

POST MARKET

NY NOW
RETAIL RENAISSANCE

report

SUMMER 2019





20k+
attendees



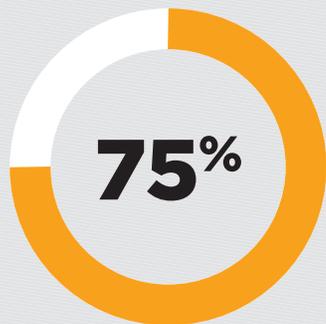
2.3k+
exhibiting brands



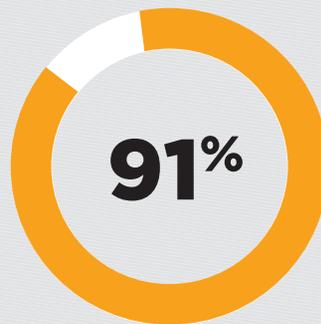
200+
media brands



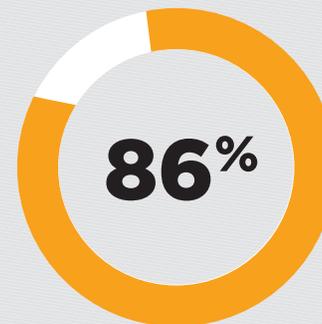
attendees



of attendees hold a buyer or owner title



of attendees are looking for new products



of attendees say attending NY NOW is extremely important to their business

top 5 business types in attendance

Brick & Mortar
Retailers

Interior Design/
Architectural
Firm

Online Retailer

Distributor/
Dealer

Special Events



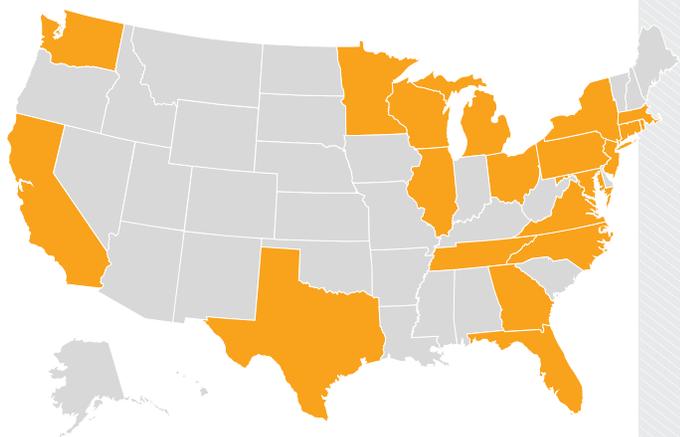
top 20 product categories of interest

- 1 Decorative Accessories
- 2 Handmade Crafts
- 3 Jewelry
- 4 Candles
- 5 Holiday/Seasonal
- 6 Tabletop
- 7 Home Furnishings
- 8 Books/Publication/Media
- 9 Sustainable/Eco Friendly
- 10 Stationery/Publishing
- 11 Games/Puzzle/Toys
- 12 Children/Baby Items
- 13 Clothing/Apparel
- 14 Home Textiles
- 15 Fashion
- 16 Kitchenware
- 17 Novelty/Souvenirs
- 18 Furnishings & Fixtures
- 19 Giftwrap & Accessories
- 20 Food & Beverage



top 20

states in attendance



New York	Virginia
New Jersey	Ohio
Pennsylvania	North Carolina
California	Washington
Connecticut	Michigan
Massachusetts	Minnesota
Florida	Georgia
Texas	Wisconsin
Maryland	Tennessee
Illinois	Rhode Island

sample of usa attendees

10 CORSO COMO NEW YORK A.C. Moore A.I. FRIEDMAN ABC CARPET & HOME ABERSONS ABODE NEW YORK AERO STUDIOS ALCHEMY WORKS AMAZON AMERICAN ART FOLK MUSEUM ANTHEM ARCHIPELAGO AT HOME AREA ARHAUS FURNISHINGS ART GALLERY OF ONTARIO ART VAN ART.COM ARTFUL HOME ARTISAN MARKETPLACE ARTS & ARTISANS ASH NY BALLARD DESIGNS BARNES & NOBLE BARSTONS CHILDS PLAY BED BATH & BEYOND BELK BELLA CASA DESIGN CENTRE LTD. BELLA LINEA BERGDORF GOODMAN BESPOKE POST BEST HOME FASHION, INC BHDM DESIGN LLC BIRCHBOX BLACKER & KOOBY BLICK ART MATERIALS BLOOMINGDALES BLUEFLY.COM BOBBY S DEPT STORES BOCA RATON MUSEUM OF ART BOOK CULTURE BOOKMARK BOOKSELLERS INC. BRANDLESS BROOKLYN CRAFT COMPANY BROOME + GREENE BRYLANE HOME BURLINGTON COAT FACTORY BUY BUY BABY CABANA HOME CAESARS ENTERTAINMENT CANVAS CARNEGIE MUSEUM STORES CARTIER	CENTURY 21 DEPARTMENT CITY BIRD LLC CLOVE & TWINE COACH LEATHERWARE COST PLUS WORLD MARKET CRATE AND BARREL CURRENT HOME CURSIVE NEW YORK DESIGN WITHIN REACH DESIGNERS GUILD DILLARDS DWELL STUDIO DYLANS CANDY BAR EAST HAMPTON GARDENS ENVOGUE INTERNATIONAL LLC ETHAN ALLEN ETSY LLC FAB.COM FABFITFUN FINE ARTS MUSEUMS OF SAN FRAN FIVE BELOW FLIGHT 001 FOLEY&COX HOME FONTAINEBLEAU FOOD PANTRY FOOD52 FOUNDRY42 FRANCESCA'S FREE PEOPLE FUNCHITECTURE GARNET HILL GDCHOME GEARYS BEVERLY HILLS GILT GROUPE GLOBAL GOODS GOOP GORSUCH LTD GUGGENHEIM MUSEUM HALLMARK HAMMERTOWN HARRY WINSTON, INC HAVEN SPA HAYSEED HD BUTTERCUP HOBBY LOBBY STORES INC HOMEGOODS HOMENATURE HOYPOLOI GALLERY HUCKBERRY HUDSON BAY COMPANY HUDSON GRACE HUDSON GROUP	INDIGO BOOKS & MUSIC INTERIOR ENVIRONMENTS ISETAN MITSUKOSHI LTD ITOYA TOPDRAWER CORP JAYSON HOME JET.COM JOHN LEWIS KATHY KUO HOME KITCHEN PLUS MORE L BRANDS LA TERRINE LEARNING EXPRESS TOYS LERANT LESTERS LIFETIME BRANDS LOCKWOOD LONDON JEWELERS LORD & TAYLOR LOVE ADORNED LOWELL HOTELS M SQUARED MACYS MAGNOLIA MARKET MAISONETTE MAKERS MARKET MARKETPLACE MARRIOTT INTERNATIONAL MARSHALL RETAIL GROUP MARTHA STEWART LIVING MCNALLY JACKSON BOOKS MECOX GARDENS MERCANTILE MGM RESORTS INT'L MICHAELS STORES INC MOMA MOMA DESIGN STORE MUSEUM OF CONT.ART MUSEUM OF FINE ARTS NADER'S GALLERY NATIONAL GEOGRAPHIC NEIMAN MARCUS NEW TWIST NICKELODEON NORDSTROM OLIVE & BETTE S OMNI HOTELS & RESORTS ONE KINGS LANE OVERSTOCK.COM PALOMA CONTRERAS PAPER SOURCE PAPERSMITHS PARTY CITY	PEACOCK ALLEY POPSUGAR POSMAN BOOKS POTTERY BARN QVC RON ROBINSON ROSS SAKS FIFTH AVENUE SAN FRANCISCO MOMA SCOUT ST. FRANK STANLEY KORSHAK STAPLES SUNDANCE CATALOG SUR LA TABLE SWOOZIES TEN THOUSAND VILLAGES TERRAIN THE ARTISANS THE BROOKLYN MUSEUM THE CITIZENRY THE CLAY POT THE CONTAINER STORE THE FRICK COLLECTION THE J PAUL GETTY MUSEUM THE KNOT THE METROPOLITAN MUSEUM THE MINNEAPOLIS INSTITUTE OF ART THE MUSEUM OF MODERN ART THE PAPER STORE THE SMITHSONIAN THE WALT DISNEY COMPANY TJX COMPANIES UNCOMMONGOODS URBAN OUTFITTERS VILLAGE TRADING COMPANY WAYFAIR WEGMANS WEST ELM WHOLE FOODS MARKET WILLIAMS SONOMA WISTERIA ZITOMER ZOLA
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top 10 countries in attendance



Canada
Japan
United Kingdom
Mexico
Australia
Colombia
South Korea
India
Guatemala
China

sample of international attendees

ART GALLERY OF ONTARIO	MADE BY OTHERS
BAYSHORE INN RESORT AND SPA	MASHED CONCEPT STORE
BUTIK HOME	OOH LA LA
CABANA	PAPERS E. CLIPS
CANVAS AND COMPANY	PRESTO PAPER AND HOME
COOKERY	ROOM INTERNATIONAL (THAILAND) CO.LTD.
CROWD COLLECTIVE	SANDALS RESORTS
DECORE HOTELS	STYLEGARAGE
DESIGNHOUSE	THE ISLAND SHOP
DISTINCTIVE DÉCOR AUSTRALIA PT	TJX CANADA
FEATHER YOUR NEXT	TRENDY LIVING COMPANY
GANT IMPRESOS Y REGALOS	URBAN DEPOT
INDIGO	VANCOUVER AQUARIUM
IPPINKA	WEDDINGSTAR
LOGICAL TOYS LTD	

hosted buyer program

The NY NOW Hosted Buyer Program is designed to add value to the Market through directly connecting top level decision makers, purchasing leads and influencers with NY NOW Exhibitors.

We focus on hosting key Buyers, both National and International and across any industry that has a connection to the products offered at NY NOW.

They must fulfill certain buying qualifications of purchasing authority and budget and hold a position of senior management, responsible for making purchasing decisions for the company they represent.

Our goal is to create a strong and productive business environment for both Attendees and Exhibitors, while cultivating important relationships that span beyond the Market.



sample of notable participants

ABERSON
ALCHEMY FINE HOME
ART.COM
ARTISAN
BONJOUR FETE
CITYWOODS
ETC EAST
FABFITFUN
FOOD PANTRY
GEARYS
GEORGE A LIFESTYLE STORE
HUCKBERRY

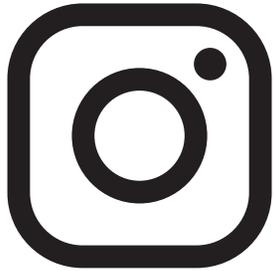
HUMBOLDT HOUSE
JOHN LEWIS
LITTLE PEACH FUZZ
MAKERS MARKET
MGM RESORTS AND CASINO
MOOREA SEAL
NADERS GALLERY
NANNIE INEZ
PALOMA CONTRERAS
PAPER SOURCE
POPSUGAR
PURITAN CAPE CODE

RON ROBINSON
SANCTUARY
SERCY & CO
SIGNET JEWELRY
SUNDANCE CATALOG
TEATRO VERDE
THE BUTLER INSTITUTE
TROVE
VANCOUVER AQUARIUM
THE CITIZENRY
THE NEW ORLEANS MUSEUM
DEL ADORA

Relationships

sampling of **media exposure**

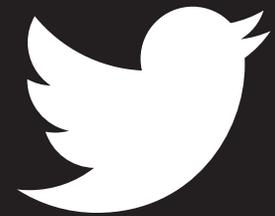
Better Homes & Gardens		Family Circle	 meredith	 apartment therapy	ELLE DECOR	NEW YORK POST
AD ARCHITECTURAL DIGEST	BUSINESS OF HOME	Living <small>MARTHA STEWART</small>	COOLTHINGS	CR Consumer Reports™	<i>Gift Shop</i>	O THE OPRAH MAGAZINE
H HEARST magazines UK	 HOUSEtipster	Newsday	 MOOD of LIVING A MAGAZINE FOR CONSCIOUS LIVING	GOOD HOUSEKEEPING	HouseBeautiful	Parents
REALSIMPLE	The New York Times	TABLEWARE TODAY	 TODAY	domino	luxe. interiors + design	VERANDA
CountryLiving	 GOOD MORNING AMERICA	THE NEW YORKER	HFN	STATIONERY <i>Trends</i>	hat HOME ACCENTS TODAY.	GIFTS <small>& decorative accessories</small>



78k
followers



27k
followers



10.7k
followers



pre-show exhibitor marketing influences attendance significantly



Customized 3rd Party Emails



Product Preview Emails



Social Media Marketing

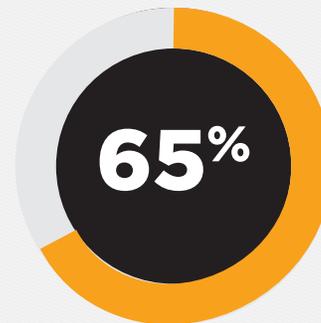
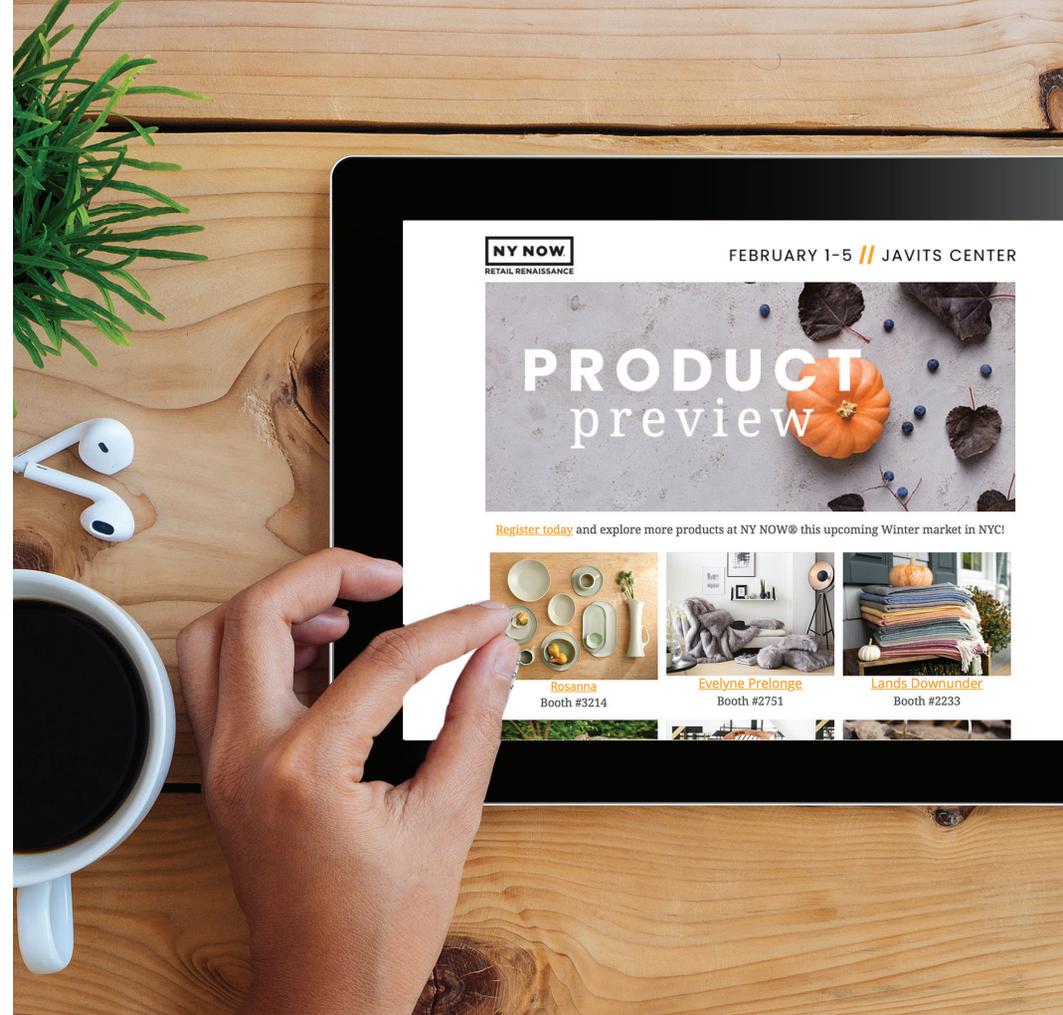


Exhibitor Listings



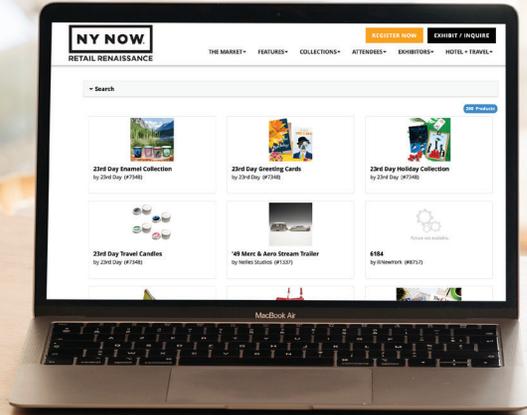
Direct Mail

[LEARN MORE >](#)



65% of buyers say EXHIBITOR pre-show marketing has a direct impact on their decision to attend NY NOW

exhibitors connect with buyers through the new exhibitor console



Buyers & Press used the Connect™ tool to:

- Search the exhibitor list
- View ebooth/exhibitor profiles
- Email + schedule appointments
- View products, show specials and press releases

Exhibitor Console Attendee Engagement Overview

Registered Attendees
56,523

Page Views
737,202

Registered Attendees
Reached via Audience
Engagement Campaign
46,173

Event Map Views
6,696

Unique Visitors
49,611

eBooth Views
396,456

Unique Attendee Logins
3,184

Exhibitor List & Search Views
133,940

Product Gallery Views
4,587



MADE GOOD



hear it from the exhibitors

”

The quality of buyers at NY NOW is phenomenal! We have everyone here from little boutiques that are just down the street to designers and fashion retailers, all sorts of different buyers that walk into our booth every single day to check out the products. NY NOW is fantastic to find new buyers, I'd say 50% of the orders we wrote were for new customers. We've also got a lot of great accounts that are loyal, who come back and reorder here and throughout the year..."

Rustico

”

I have been exhibiting at NY NOW twice a year for the past eight years and I keep coming back because it's a very successful show for me. I always meet new customers and I have a lot of my repeat business here and overall it's just a great show. The attendance has been really good this market and we've had a wonderful show. I will definitely be coming back. NY NOW is very important to my business."

*Tommy Mitchell, Owner
Tommy Mitchell Company*

”

We launched our wholesale collection at the NY NOW Winter market this year, and from the second the doors opened, we were flooded with people until the second the doors closed, and 35 shops later, we are in 35 amazing retail partners, and this show is helping us take it to the next level. By the end of this summer market we're looking to have 60, and I think we'll get there! It's been unreal. We didn't expect it to happen so quickly. And it's because of NY NOW. It's high end, more like a European trade show, where there's things going on everywhere, we turn. It's more exciting. We're seeing a big California retailer presence and we're thrilled!"

Kerri Rosenthal, Kerri Rosenthal Designs



hear it from the buyers

”

NY NOW is a huge part of our sourcing. It's convenient for us, And I also love how NY NOW is going into this new level. They're re-imagining the show and getting very creative, so they're listening too. They get it, and they're changing their programs. This market has been markedly different, and I think really improved and very buyer friendly. There's an excitement in the air, so I love the direction that they're going in. It's nice to see familiar faces But I also try challenge myself and go into booths that I necessarily wouldn't, to push myself to being open, and I find some really lovely surprises. Coming to NY NOW really enables me to find new vendors as well as continue the relationships with my ongoing vendors, and that makes a difference for me. It's a very efficient show as a buyer.”

Cooper Boone, Owner - Foundry 42+

”

This is my eighth time coming to NY NOW. It's an important show for Paper Source for the amount of exhibitors. It's the biggest show, the biggest venue in the biggest city. My team and I spend at least three days at NY NOW. We meet new people and find new products that we've never seen before, and as a buyer, that's the most important thing for our business, to have new product to show the customer. Every time I've come to NY NOW, something new is happening. It's a good barometer of what's happening in the industry, and to see what other buyers are reacting to, or what the new exhibitors are offering. It will always be important because it's in New York, which is really the heart of retail, so it will always be an important destination for us.”

*Patrick Priori, Chief Merchandising Officer
Paper Source*

our team



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winter 2020 dates

HANDMADE Feb 1 - 4

HOME + LIFESTYLE Feb 2 - 5

EXHIBIT / INQUIRE >