

The background of the image features several pieces of ceramic tableware. In the foreground, a reddish-brown ceramic bowl with a porous, speckled texture sits on a matching saucer. To its right, a light green ceramic plate with a similar speckled texture is visible. In the background, a blue and white ceramic pitcher is partially visible. The items are arranged on a light-colored surface, possibly a table or display case.

NY NOW
RETAIL RENAISSANCE

FEBRUARY 1-4, 2020 // JAVITS CENTER, NYC

The bottom of the image is decorated with a series of overlapping geometric shapes in shades of orange and purple, creating a modern, abstract design.

The Largest Handmade Collection in North America

600+ Exhibitors
6 Country Groups
Dedicated Saturday Opening



HANDMADE® GLOBAL DESIGN

150+ global import resources with a focus on good design, traditional craftsmanship, and community building through global artisan workshops.

Acceptance Criteria

- + Unique and original work
- + Made in global artisan workshops
- + Quality craftsmanship
- + US wholesale distribution



HANDMADE® DESIGNER MAKER

Showcases 350+ designer maker resources from across the United States and around the world, with a focus on limited-production makers across all categories and media.

Acceptance Criteria

- + Unique and original work
- + Limited production
- + Quality craftsmanship



ARTISAN RESOURCE®

Over 100 overseas artisan enterprises showcasing a curated collection along with custom design production capabilities with export terms from country of origin. Artisan Resource® is a sourcing platform for buyers including importers, retailers, wholesalers, distributors and designers.

Acceptance Criteria

- + Production capabilities
- + Design innovation
- + Commitment to cultural preservation and sustainability
- + FOB export pricing terms



INTRODUCING:

RISING

artisans

Rising Artisans is a new section within the HANDMADE Collection at NY NOW dedicated exclusively to showcasing the newest makers and handmade brands. Rising Artisans brings together ByHand's signature Market Incubator and Innovation Showcase programs under one umbrella and welcomes new US makers to create the premier destination for all NY NOW buyers searching for new handmade brands.

In addition to exhibiting in the curated section, all Rising Artisans participants will receive coaching on how to maximize success at the show. Through webinars, checklists and one-on-one consultations with ByHand market experts, participants will gain insight into the expectations of NY NOW attendees and how to tailor their product collections, marketing materials and booth display to attract buyers and get orders.





artisan EXPERIENCE™

Featuring live demonstrations during show days.
Providing an experience to buyers on how artists
craft their one-of-a-kind handmade products.

MEET THE BUYERS

20k+

Buyers

93%

Attend NY NOW to
discover NEW products

50%

Of Buyers shop
exclusively at NY NOW

STRONG VISIBILITY



107k+

Website visitors



113K+

Social Media Followers

JOIN US!



914.421.3271



[NYNOW.COM/EXHIBIT](https://nynow.com/exhibit)

contact us today

TO JOIN THE RETAIL RENAISSANCE



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NY NOW

   #RETAILRENAISSANCENYNOW

ONLY AT NY NOW... ONLY THE BEST.

Retail is fast evolving and the independent retailer—more than any other—must SOURCE DIFFERENTLY and UNIQUELY in order to SUCCEED.

Be part of the Retail Renaissance—
Only at NY NOW.

MARKET DATES

HANDMADE

FEBRUARY 1-4, 2020

HOME + LIFESTYLE

FEBRUARY 2-5, 2020