

DANIEL+LAUREN

NY NOW Market Shows are Not Going Anywhere



New York, NY (August 30, 2022)

[NY NOW®](#), the country's largest gift and home wholesale market, where brands, buyers, and designers gather to connect and discover a world of inspiration, celebrated a successful Summer Market, seeing immense post covid growth, at the Jacob K. Javits Center in New York City.

NY NOW's Summer 2022 Market experienced increases in both exhibiting companies and buyer attendance compared to the Summer 2021 Market, with exhibitor participation increasing by 54% and buyer attendance increasing by 10%. In addition, NY NOW international footprint significantly increased with 221 global brands from across 48 countries, like Morocco, France, Chile, Ghana, El Salvador, and many more, highlighting products from general gifts, accessories, home goods, accessories, and apparel.

“NY NOW’s summer market exuded the power of transformation as the industry welcomed Alana, Ali, and the Bulletin team to the NY NOW marketplace,” Karalynn Sprouse, EVP, Retail at Emerald. “There is a renewed, collective drive amongst retailers to connect with their current brands while sourcing new and emerging designers for their customers. With over 250 new brands and a full schedule of panels, talks, and guest appearances throughout the four days, it was inspirational to see how NY NOW reignited the power of small businesses, especially as we head towards the Market’s milestone 100th anniversary.”

The NY NOW and recently acquired Bulletin teams have united and will collectively reimagine the wholesale gift and home landscape with a shared commitment to providing small businesses, designers, and artisans an opportunity to have their brands discovered and shared with the masses.

“This was an exciting four days for all of us at Bulletin, joining the NY NOW market for the first time,” said Alana Branston, Group Vice President, Gift & Home. “Many of our brands have never experienced a market on this scale. The exposure to the Bulletin team was definitely educational and will help firm up our strategy on ways to evolve the show for 2023.”

Support and mentorship for exhibitors was the main priority throughout the summer market’s activations as emerging brands continue to recover from the pandemic and crushing supply chain demands. This year’s event featured a range of conversations that offered attendees expert advice, from how to engage with Gen Z to design and licensing expertise and trends for Spring/Summer 2023.

Buyer Testimonial: “I’ve been coming to NY NOW twice a year for 15 years. It’s a can’t miss show for me because you get to enjoy the energy of the show and the excitement, in a magically creative place,” said Barbara Mooney, Owner, Daisy’s. “NY NOW is important for us because we need to bring the newest and the most exciting products to our customers and this market stays very current with what’s happening. One of the most important things that you get from coming to NY NOW is seeing what the color trends are going to be. And for all the other shows and experiences of buying, NY NOW is where you come to see what that is going to be first.”

Exhibitor Testimonial: “NY NOW is our first ever trade show. We can’t believe how successful it’s been. We got enough orders by lunch on the first day to recoup our entire investment in exhibiting at NY NOW,” said Lisa Watkins, Co-found, Wanderfull Bags. “The volume of retail orders was huge, from small boutiques to large buyers like we the Marriott Hotel, a museum in Seattle and a bunch of chain stores in Texas. And we’ve made incredible connections at the market, someone who does special gifting for AMC Networks and another who knows the owner of a sports team and an inquiry to purchase 3000 units for a large corporation. Corporate gifting really wasn’t even something we thought about but being at NY NOW helped us realize that could be a viable channel for our business. So many amazing opportunities for us that have happened here at NY NOW. We are beyond thrilled.”

NY NOW announced the winners of the Summer 2022 Market Awards, a competitive awards program adjudicated by an esteemed panel of industry leaders celebrating brands who stood out for unique designs, dedication, and innovative emergence. NY NOW honored the vendors across 11 categories, including Home Design, Beauty + Wellness, and Handmade Global Design. A complete list of finalists and winners can also be found here, with winners in each section listed below:

- Best in Market Award: [dounia home](#)
- Best New Product Award: [Chabi Chic](#), [Corkcicle](#), [Garden Glory](#), [Olivia Shih](#), [Coro Cora](#), [Leone Di Fiume](#), [Bright Littles](#), [Georgia Varidakis Jewelry](#), [Terminal B](#), [Life of Spice](#), and [Addison Ross](#)
- Best-Selling Product Award: [Milsouls](#), [PAR KER made](#), [FER A CHEVAL – SAVON DE MARSEILLE](#), [WAATR](#), [O-LYFE](#), [Mobius keramikk](#), [Fair Anita](#), [Margo Morrison New York](#), [Copper Pearl](#), and [Warmies](#)
- Emerging Brand Award: [Caffeine-Queens LLC](#)
- Sustainable Design Award: [BEBEMOSS LLC](#)

For more information on the Summer 2022 Market, please visit www.nynow.com and follow along on social media across [Instagram](#), [Facebook](#), and [Twitter](#) for timely updates. For imagery of the Summer 2022 Market, please [click here](#).