



New York's typically hot, humid August weather didn't slow down the enthusiasm for the 17th edition of **Playtime New York**, the top trade show for American and international children's wear brands. Housed in the charming Altman Building and Metropolitan Pavilion, the show's ambience was relaxed and friendly--enhanced by spacious booth layouts, artistic decoration and informative trend displays. The show's main theme of "Optimism" carried through from the Paris edition of **Playtime**, and the mood of attendees truly echoed the sentiment.

The total number of 1,993 visitors, many of them new buyers (487), were pleased to discover new brands. Although this season showed an increase in buyers from California and Florida, the sizable majority of the buyers came from New York, with New Jersey buyers holding the second spot. Of the show's 186 exhibiting brands, 53 of them were first time **Playtime** exhibitors.

In general, the predominate color palettes showcased softened brights with a good dose of neon, seen in apparel and accessories such as sandals and sneakers. The ongoing attraction to nature was reflected in whimsical animal art and print motifs of healthy foods as fruits and vegetables. Smiley faces, flowers, ethnic patterned prints and cool cotton fabrics came together to celebrate the new Summer of Love.



Red Caribou



Sticky Lemon



Molo



Oeuf



playtime
NEW YORK

The top trade show for American & international children's brands

#18

February 10-12, 2019

Metropolitan Pavilion
& Altman Building

200 collections

Fashion & Lifestyle



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