



ALL YOU NEED TO KNOW

**THE
TINY
SHOW
ON TOUR**

LOS ANGELES

2ND EDITION!

A NEW EXPERIENCE THAT MEETS THE INDUSTRY'S NEEDS

Leader and global reference in the kid's market thanks to its trade shows around the world, Playtime welcomes nearly 600 brands each season to its trade shows, while on its B2B ordering platform, OrderWizz, brands and buyers enjoy buying and selling all year long. Playtime is an international community that remains human sized, offering the best and most inspirational business experience in the **kids' fashion, lifestyle, and parenthood** sector!

In Summer 2025, Playtime introduced a **new concept**, The Tiny Show on Tour, a **traveling event designed to give around 40 international brands the opportunity to meet local buyers** where they are and develop their business. For its very first edition, The Tiny Show on Tour chose to set down its suitcases in **Los Angeles**, marking the launch of this new initiative in one of the most dynamic markets for kids' fashion and lifestyle. It acted as a complementary experience to Playtime Paris and Playtime New York.

With The Tiny Show on Tour, Playtime has once again **adapted its expertise to meet the shifting needs of the kids' fashion and lifestyle market** by offering brands and buyers a **new, intimate meeting for professionals**. Centered around the concept of proximity to prominent markets, this format will maintain the same values of our other events.

"MEET YOUR CUSTOMERS: Don't go alone, let's go together!"

Sebastien de Hutten,
CEO Picaflor - Playtime





“California’s children’s fashion and lifestyle market is dynamic, shaped by sustainability, health consciousness, and digital innovation. Brands that align with these values and adapt to technological advancements are well-positioned to succeed in this evolving market.”

JOIN A CURATED SELECTION OF BRANDS FOR A TARGETED MARKET

Following a **highly successful first edition**, The Tiny Show on Tour is returning to Los Angeles, the largest city in California and the second-largest urban area in the US after New York City, for Summer 2026. It will take over **premium spaces on the floor dedicated to children’s brands at the California Market Center (CMC) during LA Kids Market in August**, the most important, best attended session of the year. By partnering once again with the CMC, a historic B2B hub for the West Coast, Playtime aligns with a **key regional player that hosts 20 permanent showrooms** representing more than 250 international and local brands during LA Kids Market.

With its **strong, relevant format**, The Tiny Show on Tour offers a **dynamic experience designed to meet buyers’ needs**. No fewer than **30 brands carefully selected** by Playtime’s expert team will **make up the market-aligned, targeted selection**. From **fashion to lifestyle, swimwear to shoes**, each brand is chosen to create a coherent, inspiring experience for buyers. With the **spirit of a showroom** and a **quick, easy set up**, this unique event maximizes visibility, multiplies spontaneous encounters, and **expands each brand’s market reach**.

Whether you are already present in the LA market or entering it for the first time, the Tiny Show on Tour Los Angeles is **more than just a professional event**. It’s an opportunity for **targeted growth** in one of the country’s most promising markets, as well as a **way to strengthen regional networks and gain valuable insights** into one of the most influential markets in the United States for children’s fashion and lifestyle.



THEY EXHIBITED AT THE FIRST EDITION: The New Society, Bebe Organic, 7AM, Rylee + Cru, Daydream Society, Igor, NuNuNu, Jamie Kay, Lilies & Roses, Quincy Mae, Baje Studio, Noralee, Sprout & 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, Tincottons, Wheat, Wild Wawa...

MEET LOCAL BUYERS WHERE THEY ARE

From **independent boutiques** to **leading local businesses**, the buyers cover **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 attracts a **fresh and qualified audience**, with several buyers that do not usually attend other Playtime events joining the new experience.



TOT. BUYERS: 100

USA 93% INTERNATIONAL 7%

60% of buyers came from **California**, across **35 different cities**

USA buyers came from **11 different states:**

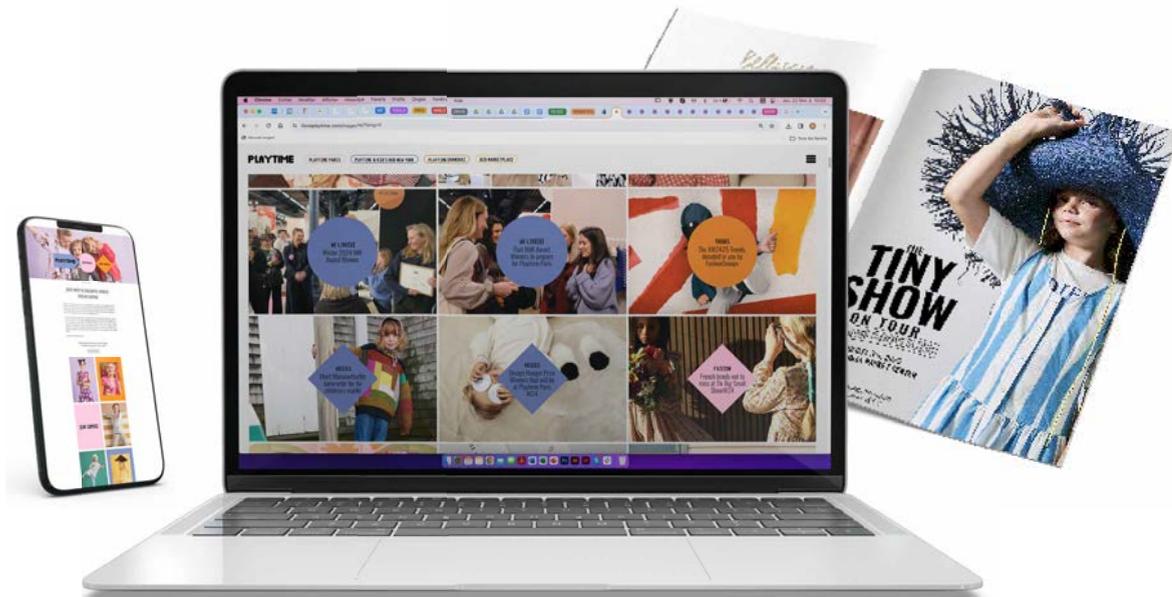
Arizona, California, Washington, Colorado, Utah, Nevada, Oregon, Idaho, Montana, New Mexico, and Hawaii.

THEY VISITED THE 1ST EDITION:

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)...

THE POWER OF THE PLAYTIME COMMUNITY!

Exhibiting at **The Tiny Show on Tour** is not only about registering for our traveling event and meeting the best buyers - it's also about **enjoying UNIQUE VISIBILITY** through our **international community** of professionals and passionates!



+107K FOLLOWERS

the strongest community of any trade show on social media. (+101K followers on Instagram alone).

TARGETED NEWSLETTERS

that promote exhibitors to our local community of buyers and professionals.

TARGETED CALLS

that introduce The Tiny Show on Tour and exhibitors to our regional community of buyers.

INSTAGRAM PUBLICATIONS

to highlight brands that will exhibit at The Tiny Show on Tour.

AN ONLINE MAGAZINE WITH READERS WORLDWIDE

that offers exhibitors the opportunity to be featured in a number of articles!

+ ALL THE BENEFITS OF THE COMMUNICATION

from CMC to their network of professionals!



OUR PRICES

SMALL PACKAGE

\$1,950

INCLUDING:

- 1 table
- 2 chairs
- 3 racks

MEDIUM PACKAGE

\$3,000

INCLUDING:

- 1 table
- 3 chairs
- 6 racks

LARGE PACKAGE

\$5,000

INCLUDING:

- 2 tables
- 4 chairs
- 9 racks



JOIN US AT THIS NEW EVENT!



Event Director - Chantal Danguillaume
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WESTERN HEMISPHERE SALES TEAM



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