

NY NOW

NYC's Premier
Wholesale Event
& Marketplace

Winter
Market 2026

JAVITS CENTER, NYC
FEBRUARY 1-3, 2026



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

Event Details for Winter 2026

DATES & TIMES

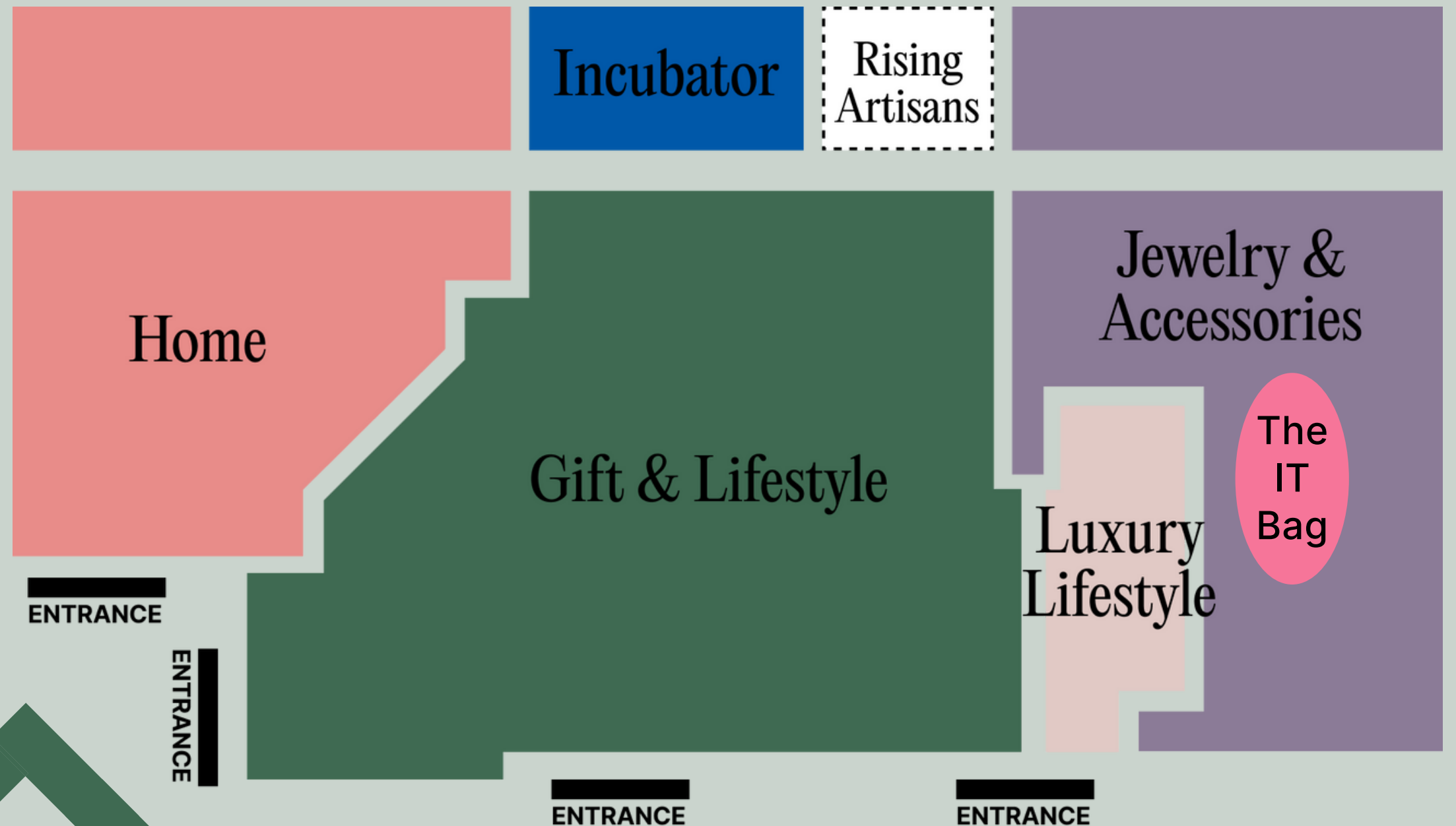
Sunday, February 1: 9AM-6PM
Monday, February 2: 9AM-6PM
Tuesday, February 3: 9AM-5PM

VENUE & HALLS

Jacob K. Javits Convention Center
429 11th Ave, New York, NY 10001

Halls 3A & 3B

Rooted in our commitment to delivering the best possible market experience, Winter Market will continue to provide a professional environment with spacious aisles, smart merchandising, and a show floor that's easy to navigate — all under one roof for a seamless experience.



Welcome to the NY NOW Community



Welcome to NY NOW®, the leading gift, home, and accessories wholesale trade show in New York City, where legacy and emerging brands unite to showcase their newest collections twice per year.

Boasting best-in-class buyers and exhibitors, NY NOW is the market that retailers trust to source their bestsellers.

Prioritizing **streamlined navigation, digital tools and tailored programming**, we make it easy for buyers to find you in a professional environment. Creating a premier destination where the industry connects, does business, and cultivates meaningful connections effectively and efficiently is our top priority.

NY NOW Online (powered by Bulletin), helps you connect with key buyers all year as our directory and digital marketplace. A continued hybrid experience, NY NOW includes lead capture for on-site connections and match making opportunities via our mobile app.

With 100+ years in the wholesale industry, we can't wait to continue helping grow your wholesale business—both in-person, and online.

Building Community Across Categories

We've prevailed with our smart merchandising focused on 3 core sections, creating unique product neighborhoods on the show floor.

Our thoughtful curation streamlines the discovery process for attendees, ensuring that your booth gets the attention it deserves.

Get ready to showcase your products in an environment that fosters engagement, collaboration, and dynamic exposure.



JEWELRY & ACCESSORIES

This section features categories including Accessories, Apparel, Fashion Jewelry, Fine Jewelry, Demi-Fine Jewelry, and Luxury Lifestyle, and is all about giving customers the touches of luxury and sophistication that they crave.

GIFT & LIFESTYLE

This section features categories including Baby & Child, Beauty & Wellness, Games, Gift & Stationery, Hobby Essentials, Publishing, and Toys. It's all about helping folks feel good and have fun while doing it.

HOME

This section features categories including Food & Beverage, Home Décor, Home Design, Tabletop, and Garden & Outdoor Living and is centered around helping customers create the living spaces of their dreams.

Who Attends

ABC HOME FURNISHINGS
ABERSONS
AERIE / AMERICAN EAGLE
AERO STUDIOS
AIMÉ LEON DORE
AMERICAN DREAM
ANDREWS.COM
ANGARA
ATM COLLECTION
BAMKO
BARNES & NOBLE
BEAMS
BENNETT GALLERIES
BESPOKE POST
BIG NIGHT
BIGALOW CHEMISTS
BOSTON MUSEUM OF FINE ARTS
BROOKLINEN
BROOKS BROTHERS
CADEAUX
CANYON RANCH RESORTS
CATBIRD
CELADON HOME
CHELSEA MARKET BASKETS
CITY TRENDS INC
COMERFORD COLLECTION
COOPER HEWITT MUSEUM
COURTYARD PLAZA
CURRENT HOME
DANDELION
DAVID J WITCHELL
DISNEY
DYLANS CANDY BAR
EDDIES OF ROLAND PARK
EFFY JEWELRY
ELDREDGE LUMBER & HARDWARE
ELOQUII
ESTEE LAUDER

FABFITFUN
FAHERTY
FINE ARTS MUSEUMS OF SAN
FRAN
FIRE OPAL
FOX S
GALLERY Z
GARNET HILL
GEORGE A LIFESTYLE STORE
GETTY MUSEUM
GOLDEN GATE NATIONAL PARK
GRACE BAY RESORTS
GREEN LAKE JEWELRY
HARNEY & SONS
HERITAGE FARM & GARDEN
HESTER & COOK
HOMENATURE
HOMESMITHS
HUDSON GROUP
IKRAM
INDIGO BOOKS & MUSIC
ITOYA STUDIO
JAYSON HOME
JUDITH LEIBER
JUNG LEE NY
KAREN KANE
KENNEDY INTERNATIONAL
KINOKUNIYA BOOKSTORE OF
AMERICA
KITSON
KUSTERMANN
LA MAISON SIMONS
LANDRY'S
LEARNING EXPRESS
LEON & LULU
LEVENGER
LIBERTY OF LONDON
LOAVES AND FISHES COOKSHOP
LOCKWOOD

LORD & TAYLOR
LOVESHACKFANCY
LUX BOD & GREEN
MAGNOLIA MARKET
MAMAN NYC
MARDERS
MARRIOTT BONVOY BOUTIQUES
MCNALLY JACKSON BOOKS
MIGNON FAGET
MIX AT THE BREAKERS
MOMS ORGANIC MARKET
MOTTO
NEWTW!ST
NIAGARA PARKS COMISSION
NIC+ZOE
NICKEY KEHOE INC
NICOLE MOHRMANN
NIHI HOTELS
NORDSTROM
NY HISTORICAL SOCIETY
OK STORE
OLIVE AND COCOA
ONLY HEARTS
OXFORD EXCHANGE
PAPER SOURCE
PINK CHICKEN
POSMAN BOOKS
QVC
RAKUTEN GROUP
ROCKSBOX
ROSS
SAKS / SAKS OFF 5TH
SCARPA
SF MUSEUM OF MODERN ART
SHOE INN
SHOPRITE
SILVERADO JEWELRY GALLERY
SOFT SORROUNDINGS

SSPENCER GIFTS
SPIRIT HALLOWEEN
STANLEY KORSHAK
STARBOARD CRUISE SERVICES
STEVE MADDEN
STOCKHOLM OBJECTS INC
SUTTON HOME FASHIONS
TANGA.COM
TEN THOUSAND VILLAGES
TERI JON SPORTS INC.
THE BREAKERS HOTEL
THE CLAY POT
THE CONSERVATORY NYC
THE CONTAINER STORE
THE COURTAULD GALLERY
THE GUGGENHEIM MUSEUM
THE HUNTINGTON STORE
THE MUSEUM OF MODERN ART
THE NIAGARA PARKS COMMISSION
THE PICKET FENCE
THE STRAND BOOKSTORE
THERAPY STORES INC
TIKTOK SHOP
TJX COMPANIES
TWIST
TWISTONLINE
TYLERS
TYRRELL LIMITED
UNCOMMONGOODS
UNIQUITIES STORES
URBAN OUTFITTERS
WALMART
WARWICKS
WEIS MARKET
WHITES APOTHECARY
WHOLE FOODS MARKET
WILDLIFE CONSERVATION SOCIETY
WILLIAMS SONOMA

- Buyer Incentives
- Hotel Discount Program
- Happy Hours
- Activations
- Live Demos + Tours
- Educational Workshops
- On-Site Buyer Programs
- Off-Site Events
- And so much more...

What Our Partners Are Saying

EXHIBITOR

"Adam Glassman from O magazine came by my booth and I am so excited because that is the person I have been dying to meet since the moment I wrote this book. It's the best connection I could have made here at NY NOW! There are so many different kinds of buyers that I've met here, gift shops, museum shops, hospitals etc. opening my mind to all sorts of possibilities."

KAYLA SILVER, FOUNDER - ROSIE AND RAVEN

EXHIBITOR

"The NY NOW Summer Market has been really good. Opening day was phenomenal... way beyond my expectations. The people who were buying were real buyers. I had this great mix of new accounts as well as re-orders. There is no question that I will be participating in NY NOW going forward."

MICHAEL WAINWRIGHT, DESIGNER/ARTIST

ATTENDEE

"We have attended every single NY NOW Market for the last 32 years and it never disappoints. Every time we come to this show, there's always something new. I think my favorite thing about NY NOW is its layout. It's such an easy show to navigate and discover new brands. A lot of the other shows are not that easy."

MICHAEL SCHULTZ, OWNER - CURSIVE

PRESS

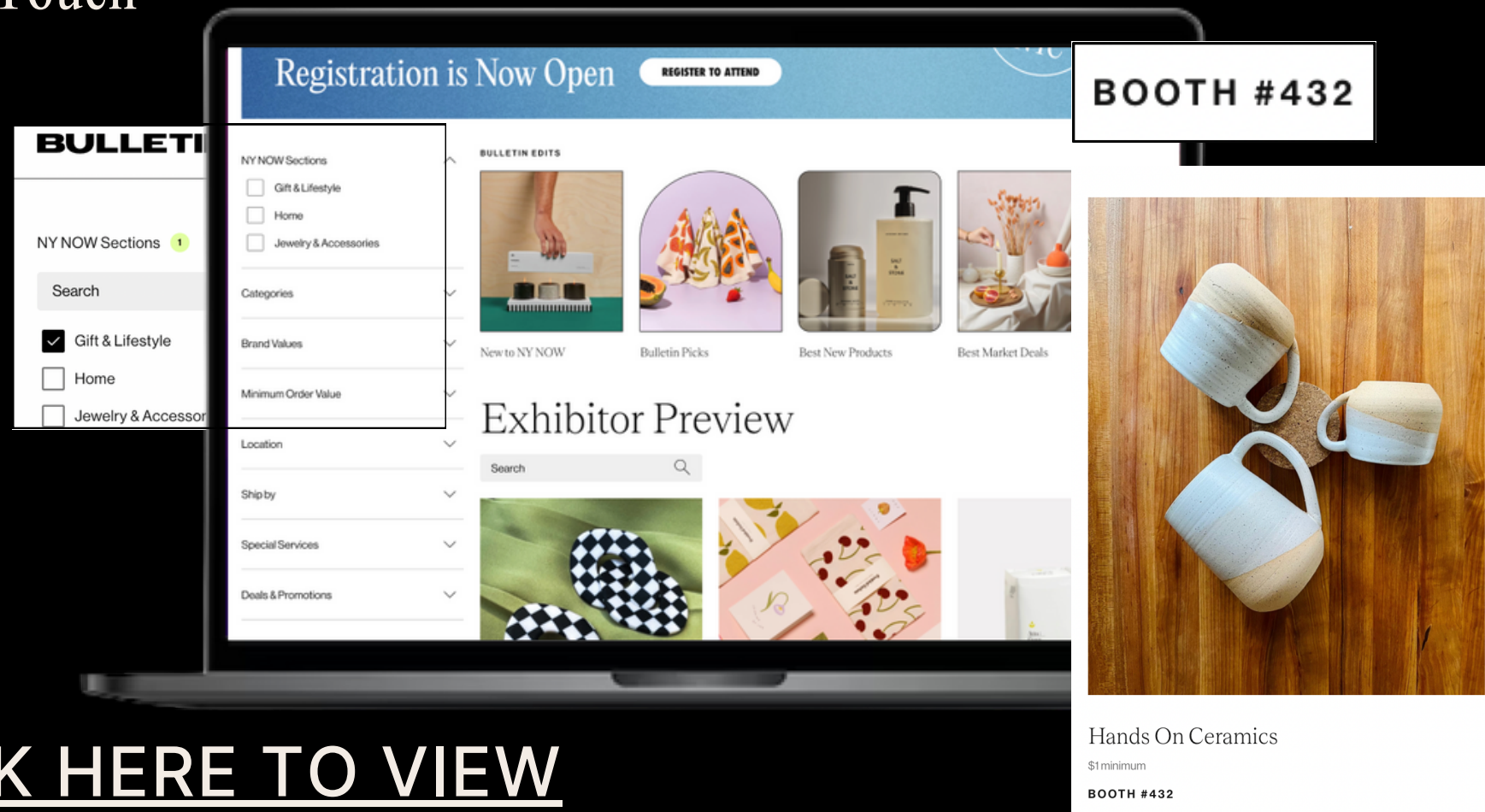
"Any and every fashionista, influencer and trendsetter knows that NY NOW is both next level and cutting edge. It's your vital resource for spotting trends of what's new and next! It's truly your go-to for new and emerging brands."

FLOSS MAGAZINE

NY NOW Online

The NY NOW show floor offers unmatched connection opportunities, but our integrated online platform ensures that the conversation never stops. Use NY NOW Online (powered by Bulletin) before, during, and after the market to discover and connect anywhere, anytime.

- Be Discovered
- Build Connections
- Stay In-Touch



CLICK HERE TO VIEW
NY NOW ONLINE

The Essentials Package, included with every booth package. (\$159 Early Bird)

- NY NOW Online
 - Online Directory
 - Company Logo & Profile Listing
 - Unlimited Product Listings
 - Communicate Values
- NY NOW Mobile App
 - Integration
 - Lead Capture
 - Matchmaking
 - Meeting Requests

REDUCED COMMISSION RATES for all orders placed from contract signing through 2/28/26 for the Winter 2026 Market.

- 12% on new orders, 8% on reorders, and 0% on referrals
- 0% during market days, 2/1–2/3/26

Event Content

DELIBERATE PROGRAMMING TO EDUCATE AND INSPIRE



01 Panels & Workshops

Each market, we put together a series of thought-provoking panels featuring industry experts, trendsetters, and visionaries, providing you with a deeper understanding of the ever-evolving market landscape.

02 Activations

Listening and learning at panels and workshops is crucial, but what about learning how some of our incredible brands make their products, or celebrating together with a toast?! Participate in interactive showcases and live demos led by skilled artisans, raise a glass with your fellow exhibitors at our happy hours, and more.

03 Tours & Presentations

Led by industry insiders, our tours provide expert commentary and context, revealing the stories behind the products and the inspirations that drive their creators.

Press & Media Coverage

Prepare to create lasting buzz for your brand at NY NOW, where esteemed members of the press converge to witness industry innovation firsthand.

With over 400 top-tier media and press representatives from a diverse array of publications, including trade, business, fashion, design, wellness, and mainstream media outlets, your product debut is destined to be the talk of the town.



BUSINESS OF HOME



REAL SIMPLE



Earnshaw's



THE INDEPENDENT HANDBAG
DESIGNER AWARDS

Forbes



The New York Times



ADWEEK



HFN



gossamer

THRIVE GLOBAL

cheddar news

WWD

INTERIOR
DESIGN

Better Homes
& Gardens



HEARST

The 'It Bag' at NY NOW

THIS EXCLUSIVE SHOWCASE SPOTLIGHTS STANDOUT TALENT THROUGH HANDPICKED DESIGNERS WHOSE WORK EXEMPLIFIES INNOVATION, ORIGINALITY, AND COMMERCIAL APPEAL. EACH PARTICIPANT WILL PRESENT ONLY THEIR TOP-SELLING, MOST ICONIC STYLES—TRUE “ITBAGS”—OFFERING BUYERS AND PRESS A FOCUSED LOOK AT THE BEST IN EMERGING AND INDEPENDENT HANDBAG DESIGN. PRESENTED IN A THOUGHTFULLY STYLED RETAIL ENVIRONMENT, THIS NEW FEATURE IS DESIGNED TO HELP BUYERS VISUALIZE HOW THESE SELECT BAGS CAN BE MERCHANDISED TO MAXIMIZE IMPACT, EXCITEMENT, AND SELL-THROUGH POTENTIAL.



The It Bag is a NEW, highly curated experience at NY NOW, curated by Emily Blumenthal—Founder of The Handbag Awards and Author & Host of the Handbag Designer 101 podcast.

The 'It Bag'

Booth Package Details:

- 80 sq. ft
- 2 Shelving units + 1 Table
- Parcan Lighting
- Carpet Flooring
- Price: \$4,279
- Shared Price: \$2,319 (if being split by two brands)



FAQ

IMPORTANT DATES

Winter 2026 Market Dates & Hours:

Sunday, February 1: 9AM-6PM

Monday, February 2: 9AM-6PM

Tuesday, February 3: 9AM-5PM

September 5, 2025

NY NOW Early Bird Pricing Ends

September 6, 2025

NY NOW Standard Pricing Activates

January 16, 2026

Contract Deadline

USEFUL RESOURCES

- Exhibitor Services Manual (Coming soon)
- Please visit our Exhibitor [Help Center](#) for all event related information.
- Explore options for booth furnishings and accessories [here](#).
- Browse our [Exhibitor Tools page](#) for everything you could possibly need to feel ready to sell, learn, connect, and have your best market yet.

Service Provider Discount Deadlines

January 2, 2026

Increase on advanced rate ordering through [Freeman](#)

See you on the show floor for Winter 2026 Market!

CONTACT

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