



**RETAIL**

**RENAISSANCE**

**NY NOW**

Transformed. Inspiring. Innovative

**february 3-6**  
JAVITS CENTER, NEW YORK CITY

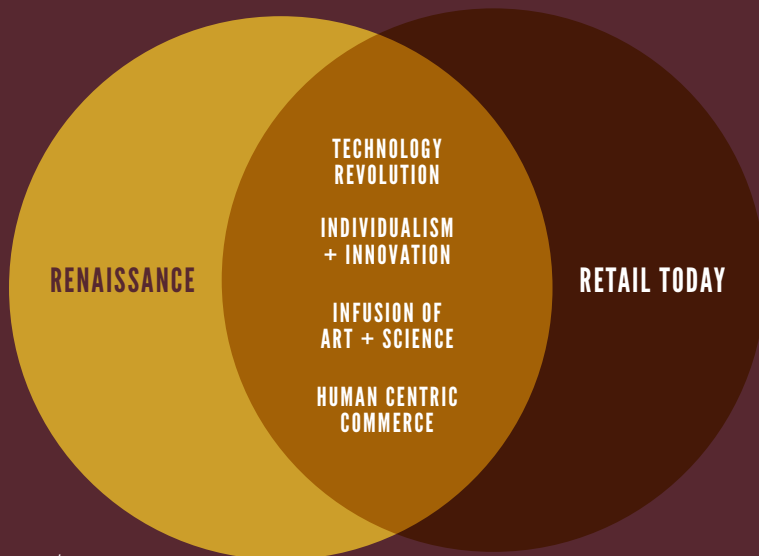
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## A REBIRTH THAT PARALLELS THE AGE OF RENAISSANCE.

- Retail sales up 4% in 2018
- 4,000+ new independent stores opened in 2017
- Luxury buying up 85% globally
  - NYC the leading luxury marketplace



Source: Deloitte Development LLC. All rights reserved.



# Only at NY NOW... only the best.

Retail is fast evolving and the independent retailer—more than any other—must SOURCE DIFFERENTLY and UNIQUELY in order to SUCCEED.

Be part of the Retail Renaissance—Only at NY NOW.



## Most Powerful Retail Event in North America.

Handmade is the industry's hallmark of design and craftsmanship across all media. Presented in three distinct sections and showcasing handcrafted merchandise in categories such as tabletop, ceramics, textiles, home decor, jewelry, apparel and more. ***All of the HANDMADE sections are now presented together on level 3 of the Javits Center.***

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[NYNOW.COM/RETAILRENAISSANCE](http://NYNOW.COM/RETAILRENAISSANCE)

# Now the largest handmade wholesale collection in the US



“ THE SPECIFICITY OF THE HANDMADE  
COLLECTION HELPS TO ENSURE  
BUYERS WILL TRULY APPRECIATE  
THE CRAFTSMANSHIP, QUALITY,  
AND ECO-FRIENDLY NATURE OF OUR  
COLLECTIONS. ”

- Cristina Dioguardi, *Beyond Threads*



**50% OF BUYERS SHOP  
NY NOW EXCLUSIVELY**



## HANDMADE® DESIGNER MAKER

Showcases 350 designer maker resources from across the United States and around the world, with a focus on limited-production makers across all categories and media.



### JURIED! CRITERIA FOR ACCEPTANCE INCLUDES:



A developed line  
of unique and  
original work



Products  
designed with a  
focus on limited  
production



Quality  
craftsmanship

**Emerging Makers**, held once a year in our winter Market, showcases talented designers of handmade product lines in the Handmade Collection. New designers (in business for one year or less) and artists entering the wholesale marketplace for the first time, are invited to submit their design driven handmade product line for consideration. Selected participants will be awarded prime display space in the Emerging Makers display in Handmade Designer Maker where they will showcase a limited portion of their pre-approved product line.

### *Strong Visibility*



100,000+ **WEBSITE**  
**VISITORS**



98,000+ **SOCIAL**  
**MEDIA FOLLOWERS**

23,000+ **ONSITE**  
**ATTENDEES**



## HANDMADE® GLOBAL DESIGN

150 global import resources with a focus on good design, traditional craftsmanship, and community building through global artisan workshops.



### JURIED! CRITERIA FOR ACCEPTANCE INCLUDES:



A developed line of unique and original work



Authentic designs, handmade through global artisan workshops



Quality craftsmanship



U.S. distribution and wholesale pricing capabilities

“THE MOST CUTTING EDGE OF NEW IDEAS AND ARTISAN PRODUCTS.”

- Michelle Schechtman, Greater Good

INCREASED MARKETING +  
CO-LOCATION OF NSS - ANTICIPATED



INCREASE IN  
ATTENDANCE



## ARTISAN RESOURCE®

Overseas artisan enterprises showcasing a curated collection of products along with custom design production capabilities at export terms from country of origin.



### CORE CRITERIA FOR ACCEPTANCE INCLUDES:

✓  
Production  
capabilities

✓  
Design  
innovation

✓  
Commitment  
to cultural  
preservation and  
sustainability

✓  
FOB export  
pricing terms

Artisan Resource® is a sourcing platform for buyers including importers, retailers, wholesalers, distributors and designers.

*byhand*  
consulting

As consultants for Artisan Resource®, ByHand offers a comprehensive range of marketing and training expertise to help artisan enterprises reach new export markets and to help U.S. buyers source artisan products.

## Join the Retail Renaissance



[NYNOW.COM/EXHIBIT](https://nynow.com/exhibit)



914.421.3271

# Contact us today to join the Retail Renaissance



Allison Garafalo

Sales Director

Allison.Garafalo@nynow.com



Ashley Ciofrone

Sales Manager

Ashley.Ciofrone@nynow.com



Andrea Colagiovanni

Sales Rep

Andrea.Colagiovanni@nynow.com



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914.421.3271