



NY NOW[®]

THE MARKET FOR HOME, LIFESTYLE + GIFT

August 20 - 24

ALL COLLECTIONS IN ONE LOCATION
JAVITS CENTER, NEW YORK CITY

NY NOW[®]

HOME - LIFESTYLE - HANDMADE

Market Schedule

| AUGUST | 20 | 21 | 22 | 23 | 24 |
|--|--------------|--------------|--------------|--------------|--------------|
| | SAT | SUN | MON | TUE | WED |
| HANDMADE[®] DESIGNER MAKER HANDMADE[®] GLOBAL DESIGN JAVITS CENTER | 9-6 AM PM | 9-6 AM PM | 9-6 AM PM | 9-5 AM PM | |
| HOME JAVITS CENTER | | 9-6 AM PM | 9-6 AM PM | 9-6 AM PM | 9-2 AM PM |
| LIFESTYLE JAVITS CENTER | | 9-6 AM PM | 9-6 AM PM | 9-6 AM PM | 9-2 AM PM |

As we prepare for what looks to be a prosperous 2016, it is my pleasure to share this preview of the winter 2016 edition of NY NOW®. This is the only market in our industry located in the design and commerce capital of the world, and it offers opportunities no other show can, including:

- An unparalleled buying experience, where you will see merchandise with a timeless aesthetic
- The chance to network with the largest gathering of fellow industry professionals who are serious about design and doing business
- A higher concentration of owners and principals of exhibiting companies — 30 percent of whom exhibit only at NY NOW — than at any other U.S. trade event

NEED NEW

A couple of logistical updates you may find interesting: The long-awaited number 7 train station at 34th Street and 11th Avenue has officially opened! Just a stone's throw from the Javits Center, there is no more convenient way to get to and from NY NOW to Midtown Manhattan and the rest of New York City. There are also now more than a dozen hotels within walking distance of the Javits, several of which are part of our hotel block. So whatever winter may bring, you can feel confident about your comfort and ability to easily navigate the city.



We're looking forward to seeing you in January! Get ready, and let me or my colleagues know if we can do anything to improve your experience.

Christopher McCabe
Emerald Expositions, executive vice president

New York is always a good idea. And this summer is no exception!

We're making it even easier to source new, design-focused products. Discover hundreds of brands NEW to NY NOW (already 300 as of May 10th) and thousands more - many with products launching exclusively at NY NOW this August.

A vibrant market in the heart of the most exciting city in the world explored through three comprehensive collections:

HOME - furnishings, decorative accessories, lighting, home textiles, tableware, housewares and specialty gourmet foods. And if you're interested in contemporary design visit Accent on Design® showcasing brands and products that push the creative envelope.

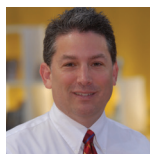
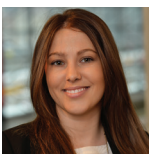
LIFESTYLE - trend-forward gifts, personal care & fragrance, fashion accessories for men and women, and fun, functional products for children and young families.

HANDMADE - artisanal cross-category craft, from limited-production designer makers to global handmade resources. And if you're a volume import buyer don't miss Artisan Resource® dedicated to global artisan products.

Plan ahead for your time at NY NOW. From product previews and inspiring stories about our brands to informative seminars and only in NY events - this guide gives you all of the tools to make the most of your NY NOW experience.

Visit NYNOW.com for more market details including exhibitor listings, exclusive discounts on hotel bookings and access to the NY NOW Market Planner.

Get social! Be sure to connect with us on Instagram, Facebook and Twitter. Follow #NYNOW to get a sneak peak of what's in store for August and join the conversation!



We look to welcoming you New York this summer!

Randi Mohr & Scott Kramer
*NY NOW® co-directors and
Emerald Expositions vice presidents*

NY NOW® Tech Tools Give You What You Want

With several technology-enabled tools at your disposal – including a new online search platform and a mobile app – it's easy to plan ahead for NY NOW, and remain in-the-know once you're on-site.

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

With a click of the mouse, or a swipe across the screen, **NY NOW®** offers several buyer-friendly tools to make it easy to find the information you need, both before and during the Market.

ONLINE PREP & PLANNING

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

Register to attend NY NOW.®

Reserve your space 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 will allow you to search exhibitors, products, event specials, educational seminars, market highlights and more.

FOR FIRST TIME ATTENDEES

First time attending NY NOW®? Download our New Buyer Webinar for strategies for shopping the market. For more tips, visit **nynow.com/attendees/first-time-attendees/**.

NEW! NY NOW MARKET PLANNER

Start sourcing thousands of products through the NY NOW Market Planner. Exhibitors have signed on to give you a preview of the products they plan to reveal at the Market through this useful online tool.

Here's what you can do:

- Preview and save your favorite products in the online product gallery
- See and save exhibitor show specials and press releases
- Visit your personalized dashboard, where you will find instant access to all of these resources and more!
- Schedule appointments with exhibitors to see more on-site

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

GET SOCIAL!

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



facebook.com/nynowmarket



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



[@ny_now](https://www.instagram.com/ny_now)



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

NYNOW.COM | #NYNOW

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Click and swipe! Use NY NOW®'s technology-enabled tools to get information and save time.

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Innovation in furnishings, home textiles, interior décor, tabletop, and gourmet housewares.



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The Market for volume hand-made and artisan products from around the world.

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NY NOW

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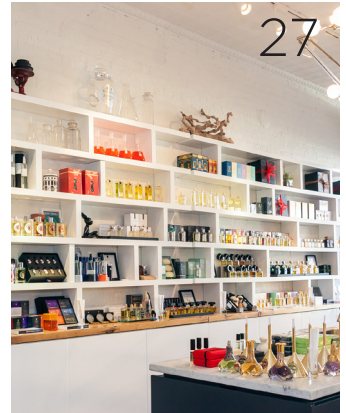
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NY NOW[®]: The Overview

This summer, NY NOW[®], *the Market for Home, Lifestyle + Gift* gives you an opportunity to source products for 4th quarter 2016 and a head start on finding the best products for 2017. The summer market will include **hundreds** of product categories and **2,400+** suppliers. Nearly **25,000** attendees are expected from all **50** U.S. states and more than **80** countries worldwide.

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

950 Exhibitors in **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[®]*.

950 Exhibitors in **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*.

500 Exhibitors in **NY NOW HANDMADE**

Location: *Handmade[®] Global Design*, Javits Center; River Pavilion; *Handmade[®] Designer Maker*, Javits Center North; *Artisan Resource[®]*

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 categories: *Handmade[®] Designer Maker*, *Handmade[®] Global Design*, and *Artisan Resource[®]* - connecting volume import buyers with artisanal producers from around the globe!

LEVEL
4



(RIVER PAVILION) AISLES 100-600

HANDMADE

Aug 20 - 23, 2016

Handmade® Global Design

LEVEL
3



AISLES 1000-4200

HOME

Aug 21 - 24, 2016

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

New Exhibitor Pavilion

ARTISAN RESOURCE

Aug 21 - 24, 2016

LEVEL
2



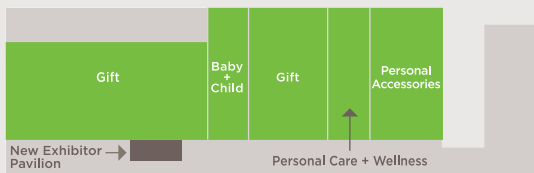
(JAVITS NORTH) AISLES 9000-9500

HANDMADE

Aug 20 - 23, 2016

Handmade® Designer Maker

LEVEL
1



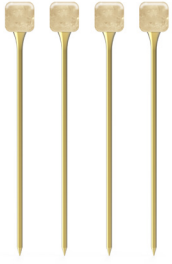
AISLES 5000-8700

LIFESTYLE

Aug 21 - 24, 2016

Gift
Baby + Child
Personal Care + Wellness
Personal Accessories

New Exhibitor Pavilion



Designed To Change Lives

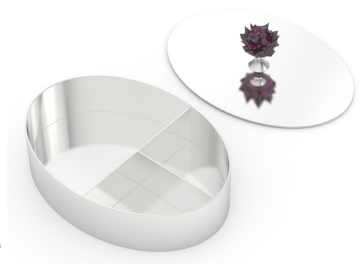


Anna Rabinowicz, founder of **Anna New York** by RabLabs, is no typical designer; with a background in designing prosthetics and cardiac surgery devices, she finds beauty where technology and biology intersect. Her first home collection launched in 2002 and featured a fusion of ancient, precious materials with cutting-edge design. Her designs are continually inspired by nature. “Whether it’s the materials I come across or the shapes found all around us, I’m motivated by elevating nature

through design and technology to produce unexpected results,” says Rabinowicz. “My hope is that people will be moved by these pieces and will feel the emotion behind the designs when they hold them in their hands. We have a chance to really enhance and positively change people’s lives, creating ways for them to build memories and to create unique experiences. Nothing could be more inspirational than that.”

Environmentally Inspired

Her first creations—geode coasters in vibrant Brazilian agate—remain best sellers. “They’re the essence of the brand: taking a natural material like agate or crystal and finding a way to manipulate it into something equal parts extraordinary and usable.” Rabinowicz’s design palette is a rich kaleidoscope of organic hues—alabaster, rose quartz, malachite—and her products often reflect shapes inherent to the natural world—the intricate mesh of a sea fan rendered within a metal photo frame, the cross-section of a gem suspended in Lucite. There is something both timeless and very of-the-moment about Anna New York by RabLabs, and that’s intentional. Anna describes her pieces as “modern-day heirlooms, made with the sort of attention and care to ensure that they will live in our customers’ and clients’ homes for decades to come.”



Classic Glamour with a Modern Edge

Anna New York by RabLabs is a frequent NY NOW exhibitor. “Out of all the tradeshows we do, all over the world, New York is special... we get to see old friends alongside meeting new acquaintances. There’s something about seeing the look on someone’s face when they see our new designs – that recognition of the brand and excitement over seeing something new and beautiful is why we love participating in NY NOW year after year.” At the 2016 summer show, she’ll introduce a new collection that recalls elegant bygone days. “[This collection] evokes days and nights of glamour, when serving a drink properly was de rigueur. To visually create that feeling with a modern twist, I explored gleaming metal surfaces, accented with glowing gemstones. I hope that when you experience our designs for this season, you’ll feel the thrill of recognition – a feeling of the charm of past days, enhanced by modern design.”



Materialism, Redefined

A stark marble bookend mirroring the crisp corner of a page. A minimalist bangle unexpectedly crafted in speckled stone. **Chen Chen & Kai Williams** began in 2011 as the brainchild of two Pratt grads similarly fascinated by design at its most elemental- ideas interacting with materials. The result? Unique pieces that play upon or within their surroundings. As Chen puts it, “We have a very bottom up approach to design. We prefer to play with materials that interest us and find an application for it rather than think of the idea and try to figure out how to make it. This is the reason there is such a wide variety of materials used across our offering.”

Industrial Meets Surreal

Back in 2011, the designers worked separate day jobs—Williams helmed his own fabrication company; Chen did displays at the now-closed design store Moss. “We decided to try making our own products and thought of it more as a collaboration than as starting a new company (hence the name).” Considered pioneers in the now-thriving Brooklyn design scene, they quickly made their mark by dreaming up fresh takes on everyday objects, like their Cold Cut Coasters, created from an unexpected amalgam of materials, then sliced (a la deli meat) into one-of-a-kind drink coasters. Both are trained in industrial design, and their work represents a unique alchemy between industrial process and imagination. Take their Third Eye Vessel, as Chen describes it: “a simple three-sided box that is turned on its end to create an unusual shape. When books and other objects are placed inside, they automatically align by gravity at right angles. When you look down into it, there’s a feeling of disorientation since you have no idea which side is up or down. It’s at the same time functional and surreal.”



Familiar Favorites with a Now Factor

At previous NY NOW shows, Chen Chen & Kai Williams saw a lot of success with their Stone Fruit Planters line “because the shapes come from nature and we’re hardwired to love them. They make great gifts because you can personalize them with a plant and are infinitely collectible.” They plan to expand product lines introduced at the winter show even further for this summer’s NY NOW- adding a different shape to the family of cast iron Mound candleholders, and introducing Bank Pens “inspired by the pens you see at deposit counters; each pen will be packed with a pinch of shredded money from the US Treasury.”



HELLO COAT RACK BY BLOCK

Fashioned after mid-century New York neon signs, this cheery coat rack is fabricated from one length of powder-coated steel wire and provides a pop of color plus a quirky home for hats, bags, and clothing. blockdesign.co.uk



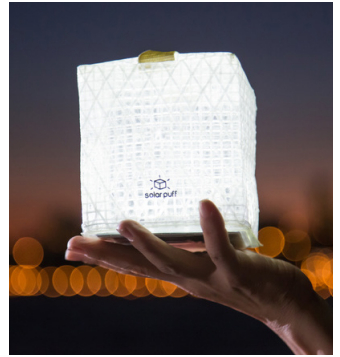
NESTING SET BY LAUREN WOLF JEWELRY

A magnificently brilliant rose cut diamond nestled in 18k yellow gold and embraced by white trillion diamonds, this engagement ring is a perfect fit for our white gold and black pave diamond wedding band. laurenwolfjewelry.com



"WYNN" UNICORN HAT BY THE BLUEBERRY HILL

Cozy up in pure cuteness with this pink knit unicorn hat destined to seriously up the adorable factor for your favorite kiddo. Crafted for top warmth and durability from 100% acrylic yarn. theblueberryhill.com



SOLAR PUFF BY SOLIGHT DESIGN

A chic solar-powered LED lantern with no carbon footprint that packs flat, charges in 5 hours, and beautifully illuminates a 100-square-foot room. solight-design.com



CRUET LOMBARDY BY NY CRUETS

Elevate your standard issue balsamic and olive oil blend to an art form by storing in this streamlined cruet, an ideal gourmet gift and tabletop centerpiece. nycruets.com



NAVY TIE-DYED MARBLE TOTE BY BAJA ZEN

Hand-dyed in eye-popping navy on cotton canvas, this roomy bag is perfect for all your essentials whether you're headed to spin class, off for a beach weekend, or just running errands. bajazenususa.com



FLOWER FAIRY EARRINGS BY NOMONET

Delicate fairy flowers fashioned from vintage filigree, brass and crystal are intricately designed to accent any outfit with a fanciful sparkle. nomonet.com

ABSTRACT STRIPE SLIM DINNERWARE BY ALEX MARSHALL STUDIOS

Make your mark with dramatic dinnerware, fired by hand in a studio located in a Northern California olive orchard. Microwave and dishwasher safe- lead and cadmium free. alexmarshallstudios.com



PARADISE AROMATHERAPY DIFFUSER BY ZAQ

Artfully sculpted glass meets ocean-inspired design in this diffuser that adds calming ambiance to any room by emitting soft light and soothing aromas. zaq.com



UI PLANTERS BY HAROLD HAROLD

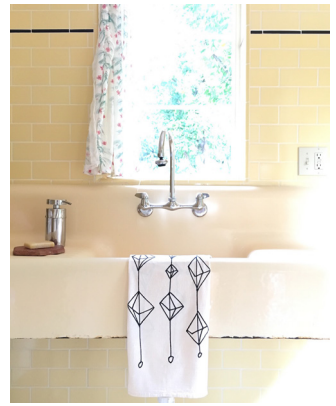
Cast from concrete in the heart of Brooklyn, these playful planters provide inspiration from the roots up. Just add succulents and soil. haroldharold.com



VERSATILE HORN DISH BY HARKISS DESIGNS

Huge East African Ankole cattle horns are honed into high-gloss organic shapes ideal for displaying everything from floral arrangements to dinner rolls. Each stunning dish is completely unique.

harkissdesigns.com



ORGANIC CRYSTALS TEA TOWEL BY LITTLE KORBOOSE

Toss paper towels and opt for this unbleached organic cotton alternative. Original hand-drawn designs are screen-printed on extra soft, lint free cotton for a look both modern and simple. littlekorboose.com



ROOM PERFUME BY AQUESSSE

Lush scents like Mandarin Tea, Pomegranate Sage, and Pink Peony, meticulously blended from fine essential oils and extracts to create sumptuous perfumes that transform any space. aquesse.com

SWIM DIAPER AND SUNHAT SET BY ZOOCCHINI

Your little one will make a splash in these adorable, reusable swim diapers with matching sunhats. Certified 50+ SPF fabric plus a diaper designed to contain solid waste means worry-free swimming for the whole family. zoocchini.com





**LP RECORD CLOCK
BY VINYLUX**

Made from a real 12-inch LP, this quirky clock is sure to strike a chord with any music lover or retro aficionado.
vinylux.net



EDISON BULBS BY ASPEN BRANDS

Strikingly visible filaments entrance the senses and enlighten the imagination. These oversized bulbs in unexpected shapes are a great way to add vintage industrial flair to any space. aspenbrands.com



**ROLL-ON STATEMENT
BRACELETS BY AID THROUGH
TRADE**

The original Roll-On bracelet, handcrafted by Nepalese artisans to easily roll on to any wrist no matter the size. Fair Trade certified and patterned with exquisite glass seed beads.
aidthroughtrade.com



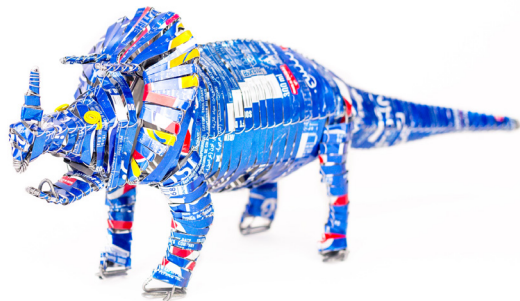
**GRAVITY CUBE CLICK
CLOCK BY GINKO**

Sleek design, a touch-sensitive snooze button and a brilliant gravity controlled alarm puts better sleep in the palm of your hand. gin-ko.co.uk



**OBSIDIAN ARROW DUFFEL
BY MANOS ZAPOTECAS**

All arrows point towards adventure in this sturdy getaway bag with leather accents and a hip arrow motif. manoszapotecas.com



CAN*IMAL TRICERATOPS BY ACACIA CREATIONS

Handmade in Kenya out of recycled aluminum cans bound with unused telephone wire, the Can*imal is an unexpected and eco-friendly way to breathe new life into old materials- and your surroundings! acaciacreations.com



“If You Can’t Get It Anywhere Else, Try Bigelow”

C.O. BIGELOW™
ESTABLISHED 1838
TRADING

Step into living history at **C.O. Bigelow**, America’s oldest apothecary—open since 1838, operating in its current Greenwich Village location since 1902. Browse beneath resplendent Gothic chandeliers to find that elusive Tocca perfume you haven’t seen elsewhere alongside

staple brands, like Nivea, you’ve trusted for years. C.O. Bigelow’s own line is prominently featured—affordable, beautifully packaged, and crafted from original centuries-old recipes. The shop is one of New York City’s quirkiest landmarks—drawing legendarily diverse clientele ranging from Eleanor Roosevelt to John Belushi to the Olsen twins. It’s famous for being home to everyday drugstore stock bolstered by a host of hard-to-find potions and beauty staples, as well as another relatively uncommon quality: good old-fashioned personal attention. “The aspirin in the shop is still behind the counter. It’s all about the service and again going the extra mile and understanding our customers. Some of our staff have been here with us for decades.” You may also spy the shop’s cat, Allegra- named after the allergy medicine, a nod to owner Ian Ginsberg’s cat allergy.

A Prescription for Lasting Success

Ginsberg, C.O. Bigelow’s third generation owner, has been with the company since 1985. With an uncanny knack for staying ahead of the consumer trend line, he initially steered the store in an experience-oriented direction. Under Ginsberg’s guidance, C.O. Bigelow focused on overseas products and unparalleled customer service, carving out a niche as a community gathering place and resource. Most recently, Ginsberg and Bath and Body Works collaborated to develop a unique range of skin care products for the face and body- the C.O. Bigelow Apothecary Personal Care Collection, utilizing key apothecary ingredients, like the Apothecary Rose, renowned worldwide for its skin healing benefits. Many of the products are true to the original formularies; some are named after the doctors who created them or for the patients for whom they were created.

Everything Old is New Again

Dependable time-tested formulas tend to become C.O. Bigelow customer favorites- Marvis toothpaste from Italy, Turkish Gülsha rose water. An exhibitor at NY NOW for five years straight, at this year’s summer market, C.O. Bigelow will unveil an old customer favorite- Proraso- in brand-new packaging. Despite snazzy new labels, expect the same reliable formulas that make Proraso an Italian barbershop staple. “Proraso was founded in Florence, Italy more than eighty years ago. Proraso transforms shaving into a pleasurable experience with unique products made in the Martelli family time-honored tradition.” C.O. Bigelow has perfected its own rare formula of holding on to what’s tried and true while always evolving to stay fresh and relevant. “We love brands that have stood the test of time and multi-generational family owned companies like ourselves. The brands we distribute are all family-owned and have been around for decades.”



Threading the Needle

Plenty of small business stories begin with a man in his basement, tinkering around on a machine. But rare is the story of a man whose machine is of the vintage sewing variety. When Chris Hughes lost his startup job in 2009, he scored a vintage industrial sewing machine off of Craigslist and began crafting durable, fashionable canvas and leather goods. Hughes spent days working “a placeholder job” and nights and weekends in his Omaha basement, building the foundation for what would become **Artifact Bag Co.** in 2010. Artifact, the realization of his dream to design, make, market and sell products of his own, also signified a large-scale cultural shift. “[In 2010] there was a lot of discontent and handmade was one of many symbols of hope because it represented something earnest.”



ARTIFACT BAG CO.
AMERICAN HANDMADE

Materials Matter

Hughes mastered traditional craftsmanship alongside modern media savvy to take his business to the next level, landing mentions everywhere from Rolling Stone to Gizmodo for products that achieved a perfect ratio of utility and elegance. Hughes finds his inspiration everywhere: “Beautiful things. Well-designed objects. My wife and children. Music. Brilliant people.” But his line- including lunch totes fashioned from waxed canvas and Horween leather and twill field bags accented by brass, among other products- is classic, subtly echoing the past. “My inspiration is always practical and utilitarian. I love vintage military, but clean lines and less bulk. I love natural materials.”

Form, Fashion, and Function- Guaranteed for Life

Artifact Bag Co. is a frequent NY NOW exhibitor. “I’ve been doing NY NOW for 3 years now and I love it,” says Hughes. “This show enables me to connect with all levels of retailers, and people in the industry.” For the summer market, attendees can expect more home goods, including a collapsible campaign table, pillows in leather, linen, and waxed cotton, and leather coasters. Artifact will also bring an expanded carry goods line perfect for any season- wine carriers, huge boat totes, rucksacks, and simple wallets. Artifact Bag Co. offers a lifetime guarantee- Hughes stands behind his materials and craftsmanship. And though his best-selling products are sartorial workhorses, every piece features details that elevate them to another level. “People love my Campus Tote because it is so functional for everyday carry and it is a good price. My aprons are also popular because I put a lot of time into working through the ergonomics and design. They look great on everyone and they do what they are intended to do.”



**CHEVRON SYSTEM
BY ENRICO PRODUCTS LLC**

Endless configurations mean infinite options for serving or display. Take your charcuterie platter or appetizer spread to new heights against the grain of natural acacia wood. enricoproducts.com



**NELLO MAGNETIC BIKE
BALL BY PALOMAR SRL**

This whimsical and elegant rubber ball-shaped bell is also quite practical- it detaches to slip into a pocket. Choose your favorite from three sounds; to ring, merely give the ball a tap. palomarweb.com



**RAINE AND HUMBLE
CUSHIONS BY FRENCH
STUDIO IMPORTS**

Monochromatic meets its match in a cushion that sews geometric fashion into luxurious function—the perfect accent for modern décor from the sunroom to the bedroom. frenchstudioimports.com



**SOME MYTHICAL
CREATURES STORY BLOCKS
BY FIDOODLE**

Magical wooden blocks depicting creatures straight from the storybook pages. Hand printed with shimmering accents of gold and silver to spark imaginative play. fidoodle.com

**OCTARINE SAND ART
BY PITKIN STEARNS**

Soothing sand art evokes elements of nature in a distinctive art piece that will lend zen to your office or anywhere else you need a visual escape. pitkinstearns.com





**MEDIUM CARVER'S BOARD
BY LARCHWOOD
ENTERPRISES**

A premium end-grain cutting board handmade from the finest Eastern Canadian Larch, this carver's board is heirloom quality and beautiful to boot. larchwoodcanada.com



CUSTOM WOODEN NAME GARLAND BY TREE BY KERRI LEE

Personalize the nursery or customize the playroom by hanging this festive hand painted birch wood garland that spells out your child's name in cutout letters along a natural cotton twill ribbon. treebykerrilee.com



STARLIGHT ART BLOCK BY MKC PHOTOGRAPHY

Ready to hang and eco-friendly, this perfect nostalgic moment was captured in a photo, then mounted on reclaimed wood covered with vintage book pages. This art block is an ideal addition anywhere you need to be inspired. mkcphotography.com



**LOTUS WINE REST
BY PEETAL NEW YORK**

Melding the natural beauty of the sensual and mysterious lotus flower with a palette of semi-precious stone and metal, this handcrafted wine rest is as distinctive and magnificent as the lotus flower itself. peetalnewyork.com



**DIAMOND HAPPINESS HUG™ DOG SWEATER
BY CHEWS HAPPINESS**

Luxurious yak wool down hand-knitted and woven into a super-strong, naturally microbial sweater designed to pamper your four-legged friend. Craftswomen in Bhutan, the Land of Happiness, endow each textile with protective powers. chewshappiness.com



**MANGO WOOD RING VASE
BY CIRCA ASIA**

Lustrous mango wood encircles a slender glass vase. Rich contemporary contours and earth-friendly materials make this a splendid showcase for any bouquet. circaasia.com



**BIG O KEY RINGS
BY O-VENTURE**

Give yourself a hand by keeping your keys on your wrist in style. This water-repellant, scratch resistant leather bangle doubles as a key ring with a signature quick-release clasp. o-venture.com



**HELLO SOMEDAY JOURNAL
BY COMPENDIUM**

A hardcover book designed to capture previous accomplishments, prompt inspiration and insight, and document old memories and new adventures along the retirement journey. live-inspired.com



HAND BLOCK PRINTED NAPKINS BY GRAYMARKET DESIGN

Skilled artisans from a block-printing cooperative in Jaipur, India print stylish patterns on pure cotton by hand to create textiles that pop with color. graymarketdesign.com



**ART COLLECTION CRYSTAL
AMBER AND IRIS DIFFUSER
AND FRAGRANCED CANDLE
BY STONEGLOW CANDLES**

Intoxicating aromas blend with sophisticated design to elevate home fragrance. Velvety iris and subtle notes of vanilla and vetiver compose a scent as warm and unique as the room it enhances. stoneglowcandles.co.uk

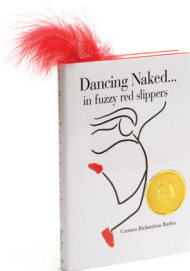
PREMIUM BAMBOO BEDDING BY COZY EARTH

Innovative bamboo sheets, comforters, duvet covers and blankets help you rest at the perfect temperature in sustainable, organic comfort. cozyearth.com



ORGANIC BOTANICAL SOY CANDLES BY OH SO GOOD ORGANICS

Herbaceous, aromatic hand-crafted candles using USDA certified organic essential oils and poured by hand in small batches using 100% natural Kosher certified soy wax for a glow you can feel good about. ohsogoodorganics.com



DANCING NAKED...IN FUZZY RED SLIPPERS

This time you CAN judge a book by it's cover. Inspirational, uplifting and sassy. Four of the stories have been published in Chicken Soup for the Soul books and it's won two national book awards. fuzzyredslippers.com



BLUE SHARK JAWS LEGGINGS BY DOODLEPANTS

Stretchy, comfy, and diaper-friendly leggings featuring a darling original doodle that takes a bite out of boring baby tights. doodlepants.com



TALLULA REVERSIBLE TOTE BY TRACEY TANNER

The classic tote bag gets an on-trend update with luxe leather in unique metallic hues. Ultra-lightweight and completely reversible, it's big enough to hold everything you carry and bold enough to draw stares. traceytanner.com

A Globally Curated Collection of Exceptional Artisanal Goods

ARTISAN resource®

Explore uniquely crafted, exquisitely authentic products from every corner of the globe. Artisan Resource gathers the world's finest quality handmade goods for home and lifestyle all in one place. From papier-mâché vessels crafted in Haiti to delicate Brazilian eco-chic jewelry, you'll discover distinctive pieces and people with stories to tell. Balancing innovation and cultural preservation with ethically and environmentally conscious design, Artisan Resource brings the best of all worlds to you - on Level 3 of the Javits Center.

REGISTER ONLINE TO ATTEND: nynow.com

AUG. 21 - 24 + 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 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.

What countries will be represented?

Participating artisan groups represent the following countries: Argentina, Bangladesh, Bolivia, Brazil, Cambodia, Chile, Colombia, Cote d'Ivoire, Egypt, El Salvador, Ghana, Guinea, Guatemala, Haiti, India, Indonesia, Kenya, Malawi, Mali, Mexico, Morocco, Nepal, Palestinian Territory, Panama, Peru, Philippines, South Africa, Sri Lanka, Syria, Tanzania, Tunisia, Turkey, Uruguay, and Vietnam.

Are there any educational opportunities?

Seminar programming will feature daily multisection tracks encompassing all aspects of Hand-made at NY NOW. In addition, daily "Importing 101" seminars will be offered, covering the basics of international business relationships.

Who attends Artisan Resource?

Over 25,000 buyers attend NY NOW and represent all 50 US states and more than 80 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 is managed by Emerald Expositions and organized with the assistance of ByHand Consulting.

ARTISAN RESOURCE SPOTLIGHT:

Artisanal Craft, Handed Across Generations



In Mexico's ancient Nahuatl language, the word 'makaua' has two meanings: "from hand to hand" or the act of "giving a hand." The company Makaua truly lives up to its name, providing a steady income for the native artisans who fashion each Makaua product by hand out of natural palm, using traditional braiding and dyeing techniques that have evolved over many generations.

Makaua was founded in 2000 by Beatriz Carregha, then a stay-at-home mother of three girls, Lorena, Andrea, and Paola. Paola remembers what ultimately inspired the company: "She had just come out of a cancer treatment and was so thankful for this second chance at life that she went looking for a way to make a difference. She found her calling in the mountains of Southern Mexico, where she met a community of artisans who make handmade palm products. We have been working together ever since."



Naturally Beautiful

Clean lines, rich colors, and intriguing textures are the hallmark qualities defining Makaua's gorgeous baskets, placemats and hampers—qualities that reflect the diverse landscape where the company was born and raised. "Mexico has a very wide range of cultures, monuments, jungles and forests, traditions, people, and many other things that are what we look at when we are trying to find inspiration for each collection." New colors and shapes are introduced with the seasons; the names of these collections are sparked by their surroundings. Xochimilco, meaning "field of flowers" is a family of baskets in a rainbow of floral hues—Rosita, Amarillo, Sandia. A story is woven into every Makaua product.



All In One Basket

Since attending NY NOW for the first time in the spring of 2012, the Makaua team has enjoyed meeting friends, clients, and industry contacts at the show. At this year's market, adding to bestsellers like conical baskets and tall floor baskets, Makaua will introduce a line of products perfect for holiday gift-giving or seasonal storage.

Simple beauty. True stories. The symbiosis between nature, culture and tradition. Connecting people across borders and around the world. These are the values behind Makaua. As the company has grown over the years, it has provided the opportunity of a dignified

income for over 500 artisans and their families. As Paola explains it, she and Lorena run Makaua as "firm believers in giving your 100% everyday, so we try to live like this. Working with artisans, who even though they have a very different life from us, give their all every day too, and are so proud of their work and a job well done. This motivates us."

SEMINARS

EDUCATION @ NY NOW

Don't miss the opportunity to expand your knowledge in a comfortable setting – created for learning and advancing your career or business.

NY NOW presents a full range of educational programming and industry events. Seminars address color and design trends, sustainability, digital media and retail strategies led by leading trade and consumer publications or industry associations. The goal of each seminar is to have the attendee leave with a new insight on our industry and invigorated to succeed.

Register for NY NOW Summer 2016 Seminars and save 20%!

Cost: \$20 before August 20 and \$25 on-site.

SATURDAY, AUGUST 20



Business Blogging for Visibility and Profit



CRAFT Power Hour: Going from Social Media Posting to Social Media Marketing

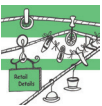
SUNDAY, AUGUST 21



Importing 101: Everything You Always Wanted to Know But Were Afraid to Ask

Handmade Futures: Ideas and Colors that Will Drive Customer Interest During the Year Ahead

Making it Real: The Road from Design Idea to Successful Artisan Product



Beyond the Bricks! Pop-Up Shops, Collaborative Events, Flash Sales & Mobile Marketing



Expand Your Holiday Sales with a Pop-Up Shop



Creating Collections with Personal Care Products



CRAFT Power Hour: Technology and Tools of the Trade for Your Business Development

MONDAY, AUGUST 22



Color - What's Coming?!



Importing 101: Everything You Always Wanted to Know But Were Afraid to Ask

Building Customer Markets with Precision & Focus

Maker Marketing: How to Craft Your Compelling Story and Build Your Brand



New York City

Create a Brand that Customers Really Love

Improving Your Website to Engage Customers

How Google Analytics Can Measure Your Retail Website Performance



CRAFT Power Hour: Selling the Handmade Story: A Match Made in Heaven

CRAFT Power Hour: Tools for Gaining Control of Your Finances!



Sustainability Today 101



Holiday Spa-li-Day!



Trademarks and Copyrights: The Importance of Brand Protection



TUESDAY, AUGUST 23



New York City

8 Ways to Get More Website Traffic Through Social Media

Marketing on a Shoestring Budget

Discover Realistic Non-Bank Alternatives to Fund Your Business



CRAFT Power Hour: 10 Action Items to Consider Right Now to Reinvent Your Business!

ARTISAN resource

A Practical Guide to Sourcing Artisan Products

Handmade Marketing: Rising Artisan Brands and Why They Are Catching our Attention



Luxury Home Textiles in the Digital Age: How Boutique Retailers and High-end Start-ups are Redefining the Market

POSH



SUZANNE CORCORAN
She Sells - The Ocean Edge Shop

TARA RICEBERG
TWEAK

SCOTT BOROWSKY
Souvenirs, Gifts & Novelties



ONLY IN NEW YORK! SPECIAL EVENTS

EXPERIENCE: NY NOW

Make the most of your market! Get out and connect with old and new industry partners alike at NY NOW's networking events.

FREE & DISCOUNTED MUSEUM ADMISSION

NY NOW Market participants present your summer 2016 badge for free and discounted admission to these NYC museums and more! Be sure to share your adventures with us by using **#ImInNYNOW**

AUG 19-24



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 "Bent, Cast & Forged: The Jewelry of Harry Bertoina" displays jewelry works and monotype prints from melted-down metal scraps. As well as the "Eye for Design" exhibit that fuses art world influences including Pop art, Henri Matisse's cutouts and Fluxus-inspired multiples. www.madmuseum.org



Receive half-off general admission to **The Intrepid Sea, Air & Space**

Museum during Market Week. The Intrepid is a national historic landmark. As you explore the museum you will be able to examine original artifacts, view historic video footage and explore interactive exhibits. www.intrepidmuseum.org

May not be combined with any other offers.
Expires: August 24, 2016 **Code: NY NOW-16**

SPECIAL EVENTS

AUG 21

65TH ANNUAL RETAILER EXCELLENCE

AWARDS, Gifts and Decorative Accessories celebrates the winners in Store Design/ Redesign, Visual Merchandising, Marketing Achievement, Store Events, Rep of the Year and Rising Star. Plus Gift for Life presents its 2015 Industry Achievement Award to Chavez for Charity. Tickets are \$185, including cocktails and dinner, at www.giftanddec.com.

Aug 22

This summer, NY NOW's "A Night on Broadway" features, **SOMETHING ROTTEN!** on Monday, August 22! This mash-up of 16th Century Shakespeare and 21st Century Broadway tells the story of brothers Nick and Nigel Bottom, two playwrights stuck in the shadow of that Renaissance rockstar Will Shakespeare. When a soothsayer foretells the next big thing in theatre, the Bottom brothers set out to write the world's very first MUSICAL! With the most singing, the most dancing and the most gut-busting laughs on Broadway, it's something wonderful... something for everyone... It's SOMETHING ROTTEN!, "the funniest musical comedy in at least 400 years" (Time Out New York)! Tickets, normally priced at \$149, are specially priced at \$99 before August 9th and \$109 after August 9th, for NY NOW Market participants. St. James Theatre: 246 West 44th Street (Between 7th and 8th Avenue)



PRODUCT DISPLAYS

Look for two special product displays at Javits this summer!

Destination: NEW, the new products display. NY NOW is opening submissions for Destination: NEW to all exhibitors who would like to submit products new to the marketplace as of February 1, 2016. Products that are being debuted exclusively at NY NOW's summer 2016 market will be specially highlighted.



sustainability design for a better world. The **SustainAbility: design for a better world®** will spotlight global home and lifestyle industry suppliers whose products or production process are eco-friendly and other socially responsible home and lifestyle products.



Experience NY

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

Expect delicious dining in a lively yet sophisticated setting at Mario Batali's latest NYC Italian outpost, **La Sirena**. Sprawling across the plaza level of Chelsea's Maritime Hotel, the indoor-outdoor trattoria serves up "elevated but playful" entrees like Beef Braciolo "Old School" with Broccoli Rabe & Mollica Picante or Brick Pressed Chicken with Chilis, Eggplant & Basil. And don't forget to save room for dolci- elevated interpretations of traditional Italian desserts (think panna cotta and bombolini with a modern twist). lasirena-nyc.com



01

02

Handmade with love and care from a proprietary recipe, doughnuts at **Dough** are on New York City's sweet treat A-List. A carefully curated menu features bold flavors like Hibiscus alongside classics like Cinnamon Sugar. Doughnut makers



02

passionately master their craft through a hands-on approach focused on fullness of flavor- doughnuts roll out in small batches throughout the day to ensure freshness. With four locations spanning the city, the one to visit is in Manhattan at 14 West 19th Street for a sneak peek of the doughnut masters at work. doughdoughnuts.com



03

03

In 2010, **Northern Grade** emerged as an experience-oriented, fashion-forward roving marketplace showcasing a diverse selection of brands with one common thread: all are manufactured in the U.S. of A. In late 2015, buoyed by successful popups in over 25 cities, Northern Grade launched a flagship brick-and-mortar store in New York City's Seaport district. The store is home to a mix of menswear, women's apparel, accessories, footwear, art and homegoods representing 80+ American-made brands; most are unavailable elsewhere in NYC. northerngrade.com

04

Buzz in to **The Lucky Bee's** vibrant dining room for authentic Thai street food. This Lower East Side spot is helmed by executive chef Matty Bennett and partner Rupert Noffs. Belly up to the hawkers' station and experience Bennett's signature 'fresh food philosophy' in tantalizing papaya salad, house-made curries and a menu that leans gluten-free. Grab a Karma Cocktail (made with locally sourced Andrew's Honey) and The Lucky Bee donates \$1 to the New York City Beekeepers Association. luckybeenyc.com



04

05

Housed on Madison Avenue in Marcel Breuer's gleaming Brutalist architectural landmark, **The Met Breuer** is a new branch of the Metropolitan Museum of Art dedicated to exploring the depth and breadth of The Met's contemporary collection. Through September 4th, visitors get a glimpse at 197 works left unfinished—intentionally or not—by some of history's most masterful artists, those who chose to bend the boundaries between time and space, and between artist and viewer, to create an ever-changing context dependent on the viewer's attention as much as the artist's intention. metmuseum.org/visit/met-breuer

06

Bringing sleek minimalist design aesthetic to everyday objects, chic wearables and quirky home essentials, Japanese retail giant Muji flung open the doors to the massive **MUJI Fifth Avenue**, its US flagship store, last November. Comb the aisles to find stationary, skincare, apparel, plants, even luggage—get your goods embroidered at the custom embroidery station, or peruse the essential oils in the Aroma Labo to create your own fragrance blend. A choice destination for those seeking reasonable prices, artistic inspiration, and only-in-New-York experiences. muji.com/us/flagship/fifth-avenue

07

William Penhaligon founded his eponymous perfumery in London, England in the 1870s. His first fragrances were inspired by the Turkish baths, and the scents available for men and women in today's **Penhaligon's** continue to tell stories as eccentric and adventurous as the people who wear them. The New York City shop is distinctively British and filled with emotive aromas from all over the world- top-notch concoctions that are highly wearable, clearly original, and smartly packaged for gift-giving. penhaligons.com/us



08

Dubbed as a "luxury boutique minus the luxury attitude," Twisted Lily caters to anyone with a passion or curiosity for fragrance, whether a novice or a seasoned expert. Enjoy the luxuriously modern yet intimate setting and no-pressure, non-judgmental environment, full of experts to help you connect to fragrance and olfactive art like you never imagined. twistedlily.com

09

Head to **El Museo Del Barrio** for a rich exploration of the Latino artistic landscape. On view at El Museo Del Barrio from June 14-November 26 is ANTONIO LOPEZ: Future Funk Fashion. Every facet of iconic fashion illustrator Antonio Lopez (1943-1987) shines through in this daring exhibit of his legendary work. Boldly imagined fantastical fashion. Rarely seen portraits of industry luminaries. Behind-the-scenes photos snapped in underground Paris nightclubs. All with a defiant eye towards exploration of race, gender, and the body through fashion. elmuseo.org



10

After the staggering success of his confectionary invention, the Cronut™, Chef Dominique Ansel was constantly asked "what's next?" **Dominique Ansel Kitchen** answers that question beautifully by introducing the radical concept of a made-to-order bakery. No Cronuts™ here. Instead, marvel at open kitchens showcasing chefs whipping up premium baked goods—savories, like Edamame Avocado Toast, or sweets, like Marcona Almond Lavender Croissant with gin-spiked frangipane—most with the wait time of a standard-issue latte. dominiqueanselkitchen.com

11

Wood-fired seafood and handcrafted pastas are standouts at **Lilia**, a Williamsburg hotspot once an autobody, now renovated into an unfussy café helmed by Michelin-starred chef Missy Robbins. Grab a classic Italian cocktail and settle in beneath ceiling-high windows for critic favorites like perfectly al dente malfadine prepared simply with pink peppercorns and Parmegiano, decadent olive oil cake, and flawless grilled clams- all served up in custom ceramic with a side of cheerful hospitality. lilianewyork.com

August 20 - 24 + JAVITS CENTER, NEW YORK

The destination for design—where inspired and innovative products make their debut, and trends take root. Discover the next season's hottest ideas and hundreds of new and emerging companies. Explore, network and collaborate at the only design-focused and fashion-forward marketplace. If it's here, it's now. Register to attend at NYNOW.COM



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