

NY NOW

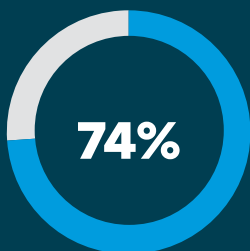
# Post Market Report

Summer 2021

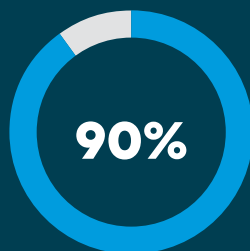
NY



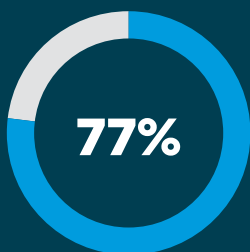
# Access to influential buyers with proven purchasing authority



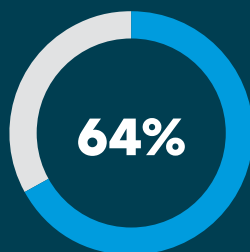
hold a buyer or owner title



are looking for new products



say attending NY NOW is extremely important to their business



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

## Top 5 business types in attendance

60% Brick + Mortar Retailer

12% Online Retailer

8% Interior Designer

4% Distributor





## Diversity of products

### Top 10 product categories of interest

**01** Decorative Accessories

**03** Candles

**05** Tabletop

**07** Books/Publications/Media

**09** Games/Puzzles/Toys

**02** Jewelry

**04** Handmade/Craft

**06** Holiday/Seasonal

**08** Stationery/Publishing

**10** Sustainable Products

## Top 20 states in attendance

- |                        |                                |
|------------------------|--------------------------------|
| <b>1</b> New York      | <b>11</b> Illinois             |
| <b>2</b> New Jersey    | <b>12</b> North Carolina       |
| <b>3</b> Pennsylvania  | <b>13</b> Ohio                 |
| <b>4</b> Connecticut   | <b>14</b> District of Columbia |
| <b>5</b> Massachusetts | <b>15</b> Rhode Island         |
| <b>6</b> Florida       | <b>16</b> Georgia              |
| <b>7</b> California    | <b>17</b> Delaware             |
| <b>8</b> Maryland      | <b>18</b> Michigan             |
| <b>9</b> Texas         | <b>19</b> Colorado             |
| <b>10</b> Virginia     | <b>20</b> South Carolina       |

## Sample of USA attendees

1800FLOWERS.COM	EAST HAMPTON GARDENS	LOVE ADORNED	STELLA AND RUBY
A BIENTOT	EATALY NY LLC	LUX BOND & GREEN	STOWE KITCHEN BATH & LINEN
A MANO GALLERY	EDIT NY	LUXE HOME	STRAND BOOKSTORE
A TEMPO NEW YORK	EGG NEW YORK	M AND J DESIGN	SUNDANCE CATALOG COMPANY
A THOUSAND FACETS	EGGY	M&M DESIGN INTERNATIONAL	SWOOZIES
A UNO TRIBECA	EICHLERS	MACYS	TAKASHIMAYA
ABC CARPET & HOME	ELEMENTS	MAGNOLIA INSPIRING INTERIORS	TALBOTS INC
ABERSONS	EPERGNE	MAGNOLIA MARKET	TEN THOUSAND VILLAGES
ABODE HOME DESIGN	ETC EAST	MAISON10	TERRAZZA
ADORN	ETHAN ALLEN	MANGIA NYC	TESORO
AERIN	EVE BARI	MARDERS	THE ALLENTOWN ART MUSEUM
AERO STUDIOS	EXIT9 GIFT EMPORIUM	MATE GALLERY	THE BALTIMORE MUSEUM OF ART SHOP
AEROPOSTALE	FERGUSON PHILLIPS	MCNALLY JACKSON BOOKS	THE BARNES FOUNDATION
ALI WEISS	FISHERS HOME FURNISHINGS	MECOX GARDENS	THE BAZAAR PROJECT
ALLY BALLY BEE LLC	FISHES EDDY	MEDICI FINE STATIONERY & GIFTS INC.	THE BEEHIVE HOME & GIFTS
AMAZON.COM	FIVE BELOW	MERCHANTS OF ASIA INC	THE BOCA RATON MUSEUM OF ART
AMEN WARDY HOME	FOLEY & COX INTERIORS, INC.	MICHAELS STORES INC	THE BREAKERS HOTEL
ANNIE'S BLUE RIBBON GENERAL STORE	FOOD52	MIXOLOGICO	THE BROOKLYN MUSEUM
ANTHROPOLOGIE	FORTUNOFF	MODERN ANTHOLOGY	THE BROOKLYN ZOO
ARCHIPELAGO AT HOME	FORTY FIVE TEN	MODERN STATE	THE CADE MUSEUM FOR CREATIVITY
ARLENE AND ROBERTA	FOTOGRAFISKA	MOON + ARROW	AND INVENTION
ARRAY HOME	FOUNDRY42	NADER S GALLERY	THE CARNEGIE MUSEUMS OF
ASIA SOCIETY	FOXES SEATTLE	NATURAL ALTERNATIVES CENTER FOR	PITTSBURGH
AUGUST DESIGNS	FOXTROT	WELLNESS	THE CUMMER MUSEUM
AUGUSTA HOFFMAN STUDIO	FREE PEOPLE	NBC UNIVERSAL	THE FOUR SEASONS
BARNES & NOBLE	FRITZ PORTER	NEIMAN MARCUS	THE FRICK MUSEUM
BARNES & NOBLE COLLEGE	FROSTED HOME	NEST	THE GREENWICH HOTEL
BD JEFFERIES	GABRIEL & CO.	NEW ORLEANS MUSEUM OF ART	THE HIGH MUSEUM OF ART
BEAMS	GALLERY OF METAL AND STONE	NEW TWIST	THE HIVE
BED BATH & BEYOND	GOOD NEIGHBOUR	NILU	THE HOLOCAUST MUSEUM
BEJEWELED	GOODS FOR THE STUDY	OCCASIONETTE	THE INDIANA HISTORICAL SOCIETY INC
BELK	GORTECH INC	OK	THE JEWELRY VAULT
BELLINO FINE LINENS	GRACIOUS HOME	OLD SOUL DECOR	THE MAD MUSEUM OF ARTS AND DESIGN
BEN'S GARDEN	HAMILTON & ADAMS	ONE KINGS LANE	THE METROPOLITAN MUSEUM OF ART
BERGDORF GOODMAN	HAMILTON JEWELERS	ONLY HEARTS	THE MUSEUM OF ART CHICAGO
BETH DIANA SMITH INTERIOR DESIGN	HAVEN	PALMERS MARKET	THE MUSEUM OF ART FORT
BLACKER AND KOOBY INC	HILTON HOTEL	PAPER LUXE	LAUDERDALE
BLOOMINGDALES	HIP CHIC	PAPER SOURCE	THE MUSEUM OF CONTEMPORARY ART
BLUECASHEW KITCHEN HOMESTED	HIP-KID	PAPERFOLIO	CHICAGO
BOBBYS DEPT STORES	HOAGLANDS	PATINA	THE MUSEUM OF FINE ARTS BOSTON
BONOUR FETE	HOMENATURE	PEARL RIVER MART	THE MUSEUM OF FINE ARTS HOUSTON
BONNE NUIT	HOMESTYLES	PERCH HOME INC	THE MUSEUM OF LATIN AMERICAN ART
BOTANICA	HOYPOLOI GALLERY	PERGOLA	THE MUSEUM OF MODERN ART (MOMA)
BOYDS	HUDSON BEACH GLASS INC.	PINEAPPLE ON MAIN	THE NATIONAL GALLERY OF ART
BUILT NY	HUDSON GRACE	PINK CHICKEN	THE NATIONAL GEOGRAPHIC SOCIETY
BURLINGTON STORES, INC.	HUDSON GROUP	PINK OLIVE	THE NEW MUSEUM
CABANA HOME	IBIZA KIDZ	PIQ	THE NEW YORK HISTORICAL SOCIETY
CAMP	IKRAM	POOKIE AND SEBASTIAN	THE NOGUCHI MUSEUM
CARNEGIE HALL	INDIGO BOOKS US	POSAMAN BOOKS	THE PARRISH MUSEUM
CARRINGTON JEWELERS	ISETAN MITSUKOSHI LTD.	PUCCIMANULI	THE PHILADELPHIA MUSEUM OF ART
CATBIRD	ITOYA OF AMERICA, LTD.	PURDY GIRL	THE RICE MUSEUM
CELADON HOME	J PAUL GETTY TRUST	RAGEN JEWELERS	THE SANTA BARBARA MUSEUM OF ART
CHELSEA MARKET BASKETS	JASON FINE JEWELRY	REINHOLD JEWELERS	THE SARASOTA ART MUSEUM
CITARELLA	JAY STRONGWATER	REJUVENATION	THE WOLFSONIAN-FIU
CITIZEN SUPPLY	JAYSON HOME	RETAIL THERAPY	THERAPYSTORES.COM
COLD SPRING GENERAL STORE	JAZZ AT LINCOLN CENTER	RIFLE PAPER CO.	THOMASPAUL
COLLYERS MANSION	JCPENNEY	RITUAL SHOPPE	TIFFANY & CO.
COMING SOON	JENNIFER MILLER	ROOM SERVICE	TOWN & COUNTRY DESIGN STUDIO
CONGREGATION BETH SHALOM	JEWELS BY JOANNE	ROSS STORES, INC	TWIST
COOPER-HEWITT NATIONAL DESIGN	JOAN SHEPP	RUBIN MUSEUM OF ART	UGMONK
COST PLUS WORLD MARKET	JO-ANN STORES, INC	RUE DU RIX	UNCOMMON GOODS
COTE A COAST	JOIE DE VIVRE	RUE SAINT PAUL	URBAN OUTFITTERS
CRAFT ALLIANCE CENTER OF ART + DESIGN	JUNG LEE NY	SAGAMORE HOTEL	URBANIC
CREDO HOME	KATE MALLER JEWELRY	SAKS	URBANITEMS
CUPCAKES AND CASHMERE	KATHY KUO DESIGNS	SAKS FIFTH AVENUE OFF 5TH	VELESKA
CURRENT HOME	KIRNA ZABETE	SCOTT & CO. FINE JEWELERS	VERISHOP
CURSIVE NEW YORK	KITH NYC	SCULLY & SCULLY	VERVESHOP.COM
CW PENCIL ENTERPRISE	KOHL'S DEPARTMENT STORES	SEDONI GALLERY	WATSON KENNEDY
DECO DINE	KOSMIMA FINE JEWELRY	SERENDIPITY	WEIBI CONCEPT STORE
DEIRFIUR HOME	LA DENTELLIERE	SHOWFIELDS	WEST ELM
DELPHINIUM	LA DI DA	SNOWE HOME	WEST ELM KIDS
DESIGN WITHIN REACH	LAGOON LINENS	SOJOURNER	XCEL BRANDS
DIAMOND VAULT	LEIF	SPENCER GIFTS	ZAKKA JOY
DIGS HOME & GARDEN	LESTERS	SPRUCE DESIGN + DECOR	ZITOMER
DROOZ & CO.	LILI AND LOO	ST. FRANK	
E.A.T. GIFTS	LOCKWOOD	STAPLES	
	LONDON JEWELERS	STARBUCKS COFFEE COMPANY	







# International Attendance

## Top 10 countries in attendance

- |                             |                      |
|-----------------------------|----------------------|
| <b>1</b> Canada             | <b>6</b> Peru        |
| <b>2</b> Mexico             | <b>7</b> Bermuda     |
| <b>3</b> Colombia           | <b>8</b> Bahamas     |
| <b>4</b> Dominican Republic | <b>9</b> El Salvador |
| <b>5</b> Guatemala          | <b>10</b> Chile      |



## Sample of international buyers in attendance

- |                                     |                                |                            |
|-------------------------------------|--------------------------------|----------------------------|
| <b>Adorn</b>                        | <b>Fashions</b>                | <b>Magic Castle</b>        |
| <b>Alba Deco Home</b>               | <b>Crea Scrapbook and More</b> | <b>Mezzcla</b>             |
| <b>Altellerie</b>                   | <b>CTF BM operations LTD.</b>  | <b>Nava Zahavi LTD</b>     |
| <b>Blue Salon</b>                   | <b>Ethos Active</b>            | <b>Panderetta Bordados</b> |
| <b>Boutique Marie Dumas</b>         | <b>Grupo Bisel</b>             | <b>Papinee</b>             |
| <b>Cabana</b>                       | <b>Kallalith</b>               | <b>Reinhold Jewelers</b>   |
| <b>Casa Moniet</b>                  | <b>Kompulsion Boutique</b>     | <b>Swish Flowers Inc.</b>  |
| <b>Christina Goldston Jewellery</b> | <b>Lapolar</b>                 | <b>The Island Store</b>    |
| <b>Claire De Lune</b>               |                                |                            |
| <b>Commonwealth Home</b>            |                                |                            |



# 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 tradeshow 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-ALPHA WEDDING  
INVITATION CO.

ABERSONS

AMEN WARDY HOME

BEAMS CO LTD

BETTERWORLD

BONJOUR FETE

CABANA

FOUND FOR THE HOME

HARMONY DESIGNS

FURNITURE & INTERIORS

HEART OF THE HOME

HUNDSON GRACE

KANVAS BEAUTY

LITTLE NOMAD

LOVE AND AESTHETICS

MADE TRADE

MICHELLE HARRISON

DESIGN

NADER'S GALLERY

NEWTWIST

OK

PAPER LUXE

PINEAPPLE ON MAIN

RED BOOT CONSULTING

STANLEY KORSHAK

STIX & STONES

SUNDANCE CATALOG

COMPANY

TABULA RASA ESSENTIALS

TESORO

THE PAPER NERD

URBANIC

UNCOMMON GOODS

VERISHOP

WENDY'S BROWN INT ARCH

WEST ELM

WILD THYME INC.



# Broad media exposure

**AD**  
ARCHITECTURAL DIGEST

Better Homes  
& Gardens

ASPIRE  
DESIGN AND HOME

GIFTS  
& decorative accessories

THE  
**PROFIT**

domino

COOL  
HUNTING®

CU  
NY TV

COTTAGES & GARDENS

DESIGNERS  
style. substance. soul.

GOOD  
HOUSEKEEPING

GOOD  
MORNING  
AMERICA

HFN

homedit

**Inc.**

luxé  
INTERIORS+DESIGN

STATIONERY  
Trends

VOGUE

hat  
HOME  
ACCENTS  
TODAY

INSIDER

MARTHA STEWART  
**Living**

Galerie

rachael ray  
IN SEASON

the knot

TODAY



**84.8k**

**followers**



**Join the convo**



**28.5k**

**followers**



**10.3k**

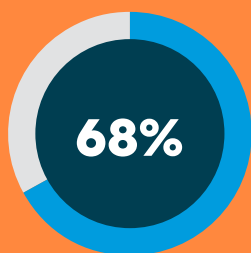
**followers**



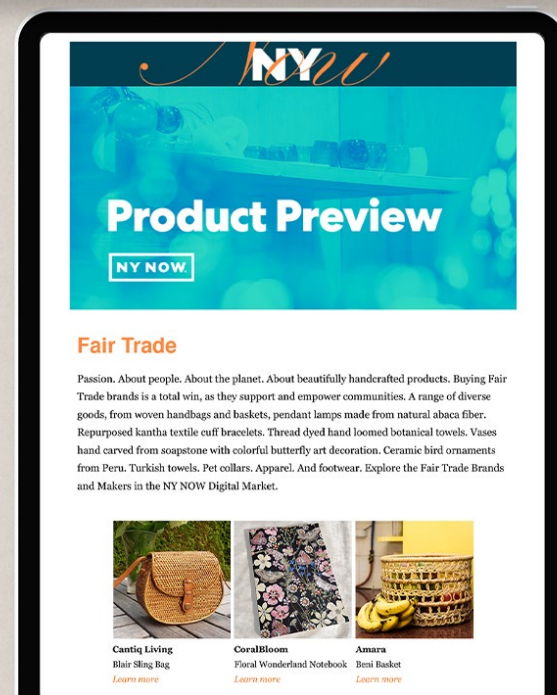
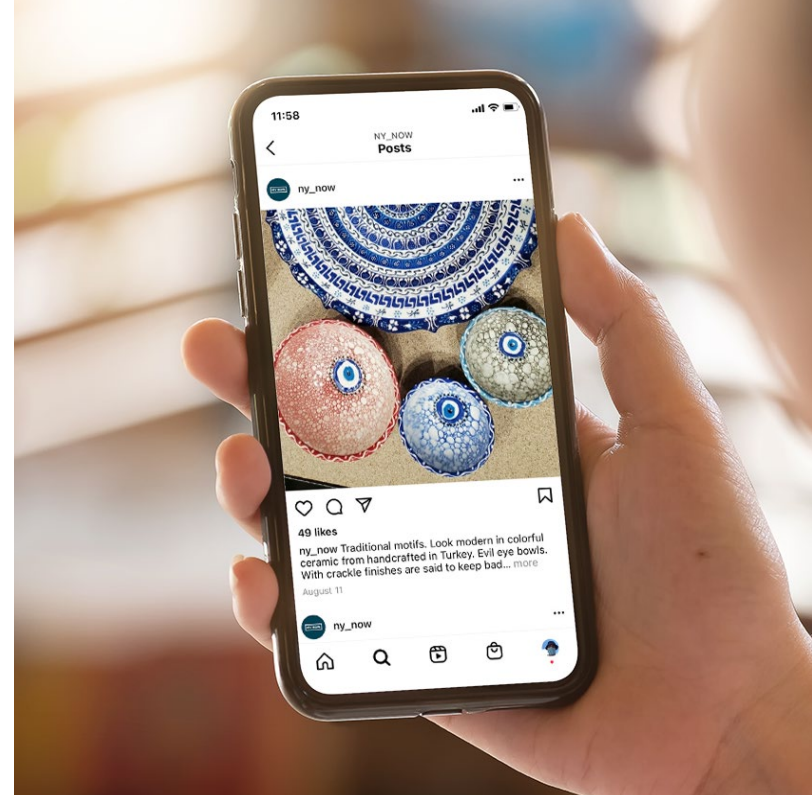


# Pre-show exhibitor marketing influences attendance significantly

- ☒ Brand Spotlight Emails
- ☒ Exhibitor Listing
- ☒ Product Preview Emails
- ☒ Digital Market Ads
- ☒ Social Media Marketing
- ☒ Direct Mail



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

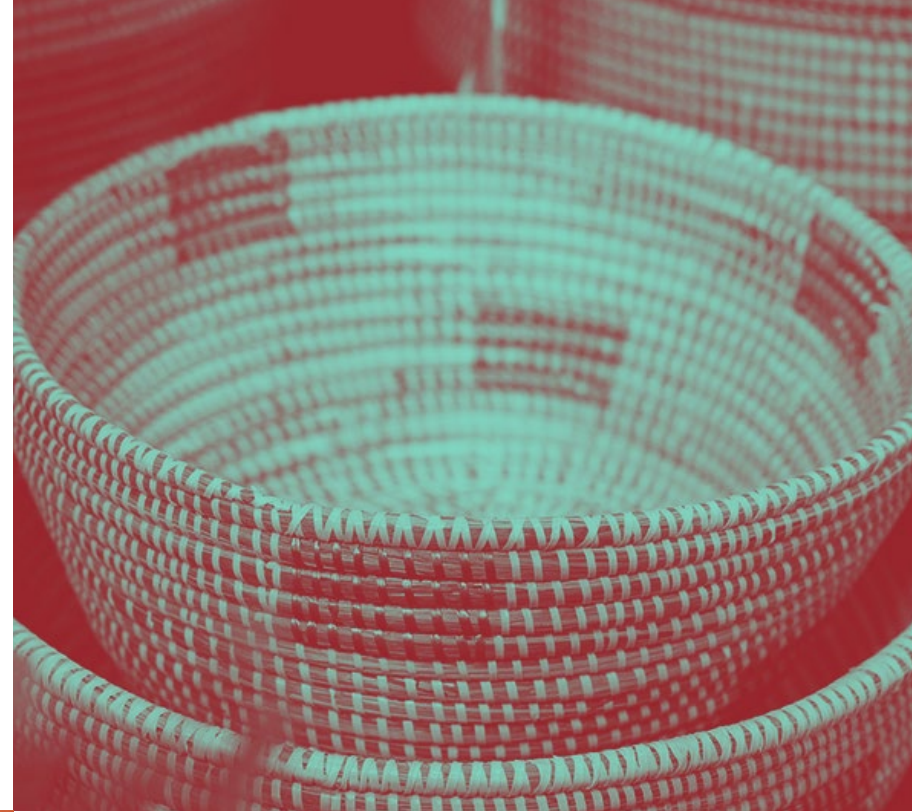




## Exhibitor Testimonial

As a first time exhibitor at NY NOW, it was the perfect fit. It's a beautifully curated show and our experience has been so beyond anything I could have imagined. The buyers are here. They're excited, they're looking for new products and they're here to buy! We're writing orders, we're making new contacts and it has been an incredible experience. We are ready to sign up for the Winter market!

**Jennifer, Braid and Wood**



## Attendee Testimonial

NY NOW is the most important show for us to come to as buyers because it's on the pulse of what's happening now in the marketplace. It's so relevant to what the customers are looking for and gives us an awareness of what we are missing in our stores as well as helps us to expand our offerings. NY NOW offers a whole new vision of how we can innovate what retail is for us now and in the future.

**Natalie Hoy, Hoypoloi Galleries**





# NY NOW Integrated in-person + Digital Market companion

Our digital companion to the in-person show provided brands extra exposure to thousands of buyers looking to source the best products for their stores.

The NY NOW Digital Market is a 365-lead generation, visibility, and connection platform that meets the year-round sourcing needs of buyers.



**558k+**

Total Page Visits



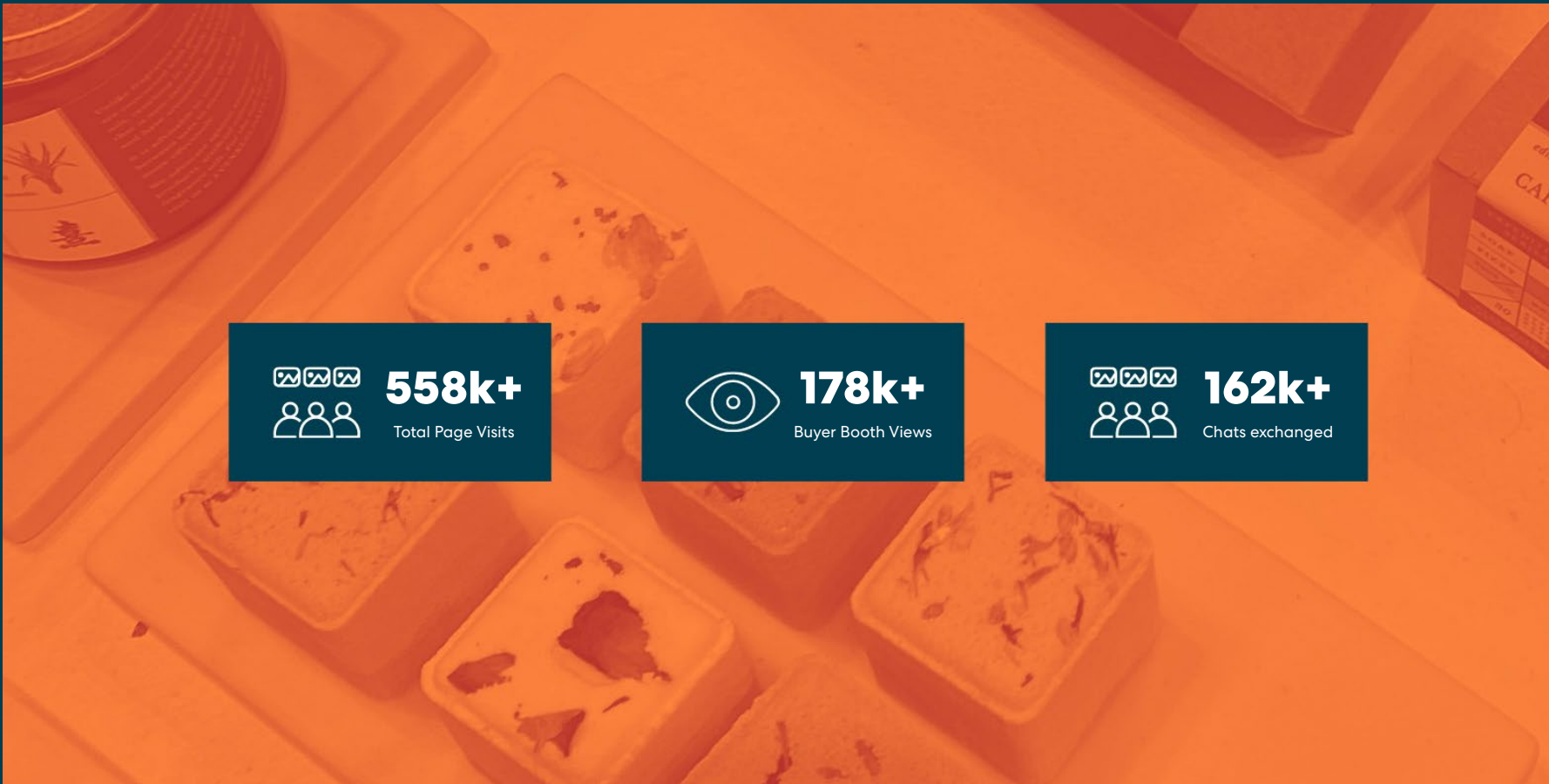
**178k+**

Buyer Booth Views



**162k+**

Chats exchanged



# Our team



**Emma Smith**

VP, Sales  
914 421 3226  
emma.smith@nynow.com



**Allison Garafalo**

Sales Director  
914 421 3212  
allison.garafalo@nynow.com



**Rebecca Harvey**

Sales Manager  
914 421 3260  
rebecca.harvey@nynow.com



**Michelle Losapio**

Sales Manager  
914 421 3291  
michelle.losapio@nynow.com



**Awanda Booth**

Sales Manager  
914 421 3230  
awanda.booth@nynow.com



**Stephanie Gaspari**

Sales Manager  
914 421 3366  
stephanie.gaspari@nynow.com



**Zoe Maliszewski**

Sales Manager  
914 421 3210  
zoe.maliszewski@nynow.com



**Jake McCloskey**

Business Development Manager  
914 421 3397  
jake.mccloskey@nynow.com



**Madeline McKenna**

Sales Representative  
914 421 3280  
madeline.mckenna@nynow.com



**Desiree Weissgerber**

Sales Representative  
914 421 3230  
desiree.weissgerber@nynow.com



The background of the entire image is a photograph of the interior of the Javits Center in New York City. The space is vast, with a high ceiling featuring a complex, grid-like steel structure. The floor is polished and reflects the overhead lights. In the foreground, several people are walking, and there are registration desks with signs that say "BY NOW" and "Registration". The entire image is overlaid with a semi-transparent blue filter.

# Save the Date!

**February 06-09, 2022**  
**Javits Center NYC**

**NY NOW**

follow us!

