



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.



NY NOW

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 set-up 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

bloomingdale's

TJX®

WILLIAMS
SONOMA

ANTHROPOLOGIE

BERGDORF
GOODMAN

 wayfair®

abc carpet & home

 uncommon goods

NORDSTROM

goop

URBAN
OUTFITTERS

 macy's

zulily

Bath
& Body
Works®

MoMA

Neiman Marcus


FINE TEAS
HARNEY & SONS
MASTER TEA BLENTERS

terrain


WORLD MARKET®

WHOLE
FOODS
MARKET

west elm

Fab.


fabfitfun

BED BATH &
BEYOND®

 MGM RESORTS
INTERNATIONAL®

Press Favorites

GIFTS
& decorative accessories

 apartment
therapy

Better Homes
& Gardens

domino

VOGUE

 TODAY



Gift Shop

REALSIMPLE

WWD

The
New York
Times

Family
Circle

AD
ARCHITECTURAL DIGEST

BUSINESS OF HOME



hat
HOME
ACCENTS
TODAY

CountryLiving

STATIONERY
Trends

abc
GOOD
MORNING
AMERICA

THE
NEW YORKER

Parents

Newsday

WALL STREET
JOURNAL

The HGTV logo, featuring a black silhouette of a house with a chimney, and the letters "HGTV" in bold black below it.

GOOD
HOUSEKEEPING

NY NOW

Let's connect



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