

THE MARKET FOR HOME + LIFESTYLE

This Summer NYIGF Becomes NY NOW

Beginning this summer, the New York International Gift Fair becomes “*NY NOW, the Market for Home & Lifestyle!*”

Four refined product collections – and a new, synergistic show floor layout – will create a marketplace in line with how retailers are shopping today.

With 400+ product categories, *NY NOW* will be the country’s premier marketplace for fashion-forward, design-driven home and lifestyle resources! Plan now to attend, August 17-21, 2013, at New York City’s Jacob K. Javits Center and Passenger Ship Terminal Pier 94!

Exciting New Changes!

NY NOW’s 2,800+ exhibitors will be repositioned into four broad market collections -- *Home, Lifestyle, Handmade* and *New!*

NY NOW Home – An all-encompassing collection of home furnishings, home textiles, decorative accessories, tabletop and gourmet housewares, plus juried contemporary design resources presented under the renowned *Accent on Design®* banner.

Exhibitors: 1,200 Location: Javits Center, Level 3

NY NOW Lifestyle – A broad spectrum showcase of merchandise categories, including giftware, personal care, stationery, fashion accessories and children’s products.

Exhibitors: 1,100 Location: Javits Center, Level 1

NY NOW Handmade – Handcrafted resources representing all home and lifestyle categories and crafted in all types of media, with distinct groupings of designer-makers and global import resources.

Exhibitors: 500. Location: Javits Center North (*Handmade® Designer Maker*) and Javits Center, Level 4 Galleria (*Handmade® Global Design*)

NY NOW New – Spotlighted section of newcomers to the New York market in a cross-category collection of home and lifestyle products.

Exhibitors: 250 Location: Pier 94

Find Out More!

Watch for more details to come about the new *NY NOW*. In the meantime, take a look at the new show floor plan [here](#).



HOME Innovative designs in furnishings & home textiles, interior décor, tabletop, and gourmet housewares.



LIFESTYLE Trends in gift & stationery, personal accessories, wellness & personal care, and juvenile resources.



HANDMADE Artisanal cross-category resources from limited-production makers to artisanal international resources.



NEW! Product launches, line extensions, and new exhibitors making their *NY NOW* debut with fresh ideas and products.