

POST MARKET

NY NOW
RETAIL RENAISSANCE

report

SUMMER 2019





20k+
attendees



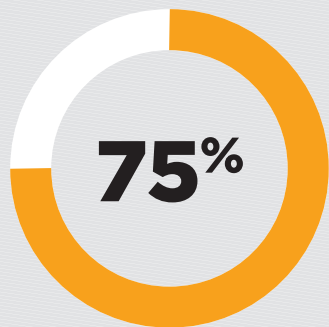
2.3k+
exhibiting brands



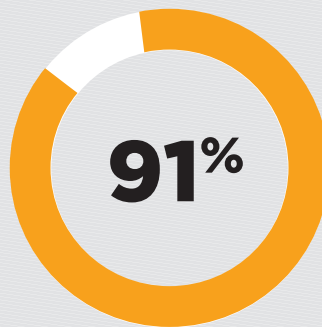
200+
media brands



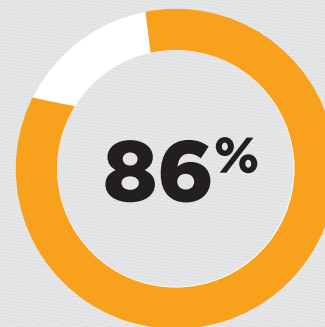
attendees



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



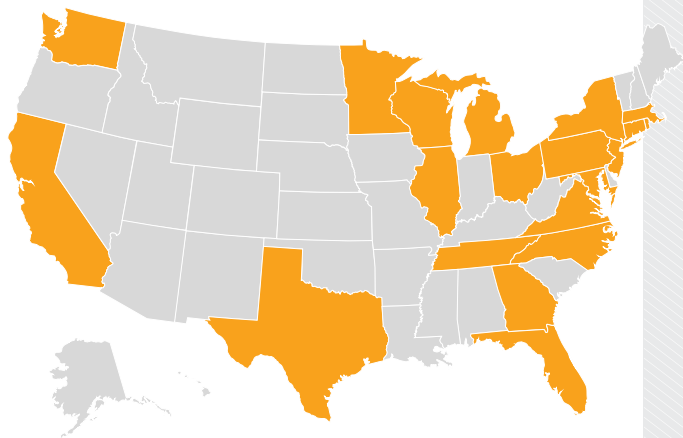
top 20 product categories of interest

- 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
New Jersey
Pennsylvania
California
Connecticut
Massachusetts
Florida
Texas
Maryland
Illinois

Virginia
Ohio
North Carolina
Washington
Michigan
Minnesota
Georgia
Wisconsin
Tennessee
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 & KOOPY
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

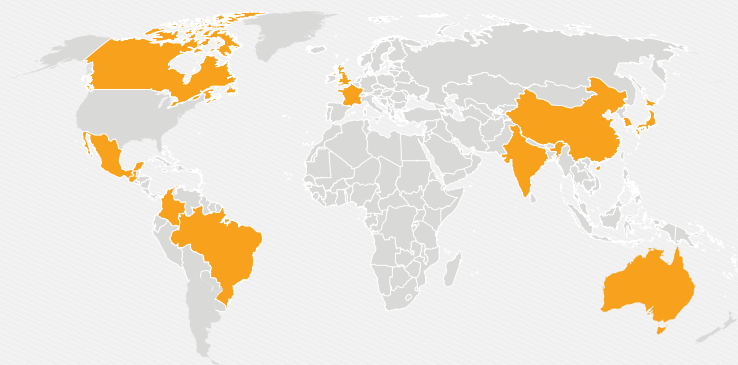
CENTURY 21 DEPARTMENT
CITY BIRD LLC
CLOVE & TWINE
COACH LEATHERWARE
COST PLUS WORLD MARKET
CRATE AND BARREL
CURRENT HOME
CURSIVE NEW YORK
DESIGN WITHIN REACH
DESIGNERS GUILD
DILLARDS
DWELL STUDIO
DYLANS CANDY BAR
EAST HAMPTON GARDENS
ENVOGUE INTERNATIONAL LLC
ETHAN ALLEN
ETSY LLC
FAB.COM
FABFITFUN
FINE 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



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
BAYSHORE INN RESORT AND SPA
BUTIK HOME
CABANA
CANVAS AND COMPANY
COOKERY
CROWD COLLECTIVE
DECORE HOTELS
DESIGNHOUSE
DISTINCTIVE DÉCOR AUSTRALIA PT
FEATHER YOUR NEXT
GANT IMPRESOS Y REGALOS
INDIGO
IPPINKA
LOGICAL TOYS LTD

MADE BY OTHERS
MASHED CONCEPT STORE
OOH LA LA
PAPERS E. CLIPS
PRESTO PAPER AND HOME
ROOM INTERNATIONAL
(THAILAND) CO.LTD.
SANDALS RESORTS
STYLEGARAGE
THE ISLAND SHOP
TJX CANADA
TRENDY LIVING COMPANY
URBAN DEPOT
VANCOUVER AQUARIUM
WEDDINGSTAR

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

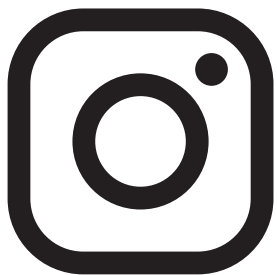
HUMBOLDT HOUSE
JOHN LEWIS
LITTLE PEACH FUZZ
MAKERS MARKET
MGM RESORTS AND CASINO
MOOREA SEAL
NADERS GALLERY
NANNIE INEZ
PALOMA CONTRERAS
PAPER SOURCE
POPSUGAR
PURITAN CAPE CODE

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**

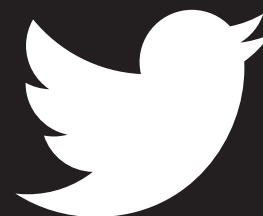
Better Homes & Gardens		Family Circle	 meredith	 apartment therapy	ELLE DECOR	NEW YORK POST
AD ARCHITECTURAL DIGEST	BUSINESS OF HOME	Living <small>MARTHA STEWART</small>	COOLTHINGS	CR Consumer Reports™	<i>Gift Shop</i>	O THE OPRAH MAGAZINE
H HEARST magazines UK	 HOUSE tipster	Newsday	 MOOD of LIVING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



78k
followers



27k
followers



10.7k
followers



pre-show exhibitor marketing **influences** **attendance significantly**



Customized 3rd Party Emails



Product Preview Emails



Social Media Marketing

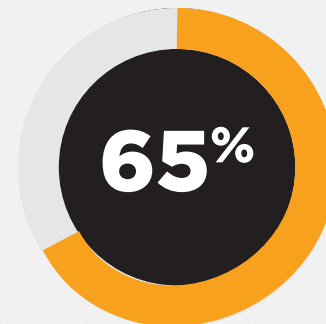


Exhibitor Listings

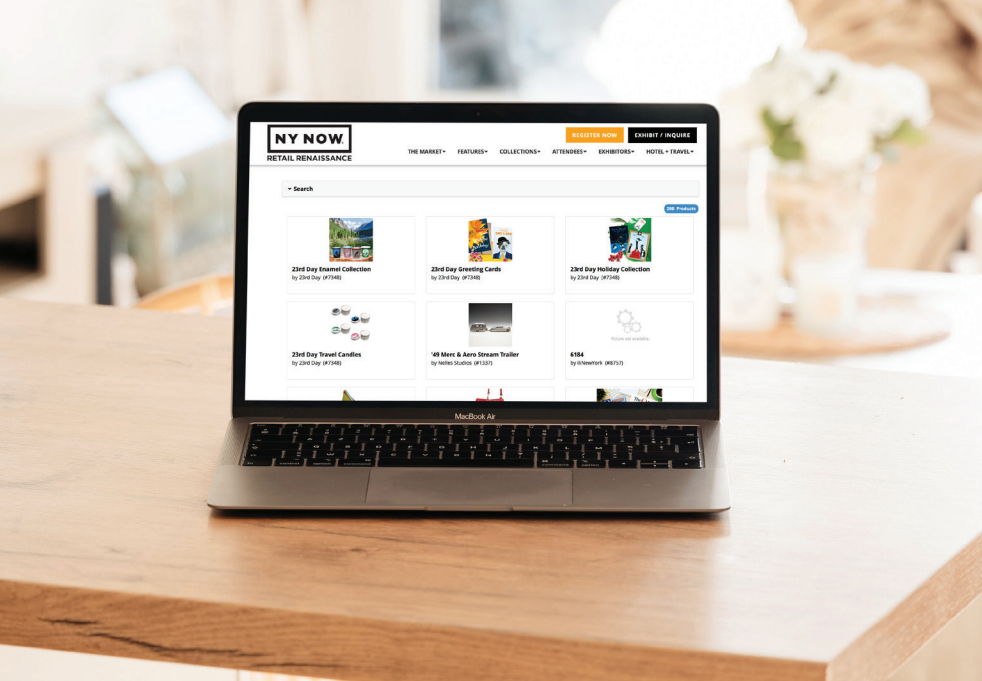


Direct Mail

LEARN MORE >



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



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 >