

REPORT

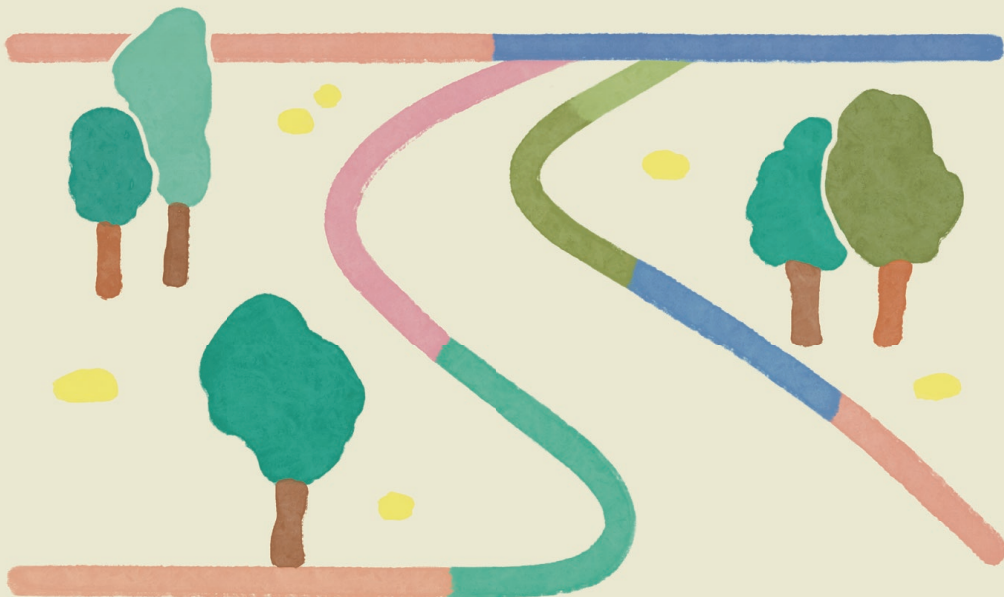
26TH  
EDITION



playtime & KID'S  
HUB!  
NEW YORK

July 31 - August 2, 2022

Metropolitan Pavilion





# THE SHOW WAS BACK AND BIGGER THAN EVER



Playtime & Kid's Hub New York returned with strong energy and fresh perspectives! After the success of the winter edition, over 260 brands (100 more than last season) came together in the Metropolitan Pavilion and the Altman for our largest show yet, leading many buyers to come to the show multiple days to visit all 5 floors. The one thing on everyone's mind? **BUSINESS, BUSINESS, BUSINESS!** There was a buzz on each floor as new partnerships were being formed and old relationships strengthened.

With **five floors to explore** (3 more than last season!), the **over 2,100 visitors** enjoyed **roaming the aisles and discovering inspiring Spring-Summer 2023 collections** around every corner. A new booth structure for Playtime brands added to the lightness of the space, and was a clear indicator of which segment of the kid's fashion and lifestyle market buyers were immersed in on each floor. With **53.7% Playtime** and **46.3% Kid's Hub** brands, the professional visitors enjoyed the **expansive and artful offer** that covered **two complementary sectors** of the industry.

With a diverse and comprehensive selection of brands and the refreshing theme "BREATHE," visitors left the show feeling renewed and inspired. This edition solidified Playtime & Kid's Hub New York's position as **the most important kids' fashion & lifestyle trade show in the United States.**



As a show that keeps growing with more and more brands and buyers coming each season, we can't wait to see what the next edition brings!

“ Seeing how everyone brings their brand to life in their booth has been amazing, as well as meeting a lot of women who run their family owned businesses that are multiple generations. It is really inspiring and gives me a lot of passion as I leave this show to build something lasting. I love it, I would like to come back every year! ”

Hillary, owner of Wunderkin Co.



## BRANDS



Playtime & Kid's Hub New York is all grown up, with **the most brands ever having joined us for this summer edition!** An amazing blend of new and old friends, we also welcomed back brands that had been away for some time. **Sustainability** (YKRA, Fairwell, UAUA...), **innovation** (ternpaks, Three Hearts Modern Teething, Miniland...), **elegance** (Coco Au Lait, Oûcollie, Wunderkin Co...), **lifestyle** (Minois, Gathre, Elhée, Supersmall...), and **shoes** (Veja, Naturino, Pom d'Api...) were on full display throughout the Metropolitan Pavilion and the Altman building, where brands exhibited their collections for next summer. The avant-garde of Playtime and can't miss labels from the fashion industry at Kid's Hub offered buyers **the most efficient shopping experience ever.**

### TWO WORLDS ONE SHOW **260 BRANDS** FROM TWO COMPLEMENTARY SECTORS

PLAYTIME PLAYTIME PLAYTIME PLAYTIME

Molo  
Dear Sophie  
Oh Baby!  
Miniland  
Play Up  
Wunderkin Co.  
Teeny Tiny Market  
Collégien  
The Sunday Collective  
Dotty Dungarees  
Tea Collection  
Kidwild  
Rylee + Cru  
Wander & wonder  
Nueces  
Louise Misha  
Veja

KID'S HUB KID'S HUB KID'S HUB KID'S HUB

Appaman  
Fairwell  
Flap Happy  
MIA New York  
Posh Peanut  
Shade Critters  
Kissy Kissy  
Bari Lynn  
Limeapple  
Magnetic Me  
Vintage Havana  
Elephantito  
Little Me  
Andy & Evan  
Old Soles  
Mabel + Honey  
Imoga



**AMERICA'S TOP AGENTS AT THE SHOW:** LC Showroom (Playtime) / The Klein Group (Kid's Hub) / Stephane Poncelet Showroom (Playtime) / Nancy Markert (Kid's Hub) / Showroom Lab (Playtime) / Ali's Market (Playtime) / A bit of Honey (Kid's Hub) / Lynn Meyer (Kid's Hub) / Mikado Showroom (Playtime) / Ilene Oren (Kid's Hub) / Nicky Rose kids (Kid's Hub)

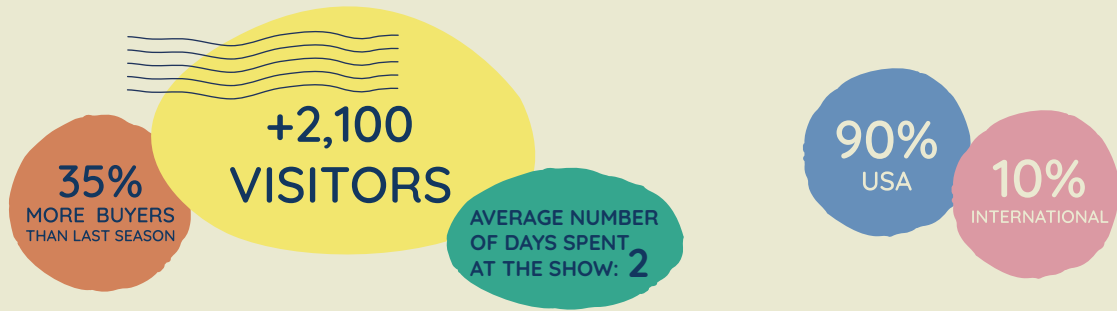
“This show has been amazing, we have new structures and new booths and a new layout, it's much brighter, much happier and it feels more pre-pandemic. The atmosphere feels like bringing old friends together...”

Phoebe, founder of Anise & Ava.





## VISITORS



This edition was marked by a **strong return of international buyers** and many buyers that were new to the show. With visitors coming from around the world as well as **from 38 different states within the USA**, the energy at the show was positive and focused. All of the professional visitors brought their curiosity and refreshing energy to the exciting space, creating a buzz on each floor of this expansive trade show!



### TOP 10 USA STATES

**NEW YORK 45.2% / NEW JERSEY 14.4%**  
**FLORIDA 4.7% / PENNSYLVANIA 3.6%**  
**MASSACHUSETTS 3.3% / CONNECTICUT 2.9%**  
**OHIO 2.8% / CALIFORNIA 2.4%**  
**ILLINOIS 1.3% / TEXAS 1.2% / OTHERS 18.2%**

### TOP 10 INTERNATIONAL COUNTRIES

**CANADA, MEXICO,  
COLOMBIA, JAPAN,  
PUERTO RICO, UK,  
PANAMA, TAIWAN,  
ISRAEL, SPAIN.**



## BEST BUYERS

Saks Fifth Avenue (USA-NY), Nordstrom (USA-WA), Neiman Marcus (USA-TX), Eggy (USA-CA), Macy's (USA-NY), LADIDA (USA-NJ), Bergdorf Goodman (USA-NY), The Yellow Turtle (USA-VT), Jean & Hadley (USA-NJ), Panda and Cub (USA-NY), Hey Little Diddle (USA-IN), Maisonette (USA-NY), Petit Chic (CANADA), Ever After (USA-NY), Petite Cabane Shop (USA-MI), Mimos (PUERTO RICO), Luibelle (USA-NJ), Swaddle (USA-AL), Olivia Poppin (MEXICO), Tiny Hanger (USA-MD), Poppy Store (USA-CA), Juvenile Planet (USA-NJ), Marigold Modern Kids (USA-SC), Magpies (USA-TN), Giggles (PANAMA)...



## EXCLUSIVELY AT THE SHOW



### EARNIE AWARDS

For the first time, Playtime & Kid's Hub is excited to sponsor **Earnshaw's Magazine's 2022 Earnie Awards**! As one of **the most prestigious B2B awards in the children's fashion industry**, we were excited to have Noelle Heffernan and Michele Silver at the show to present finalists with a table card informing visitors they are nominated for one of the 20 categories in the **Earnie Awards**. Be sure to go vote for the winners who will be announced November 1st!

#### DISCOVER A FEW OF THE NOMINEES:

**Playtime:** Molo, Oh Baby!, Feather 4 Arrow, Super Smalls, Me + Henry, Vignette, Poppet & Fox, Little Lady Products, Rylee + Cru, Pink Chicken, Naturino, and more...

**Kid's Hub:** Bari Lynn, Appaman, MIA New York, Vintage Havana, Limeapple, Little Me, Tiny Whales, Mabel + Honey, Magnetic Me, Posh Peanut, and more...

### LET'S GET PHYGITAL

For the seminar by Earnshaw's Magazine this season (770 attendees), moderator Jennifer Cattau gathered a panel of experts to discuss **the phygital future of retail**. The panelists included: marketing and influencer expert Brooke Stewart from Power Moms Media, Ali Moroze who is a brand representative from Ali's Market, digital marketing savant Ariana Fluet from Stylophane, the founder of PR company Magnolia PR Adrienne Dorsey, and Luc Lesire from JOLO Fashion Group who represented the brands Like Flo, Le Chic, and NoNo at the show.

“When you're running a digital campaign, try to slice and dice your data to segment it by who made past purchases, how much did they spend, what is important for your brand. Utilize that data, track that.”

Ariana Fluet from digital media marketing agency Stylophane.



Read the key takeaways now on the Playtime Magazine!

### SUMMER '23 TRENDS

To welcome visitors into a space full of inspiration, fresh air, and creativity, Fashion Snoops installed two trend spaces at the entrance of the show to introduce brands and buyers to **the SS23 trends** POPPY HILL and ZEST. Featuring products from brands that could be shopped at the show, these spaces were artfully curated to put forward on-trend brands and inform buyer's shopping at the show.

Fashion Snoops took us further into the future with their presentation of SS23 trends POPPY HILL and ZEST (655 attendees), helping us to understand the key color palettes, prints and patterns, and silhouettes that will be must-haves next summer.



(re)Watch the seminar live anytime on our Instagram!



## STREET VIEW



Playtime & Kid's Hub New York continues to be a truly phygital experience thanks to our interactive street view tool. Within this virtual visit of the entire show, verified buyers can [re]walk the aisles and place orders on products. This enhanced experience offers brands longer lasting visibility and buyers a chance to visit the show again or for the first time, allowing them to enjoy the inspirational environment of a physical trade show from the comfort of home. By integrating our physical shows and our Marketplace, Playtime & Kid's Hub has enabled our shows to last 6 months, to the benefit of both brands and buyers!



## NEXT EDITIONS

playtime  
PARIS

January 28-30, 2023

playtime & KID'S  
HUB  
NEW YORK

February 12-14, 2023

playtime  
SHANGHAI

Summer 2023

REGISTRATION OPENS  
AT THE BEGINNING  
OF SEPTEMBER  
TO JOIN US AGAIN!

MORE INFORMATION ON  
[www.iloveplaytime.com](http://www.iloveplaytime.com)



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