



NY NOW

# Post Market Report

Winter 2022

NY NOW



# Today's wholesale market for tomorrow's retail world.



**10K+**

attendees



**700+**

exhibiting brands



**200+**

new exhibiting  
brands

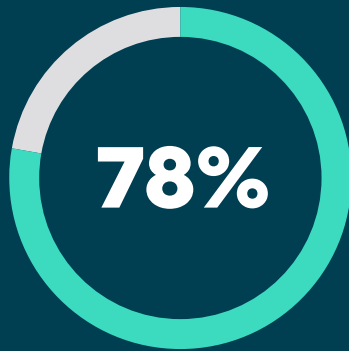


**150+**

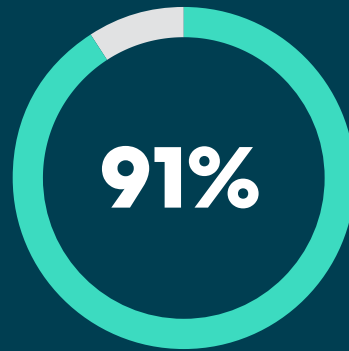
media brands

# ATTENDEES

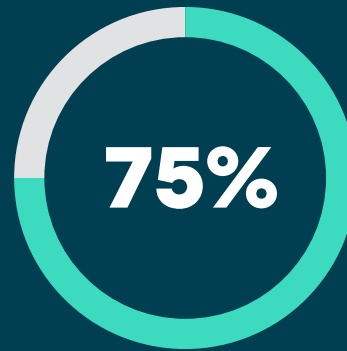
## Access to influential buyers with proven purchasing authority



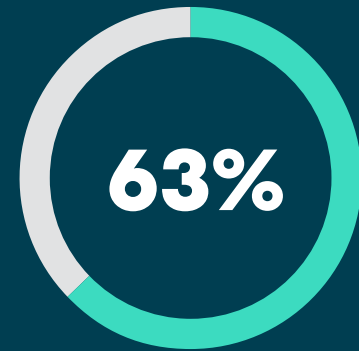
hold a buyer or  
owner title



are looking for new  
products



say attending  
NY NOW is extremely  
important to their business



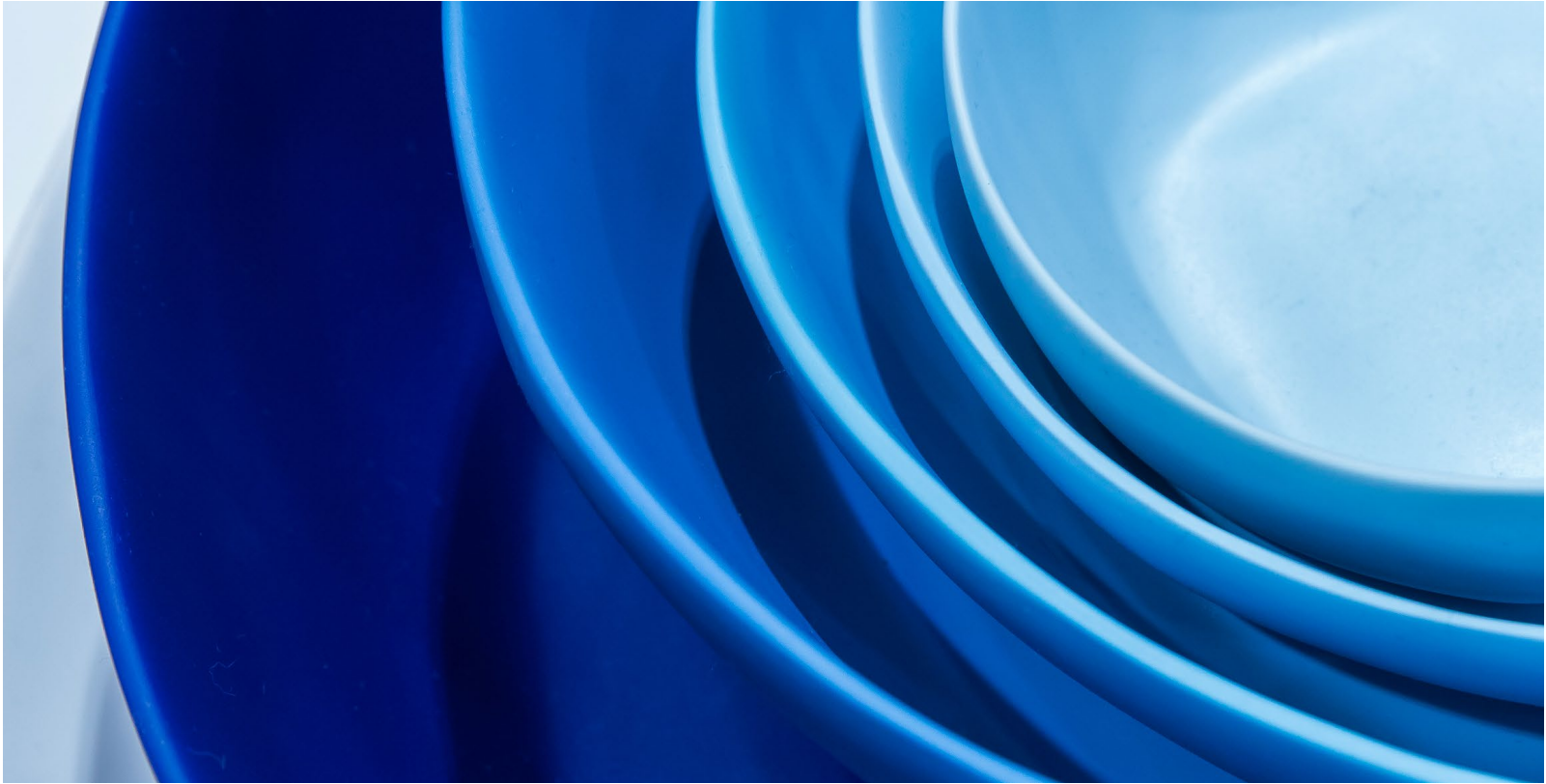
are more likely to purchase a  
product for their store having  
seen it at NY NOW





## TOP 5 BUSINESS TYPES IN ATTENDANCE

- 53%** Brick + Mortar Retailer
- 8%** Online Retailer
- 8%** Interior Designer
- 6%** Museums + Cultural Institutions
- 2%** Artists/Design/  
Photography Studio



## DIVERSITY OF PRODUCTS

### TOP 20 PRODUCT CATEGORIES OF INTEREST

- |                                  |                                    |                                |                                  |
|----------------------------------|------------------------------------|--------------------------------|----------------------------------|
| <b>01</b> Decorative Accessories | <b>06</b> Games/Puzzles/Toys       | <b>11</b> Sustainable Products | <b>16</b> Kitchenware            |
| <b>02</b> Jewelry                | <b>07</b> Books/Publications/Media | <b>12</b> Holiday/Seasonal     | <b>17</b> Furnishings + Fixtures |
| <b>03</b> Tabletop               | <b>08</b> Stationery/Publishing    | <b>13</b> Personal Care        | <b>18</b> Fashion                |
| <b>04</b> Handmade/Craft         | <b>09</b> Home Furnishings         | <b>14</b> Children/Baby Items  | <b>19</b> Giftwrap + Accessories |
| <b>05</b> Candles                | <b>10</b> Home Textiles            | <b>15</b> Clothing/Apparel     | <b>20</b> Novelties/Souvenirs    |

# TOP 20 STATES IN ATTENDANCE

- |                 |                   |
|-----------------|-------------------|
| 1 New York      | 11 Virginia       |
| 2 New Jersey    | 12 Ohio           |
| 3 California    | 13 Rhode Island   |
| 4 Connecticut   | 14 Maine          |
| 5 Pennsylvania  | 15 Georgia        |
| 6 Massachusetts | 16 North Carolina |
| 7 Florida       | 17 Tennessee      |
| 8 Texas         | 18 Michigan       |
| 9 Maryland      | 19 Washington     |
| 10 Illinois     | 20 Minnesota      |

## Sample of usa attendees

A BIENTOT  
ABERSONS  
AERO STUDIOS  
AEROPOSTALE  
AMEN WARDY HOME  
AMERICAN AIRLINES C.R. SMITH MUSEUM  
ANNIE'S BLUE RIBBON GENERAL STORE  
ANTARA HOME  
ANTHEM STYLE + GIFT  
ANTHROPOLOGIE  
ARRAE  
ARRAY HOME  
ARRON DESIGNS  
ARROW&BRANCH  
ART AND SOUL INC.  
ARTFUL HAND GALLERY  
AVON PRODUCTS INC.  
BACK 40 MERCANTILE  
BALLARD DESIGNS  
BALTIMORE MUSEUM OF ART  
BANDIER  
BARKBOX  
BARNES & NOBLE  
BARNES & NOBLE COLLEGE BOOKSELLERS  
INC  
BATH & BODY WORKS  
BEAMS CO LTD  
BECKET HITCH  
BED BATH & BEYOND  
BENNETT GALLERIES  
BEN'S GARDEN  
BERGDORF GOODMAN  
BETH DIANA SMITH INTERIOR DESIGN  
BLACKBARN GHESEA, LLC  
BLOOMINGDALES  
BLUECASHWY KITCHEN HOMESTEAD  
BOBBY'S DEPARTMENT STORE INC.  
BOCONCEPT USA  
BOEING STORES  
BOLL & BRANCH LLC  
BONJOUR FETE  
BOOK CULTURE  
BOYDS  
BRACH S  
BURBERRY LIMITED  
BURLINGTON STORES, INC.  
BUTLER GALLERY  
BUTLER INSTITUTE OF AMERICA  
CAMP  
CARNEGIE MUSEUM STORES  
CATBIRD  
CB2  
CELADON HOME  
CENTURY 21  
CHICO S FASHION  
CITARELLA  
CLOVE & CREEK  
COASTAL HOME/DECORATIVE DETAILS  
COCO SORIS  
CONTEMPORARY CONCEPTS  
COOPER HEWITT  
COSTCO WHOLESAL  
COTE A COAST LLC  
CRABTREE & EVELYN  
CREA  
CROSELL & CO  
CUMMER MUSEUM STORE  
CURRENT HOME  
Current Home  
CURSIVE NEW YORK  
CURSIVE NEW YORK  
DANDELION  
DECO RALEIGH  
DEMPSEY & CARROLL  
DENVER ART MUSEUM  
DESIGN WITHIN REACH  
DILLARDS  
DILLARDS  
DROOZ + Co.  
E.A.T. GIFTS  
EARTH & ME  
EGG NEW YORK  
EICHLEERS  
ELIS MANHATTAN  
ELIZABETH MOORE DESI  
EMERSON RESORT  
EMERSON RESORT AND SPA  
ETC EAST  
ETHAN ALLEN  
ETRO  
EXIT9 GIFT EMPORIUM

FISHERS HOME FURNISHINGS  
FIVE BELOW  
FOLEY & COX INTERIORS, INC.  
FOOD52  
FORTUNOFF  
FOTOGRAFISKA  
FOUND GALLERY  
FOUNDRY42  
FOUR SEASONS  
FOXTR0T  
FREE PEOPLE  
FREEPEOPLE, LLC  
GALLERY 91  
GEORGE A LIFESTYLE STORE  
GLASS ONION ORIGINALS  
GNC HOLDINGS INC  
GOOD NEIGHBOUR  
GOOP  
GORSUCH LTD  
GRACIOUS HOME  
GRAND CENTRAL RESTAURANT GROUP  
GRAND CENTRAL STATIONERY  
GREER CHICAGO  
GYPSY LANE HOME  
HAMILTON & ADAMS  
HARD ROCK INTERNATIONAL  
HARNEY & SONS TEA  
HIP CHIC  
HISTORIC HUDSON VALLEY  
HOAGLAND S OF GREENWICH  
HOBBY LOBBY STORES INC  
HOM IMPORTS  
HOME GROWN  
HOME UNION  
HOMESPIN  
HOYPOLOI GALLERY  
HUDSON BAY  
HUDSON GRACE  
HUDSON GROUP  
HUMBOLDT HOUSE  
I LOVE THE UPPER WEST SIDE  
IBIZA KIDZ  
INDIGO BOOKS US  
INDIGO OCTOPUS  
IPSY  
J. HORTON  
JAYSON HOME  
JENNIFER MILLER JEWELRY  
JO-ANN STORES, INC  
JOEY WOLFFER  
JUNG LEE NY  
K&K INTERIORS  
KAIGHT INC  
KATHY KUO DESIGNS  
KENNEDY CENTER GIFT SHOP  
KIM SEYBERT, INC  
KIMBERLY HOUSE LTD.  
KITCHEN CABOODLES  
KITH NYC  
KOHLS DEPARTMENT STORES  
LAZARO SOHO  
LEARNING TOY EXPRESS  
LEIF  
LEKKER HOME  
LERANT  
LES TOILES DU SOLEIL  
LESTERS  
LEVINGER  
LILY & CO  
LOCKWOOD SHOP  
LONDON JEWELERS  
LORD AND TAYLOR  
L'OREAL USA  
LOVE ADORNED  
LOVE AND AESTHETICS  
LUCKIES OF LONDON LTD.  
LUXE HOME  
M&J TRIMMING  
MACKENZIE-CHILDS  
MACYS  
MAGNOLIA  
MAISON10  
MAKER & MOSS  
MANGIA NYC  
MARDERS  
MARIGOLD AND GREY  
MARQUEE BRANDS / MARTHA STEWART  
MARRIOTT INTERNATIONAL  
MARSHALL RETAIL GROUP  
MATTIA  
MICHELE VARIAN

MILK SHOP  
MODA HOMES  
MoMa  
MOON + ARROW  
MORGAN LIBRARY AND MUSEUM  
MORIKAMI MUSEUM  
NATIONAL GEOGRAPHIC  
NBC UNIVERSAL  
NEIMAN MARCUS  
NEST  
NEUE GALERIE  
NORDICA INC  
NORDSTROM  
NUVO  
OCCASIONETTE  
OK  
OLD SOULS  
OLIVE & BETTE S  
ONE KINGS LANE  
PAPER LUXE  
PAPER SOURCE  
PARTY CITY  
PATINA  
PAUL STUART  
PINEAPPLE ON MAIN  
PINK OLIVE  
PINK OLIVE  
PLANT SHED NEW YORK FLOWERS  
PUNCH STUDIO LLC  
PURDY GIRL  
R.H. BALLARD SHOP & GALLERY  
REVEBOUTIQUE.COM  
RIFLE PAPER CO.  
RITUAL SHOPPE  
ROCK PAPER SCISSORS  
ROCKIN' RUDY'S  
ROOM SERVICE  
ROSS STORES INC.  
RUBIN MUSEUM OF ART  
S. FELDMAN HOUSEWARES  
SAFARI MARKET  
SAKS  
SALLY KAY JEWELRY  
SAM S CLUB  
SARAFINA  
SCULLY & SCULLY  
SHISEIDO  
SIGNET JEWELRY  
SIMON & CO. JEWELERS  
SIMON PEARCE  
SMITHSONIAN ENTERPRISES  
SMITTEN ON PAPER  
SNOWIE HOME  
SOLENE  
SOUTH MOON UNDER  
SOUTH UNLIMITED  
SOUTHWEST TRADING COMPANY  
SOUTHWESTERN TRIBAL ARTS, INC.  
SOUTHWICK S ZOO  
SPACE 519  
SPENCER S GIFTS  
SPRUCE DESIGN + DECOR  
ST PETERS HOSPITAL MERCY ME GIFT  
SHOP  
ST. FRANK  
STANLEY KORSHAK  
STAPLES PROMOTIONAL PRODUCTS  
STELLA AND RUBY  
STELLA NOVA INC  
STOCK CULINARY MARKET  
STORM KING ART CENTER  
STRAND BOOKSTORE  
STRATHMORE  
SUNDANCE CATALOG COMPANY  
SWOOZIES  
SYLVESTER & CO.  
TAKASHIMYA  
TALBOTS INC  
TARGET CORPORATION  
TAVERN ON THE GREEN  
TERRAIN  
TERRAZZA  
TESORO  
THE ALLENTOWN ART MUSEUM  
THE ART INSTITUTE OF CHICAGO  
THE ASIAN ART MUSEUM  
THE AUDUBON SHOP  
THE BARNES FOUNDATION  
THE BIBLE MUSEUM  
THE BOSTON MUSEUM OF FINE ARTS  
THE BRONZE FROG

THE BROOKLYN MUSEUM  
THE BROOKLYN ZOO NY  
THE CLAY POT  
THE COLUMBUS ZOO & AQUARIUM  
THE COMO PARK ZOO & CONSERVATORY  
THE DE YOUNG MUSEUM GIFT STORE  
THE FIELD MUSEUM STORES  
THE FINE ARTS MUSEUMS OF SAN  
FRANCISCO  
THE FRICK  
THE GEORGIA O'KEEFFE MUSEUM  
THE HIGH MUSEUM OF ART  
THE HOLOCAUST MUSEUM & STUDY  
CENTER  
THE KIMBELL ART MUSEUM  
THE MAD MUSEUM OF ARTS AND DESIGN  
THE MAHLER MUSEUM OF GLASS  
THE MINT MUSEUM  
THE MIT MUSEUM  
THE MODERN CHEMIST  
THE MORRIS MUSEUM OF ART  
THE MUSEUM AT HIGH POINT  
THE MUSEUM OF AMERICAN FOLK ART  
THE MUSEUM OF ARTS AND DESIGN  
THE MUSEUM OF CONTEMPORARY ART  
CHICAGO  
THE MUSEUM OF CONTEMPORARY ART  
LOS ANGELES  
THE MUSEUM OF CONTEMPORARY ART  
SAN DIEGO  
THE MUSEUM OF DANISH AMERICA  
THE MUSEUM OF DISCOVERY AND  
SCIENCE  
THE MUSEUM OF FINE ARTS OF ST.  
PETERSBURGH  
THE MUSEUM OF FLIGHT  
THE MUSEUM OF GRAFFITI  
THE MUSEUM OF LATIN AMERICAN ART  
THE MUSEUM OF LIFE AND SCIENCE  
THE MUSEUM OF MODERN ART  
THE MUSEUM OF NEW MEXICO  
THE MUSEUM OF NEW MEXICO  
FOUNDATION  
THE MUSEUM OF THE CITY OF NEW YORK  
THE MUSEUM OF THE GREAT PLAINS  
THE MUSEUM OF THE SHENANDOAH  
VALLEY  
THE MUSEUM OF THE SOUTHERN JEWISH  
EXPERIENCE  
THE NEW STAND  
THE NEW YORK HISTORICAL SOCIETY  
THE PEPPERMILL INC  
THE RITZ-CARLTON, NAPLES  
THE SAN ANTONIO MUSEUM OF ART  
THE SAN DIEGO MUSEUM OF ART  
THE SAN FRANCISCO MUSEUM OF  
MODERN ART  
THE SANTA BARBARA MUSEUM OF ART  
THE SANTA BARBARA ZOOLOGICAL  
GARDENS  
THE SHOPS AT EMERSON  
THE SONOMA VALLEY MUSEUM OF ART  
THOM FILICIA INC.  
TIFFANY & CO.  
TJX COMPANIES  
TOPEO  
TORY BURCH  
TOYOSHIMA INT'L AMERICA  
TUESDAY MORNING  
TUSK HOME AND DESIGN  
TWIST  
UNCOMMONGOODS  
URBAN OUTFITTERS  
URBANIC  
VERISHOP  
VERTIGO HOME  
VERVESHOP.COM  
VICI BRANDS  
VIRGIN MEGASTORE KSA  
VL&CO JEWELRY  
WALTER J. COOK JEWELER, INC  
WAVE GALLERY  
WAYFAIR  
WEST ELM  
WHOLE FOODS MARKET  
WILDLIFE CONSERVATION SOCIETY  
WILLIAMS SONOMA  
YAF SPARKLE  
ZAKKA JOY  
ZITOMER  
ZULIY





# 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

HUDSON GRACE

Kanvas Beauty

Little Nomad

LOVE AND AESTHETICS

MADE TRADE

MICHELLE HARRISON

DESIGN

NADER S GALLERY

Newtwist

NEWTWIST

OK

PAPER LUXE

PINEAPPLE ON MAIN

RED BOOT CONSULTING

STANLEY KORSHAK

STIX & STONES

SUNDANCE CATALOG  
COMPANY

TABULA RASA ESSENTIALS

Tesoro

THE PAPER MOUSE

THE PAPER NERD /

STATIONERY TRENDS

URBANIC

UNCOMMON GOODS

VERISHOP

WENDY S BROWN INT ARCH

WEST ELM

WILD THYME INC.



# BROAD MEDIA EXPOSURE

Key Attendees

---



Discovery



Forbes

JCK

VOGUE



BLACK  
ENTERPRISE

BUSINESS OF HOME

HFN





# FOLLOW + TAG US #NYNOW



**86.1k**

followers



**28.6k**

followers



**10.3k**

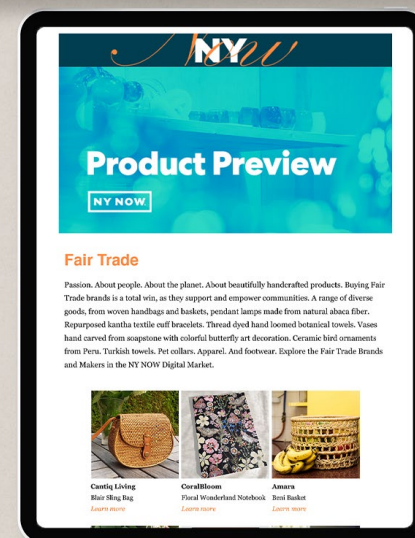
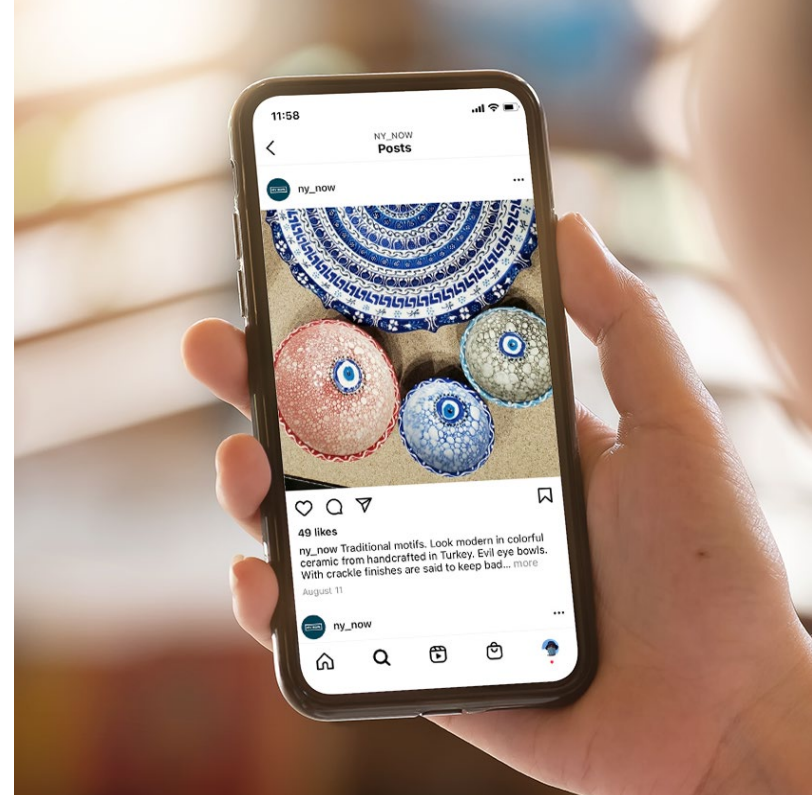
followers



# 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

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





## Exhibitor Testimonial

The NY NOW Winter 2022 Market has been a smashing success for Essence of Harris. The response from buyers to our newest collection and rebranding has been stellar, and we easily surpassed the total orders we wrote at the Winter 2020 Market, within the first few hours of opening day. NY NOW is an important and critical partner for us as we expand our growth into the US and Canadian markets. We're already planning for the Summer Market and beyond."

**Jamie McGowan, Essence of Harris**



## Attendee Testimonial

I have been attending NY NOW for many years because most of our favorite brands are only at this market and not anywhere else. I saw more curated brands which is important for us to find new product and always stay ahead of the competition. We met a lot of new vendors and were able to see a lot of our repeat vendors that we can only find at NY NOW. Overall had a very successful show.

**Jennie Doran and Andrew Worm  
Room Service**





# OUR TEAM



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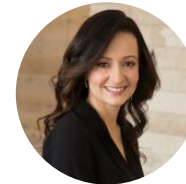
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# Save the Date!

## **Summer Market**

August 14-17, 2022 | Javits Center NYC

**NY NOW.**

follow us!

