



# A Recipe For Energy: NYIGF & The Gourmet Housewares Show

## Two Shows That Bring Design Trends To Life

By Traci Suppa

It's all about energy. The buzz surrounding new products and product trends; buyers on the hunt; dazzling merchandise displays... it all synthesizes into an energetic tradeshow experience. Catch it at the New York International Gift Fair® (NYIGF®) in January and August, and at the Gourmet Housewares Show® in San Francisco in August.



### Trends Begin Here

The common denominator between NYIGF and the Gourmet Housewares Show is the overwhelming participation by notable trend-focused companies and products (think Zak Designs, WMF, and Kyocera). The energy is palpable, in aisle-after-aisle, with myriad resources showcasing the latest and greatest colors, patterns, styles and designs.

Scheduled to bookend the retailer's buying season, NYIGF and the Gourmet Housewares Show have a lot of ground to cover. The year begins with new product for spring '09, and ends with even newer product for fall '09 as well as 2010 pre-views. From metallics and bamboo, to the rise of pattern and angular lines, the newest looks have found their point of market entry at these two shows.

### If it's New, it's at NYIGF

Each winter and summer, the New York International Gift Fair® (NYIGF®) brings 2,900+ exhibitors featuring an extraordinary breadth and depth of design-driven home fashion products, lifestyle merchandise and complementary giftware to the Jacob K. Javits Convention Center and Passenger Ship Terminal Piers 92 and 94 and its newest venue, Pier 90.

Better home and housewares retailers from around the world attend NYIGF. The lure is 500 tabletop and housewares suppliers, alongside thousands of complementary resources. NYIGF's full range of products for kitchen and table include tabletop, glassware, bakeware, kitchen

gadgets, cutlery/flatware, kitchen textiles, table linens, barware and wine accessories, as well as an increasing number of luxury tabletop and home entertaining lines.

Deborah Rhodes, a Connecticut-based designer of fine tabletop textiles, has participated in the *At Home* division of the NYIGF for eight years. She believes one of the reasons retailers find New York so appealing is the fashion-forward vibe that permeates the show. "Designers here have a vision and aren't afraid of being experimental, so buyers can find truly unique designs," Rhodes said.

For retailers such as Bloomingdale's, Crate & Barrel, and Dean & DeLuca, the first stop within NYIGF is the *Tabletop & Housewares* division, which offers a dynamic, full range of products for kitchen and table from 200 exhibitors. Within this division and adjacent to *Accent on Design®* is the growing presence of *Accent on Tabletop*, a special section of design-driven luxury tabletop and home entertaining lines from companies including Alessi, Kim Seybert, Michael Aram, WMF, The Bodum Group and Atticus.

"Tabletop buyers on the lookout for their next best-seller can find it in any of several NYIGF divisions, whether *Tabletop & Housewares*, *Accent on Design®*, *Handmade* or *At Home*," states Dorothy Belshaw, NYIGF director and GLM senior vice president. "In addition to focusing on divisions with a depth of tabletop and kitchenware resources, buyers should make extra time to source complementary products such as kitchen textiles, specialty foods, cookbooks and decorative accessories in other relevant divisions of the Fair."

### The Gourmet Housewares Show Goes Home

The Gourmet Housewares Show, August 8-10, 2009, returns to its San Francisco roots this year, where it will be held concurrently with the summer San Francisco International Gift Fair® (SFIGF) in the Moscone Center. A new August timeframe is well-suited for buyers and sellers to come together for the critical fourth quarter, at a later date than other industry shows. It's also ideally timed for 2010 pre-views from larger companies.

As the only industry event to focus on high-end cookware, cutlery, bakeware, small electrics, gadgets, tabletop, kitchen textiles and specialty food, the show is expected to draw 400 exhibitors and some 4,000 buyers who understand their customers' love of food and entertaining. "The Gourmet Housewares

Show is a focused, edited collection of specialty merchandise for the epicurean," said Penny Sikalis, GLM vice president and show manager. "It will be an exciting return to the heart of the culinary industry, where it first launched in 1977."

Known as the city where America's gourmet lifestyle began, San Francisco is a natural lure for the high-end specialty retailer. Gourmet Housewares Show attendees include West Coast retailers such as Williams Sonoma, Sur La Table, Seasoned Kitchen, Beyond Pots and Pans, and Amazon.com, as well as companies of all sizes from across the country in search of the newest, on-trend merchandise. Retailers from the Midwest, including Crate & Barrel and Kitchen Window, keep this show on their buying calendar, as do southern retailers such as Cook's Warehouse and Dillard's — to name a few. And even with the resources of New York City within their grasp, east coast retailers like Chef Central, Bed Bath & Beyond and Zabar's make the cross-country pilgrimage.

Expect to see many other exhibiting companies back at the show upon its return to San Francisco, including BIA Cordon Bleu, Le Creuset, Leifheit International and Progressive International. Among the growing list of well-known vendors are also All-Clad, Bonjour Gourmet, Cuisinart, Harold Imports, ISI North America, Krups, Lifetime Brands Inc., Nespresso, Nordic Ware, Spring Switzerland, Swissmar Imports Inc., Tramontina, Viking Range Corporation, William Bounds, WMF America, Wusthof Trident and Zak Designs.

**Photos (clockwise from top left):** Gourmet Housewares Show exhibit floor; NYIGF lobby; Potato Masher from WMF; Sili Gourmet Garlic Roaster and Baton Dual Mill from William Bounds Ltd.



**NYIGF®**

January 25-29, 2009  
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New York, NY  
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