



## DISCOVER WHAT'S NEW IN NEW YORK!

### NYIGF Introduces 600 New Resources, Including NEW *Baby & Child* Division

By Traci L. Suppa

New. Unique. Different. Will your fourth quarter merchandise mix reflect the latest trends? With the economy on the upswing, consumers are making gift purchases with greater emphasis on frivolity, not frugality. Now's the time to incorporate new product categories! Begin with a visit to the summer New York International Gift Fair® (NYIGF®), which takes place August 14-19 at the Jacob K. Javits Convention Center and Passenger Ship Terminals Piers 92 and 94.

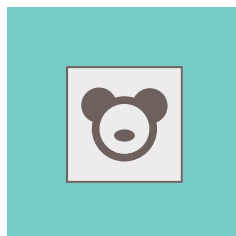
NYIGF is the market where over 35,000 buyers from around the world come to source new and exciting products in home, lifestyle and gift. This summer, there are ten easy-to-shop, carefully categorized divisions showcasing an extraordinary breadth and depth of merchandise, including 2,800 exhibitors and 100,000 product lines.

This summer, NYIGF attendees will find several new shopping destinations offering exciting new resources:

### TRENDY TOTS

Product preview from the NEW *Baby & Child* division

*Baby & Child* — The growth of the \$12 billion juvenile products market is reassuringly recession-proof. To help you take advantage of the year round demand, the NEW *Baby & Child* division will offer well-designed, sophisticated and purpose-driven products for children 0-10, including wearables, accessories, toys, publishers and furnishings.



Baby & Child



#### "Leo The Lion" hat and mitten gift set by Zooni™

With their vibrant colors and whimsical designs, kids love these Mop Top hats and M'uppet mittens. The functional, yet stylish collection includes Flower Power, Chunky Monkey, Puppy Love, and Dino-mite. They're hand-knit from custom-made yarns and lined with soft fleece, with several made from eco-friendly bamboo textiles. [www.zooniwear.com](http://www.zooniwear.com)



#### 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, and 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](http://www.skiphop.com)



#### "Dino" rocker by Manny and Simon

Not only kid-friendly, but earth friendly too! Sisters Eden and Jordan Yaskil designed this new line of rocking chairs from 100% post-industrial recycled wood residuals. The green dino is part of a colorful menagerie which includes a grey elephant, purple lamb, and teal monkey. All are brightly painted with non-toxic, low-odor paint. [www.mannyandsimon.com](http://www.mannyandsimon.com)



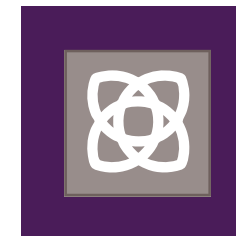
#### My Natural Good Earth Fairy by MiYim

The sweet whimsy of this 12" fairy rag doll is only part of its classic charm. It's also made of made of organic cotton, with delicate linen accents, and packaged in a reusable recycled cardboard gift box. MiYim's full toy line fosters a child's imagination while fitting perfectly into the lifestyle of the eco-conscious home. [www.miyim.com](http://www.miyim.com)

### CREATIVE CRAFT

Product preview from the newly re-categorized *Handmade* division

*Handmade Designer Maker* and *Handmade Global Design* — A juried selection of cross-category products, *Handmade* celebrates its 25th anniversary this summer with the creation of two distinct categories. *Handmade Designer Maker* will feature 360 designer maker resources, focusing on limited-production makers. *Handmade Global Design* includes 200 global import resources showcasing good design, traditional craftsmanship, and community building.



HANDMADE®  
DESIGNER MAKER



HANDMADE®  
GLOBAL DESIGN



#### El Salvador Christmas Ornaments by Aid to Artisans

The colorful folk art of El Salvador is embodied in these wood Christmas ornaments, which are hand-painted by local artisans. Countless design variations allow for an eclectic, multi-hued collection of fish or birds. Aid to Artisans works with low-income craftspeople around the world to build profitable businesses inspired by handmade traditions. [www.aidtoartisans.org](http://www.aidtoartisans.org)



#### Black, white and red dinner service by Lois Aronow Porcelain

Lois Aronow has applied her creativity and technical expertise in fine porcelain craft work to a new line of full service dinnerware. Inspired by organic shapes, vivid color, and texture, each piece is hand-thrown and made of extremely durable porcelain. The beaded texture is a result of a careful glaze formulation, application and firing. [www.loisaronow.com](http://www.loisaronow.com)



#### Mini V Desk Mobile by Q3 Art, Inc.

Taking a little inspiration from Alexander Calder, designer maker Marvin Shafer brings a newer, distinctive form out of recycled anodized aluminum. This medium ideally holds saturated color, which is applied by hand in 36 different shades. The collection of hanging and desktop mobiles is complemented by handmade clocks, jewelry, and tabletop accessories. [www.q3art.com](http://www.q3art.com)



#### Classic collection by Ayala Bar

Israeli jewelry designer Ayala Bar creates museum-quality pieces appreciated by collectors worldwide for her attention to detail and color. The limited-edition "classic" collection includes this mosaic necklace fashioned from natural elements, glass, and assorted metals featuring the season's trend-forward colors. [www.isartonline.com](http://www.isartonline.com)

### THE NEWEST OF NYIGF

Product preview from the re-introduced division, *New York's Newest*

*New York's Newest* — This popular division showcasing new resources will return in August with 200 companies across all product categories. Exhibitors are both established resources and young companies participating for the first-time in NYIGF. Look here to find eco-friendly products, fair-trade products, personal accessories, pet products, and more.



NY's Newest



#### Mug Hug™ by Vizun

Keep your java warmer, longer, while also helping the planet. The Mug Hug is a flexible silicone lid for medium-sized ceramic coffee mugs and paper cups from franchises like Starbucks®. With its tight seal, it's an efficient way to avoid spilling your hot beverage at home, in the office, or during your commute. Endlessly reusable, it prevents waste from paper cups and plastic lids. [www.mug-hug.com](http://www.mug-hug.com)



#### IlaPebble personal alarm by Ila Security

Named for the Sanskrit goddess of speech, Ila personal alarms bring style to safety. The entire collection, which includes pebble, leash, voyage and wedge styles, emits a piercing, 130 decibel alarm designed to shock and disorientate an attacker, giving precious seconds to get away. It's a discreet accessory which can be kept close at hand, and also used as a key-ring clip. [www.ilasecurity.com](http://www.ilasecurity.com)