

# PLAYTIME KID'S HUB NEW YORK

## REPORT

FEBRUARY 9-11, 2025





# THE KID'S MARKET'S FAVORITE EVENT FOR GETTING DOWN TO BUSINESS

Playtime & Kid's Hub New York once again opened its doors to both leading members and newcomers within the kids' fashion and lifestyle industry, inviting them to come together in a space that was friendly, creative, and, above all, centered around growing their business.

The event welcomed more than 3,300 professional visitors to discover the Autumn-Winter 25-26 collections of more than 320 brands. The season's mantra "OPEN YOUR MIND, THINK DIFFERENT, THINK BIG" rang out throughout the aisles of the show as the industry came together to discover new ways of creating, explore new opportunities, and enjoy the little things that make a big impact on their business and the show's overall atmosphere.

From today's top international and American labels to new buyers launching their businesses around the world, and even key members of the press and content creators who added an exceptional energy to the event, the main players in the kid's market were at the trade show once again this season to network and expand their reach.

The expansive offer at Playtime & Kid's Hub New York has continuously established the event as the one-stop show for buyers looking to curate a complete selection in their store that caters to the needs of today's price conscious consumers who are still searching for high quality products for every age and occasion.

Thanks to the participation of key international and American brands and buyers, Playtime & Kid's Hub New York was once again the business event of the season!



# FROM INDEPENDENT, AVANT-GARDE CREATIVES TO INTERNATIONAL MUST-HAVES

Each season, our team of experts carefully curates an **impeccable selection of international and American brands** to cater to **every age, occasion, and price range**, without ever sacrificing quality. Ranging from internationally desired brands (Molo, Rylee + Cru, Steve Madden, Konges Sløjd, Bari Lynn, Donsje Amsterdam, Janie and Jack, Pink Chicken, Super Smalls...) to labels entering the market (Wild Wawa, Momiji, Binibamba...), the **320 brands that exhibited at the winter edition of Playtime & Kid's Hub** were able to meet every need of every buyer, and therefore, of every final customer.



From **bedding to babygear, toys to fashion for every precious moment**, buyers from concept stores, e-shops, multi-brand boutiques, or department stores could find what they were looking for. As they stepped onto each of the 6 floors, visitors were immersed in a **unique curation of brands that met a different type of need**. Each space invited them to explore a different sector of the kids' fashion and lifestyle market, creating an environment that was constantly refreshed with each new discovery.

This edition of Playtime & Kid's Hub once again saw a high return rate of brands that exhibited at previous editions. With **65% of exhibitors coming from the United States**, the other **35% is made up of labels from around the world**, with a strong presence of brands from France, Italy, Australia and New Zealand, Canada, Belgium, and Denmark.

In addition to the complete offer of brands, **leading agents and reps from the kid's industry** were at the show to accompany their brands and help them navigate the US market.







## 👢 SHOE SHOPPING

Once again this season, there was a strong presence of shoe brands to meet the needs of specialized buyers or retailers looking to offer products from head to toe. The brands on display included: Oldsoles, Rondinella, Mini Melissa, Nomandino, Elephantito, Donsje Amsterdam, Collégien, Igor, Naturino, Falcotto, Cartago, Ipanema, Lusso Cloud, Boatilus, Camper, Shu Shop, Steve Madden, Oomphies, Reima...

## 👕 IT'S SUMMER SOMEWHERE!

Despite it being a winter show, many resort collections were on display to meet the needs of retailers located in the Southern Hemisphere and warmer climates, including: Feather 4 Arrow, Flap Happy, Bling2o, Submarine, Shade Critters, Tiare Hawaii, Cheryl Creations Kids, Snapper Rock, PQ swimwear, Minnow, Saint Ida, Vacanza Costume da Bagno, Pepita & Me...

## 👁️ THE STUDIO

At each edition, The Studio welcomes a curated selection of brands to exhibit in this unique space. Inviting and dynamic, this season The Studio featured: Disana, Babette, Coocoomama, Binibamba, Senger Naturwelt, Käthe Kruse, Ambosstoys, Korko, Pip Pop Post, BinkyBro, Rapozza, Javira Varas Kids, Arquia, BabiSabi, Mon Ami, Lăolao Studios, Lolaletost, and Momiji.

♥️ **OUR LOYAL FRIENDS:** Konges Sløjd, Molo, Tea Collection, Appaman, Rylee + Cru, 7AM, Angel Dear, Donsje Amsterdam, Pink Chicken, Dear Sophie, Paade, MIA New York, Little Me, Shade Critters, Hatley, Kissy Kissy, Reima, Petite Plume, Lusso Cloud, Sweet Wink, Super Smalls, Bebe Organic, Posh Peanut, The Sunday Collective, Indee, Koalav, The Bonniemob, Magnetic Me, DL1961, Dimpel, Three Hearts Modern Teething, Offcorss, Riffle Amsterdam, Maileg, Rondinella, Hebe, Collégien, Lilies & Roses, Nomandino, Bari Lynn, Elephantito, Petite Hailey, Tiny Whales, Andy & Evan, Louise Misha, Serendipity Organics...

👤 **AGENTS & REPS:** Ali's Market, Chantique's Corp, Duo Showroom, In Play Showroom, LC Collection, LF Showroom, Lynn Meyer Showroom, Marmalade the Agency, Mikado, Nancy Markert & Amy Hoffman, 'Phisticates, Robo Creations and Brands4Kids, Rose Garden, Showroom Lab, The Showroom...



*"It was our third time at Playtime & Kid's Hub, and we couldn't be more grateful! This trade show has such a unique vibe— light, fun, full of learning. We were so happy to be back, and so excited by all the buyers who took the time to get to know more about our brand and our new collection."*

Manu, Co-Founder of Pima Lima

# AN INCREASINGLY INTERNATIONAL MEETING

**3,378 VISITORS  
FROM 36 COUNTRIES  
AND 39 US STATES**

**THE NUMBER OF BUYERS  
HAS INCREASED BY 10%**  
(COMPARED TO THE SUMMER 2024 EDITION)

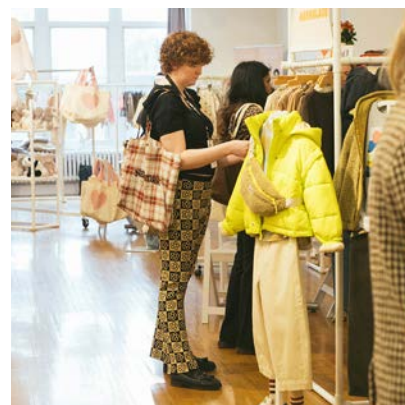
**UNITED STATES: 85.2%  
INTERNATIONAL: 14.8%**  
(VS 11% IN SUMMER 2024)

Playtime & Kid's Hub remains **the must-attend show for qualified buyers from around the world and the United States!**

Beyond the increase in visitor numbers (which saw more and more new buyers), **this season was marked by the increase of buyers coming from international countries** such as **Canada, the Dominican Republic, Costa Rica, and Puerto Rico**, in addition to more buyers from the West Coast of the United States attending. The **biggest American and international department stores** (Bergdorf Goodman, Neiman Marcus, Selfridges...) and the **main players** came to the show to discover our **complementary offer** of fashion, lifestyle, gifting, and toys that are made for every style, age, and price.

Despite it being a winter edition, many buyers from **swim and resortwear stores** visited the show to discover new products and collections.

With **6 floors full of brands**, buyers spent an average of 2 days at the show to discover the wide range of collections on display.



## TOP 8 COUNTRIES (OUTSIDE THE US)

Canada  
Dominican Republic  
Costa Rica  
Puerto Rico  
Kuwait\*  
United Kingdom\*  
South Korea\*  
Brazil\*

\*These countries are new to the list this season



## TOP 10 US STATES

New York 38.9%  
New Jersey 14.6%  
Massachusetts 6%\*  
Pennsylvania 5%  
California 4%  
Florida 3.9%  
Connecticut 2.8%  
Illinois 2.7%\*  
Texas 2.6%\*  
Ohio 2.2%\*

\*Increase in buyers from these states



### DEPARTMENT STORES:

Bergdorf Goodman (USA), Neiman Marcus (USA), Selfridges (UK), Macy's (USA), Bloomingdale's (USA), Nordstrom (USA), Liverpool (Mexico)...

### NEW BUYERS:

Limae (Kuwait), Mary Stella (USA-OR), Mimi and Coco Kids (USA-UT), Sprong Shoes (USA-GA), Jojo Mommy (USA-TX), Kidswear Collective (UK), El rincón de alegría (Dominican Republic), Lennie + Remi (USA-SC), Bornbaby (USA-GE)...

### SWIM AND RESORTWEAR BUYERS:

Four Seasons Orlando (USA-FL), Grace bay Resorts (Turks and Caicos Islands), Louloubim (Saint Barthélemy), Lil Swimmas (USA-NY)...

### THESE BUYERS WERE THERE TOO:

English Rabbit (USA-CA), Billie le Kid (Canada), Nanne & Nicky (Costa Rica), Yellow Turtle (USA-VT), Little Loungers (USA-NJ), KinderSchuhLaden (Germany), Lunch Money Boutique (USA-IN), Dreams of Cuteness (USA-FL), The Yo Store (USA-OR), TresMasTres (Guatemala), Bechants (USA-TX), Broomtail (USA-CO), Lucas y esperanza (Honduras), The Red Balloon (USA-IL), Flamingo Baby + Child (USA-NY), Beams (Japan), TipToe Boutique (USA-NY), BabyB (Kuwait), Enjoy Kids (USA-WA), Hooray (Mexico), Tiny Hanger (USA-MA), Paper Kite (USA-NE), Magic Edition (South Korea), Magnpies (USA-TN), Panda and Cub (USA-NY), Khanh (USA-OK), Fox and Kit (USA-MA), Swaddle (USA-AL), Lily and Todd (USA-NY), Moon & Sun (USA-CA)...

*"This show is my favorite! I love NYC, but this show is also a great place to network with brand owners, designers, and reps, not to mention the amazing Playtime & Kid's Hub staff! We have made some amazing connections at this show over the past few years, and look forward to meeting with our brands here every season. We always find new amazing companies too!"*

Becky, Owner of Bumps N Bundles (MT, USA)



# PRESS AND CONTENT CREATORS CREATING BUZZ AT THE SHOW

Because no professional event is complete without the good energy of press and content creators, Playtime & Kid's Hub has welcomed these essential professionals to the show each season.

**Katie**, the ray of sunshine behind **Pirouette** and **Directory**, was at the show for her third consecutive season to interview fabulous Frenchies, talk business with brands and visitors, and share her experience at the show each day in reels posted on Pirouette and Playtime & Kid's Hub's Instagrams.

**Noelle**, the Vice President and Publisher of **Earnshaw's Kids**, attended the show once again this season to explore upcoming trends, introduce the seminar, and meet the winners of the magazine's 2024 Earnie Awards in person.

**Junior Style's** Editor in Chief **Aleksandra Ataca** was at Playtime & Kid's Hub with three of the magazine's kid ambassadors to conduct a photoshoot on the last day of the show! Using products selected from the new collections on display, this photoshoot added to the dynamic atmosphere of the show! It will be released in full on Playtime & Kid's Hub and Junior Style magazines soon.



## CREATIVE FAMILIES AT THE SHOW:

The mothers and photographers **Claudia** (@olivalclauca) and **Shay** (@playfulmodernkids) were at the show with their children to create exclusive content and meet with brands! Their big smiles and positive vibes contributed to the show's friendly feeling, while the content they created offers an artistic view of Playtime & Kid's Hub and New York City itself.

*"We always have an amazing time at Playtime & Kid's Hub! It's one place that brings all the awesome kids brands from all over the world to the big apple. Playtime & Kid's Hub is a space for opportunities big and small. It's amazing to see how much this show has grown, and I love to see the people following their dreams and making it reality. It's about more than the things in each booth, it's about the dreams and people that persuade them. This is why I love Playtime!"*

Shay, Photographer behind @playfulmodernkids



# MEMORABLE MOMENTS

Each edition of Playtime & Kid's Hub New York features special, exclusive events that encourage professionals to **expand their horizons and learn the latest in the industry**.

For the second season, **Nicole Yee**, the kid's market expert from **Fashion Snoops**, held individual meetings to offer participants personalized insights into upcoming trends, a professional perspective on products, or advice on global shifts in the industry.

On the final day of the show, **a panel of experts gathered to discuss navigating changes in the market**. The discussion ranged from how to pivot when problems arise with your manufacturers to how using AI can alleviate your workload but also take a toll on your carbon footprint, offering actionable tips for turning challenges into opportunities for both brands and buyers. Moderated by **Jennifer Cattai**, owner of the boutique **Babesta**, and hosted in partnership with **Earnshaw's Kids**, this seminar stood out as a moment of learning and growth for many attendees.

## On the panel this season:

Erin, Head of Kidswear at WGSN

Cissy, Owner of the brand Momiji

Lyndsi, Founder of the brand Saint Ida

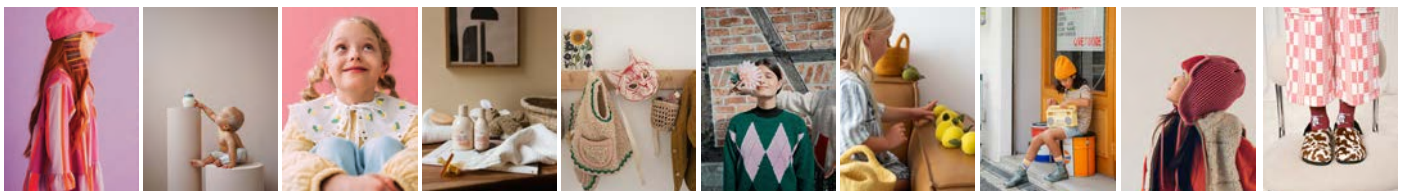
Ali, Rep and Consultant from Ali's Market



(Re)watch the seminar any time [here](#), and stay tuned for an in-depth article coming soon to our [magazine](#).

# ORDERWIZZ, THE INDISPENSABLE TOOL AND COMPLIMENT TO THE PHYSICAL SHOWS

In addition to its leading trade shows in Europe and the Americas, Playtime & Kid's Hub has their own B2B ordering platform partner, OrderWizz, that empowers brands and buyers to connect year round. Bringing the power of discovery and connection offered by physical events to the digital sphere, OrderWizz connects professionals without the hassle of intermediaries or the cost of commissions.



**THE ONE-STOP B2B PLATFORM  
FOR ALL YOUR BUYING**

**HUNDREDS OF KIDS' FASHION & LIFESTYLE  
SHOWROOMS ALL YEAR ROUND!**





## THE NEXT SUMMER EDITIONS IN 2025

**PLAYTIME**  
**PARIS**

JUNE 28-30, 2025

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

JULY 27-29, 2025

**THE**  
**TINY**  
**SHOW**  
**ON TOUR**  
**LOS ANGELES**

AUGUST 3-5, 2025

**BRAND APPLICATIONS WILL OPEN ON MARCH 11**

*(find more info on [www.iloveplaytime.com](http://www.iloveplaytime.com))*

**OUR PARTNERS:** Earnshaw's Kids, Pirouette, Directory, Junior Style, Kids à la mode, Milk Magazine, James Girone, Ninsmoda, Fashion Snoops, Défi, Promas, Abit.

**ORGANIZATION:**

Picaflor Inc.

Tel +1 929 552 5600

[communication@iloveplaytime.com](mailto:communication@iloveplaytime.com)

**PRESS CONTACT:**

Madeline Blankenship

[madeline@iloveplaytime.com](mailto:madeline@iloveplaytime.com)

+1 (440) 454 5696

[www.iloveplaytime.com](http://www.iloveplaytime.com)

