NY NOW_®

Limitless Possibilities



AUG 08-11, 2021 | JAVITS CENTER NYC

About

NY NOW is the modern wholesale market for retailers and specialty buyers seeking diversity and discovery. Gathering twice a year in America's design capital, New York City, and building community year-round through our 365 Digital Market, it's where buyers and designers unearth a refreshed and dedicated collection of eclectic lifestyle products.

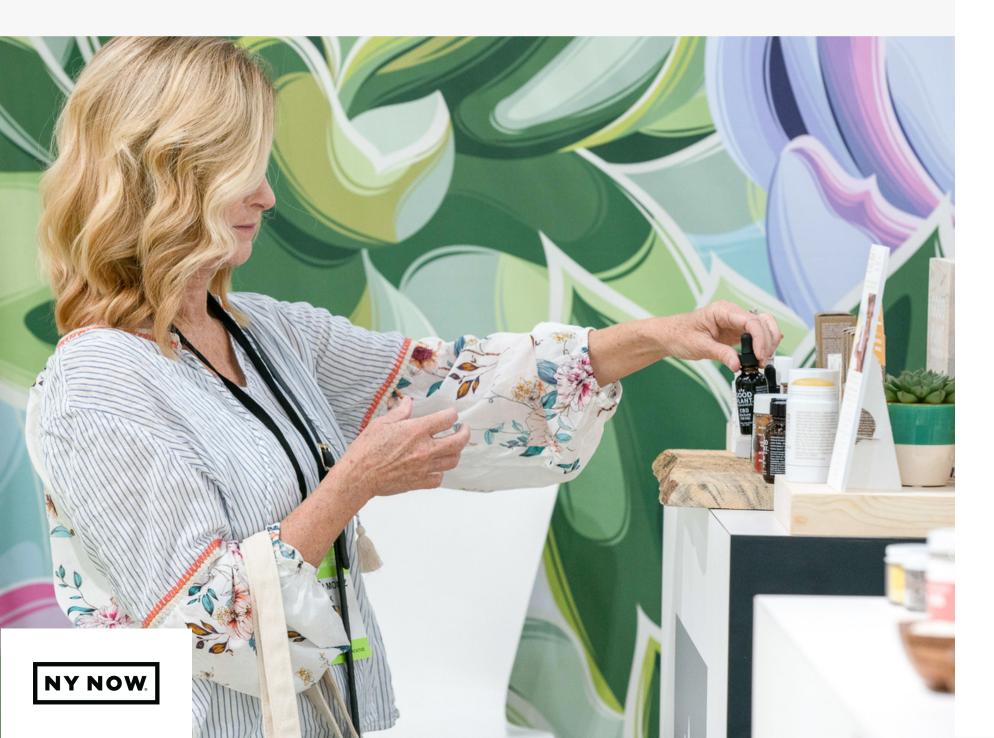
NY NOW is for qualified buyers only. We are committed to providing you the best platform to build brand exposure, generate leads and write orders. Our Buyer Relations team is working every day to grow and improve the quality of our database.



NY NOW.

PRESENTING OUR Emerging Destinations

Showcasing a collection of up-and-coming brands establishing themselves at wholesale.



Accent on Design Incubator

Contemporary designs incorporating innovative use of materials and/or function

First Taste

Beautifully packaged gourmet foods that will fulfill your every craving

Gift Incubator

A well-rounded array of classic designs and on-trend gifts

indienow

Fresh, green, innovative beauty and health essentials

Rising Artisans

Handmade sustainable designers and global artisans

Stationery Incubator

Classic and trendy stationery products



Emerging brand program inclusions

- Showcase in a staged destination that will capture buyers' attention
- Consciously priced and packaged for your debut at market
- Introduce your brand to

 an eclectic range of
 quality buyers onsite, via
 e-mail and through our
 social channels
- Featured in an e-mail
 campaign promoting the destination and your presence



 Enrolled in our Best Emerging Brand award

 Dedicated support pre-show, onsite and post-show from the NY NOW team

 Easy access to resources tailored to meet your setup needs and help activate your marketing channels

 Complimentary access to the NY NOW Digital Market from July 1 to December 31st



Sneak Peek at our Buyers

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abc carpet & home	^{-`} ບກcommon goods	NORDSTROM	
★macy*s	Zulily	Bath &Booy Works	
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Fab.	fab <i>fit</i> fun	BED BATH & BEYOND	Þ
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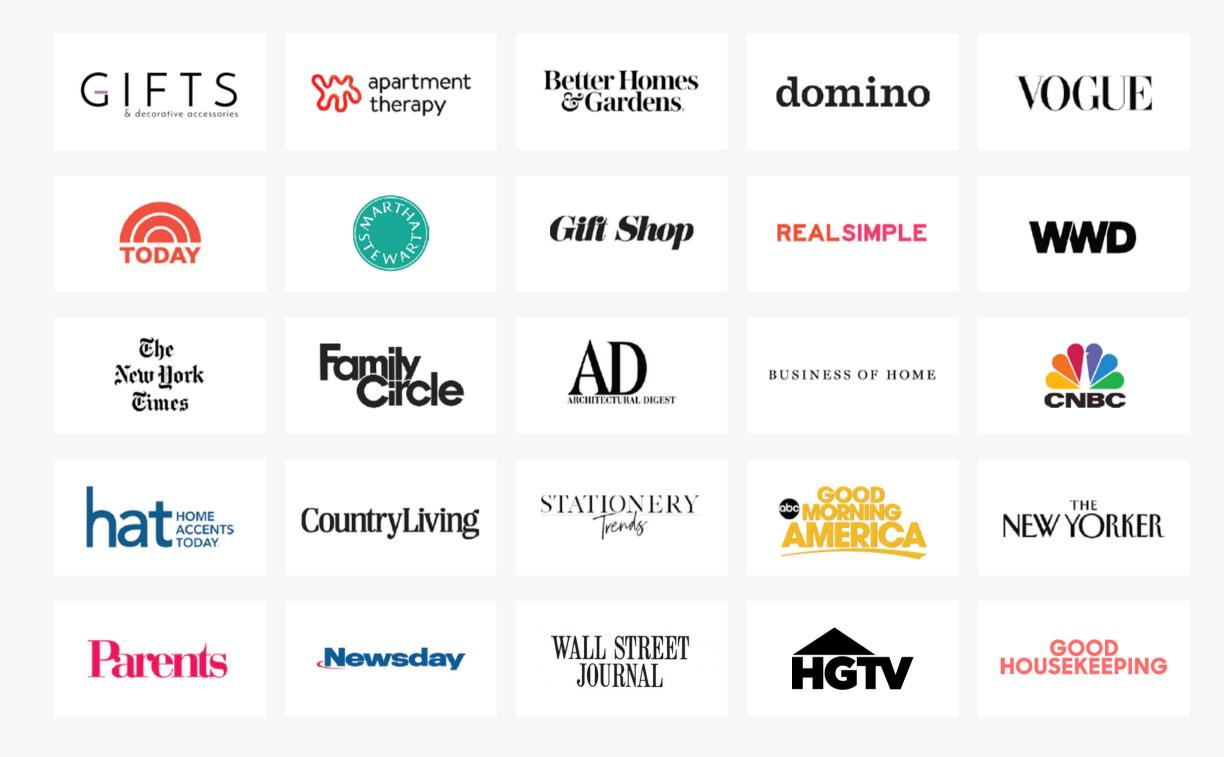


MoMA





Press Favorites





Let's connect



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