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2015 *gia* GLOBAL HONOREES ANNOUNCED AT THE INTERNATIONAL HOME + HOUSEWARES SHOW

CHICAGO (March 8, 2015) – The International Home + Housewares Show and the International Housewares Association (IHA), the global sponsors and organizers of the Global Innovation Award (*gia*) program, today announced the 2015 *gia* Global Honorees.

The Global Honorees are:

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|-----------------------|----------------|
| • Koskela | Australia |
| • Presentes Rodriguez | Brazil |
| • Hudson's Bay | Canada |
| • Jumbo | Turkey |
| • John Lewis | United Kingdom |

The global *gia* jury, consisting of four retail/visual merchandising experts and seven editors and publishers of co-sponsoring housewares trade publications from around the world, selected the *gia* Global Honorees from the winners previously chosen in their respective countries by the national *gia* sponsors. In addition, the Martin M. Pegler Award for Excellence in Visual Merchandising was awarded to Organizza of Argentina.

The *gia* program was created by the IHA and International Home + Housewares Show to foster innovation and excellence in home and housewares retailing throughout the world. Since the launch of *gia* in 2000, there have been over 320 *gia* retail award winners, from 40 countries on six continents.

The competition is structured on a two-tier level, national and global, evaluating retailers within the following categories:

- Overall mission statement, vision and strategy
- Store design and layout
- Visual merchandising, displays and window displays
- Marketing, advertising and promotions
- Customer service and staff training
- Innovation

Co-sponsoring the country-specific *gia* award programs with IHA are housewares trade publications worldwide, which sponsor national *gia* programs in their respective countries. This year, 25 national *gia* winners from 24 countries were selected by co-sponsoring trade publications with targeted distribution in over 30 countries on five continents. All winners were automatically entered the global competition at the International Home + Housewares Show in Chicago, where the global jury selected the final *gia* Global Honorees.

Both *gia* national winners and Global Honorees are recognized and prominently featured at the International Home + Housewares Show. A festive *gia* awards dinner was held at the Radisson Blu Aqua Hotel. In addition, introducing the national *gia* winners to visitors and exhibitors of the International Home + Housewares Show, there is a special *gia* display in the Hall of Global Innovation, in the Lakeside Center Lobby, and large *gia* winner banners span the walkway connecting the Lakeside Center to the Grand Concourse.

For more information about the gia (Global Innovation Award) program, the co-sponsors, or participating in 2015-2016, contact Piritta Törrö at piritta.torro@inspiredconnection.fi. Additional information on the gia program is also available online at www.housewares.org/gia.

Editor's note: Images of the 2014-2015 national *gia* winner stores are available for download at: <http://housewares.smugmug.com/Gia/2015-gia-winners-Press-Photos>
In the same folder, you'll also find *gia* Global Honoree and Martin M. Pegler Award winner photos from the *gia* awards dinner. Password for the folder is "2015gia".