



# Limitless Possibilities



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# 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 our 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.



PRESENTING OUR  
**Emerging Destinations**

Showcasing a collection of up-and-coming brands  
establishing themselves at wholesale.



**NY NOW**

**Accent on Design Incubator**

Contemporary designs incorporating  
innovative use of materials and/or function

**First Taste**

Beautifully packaged gourmet foods that  
will fulfill your every craving

**Gift Incubator**

A well-rounded array of classic designs  
and on-trend gifts

**indienow**

Fresh, green, innovative beauty and  
health essentials

**Rising Artisans**

Handmade sustainable designers and  
global artisans

**Stationery Incubator**

Classic and trendy stationery products



# Emerging brand program inclusions

- Showcase in a staged destination that will capture buyers' attention
- Enrolled in our Best Emerging Brand award
- Consciously priced and packaged for your debut at market
- Dedicated support pre-show, onsite and post-show from the NY NOW team
- Introduce your brand to an eclectic range of quality buyers onsite, via e-mail and through our social channels
- Easy access to resources tailored to meet your set-up needs and help activate your marketing channels
- Featured in an e-mail campaign promoting the destination and your presence
- Complimentary access to the NY NOW Digital Market from July 1 to December 31st

# Sneak Peek at our Buyers

bloomingdales

TJX<sup>®</sup>

WILLIAMS  
SONOMA

ANTHROPOLOGIE

BERGDORF  
GOODMAN

 wayfair<sup>®</sup>

abc carpet & home

 uncommon goods

NORDSTROM

goop

URBAN  
OUTFITTERS

 macy's<sup>\*</sup>

zulily

Bath  
& Body  
Works<sup>®</sup>

MoMA

Neiman Marcus

  
FINE HARNEY & SONS TEAS  
MASTER TEA BLENDEES

terrain

  
WORLD MARKET.

WHOLE  
FOODS  
MARKET

west elm

Fab.

fabfitfun

BED BATH &  
BEYOND<sup>®</sup>

 MGM RESORTS  
INTERNATIONAL<sup>®</sup>

# Press Favorites

**GIFTS**  
 & decorative accessories

 apartment  
therapy

**Better Homes  
& Gardens**

**domino**

**VOGUE**

  
**TODAY**



*Gift Shop*

**REALSIMPLE**

**WWD**

**The  
New York  
Times**

**Family  
Circle**

**AD**  
ARCHITECTURAL DIGEST

BUSINESS OF HOME



**hat** HOME  
ACCENTS  
TODAY

**CountryLiving**

**STATIONERY**  
*Trends*

**GOOD  
MORNING  
AMERICA**

**THE  
NEW YORKER**

**Parents**

**Newsday**

**WALL STREET  
JOURNAL**



**GOOD  
HOUSEKEEPING**

**NY NOW**

# Let's connect



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