



REPORT  
SUMMER  
2024

PLAYTIME  
KID'S HUB  
NEW YORK  
JULY 28-30, 2024



## BUSINESS WAS BOOMING AT PLAYTIME & KID'S HUB NEW YORK

The summer edition of Playtime & Kid's Hub New York took place from July 28-30, and saw over **3,067 visitors (+18%)** gather to discover a wide range of new kids' fashion and lifestyle collections. With **more than 300 brands** exhibiting this season, there was so much to be discovered! From the most **desirable avant-garde labels** in the industry to **essential commercial brands**, buyers were able to shop collections that met their needs in terms of style, quality, and price. In the sunny heart of New York City, brands and buyers were able to conduct their business in an atmosphere that was focused and friendly.

**Leading press** attended the show to share their experience and reflections on the season to come. Junior Style made a selection of products that will be essential for Spring-Summer 2025, while Katie, the international kid's fashion expert behind Pirouette and Directory, shared daily reels that captured the spirit of the show through interviews of brands and visitors. For the first time ever, brands were able to book meetings with the kid's market expert from Fashion Snoops, while Earnshaw's magazine made Tuesday morning special with the launch of voting for their Earnie Awards during a friendly breakfast and an exclusive seminar that offered brands and buyers insights into the future of selling on social media. Playtime & Kid's Hub New York gave a **complete view of next season** that was equally inspiring and informative through a curated selection of brands, 2 trend spaces, and our exclusive events and guests. With a blend of newness and familiar faces, The Big Small Show is now more than ever **the essential business event for all members of the kids' fashion and lifestyle industry.**

## THE PLACE WHERE INTERNATIONAL AVANT-GARDE LABELS MEET AMERICAN BEST SELLERS!

At each edition of Playtime & Kid's Hub New York, buyers and fellow visitors are able to discover the full depth and breadth of the top brands within the children's and family market. From **occasionwear to bedding, toys to accessories, teen to baby, and everything in between**, the selection offered by Playtime and Kid's Hub makes a complete range of the industry's leading brands accessible in one place.

The return rate was **very high** this season, with many brands that exhibited at the last edition racing to save their spot at the summer show! As always, they were joined by **new brands**, as well as a selection of labels who had previously exhibited that returned this season after some time away. This edition also welcomed new drops from well-known brands and future must-haves alike. Rylee + Cru launched both a teen line and a special Valentine's Day drop at the show, while the emerging label Linö, who started with reusable diapers, introduced a new range of ready-to-wear that goes from sizes 6 months to 10 years old. Of course, no summer show is complete without brands that put **swimwear and resortwear on full display** (PQ Swim, Boardies, Nessi Byrd, Shade Critters, Pepita & Me, Olga Valentine, Flap Happy, Snapper Rock, Feather 4 Arrow, Planet Sea, Minnow Swim, Sol Angeles, Mer St. Barth, Vacanza, Beach Riot, Coral Reef Swim, Bling2o, Ipanema, Mini Melissa, Olivio & co...). Coming from **25 different countries**, the brands at Playtime & Kid's Hub New York this summer offered an **incomparable range of products** that satisfied buyers in terms of style, quality, and price.





**LOYAL FRIENDS:** Molo, Rylee + Cru Collective, Appaman, Angel Dear, Shade Critters, Bari Lynn, Pink Chicken, Donsje Amsterdam, Indee, Sunchild, Louise Misha, Dear Sophie, Paade Mode, Vintage Havana, Mia New York, Tractr...

**THESE BRANDS WERE BACK AGAIN THIS SEASON AFTER SOME TIME AWAY:** Sticky Lemon, The Campamento, Louis Louise, Arsène et les pipelettes, Unlabel, CarlijnQ...

**THEY EXHIBITED FOR THE FIRST TIME:** American Vintage, Grech & Co, Goldie + Ace, Namai, Halcyon Nights, Holly & Beau, Bling2o, Coolybri, Courtside kids, Creamie, Lila & Jack, Beach Riot, Bela&Nuni, Gentile Catone, Scotch and Soda, Billy Loves Audrey, Mini Moche, Good Apples...

**AFTER RETURNING LAST SEASON THEY COULDN'T MISS THE SUMMER SHOW:** The New Society, Konges Sløjd, Bonnie Mob, Ver de Terre, Bella and Lace, Flöss, Petite Revery, Little Unicorn, Steve Madden, Hanna Andersson, Jenest...

**26 AGENTS WERE PART OF THE SHOW:** AB Showrooms, Alla's Lil Angels, Ali's Market, Bella Rose Imports, Ilene Oren, In Play Showroom, Chantique's Corp, LF Showroom, Lola Jo Sales, Duo Showroom, L&R Showroom, LC Collection, Lynn Meyer Showroom, Le Passage, Nancy Markert & Amy Hoffman, Marmalade the Agency, Nicky Rose Showroom, Robo Creations, Mikado Showroom, Rose Garden, Phisticates, Stephanie Fishman, Showroom Lab, Susan Cavanagh, The Showroom, Sweet Pea Showroom (Little Monsters).....

**THE STUDIO HOSTED A SPECIAL SELECTION** with Grech & Co, Joy Street, Milkbarn, La Homage, Project 6 NY kids, Pierced Co, Lila & Jack, Dewberry, Sticky Lemon, Halcyon Nights, Olivio & Co, Rainbow Riders...

## THEY SAID...

“ We’ve exhibited at this show for many years now, and we love Playtime & Kid’s Hub! It’s like being in a family, we love meeting people that we’ve known for years or that we haven’t met before.”  
Lilies & Roses

“ Playtime & Kid’s Hub New York was our first trade show ever, and it has been incredible! The energy is outstanding. We’ve been able to meet people that have been in business for a while and have made great connections. Everyone has been so supportive and kind, which is really important for a new brand like us!”  
Dewberry Kids

# QUALIFIED BUYERS FROM AROUND THE WORLD AND THE UNITED STATES COULDN'T MISS THIS INTERNATIONAL BUSINESS EVENT!

This season, buyers were particularly impressed by the offer of brands. There were more buyers from Central America, Florida, and California in attendance, as well as the confirmed presence of big online retailers and department stores. Toy and gift stores were also at the show in large numbers, searching the aisles for unmissable gifts and products to play with. This edition welcomed a large number of buyers that hadn't attended in some time who were in search of innovative items to add to their store. Many new buyers also came in search of products for their very first season, and we'll look forward to the opening of these interesting new stores! Spending an average of 2 days at the show, buyers took their time to discover each floor and the wide range of collections on display.

**3,067 visitors**  
from **26 countries**  
and **39 US states**

**United States: 89%**  
**International: 11%**

**11% first-time buyers**

Buyers spent an average of  
**2 days** at the show to see  
all of the brands

## TOP 10 US STATES:

**New York 38.9%**  
**New Jersey 15.3%\***  
**Pennsylvania 6.9%\***  
**Florida 5.2%\***  
**Connecticut 4.7%\***  
**California 4.4%\***  
**Massachusetts 3.22%**  
**Texas 2.2%**  
**Ohio 1.8%**  
**Illinois 1.4%**

\*Increased this season

## TOP 8 COUNTRIES (EXCLUDING USA)

**Canada**  
**Panama**  
**Puerto Rico**  
**Mexico**  
**Dominican Republic**  
**Japan**  
**UK**  
**Italy**



**TOP BUYERS:** Bloomingdales (USA-NY), Childrensalon (United Kingdom), Ladida (USA-NJ), Les Petits Voyous (Canada), Alef Store (Saudi Arabia), Mini Dreamers (USA-CA), State of Kid (USA-FL), Beams (Japan), Bumps n Bundles (USA-MT), Lil Swimmas (USA-NY), Whimsies (USA-VA), Boli Baby Shop (Mexico), Pitter Patter (USA-CO), Heart of Gold Kids (USA-MD), Poppy's (Panama), Fox and Kit (USA-MA), Duendes (Honduras), The Spotted Goose (USA-OH), Piggy Jo's (USA-GA), Saks 5th Avenue (USA-NY), Little (USA-ME), Tres+Tres (Guatemala), The Shoppe Miami (USA-FL), Lunch Money Boutique (USA-IN), Looby Doo (Canada), The Yo Store (USA-OR), Juvenile Planet (USA-NJ), Fiddlesticks (USA-CA), Lolini (Puerto Rico), Tugboat & The Bird (USA-FL), Tiny Apple (USA-NJ)...

## THEY SAID...

**"We had the most fun trip to NYC to buy the very best for our customers! Thank you Playtime & Kid's Hub, and all of our amazing vendor partners for our favorite market ever!"**  
Duckies, Florida.

**"Spring-summer market with Platime & Kid's Hub was a serious SUCCESS! We cannot wait to share our new products featuring sooo many new brands that we love!"**  
Bree Kids, New Jersey.

## EXCLUSIVE EVENTS

### SPEED DATING WITH FASHION SNOOPS

For the first time ever, brands were offered an incredible opportunity to meet one-on-one with Nicole Yee, the kid's market expert from the trend forecasting agency Fashion Snoops. These free personalized meetings gave brands the chance to ask their questions and receive insightful answers directly from an expert.

### SEMINAR: SELLING ON SOCIALS

Bright and early, brands and visitors joined an expert panel for an exclusive seminar titled "From Like to Buy: Honing Your Social Commerce Skills On Instagram, Facebook and TikTok." Moderated by kid's market expert Jennifer Cattai, owner of the store Babesta, this seminar explored tips and tricks for selling on social media. With a range of opinions and an incomparable expert that came all the way from Miami, Florida to share his insights, this seminar hosted in partnership with Earnshaw's Magazine offered an incredible opportunity to explore this new tool in the market that is relevant for both brands and retailers.

On the panel this season: Dr. Jonathan Snow, co-founder and chief innovation officer at Avenue Z, and founder of The Snow Agency; Mindi Smith, founder of The Little Red Planet; Paige Lauren, founder of PaigeLauren; Annie Burton, editor in chief at Earnshaw's Magazine.

(Re)watch the seminar any time here, and stay tuned for an article that dives deeper into the subject coming soon to Playtime & Kid's Hub Magazine.



## OUR PARTNERS

Earnshaw's, Pirouette, Directory, Junior Style, Kids à la mode, MilK Magazine, James Girone, Ninsmoda, Fashion Snoops, Défi, Promas, Business France, Abit... and of course Sticky Lemon and La Coque Française who made our uniforms!

**BRAND REGISTRATION WILL OPEN SEPTEMBER 10, 2024**

**PLAYTIME**  
**PARIS**

JANUARY 25-27, 2025

**PLAYTIME**  
**KID'S HUB**  
**NEW YORK**

FEBRUARY 9-11, 2025

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