

# GIFTS

& decorative accessories

## NY Now Is Gearing up to 'Celebrate a Century of Innovation' This February

NY Now will commemorate the anniversary with enhancements, immersive experiences and more at its winter event.



New York-based gift, home and accessories market **NY Now** will commemorate a big anniversary during its upcoming winter 2024 market – its 100th anniversary!

At the center of the celebrations will be what the market calls “key enhancements aimed at providing an even more collaborative and immersive experience” for attendees and exhibitors of the Feb. 4-7 event at New York’s Javits Center.

“Not only is NY Now’s 100th anniversary a true milestone for an event, but it also signifies the culmination of a journey driven by our unwavering commitment to community, quality, and innovation,” said **Kim Mancuso-Telford**, general manager of NY Now.

Offering three recently reimagined categories – what the market has labeled Gift & Lifestyle, Home, and Jewelry & Accessories – NY Now is open twice each year and attracts thousands of retailers and exhibitors.

“As we mark this momentous occasion, we take great pride in drawing upon our history to create a highly evolved version of the market,” continued Mancuso-Telford. “Our focus remains centered on advancing the future of the industry while continuing to foster meaningful connections within our vibrant community, ensuring that NY Now paves the way for the next 100 years of ingenuity and thriving collaboration.”

As the Winter Market approaches, NY Now will commemorate its 100-year legacy through immersive experiences, live programming, lobby installations and receptions across its show floor. More details on these show enhancements will be announced soon, per NY Now and its parent company, Emerald Holding, Inc.

“With the renewed focus on content and the launch of additional programs designed to nurture emerging talent, such as our Emerging Fine Jewelry Designer Incubator, we know our buyers will be thrilled to see what we have in store this February,” added **Matthew Mathiasen**, event director of NY Now.

NY Now will also offer “Market Destinations,” or areas of the show floor that are dedicated to fostering and connecting specialized communities. Destinations set to be on display this February include the following:

- Rising Artisans, a program for global makers.
- Luxury Lifestyle, a community of luxury jewelry and accessory designers.
- **NY Now's Incubator Program**, powered by Bulletin, home to new-to-NY Now brands under five years old.
- International Pavilions, a collective of international exhibitors.

In addition, brands and buyers can anticipate a suite of updates, encompassing smarter merchandising, dedicated product neighborhoods for seamless discovery, an amplified emphasis on content programming and a hybrid market experience through NY Now Online, the market's fully integrated wholesale platform.