



February 5 - 8, 2023

NEW YORK CITY | JAVITS CENTER

NEW

Direction. Vibe. Prospects.

Get ready for a whole new experience.

NY NOW is back and better than ever. In the city where trends are born, the place to discover the next big things and best-sellers, it's where the biggest deals go down. And every buyer's favorite gift show lives right in the heart of it all – New York City. This year's NY NOW attracts more prospective customers who want to be inspired by style in the way only New York can do. **Get a first look at everything new for exhibitors and join us.**



914-421-3200 • sales@nynow.com

NEW

Dynamic. Appeal. Potential.

New York City is the launching pad for the next big thing—and buyers love to say it's where they source. And they're not just any buyers, they're qualified ones, bringing purchasing power and decision-making ability. With expanded features in 2023, there are more opportunities to engage and build relationships, setting the stage for new deals. Partnerships with industry influencers and trend presentations are also part of the enhanced experience, drawing more buyers for an all-encompassing NYC adventure.

Attendees represent all types of businesses and come from locations all around the world, but they have one thing in common: they're ready to buy. As an exhibitor, you'll gain access to thousands of buyers—from independent specialty retailers to buying teams from big-name e-commerce shops, importer, exporters and distributors—who are all prepared to place orders.

Whether you're an emerging accessories brand looking to become a household name or a hands-on designer with a knack for crafting exquisite wooden toys, you'll find your market here.

**Your buyers are ready – join them in person,
February 5-8, 2023 in NYC.**

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NEW

Faces. Energy. Possibilities.

From well-established shops to e-commerce sites as well as designers, distributors and importers/exporters, attendees look to NY NOW for modern, marketable gift and home products across every category complemented by an immersive New York City expedition.

51% ONLY attend NY NOW

91% of buyers are searching for new products at NY NOW

75% of buyers say attending NY NOW is extremely important to their business

78% of buyers at the market have the title of owner or buyer

63% of buyers are more likely to purchase a product for their store after seeing it at NY NOW

..... **10,000+ ATTENDEES**

50%

brick and mortar retailer

8%

online retailers

8%

interior designer

6%

museums and cultural institutions

2%

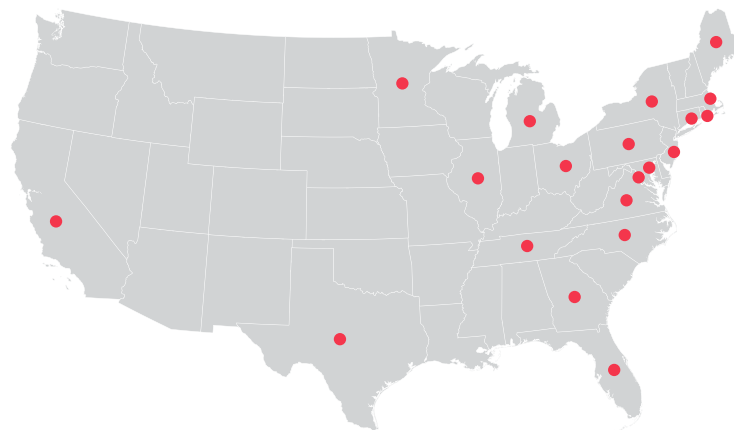
artists/design/photography studio

INTERNATIONAL BRANDS REPRESENTING 35+ COUNTRIES FROM ACROSS THE GLOBE INCLUDING 9 INTERNATIONAL PAVILIONS:

UK	Guatemala	Korea
Morocco	El Salvador	India
Chile	Ghana	Vietnam

TOP 20 STATES IN ATTENDANCE

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



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NEW *Expressions.*

Gift giving is on the rise as people move into life post-pandemic. They're seeking connection—or reconnection—and trying to find the right sentiments to share with those they care about most. Buyers want to turn their store into their customers' favorite destination for discovering that perfect something. From the sweetest selection in Baby & Child and a sensory experience in Beauty & Wellness, to handcrafted notecards in Gift & Stationery and art-inspired statement pieces in Museum, this area offers a world of merchandise that will win hearts and raise profits. The Give destination attracts brands like:

Angel Dear
eeBoo
TWEE
Posh Peanut
Cece DuPraz
Happy Rainbow Books
Love Bubby
Magnetic Me
Wee the People
YOTTOY Productions, Inc.
Pinch Me Therapy Dough
The Good Patch
Nodpod
The Scent House
Lunastry

Daily Burn Candle
TERMINAL B
Bliss Bracelets
LIT LAB
Harper Group
DesignWorks Collective
Blackwing
Fred & Friends
Chronicle Books
David Howell & Co.
Ty Inc
Slightly Stationery
Gift Republic
Golden Gems



GIVE Next – GIVE Next provides first-time brands and brands establishing themselves at wholesale the opportunity to showcase their products in a staged destination that captures buyers' attention. To learn more contact, Stephanie Gaspari.



GIVE

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NEW

Beautiful. Exclusive. Inspiring.

Take on the season with style, and your go-to retailers will come to you first. By joining this year's NY NOW "Wear" section, you'll have the opportunity to exhibit your latest trends. Our buyers are consistently looking for the next big find like beachy beads in layered necklaces, chains and hoops, as well as jewels and colorful charms in every shape and size; handbags in leather-alternative, sunglasses and scarves in beautiful, exclusive prints and patterns from around the world. Join us at NY NOW this coming market and get noticed. The Wear destination attracts brands like:

Barefoot Dreams
Julie Vos
Tai Jewelry
Matt & Natt
German Fuentes
Ahdorned
Sea Lilly
Aloha Collection
Aspen Dreams
Quilted Koala



WEAR



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NEW

Spirit. Mood. Arrivals.

Whether just returning to travel or planning their next trip to a destination, shoppers are longing for style influenced by design from around the world. CREATE offers a glimpse of global trends buyers are seeking all in one diverse marketplace. From trendy inspirations in Artisan Resource, to creative processes and add one-of-a-kind pieces in HANDMADE Designer Maker and unique global works of art in HANDMADE Global Design, provides the story and brand values that will excite your customers and your sales. The Create destination brings together global brands like:

Michael Michaud Design
Kim Schalk
Philippa Roberts
Marianne's Solmate Socks
The Porcelain Garden
Axiom Glass
Luke Adams
Kent Stetson
Zoe Comings
Michael Michaud Design

Swahili African Modern
DZI
Lumily
Ornaments 4 Orphans
Natural Habitat
Distant Echo
Matr Boomie
Malia Designs
Greentree Home Candle
Zpots

Visionary Narratives in Global Handmade – Visit this unique installation curated by Dondrill Glover and discover an ethos rooted in socially impactful design principles, history, culture, and travel journeys and aspirations; an interior design aesthetic beautifully layered in an eclectic mix of heritage rich textiles, patterns, and naturally woven fibers, heirloom relics and objects; and visually amplifying indigenous techniques and statement home décor through the lens of handmade. It's a wanderlust through the global handmade lifestyle Install, for the consciously inspired destination home.



CREATE

914-421-3200 • sales@nynow.com

NEW

Delights. Distinction. Rewards.

For over 35 years, Accent on Design® has been the industry's leading resource for innovative and design-led products. Buyers come here to explore rare finds in bold colors and a wide range of products that solve a problem, innovate, and utilize different use of materials while keeping an eye on the design. This destination showcases pieces from brands like:

KIKKERLAND
American Design Club
GARDEN GLORY
Elemense
Bous Co.
Flensted Mobiles
Five Ply Design
Notabag
Jianhui London
Candy Relics
JCR WORK



CURATE

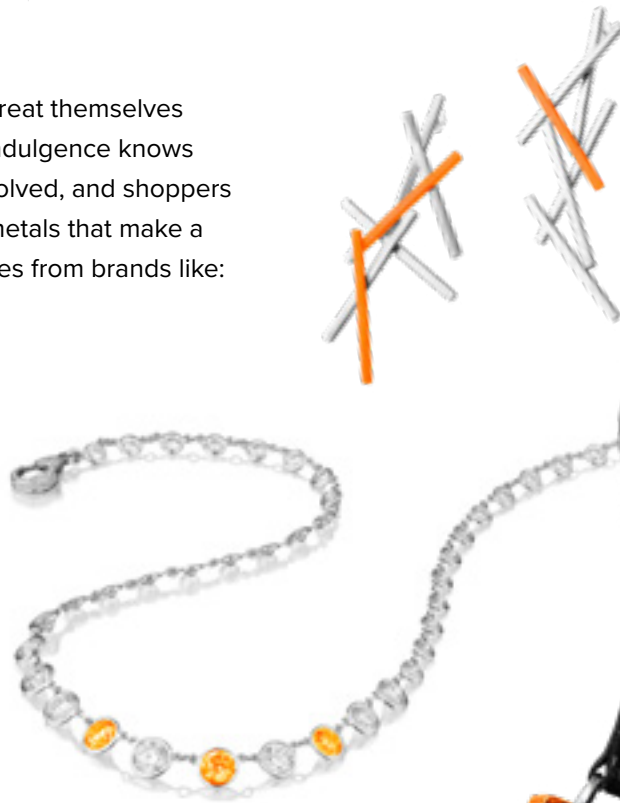
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NEW

Delights. Distinction. Luxuries.

People are back on the scene and want to treat themselves to new luxuries for busy social schedules. Indulgence knows no bounds where the hottest trends are involved, and shoppers are ready to pick up the fine and precious metals that make a statement. This destination showcases pieces from brands like:

KIKKERLAND
American Design Club
GARDEN GLORY
Elemense
Bous Co.
Flensted Mobiles
Five Ply Design
Notabag
Jianhui London
Candy Relics
JCR WORK



CURATE

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NEW

Flavor. Presentation. Zest.

When searching for alternatives to dining out during the pandemic, many people found—or renewed—their passion for culinary arts and plating meals for family and friends. The enjoyment of entertaining at home remains strong, and shoppers are looking for the perfect accents to enhance their presentation. The Tabletop section is where buyers are looking to find every “ware” customers crave—stoneware, flatware, glassware, bistroware and more—to inspire increased sales. The Dine destination puts products on display from brands like:

Be Home
Laguiole en Aubrac
Kiss That Frog
Provence Platters
The French Farm
Rolser
BOMSHBEE
Alain Saint-Joanis
Bodrum



DINE



First Taste – Providing emerging gourmet brands the opportunity to showcase products in a staged destination that captures buyers’ attention.



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NEW

Motif. Atmosphere. Harmony.

More time spent at home over the past couple years has led to a desire for improving spaces. People want to surround themselves with up-to-the-minute trends they can enjoy themselves or when hosting visitors. Buyers want to bring back fresh inspiration for customers to reinvent their rooms and reaffirm their devotion to their store. From minimalist to modern, contrasts to colorful, they'll experience an inspirational selection in Home Design category that will open the door to potential new profit centers. The Dwell destination hosts brands like:

Bojay
Addison Ross
Paulette Rollo
Busatti 1842
Piffany USA
Cozy Earth
The Van Cleve Collection
Les Ceramiques de Lussan
Opal Road



DWELL

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NEW

Joy. Adventure. Inspiration.

NEW to NY NOW is the PLAY destination. PLAY is dedicated to all things fun for kids, babies and adults. This creative collaboration features a marketplace of games, toys and hobby essentials and is ideal for shoppers entertaining in their homes or giving as gifts. PLAY is designed to capture the spirit of discovery, whimsy and joy to inspire buyers—allowing them to find a collection that sparks excitement in their store. The PLAY destination is focused on brands like:

Aeromax
American Bubble Company
Big Mouth
Daron Worldwide Trading
FCTRY
Folkmanis
Iscream
Jeannie's Enterprises
Juratoys US Corp
Melissa & Doug

NMR Distribution America
Professor Puzzle USA, Inc.
Punchkins
Safari Ltd
Schylling
Streamline Inc.
Sunshine & Glitter
Ty Inc
Uniche Collective
Warmies

PLAY

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WINTER

FEBRUARY 5-8, 2023

(Sunday – Wednesday)

HOURS

February 5-7, 2023 | 9:00am to 5:00pm

February 8 | 9:00am to 1:00pm

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NEW

Partners. Ideas. Collaboration.

Learn more about exhibiting opportunities:

Ashley Ciofrone

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Stephanie Gaspari

Sales Manager

Baby & Child, Gift + Stationery
914-421-3366

Zoe Maliszewski

Sales Manager

Accent on Design, Home Design, Tabletop
914-421-3210

We're here to help! Once you make plans to exhibit, you have a whole team at your service. We understand that exhibiting at Javits can be intimidating. That's where our dedicated Customer Success Manager and our stellar operations team come in, ready to walk you through the exhibit process and make your show a success.

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The logo consists of the text "NY NOW" in a bold, black, sans-serif font. A registered trademark symbol (®) is located at the end of the word "NOW". The text is centered within a black rectangular border.

NY NOW®

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**Come experience all that NY NOW is—and all that “new”
can do for your business.**