

The logo consists of the words "NY NOW" in a bold, sans-serif font, enclosed within a black rectangular border. The background of the entire slide is a faded, grayscale image of the New York City skyline, featuring the Freedom Tower and other skyscrapers, with a waterfront promenade and benches in the foreground. A large red circle is positioned in the top right corner, and two vertical red lines of different heights are on the right side.

NY NOW

Post Market Report

Summer 2022



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



8.5K

attendees



780+

exhibiting brands



280

new exhibiting
brands

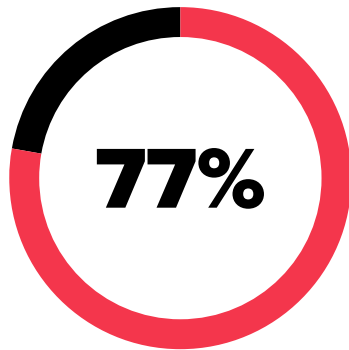


240+

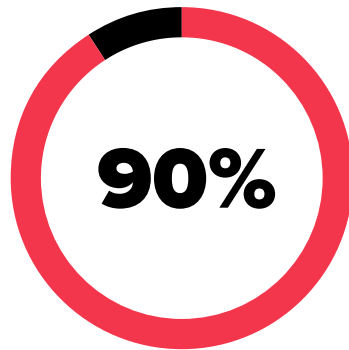
media brands

ATTENDEES

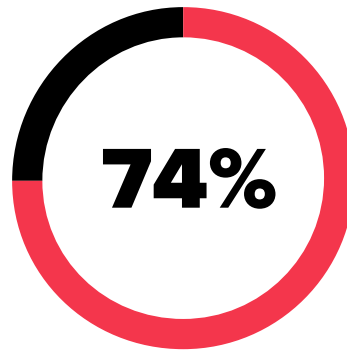
Access to influential buyers with proven purchasing authority



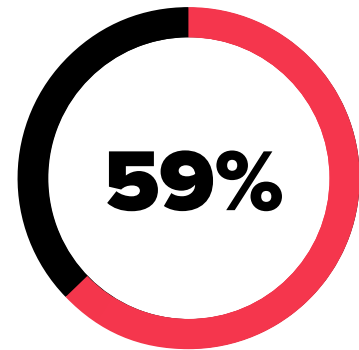
hold a buyer
or owner title



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

- 34%** Brick + Mortar Retailer
- 11%** General Gift/Lifestyle/
Specialty Store
- 7%** Home Decor Store/Furniture
- 7%** Online Retailer
- 5%** Interior Decorator/Interior
Design Firm/Architectural Firm



DIVERSITY OF PRODUCTS

TOP 20 PRODUCT CATEGORIES OF INTEREST

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

TOP 20 STATES IN ATTENDANCE

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

Sample of USA attendees

4 KIDS BOOKS & TOYS	DAISY`S	KIDDIE SLICKERS INC	POSMAN BOOKS
A TO ZOOM	DALI MUSEUM	KMAC MUSEUM	PUCCIMANULI
ABERSONS	DECO RALEIGH, LLC	LAZARO SOHO	QUIRK GALLERY
ABOVE & BEYOND HOME DECOR	DROOZ + CO.	LEAF & PETAL	S. FELDMAN HOUSEWARES
ALBEE BABY CARRIAGE	DURAN CENTRAL PHARMACY, INC.	LES TROIS	SALVADOR DALI MUSEUM
ANNIE'S BLUE RIBBON GENERAL STORE	E.A.T. GIFTS	LIBERTY OF LONDON	SAVANNAH BEE COMPANY
ARCHIPELAGO AT HOME	EFFUSION GALLERY	LOCUST VALLEY CHEMISTS	SCOUT-KY
ART AND SOUL INC.	EGG NEW YORK	MACPHERSON'S ART SUPPLY	SEASONS
ARTEMISTA	EKU BOX	MAISON LIPARI INC.	SHAPIROS GALLERY
ASIAN ART MUSEUM	ELEMENTS	MAISON VERBENA SAN FRANCISCO	SHOP DOG & COMPANY LLC
AT PRESENT	ETC EAST	MAISONETTE	SHOPPERS WORLD (SW GROUP LLC)
AUGUSTATWENTY	F GERALD NEW INC	MARY CATES & CO	SILVERADO JEWELRY GALLERY
AUTHENTIC BOOKS	FAIRHAVEN FURNITURE, LLC	MEDICI FINE STATIONERY & GIFTS INC.	SIMON PEARCE
AWESOME BROOKLYN LLC	FAR AND WIDE	MEMORIAL SLOAN KETTERING	SLOAN S, INC
B.JOY BRANDS, LLC & PETALURA CATALOG	FARMHOUSE MERCANTILE	MGM RESORTS INTERNATIONAL	ST. FRANK
BARCLAY GALLERIES	FARMSTEAD CHEESES & WINES	MOTTO	STACEY GENDELMAN DESIGNS
BATH & BODY WORKS	FISHS EDDY	MUSEUM OF CONTEMPORARY ART CHICAGO	STANLEY KORSHAK
BEAMS CO LTD	FLAX PEN TO PAPER	MUSEUM OF FINE ARTS, BOSTON	STRAND BOOKSTORE
BLANTON MUSEUM OF ART	FOUND OBJECTS	NATHAN & CO	TAILORED HOME
BLUECASHEW KITCHEN HOMESTEAD	FOUNDRY42	NATIONAL BUILDING MUSEUM	THE BAZAAR PROJECT
BOB S STORES	FOXTROT	NATIONAL GALLERY GLOBAL	THE CHRISTMAS LOFT, INC.
BONJOUR FETE	FRANK LLOYD WRIGHT FOUNDATION	NATIONAL WORLD WAR II MUSEUM	THE HIGH MUSEUM OF ART
BOUCLE + PAPIER	FRIENDS NYC	NEW YORK AYURVEDA	THE KITCHEN STORE AT J.K ADAMS
BREEZE	FUEGO	NILU	THE METROPOLITAN OPERA
BROOKLYN MUSEUM	GABES	NUVO	THE MOSS & GREEN
BRUCE MUSEUM	GLASS ONION ORIGINALS	OCCASIONETTE LLC	THE NEW STAND
BUTLER GALLERY	GOOD EARTH NATURAL FOODS	OFTEN WANDER	THE PAPER MOUSE
CALEB MEYER STUDIO	GOODS FOR THE STUDY	ONE KINGS LANE	THE WHARF SHOP
CATBIRD	GRACIOUS HOME	PAPER LUXE	THERAPY STORES
CBSTYLE	GRAND CENTRAL RESTAURANT GROUP	PAPER TRAIL - RHINEBECK	TJ MAXX
CENTRAL PARK CONSERVANCY	GREENWICH HISTORICAL SOCIETY	PAPER OF PHILADELPHIA, INC	TJX EUROPE
CHICAGO OUTDOOR LIVING	GREER CHICAGO	PAPILLON PRESS	TOPEO GALLERY
CITARELLA	HAMILTON & ADAMS	PEABODY ESSEX MUSEUM	TOWN & COUNTRY FURNISHINGS
COARC S TRADEWINDS	HARD ROCK INTERNATIONAL	PEARL RIVER MART	TRADITIONS
COCO ART	HEART OF THE HOME	PINEAPPLE ON MAIN	URBN-ANTHROPOLOGIE
COLE HARDWARE	HOYPOLOI GALLERY	PINK OLIVE	WAVE GALLERY
COOPER HEWITT	HUDSON GREENE MARKET		WEETH HOME
COURTYARD GIFTS	HUDSON VALLEY KITCHEN DESIGN CENTER		WILLIAMS-SONOMA
COWTAN & TOUT	ISSETAN MITSUKOSHI LTD.		ZAKKA JOY
CUMMER MUSEUM STORE			
DABNEY LEE INC.			



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'mano	Daisy's	Menage Stationery	Tesoro / Tweek
ABC Home Furnishing	Dandelion	MGM RESORT & CASINO	The Kitchen Witch
Abersons	EAT Gifts	Motto	The Mix at the Breakers
ALBEE Baby Carriage	ECT EAST	NEWTWIST	The Sunshinery
Annies Blue Ribbon General Store	Fairhaven Furniture, LLC	NUVO	The Umstead Hotel & Spa
Awesome Brooklyn	Flax Pen to Paper	Paper Mouse	The Wharf Shop
BEAMS Co Ltd	Foundry 42	Pinapple on Main	The Yellow Door LTD
Bennette Galleries	Hamilton & Adams	Pink Olive	Therapy Stores
Bergdorf Goodman	Hip-Kids	Puccimanuli	TWIST
Bluecashew	Hoy Poloi	Raven Rose	UncommonGoods
Kitchen Homested	Hudson Beach Glass	Rye Toys Inc	Urbanic Paper Boutique
Breeze	INCASA DÉCOR	Dbá Learning Express	Warwicks
COCO SORISI	Kong Lung	Toys	Wave Gallery
Collier West.	Lockwood	Schuler Books & Music	Wishes Boutique
Contemporary Concepts	Marriott - Aruba	Silverado	Zakka Joy
Cursive	Meg Braff Interiors		



BROAD MEDIA EXPOSURE

Key Attendees



Forbes

**Better Homes
& Gardens.**



WG-SN



BRIDAL GUIDE



DAILY NEWS

GIFTS
& decorative accessories

FOLLOW + TAG US #NYNOW



89.1K

followers



30.1K

followers



10.3k

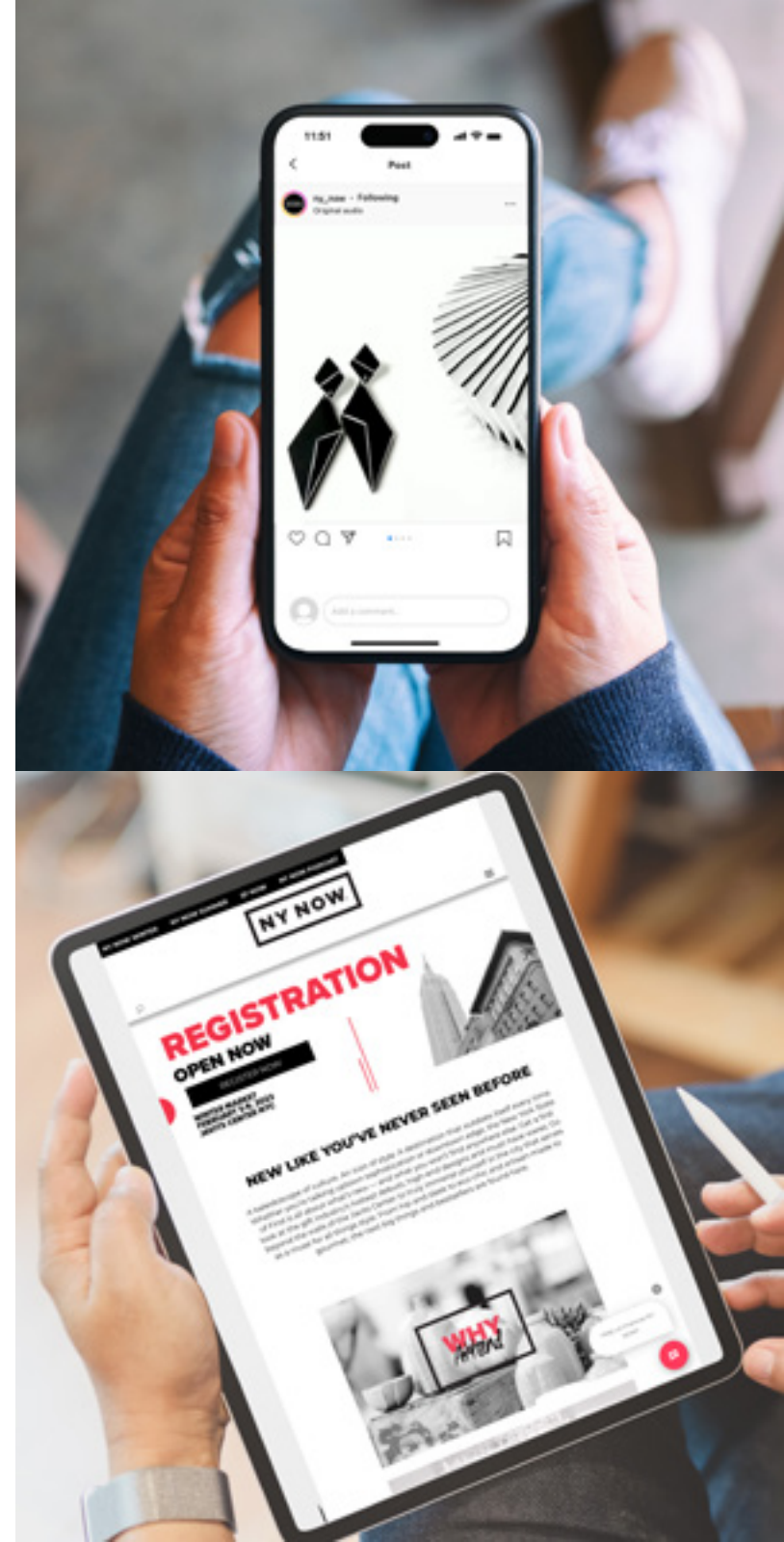
followers



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

- | | |
|--|--|
| <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

NY NOW is our first ever trade show. We can't believe how successful it's been. We got enough orders by lunch on the first day to recoup our entire investment in exhibiting at NY NOW. The volume of retail orders was huge, from small boutiques to large buyers like we the Marriott Hotel, a museum in Seattle and a bunch of chain stores in Texas. And we've made incredible connections at the market, someone who does special gifting for AMC Networks and another who knows the owner of a sports team and an inquiry to purchase 3000 units for a large corporation. Corporate gifting really wasn't even something we thought about but being at NY NOW helped us realize that could be a viable channel for our business. So many amazing opportunities for us that have happened here at NY NOW. We are beyond thrilled.

Lisa Watkins, Wanderfull Bags



Attendee Testimonial

I've been coming to NY NOW twice a year for 15 years. It's a can't miss show for me because you get to enjoy the energy of the show and the excitement, in a magically creative place. NY NOW is important for us because we need to bring the newest and the most exciting products to our customers and this market stays very current with what's happening. One of the most important things that you get from coming to NY NOW is seeing what the color trends are going to be. And for all the other shows and experiences of buying, NY NOW is where you come to see what that is going to be first.

Barbara Mooney, Daisy's

OUR TEAM



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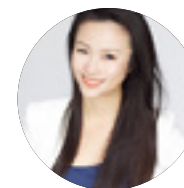
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SAVE THE DATE!

Winter Market

February 5-8, 2023 | Javits Center NYC