



join us this summer



AUG 08-11, 2021 NYC

NY NOW

about

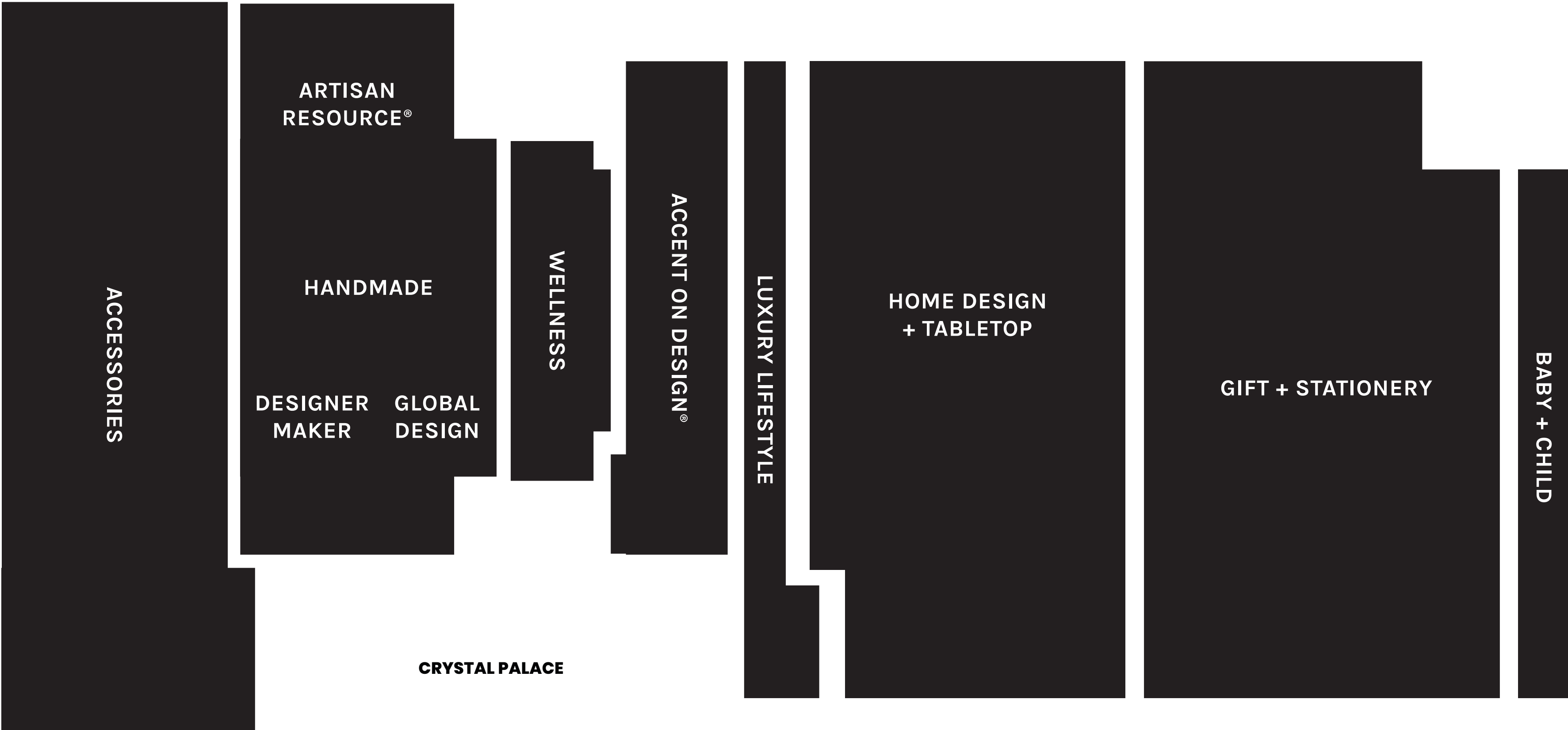
NY NOW is the modern wholesale market for retailers and specialty buyers seeking diversity and discovery. Gathering twice a year in America's design capital, New York City, and building community year-round through its 365 Digital Market, it's where buyers and designers unearth a refreshed and dedicated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



market layout

NY NOW will be located exclusively on Level 3 at the Javits Center to create a seamless buying and discovery experience



what's new



Emerging Destinations

Unique and dedicated presentation of new and up-and-coming brands.

Options to fit every budget

Variety of booth configurations, including smaller footprints, and turnkey packages. Exhibit space greater than 400 sq ft eligible for volume incentives.

Food + Beverage

Complimentary refreshments to keep both exhibitors and buyers hydrated and energized on the show floor.

Themed Product Installations

Curated assortment of trend forward products distinctively displayed.

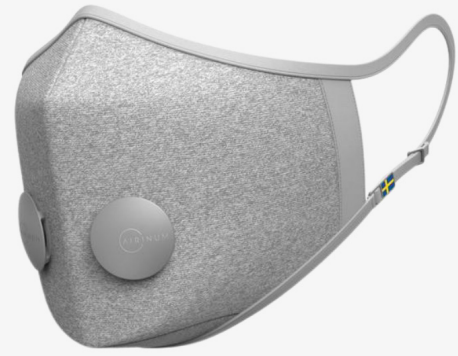
Together We Are Stronger

We welcome our sister show-American Handcrafted as a co-location to offer an even greater range of one-of-a-kind products.

American Handcrafted will return to the Pennsylvania Convention Center in February 2022.

juried

Accent on Design®



innovative, design-led products that solve a problem and make use of different materials

Accessories



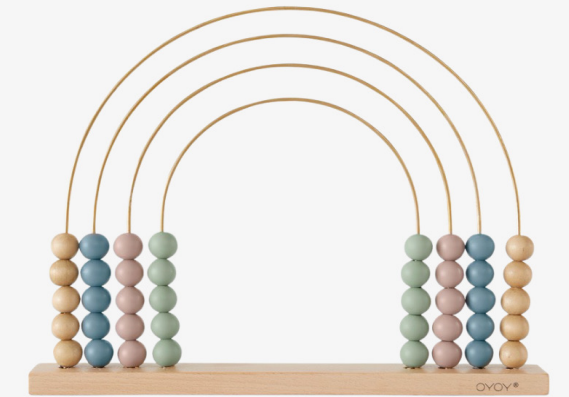
design-driven, modern and classic products

Artisan Resource®



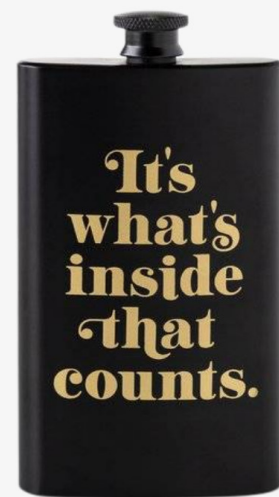
global artisanal products and production capabilities at export terms

Baby + Child



well-designed, innovative, functional and fun products for the family

Gift + Stationery



new and unique products spanning a broad range of categories

juried

HANDMADE® Designer Maker



unique, innovative and original work across all media

juried

HANDMADE® Global Design



ethically sourced products and quality craftsmanship

Home Design + Tabletop



home textiles, decorative accessories, entertaining essentials, serveware and gourmet packaged food

curation

The show is curated by section to help navigation, fuel discovery, and provide a seamless buying experience

NY NOW SUMMER 2021

juried

Luxury Lifestyle



beautiful and meaningful higher-end products with a unique point of view

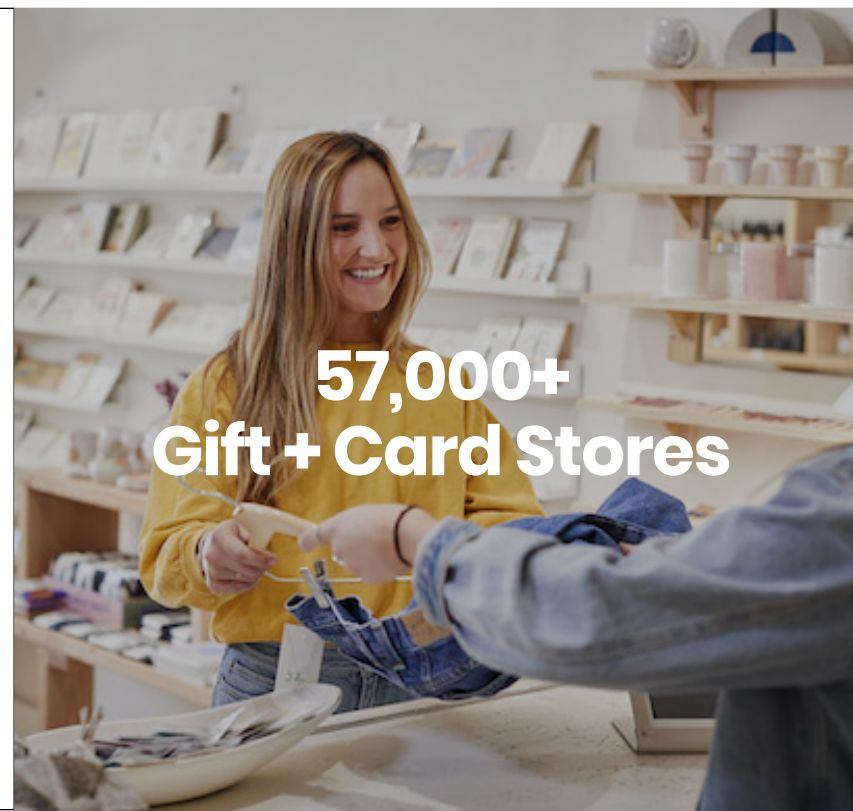
Wellness



irresistible fragrance, beauty, grooming and apothecary products for the body, mind and soul

retail is vibrant and ready

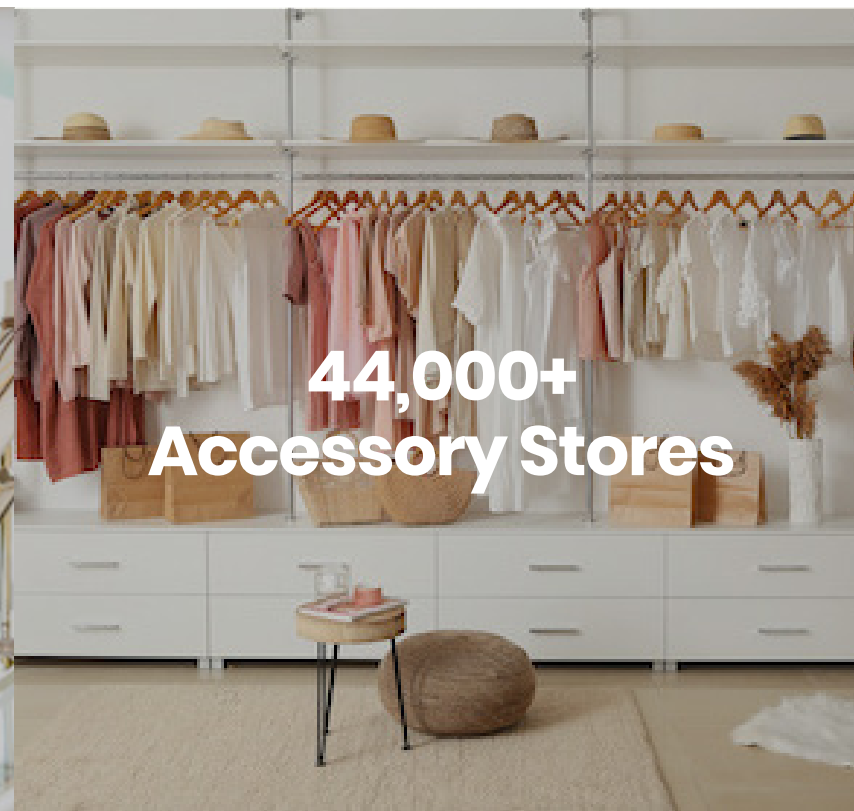
there are more
than 185k retail
stores in the
united states*



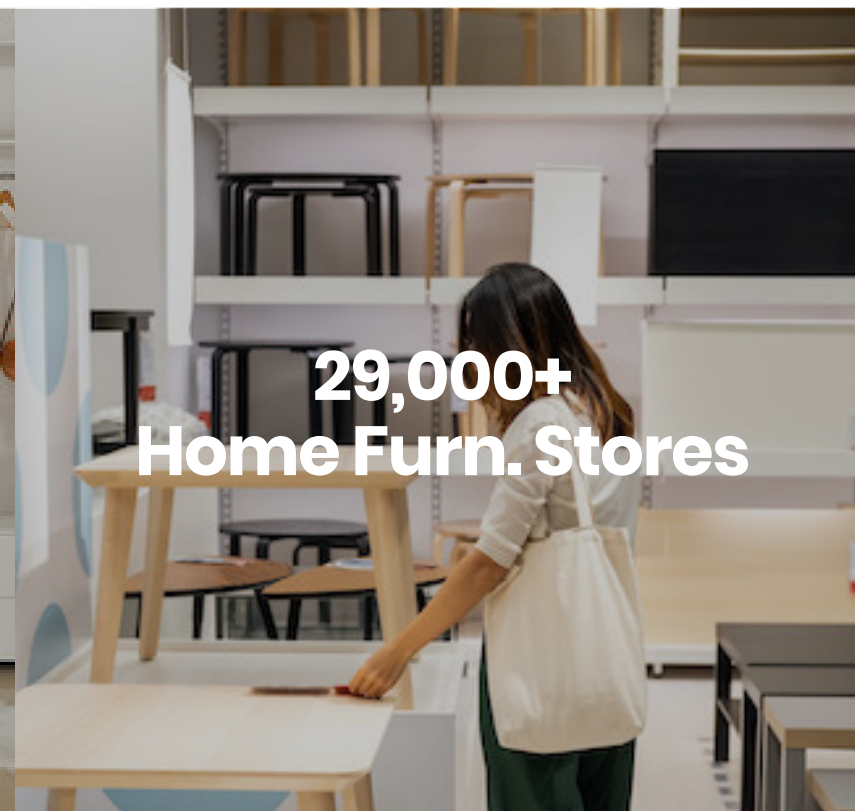
57,000+
Gift + Card Stores



55,000+
Jewelry Stores



44,000+
Accessory Stores



29,000+
Home Furn. Stores

“

After the difficulties of 2020, I am so excited to be returning to NY NOW this August! In addition to seeing new work from my existing vendors, I look forward to the addition of “American Handcrafted” to the summer show because featuring work that is exclusively American made is at the core of our business.

KIM MEGGINSON
ZIG ZAG GALLERY



@zigzaggallery

“

I could not be more excited to get back to the shows - see my people, touch their beautiful products. I miss being at shows, talking to my friends and vendors in real life. Very much looking forward to being at NY NOW and with my people again!

VANESSA RAPTOPOULOS
AWESOME BROOKLYN



@awesomebrooklyn

“

I can't wait to hop on a subway and touch, feel, and lust after new things for my stores. NY NOW will be the perfect entry back into show life and I know our team cannot wait to get back there!

MACKENZI FARQUER LOCKWOOD



@lockwoodshop

“

I CANNOT WAIT to get back on the show floors at NY NOW to feel the pulse of the market, to get inspired by all the creativity, and to catch up & connect with so many people in the industry! There is no better way to choose goods for Urbanic then by carefully selecting the product first hand.

AUDREY WOOLLEN, URBANIC



@urbanic

“

This is a time to remember that we are not alone, we are stronger together and we will continue providing avenues of inspiration and connection. Buying cycles may have shifted, budgets may have been amended, but the success stories I continue to hear from our buyers are a strong indication of renewal.

AMY LOEWENBERG, NY NOW



@amy.atnynow



NY NOW

Ready to explore booth options?

[request more info](#)

**WE'VE GOT
YOU COVERED**

The health and safety of our
community remains our top priority

[health + safety guidelines](#)

let's connect



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