



**PRESS
RELEASE**
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THE BIG
SMALL
SHOW

PLAYTIME KID'S HUB NEW YORK

FEBRUARY 11-13, 2024 - METROPOLITAN PAVILION

LET'S HEAR IT FOR NEW YORK!

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

At Playtime & Kid's Hub this winter, find the best of two complementary worlds as it opens its doors in the heart of New York City February 11-13, 2024 for three unmissable days of business, new discoveries, and interactions between today's top brands and buyers in the kids' fashion and lifestyle industry.

THE BRANDS

A COMPLEMENTARY SELECTION THAT GATHERS ALL THE MUST-HAVE LABELS IN ONE PLACE

From pioneer to global reference and leader in the kids' fashion and lifestyle industry, Playtime & Kid's Hub New York has become **the unmissable trade show in the Western Hemisphere**. Offering a blend of today's **top international brands, must-have American labels, and independent designers**, it is the most complete trade show for buyers in search of brands that will meet the needs of the entire modern family. Sold out each season, **over 300 brands** will have their collections on display over four floors of the Metropolitan Pavilion and two floors of the attached Altman Building.

Coming from **more than 21 different countries**, these brands represent two complementary sectors of the children's and family universe, enabling buyers to find every product they want in their store for Autumn-Winter 2024-2025.

Spanning the breadth and depth of the children's market, buyers and fellow professionals will find **fashion and lifestyle collections, toys and decor, shoes and accessories, special occasion and swimwear**, and so much more. All ages, styles, and occasions will be represented in the complete offer. To further meet the needs of buyers and final customers, babygear, toys, bags, and bedding will be on display as well, offering products for both parents and kids. Equally as important, buyers will be able to find a wide range of prices sure to include the one in line with their customers' budget.



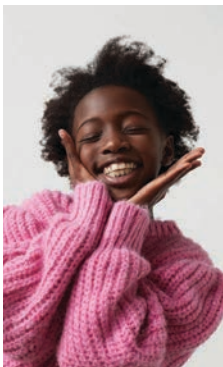
This season will be marked by **brands that emphasize gender neutral dressing and artistic approaches** (Milk Teeth, Timo + Violet, Joy Street...), as well as **beautiful basics that put design details on display** (A Basic Brand, Tane Organics, Bebe Organics, Millesime Baby, Riffle Amsterdam...). With **the rising popularity of labels that offer both fashion and lifestyle products** (Konges Sløjd, 7AM Enfant...), buyers will be able to fill their order sheets with products that meet the needs of the whole family.

In addition to welcoming many new brands, Playtime & Kid's Hub is happy to build long-lasting relationships as well. These labels exhibit year after year, becoming staples of the show that help shape each new season.

Loyal friends of Playtime & Kid's Hub New York: Molo, Rylee + Cru, Noralee, Quincy Mae, Louise Misha, Dear Sophie, Paade Mode, Pink Chicken, Indee, Bebe Organic, NoNo, Me & Henry, Coco Au Lait, Hebe, Feather 4 Arrow, Dotty Dungarees, Koalav, Donsje Amsterdam, Manière, Tea Collection, Shade Critters, Oh Baby!, Tractr Jeans, Vintage Havana, Kissy Kissy, Hannah Banana, DL1961 Premium Denim, Mia New York, Miles the Label, Appaman...

These brands are back again this season after some time away: The New Society, Bonnie Mob, Lilinoa, Scotch Bonnet, Verre de Terre, Serendipity Organics...

New brands exhibiting for the first time: Konges Sløjd, Bella and Lace, A Basic Brand, Floss, Oh Clementine, Milk Teeth, Petite Revery, Little Unicorn, Pamplemousse, Steve Madden, Janie and Jack, Loulou Lollipop, Hanna Andersson, Rowdy Sprout, Claver Sweater...



DISCOVER THE CURATED SELECTION OF INDEPENDENT DESIGNERS, WELL-ESTABLISHED INTERNATIONAL LABELS, AND THE BEST AMERICAN BRANDS, GATHERED IN ONE PLACE JUST FOR YOU!



THE STUDIO



One of our newer sections of the show, The Studio, on the lower level of the Altman Building, invites buyers and professionals to discover a few lifestyle brands chosen for this dedicated space. This season, discover the special selection of parenthood and babygear brands to help kids grow up surrounded by pretty, practical, and safe products: Kiboo Kids, Joy Street, Poppie Toys, Clementine Collective, TRVL Design, Fly Little Bird, HAMICO, Mon Ami, Little Unicorn, Oh Clementine, and Charlie Banana.

Other lifestyle brands you'll find at the show: Konges Sløjd, Maileg, Three Hearts Modern Teething, Petite Laure, Dimpel, Teeny Tiny Market, Confetti Blue, Super Smalls, Little Lady Products, Twee...

SHOES, SHOES, SHOES



Like any New Yorker, Playtime & Kid's Hub recognizes the importance of a good pair of shoes! Essential for adventuring and growing in style and comfort, fit and function need to accompany style. This season will welcome a selection of top shoe brands that can only be found at The Big Small Show: Donsje Amsterdam, Moon Boot, Sun & Lace, Collégien, Rondinella, Emu Australia, Oldsoles, Manuela de Juan, Maa, Oomphies, Elephantito, Pom d'Api, Mini Melissa, Lusso Cloud, Steve Madden kids, Nomandino, Mini Melissa...

IT'S PLAY TIME



Toys are more than just fun: they're how children learn, develop their motor skills, and, of course, play! From unique chalk with playful designs and good causes to every companion little minds can dream of, toy brands will be peppered in throughout the aisles of fashion, accessories, and shoes to complete your offer.

Toy brands this season: Mon Ami, Maileg, Clementine Collective, Poppies Toys, Apple Park, Twee, Sevim Handmade, Yaarn, Effiki, Kiboo Kids, Teeny Tiny Market, Fly Little Bird, Dimpel, Konges Sløjd...



ACCESSORIES ARE A KID'S BEST FRIEND



No outfit is complete without the perfect accessories! Jewelry, hair accessories, bags, and more will be at the show to finalize your offer with all the best pieces.

Complement your fashion selection: Oh Clementine, Bari Lynn, Heirlooms Bows, Lilies and Roses, Zomi Gems and Tiny Treats, Bows Arts, Luna Fresa Co, Annie Lane, Halo Luxe, Esme, Confetti Blue, Super Smalls, Little Lady Products, Wee Ones...

SHOWROOM CENTRAL



Each season, Playtime & Kid's Hub New York welcomes some of the industry's top agents and distributors to put their brands on display. This season, more than 24 well known agents and distributors will be at the show: Ali's Market, LC Collections, Mikado, Showroom Lab, Chantiques Corp, Faigy Drew, Duo Showroom, Marmalade the Agency, Bella Rose Imports, Lynn Meyer Showroom, In Play Showroom, LF Showroom, Alla's Lil Angels, Nicky Rose Kids, Rose Garden, Lola Jo, Susan Cavanagh, L&R Showroom, Robo Creations, The Showroom, Enekony Showroom, Nancy Markert and Amy Hoffman, Ilene Oren...

ON THE PROGRAM THIS SEASON...



In addition to the expert selection, the incomparable insights to be found at the seminars and around the show each season add inspiration to the show's business-focused atmosphere.

TREND SPACES

At the entrance of the show, be welcomed by two informative trend spaces that bring the Autumn-Winter 24-25 trends **ERUPT & COCOON** to life with products from brands you can shop at the show. Acting as purchasing guides for buyers, discover our expert selection of fashion, lifestyle, accessories, and more that will be artfully displayed to inform your ordering.



THE SHOW THROUGH THE EYES OF AN INTERNATIONAL EXPERT

For the first time last summer, Playtime & Kid's Hub New York welcomed the ray of sunshine Katie from **Pirouette** to share the show from her perspective via daily reels on our Instagrams. She'll be back again this season to interview brands, discover new products, and discuss innovations in the industry with fellow professionals!



EARNIE AWARD WINNERS

Awarded each year by our partner **Earnshaw's Magazine**, keep an eye out for table cards that identify the winners of the **2023 Earnie Awards** that were announced in October. Receiving this prize means these brands stand out as leaders in the industry, as they are awarded based on votes from other kids' fashion and lifestyle professionals.

MARK YOUR CALENDAR

EXCLUSIVE INSIGHTS FROM FASHION SNOOPS

On Monday at 3:30pm, buyers and professionals can save their seat at an exclusive Trend Presentation and Buyer Briefing hosted by Fashion Snoops. They'll decode the two seasonal trends **ERUPT & COCOON**, but also dive into more global market shifts in the kids' fashion and lifestyle market.

Attendance by reservation only: please email madeline@iloveplaytime.com with your phone number, company name, and how many seats you'd like to reserve.*

THE POWER OF SUSTAINABILITY

At 8:00am on Tuesday, February 13th, the doors will open an hour early to welcome registered attendees to the **Earnshaw's Seminar** that will explore key shifts in the kid's industry impacting both brands and buyers. This season, our moderator **Jennifer Cattai** (owner of the boutique **Babesta**) and her panel of experts will discuss the practical benefits of sustainable practices.

Attendance by reservation only: please email madeline@iloveplaytime.com with your phone number, company name, and how many seats you'd like to reserve.*

*Reservations can be made for both presentations in the same email, but please specify which you would like to attend.



Playtime & Kid's Hub New York is the business event to attend for all kids' fashion and lifestyle professionals. With trend spaces that welcome visitors at the entrance of the show and industry experts like Katie from Pirouette that add to the show's warm and energetic buzz, buyers and professionals can find all the products and information they need to help their business boom next season.



image: Rondinella

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