

NY NOW

Post Market Report

Summer 2021

NY



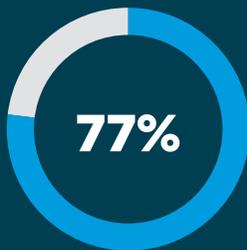
Access to influential buyers with proven purchasing authority



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

60% Brick + Mortar Retailer

12% Online Retailer

8% Interior Designer

4% Distributor





Diversity of products

Top 20 product categories of interest

01 Decorative Accessories

02 Jewelry

03 Candles

04 Handmade/Craft

05 Tabletop

06 Holiday/Seasonal

07 Books/Publications/Media

08 Stationery/Publishing

09 Home Furnishings

10 Games/Puzzles/Toys

11 Sustainable Products

12 Children's/Baby Items

13 Home Textiles

14 Furnishings & Fixtures

15 Clothing/Apparel

16 Fashion

17 Personal Care

18 Wellness

19 Kitchenware

20 Giftwrap & Accessories

Top 20 states in attendance

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

Sample of USA attendees

- | | | | |
|---------------------------------------|-----------------------------|-------------------------------------|------------------------------------|
| 1800FLOWERS.COM | EAST HAMPTON GARDENS | LOVE ADORNED | STELLA AND RUBY |
| A BIENTOT | EATALY NY LLC | LUX BOND & GREEN | STOWE KITCHEN BATH & LINEN |
| A MANO GALLERY | EDIT NY | LUXE HOME | STRAND BOOKSTORE |
| A TEMPO NEW YORK | EGG NEW YORK | M AND J DESIGN | SUNDANCE CATALOG COMPANY |
| A THOUSAND FACETS | EGGY | M&M DESIGN INTERNATIONAL | SWOOZIES |
| A UNO TRIBECA | EICHLERS | MACYS | TAKASHIMAYA |
| ABC CARPET & HOME | ELEMENTS | MAGNOLIA INSPIRING INTERIORS | TALBOTS INC |
| ABERSONS | EPERGNE | MAGNOLIA MARKET | TEN THOUSAND VILLAGES |
| ABODE HOME DESIGN | ETC EAST | MAISON10 | TERRAZZA |
| ADORN | ETHAN ALLEN | MANGIA NYC | TESORO |
| AERIN | EVE BARI | MARDERS | THE ALLENTOWN ART MUSEUM |
| AERO STUDIOS | EXIT9 GIFT EMPORIUM | MATE GALLERY | THE BALTIMORE MUSEUM OF ART SHOP |
| AEROPOSTALE | FERGUSON PHILLIPS | MCNALLY JACKSON BOOKS | THE BARNES FOUNDATION |
| ALI WEISS | FISHERS HOME FURNISHINGS | MECOX GARDENS | THE BAZAAR PROJECT |
| ALLY BALLY BEE LLC | FISHS EDDY | MEDICI FINE STATIONERY & GIFTS INC. | THE BEEHIVE HOME & GIFTS |
| AMAZON.COM | FIVE BELOW | MERCHANTS OF ASIA INC | THE BOCA RATON MUSEUM OF ART |
| AMEN WARDY HOME | FOLEY & COX INTERIORS, INC. | MICHAELS STORES INC | THE BREAKERS HOTEL |
| ANNIE'S BLUE RIBBON GENERAL STORE | FOOD52 | MIXOLOGYCO | THE BROOKLYN MUSEUM |
| ANTHROPOLOGIE | FORTUNOFF | MODERN ANTHOLOGY | THE BROOKLYN ZOO |
| ARCHIPELAGO AT HOME | FORTY FIVE TEN | MODERN STATE | THE CADE MUSEUM FOR CREATIVITY |
| ARLENE AND ROBERTA | FOTOGRAFISKA | MOON + ARROW | AND INVENTION |
| ARRAY HOME | FOUNDRY42 | NADER S GALLERY | THE CARNEGIE MUSEUMS OF |
| ASIA SOCIETY | FOX5 SEATTLE | NATURAL ALTERNATIVES CENTER FOR | PITTSBURGH |
| AUGUST DESIGNS | FOXTROT | WELLNESS | THE CUMMER MUSEUM |
| AUGUSTA HOFFMAN STUDIO | FREE PEOPLE | NBC UNIVERSAL | THE FOUR SEASONS |
| BARNES & NOBLE | FRITZ PORTER | NEIMAN MARCUS | THE FRICK MUSEUM |
| BARNES & NOBLE COLLEGE | FROSTED HOME | NEST | THE GREENWICH HOTEL |
| BD JEFFERIES | GABRIEL & CO. | NEW ORLEANS MUSEUM OF ART | THE HIGH MUSEUM OF ART |
| BEAMS | GALLERY OF METAL AND STONE | NEW TWIST | THE HIVE |
| BED BATH & BEYOND | GOOD NEIGHBOUR | NILU | THE HOLOCAUST MUSEUM |
| BEJEWELED | GOODS FOR THE STUDY | OCCASIONETTE | THE INDIANA HISTORICAL SOCIETY INC |
| BELK | GORTECH INC | OK | THE JEWELRY VAULT |
| BELLINO FINE LINENS | GRACIOUS HOME | OLD SOUL DECOR | THE MAD MUSEUM OF ARTS AND DESIGN |
| BEN'S GARDEN | HAMILTON & ADAMS | ONE KINGS LANE | THE METROPOLITAN MUSEUM OF ART |
| BERGDORF GOODMAN | HAMILTON JEWELERS | ONLY HEARTS | THE MUSEUM OF ART CHICAGO |
| BETH DIANA SMITH INTERIOR DESIGN | HAVEN | PALMERS MARKET | THE MUSEUM OF ART FORT |
| BLACKER AND KOOBY INC | HILTON HOTEL | PAPER LUXE | LAUDERDALE |
| BLOOMINGDALES | HIP CHIC | PAPER SOURCE | THE MUSEUM OF CONTEMPORARY ART |
| BLUECASHEW KITCHEN HOMESTED | HIP-KID | PAPERFOLIO | CHICAGO |
| BOBYS DEPT STORES | HOAGLANDS | PATINA | THE MUSEUM OF FINE ARTS BOSTON |
| BONOUR FETE | HOMENATURE | PEARL RIVER MART | THE MUSEUM OF FINE ARTS HOUSTON |
| BONNE NUIT | HOMESTYLES | PERCH HOME INC | THE MUSEUM OF LATIN AMERICAN ART |
| BOTANICA | HOYPOLOI GALLERY | PERGOLA | THE MUSEUM OF MODERN ART (MOMA) |
| BOYDS | HUDSON BEACH GLASS INC. | PINEAPPLE ON MAIN | THE NATIONAL GALLERY OF ART |
| BUILT NY | HUDSON GRACE | PINK CHICKEN | THE MUSEUM OF ART FORT |
| BURLINGTON STORES, INC. | HUDSON GROUP | PINK OLIVE | LAUDERDALE |
| CABANA HOME | IBIZA KIDZ | PIQ | THE MUSEUM OF CONTEMPORARY ART |
| CAMP | IKRAM | POOKIE AND SEBASTIAN | CHICAGO |
| CARNEGIE HALL | INDIGO BOOKS US | POSMAN BOOKS | THE MUSEUM OF FINE ARTS BOSTON |
| CARRINGTON JEWELERS | ISETAN MITSUKOSHI LTD. | FUCCIMANULI | THE RICE MUSEUM |
| CATBIRD | ITOYA OF AMERICA, LTD. | PURDY GIRL | THE MUSEUM OF FINE ARTS HOUSTON |
| CELADON HOME | J PAUL GETTY TRUST | RAGEN JEWELERS | THE MUSEUM OF LATIN AMERICAN ART |
| CHELSEA MARKET BASKETS | JASON FINE JEWELRY | REINHOLD JEWELERS | THE SARASOTA ART MUSEUM |
| CITARELLA | JAY STRONGWATER | REJUVENATION | THE WOLFSONIAN-FIU |
| CITIZEN SUPPLY | JAYSON HOME | RETAIL THERAPY | THERAPYSTORES.COM |
| COLD SPRING GENERAL STORE | JAZZ AT LINCOLN CENTER | RIFLE PAPER CO. | THOMASPAUL |
| COLLYERS MANSION | JCPENNEY | RITUAL SHOPPE | TIFFANY & CO. |
| COMING SOON | JENNIFER MILLER | ROOM SERVICE | TOWN & COUNTRY DESIGN STUDIO |
| CONGREGATION BETH SHALOM | JEWELS BY JOANNE | ROSS STORES, INC | TWIST |
| COOPER-HEWITT NATIONAL DESIGN | JOAN SHEPP | RUBIN MUSEUM OF ART | UCGMONK |
| COST PLUS WORLD MARKET | JO-ANN STORES, INC | RUE DU RIX | UNCOMMON GOODS |
| COTE A COAST | JOIE DE VIVRE | RUE SAINT PAUL | URBAN OUTFITTERS |
| CRAFT ALLIANCE CENTER OF ART + DESIGN | JUNG LEE NY | SAGAMORE HOTEL | URBANIC |
| CREDO HOME | KATE MALLER JEWELRY | SAKS | URBANSTEMS |
| CUPCAKES AND CASHMERE | KATHY KUO DESIGNS | SAKS FIFTH AVENUE OFF 5TH | VELESKA |
| CURRENT HOME | KIRNA ZABETE | SCOTT & CO. FINE JEWELERS | VERISHOP |
| CURSIVE NEW YORK | KITH NYC | SCULLY & SCULLY | VERVESHOP.COM |
| CW PENCIL ENTERPRISE | KOHL'S DEPARTMENT STORES | SEDONI GALLERY | WATSON KENNEDY |
| DECO DINE | KOSMIMA FINE JEWELRY | SERENDIPITY | WEIBI CONCEPT STORE |
| DEIRFIUR HOME | LA DENTELLIERE | SHOWFIELDS | WEST ELM |
| DELPHINIUM | LA DI DA | SNOWE HOME | WEST ELM KIDS |
| DESIGN WITHIN REACH | LAGOON LINENS | SOJOURNER | XCEL BRANDS |
| DIAMOND VAULT | LEIF | SPENCER GIFTS | ZAKKA JOY |
| DIGS HOME & GARDEN | LESTERS | SPRUCE DESIGN + DECOR | ZITOMER |
| DROOZ + CO. | LILI AND LOO | ST. FRANK | |
| E.A.T. GIFTS | LOCKWOOD | STAPLES | |
| | LONDON JEWELERS | STARBUCKS COFFEE COMPANY | |





International Attendance

Top 20 countries in attendance

- | | |
|-----------------------------|--------------------------|
| 1 Canada | 11 Panama |
| 2 Mexico | 12 Venezuela |
| 3 Colombia | 13 Taiwan |
| 4 Dominican Republic | 14 Germany |
| 5 Guatemala | 15 Hong Kong |
| 6 Peru | 16 Indonesia |
| 7 Bermuda | 17 Israel |
| 8 Bahamas | 18 Japan |
| 9 El Salvador | 19 South Africa |
| 10 Chile | 20 United Kingdom |

Sample of international buyers in attendance

Adorn
Alba Deco Home
Altelerie
Blue Salon
Boutique Marie Dumas
Cabana
Casa Moniet
Christina Goldston Jewellery
Claire De Lune
Commonwealth Home

Fashions
Crea Scrapbook and More
CTF BM operations LTD.
Ethos Active
Grupo Bisel
Kallalith
Kompulsion Boutique
Lapolar

Magic Castle
Mezzcla
Nava Zahavi LTD
Panderetta Bordados
Papinee
Reinhold Jewelers
Swish Flowers Inc.
The Island Store

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-ALPHA WEDDING
INVITATION CO.
ABERSONS
AMEN WARDY HOME
BEAMS CO LTD
BETTERWORLD
BONJOUR FETE
CABANA
FOUND FOR THE HOME
HARMONY DESIGNS
FURNITURE & INTERIORS
HEART OF THE HOME
HUNDSON GRACE

KANVAS BEAUTY
LITTLE NOMAD
LOVE AND AESTHETICS
MADE TRADE
MICHELLE HARRISON
DESIGN
NADER'S GALLERY
NEWTWIST
OK
PAPER LUXE
PINEAPPLE ON MAIN
RED BOOT CONSULTING
STANLEY KORSHAK

STIX & STONES
SUNDANCE CATALOG
COMPANY
TABULA RASA ESSENTIALS
TESORO
THE PAPER NERD
URBANIC
UNCOMMON GOODS
VERISHOP
WENDY'S BROWN INT ARCH
WEST ELM
WILD THYME INC.

Broad media exposure

AD
ARCHITECTURAL DIGEST

Better Homes
& Gardens

ASPIRE
DESIGN AND HOME

GIFTS
& decorative accessories

THE
PROFIT

domino

COOL
HUNTING®

CU
NY TV

COTTAGES & GARDENS

DESIGNERS
style. substance. soul.

GOOD
HOUSEKEEPING

GOOD
MORNING
AMERICA

HFN

homedit

Inc.

luxē
INTERIORS+DESIGN™

STATIONERY
Trends

VOGUE

hat
HOME
ACCENTS
TODAY

INSIDER

MARTHA STEWART
Living

Galerie

rachael ray
IN SEASON

the knot

TODAY

Join the convo



84.8k

followers



28.5k

followers



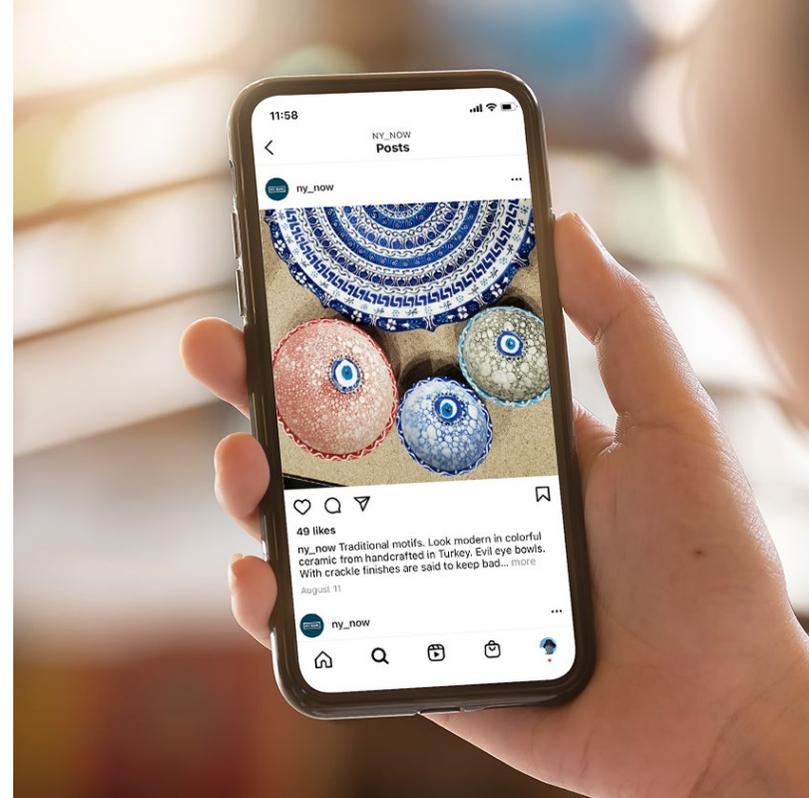
10.3k

followers

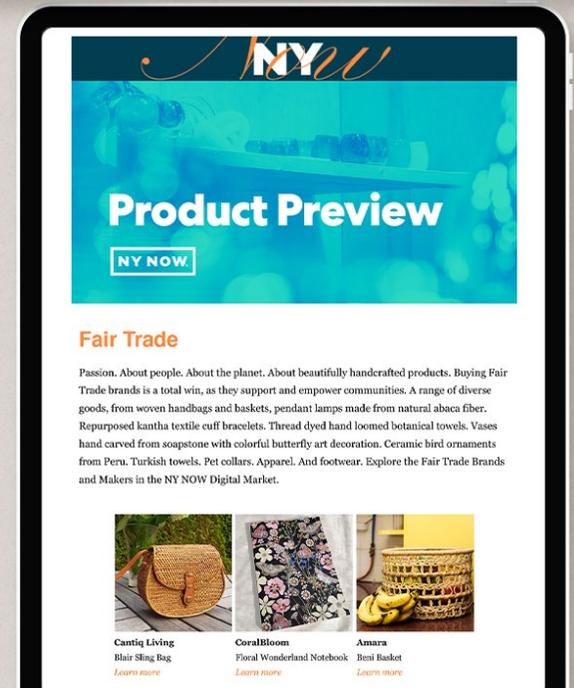


Pre-show exhibitor marketing influences attendance significantly

- Brand Spotlight Emails
- Exhibitor Listing
- Product Preview Emails
- Digital Market Ads
- Social Media Marketing
- Direct Mail



of buyers say exhibitor pre-show marketing has a direct impact on their decision to attend NY NOW

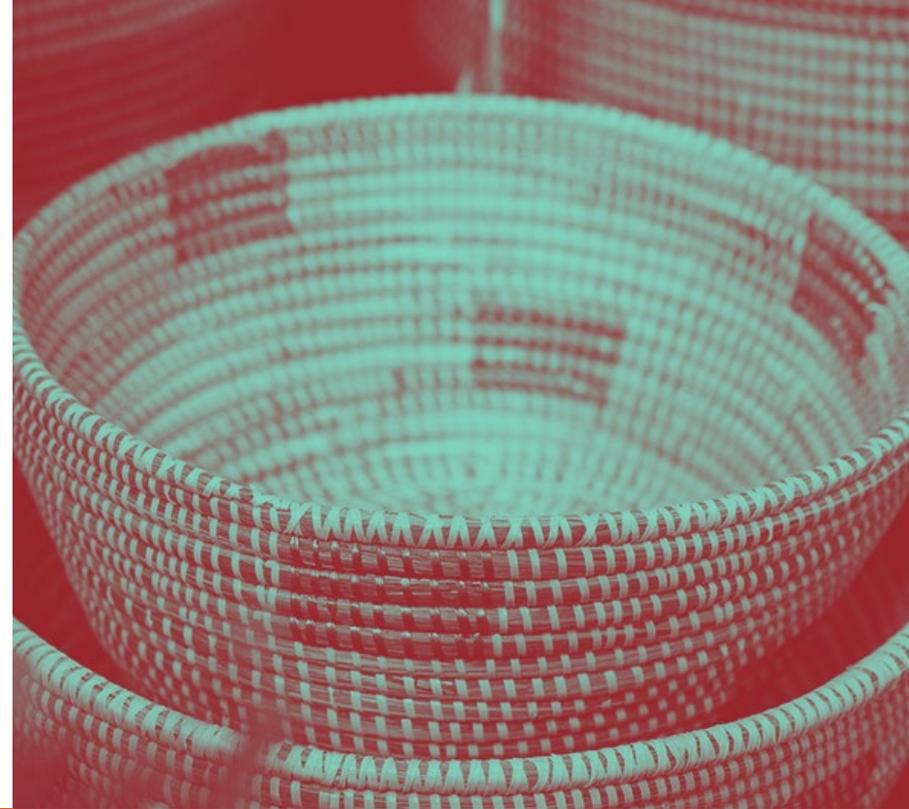




Exhibitor Testimonial

As a first time exhibitor at NY NOW, it was the perfect fit. It's a beautifully curated show and our experience has been so beyond anything I could have imagined. The buyers are here. They're excited, they're looking for new products and they're here to buy! We're writing orders, we're making new contacts and it has been an incredible experience. We are ready to sign up for the Winter market!

Jennifer, Braid and Wood



Attendee Testimonial

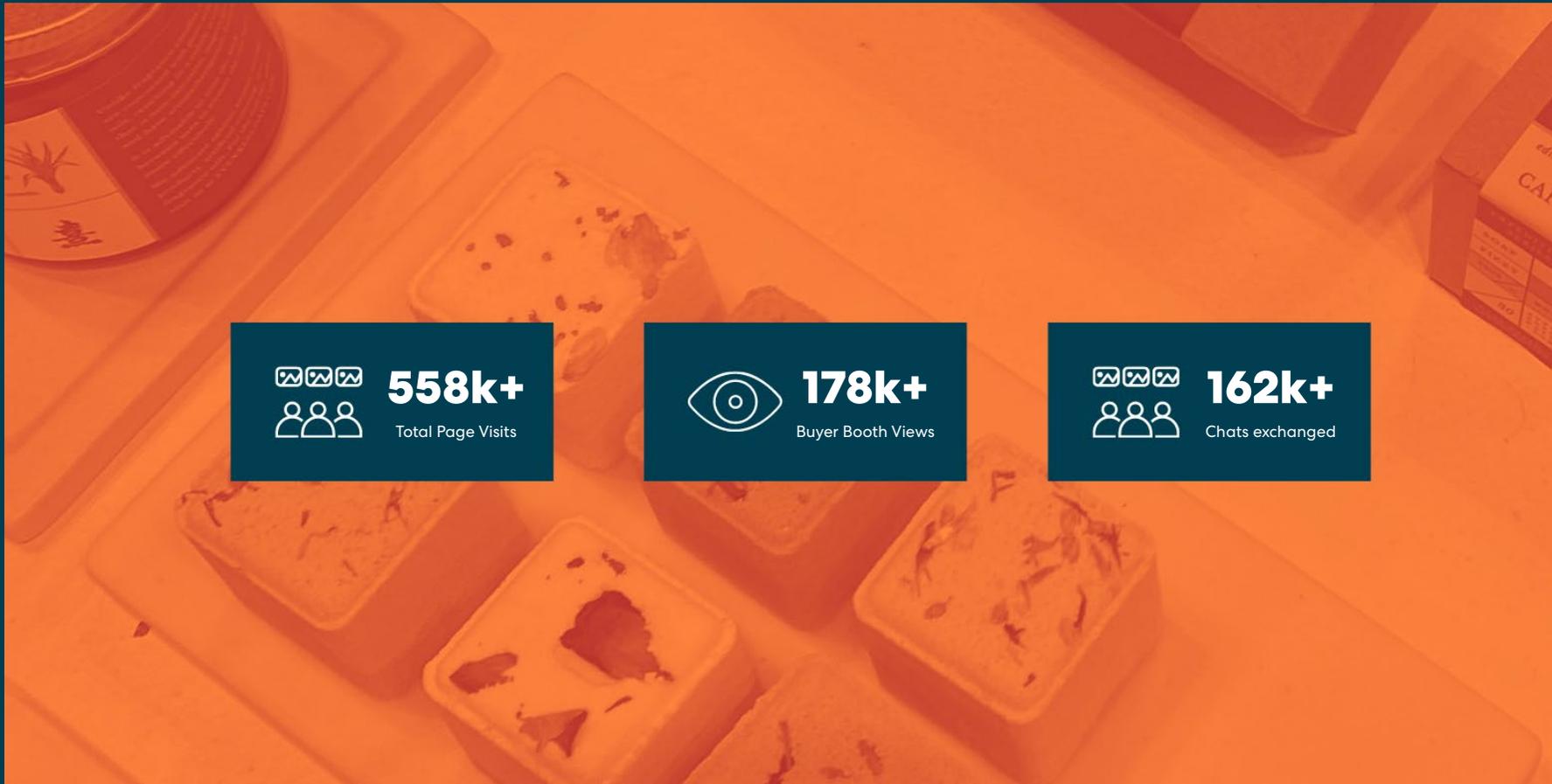
NY NOW is the most important show for us to come to as buyers because it's on the pulse of what's happening now in the marketplace. It's so relevant to what the customers are looking for and gives us an awareness of what we are missing in our stores as well as helps us to expand our offerings. NY NOW offers a whole new vision of how we can innovate what retail is for us now and in the future.

Natalie Hoy, Hoypoloi Galleries

NY NOW Integrated in-person + Digital Market companion

Our digital companion to the in-person show provided brands extra exposure to thousands of buyers looking to source the best products for their stores.

The NY NOW Digital Market is a 365-lead generation, visibility, and connection platform that meets the year-round sourcing needs of buyers.



558k+
Total Page Visits



178k+
Buyer Booth Views



162k+
Chats exchanged

Our team



Emma Smith
 VP, Sales
 914 421 3226
 emma.smith@nynow.com



Allison Garafalo
 Sales Director
 914 421 3212
 allison.garafalo@nynow.com



Rebecca Harvey
 Sales Manager
 914 421 3260
 rebecca.harvey@nynow.com



Michelle Losapio
 Sales Manager
 914 421 3291
 michelle.losapio@nynow.com



Awanda Booth
 Sales Manager
 914 421 3230
 awanda.booth@nynow.com



Stephanie Gaspari
 Sales Manager
 914 421 3366
 stephanie.gaspari@nynow.com



Zoe Maliszewski
 Sales Manager
 914 421 3210
 zoe.maliszewski@nynow.com



Jake McCloskey
 Business Development Manager
 914 421 3397
 jake.mccloskey@nynow.com



Madeline McKenna
 Sales Representative
 914 421 3280
 madeline.mckenna@nynow.com



Desiree Weissgerber
 Sales Representative
 914 421 3230
 desiree.weissgerber@nynow.com

Save the Date!

February 06-09, 2022
Javits Center NYC

NY NOW

follow us!

