

# 2023 Winter Market Post-Show Report

***NY NOW*** **BULLETIN**

NYC'S PREMIER WHOLESALE EVENT + MARKETPLACE

[NYNOW.COM](https://nynow.com) | [BULLETIN.CO](https://bulletin.co)

# **NY NOW** IS THE LEADING GIFT & HOME EVENT.

**10K**

Attendees

**275**

New Exhibiting  
Brands

**1,000+**

Exhibiting  
Brands

**135+**

Media Brands

We provide discerning retailers, museum stores, and specialty buyers with a variety of high-quality products. It's the place where artisans meet designers, where creativity is celebrated, and where stories are told. From home style to fashion statements, from amazing accessories to a perfect gift, eclectic products shine.

# ATTENDEES

Access to influential buyers with proven purchasing authority



77%

Hold a buyer  
or owner title



74%

Say attending  
NY NOW is extremely  
important to  
their business



59%

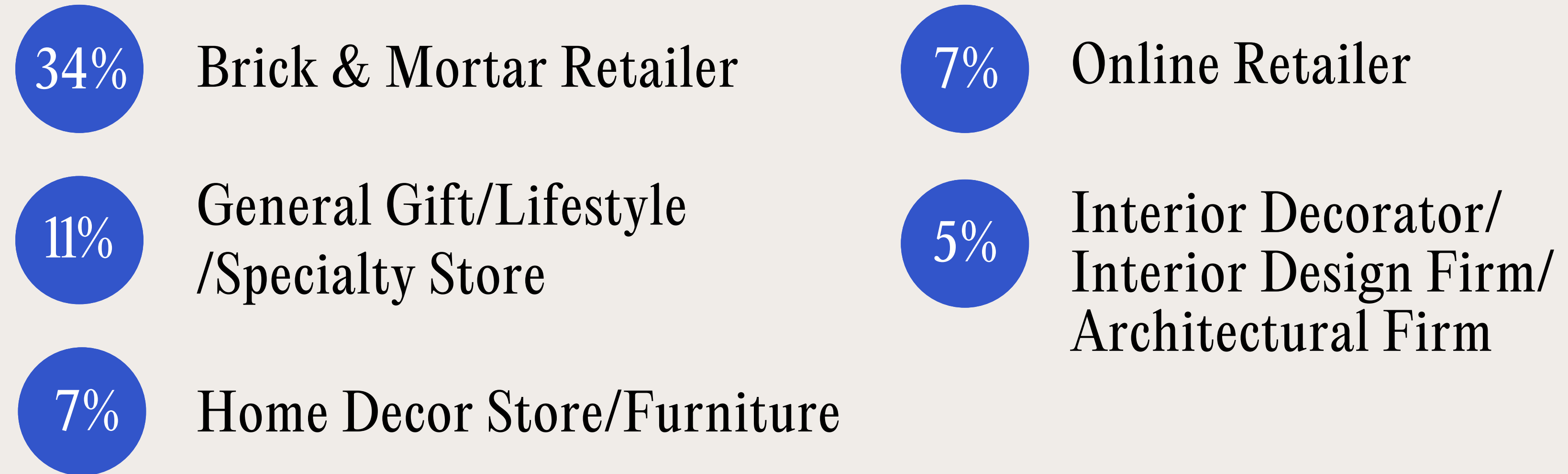
Are more likely to  
purchase a product  
for their store having  
seen it at NY NOW



90%

Are looking for  
new products

# TOP 5 BUSINESS TYPES IN ATTENDANCE





# DIVERSITY OF PRODUCTS

## Top 20 Product Categories of Interest

- |                           |                           |
|---------------------------|---------------------------|
| 01 Decorative Accessories | 11 Apparel/Clothing       |
| 02 Candles                | 12 Games/Puzzles/Toys     |
| 03 Home Furnishings       | 13 Stationery/Publishing  |
| 04 General lifestyle/Gift | 14 Children/Baby Items    |
| 05 Handmade/Craft         | 15 Kitchenware            |
| 06 Holiday/Seasonal       | 16 Outdoor Living/Garden  |
| 07 Home Textiles          | 17 Floral                 |
| 08 Tabletop               | 18 Fixtures               |
| 09 Jewelry                | 19 Wall Coverings         |
| 10 Fashion Accessories    | 20 Wellness/Personal Care |



# Top 20 States in Attendance

- 01 New York
- 02 New Jersey
- 03 Pennsylvania
- 04 Connecticut
- 05 California
- 06 Massachusetts
- 07 Florida
- 08 Texas
- 09 Maryland
- 10 Virginia
- 11 Illinois
- 12 Michigan
- 13 Rhode Island
- 14 North Carolina
- 15 Ohio
- 16 District of Columbia
- 17 Delaware
- 18 Georgia
- 19 Washington
- 20 Arizona

## SAMPLE OF US ATTENDEES

- |                      |                       |                      |
|----------------------|-----------------------|----------------------|
| Abersons             | Gracious Home         | Ross Stores          |
| Anthropologie        | Harvey Nichols        | SF MoMA Museum       |
| Arhaus               | Home Goods            | Store                |
| Ballard Design       | Hudson Grace          | Stanley Korshak      |
| Barnes & Noble       | Indigo Books & Music  | Sundance Catalog     |
| Bath and Bodyworks   | Isetan Mitsukoshi     | Target               |
| Bergdorf Goodman     | Jayson Home           | Terrain              |
| Bloomingdales        | Liberty London        | The Conservatory NYC |
| CAMP                 | Lord & Taylor         | The Hudson Group     |
| Carolina Lifestyle   | Magnolia Market       | Therapy Stores       |
| Cost Plus            | MGM Resort and Casino | TJX Corporation      |
| World Market         | MoMA Design Shop      | Uncommon Goods       |
| FabFitFun            | Nordstrom             | Urban Outfitters /   |
| Faherty Brand        | Ocean Galleries       | URBAN Brands         |
| FOOD52               | Macy's                | Verishop             |
| Forty Five Ten       | Mad Museum of Arts    | Walmart              |
| Gearys Beverly Hills | and Design            |                      |
| Glosswire            | Party City            |                      |
|                      | Pier 1 online         |                      |



# **NY NOW** BUYER PROGRAM

The NY NOW Buyer Program is curated by a group of experienced retail professionals who nurture relationships with domestic and global buyers. Our buyer pool is diverse and includes independent retail stores, chain and department stores, buying groups, and other essential influencers. We align their buying interest with a curation of innovative products to create a modern event that best reflects the dynamic retail economy of the new decade.

The result is a shopping environment where buyers can uncover what is fresh and new and ultimately inspire the customers in their stores. **Sample of notable participants:**

a'mano  
ABC Home  
Furnishing  
Abersons  
ALBEE Baby  
Carriage  
Annies Blue Ribbon  
General Store  
Awesome Brooklyn  
BEAMS Co Ltd  
Bennette Galleries  
Bergdorf Goodman  
Bluecashew Kitchen  
Homested  
Breeze  
COCO SORISI  
Collier West.  
Contemporary  
Concepts  
Cursive  
Daisy's  
Dandelion  
EAT Gifts  
ECT EAST  
Fairhaven  
Furniture, LLC

Flax Pen to Paper  
Foundry 42  
Hamilton & Adams  
Hip-Kids  
Hoy Poloi  
Hudson Beach  
Glass  
INCASA DÉCOR  
Kong Lung  
Lockwood  
Marriott - Aruba  
Meg Braff Interiors  
Menage Stationery  
MGM RESORT  
& CASINO  
Motto  
NEWTWIST  
NUVO  
Paper Mouse  
Pineapple on  
Main  
Pink Olive  
Puccimanuli  
Raven Rose  
Rye Toys Inc

Dbas Learning  
Express Toys  
Schuler Books  
& Music  
Silverado  
Tesoro / Tweek  
The Kitchen Witch  
The Mix at the  
Breakers  
The Sunshinery  
The Umstead  
Hotel & Spa  
The Wharf Shop  
The Yellow Door  
LTD  
Therapy Stores  
TWIST  
UncommonGoods  
Urbanic Paper  
Boutique  
Warwicks  
Wave Gallery  
Wishes Boutique  
Zakka Joy

# SAMPLE OF INTERNATIONAL ATTENDEES

The Artisans	→	Nagoya Japan, 2 locations
Liberty of London	→	London, 1 location
Selfridges & Co.	→	London, 4 locations
Aruba Marriott Resort	→	Aruba
Noro	→	Paris, 1 location
TJX Canada	→	Canada, 540 locations
Indigo Books & Music	→	Canada, 250+ locations
Liverpool	→	Mexico, 130+ locations
Bellissima Fashions	→	Canada, 11 locations
Harvey Nicolss	→	London, 14 locations
La Maison Simonss	→	Canada, 15 locs
Kinokuniya Bookstores	→	71 locations in Japan, 16 in the US and 19 more global
Hankyu Hanshin	→	Japan, 8 locations
Department Stores		
Librairie Renaud-Bray	→	Canada, 33 locations
Carolina Lifestyle	→	100+ locations



# INTERNATIONAL PAVILIONS AT **NY NOW**

Winter 2023 Market

**173** International Brands      **38** Countries Represented

**3 International Pavilions from Britain and Bangladesh, representing 43 brands**





# INTERNATIONAL PAVILIONS AT **NY NOW**

Summer 2022 Market

230

International  
Brands

43

Countries  
Represented

## 9 INTERNATIONAL PAVILIONS HOSTING 75 BRANDS FROM:

- Britain
- Chile
- El Salvador
- Guatemala
- India
- Korea
- Morocco
- India
- Vietnam





# BROAD MEDIA EXPOSURE

## Key Attendees



Forbes

Better Homes  
& Gardens.



WG-SN



BRIDAL GUIDE



DAILY NEWS

GIFTS  
& decorative accessories

House Beautiful

cheddar  
news



# NY NOW & BULLETIN SOCIAL INFLUENCE

## NY NOW

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**91.6K**

INSTAGRAM  
FOLLOWERS

**28K**

FACEBOOK  
FOLLOWERS

**10.1K**

TWITTER  
FOLLOWERS

**2K**

LINKEDIN  
FOLLOWERS

**1 MILLION**

YOUTUBE  
VIEWS

## BULLETIN

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**74.6K**

INSTAGRAM  
FOLLOWERS

**39K**

ACCOUNTS  
REACHED

**800**

TIKTOK  
FOLLOWERS

**2K**

LINKEDIN  
FOLLOWERS

# PRE-SHOW EXHIBITOR MARKETING INFLUENCES ATTENDANCE SIGNIFICANTLY

68%

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

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> BRAND SPOTLIGHT EMAILS | <input checked="" type="checkbox"/> EXHIBITOR LISTING  |
| <input checked="" type="checkbox"/> PRODUCT PREVIEW EMAILS | <input checked="" type="checkbox"/> DIGITAL MARKET ADS |
| <input checked="" type="checkbox"/> SOCIAL MEDIA MARKETING | <input checked="" type="checkbox"/> DIRECT MAIL        |



## Exhibitor Testimonial

"We represent beautiful brands from around the world and the NY NOW show is the perfect fit. What we need is the variety of buyers – the specialty toy boutiques, the museum buyer, the gift shops and the beauty of NY NOW is getting to see all three in the same place! Retailers love to have their buying opportunities at the beginning of the year to plan, so it's brilliant that we can have a show like NY NOW in the February timeframe. I really appreciate NY NOW and the experience that we've had. It's been an amazing show. See you at the summer market!"

—CASSIDY SMITH, OWNER OF UNICHE COLLECTIVE

## Attendee Testimonial

"It's great to see the progression of how many brands are here at NY NOW. This is my third day here and I still haven't been able to see everything. I really like the saturation in each category. If you're a buyer that's just looking for jewelry, there's so much here to choose from. If you're looking for gifts or accessories, you can find anything that you ever needed. I think it's important that we get back out there, hear people's stories, touch the product even if it's something that can't be sampled. Just being able to see it makes such a difference. I will definitely be coming back to NY NOW this summer, but I'm already planning on giving myself a lot more time."

— MOLLY MATHIAS, OWNER/BUYER OF GO EASY

# CONTACT US



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## **Indira Franca**

International Business Development Director

E: [indira.franca@emeraldx.com](mailto:indira.franca@emeraldx.com)

M: +52 55 3229 1831

US Phone: 949 324 7745

[.@NY\\_NOW](#) | [.@BULLETIN.CO](#)

100 BROADWAY, NEW YORK, NY 10005



# Summer Market

## August 13 – 16, 2023

### Javits Center, NYC

**ATTENDEES: REGISTER NOW**

**EXHIBITORS: APPLY TO EXHIBIT**