

# NY NOW<sup>®</sup>

THE MARKET FOR HOME, LIFESTYLE + GIFT

FEBRUARY 3-7, 2018

JAVITS CENTER • NYC



## WINTER MARKET PREVIEW

**INSIDE...** Tech tools at your fingertips

**PAGE 2**

Now trending

**PAGE 6**

A sneak peek at exhibitors

**PAGE # TBD**

**HANDMADE<sup>®</sup> DESIGNER MAKER, NOW ON LEVEL 3, OPENING SUNDAY, 2/4**

**IFC - AD**

## Uncover the uncommon at NY NOW® this winter!

It's my pleasure to give you a sneak-peek at the winter 2018 edition of NY NOW®. In this Market Preview you'll explore our comprehensive collections – HOME, LIFESTYLE + HANDMADE – discovering quality, design-focused products from thousands of established and emerging brands.

Located in the hub of design and commerce, NY NOW offers an unparalleled buying experience including an opportunity to:

- See the very best in trend-driven products across all categories and price points
- Network with the largest gathering of trend-setters, trade and consumer media, and fellow industry professionals who are serious about smart design that is fun and functional
- Discover **hundreds of brands NEW to Market**, plus thousands more – many with **products launching exclusively at NY NOW** this February

Access inspiring stories about our brands, educational programming and only in NY events – giving you the tools to get the most out of your NY NOW experience. We're also giving you a glimpse into the products and trends that will inspire you and your customers in 2018.

Stay tuned for details on **Connect™** - our online market planner – to help you plan your visit and connect you with brands that carry products you're interested in.

Visit NYNOW.com for more details including exhibitor listings and exclusive discounts on hotel bookings through our official travel partner, onPeak.

**Get social!** Connect with us on Instagram, Facebook and Twitter. **Follow #NYNOW** to get a sneak peak of what's in store for February and join the conversation! Don't forget to share your favorite brands and products while you're exploring all that NY NOW has to offer.

We're looking forward to seeing you in NYC in February! Get ready, and let us know if we can do anything to enhance your experience.

### Randi Mohr

NY NOW® director and Emerald Expositions vice president



# Tech Tools Give You What You Need

Online search platform and mobile app make it easy to plan ahead for NY NOW, and stay in-the-know once on-site.

## NY NOW®: ONLINE, ON-THE-GO, AND ON-SITE!

With a click of your mouse, or a tap of your mobile device, **NY NOW®** offers tools to make it easy to find the information you need.

### ONLINE PREP & PLANNING

Your first stop should be **NYNOW.com**, where you can:

- **Register** to attend NY NOW.®
- Reserve your place at **seminars and special events!**
- Book **hotel reservations** through onPeak. Take advantage of **discounts exclusively for NY NOW® Market attendees!**

### ON-SITE AND MOBILE

The NY NOW® Mobile app allows you to search exhibitors, products, event specials, educational seminars, market highlights and more.

### FIRST TIME ATTENDING?

Check out our New Buyer Webinar including tips & strategies for shopping the Market. Visit **[nynow.com/attendees/first-time-attendees](http://nynow.com/attendees/first-time-attendees)** to download today!

### NEW!

Source thousands of products through Connect™, NY NOW®'s networking portal. Exhibitors have signed on to give you a preview of the products they plan to reveal at the Market, access Connect to get a glimpse.

#### Through Connect you can:


- Search for exhibitors, products and seminar sessions
- Create lists of your favorites and add them to your personal itinerary
- Email and request on-site appointments with exhibitors

Access Connect from the NY NOW® homepage. Login with your badge ID or look for an email providing your personalized login.

### GET SOCIAL!

**VISIT OUR SOCIAL MEDIA CHANNELS, AND ENGAGE WITH THE NY NOW® COMMUNITY:**

 **[facebook.com/nynowmarket](https://facebook.com/nynowmarket)**

 **[@nynowmarket](https://twitter.com/nynowmarket)**

 **[@ny\\_now](https://www.instagram.com/ny_now)**

 **[@nynow](https://www.youtube.com/nynow)**

**Don't forget to use #NYNOW in your posts!**



# In This Issue

2

## Tech Tools

Live in the now- save time and get must-know information with NY NOW®'s technology-enabled tools.

4

## The Overview

Everything to look forward to at New York's premiere home and lifestyle market this winter.

5

## Market Schedule

6

## HOME

What's new and what's next in furnishings, home textiles, interior décor, tabletop, and gourmet housewares.

12

## LIFESTYLE

Trend-setters in giftware, personal care, fashion accessories and juvenile resources.

13

## HANDMADE

Artisanally crafted and made by hand, from limited-production designer makers to handmade global resources.

14

## ARTISAN RESOURCE®

The market for volume handcrafted and artisan goods centrally located in NYC.

16

## Seminars + Events

Start planning your market week with this convenient programming overview.

9



19

## Special Events

20

## Explore New York

Make the most of your time in one of the world's most exciting destinations; must-experience attractions, shops, and restaurants.

32

## Market Layout



19

21

## The Overview

This February, NY NOW®, *the Market for Home, Lifestyle + Gift*, gives you an opportunity to source products that are sure to be best sellers! The February market will include **hundreds** of product categories and **2,300+** suppliers.

NY NOW®'s curated collections help you shop for complementary resources. Staggered opening and closing dates give you the time to experience all NY NOW® has to offer.

### NY NOW HOME

**Location:** Javits Center, Level 3

**What you'll find:** With a focus on innovation, this collection includes three themed sections: *Tabletop + Gourmet Housewares*; *Home Furnishings + Textiles*; and *Accent on Design*®.

### NY NOW LIFESTYLE

**Location:** Javits Center, Level 1

**What you'll find:** A broad spectrum of trend-setting merchandise across four themed sections: *Baby + Child*, *Gift*, *Personal Accessories*, and *Personal Care + Wellness*.

### NY NOW HANDMADE

**Location:** *Handmade*® *Global Design*; Javits Center - River Pavilion; *Handmade*® *Designer Maker*; *Artisan Resource*® Javits Center - Level 3

**What you'll find:** A juried collection of artisanal handcrafted items across categories such as tabletop, ceramics, textiles, home décor, jewelry, and apparel. There are three distinct sections: *Handmade*® *Designer Maker*, *Handmade*® *Global Design*, and *Artisan Resource*® - connecting volume import buyers with artisanal producers from around the globe!

# NY NOW<sup>®</sup>

HOME - LIFESTYLE - HANDMADE

## Market Schedule

FEBRUARY	3	4	5	6	7
	SAT	SUN	MON	TUE	WED
<b>HANDMADE</b> HANDMADE <sup>®</sup> GLOBAL DESIGN	9-6 AM PM	9-6 AM PM	9-6 AM PM	9-5 AM PM	
<b>HANDMADE</b> HANDMADE <sup>®</sup> DESIGNER MAKER ARTISAN RESOURCE <sup>®</sup>		9-6 AM PM	9-6 AM PM	9-6 AM PM	9-2 AM PM
<b>HOME</b>		9-6 AM PM	9-6 AM PM	9-6 AM PM	9-2 AM PM
<b>LIFESTYLE</b>		9-6 AM PM	9-6 AM PM	9-6 AM PM	9-2 AM PM



# Appealing Ingenuity: From Knobstoppers To Table Toppers

Some inventors have a lightbulb moment—others have a doorknob moment. In 2005, when Robbie Cook and Angie Hester Cook realized that a vintage doorknob could be transformed into an ideal wine stopper, the husband and wife team developed their vision into a unique product (the KnobStopper) that evolved into a bona fide company dedicated to wholly original home goods, stationary, and more. **Hester and Cook** is centrally located in the burgeoning cultural hub of Nashville, Tennessee. As Angie explains it, the locale allows them to gain creative perspective from their surroundings while serving customers near and far. “We have thrived in this environment and currently have two retail stores here. The stores are a great laboratory for us and keep us in touch with the consumer.”



*Hester & Cook*

Angie had a background in marketing, business development, and consulting; Robbie’s expertise was in small business and sales. The pair knew they wanted to embark on a creative endeavor, and once KnobStoppers took off from idea to wholesale success, they dedicated their energy to growing Hester & Cook, expanding their offerings to include everything from chandeliers to pencils, keeping a focus on vintage flair and ingenious design.

## A Wonderful Life By Design

Though Hester and Cook garners inspiration from all directions—fashion, kitchen and dining experiences, home remodeling—the company is also motivated by a deeper mission, and donates a portion of all sales to the Wonderful Life Foundation, which Angie and Robbie created in 2009.

“At the center of our lives is our children. When our middle son Will was diagnosed with a brain tumor at the age of two, it was a devastating trauma for our family—we battled his brain tumor for four years. Will is now 14 and doing fantastic—we are so fortunate and grateful every day for his healing,” Angie says. “Through that battle, we felt called to serve families going through that same experience. We had support systems and financial means to help get us through that time, however, there are many families that are financially devastated by a child becoming ill, and that is where The Wonderful Life Foundation steps in. We assist with basic needs like mortgage and car payments, food or hotels costs. We try to ease the financial burden, so these families can focus on the healing of their children.”

## Looks Great on Paper

Hester and Cook is a longtime NY NOW exhibitor. While placemats and table runners are perennial Hester and Cook bestsellers, the company is well known for innovative paper goods perfect for dining and serving. They’re excited to make a natural move into gift wrap, debuting a new category at the Winter Market: gift bags. They’ll also introduce new spring table papers, including Easter and Coastal kitchen papers and charming die-cut cards. Adding different artists to the mix means multiple lines featuring different styles. “We continue to design as well as collaborate with artists to create new exciting items each season. Our stationery collection is growing by leaps and bounds as well...our card business is great.” [www.hesterandcook.com](http://www.hesterandcook.com)



ACCENT ON DESIGN



## Design at the Intersection of Tactile and Textile

City streets handstitched across cozy cotton. A map of the Great Lakes meticulously appliquéd in sumptuous silk upon a keepsake quilt. Rip stop nylon kites unfurling to reveal vibrant geometric patterns or the billowing sails of ships destined to sail the sky instead of the sea. Brooklyn's **Haptic Lab** specializes in design to delight all the senses. With former architect Emily Fischer at the helm, the independent studio has remained a trailblazer in the world of sensory design since its 2009 inception.



Back then, Fischer was experimenting with various DIY projects, including the handmade quilted maps that are now a studio staple, plus quirky kites and flying toys. Haptic Lab emerged from her second place finish in a prestigious kite design competition, but its focus on “Design to Touch” is closely tied to Fischer’s upbringing. “My mom is visually impaired, and she made me realize how much designers privilege the visual over everything else. I try to focus on the tactile solutions to design problems, focusing on beautiful materials, weight, how something feels against the skin.”

### Innovation Past and Present

After four years as an exhibitor at NY NOW, Fischer values the long term relationships she’s nurtured with buyers. “Though I’m always meeting new people, I like checking in with our best stockists to see what’s working and brainstorm new project ideas together.” At the Winter Market, Haptic Lab will introduce the Flying Martha ornithopter, a bamboo mechanical flying bird named in honor of the last passenger pigeon and inspired by aviation pioneers—specifically, the Wright Brothers and Leonardo Da Vinci. The whimsically intricate toy began as a Kickstarter project. “What’s great about Kickstarter is that you connect with people in a very direct way: they’re backing your idea, they want you to succeed, they have something personally invested in you as a creator,” Fischer explains. “I love being able to share the whole messy design process with people in a very transparent way, and the support offered by backers is so much more than financial.”

### Sensory Sentiment, Stitched by Hand

Haptic Lab products inspire feeling, by any definition. Exemplifying exquisite handicraft and personally relevant design, the studio custom embroiders quilts to commemorate a date, a place, or an occasion. Bestselling Haptic Lab products include Sailing Ship Kites, functional kites that double as fanciful decorative accents. Haptic Lab also crafts a popular collection of Constellation Quilts, maps of the night sky quilted by hand. The appeal is both instantly tangible yet intangibly nostalgic. “There’s a quality to both products that are evergreen - they’re classic, and customers have a real emotional connection to the work. They evoke the best memories of childhood to me.” [www.hapticlab.com](http://www.hapticlab.com)





**TULIA'S ARTISAN GALLERY: SILVER FRIENDSHIP BRACELETS**

Silver plated wire mixes with eclectic patterns and brightly rendered in colorful palm leaf threads. Friendship bracelets are ubiquitous, but these bangles are uniquely designed- and handwoven by indigenous artisans in Colombia. [tulias.com](http://tulias.com)



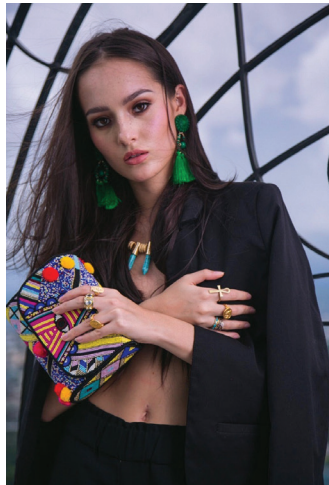
**LAUREN HB STUDIO:  
TURQUOISE LANTERN VASE**

Exquisite clean lines define this uniquely shaped vessel awash in turquoise- fill with freshly cut flowers for a chic statement centerpiece. [laurenhbstudio.com](http://laurenhbstudio.com)



**KEVIN O'BRIEN STUDIO:  
GARLAND APPLIQUED  
LINEN PILLOW IN WISTERIA  
COLORWAY**

Texture intertwines with pattern; enchanting vines and vivid blossoms make a garden bouquet appliqued in vivid velvet on linen. These pillows make an impact anywhere they're tossed. Designed in Philadelphia and made in Nepal. [kevinobrienstudio.com](http://kevinobrienstudio.com)



**ETHNIQUE: MATI BAG**

Inspired by the patchwork motif of Indian Banjara bags and leveraging the evil eye as a focal point, this striking clutch is fully beaded, completely handmade, and a consummate conversation piece. [ethniqueph.com](http://ethniqueph.com)



**RINSE BATH AND BODY:  
BEARD DISPLAY**

From whisker elixir to beard balm and everything in between, this display contains men's personal care essentials designed to tame a man's mane. Made with invigorating essential oils and 100% natural ingredients, every product smells and feels as good as it works. [rinesoap.com](http://rinesoap.com)



### MODERN TWIST: CURIOUS OTTER BUCKET BIB

Totally durable yet otter-ly fashionable, this bucket bib features wood-cut illustrations hand-printed on 100% pure silicone that's soft, non-toxic, and dishwasher safe. Bonus: it's easy to pack and a breeze to clean, making it a must for busy parents. [modern-twist.com](http://modern-twist.com)



### CHANDO USA: MYST PEACH BLOSSOM

Elegantly effusive, this porcelain and glass diffuser captures the elusive scent of flowers in full bloom. Envelop a room month after month in warm, revitalizing fragrance evoking apricot and carnation. [meijiahomedecor.com](http://meijiahomedecor.com)



### SUE ROSENGARD JEWELRY DESIGN, LTD.: ORBIS NECKLACE

Layered or alone, this makes a statement. A delicate sterling studded gold vermeil chain catches the light while the unique Orbis element, circled in gold and accented with a pod dangle, catches the eye. [suerosengard.com](http://suerosengard.com)



### BRONTE BY MOON: COSMOPOLITAN COLLECTION

Modern design cozies up to sumptuous wool in these luxe throws & cushions, emerging from one of the last remaining vertical woolen mills in Great Britain to weave heritage craft together with on-trend colors and of-the-moment prints. [brontebymoon.co.uk](http://brontebymoon.co.uk)



### BROOKLYN CANDLE STUDIO: HINOKI BLACK MATTE SCENTED CANDLE

The Hinoki scent echoes Japan's Hinoki Cypress, lending its enchanting citrus aroma to a hand-poured candle encased in black matte glass, designed to add a subtle glow and elegant aroma to any environment. [brooklyncandlestudio.com](http://brooklyncandlestudio.com)



### FUNKY ROCK DESIGNS: STONE DRINK DISPENSER

Each of these innovative dispensers is uniquely handcrafted in Maine from New Hampshire granite and coastal New England beach stone. Patented design accommodates nearly any bottle on the market- have a drink on the rocks! [funkyrockdesigns.com](http://funkyrockdesigns.com)



**SEVYA HANDMADE:  
REENA SHAWL**

This super soft and luxuriously oversized fair trade scarf features vibrant florals dancing across the finest wool. [sevy.com](http://sevy.com)



**BANDI SLEEK POCKETED BELT - MARRAKESH PRINT**

Bold prints and smart style define this pocketed belt designed to securely stash essentials. Adjustable fit and unbeatable convenience; an ideal accompaniment for a workout, a trip, or anywhere it's important to keep your things safe and your hands free. [bandiwear.com](http://bandiwear.com)



**AVANCHY ESSENTIAL DISHES COLLECTIONS**

Earth-friendly bamboo dishes accented with soft silicone are strong, water resistant, and anti-bacterial- perfect for kids. A revolutionary airtight-lock mechanism sticks to hard surfaces for mess-free meal times. Non-toxic, BPA, PVC, Lead, and Phthalate-free means serving up safety and style simultaneously. [avanchy.com](http://avanchy.com)

**MICHELLE SIMON JEWELRY:  
OCEAN HORIZON RING**

A statement ring designed to be a modern day classic, this exquisite freshwater pearl and sterling silver piece is as striking as a wave against a beach. The oversized pearl is a nod to bold femininity, with a hint of rebellion visible in the MSJ signature texture and dark oxidation. [michellesimonjewelry.com](http://michellesimonjewelry.com)



**MADE BY HUMANS 2  
DESIGNS, INC: BALLOON  
MONEY BANK UNICORN**

What's more magical than a unicorn? How about a unicorn balloon animal that doubles as a coin bank, crafted from ceramic in a super high gloss finish? Keepsake worthy and full of whimsy, bank on this unicorn's wow factor. [madebyhumans.com](http://madebyhumans.com)





### CEYLAN: RIALTO BLACK

Tabletop luxury is a feast for the eyes. Stunning constellations of 24 karat gold adorn fine porcelain dinnerware handcrafted in Germany. [ceylanco.com](http://ceylanco.com)



### BEARS + BEES LUNCH PACK

A plastic wrap alternative that's washable, reusable, compostable, and adorable to boot. This naturally antibacterial food storage solution is crafted from organic cotton, sustainably harvested beeswax, organic jojoba oil, and tree resin. [beeswrap.com](http://beeswrap.com)



### UWP LUXE: GREENHOUSE POP-UP GREETING CARD

A miniature greenhouse bursting with fresh foliage, intricately crafted from laser-cut paper, pops up upon opening this greeting card, putting a novel spin on the traditionally stale salutation. [uwpluxe.com](http://uwpluxe.com)



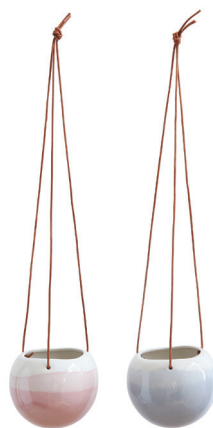
### LOOPY MANGO: MINI SCARF DIY KIT

A fantastic introduction to a lifelong love of knitting, this is a beginner's level DIY kit, perfect for ages 6-8. Includes superfine merino wool, knitting needles, and instructions for knitting a kid-sized scarf. [loopymango.com](http://loopymango.com)



### FAIR ANITA: INDIA COLLECTION

A perfect balance of ethereal and elemental, this gorgeous jewelry is designed to empower-made fair trade by women in India who receive at least triple the local minimum wage, plus educational trainings and scholarships. [fairanita.com](http://fairanita.com)



### BLOOMINGVILLE STONWARE OMBRÉ HANGING PLANTER WITH LEATHER STRAP, ROSE & BLUE

Glossy ombré orbs strung on straps of sturdy leather serve to elevate greenery by cradling it in subtly hued sophistication. [bloomingville.com](http://bloomingville.com)



## Fashioning A Better World



The **Mata Traders** story begins with three good friends embarking on a post-college trip to India. There, Maureen Dunn Fetscher, (Founder, Creative & Brand Director), along with Jonit Bookheim (Director of Sales) and Michelle Thomas (Director of Operations), became enamored with the country's vibrant culture—a culture beautifully steeped in color and tradition. The fabrics and handcrafts they found there ultimately led them to launch an ethical apparel ecosystem designed to empower women every step of the way.

Since 2007, Mata Traders has become synonymous with vintage-inspired designs updated in bright and bold patterns. Mata honors traditional south Asian textile techniques and artisans by featuring handcrafted fair trade clothing and jewelry appealing to a diverse global marketplace, proudly partnering with Indian and Nepalese fair trade apparel producer groups that train and employ hundreds of women artisans from rural areas, tribal villages and urban slums.

### Style with a Story

Mata Traders has been at NYNOW since January of 2010. "It's a great market because the buyers at this show are looking for unique and interesting products that will make their shops stand out. There is a strong fair trade community at the show - both buyers and exhibitors - who value not only the design of a product, but also how it's made. More than at other shows, people put emphasis on understanding and highlighting the stories behind products."

The AW18 Mata Traders collection launching at the winter NY NOW market features heavier weight fabrics and fall tones rendered in Mata's signature vivid prints—and designed to expand their reach by offering more styles in extended sizes. "We see a lack of ethical fashion choices for plus size women and we want to be able to offer fashionable fair trade options to all of our customers."

### A Pattern of Empowerment

Distinctive techniques from around the world are showcased in prints designed in Mata's Chicago studio. "We always feature a few geometrics, a few florals and a few kooky prints in every collection. And we are expanding our wovens categories-- lots of hand-woven ikats, rich plaids and some rayon blends." Next the apparel is handcrafted by female artisans in India or Nepal, then sold around the world. "Women wear Mata because Mata makes them feel adventurous, compassionate, beautiful and powerful. That's why Mata says 'Together, we can fashion a better world.'"

Known for serving up fun dresses with an ethical edge, Mata Traders sells several enduring favorites, like the Artsy Traveler dress, popular for nearly a decade. "What makes it a best-seller is the elastic ruching on front and back, which flatters every body type." Each Mata Traders dress is versatile, unique, and eminently wearable, while the Mata mission of gender equity, social mobility, and fair trade is the ultimate conversation starter. [www.matatraders.com](http://www.matatraders.com)



## Smells Like Victory (Or Accomplishment)

Who needs a dollop of Bloody Knuckles Hand Repair Balm? According to **Duke Cannon**, “real men” do. With cheeky slogans, a focus on products that work great and smell great, and a commitment to giving back a portion of its proceeds to the military, Duke Cannon thrives in the men’s grooming sector by knowing exactly what will appeal to a “man’s man.” You know the type. James Bond, Ron Swanson, Earnest Hemingway. That guy from all the beer commercials.

Speaking of beer, it’s just one scent available for the Big Ass Brick of Soap. Other scents include Victory, Accomplishment, and Productivity. The soap itself is modeled after the rough cut, “brick” styled soap GIs used during the Korean War. It’s even made in the very plant that was the primary supplier of military soap for 20+ years. And guess what? Guys love it. “Our Big Ass Bricks of Soap are our best sellers. More specifically, our Big Ass Beer Soap and our Big American Bourbon Soap are top of the pack. The big brick of soap is unique in size, but it’s the humor of the packaging, the story of the soap, and the scents that make them an alpha performer in gifting.”

### Who’s That Guy?

Duke Cannon began as a way to fill a perceived gap in men’s grooming. “There was nothing for your everyday, meat grilling, sports watching, hard-working guy.”

The company continues to be inspired by that guy. “We’re consistently inspired by the desire to be different while meeting the needs of real men. We have a group of consumers that we call our tradesmen’s panel. They are everyday guys who hail from different backgrounds, work in diverse fields, and are all what we would call “a Duke Cannon man.” They tell us what sucks about products out in the world. They tell us what they need. They inspire us to create products that work.” And of course, their provocative products prompt a reaction that never fails to inspire.

“Every time we see someone laugh out loud because of our packaging, every time someone tells us how much they love any of our products...we love it. Every time a store owner comes to us and tells us how they sold out over a weekend, or how a consumer drove 50 miles just to get some more Duke Cannon...we love it. Long story short, our customers (both wholesale and retail) fuel and motivate us to continue being different, innovative, and have as much fun as we can.”

### What To Get For The Dude Who Has Everything

Plus, they know their customer. “Over the past few years we’ve proven time and time again that men like gifts too, yet they are incredibly difficult to shop for. However, men are also tired of receiving another tie or trinket that just collects dust. They appreciate something that’s both functional and funny.”

So what can we expect from Duke Cannon at the winter NY NOW market? “We’re introducing, as Duke Cannon would say, a f\*\*kton of new products. Not only are we introducing our best-selling Big American Bourbon Soap, a cobrand with Buffalo Trace, we’re also introducing a complete refresh of our famous Big Ass Bricks of Soap. We want to consistently deliver cool and awesome news with which our wholesale partners can dominate men’s gifting.” [www.dukecannon.com](http://www.dukecannon.com)

# Handcrafted, Globally Curated—an Artisanal Collection from Around the World

## ARTISAN resource®

Visit Artisan Resource to explore authentic handmade goods gathered from across the globe—all in one place. Home and lifestyle products of the absolute finest quality, uniquely designed using ethical and environmentally conscious methods. From contemporary Ethiopian leather bags to exquisite Himalayan cashmere throws—these uncommon wares share a common thread—each piece has a story to tell.

**REGISTER ONLINE TO ATTEND: [nynow.com](http://nynow.com)**

**Feb 3 - 7 + JAVITS CENTER NYC**

## FAQ:

### **What will you find at Artisan Resource?**

A curated collection of handmade products and production capabilities at export terms from the country of origin. Products from over 20 countries will span a range of materials including textiles, ceramics, glass, metal, leather, natural fibers, recycled materials, and paper.

### **Who will exhibit?**

Artisan Resource exhibitors are experienced exporters selected for their commitment to design innovation, cultural preservation, social enterprise, and sustainability. They aim to keep artisan craftsmanship, traditional methods and techniques, and cultural heritage thriving.

### **Are there any educational opportunities?**

Seminar programming will feature daily multisession tracks encompassing all aspects of Handmade at NY NOW®. In addition, daily “Importing 101” seminars will be offered, covering the basics of international business relationships.

### **Who attends Artisan Resource®?**

Over 20,000 buyers attend NY NOW® and represent all 50 U.S. states and more than 60 countries globally. Artisan Resource is promoted as a sourcing platform to NY NOW® buyers to find new artisan collections and custom production resources. Buyer attendees represent large volume retail stores, national retail chains, small independent retail stores, museum stores, wholesalers, distributors, mail order, catalogues, designers, sourcing agents, and press. Attendees look to buy current product collections as well as to find production partners to develop custom lines.



# ARTISAN RESOURCE SPOTLIGHT:

## Asha Handicrafts

### Upholding Tradition, Handcrafted With Hope

The word “asha” means hope in Sanskrit-- and for 42 years, **Asha Handicrafts** has delivered hope to thousands across India by providing sustainable livelihoods to disadvantaged artisans and producer groups. The not-for-profit organization employs diversely skilled people to produce a sweeping array of exquisite handicrafts according to long-preserved regional tradition. Sesham wood, mango wood and haldu wood carvings sourced from Saharanpur, the traditional Indian center for wood handicrafts. Metal goods crafted by tribal communities in Orissa, using methods unchanged over thousands of years. Brassware created in India’s metal city, Moradabad. Brilliant textiles, block printed by hand in Rajhasthani motifs outside Jaipur. Pottery, horn and bone, musical instruments, jams and chutneys, and countless other unique products round out the Asha offerings— and all are created in accordance with Fair Trade values.



### Working In Partnership, Hand In Hand

Asha is an organization defined by the humanity at the heart of its mission as much as the hands that craft its wares. The company lives by Fair Trade values, including provisions for fair pricing, quality products made by hand, ensuring the welfare of the artisan community, and committing to environmental preservation. “We joined World Fair Trade Organization in 1995 and since then our business has grown sustainably. The Ten Principles of Fair Trade have been practiced and monitored thoroughly, creating long term positive impact in the lives of our artisans. We are now providing work to more than 800 artisans in India,” says Ivan Carvalho, Export Marketing Manager. He goes on to recall how earlier in his career, Asha expanded their reach within artisan communities. “My first journey was a long stretch of 20 days where I visited artisans in the north of India in 2002. I visited the production units, the local community and homes of artisans. The working condition was good, and the art & craftsmanship was amazing! The artisans’ home condition was very bad; many children, especially girls, were not sent to school due to financial problems, and more importantly I could see poverty everywhere. After returning back to Mumbai, I made a decision to be a “change agent” to be able to help people working in the craft sector. This was a beginning where we went beyond Fair Trade and transformed the lives of artisan families and communities by providing them with health facilities, Educational assistance, child development programs, house renovations, building toilets and many other projects. I am proud to be part of this organisation.”



### Fashion Forward, Fair Trade Focused

Asha Handicrafts returns to NY NOW for a second time this winter, where they’ll debut a new fashion line, along with an array of high-end silver jewelry. Most of these products are created by female artisans. As Carvalho puts it, “The inspiration behind these new products is women helping women to sell the products and create the world of fashion.” Preserving tradition while looking to the future, and encouraging helping hands around the world while lending a hand to those in need- of all Asha Handicraft’s remarkable exports, perhaps this is the most valuable. [www.ashahandicrafts.in](http://www.ashahandicrafts.in)



## EDUCATION @ NY NOW

Below is a winter preview of the informative education sessions given by some of our great and resourceful partners.

View the complete schedule and seminar descriptions and add to your Show registration today at [nynow.com/seminars](http://nynow.com/seminars).

**Register early and save nearly 17%. Cost \$25, \$30 on-site.**

### ARTISAN resource®

- Importing 101: Everything You Always Wanted to Know About Importing But Were Afraid to Ask
- The Popularity of Artisan: A Discussion of Consumer Brands
- Crafting Your Brand: How to Shape a Successful Artisan Brand Through Digital Storytelling
- Business Successful Artisan Partnerships: Best Practices
- Let's Get Technical: Designing Innovative and Scalable Artisan Products
- Identify Your Customer: How to Build a Tribe of Loyal Customers and Grow Your Brand
- How to Lead with Purpose to Maximize Sales and Social Impact

### Retail Makeover

A 3-Part Series:

- Kick-Start 2018 with a Plan for The Numbers
- Kick-Start 2018 with a Plan for The Buy
- Kick-Start 2018 with a Plan for The Marketing



- Puttin' on the Paint: From Theory to Selection (Register via the IFDA, information can be found on the website.)



- Drive Traffic and Boost Sales with In-Store Classes and Special Events

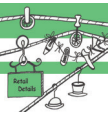




- Innovative Purchasing – Consumer Patterns in Personal Care Products
- Emerging Trends in Personal Care Products, 2018



- Creating a Standard Operating Procedure (SOP)
- Facebook 2018: Making the Most of Social Media's Giant
- Influencer Marketing on a Budget: Leveraging Micro-Influencers to Boost Your Business
- Merchandising for Booths, Pop-Up Shops & Trade Shows
- Loyalty Programs: Squeezing More Money Out of Current Customers
- Magnify Your Business: Tips, Tools & Strategies for Automated Marketing



- Community Connections: Leverage #ShopLocal Trends to Increase Foot Traffic, Retail Loyalty and Sales!



MICHELMAN & ROBINSON, LLP  
ATTORNEYS AT LAW

- Contests, Sweepstakes & Social Media, Know the Rules!



sustainable  
FURNISHINGS COUNCIL  
sustainablefurnishings.org

- Sustainable. Timeless. Design

myotbplan.com

- How Much Should I Buy?

**BYDZYNE CONSULTING**

- How to Spot, Shop & Sell On-Trend Gift Items

**carpenter + company**

- A Dialogue On Design



- Understanding How Trademark Rules Impact Your Business & Branding



# EXPLORE NEW YORK CITY

Maximize your NY NOW experience. Connect with industry partners old and new.

Network, mingle, and make a night of it in the Big Apple.

Grab your badge for a NY NOW discount, check out select city sights, or visit one of the buzzworthy spots specially curated by NY NOW to guide you to uncommon discoveries around New York City.

**It's all here- and it's all now! Tag your adventures: #IMINNYNOW**

## FREE & DISCOUNTED MUSEUM ADMISSION



Receive free admission to MAD (Museum of Art and Design) and a 20 percent discount (on full-priced items) at The Store at MAD during Market Week. Featuring the Derrick Adams: Sanctuary an exhibition of large-scale sculpture,

and mixed-media collage and assemblage on wood panels that reimagine safe destinations for the black American traveler during the mid-twentieth century.

[www.madmuseum.org](http://www.madmuseum.org)



Receive free admission to the MCNY during market week. The Museum of the City of New York celebrates and interprets the city, educating the public



about its distinctive character, especially its heritage of diversity, opportunity and perpetual transformation. On View: New York Silver, Then and Now. "A dialogue in

silver between past and present" this exhibit links the rich history of silversmithing in New York City to present-day artistic practice.

It features newly commissioned works by leading metalworkers, created in response to historical objects from the Museum's collection.

[www.mcny.org](http://www.mcny.org)

## Other fun things to do in NYC!

### FEB 3 - 7

**Free Ice Skating at Bryant Park:** While you are in town be sure to visit the Bank of America's Winter Village at Bryant Park. It features a massive rink with the only FREE admission in the city. Enjoy a delicious meal at the Celsius Pop-up restaurant. *41 W 40th Street*

### Shop the Chelsea Market

Sitting directly under the High Line, Chelsea Market contains dozens of restaurants and shops. *75 9th Avenue*

### Garage

Nightly, Time: Various

**Perfect for:** Checking out local talent

NYC is known for its great jazz scene, but the cover charge for one night will usually set you back a few bucks. Garage Bar and Restaurant host jazz musicians and groups every night of the week, with no cover or drink minimum required. The former 1920's garage has a rotating lineup that won't disappoint. *99 7th Avenue South*

[garagerest.com](http://garagerest.com)



## SPECIAL EVENTS

### FEB 5

**Gift For Life Annual  
"Party for Life" Fundraiser**  
Monday, February 5th,  
6:30pm - 10pm

Stage 48 - 605 W 48th  
Street, NYC

The gift and home industries sole charitable organization for fighting AIDS once again celebrates while raising funds for DIFFA: Design Industries Foundation Fighting AIDS at its signature event, Party for Life.



Experience a quintessential New York evening at Stage 48, a new venue for Party for Life, with distinctive cuisine, an exclusive silent auction and nonstop networking!

Trevor Cohen, of Giftcraft, will be awarded Gift For Life's Chuck Yancy Lifetime Achievement Award. Tickets are \$125; contact Steven Williams at [williams@difa.org](mailto:williams@difa.org), 212) 727-3100. For more information, visit [www.giftforlife.org](http://www.giftforlife.org).

### FEB 6

**Tuesday, February 6th,  
7:00pm**

This winter NY NOW's "A Night on Broadway" features **HELLO DOLLY!** The Tony-winning revival of **Jerry Herman and Michael Stewart's** musical adaptation of Thornton Wilder's *The Matchmaker*, Hello Dolly! is an extravagant slice of entertainment. Beginning January 20th three-time Tony winner, Bernadette Peters will begin her performance. Special priced tickets at \$119 (28% savings) for NY NOW® Market participants.

Shubert Theatre, 225 W 44th Street  
(bet. 7th and 8th Aves.)



## PRODUCT DISPLAYS

Look for two special product displays at NY NOW® this winter!



**destination:new** Discover hundreds of the newest products to be on display at NY NOW this winter, all in one place! Products being debuted exclusively at NY NOW this winter will be specially highlighted.



**sustainability** *design for a better world.* Environmentally-conscious and socially-responsible products and producers from around the world will be showcased in this special display, curated and installed by Ilene Shaw of Shaw & Co! Productions. The display will spotlight global home and lifestyle products manufactured using eco-friendly and socially responsible production processes.

# More to Explore- Select Experiences Around The City

There's one huge benefit to participating in the New York Market—experiencing New York City itself! It's a destination like no other, with new restaurants, shops, and attractions opening every day. Leave some time in your itinerary for some of these buzzworthy spots.



## 01 Tictail Market

Tucked into the city's Lower East Side, Tictail Market is the brick-and-mortar home to Tictail.com, a global community of thousands of emerging designers. Surrounded by Tictail's hallmark chic Scandinavian aesthetic, shoppers can explore the newest in independent fashion, art, and home decor. The shop features events, activations, and a constantly rotating selection of products; opportunities abound for unique happenings and one-of-a-kind finds. [tictail.com/tictail-market](http://tictail.com/tictail-market)



## 02 The Oculus At Westfield World Trade Center

Strikingly sculpted and centrally located, The Oculus at Westfield World Trade Center is a destination defined by New York City. Browse all the best brands, sample an eclectic array of dining options, or take in a signature only-in-New-York sight. Be sure to stop by the Concierge Desk on the first floor, where friendly staff can assist with anything from dinner reservations and transportation to gift suggestions and itinerary planning, along with nearby events and attractions—like a trip to the top of the tallest building in the Western Hemisphere at nearby One World Observatory. [westfield.com/worldtradecenter](http://westfield.com/worldtradecenter)



## 04 Whitney Museum Of American Art

Praised as “a signal contribution to downtown and the city's changing cultural landscape” by the New York Times, the Leonard A. Lauder building housing the Whitney Museum of American Art is an artistic achievement in its own right, worth a visit for its striking views and scrumptious restaurants, as well as its formidable exhibition schedule. Currently on view: the intimate portraiture of Toyin Ojih Odutola: To Wander Determined; examining the photocopier as a creative tool in Experiments in Electrostatics: Photocopy Art from the Whitney's Collection, 1966-1986; plus multiple other special exhibitions and over 23000 works from the museum's collection. [whitney.org](http://whitney.org)



## 03 Bemelmans Bar

Once upon a time, in 1947, artist and author Ludwig Bemelmans (widely known for his classic children's series of Madeline books) was commissioned to paint several large-scale murals depicting Central Park on the walls of the bar in the Carlyle Hotel. In exchange, he and his family stayed at the Carlyle for eighteen months. Today, Bemelmans Bar at The Carlyle remains a charming hideaway, beloved by neighboring New Yorkers and visitors alike, where his whimsical drawings provide a perfect backdrop for rollicking live piano music and impeccable classic cocktails. [rosewoodhotels.com/the-carlyle-new-york/dining/bemelmans-bar](http://rosewoodhotels.com/the-carlyle-new-york/dining/bemelmans-bar)

## 05 Untitled At The Whitney Museum

Contemporary flavors presented with distinctive creative flair are featured at Untitled, the innovative eatery on the ground floor of the Whitney Museum. Swaths of cement accented by sheets of glass reflect the neighborhood's industrial feel, while diners within the restaurant can enjoy Robert Indiana's *The Electric Eat*, displayed on the kitchen-side wall. [untitledatthewhitney.com](http://untitledatthewhitney.com)



## 06 The Aviary NYC At Mandarin Oriental

Embark on an interactive journey of inventive cocktails and imaginative small plates, perched high above the city in The Aviary NYC at Mandarin Oriental. An otherworldly setting for a true drink experience, the New York City location keeps core principles of renowned Chicago flagship The Aviary, creatively combined with New York City's historically rich cocktail culture. Add panoramic views of Central Park and the Manhattan skyline, and see why the 90-seat Aviary NYC remains nearly indescribably unusual. Reservations recommended. [aviarynyc.com](http://aviarynyc.com)



## 07 By Chloe

Fast-casual meets plant-based in the wholesome and wholly unique experience that is By Chloe. The chef-driven restaurant's flagship location was planted in the heart of the West Village in July 2015. Dive into decadent mac and [sweet potato cashew] cheese with [shiitake] bacon. Try a niçoise salad with [chickpea] tuna. Or stick with a standard like Detox Kale Salad. Replete with innovative recipes designed to fuel and energize without compromising flavor, taste or satisfaction, by Chloe is perfect for vegans and anyone else looking for a quick, healthy, and delicious meal. [eatbychloe.com](http://eatbychloe.com)

## 08 The Museum Of The Moving Image

Fascinated by film? Drawn to digital art? Or maybe you're a TV trivia encyclopedia? Cinephiles of all stripes flock to Museum of the Moving Image, "the country's only museum dedicated to the art, history, technique, and technology of the moving image in all its forms." And calling all Muppets fans: the museum's permanent exhibit is Jim Henson's *Fantastic World*, featuring 47 of his iconic puppets (yes, Miss Piggy and Kermit are included!) as well as a slew of other Henson artifacts like storyboards, drawings, and props. [movingimage.us](http://movingimage.us)

## 09 Uncle Boons

Cozy confines decked out in a funky jungle treehouse aesthetic transport guests to a tropical world at Uncle Boons, Nolita's destination for spicy, superb Thai food. Start with sausage or seafood off their charcoal grill, then try a staple like Massaman curry or crab fried rice. Finish with a coconut ice cream sundae—legendary among New York City desserts. And don't forget to try a tiki drink or a beer slushie. [uncleboons.com](http://uncleboons.com)



## 10 Dia Art Foundation

Founded in 1974, Dia Art Foundation is a contemporary arts organization committed to advancing, realizing, and preserving the vision of artists. Dia presents its collection of a focused group of artists of the 1960s and 1970s at Dia:Beacon in Beacon, New York. At Dia:Chelsea in New York City, Dia commissions artist projects and organizes temporary exhibitions. Dia also maintains several long-term sites in New York City. On view at Dia: Chelsea until June 2018 are two exhibits: Rita McBride: *Particulates*, along with François Morellet. [diaart.org](http://diaart.org)





# Market **SNAPSHOTS**



# MARKET LAYOUT

LEVEL

4



(RIVER PAVILION) AISLES 100-600

## HANDMADE

FEBRUARY 3 - 6

Handmade® Global Design

LEVEL

3



AISLES 1000-4200

## HANDMADE

FEBRUARY 4 - 7

Handmade® Designer Maker  
Artisan Resource®

## HOME

FEBRUARY 4 - 7

Accent on Design®  
Tabletop + Gourmet Housewares  
Home Furnishings + Textiles

SHOP ICFF®

LEVEL

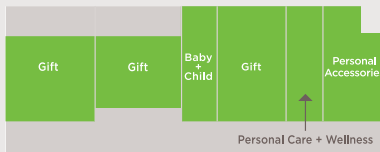
2



AISLES 5000-8700

LEVEL

1



## LIFESTYLE

FEBRUARY 4 - 7

Gift  
Baby + Child  
Personal Care + Wellness  
Personal Accessories

## FEBRUARY 3-7 | JAVITS CENTER, NEW YORK

Explore countless emerging brands and fresh trends defined by design.

Experience innovation driven by creativity on the cutting edge.

Exclusive exhibitors and exceptional ideas. A destination for hot new debuts, setting the standard for seasons to come. Network. Discover. Get inspired at the market that's design-focused and fashion-forward.

Register to attend at [NYNOW.COM](http://NYNOW.COM)



UNCOVER THE UNCOMMON

**NY NOW**

THE MARKET FOR HOME, LIFESTYLE + GIFT



**Handmade® Designer Maker\***  
**Now located on Level 3,**  
**Sunday 2/4 - Wednesday 2/7**

\*The Handmade® Designer Maker section will NOT be open on Saturday, Feb. 3