

HANDMADE® HIGHLIGHTS

NYIGF®

new york international gift fair

Find What Today's Consumers Want

by Traci L. Suppa

It's the little things that make the difference to today's consumer. With less discretionary income, gift and home purchases are made with careful consideration of quality and preference for one-of-a-kind. To please their customers, retailers count on the *Handmade*® division of the New York International Gift Fair® (NYIGF®), scheduled for August 15 to 19 in New York City.

For more than 20 years, *Handmade* has offered an extensive selection of handcrafted items in all media. Located at the Jacob K. Javits Convention Center, it is the nation's largest wholesale craft collection within a United States gift market.

What's new

This summer, *Handmade* buyers will find a larger presentation of jewelry, textiles and wearables. "Consumers are looking to update their looks affordably," says Dorothy Belshaw, NYIGF director and GLM senior vice president. "Handcrafted products offer a unique look with timeless longevity."



These Dunitz & Company jewelry designs will debut at NYIGF in August along with 12 new color combinations and the latest designs.

Origin and inspiration

"Unique" is the key for specialty stores that need to consistently deliver new and original designs in order to

Interior designers welcome!

The *Handmade* division of NYIGF is an increasingly popular resource for designers and decorators in search of unique pieces for their clients.

Burl End Tables from dBO Home's Indian Lake Table Collection

Copenhagen Tumblers from The Green Glass Company



World Cushion Covers from Handmade Expressions

compete with large discounters. In line with this, more than half the resources found in the *Handmade* division are designed and produced by individual designer-makers. Yet while the quest for "one-of-a-kind" remains a priority, provenance is increasingly meaningful. In terms of origin, *Handmade* features an extensive collection of products *Handmade in the USA* as well as quality pieces from international markets, widely sourced through fair-trade-compliant artisanal communities and cooperatives.

Plan your trip to NYIGF

NYIGF attendees have access to travel and hotel discounts through Travel Planners, the show's official travel partner. Admission to NYIGF is free for retailers with advance registration online.

Additional information is available at www.nyigf.com.