

# WHOM YOU KNOW

**#DAYLIGHT #CHEZPEACHY  
#GORGEOUSGIFTS #NYNOW  
AUGUST 2022 AT THE JAVITS  
BEST IN SHOW: WARMIES AND  
ADDISON ROSS Shows In-Person  
Events are Back**

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**Scott Wehrs, President of Warmies and stay tuned for more excellence from this brand!**



**Harry, Sarah and David Addison Ross and stay tuned for more excellence from this brand!**

Whom You Know has been honored to continuously cover NY NOW®, previously known as as the Gift Show, since 2009 twice a year consecutively. It is the country's largest gift and home wholesale market, where brands, buyers, and designers gather to connect and discover a world of inspiration. This past August it celebrated a successful Summer Market, seeing immense post covid growth, at the Jacob K. Javits Center in New York City. Though we see fewer large anchor brands participating, we are starting to see a dominance of smaller brands come to the forefront. The best will be featured by review in upcoming posts. Warmies and Addison Ross are the best by far in addition to Lothantique of France, whom we have covered for a decade and first met at this show.

NY NOW's Summer 2022 Market experienced increases in both exhibiting companies and buyer attendance compared to the Summer 2021 Market, with exhibitor participation increasing by 54% and buyer attendance increasing by 10%. In addition, NY NOW international footprint significantly increased with 221 global brands from across 48 countries, like Morocco, France, Chile, Ghana, El Salvador, and many more, highlighting products from general gifts, accessories, home goods, accessories, and apparel.

"NY NOW's summer market exuded the power of transformation as the industry welcomed Alana, Ali, and the Bulletin team to the NY NOW marketplace," Karalynn Sprouse, EVP, Retail at Emerald. "There is a renewed, collective drive amongst retailers to connect with their current brands while sourcing new and emerging designers for their customers. With over 250 new brands and a full schedule of panels, talks, and guest appearances throughout the four days, it was inspirational to see how NY NOW reignited the power of small businesses, especially as we head towards the Market's milestone 100th anniversary."

The NY NOW and recently acquired Bulletin teams have united and will collectively reimagine the wholesale gift and home landscape with a shared commitment to providing small businesses, designers, and artisans an opportunity to have their brands discovered and shared with the masses.

“This was an exciting four days for all of us at Bulletin, joining the NY NOW market for the first time,” said Alana Branston, Group Vice President, Gift & Home. “Many of our brands have never experienced a market on this scale. The exposure to the Bulletin team was definitely educational and will help firm up our strategy on ways to evolve the show for 2023.”

Support and mentorship for exhibitors was the main priority throughout the summer market’s activations as emerging brands continue to recover from the pandemic and crushing supply chain demands. This year’s event featured a range of conversations that offered attendees expert advice, from how to engage with Gen Z to design and licensing expertise and trends for Spring/Summer 2023.

For more information on the Summer 2022 Market, please visit [www.nynow.com](http://www.nynow.com) and follow along on social media across [Instagram](#), [Facebook](#), and [Twitter](#) for timely updates. For imagery of the Summer 2022 Market, please click [here](#).

We look forward to updating you on more this upcoming winter at the next NY Now!

#### About NY NOW:

Today’s wholesale market for tomorrow’s retail world. Rich with diverse products for discerning retailers, museum stores and specialty buyers. Where artisans meet designers, celebrate creativity and tell their stories. Where eclectic products shine, from home style to fashion statements, from amazing accessories to the perfect gift. Twice a year in New York City, America’s design capital. And nurturing community year-round through its Digital Market. NY NOW is the best platform to build brand exposure. To generate leads and write orders. To customize. Right now. [www.nynow.com](http://www.nynow.com)

**About Emerald:**

**Emerald is a leader in building dynamic, market-driven business-to-business platforms that integrate live events with a broad array of industry insights, digital tools, and data-focused solutions to create uniquely rich experiences. As true partners, we at Emerald strive to build our customers' businesses by creating opportunities that inspire, amaze, and deliver breakthrough results. With over 140 events each year, our teams are creators and connectors who are thoroughly immersed in the industries we serve and committed to supporting the communities in which we operate. For more information, please visit [www.emeraldx.com](http://www.emeraldx.com)**

**About Bulletin Inc:**

**Bulletin's wholesale marketplace connects 3,000 independent brands with over 26,000 online-only and omni-channel retailers all over the U.S. The platform offers a consumer-grade discovery, checkout and order management experience for buyers sourcing inventory from its platform, transforming a once-manual process with line-sheets, phone calls and emails between buyer and seller into a seamless and central transaction for both parties. For more information, please visit: [www.bulletin.co](http://www.bulletin.co)**