

# PLAYTIME

## KID'S HUB

### NEW YORK

THE BIG  
SMALL  
SHOW

THE BIG  
SMALL  
SHOW

REPORT

PLAYTIME & KID'S HUB NEW YORK - FEBRUARY 12-14, 2023 - METROPOLITAN PAVILION



# BACK TO BUSINESS

## THE LARGEST KIDS' FASHION & LIFESTYLE SHOW IN AMERICA!

There was a **palpable buzz** as business was conducted February 12th through 14th, 2023 across five floors of the Metropolitan Pavilion and two floors of the Altman Building between the **2,672 visitors** (+27%) and over **240 brands** at the 27th edition of Playtime & Kid's Hub New York. With two complementary sectors of the kid's fashion industry gathered in one place to display their Autumn-Winter 2023 collections, buyers and visitors had plenty to discover among the fashion, accessory, shoe, lifestyle, and toy brands. Acting as the perfect moment to bring Playtime & Kid's Hub new visual identity to life, the show was alive with orders being placed, collaborations being cultivated, and discoveries being made.

**Buyers from around the world** were back at last and ready to shop their favorite brands both new and old. Greatly appreciating the expansive offer that brings **the avant-garde of Playtime** (Paade, Molo, Falcotto, Honor the gift, etc...), and **the contemporary kid's fashion brands from Kid's Hub's** (Appaman, Old Soles, Kapital K, Tractr jeans, etc...) together in one place, we were excited to see buyers from the **US, Canada, South Korea and Brazil** back in full force. With **15% new buyers** among them, this show marked the return to not just business as usual, but **business that was better than ever!** Playtime & Kid's Hub New York welcomed **38% more visitors than in 2019.**

With so many brands, buyers, and visits from international press and influencers, it felt great to be among all of our loyal friends and to build relationships with our new ones. We can't wait to see what the summer show will bring in the wake of the success this winter show has fostered!

# BRANDS

The expansive offer at Playtime & Kid's Hub New York is what makes it **the most important trade show in the United States** for the kids' fashion and lifestyle industry. Bringing together the entire children's industry allows buyers to complete all their shopping for the season in one place, from the creative independent designers to must-have international labels. By acting as **the one-stop-shop for kid's stores around the world**, the show has become **unmissable**.



## PLAYTIME :

Paade, Molo, Maison Mangostan, Rylee + Cru, Louise Misha, Naturino, Stapelstein, Honor the gift, Super Smalls, Dear Sophie, The Sunday Collective, Koalav, Wander & wonder, Coco au lait, Collegien , Indee, Manuela de Juan, and more...

## KID'S HUB :

Old Soles, Mia New York, Oh baby!, Rondinella, Kapital K, Appaman, Mini Melissa, Kissy Kissy, Shade Critters, Vintage Havana, Tractr Jeans, Andy & Evan, Flap Happy, Paige Lauren, Posh Peanut, Snapper Rock, Bari Lynn, Elephantito, Offcorss, and more...

## AGENTS :

Mikado Showroom (Playtime) , Rose Garden (Kid's Hub), Chantiques Corp (Playtime), In Play Showroom (Kid's Hub, Showroom Lab (Playtime) , Ali's Market (Playtime), The Showroom (Kid's Hub), Lynn Meyer (Kid's Hub), LC Collections (Playtime), and more...

# FIGURE DETAILS

The Big Small Show opened its doors to buyers from around the world, with the largest proportions coming from **28 international countries**, as well as from **39 states of the United States**. With how big the show has grown, many of these professional visitors spent an average of **2 days at the show** to allow them enough time to see it all!

## TOP 12

### U.S. STATES

NEW YORK 46.3%  
NEW JERSEY 14.2%  
MASSACHUSETTS 4.6%  
CONNECTICUT 3.9%  
FLORIDA 2.9%  
PENNSYLVANIA 2.8%  
CALIFORNIA 2.7%  
OHIO 2.3%  
TENNESSEE 1.8%  
ILLINOIS 1.5%  
MARYLAND 1.5%  
TEXAS 1.4%



## VISITORS

USA  
88%

INTERNATIONAL  
12%



## TOP 10 INTERNATIONAL COUNTRIES

Canada  
South Korea  
Peru  
Mexico  
Colombia  
Puerto Rico  
Israel  
France  
Dominican Republic  
Brazil

## TOP BUYERS

Bloomingdale's (USA-NY), Dottie Dolittle (USA-CA), Baby Boubble (South Korea), Itsy Bitsy Boutique (USA-TX), Swaddle (USA-AL), LADIDA (USA-NJ), TNT - The New Trend (Canada), Magpies (USA-TN), Blubelle Baby (USA-PA), Juvenile Planet (USA-NJ), The Spotted Goose (USA-OH), Neiman Marcus (USA-TX), Harry's Shoes for Kids (USA-NY), Eggy (USA-CA), Darien Sport Shop (USA-CT), Maisonette (USA-NY), Osa Gris (Peru), Jean & Hadley (USA-NJ), State of Kid (USA-FL), Panda and Cub (USA-NY), The front shop (USA-NJ), PETIT CHIC (Canada), Mimos (Puerto Rico), Les Mini (USA-NY), Yellow Turtle (USA-VT), Saks Fifth Avenue (USA-NY), Dear my Kiz (South Korea), Lunch Money Boutique (USA-LA), Marigold Modern Kids (USA-SC), EVER AFTER (USA-NY), Sugar and Spice (Canada), Luibelle (USA-NJ), The Shoppe Miami (USA-FL), Elegant Child (USA-NY), The Mellowland (USA-CA), ....

# NEW BUZZWORD ALERT: COMMUNITY!

For the Earnshaw's seminar this season, an expert panel came together to discuss ways to grow your business through community building. Moderated by Jennifer Cattai, owner of the boutique Babesta and Consultant for Playtime & Kid's Hub New York, the panel answered questions like how to use in-person and digital techniques (Facebook Groups, Instagram and Discord) to drive sales and build brand loyalty, what makes for a great community, what attracts people, and what gives your community staying power.



## THE EXPERT PANEL

- Head of community at Meta, **Kara Cronin**
- Head of Childrenswear at WGSN, **Erin Rechner**
- Rylee + Cru Co-founder and CEO **Kevin Murray** and Brand Manager and CMO **Kelly Fondots**
- State of Kid Co-founders, **Alana Oxfeld** and **Cheryl Gonzalez**

CLICK HERE  
TO LEARN  
AND GROW  
YOUR COMMUNITY!

# AUTUMN-WINTER 23-24 TRENDS



(RE)WATCH THE  
SEMINAR LIVE  
ANYTIME ON  
OUR INSTAGRAM  
HERE!

Greeting visitors at the entrance were **two artfully displayed trend spaces** that brought the **Autumn-Winter 23-24 trends** Enthral and Omni to life using products from brands buyers could shop at the show. To help further inform buyer's shopping, Fashion Snoops presented a deep dive into the silhouettes, colors, prints and patterns that are must-haves for next winter.

# OUR PARTNERS

EARNSHAW'S, KID'S À LA MODE, KIKIMORA, NINSMODA, CWB, MILK, BABY & KID'S STORE, JAMES GIRONE, MILAN MAGAZINE, DEFI, FASHION SNOOPS, PROMAS, ICEX, ABICALÇADOS, TEAM FRANCE EXPORT, BUSINESS FRANCE.

## NEXT SHOWS

**PLAYTIME**  
PARIS

JULY 1 - 3, 2023

**PLAYTIME**  
SHANGHAI

JULY 21 - 22, 2023

**PLAYTIME**  
KID'S HUB  
NEW YORK

JULY 30 - AUGUST 1, 2023

ONLINE APPLICATIONS WILL OPEN BEGINNING OF MARCH AND WILL BE AVAILABLE FROM [ILOVEPLAYTIME.COM](https://www.iloveplaytime.com)

## CONTACT

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## THANK YOU EVERYONE! PLAYTIME LOVES YOU!

