

# THE TINY SHOW

ON TOUR  
LOS ANGELES

## REPORT

AUGUST 2-4, 2026

### BACK IN BUSINESS IN LA

From August 2-4, The Tiny Show on Tour took over **9 rooms** with a thoughtful selection of around **40 brands** at **California Market Center (CMC)** during LA Kids Market. Once again bringing a fresh energy and new labels to the well-established CMC event, The Tiny Show drove **excitement** as it **welcomed 130 buyers** (+30%) to the second edition of this innovative concept. With even more buyers coming from a wider range of cities and countries, including strong names from the Midwest and East Coast who regularly visit Playtime New York, The Tiny Show on Tour showed significant growth.

With an increased attendance in addition to the range of new brands and several returning exhibitors, The Tiny Show on Tour continued to show promise as a format for entering new markets.

*“We had a very successful show! We had new clients from Latin America, and already plan on having a bigger space next year.”*

*Rylee + Cru*

### A DIVERSE SELECTION OF BRANDS

The brands on display at **The Tiny Show on Tour** covered a **complementary range of needs**, from **fashion, swimwear, baby essentials**, and **shoes** to **lifestyle products** that beautify the home and increase children's independence at mealtime.

The fashion brands varied from **avant-garde, bold collections** to more **timeless modern classics**, presenting surprising new styles to the traditionally casual West Coast.

Whether already established in this region of the United States or taking their first steps into it, brands were able to **make meaningful connections** with new and existing customers and gain insights into what this market is looking for thanks to the **intimate format of this event**.



### They exhibited:

Poupée, Ellie + Layne, Rylee + Cru, Copenhagen Colors, Maileg, 7AM, Monkey Business, Nipperland Baby, The Beaufort Bonnet Company, Poupette St Barth, Louis Louise, AB Showroom, Mama Coco, Tiny Fish, Burt's Bees Baby, Snuggle Bunnies, Lil Olives, BelanJ, Brrr, Native Shoes, Merino Kids, Love Time, Coton Pompom, Early Sunday, L'ovedbaby, Kupp', Canopea, Lydababy, Noralee, Mint Mint Baby, Hanna Andersson, Sugar Standard, Markey's, Jamie Kay, Igor, Huggalugs, Quincy Mae, Nature Baby, Donsje Amsterdam, Nomandino, Arsène et les pipelettes, Winnie + Crew...

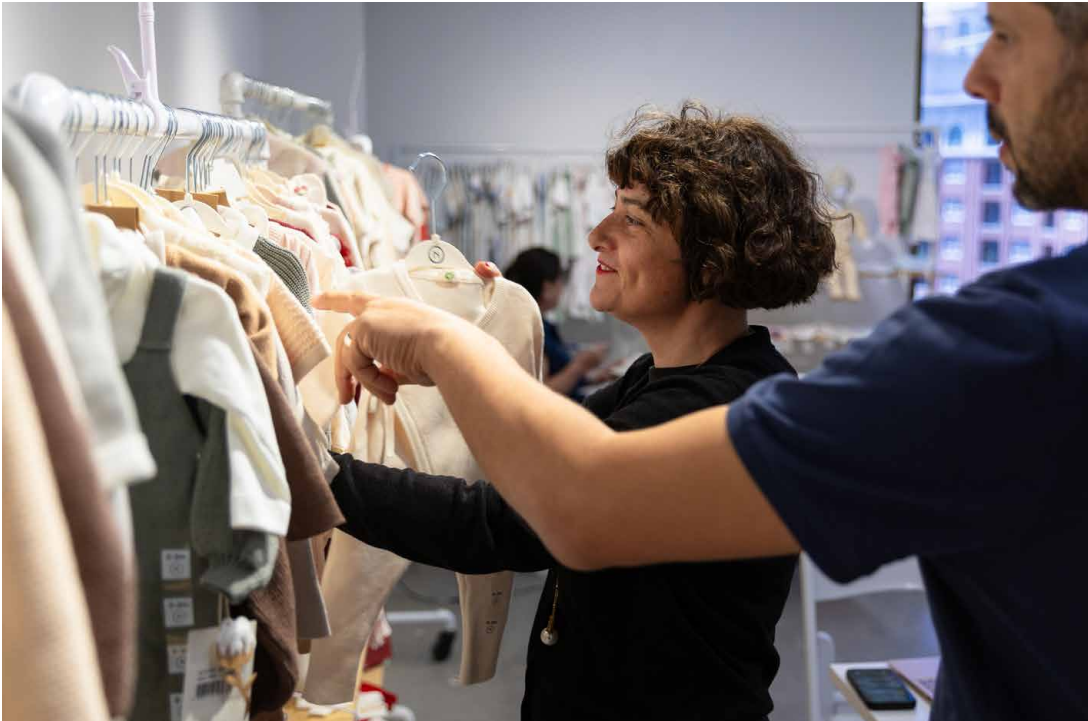
# A GROWING PRESENCE OF BUYERS FROM ACROSS THE U.S. AND BEYOND

For its second edition, The Tiny Show on Tour welcomed **130 qualified buyers**, marking a **30% increase compared to the previous year**. **93% of buyers came from around the United States**, including two additional states and a wider range of California cities, while 7% of international retailers attended from Central and South America, as well as the Middle East.

A mix of **well-established stores** and **new businesses** entering the market were in attendance. The event also welcomed buyers that regularly attend Playtime New York, including strong names from the East Coast (Maisonette, Broomtail, Babylist, Moon & Sun...). The majority of these retailers sell a mix of both fashion and lifestyle in their stores, showing the appeal of the event to concept stores in-line with today's market.



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| Tot. buyers: 130                                                                                                                                                                  |
| USA 93%<br>International 7%                                                                                                                                                       |
| 70% of buyers came from California, across 37 different cities.                                                                                                                   |
| USA Buyers came from 14 different States: California, Colorado, Washington, Oregon, New York, Texas, Illinois, New Mexico, Alaska, Idaho, New Jersey, Indiana, Tennessee, Utah... |
| International buyers came from Mexico, Honduras, Costa Rica, Guadalupe, Kuwait...                                                                                                 |



## They visited the event:

Broomtail (USA - CO), Maisonette (USA - NY), Bella Vita (USA - CA), Bimbi Tienda (Costa Rica), Fiddlesticks (USA - CA), Clothes Pony (USA - CO), Dimples (USA - CA), Giggles LA (USA - CA), Hooray's Children Boutique (USA - IN), Hopscotch Kids (USA - OR), Limae (Kuwait), Moon & Sun (USA - CA), The Red Balloon (USA - CA), The Yo! Store (USA - OR)...

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