



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

**REPORT  
WINTER  
2024**





## **Playtime & Kid's Hub confirms itself as the leading show for children's fashion and lifestyle in the US.**

For the Winter 2024 edition of Playtime & Kid's Hub New York which took place February 11-13, over **2,580 visitors** gathered to discover the full range the kids' fashion and lifestyle market has to offer. These professional visitors discovered a **unique selection from 300 brands** as they explored the aisles of **international labels** that represented everything **from the most avant-garde independent collections to the essential commercial labels** that are the **must-haves** of today.

In a very positive and joyful atmosphere, brands and buyers were busy from morning to evening amplifying the familiar buzz of business. Further emphasizing the show's success seen last summer, the Winter 2024 edition has solidified beyond a shadow of a doubt the establishment of Playtime & Kid's Hub New York as **the most important trade show** for professionals in the **kids' fashion and lifestyle industry** in the Western Hemisphere.





## **Brands**

**A complementary selection, so that buyers can find everything their customer needs.**

What separates Playtime & Kid's Hub New York from other North American trade shows is the expansive selection of brands that can't be found anywhere else. Rather than catering exclusively to stores with an interest in European designers or must-have American labels, **the international offer at The Big Small Show provides products for every age, occasion, style and taste.** Classic and chic brands are at the same show as edgy and innovative labels. Products for babies through teens can be found in the same place as parenthood products. Representing **more than 21 countries from around the world**, the curated selection gathers two sectors of the children's market that are rarely at the same show, giving buyers a place to order everything their store needs for next season at one inspiring event.



### **Impeccable design on display**

At each edition, The Big Small Show welcomes a stand-out selection of labels that are sure to please parents and kids alike. With collections that vary **from perfect pajamas to outstanding outerwear, occasionwear ready for life's precious moments to top of the line teen products**, the range of fashion collections on display meet every need. This season was marked by **the return of avant-garde brands** (Hello Simone, The New Society, Serendipity Organics, Letter to the World, Bonnie Mob, Ver de Terre...), as well as longtime friends who present their strong, design-focused collections season after season (Molo, Indee, Pink Chicken, Louise Misha...).





## MORE THAN 300 BRANDS:

**LOYAL FRIENDS:** Molo, Rylee + Cru, Noralee, Quincy Mae, Louise Misha, Dear Sophie, Paade Mode, Pink Chicken, Indee, Bebe Organic, NoNo, Me & Henry, Coco Au Lait, Hebe, Feather 4 Arrow, Dotty Dungarees, Koalav, Donsje Amsterdam, Manière, Tea Collection, Shade Critters, Oh Baby!, Tractr Jeans, Vintage Havana, Kissy Kissy, Hannah Banana, DL1961 Premium Denim, Mia New York, Miles the Label, Appaman...

**THESE BRANDS ARE BACK AGAIN THIS SEASON AFTER SOME TIME AWAY:** The New Society, Bonnie Mob, Lilinoa, Scotch Bonnet, Verre de Terre, Serendipity Organics...

**THEY EXHIBITED FOR THE FIRST TIME:** Konges Sløjd, Bella and Lace, A Basic Brand, Floss, Oh Clementine, Milk Teeth, Petite Revery, Little Unicorn, Pamplemousse, Steve Madden, Janie and Jack, Loulou Lollipop, Hanna Andersson, Rowdy Sprout, Claver Sweater...

## OVER 24 AGENTS REPRESENTING US AND INTERNATIONAL BRANDS:

Ali's Market, LC Collections, Mikado, Showroom Lab, Chantiques Corp, Faigy Drew, Duo Showroom, Marmalade the Agency, Bella Rose Imports, Lynn Meyer Showroom, In Play Showroom, LF Showroom, Alla's Lil Angels, Nicky Rose Kids, Rose Garden, Lola Jo, Susan Cavanagh, L&R Showroom, Robo Creations, The Showroom, Enekony Showroom, Nancy Markert and Amy Hoffman, Ilene Oren...



### Lifestyle labels to accompany parents on the journey of raising kids.

A range of lifestyle products were put in the spotlight throughout the show, with a special selection featured in **The Studio** to welcome visitors to a space of inspiration and decor. Ranging from reusable diapers to baby carriers, travel essentials to the sweetest doll furniture, products were on display for all ages from maternity to teens.

**Some of the lifestyle labels at the show this season:** Konges Sløjd, 7AM Enfant, Super Smalls, Maileg, Dimpel, Three Hearts Modern Apparel, Twee, Fly Little Bird, Charlie Banana, Mon Ami, Minnow, Little Unicorn, Poppie Toys, and more...



## The figures

**2,580 visitors**  
from 26 countries  
and 39 US states.

**United States: 89%**  
**International: 11%**

### **10.5% first-time buyers**

New buyers came from every state in the US and from Canada to visit the show for the first time. These are mostly buyers that are already in business, but some are opening new stores or are still in the creative stages.

**Buyers spent an average of 2 days at the show to see all the brands.**

A range of qualified buyers from around the world and the United States made sure not to miss The Big Small Show. Mainly coming from the **United States** and **Canada**, buyers also came from **South America** and warmer US states with a growing interest in swim and resortwear. Once again this season, some of the international buyers who have not had the opportunity to visit Playtime Paris have decided to come to New York for the chance to discover the complementary selection that is uniquely curated.

This edition opened its doors anew to welcome **some of the biggest American department stores and main players from online retailers**. We also saw buyers from boutiques selling both fashion and lifestyle, as well as from gift shops with great selections of toys.



### **TOP 10 COUNTRIES** (outside USA)

- Canada
- Puerto Rico
- Panama
- Colombia
- Dominican Republic
- South Korea
- France
- Belgium
- UK

### **TOP 10 US STATES:**

- **New York 44%**
- **New Jersey 13.9%**
- **Pennsylvania 5.7%**
- **Massachusetts 4.1%**
- **California 4%\***
- **Connecticut 3%**
- **Florida 2.4%**
- **Texas 2.4%**
- **Illinois 2.3%**
- **Ohio 2.2%**

\*Increase in buyers from California

### **TOP BUYERS:**

Bergdorf Goodman (USA-NY) - Neiman Marcus (USA-TX) - Bloomingdale's (USA-NY) - Maisonette (USA-NY) - Poppy Store (USA-CA) - Beams (Japan) - The Ridge Kids (USA-NJ) - Tiny Hanger (USA-MA) - Advice from a Caterpillar (Canada) - Mimos (Puerto Rico) - Honey Pie (USA-CT) - WeeChic (USA-MD) - Broomtail (USA-CO) - Posh (USA-NY) - Baby B (Kuwait) - C'est Chou by Sienna (USA-FL) - Garage Boutique (USA-AZ) - Magpies (USA-TN) - Honey Bee Baby (USA-NV) - Double Rainbow (USA-OH) - Blackbear (USA-WI) - Kiddo (USA-KY) - Lively Kids (USA-MA) - Little Ground (South Korea) - Yellow Turtle (USA-VT) - East West Girl (USA-MN) - Minibhu (Colombia) - Little (USA-ME) - Tip Toes (USA-MI) - Anna Pops (Belgium) - Swaddle (USA-AL) - The Mini branch (Canada) ...



## **Successful sustainability**



Braving a surprise snowstorm, a **panel of experts moderated by Jennifer Cattau**, owner of the boutique Babesta, explored ways to **communicate on sustainability initiatives** in a way that is good for your business's bottom line and the planet. They discussed different certifications, how to talk about what you are doing, and, maybe most importantly, where brands and retailers should be communicating about their sustainable actions. This seminar is hosted each season in partnership with **Earnshaw's Magazine**.

**The expert panel this season:** Randi Kronthal-Sacco, Senior Research Scholar at NY University Stern Center for Sustainable Business - Erin Rechner, Head of Kidswear at WGSN - Rich Amsinger, Co-Founder of the retail store ManyMoons - Kara Carter, Chief Product Officer at the brand Hanna Andersson.

> (Re)watch the seminar to get all the essential tips live on our Instagram [here](#).

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## **From our partners...**

Playtime & Kid's Hub New York is constantly nurturing partnerships new and old to create unique content and exceptional experiences at the show that add an element of professional fun to the business atmosphere.



### **DAILY REELS FROM PIROUETTE**

Katie Kendrick, the kids' fashion and lifestyle expert from Pirouette, was back once again to bring her wonderful smile and endless energy to The Big Small Show! Breaking down her interactions with brands, buyers, and fellow show visitors into one minute reels that capture the atmosphere of the show each day. Pirouette has been one of the leading resources in the kids' fashion and lifestyle industry since its inception in 2009. Keep an eye out for Katie's latest project, the Directory, which will launch this spring!

**(Re)live Day 1, Day 2, and Day 3** of Playtime & Kid's Hub New York with Katie!

### **MEET THE MAIN PLAYERS**

Each season, our partner Earnshaw's Magazine presents the brands that won their annual Earnie Awards with a table card to proudly display their achievement. Marking these labels as leaders in the industry, the Earnie Awards are given out based on votes from fellow professionals in the industry.

### **NEW THIS SEASON > A MINI MODEL MOMENT**

For the first time ever, Playtime & Kid's Hub teamed up with Junior Style for a photoshoot at The Big Small Show! Using products from a selection of exhibitors, some very professional little models visited the show to strut their style and show off the new collections for next season.

Check out the editorial from this photoshoot on Playtime & Kid's Hub Magazine [here](#)!





Photos by Nafisa Skeie

**Our partners:** Earnshaw's, Pirouette, Directory, Milk, Kid's à la Mode, Junior Style, James Girone, Ninsmoda, Fashion Snoops, Global Beginnings, Le Défi, Promas, Business France, Icex, Cenit, Abit...

APPLICATIONS FOR THE SUMMER SHOWS OPEN ON MARCH 7, 2024

**PLAYTIME**  
**PARIS**

**JUNE 29- JULY 1, 2024**

**PLAYTIME**  
**KID'S HUB**  
**NEW YORK**

**JULY 28 - 30, 2024**

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