

GiftBuyer

TOYS • GIFTS • STATIONERY • HOMEWARES

magazine

August 2010

Volume 4 • No. 4

FESTIVE FORECAST Christmas predictions

**UP THE
GARDEN PATH**
OUTDOOR TRENDS

**THE BABY
BOUTIQUE**
LITTLE FEET SPEAK

GET SHARP
KITCHEN ESSENTIALS



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ON THE COVER:

Christmas Santa, gold box, gold ribbon and vintage chair – Occasions Ltd

Red striped Christmas stocking and woodland squirrel – Le Forge

Christmas reindeer, nesting birds, and decorative poinsettia – Alison's Acquisitions

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New York's Newest Boom



There's a place for pink and baby blue, but it's not in the homes of today's style-savvy families. Babies and kids come with a lot of 'stuff' which has to mesh with the modern, fashion-forward aesthetic of their surroundings. The worldwide growth of the juvenile products market is reassuringly recession-proof, offering a year round opportunity to sell apparel, accessories, gear, and toys to an eager market

BY TRACI L. SUPPA ON BEHALF OF THE NEW YORK INTERNATIONAL GIFT FAIR®

One New York International Gift Fair (NYIGF) participant exemplifying the baby and child vibe is Skip Hop, the New York City-based company designing groundbreaking products for a new generation of parents. Ellen Diamant, co-founder and chief creative officer, predicts a continued and growing demand for everyday parenting products which facilitate active lifestyles. "Parents are looking for well-designed, great-looking, on-the-go feeding items and toys," she says.

This holiday season, Diamant foresees an increased interest in the forest theme in baby toys and nursery décor. "Kids love animals, and mums love the amazing patterns and colors we're seeing out there. We really think owls are going to trend big time."

New products which will be introduced at this year's NYIGF show an increased emphasis on both style and function, like the pewter-casted spoons by Beehive Kitchenware and sock sets by Bibi & Mimi. Earth-friendly products like Cate & Levi's puppets and stuffed animals continue to gain momentum, as well as socially responsible products created by fair trade-supported artisan communities in developing countries.

Here's a juvenile product preview for the upcoming NYIGF:

Studio diaper tote by Skip Hop

Toting diapers can be done stylishly. Skip Hop's newest collection is chic yet practical, with two insulated side pockets for bottles; 12 more pockets keep a phone, wallet, keys and other personal items within reach. Silky ribbed twill fabric, metallic straps and other hip accents are complemented by colors like pewter dot, chocolate, champagne, slate, and black. www.skiphop.com

NYIGF is the premier gift, home and lifestyle marketplace in the United States, with 2800 exhibiting companies featuring an extraordinary breadth and depth of design-driven home fashion products and complementary giftware. Some 35,000 attendees from more than 85 countries are expected at the upcoming market, 14-19 August 2010, New York City. Visit www.nyigf.com for further information.

Peaceful hightop sock set by Bibi & Mimi

It's *trompe l'oeil* on a tiny scale. These newborn socks look like hightop sneakers, but are really a colorful combination of cotton, nylon, and spandex. The six-pack includes red, orange, black, green, royal and navy blue. A perfect ready-to-go present, the set is packaged in a gift box with a ribbon handle. www.bibiandmimi.com

Dino rocker by Manny and Simon

Not only kid-friendly but earth-friendly too! This new line of rocking chairs is made from 100% post-industrial recycled wood residuals. The colorful menagerie includes a green dino, grey elephant, purple lamb and teal monkey. All are brightly painted with non-toxic, low-odour paint. www.mannyandsimon.com



Birdie banner wall graphics by Wee Gallery

Completely customisable, this wall decal set includes 101 decals with two birds, 15 banner pieces, five stars and 79 alphabet letters. The oversized, self-adhesive, removable decals can be repositioned with no damage to walls and ample capacity for a child's imagination. All are made of Blik Re-Stik, an eco-friendly polypropylene. www.weegallery.com

Giraffe puppet by Cate & Levi

Every one of the irresistible, one-of-a-kind Cate & Levi hand puppets and stuffed animals is made entirely from second-hand wool sweaters in the company's Toronto studio. The giraffe hand puppet keeps company with nine other animals: bear, dog, frog, parrot, cat, walrus, moose, monkey and cow. www.cateandlevi.com

Baby spoons by Beehive Kitchenware Co

These sweet little spoons are adorned with four different animals – duck, chick, bunny and pig. The raised silhouettes on front and back give small hands something to grip. Hand-cast in lead-free pewter, each spoon measures four-and-a-half inches (11cm) and comes in its own gift box. www.beehivekitchenware.com

