



PLAYTIME

KID'S HUB

NEW YORK

JULY 30-AUGUST 1, 2023

THE METROPOLITAN PAVILION

REPORT

**THE BIG
SMALL
SHOW**



BUSINESS WAS BUZZING AS PLAYTIME & KID'S HUB NEW YORK ASSERTED ITSELF AS THE LEADING TRADE SHOW IN THE UNITED STATES

The summer edition of Playtime & Kid's Hub New York took place July 30-August 1, opening its doors to over 2,500 visitors from 25 different countries and 37 different US states who were eager to explore new collections from more than 280 international brands. With a complementary offer that is continuously more representative of the products buyers are looking for and a new dedicated space to lifestyle brands, there was an audible buzz as business took place on 5 floors. The excitement was palpable as orders were placed, new brands discovered, and old friends reunited. The great success of this show proved the establishment of Playtime & Kid's Hub New York as the most important trade show for the kids' fashion and lifestyle industry in North America.





BRANDS

A COMPLEMENTARY SELECTION THAT MEETS THE NEEDS AND WANTS OF EVERY SECTOR

The stand out trait of the Playtime & Kid’s Hub show is the dual offer that can’t be found anywhere else. From toddlers to teens, babies to kids, boys to girls, artistic to classic, every style, age, and occasion has its place at The Big Small Show. The Playtime selection brings the avant-garde, designer labels under the same roof as Kid’s Hub’s offer of best-selling brands in the North American market to curate a blend of internationally recognized labels and small brands from each sector. By gathering these two sectors of the children’s market that usually can only be found at separate shows, Playtime & Kid’s Hub is providing buyers from around the world with exactly what they want to curate a complementary offer for their store that meets the needs and wants of a broader range of customers.

PLAYTIME BRANDS

Molo, Dear Sophie, Paade Mode, Donsje Amsterdam, Indee, Coco Au Lait, Rylee + Cru Collective, Light+Nine, Bonton, Mon Coeur, Milkology, Dotty Dungarees, Shoo Pom, We are Kids, Louise Misha, Collégien, Izipizi, Supersmall, Pehr, Claris the Mouse, Pepita & Me, Zadig & Voltaire, Amallure Swimwear, Jollity & Co, Every Turn, K-way, and more...

Agents: Chantique’s Corp, Mikado show room, LC collection, Show room lab, Ali’s Market, Duo Showroom, and more...

KID’S HUB BRANDS

Appaman, Mia New York, Kissy Kissy, Lilies & Roses, Shade Critters, Hatley, Andy & Evan, Bari Lynn, Vintage Havana, Paige Lauren, Bows Arts, Piglo Kids, Kaveah, Primigi, Stella Cove, Isaac Mizrahi, Little Chicken, Annie Lane Titot, PQ Swimwear, Emerson and Friends, L’amour shoes, Tiare Hawaii, and more...

Agents: Lynn Meyer, Ilene Oren, LF Showroom, Nancy Markert, Rose Garden, InPlay Showroom (Grendene Global Brands), Stephanie Fishman, Lola Jo, Adila Aksalic (Unitrends), Mamiye Bros, Nicky Rose Kids, The Showroom, Creations Robo, and more...

Maileg said:

«This was our first time exhibiting at Playtime & Kid’s Hub New York. We wanted to come to try this show out, and we’re so happy we did, as it went really well! We found it interesting to meet some new retailers that we wouldn’t have seen at other shows, like baby stores we haven’t met previously that we were able to introduce to our unique collections of toys and clothing.»

SPOTLIGHT ON LIFESTYLE LABELS!

A selection of **lifestyle brands** were given a **dedicated space** in **The Studio**, immersing buyers in a gathered sample of the variety of labels present throughout the show offering **linens, toys, and accessories**, as well as brands specialized in products like **reusable diapers, baby toothbrushes, and party supplies**. As family concept stores continue to gain popularity, buyers are in search of more lifestyle labels to add to their selection that becomes a **one-stop-shop for the modern family**. Featured in The Studio this season: **Maileg, Apple Park, Daydream Society, 7AM Enfant, Timo & Violet, Olivio & co, Maylily, Lino, Hamico, and My Memi**.

Throughout the show, buyers could discover more lifestyle labels that were on full display alongside fashion brands to present their collections ranging from **chalk to teethers, jewelry to decor**.

From the smallest independent labels to internationally renowned brands, Playtime & Kid's Hub New York offers two complementary sectors under one roof to curate a one-stop-shop for buyers, press, and passionate in search of today's must-have labels.



As at all summer editions, the show was marked by the presence of many swimwear and **special occasion brands**. The swimwear collections on display ranged from **colorful to neutral, innovative to classic**, all with **sun-safe materials** to keep little ones protected as they soak up the sun (**Saint Ida Swim, Submarine, Olga Valentine, Sunchild, Flap Happy, Snapper Rock, Boardies...**).



Whether visiting or living there, **shoes hold a special place** in the heart of everyone in New York City! The offer of shoe brands **continues to grow each season** to welcome more and more labels with a range of styles that are the finishing touch to any outfit. From **sneakers (Oldsoles, Geox, Primigi, Falcotto, Rondinella, Oomphies...)** to **fashion forward collections (Pom d'Api, Clotaire, Mini Melissa, Nomandino, Elephantito, Naturino...)**, buyers were able to **find every type of shoe** they were looking for in one place.

Dotty Dungarees said:

«The show was great! We've been coming to Playtime & Kid's Hub for many years now, and it's always been the right show for us. It's the perfect fit in terms of the market it reaches for our product, connecting us with the buyers who completely get it. The show always has a really happy and friendly vibe, and people are incredibly straightforward. We see a lot of repeat orders from our regular customers we work with all year, which is always so nice to be able to see them in person. We also meet many new shops that we wouldn't have come across otherwise, making it the perfect show for us!»

THE FIGURES

HIGHLY QUALIFIED BUYERS BROUGHT THE BUZZ OF BUSINESS TO THE ENTIRE SHOW!

2,539 VISITORS FROM 25 DIFFERENT COUNTRIES

37 DIFFERENT US STATES

**UNITED STATES: 88%
INTERNATIONAL: 12%**

International and American buyers were in attendance to meet with the main players in the kids' fashion and lifestyle market. The high quality of these professional visitors was evident in the internationally recognized names of their companies, as well as the buzz of business that was present throughout the show. Brands and buyers spent three days busily filling out order sheets to the satisfaction of both! With a record number of visitors on Monday, business was booming at The Big Small Show.



There were many buyers from Canada, Asia, Central and South America that marked this edition with their return in large numbers. With the frequent feedback that this was the best edition they have ever attended, it is evident that the complementary offer is meeting the needs of buyers around the world. Several brands offered both their immediate delivery collections for the upcoming AW23 season and their SS24 pre-orders, making the selection even more complete this season.

TOP 8 COUNTRIES*

(*outside the U.S.)

- CANADA
- SOUTH KOREA
- ISRAEL
- ARGENTINA
- PUERTO RICO
- COLOMBIA
- PERU
- FRANCE

TOP 12 U.S. STATES

- NEW YORK 41.2%
- NEW JERSEY 13.8%
- PENNSYLVANIA 5.6%
- MASSACHUSETTS 4.6%
- FLORIDA 4.1%
- CONNECTICUT 3.7%
- ILLINOIS 2.6%
- CALIFORNIA 2.2%
- MICHIGAN 2.1%
- OHIO 2%
- TENNESSEE 1.9%
- MARYLAND 1.8%

Followed by Texas, Colorado, Georgia, Alabama...

TOP BUYERS

Bergdorf Goodman (USA-NY), Nordstrom (USA-WA/NY/NJ), Saks Fifth Avenue (USA-NY), Maisonette (USA-NY), Bloomingdale's (USA-NY), Eggy (USA-CA), Neiman Marcus (USA-TX), KaryMarket (South Korea), Magpies (USA-TN), Blubelle Baby (USA-NY), Sugar and Spice (Canada), Juvenile Planet (USA-NJ), The Spotted Goose (USA-OH), Little Tea (Taiwan), State of Kid (USA-FL), Panda and Cub (USA-NY), The Front Shop (USA-NJ), Mimos (Puerto Rico), Darien Sport Shop (USA-CT), Swaddle (USA-AL), Giggles (Panama), Jean & Hadley (USA-NJ), The Mini Branch (Canada), Yellow Turtle (USA-VT), Elegant Child (USA-NY), Nanne&Nicky (Costa Rica), Lunch Money Boutique (USA-IN), Marigold Modern Kids (USA-SC), Luibelle (USA-NJ), The Shoppe Miami (USA-FL), and many more...

Meris, buyers from the boutique ManyMoons, said:
 «We've been coming to Playtime & Kid's Hub New York for years, and we've found so many amazing brands through the show. The Playtime & Kid's Hub Team does a really great job of curating a diverse selection of brands that align with our values in the same space, making it really easy for us to shop and find the right brands for us.»

SS24 TRENDS



Professionals and passionates were greeted at the entrance of the show by two spaces that brought the Spring-Summer 2024 trends Meander and Sunbeam to life through products selected from brands at the show. Visitors and exhibitors were also invited to attend an exclusive seminar by our partner Fashion Snoops which dove deeper into these trends, as well as shifts in the children's market in general, to further inform their buying and creativity.

Bright and early on Tuesday morning, a panel of experts moderated by Jennifer Cattai, owner of the NYC based boutique Babesta, took us into the future with an exploration of new technology. Discussing the rise and uses of Chat GPT, DALL-E, and generative AI, this panel included an expert who has been working in AI for 20 years, a trend forecaster specialized in the kid's market, and two community members who have been experimenting with using AI and ChatGPT in their own small businesses to alleviate administrative burdens and save time. They shared best practices, easy ideas to get brands and buyers started, and what to avoid when incorporating this new technology.

The expert panel: Cathy White, Head of AI and ML at Yates Ltd and Founder and CIO of Gold Iris AI; Erin Rechner, Head of Kidsear at WGSN; Alice Holland, founder of the brand Little Prince London; and Karina Laflamme, Owner of the brand Headster

(Re)watch the insightful seminar any time [here](#) and read more from these experts [here](#)!



THE ICING ON THE CAKE: FUN FROM OUR FRIENDS

This summer edition welcomed some of our partners for a little extra fun in the business focused atmosphere!



THE SHOW THROUGH THE EYES OF AN EXPERT
Katie, the kids' fashion and lifestyle expert from Pirouette, explored the show, interviewed brands and visitors, and compiled a reel that summarized each day through her eyes! Capturing the energy of the show in one minute reels, she brought it to viewers around the world and added a smile-filled boost to the show's atmosphere. As the leading industry resource for kids' fashion and lifestyle, Pirouette has been the destination for professionals in the children's market since 2009.

(Re)Live Day 1, Day 2 and Day 3 with Katie!



THE MAIN PLAYERS IN THE MARKET IDENTIFIED FOR ALL

Earnshaw's magazine presented brands that have been nominated by fellow professionals for their 2023 Earnie Awards with table cards that marked them as leaders in the kids' fashion and lifestyle industry. Stay tuned for the winners that will be announced later this year on Playtime & Kid's Hub Magazine and in the winter edition of Earnshaw's.

OUR PARTNERS

Earnshaw's, Fashion Network, James Girone, Kids à la mode, MiK, Ninsmoda, Fashion Snoops, Global Beginnings, Le Defi, Promas, Albicalçados, Icx, ProColumbia...

NEXT TRADE SHOWS

APPLICATIONS OPEN FOR BRANDS AT THE BEGINNING OF SEPTEMBER 2023

PLAYTIME
PARIS
JANUARY 27-29, 2024

PLAYTIME
KIDS' HUB
NEW YORK
FEBRUARY 11-13, 2024



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