



Join Us for the Accessories Council's Holiday Press Event & Gift Guide Showcase

Wednesday, July 22nd, 2026
9:00 AM - 12:00 PM

EVENT OVERVIEW

This exclusive Accessories Council (Ac) press preview provides brands with a high-impact platform to showcase their most giftable products.

Meet with top editors, influencers, stylists, buyers, and digital creators as they build seasonal features and gift guides during one of the largest consumer shopping moments of the year.

The Lookbook is a practical working tool for editors and creators. After events, inboxes are full and timelines are fast — having your products organized in an easy-to-pull format helps ensure they are selected for upcoming gift guides, shopping roundups, and social editorial content.

The Lookbook becomes:

- A **direct connection** between your products and media decision-making
- A **reference guide** they use again throughout the season
- A **visual story** of your brand's holiday gifting point of view

GIFT GUIDE - What to Know

The Ac Gift Guide is a shoppable digital magazine designed to inspire ideas and drive purchases.

- **Audience:** 50k+ readers including retailers, wholesalers, designers, and consumers.
- **Reach:** 80K+ social media followers engage with the guide across all channels.
- **Impact:** 200K+ page views internationally across 100+ countries.
- **Media Opportunities:** Assets from the event are used for various outlets in their Mother's Day features.
- **Shoppable Content:** Every image links directly to your website and social channels.

[VIEW THE 2025 GIFT GUIDE HERE](#)

PRESS EVENT - Brand Benefits

- Showcase your brand in a thoughtfully curated setting designed for maximum impact.
- Media attendees will receive the event lookbook, digital magazine, and are encouraged to use the content for their holiday gift guides and features.
- Your brand participation in a holiday press event will generate stories throughout the season and beyond.
- Offer a product gifting experience at your discretion to engage guests and leave a lasting impression.
- Elevate your brand with real-time content creation that amplifies visibility, drives engagement, and keeps you in the spotlight.

Media Coverage

The Ac invites influential editors and creators to discover meaningful accessories, thoughtful design, and the personal stories that make each brand unique.

WWD *Opal* Daily **People** **NEW YORK POST**
ELLE *the Daily* **FN** **VM** VISION MONDAY **JCK**

Jules with Jewels, Little Fashion Stylist, Fashionably Petite, The Editorialist, and more.

PRESS EVENT - Gift Guide Pricing

The Ac curates the full experience—from venue and hospitality to 1:1 media introductions—while ensuring each brand is highlighted during and after the event through lookbook distribution and follow-up contact support.

Tier 1

- Press Event & Full Page AD: Either provided by you or laid out by our team
- Cost - **\$3,000** (Includes the Press Event)

Tier 2

- Press Event Only: Present your top items and you can gift the press your product
- Cost - **\$1,750**

CONTACT US TODAY

The Ac looks forward to working with you to showcase your brand for this holiday season.

Deadline to participate is **July 1st**.

Reserve your spot today! Please do not hesitate to reach out with any questions.

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