

ARE YOU IN FASHION?



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Back in September, several members of the *Lawn & Garden Retailer* staff attended the Garden Centers of America's Fashion In Bloom (FIB) event, a Pack Trials-type tour on the East Coast. Like Pack Trials, attendees travel from stop to stop, visiting with plant breeders, touring growers/retailers, looking at new varieties and getting plenty of display ideas.

This was the event's second year (last year going by the name Eastern Performance Trials). And while the attendance was a little lower than what many of the exhibitors would have liked, there was no shortage of ideas or interesting products. The tour's six stops — Conard-Pyle, Homestead

Growers, American Horticultural Society, Virginia Growers, McDonald Garden Center and White's Nursery and Greenhouses — and 32 exhibitors created a world-class show that couldn't possibly be described within this very limited space. What I've done instead is gather a few pictures to give you an idea of the many great ideas we got from the event. For a more complete showcase of Fashion In Bloom, go to www.fashioninbloom.com.

I hope to see this event next year and invite everyone to take part; it's definitely worth your time. The dates have not yet been set, but it usually happens toward the end of September.

A Few Final Thoughts

As you well know, November is our last issue of the year, so before signing off for 2006, I want to tell you a little bit about some of the things we have planned for 2007. Probably the most exciting for us is adding another issue. With the addition of a May issue, we'll be publishing 10 months next year, taking off only October and December. Also, we have several exciting new series/departments planned for next year, including a new series that will examine successful non-garden retailers, a consumer panel that will answer questions about their gardening habits and a merchandising contest. Look for more details about the merchandising contest in an upcoming issue of the *Retail Report*, our biweekly newsletter. Not yet a subscriber? You can do so at www.lgrmag.com.

I also want to extend our congratulations to sister publication *GPN* for being a finalist in the *Folio*: Eddie awards. This is an award given by magazine publishers to magazine publishers for overall editorial excellence. *GPN* was selected from more than 2,200 entries, and we are very proud to be among such a distinguished group.

And finally, Happy Holidays from all of us here at *Lawn & Garden Retailer* to all of you out there. We hope your holiday season is filled with happiness, fun and busy cash registers! ❁

Bridget L. White



Top: This new display idea from Dümmer USA targets the gift market and allows you to fill the basket's holes with whatever plant looks best at the time. **Middle:** A new organic program from The Plug Connection features 4-inch herbs in biodegradable pots. **Bottom:** Monrovia Growers showed a new mixed container program that includes perennials, woodies and grasses in a standard green pot. Containers are at peak and ready to drop into a decorative pot.

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