



Contact: Beth Merrick / ZAZOU Communications
(416) 473-9881/ beth@zazoupr.com

This Mother's Day (*or should we say Mother's dAI*) at Showcase is Powered by ChatGPT and The Human Touch

Giftspiration for all the Social Media Moms in Your Life!

TORONTO, ON – April 12, 2023... This Mother's Day (*or should we say Mother's dAI*) at Showcase is supercharged by ChatGPT... *along with the human touch!* No stranger to AI technology, the North American specialty retailer has been using these sophisticated tech tools for over a decade, monitoring trends and delivering them to store shelves in real time. In addition to creating a Mother's Day 2023 gift list, Showcase is also using AI in all of its Mother's Day marketing activities. From signage and design to products, packaging and promotional materials, AI's digital fingerprints are everywhere.

"Contrary to public perception, AI should be considered another member of an organization's team, not a replacement," said Samir Kulkarni, CEO, Showcase. "AI is a powerful tool that is here to stay. It will elevate and empower our employees' creativity, productivity and agility and Showcase is leaning in 100 per cent, starting with Mother's Day."

The ultimate shopping destination for the latest trending products on social media, Showcase has simplified the Mother's Day shopping experience for its customers. Leveraging the power of ChatGPT, combined with the human expertise of its trendspotting team, Showcase has assembled a carefully curated gift list for all the types of social media moms in your life: the *trendy TikTok mom*, the *fashion-forward Instagram mom*, the *artistic Pinterest mom*, the *oversharing Facebook mom*, and the *wellness-seeking Digital Detox mom*.

Items will be available at all 109 Canadian Showcase trend stores and [online](#), with same-day shipping available for the last-minute shopper.

TIKTOK MOM – *She has the pulse on what's hot 24/7*

[Hot Ones Last Dab Hot Sauce Trio](#) -The ultimate collection of fiery and flavourful sauces to spice up the Queen of the kitchen's favourite dishes!

[Trendy Treasure Freeze Dried Mystery Box](#) – Enjoy an unexpected cornucopia of freeze-dried confections in assorted flavours.

[ProKitchen Ice Glob Bottle](#) -The all-new, *go-to* tool that makes perfectly round ice balls for the hostess in the know!

INSTAGRAM MOM – *Fun & fashion-forward!*

[Graphic Tees](#) - Channel your inner rock star with cool graphic t-shirts like Britney and Bowie

[Bubble Shhhands](#) - Upgrade your shoe game with massaging bubble slides designed for style and comfort!

[Blinger Glam Styling Tool](#) – The tool that allows you to bling almost anything: hair, clothing, accessories and more.

PINTEREST MOM – *It's all about the DIY!*

[Reverse Colouring Book](#) - Unleash your inner artist with pre-shaded illustrations to spark creativity!
[DIY Botanical Building Set](#) - Let your imagination bloom and build your own custom floral bouquet with this 999-piece set.

[Studio Diamond Paintings](#) - Cross-stitching meets paint-by-numbers where you create colourful canvasses with sparkling rhinestones.

FACEBOOK MOM – *She loves to share!*

[Tapple](#) - The fast-paced, award-winning word game that's taking social media by storm.

[Hidden Gems Cold Coffee Candle](#) - Java-scented candle with a hidden gem ring valued up to \$8,700!

[ProKitchen Chopkly](#) - This 4-in-1 handheld electric food processor does it all: chop, slice, mince, and peel, plus it's self-cleaning, making food prep quick and effortless.

DIGITAL DETOX MOM – *Takes a break to unplug & unwind!*

[Air Puff Inflatable Lounger](#) - The ultimate portable lounger for all your outdoor adventures.

[Cartoon Cow Plush Slippers](#) - Warm, cozy, and perfect for relaxing and lounging around the house.

[Contour Swan Body Pillow](#) - The secret weapon for a good night's sleep!

For a full list of Mother's Day gift ideas, visit [Mother's Day Gift Guide 2023](#).

Showcase carries all the latest social media trends: the hashtag **#ShowcaseMadeMeBuyIt** currently has over 165M views on TikTok and is growing.

To stay up to date on the latest Showcase news and trends, visit [ShopAtShowcase.com](#) or follow [@ShopAtShowcase](#) through any of our social channels on [TikTok](#), [Facebook](#), and [Instagram](#).

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ABOUT SHOWCASE

Founded in 1994, Showcase is the Home of the Hottest Trends, and the world's largest retailer of its kind. With 150 trend stores in North America's best shopping centres, Showcase offers the most fun, interactive, new, and unique products ever - all in a retail environment where you can "try it before you buy it." We call it retail-tainment! With 109 Canadian and 41 US trend stores, Showcase continues to cement the company's position as a global leader in interactive retail and lifestyle trends. To learn more, visit [ShopAtShowcase.com](#).