



Limitless Possibilities



AUG 08-11, 2021 | JAVITS CENTER NYC

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®

WILLIAMS
SONOMA

ANTHROPOLOGIE

BERGDORF
GOODMAN

 wayfair

abc carpet & home

uncommon goods

NORDSTROM

goop

URBAN
OUTFITTERS

 macy's

zulily

Bath
& Body
Works

MoMA

Neiman Marcus


FINE HARNEY & SONS TEAS
MASTER TEA BLENDEES

terrain


WORLD MARKET

WHOLE
FOODS
MARKET

west elm

Fab.

fabfitfun

BED BATH &
BEYOND

 MGM RESORTS
INTERNATIONAL

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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