

Alumont moving into Mart showroom

Alumont will unveil its new Merchandise Mart showroom at the Casual Market in September. This new showroom, located in suite 1791, provides nearly 3,500-sq.-ft. of display space and will allow Alumont to showcase all the new collections developed for the coming season.

At last month's Preview Show, response to Alumont's new collections was strong inside the showroom it shared with Hanamint, its parent company. To meet a growing demand, the company also will update Alumont's production facility this fall, said Russ Sorenson, president of Hanamint and Alumont.

"The response to the new collections has been fantastic, and to make sure Alumont can deliver quality goods with a reasonable lead-time, the investment in new equipment was necessary," Sorenson said. "We are investing in the future of our industry. This fall, the factory located in Irwindale, Calif., will be installing a new state-of-the-art powder coating system along with new equipment for other production areas, including sewing and fabrication."

