

NEW YORK HOME TEXTILES SHOW, 2009 EVENT REPORT

New York Home Textiles Market Week®, conducted during Jan 23 – 29, 2009, had good representation from the regional retail outlets. According to the official press releases, both New York International Gift Fair and showroom tenants reported increase in new customers from the Northeast and Mid-Atlantic regions, and also from as far as the West Coast. Despite this, the exhibitors were wary about the development of fruitful business deals in the ongoing year, considering the prevailing recession sweeping across the country, reflections of which, are eminently felt all around with a marked intensity.

Home Textiles Market Week® held semi-annually, for mid-to-high-end home textiles across three New York City locations – the New York International Gift Fair® (NYIGF®) at the Jacob K. Javits Convention Center Passenger Ship Terminal Piers, 230 Fifth Avenue, and 7 W New York; was quite a hit this year. In all, the locations featured 500 suppliers and hectic activity of order writing. But the comments regarding the enhancement of business potential of the show were reserved, as new orders mainly worked towards paving the way for filling the dents caused in the businesses by the past few months of recession.

NYIGF exhibitor Michael Pappas, CEO of Signoria di Firenze, USA pleasantly commented, “We’ve seen new customers from the New York metro area and from across the country. In this economy, we saw more and wrote more than we expected.”

New York City Mayor Michael R. Bloomberg issued an official Mayoral Proclamation, declaring the two 2009 weeks – January 23-29, and August 14-20, – as “Home Textiles Market Week,” in New York City. This statement manifested the significance of this event for the home textiles industry in general, and for the economic benefit to New York City, in specific.



Maintenance of the Usual Diversity:

The New York Home Textiles Market Week® has always been a vibrant show displaying an assortment of products. This year too the show kept its international scope providing for visitors and buyers from specialty stores, boutiques, department stores, e-tailers, direct mail order companies, home furnishing/decorative accessory retailers, bed, bath and linen stores, carpet/floor covering stores, buying offices, alternative retailers, interior designers, specialty boutiques, design/lifestyle stores, general gift retailers, import/export firms and wholesalers/distributors.

Exhibitors maintained enthusiasm; some did frantic order-writing. In the Donna Sharp showroom at 7 West, manager Leigh Malanga remarked excitedly, "Hands down this was a very positive week. We had 50% more orders than this time last year. This show, in particular, offers more bang for the buck."

Exhibitors included high-end bed and bath fashions, table linens, kitchen textiles, towels, decorative pillows, area rugs, window treatments, fashion hardware, infant/juvenile merchandise, decorative accessories, personal care, accent furniture, home apparel, decorative fabrics, trims and others in the home textiles segments.

The organizer, GLM®, a DMG world media business, has been serving a myriad of industries like giftware, home furnishings, social stationery, home textiles, tabletop, gourmet house wares, contemporary furniture, personal care, surf, skate, water sports, swim and resort. The company also manages business expositions and conferences on behalf of others within the hospitality industry. This year too the regular diversity was well-preserved with representations from far and wide. Chris Collins said, "Many retailers chose to do their business here in New York rather than incurring the costs to travel to another market."

The winter edition of EX•TRACTS®, held from January 25-29 at New York City's Jacob K. Javits Convention Center, presented as one of nine divisions of the New York International Gift Fair® (NYIGF®), offered buyers access to nearly 100 emerging and innovative suppliers of personal care, apothecary gifts and well-being products, alongside thousands of complementary home, gift and lifestyle lines offered by NYIGF exhibitors.

New Aspirants Honoured:

Products represented in the Home Textiles Market Week® included bed and bath fashions, table linens, kitchen textiles, towels, decorative accessories, area rugs, window treatments and decorative fabrics. Many new products representing innovative designs and use of materials and technological advancement were the key attractions.



On January 26, 2009 the winners of the New York Home Textiles Market Week® Best New Product Awards were announced. The “Best of Market” award went to Dixie Reinhardt Fine Linens for its Private Collection hand-embroidered pillows made of Italian linen. Other awards were also presented in four product- specific categories – Bed, Bath, Dining and Home Accessories to the winning entries, which displayed keen sense of innovation in design, creative usage of materials/construction and new fibre, material or technology. The winners were selected from 120 entries.

The dates for the Summer 2009 event are August 14 – 20 at the same venue.

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