



REPORT

AUGUST 3-5, 2025

A PROMISING FIRST EDITION

This summer, Playtime launched a new experience, The Tiny Show on Tour, which is designed to further meet the shifting needs of the kids' fashion and lifestyle industry by bringing a curated selection of brands directly to local markets.

For its debut edition, The Tiny Show on Tour brought around **40 brands specially curated** by the experts at Playtime to Los Angeles during **LA Kids Market**, which is hosted by the well-established California Market Center (CMC). This addition brought a fresh energy to the existing event, to the **excitement and success** of the brands and buyers that took part in it. **Around 100 buyers** were able to **explore collections that had been thoughtfully chosen with their customers' needs and wants in mind**. Permanent showrooms and LA Kids Market noted that it was **the most highly trafficked event** they'd seen in years.

The Tiny Show on Tour created an experience that was **dynamic, innovative, and successful, confirming the promise of this new format**.

BRANDS

The selection of brands was **highly refined to provide buyers exactly what they need** to satisfy and surprise their customers. With a **complete offer of fashion, lifestyle, swimwear, and shoes** that had been carefully grouped by aesthetic into different showrooms, the brands were displayed in a **cohesive and appealing way that facilitated connections with new buyers** beyond their scheduled appointments and enhanced their market reach.

The Tiny Show on Tour offered brands that have already been established in the LA market, as well as those taking their first steps into it, a **positive place to expand their network in the region and gain insights into adapting their products** to better meet the aesthetics of this sector.



They exhibited:

The New Society, Bebe Organic, 7AM, Rylee + Cru, Daydream Society, Igor, NuNuNu, Jamie Kay, Lilies & Roses, Quincy Mae, Baje Studio, Noralee, Sproet & Sprout, Nature Baby, Abril Flores Mil, ANTOINETTE PARIS, Baby Club Chic, Band of the Wild, Boatilus, Burt's Bees Baby, Jollity & Co, Tiny Advocates, L'oved Baby, Little Paper Kids, Nessi Byrd, Nomandino, Organic Zoo, Oso & Me, Pepita & Me, Hanna Andersson, Retro Kid, Saint Ida Swim, Sand Mother, Momohanipopo, Senger Naturwelt, The Campamento, Pierced Co, Tiny Cottons, Wheat, Wild Wawa...



BUYERS

This first edition brought together **100 qualified buyers**, with **93% coming from across the United States** and **7% joining internationally**. Buyers traveled from **11 different states**, but **California stood out as a hub**, representing 60% of the visitors hailing from 35 different cities across the state.

From **independent boutiques to leading local businesses**, the buyers covered all ages and different styles, with most of them offering a thoughtful **mix of fashion and lifestyle products** in their stores.

The Tiny Show on Tour attracted a fresh audience, with **several buyers that do not usually attend other Playtime events** joining the new experience, confirming that **this first edition successfully reached a new qualified audience**.

| |
|--|
| Tot. buyers: 100 |
| USA 93% International 7% |
| 60% of buyers came from California, across 35 different cities. |
| USA Buyers came from 11 different States: Arizona, California, Washington, Colorado, Utah, Nevada, Oregon, Idaho, Montana, New Mexico, and Hawaii. |



They visited the event:

Lost & Found (Los Angeles – CA), Princess and the Pea (Edmonton – AB, Canada), Juvenile Shop (Sherman Oaks – CA), Pi Baby (Boise – ID), The Original Childrens Shop (Seattle – WA), M.Fredrick (Agoura Hills – CA), Pitter Patter (Louisville – CO), Looby Doo (Vancouver – BC, Canada), Espi’s Kids (Visalia – CA), Kissui (Redlands – CA), Pipsqueaks (Kennewick – WA), Giggles LA (Los Angeles – CA), Monkeys of Aspen (Aspen – CO), Keetan (Pacific Palisades – CA), Rabbit Ladders (El Segundo – CA), Le’D Bug Boutique (Portland – OR), The Acorn Store (Los Angeles – CA), Village Maternity (Seattle – WA), Auntie Barbara’s (Studio City – CA), Darling Empire (Pasadena – CA), Dimples (Berkeley – CA), Small Frys (San Francisco - CA), Lyon and Pearle (Kalispell – MT), Hello Little Crew (Eastvale – CA), Mimi and Coco Kids (Santa Clara – UT), Hide and Squeak Kids (Irvine – CA), Will & Ivey (Stateline – NV), HopScotch Kids (Aptos – CA), Magnolia Charlie (Balboa Island – CA), Lollipop - A Children’s Boutique (Redondo Beach – CA), Lumiae Bebe & Kids (San Clemente – CA), Clothes Pony LLC (Fort Collins – CO), Lovebug Baby and Kids (Las Vegas – NV), The Red Balloon (Newport Beach – CA)...

A special thanks to our partners California Apparel News, Earnshaw’s Magazine, and Mini Style.