

# PLAYTIME NEW YORK

**REPORT**  
FEBRUARY 8-10, 2026



## POSITIVE ENERGY AND ENTHUSIASM ECHOED THROUGHOUT PLAYTIME NEW YORK

From February 8-10, a strong winter edition of Playtime New York offered a space for expanding business, strengthening relationships, and developing new connections. Over 3,380 qualified buyers and professional visitors braved the cold of New York City to place orders on collections from more than 300 American and international brands that covered every age, price range, and category within the kid's market.

The event continued to offer exclusive opportunities to gain insights into what's next in the kid's market. From one-on-one meetings with a trend forecaster to a seminar with a panel of experts discussing the importance of and how to navigate collaborations, Playtime once again provided an experience that went beyond traditional trade shows. With the attendance of their very first ambassador, the photographer and mother of two Claudia Carbero, and the incorporation of the seasonal theme "Made With Love" at a selection of brands' booths, the event was marked by a dynamic energy that felt refreshed and exciting.

Playtime New York gathered brands, buyers, key members of the international and American press, and fellow professionals for an event that empowered them to look ahead with optimism and a sense of community.

Having already asserted itself as the global reference within the United States for the children's industry, Playtime New York has grown to be the top destination for brands and buyers from Canada and Central America as well, confirming its position as the key business event for professionals within this sector.

### THEY SAID...

*"Playtime is one of the highlights of our year! We love getting to see all of the new collections and finding new brands to bring into our shop. From the amazing exhibitors to helping us navigate the show, Playtime does it the best!"*

BUMPS N BUNDLES (US - MT)

## A THOUGHTFUL OFFER OF BRANDS THAT MET THE NEEDS OF EVERY BUYER



Each new edition of Playtime New York welcomes a **carefully curated selection of brands**, and this season was no exception! With a focus on providing not only every product category, but also a **range of prices to meet the needs of buyers** in search of **premium brands as well as everyday labels**, the exhibitors this season were perfectly picked to meet buyers' expectations and work within their budgets.

With many buyers now shopping for multi-season products as climates continue to shift, there was a strong showing of swim and resort brands on display in addition to the traditional outerwear, snow boots, and cold weather collections typical of a winter event.

This season brought together 79% fashion and accessory brands, 7% shoe labels, 5% swimwear, 5% leisure and fun, and 4% babycare, wellness, and underwear. The loyal, returning exhibitors were joined by 14% new brands and 25 leading agents and reps, coming together to keep Playtime New York in its position as **the most complete trade show**. Offering a mix of trusted favorites and exclusive discoveries from around the world, Playtime New York gives buyers a **curated space for exploring the latest from their favorite brands and connecting with new ones**.



## THEY SAID...

*"We had a busy three days at Playtime New York! Thank you to everyone who came and saw us. It was amazing to see so many familiar and new faces."*

ME & HENRY



**Buyers were incredibly happy with the offer this season, finding it was perfectly adapted to the commercial needs of every type of retailer.**

### **Standout first timers:**

Goat USA, New Grain, Markeys, Native shoes, Blue Francis, Comfy Cubs, Musee, Ocean Olive, Affenzahn, Bonsie...

### **Market must-haves:**

7AM, Appaman, Donsje Amsterdam, Tea Collection, Pink Chicken, Rylee + Cru, Molo, Louise Misha, DL1961, Angel Dear, Shade Critters, Little Me, Konges Sløjd, Maileg, Vintage Havana, Mini Melissa, Hanna Andersson, Hatley, Rondinella, Oldsoles, Baby Club Chic, Elephantito, Little Monsters, Paz Rodriguez, Angel's Face...

### **Cool brands not to be missed:**

Indee, C'era une volta, The Campamento, Wild Wawa, Makemake Organics, The Sunday Collective, Tinycottons, Mini Melissa, Dimpel, Wheat, Grech & Co, Tumble N' Dry, Tane Organics, Jamie Kay, Oso & Me, Super Smalls, Play Up, La homage, Bebe Organic, Nature Baby...

### **Bold styles that stand out in any store:**

Little Creative Factory, Louisiella, Tia Cibani, Sofie Amoura, Paade Mode, Marlo kids, Bachaa, Halcyon Nights, Saint Ida Swim, Morley, Kalinka...

### **Timeless brands for elegant children:**

Pukatuka, Paz Rodriguez, Patachou, Nellapima, Antoinette Paris, Noralee, Gensami, Dolce Goccia, Early Sunday, Risu Risu, Millésime Baby, Kidiwi, Pratique, Manuela de Juan, Princess Daliana, Sevva, Rachel Riley, Alitsa...

### **In The Studio this season:**

Musee, Toynamics (Senger Naturwelt), Native Shoes, Affenzahn, Toyto, Raduga Grez, ManyMonths, Babiators, Blue Francis, Biggest Little, Ocean Olive, Luu Kids, Minono, Little Gusto, and Comfy Cubs.

**More than 25 agents and reps** who guide, advise, and facilitate commercial exchanges with a variety of brands: LC Collection, Mikado, Showroom Lab, J. Grain Brands, Chantiques Corp, Le Passage, Duo Showroom, Bella Rose Imports, Sweetpea Showroom, AB Showroom, C&C Children's Wear, AB Spoon, Euro Kids, Lynn Meyer Showroom, Ilene Oren, LF Showroom, Nancy Markert and Amy Hoffman, Rose Garden, Stephanie Fishman, Lola Jo Sales, Susan Cavanagh, The Showroom, Nicky Rose Showroom, Augi Imports, and Ali's Market

## THEY SAID...

*"I'm so grateful for the incredible experience at Playtime. Connecting with so many thoughtful founders and inspiring buyers reminded me why I started Ocean Olive in the first place. Thank you for creating such a beautiful space for brands like ours to grow!"*

OCEAN OLIVE

# A HIGHLY QUALIFIED, GLOBAL ATTENDANCE OF VISITORS

The winter edition of Playtime New York welcomed **3,382 buyers from 27 different countries and 37 states within the US**, with a slight increase in the total number of visitors and a **strong presence of buyers from California** following the successful Tiny Show on Tour in Los Angeles last summer.

The market remains dynamic, with some boutiques closing but new ones continuing to open, represented by **9% of new attendees this season**. There was a **renewed interest from buyers that attended Playtime New York after some time away**, as well as a significant number of buyers from **well-established retailers who attended for their very first time**. Despite the cold, visitors spent an average of two full days at the show, resulting in **an event that buzzed with business all day long**.

## THEY SAID...

*"Wow, what a wonderful 48 hours in the big apple! This was my first time attending Playtime New York, and I absolutely loved it. I got to see some of my current vendors and friends for the first time in person, and I met so many new amazing people and brands."*

WYNNIE'S BOUTIQUE (US - NC)



**3,382 visitors**  
**27 different countries**  
**37 US states**

**United States: 88%**  
**International: 12%**

**9% new buyers**



### TOP 10 US STATES

New York 37.2%  
New Jersey 13.8%  
Massachusetts 6.4%  
California 5.4%  
Pennsylvania 4.2%  
Illinois 3.3%  
Connecticut 3.2%  
Florida 2.7%  
Ohio 2.5%  
Texas 2.2%

**They were there:** MamaOwl (United Kingdom), Dottie Doolittle (USA - CA), Rebus (USA - NY), Lemon Llama (USA - CT), Peony Stores (USA - LA), Cemarose (British Columbia - Canada), Adorable Baby (USA - IL), Flamingo Baby (USA - NY), Wonder and Wilde (USA - SC), Shapes Boutique (Kuwait), Wynnie's (USA - NC), Zappos (USA - NY), Nini & Loli (USA - FL), Janes - Family Shop (USA - IA), Macy's (USA - NY), East West Girl (USA - MN), Hopscotch Kids (USA - OR), Ribambelle (United Arab Emirates), Bumps n Bundles (USA - MT), Peaches (USA - GA), Sugar and Spice (Ontario - Canada), The Blue Beret (USA - PA), El Corte Ingles (Spain), Maisonette (USA - NY), Kiddo (USA - KY), Yellow Turtle (USA - VT), Panacea Kids (Mexico), Skipper & Scout (USA - CO), Sweet E's Children's Boutique (USA - TN), Mon Chou (Georgia), Saks Global (USA - TX), Rhys + Rhea (Bermuda), Enjoy Kids Boutique (USA - WA), Posh Pixies (USA - VA), Lil rascals (USA - MI), Neiman Marcus (USA - TX), Lolini (Puerto Rico), Tres+Tres (Guatemala), Après NJ (USA - NJ), Lively Kids (USA - MA), WeeChic (USA - MD), Grace Bay Resorts (Turks and Caicos Islands), The Spotted Goose (USA - OH), Flying Colors (USA - AL), Itsy Bitsy Boutique (USA - TX), Nanne and Nicky (Costa Rica), Basically Bows & Bowties (USA - AZ), El rincón de alegre (Dominican Republic), ATR Paris (USA - NY), Coketass (Panama), Kodomo Beams (Japan), Mod Mama (USA - RI), Bloomingdale's (USA - NY)...

## THEY SAID...

*"I've been visiting Playtime Paris for over ten years, but this is the first time I've come to the New York show. It's been really great to see the American brands and discover the market first-hand. I've been able to see brands that I don't normally see at shows in Europe and the selection has a wide variety of styles and product categories. It's been a very positive experience."*

LAURA, MAMAOWL (UK)

## MORE THAN JUST BUSINESS: MEMORABLE MOMENTS & EXCLUSIVE EVENTS



The season's theme, *"Made With Love"*, was brought to life through activations at a selection of brands' booths, **inviting visitors to discover their savoir-faire, family businesses, or exceptionally sustainable processes.** There was a charm bracelet station hosted by Bits & Bows, a display for feeling different materials for Serendipity Organics' fabrics, a scrunchie DIY kit offered by Kidiwi, and an exclusive Fil Rouge garment and video of their artisans by Tane Organics, to name just a few of the incredible experiences provided by exhibitors.

Read more about the seasonal theme [in these articles](#) on Playtime Magazine.

**Playtime's first ambassador**, Claudia Cabrero, attended the show to add a new element to the event's communication. Both on her own social media and through content shared by Playtime, **Claudia offered a behind-the-scenes look at the event.** Along with her daughters, Valentina and Olivia, Claudia connected with brands, discovered new products, and met with friends new and old. Discover her New York editorial [here](#).



**Pirouette** was at the show as well, and shared **her daily experiences in Instagram reels**, once again bringing her dynamic energy and intriguing questions to the aisles of Playtime New York.

The show greeted visitors with **two trend spaces that acted as reliable buying guides** for next season's key colors, silhouettes, and prints. Bringing to life the trends **Dusk** and **Allusion** outlined by the forecasting agency **Future Snoops**, these spaces featured a curation of products from exhibiting brands and select work from the artist Amélie Lengrand.

Brands who **booked an appointment with Nicole, Head of Kidswear at Future Snoops**, were able to ask her questions about **seasonal and upcoming trends**, as well as **shifts in the kid's market.**

Tuesday morning before the show opened, a panel of experts moderated by Jennifer Cattai (owner of the boutique Babesta) discussed **the importance of collaborations and how to best navigate them.** **From working with fellow brands to connecting with the right influencers**, this seminar gave **actionable advice for both brands and retailers.** Hosted in partnership with Earnshaw's Kids, a leading magazine for the kid's industry in the United States, this conference has become an unmissable event at Playtime New York each season.

On the panel this winter:  
Renee Rodan, Strategic Partnerships at Tik Tok  
Katie Kendrick, Founder/Editor of Pirouette Media  
Madeline Johnson, Head of Marketing at Rylee + Cru  
Stacey Fraser, CEO and Founder of Pink Chicken

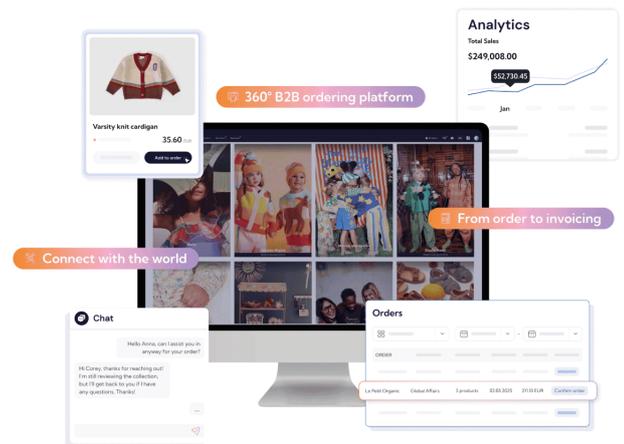
(Re)watch the seminar anytime [here](#), and stay tuned on [Playtime Magazine](#) for an article diving deeper into collaborations with the same experts.



# ORDERWIZZ, THE COMPLEMENTARY TOOL TO THE PHYSICAL TRADE SHOWS

In addition to its professional trade shows in Europe and America, Playtime 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.



## A special thank you to our partners:

Directory, Earnshaw's Kids, James Girone, Junior Style, Kids à la Mode, Miik Magazine, Ninsmoda, Pirouette, Abit, Future Snoops, Genit, Defi, and Promas



## THE NEXT 2026 EDITIONS!

BRAND APPLICATIONS OPEN MARCH 11

**PLAYTIME**  
**PARIS**

June 27-29, 2026

**PLAYTIME**  
**NEW YORK**

July 26-28, 2026

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

August 2-4, 2026

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