

NY NOW

‘The It Bag’ – at NY NOW

The It Bag is a NEW, highly curated experience at NY NOW, curated by Emily Blumenthal—Founder of The Handbag Awards and Author & Host of the Handbag Designer 101 podcast. This exclusive showcase spotlights standout talent through handpicked designers whose work exemplifies innovation, originality, and commercial appeal.

Each participant will present only their top-selling, most iconic styles—true “It Bags”—offering buyers and press a focused look at the best in emerging and independent handbag design.

Presented in a thoughtfully styled retail environment, this new feature is designed to help buyers visualize how these select bags can be merchandised to maximize impact, excitement, and sell-through potential.



EXHIBITOR PACKAGE

- 80 SQ. FT
- 2 SHELVING UNITS + 1 TABLE
- PARCAN LIGHTING
- CARPET FLOORING
- PRICE: \$4,279
- SHARED PRICE: \$2,319 (IF BEING SPLIT BY TWO BRANDS)

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Winter Market
FEBRUARY 1-3, 2026