on luxury hospitality and residential lighting. Alex



will lead this tour through select showrooms and offer a new perspective on how best to use different styles of lights; which are most used in different types of interior & residential design, hospitality and retail projects; energy

A CONVERSATION WITH ALEX WOOGMASTER



IN SEARCH OF PURPOSEFUL LUXURY

"The space. When an architecture devotee becomes an interior designer, the space as a whole remains the foremost element." Alex Woogmaster, founder of Woogmaster Studio, built a boutique interior design studio based on clearly established "gentle manifestos" to ensure the business adheres to specific beliefs.





A decade working with Wynn Resorts in Las Vegas studying the diplomacy of architecture honed his sense of purpose. "If you can make people feel elevated, healthy, happy and luxurious, they will want to stay longer," says Woogmaster, who views hotels as large-scale residences where space is used as an active instrument to make people feel welcome.

The next chapter in his story started three years ago when Woogmaster opened his own design business that's split between high-end residential and high-end luxury hospitality. The studio is based in Las Vegas but works on projects across the country including current clients between Monterey Bay and Central Park. His work isn't defined by a particular style, instead viewing every new project as an opportunity to explore a whole new vocabulary to create unique spaces. His extensive European travel provides a strong historical influence including the requisite to add warmth, richness and layering to contemporary architecture and design, implementing lessons from thousands of years about what makes people feel good. "Vast spaces can lose intimacy, making layering and richness more of a consideration," says Woogmaster. "I want to take grand scale and make it intimate. We all want grandeur that makes us straighten our posture and feel proud but need elements that remind us that we're human and can be comfortable in a space."

A CONVERSATION WITH ALEX WOOGMASTER

Monday, January 30, 12:00pm-1:00pm

LIGHTING THE WAY - LIGHTING HIGHLIGHTS TOUR

Alex Woogmaster, Woogmaster Studio
Meet in Lobby of Building A
RSVP at: LVMKT.com/events





FOLLOWING AN INTUITIVE PURPOSE

Every designer has a process. Woogmaster believes in following a deliberate protocol to infuse clarity for all parties. He starts projects with a conversation to delineate the client's specific needs followed by a review of architectural drawings to learn how a space will be used. "I don't want to be too granular at the start. It's distracting if someone is too invested in one fabric or lamp or something ancillary," he says, "this comes much later. We prefer to establish a broader roadmap for future, more fine-tuned decisions."

Shopping at the Las Vegas Market is primarily dedicated to looking for accent pieces to add character to a space, "the punctuation mark." When it comes to sourcing, the company has an extensive library gathered from multiple sources of items that resonated with the team. They look for lines that will complement the custom upholstery and case goods they typically commission for discerning clients.

"I attend Market with a few projects in mind so I can go in with blinders on and be less distracted," he says. "I want our time and our interactions there to be meaningful."

He believes by building relationships and a good rapport you start to have loyalty. "We all want to see each other succeed. I never fully respected the importance of the networking at Market until I had my own practice. Being able to collaborate and solve problems together is critical," he says. "Each of our partners bring experience to the table, and we rely on their expertise."

He's also an advocate for seeing products in person to test the ergonomics and examine quality of craftsmanship. "There's something about tactile materials that we internalize differently," he says. "That's part of why Market is so valuable."

True to his method, the perfect piece could be sitting in a corner, not part of a prominent product push front and center. It's the Paris Flea Market concept, the thrill of discovery, like a treasure hunt to find the perfect item. Sometimes that line isn't in one of the established showrooms, even though he certainly has go-to exhibitors to visit such as Global Views, European Kitchen and Bath, Phillips Collection, and Visual Comfort.

"I love the energy of the Temporaries. The people who are taking a risk and trying to expand their exposure. There's a passion to the new ideas and I've found great new sources there," he says.

Being open to new vendors fits seamlessly with the philosophy of a studio that looks to bring timeless design into a fresh light. And Las Vegas Market offers a rich variety of options to help that vision continue to evolve.

Alex Woogmaster is founder of Woogmaster Studio, a boutique interior design atelier based in Las Vegas, NV. To learn more, visit woogmasterstudio.com

