



PLAYTIME KID'S HUB NEW YORK

REPORT
JULY 27-29, 2025



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THE BUZZ OF BUSINESS HUMMED THROUGHOUT PLAYTIME & KID'S HUB NEW YORK!

From July 27-29, the summer edition of Playtime & Kid's Hub New York took place in an atmosphere of **optimism, community, and business**. Over **3,100 buyers and professional visitors** brought reinforced teams to explore the more than **280 kids' fashion and lifestyle international and American brands** that came to sell their new collections. With **several exhibitors back again** after a few seasons away, the show **buzzed with old friends reuniting face to face** and **new relationships being built**. From **international best sellers to classic styles, avant-garde creatives to desirable commercial collections**, the full range the kid's industry has to offer was on display.

Among the **busy aisles**, well-known **members of the press and content creators** walked in search of the latest trends and what's next in **kidswear and family lifestyles**. Katie, the international kid's fashion expert behind **Pirouette and Directory**, shared the show through her eyes via daily reels where she highlighted brands, buyers, and the energetic atmosphere. Brands and buyers were able to **strengthen their strategies through free one-on-one meetings with the head of kidswear at Future Snoops** and during an **insightful seminar on increasing discoverability in the age of AI**.

The summer edition of Playtime & Kid's Hub New York brought together the **perfect blend of a thoughtful curation of brands, professional visitors** that were largely made up of **highly qualified buyers, trend spaces, and exclusive events** that offered a **comprehensive look at the kids' fashion and lifestyle industry of today**, solidifying the show's position as the **essential business event for professionals in the kid's universe**.

A SELECTION OF BRANDS THAT CATERED TO EVERY CUSTOMER!

Each season, the selection of brands at Playtime & Kid's Hub New York is further refined to **offer product categories for every age, style, and budget**, and this season was no exception! From special occasions to bedtime, newborns to teens, and everything in between, **buyers from every type of store were able to find what they were looking for to meet the needs of and surprise their customers.**

A number of **first time exhibitors** used to exhibiting at other events were **extremely satisfied by their record-breaking sales**, while **brands back at the show after seasons away** were equally as enthusiastic about their return to Playtime & Kid's Hub.

The offer brought together **82% fashion and accessory brands, 8% swimwear specialists, 6% shoes, and 4% lifestyle, toys, wellness, and care**, providing a balance of products reflective of the market's needs.

67% of brands exhibiting this season came from the **United States.**



TOP 10 COUNTRIES (outside the US)

France
Australia
Denmark
Turkey
Spain
Italy
Canada
Belgium
Portugal
New Zealand



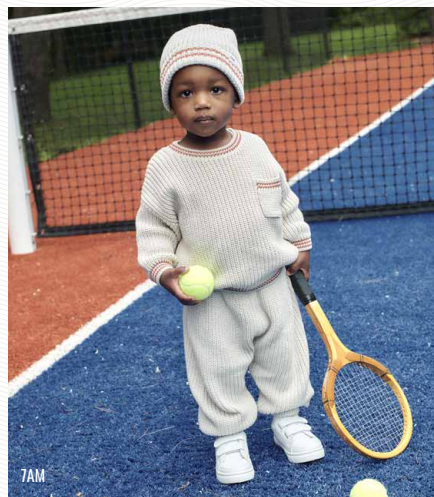
THEY SAID...

"It's with so much joy that we celebrate another edition of Playtime & Kid's Hub New York. The show is beautifully organized and brings together inspiring brands from around the world. Thank you to every client and partner who made this moment possible!"

Vacanza

"I'm still buzzing from an incredible few days at Playtime & Kid's Hub New York! It's always energizing to be surrounded by so many thoughtful, intentional brands (and this year was no exception!). We connected with amazing partners and met buyers from beautifully curated stores who truly get our vibe. I'm going home feeling inspired, grateful, and so hopeful about growing with this aligned, values-driven community. Thank you to the Playtime & Kid's Hub team for creating such a vibrant space for brands like ours to thrive"

Arquia



Old friends back again after several seasons away: Tinycottons, Veja, Tia CiBANI, Little Creative Factory, Nununu...

New brands exhibiting for the first time: Leevje, Makemake Organics, Etliberi, Naobi Baby, Forever French, Specialday, Biggest Little, Physical Education, Petit Sleep, Mimikai, Cinnamon Baby, Biquette, Kind for Babies, Milk Denmark, Sabo Concept, Lou Lou & Company, Peace House Studio...

Swimwear stars that shined this season: BinkyBro, Snapper Rock, Shade Critters, Mer St Barth, Courtside Kids, Pepita & Me, Coral & Reef Beachwear, Piccoli Principi Swimwear, Maillot Swim, Cheryl Creation Kids, Sand Mother, Flap Happy, Nessi Byrd, Submarine, Feather 4 Arrow, Planet Sea, Saint Ida Swim, Olga Valentine, Seafolly, Skwosh...

Accessories to put the final touch on any outfit: Bits and Bows, Bows Arts, Project6 NY Kids, Lilies & Roses NY, Zomi Gems and Tiny Treats, Billy Loves Audrey, Sweet Wink, Cicero, Pierced Co, Bari Lynn, Iscream, Little Miss Zoe, Super Smalls, Grech & Co, Rock Your Baby, Kynd Baby, Fleur Harris the Label...

Shoe brands to accompany tiny feet on big adventures: Veja, Igor, Mini Melissa, Rondinella, Boatilus, Steve Madden, Hopfrög Kids, Froddo, Elephantito, Oldsoles, Naturino, Falcotto, Flower Mountain for Naturino...

Featured in The Studio this season: Biquette, Rooie and Friends, Jollity & Co, Daydream Society, Mimikai, Specialday, Peace House Studio, Sand Mother, Forever French, Sabo Concept, Petit Sleep, Maillot Swim, Lou Lou & Company, Biggest Little, Oso & Me, and Floafers

Agents & Reps: AB Showroom, AB Spoon, Ali's Market, Augi Imports, C&C Children's Wear, Duo Showroom, Ilene Oren, Keiki Showroom, LC Collection, Le Passage, LF Showroom, Lola Jo Sales, Lynn Meyer Showroom, Marmalade the Agency, Mikado, Nany Markert + Amy Hoffman, Nicky Rose Showroom, Robo Creations + Brands4kids, Rose Garden, Showroom Lab, Sophisticated, Stephanie Fishman, Susan Cavanagh, Sweetpea Showroom, The Showroom, and Eurokids.

THE HIGHLY QUALIFIED VISITORS

This season welcomed **highly qualified buyers from 25 different countries and 38 states within the US**. Coming from **department stores, online boutiques, and concept stores**, they added to the **dynamic energy that radiated throughout the show**. **Highly professional and highly qualified**, these visitors spent their days moving from meeting to meeting, with a **record number of appointments booked this season**. Spending full days at the show, these buyers were present and engaged, with **major American buyers bringing reinforced teams to tackle the impressive event**. Old friends of the show were joined by **9% of new buyers visiting for the first time**.

All three days saw nonstop activity as buyers wrote orders, met with existing partners, and created new connections.



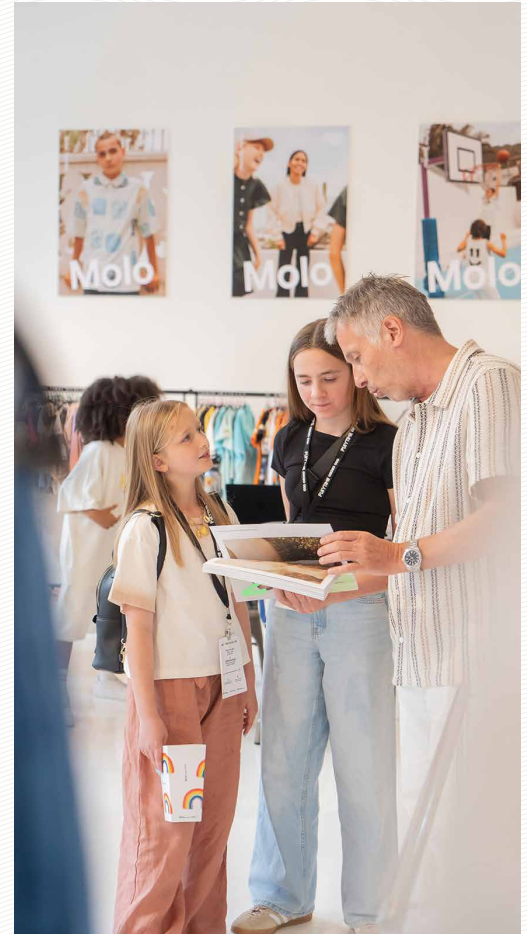
**3,125 visitors from
25 countries and 38
states in the US**

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

9% first time buyers

TOP 10 US STATES

New York 40.2%
New Jersey 15.3%
Massachusetts 5.38%
Connecticut 4.62%
Pennsylvania 4.38%
Florida 3.62%
Illinois 2.88%
California 2.75%
Texas 2.25%
Ohio 1.88%



TOP BUYERS:

Bloomingdale's (USA-NY), Neiman Marcus (USA-TX), Nordstrom (USA-WA), Spilled Milk (USA-CA), Billie le Kid (Canada), State of Kid (USA-FL), Lunch Money Boutique (USA-IN), Pineapple on Main (USA-PA), Klade (USA-NY), Poppy's (Panama), Skipper & Scout (USA-CO), Aristokids (USA-FL), Magic Place Kids (Honduras), lyss + littles (USA-WI), Rhys + Rhea (Bermuda), Frankie's on the Park (USA-IL), Hive Baby Boutique (USA-NJ), El Puerto de Liverpool (Mexico), Pink Lemonade (USA-MI), The Shoppe Miami (USA-FL), Bumps n Bundles (USA-MT), Maisonette (USA-NY), Magpies (USA-TN), Tiny Hanger (USA-MA), Saks (USA-TX), Heart of Gold Kids (USA-MD), Children's Edit (USA-AL), The Spotted Goose (USA-OH), The Children's Hour (USA-UT), Weechic (USA-MD), City Sprouts (USA-MO), East West Girl (USA-MN), Garage boutique (USA-AZ), Blubelle (USA-NY), The front shop (USA-NJ), Darien Sport Shop (USA-CT), Yellow Turtle (USA-VT), bornbaby (USA-GA), Marigold Modern Kids (USA-SC), Land of Laces (USA-NY), Tutti (USA-NY), Bergdorf Goodman (USA-NY), Saks (USA-NY), Moda Operandi (USA-NY)...



THEY SAID...

"I had the joy of attending Playtime & Kid's Hub New York this summer. I went in not knowing what to expect, and left wondering if my girls will let me borrow their clothes! It was really inspiring - not just because there are so many cool, considered pieces being made for kids right now, but because I got to meet the people behind the brands. Founders, designers, and lots of fellow moms doing very cool things. It reminded me how much creativity is out there, quietly thriving in this space."

@heathermsummers

EXCLUSIVE EVENTS THAT HELPED DEFINE BRANDS' AND VISITORS' STRATEGIES

Providing a business experience that goes beyond a trade show, **Playtime & Kid's Hub** offered two meaningful opportunities for brands and buyers to sharpen their strategies and stay ahead of the game. These free events added to the value of the overall experience.

ONE-ON-ONES WITH A TREND EXPERT

For the third consecutive season, the **Head of Kidswear** at the forecasting agency **Future Snoops**, **Nicole Yee**, took personal appointments with brands and buyers to discuss upcoming trends and shifts in the children's market.



AN EXPERT SEMINAR & BREAKFAST WITH EARNSHAW'S KIDS

In partnership with Earnshaw's Kids, Playtime & Kid's Hub hosted an expert seminar to provide actionable insights into increasing discoverability with and on artificial intelligence. Diving into how brands and buyers can optimize their website to be top-of-mind for AI when customers search for products, the expert panel offered valuable information and tools to help attendees increase their visibility.

Moderated by Jennifer Cattai, owner of the boutique Babesta, the expert panel this season included:

Mirza Germavic, Senior Vice President of AI Solutions at Edelman

Erin Rechner, Head of Kids' Content at WGSN

Emily Gorge and Liz Kentor, co-founders of the brand Petit Sleep



(Re)watch the seminar any time here on our Instagram, and stay tuned on Playtime Magazine for an article that will dive deeper into the subject with the same experts.

ORDERWIZZ, THE INDISPENSABLE TOOL AND COMPLEMENT

TO THE PHYSICAL SHOWS

In addition to its professional trade shows in Europe and America, Playtime & Kid's Hub has its own **B2B ordering platform, OrderWizz**, which **connects brands and buyers year-round**. By taking the experience of the shows to a dedicated digital platform, OrderWizz connects professionals without the inconvenience of intermediaries or the cost of commissions.



**Work smarter,
not harder!**



The one-stop B2B platform for all your buying



THE PARTNERS WHO SUPPORTED US THIS SEASON:

Earnshaw's Kids, Directory, Pirouette, Junior Style, Kids à la mode, James Girone, Milk Magazine, Mini Style, Ninsmoda, Future Snoops, Defi, and Promas.

SEE YOU AT THE NEXT EDITIONS IN 2026...

BRAND APPLICATIONS WILL OPEN AT THE BEGINNING OF SEPTEMBER

PARIS

JANUARY 24-26, 2026
PARC FLORAL

NEW YORK

FEBRUARY 8-10, 2026
METROPOLITAN PAVILION





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