

FOR IMMEDIATE RELEASE

MEDIA CONTACTS:

Victoria Kent
Public Relations Manager, MMPI
Phone: 312.527.7508
E-mail: vkent@mmart.com

Chris Abbate/Alexandra Zwicky
Novità Communications
718.783.3160/718.857.5389
alexandra@novitapr.com

7 W NEW YORK® NYC BABY & KIDS FAIR

Spotlight on Exhibitors

August 16 – 18, 2010

(New York, NY - July 28, 2010) This season, 7 W New York's Baby and Kids Fair will feature a top-notch lineup of new and returning exhibitors enhanced by programming vital to those in the baby and kid industry. The three-day show will kick off on the 11th floor at 7 W 34th Street with its very own opening night bash on August 16th from 5 to 8 pm. Other programming highlights include a festive and productive speed selling session hosted by *Baby & Kids* Associate Editor, Mary Gerlach, as well as a "retailer roundtable" of REA (Retailer Excellence Award) nominees/winners sponsored by Gifts & Decorative Accessories, who will offer advice and insight into store design, marketing, visual merchandising and use of the internet to enhance business.

While the top floor will be the go-to center for those who are baby and kid product-oriented, attendees will also benefit from the event itinerary and extensive product offerings available in the permanent showrooms open for the Gift and Home Textiles Market Week®, which will run from August 13 – 19th.

According to Chris Collins, vp and general manager, 7 W New York, "Once again, we are very pleased to have the Baby and Kids Fair offering for our attendees. It brings several new product options in this very important product category all under the 7 W umbrella. Our exhibitors bring a tremendous amount of creativity and entrepreneurial enthusiasm which becomes infectious throughout the building and the entire market."

Here is a sampling of some of the companies attendees can expect to see at the August NYC Baby & Kids Fair:

Baby JaR – Baby JaR was created by sisters Jessica and Rachael (JaR) to provide something brand new and unique for today's funky, fun and fabulous™ baby. Their line is designed to capture the cozy and playful nature that childhood brings, while still remaining sophisticated and chic. Vibrant colors, bold patterns and luxurious fabrics have always been the inspiration for the

dynamic sisters, creating the most stylish and hip accessories for babies and their fashion-conscious parents. It is no surprise that Baby JaR is quickly emerging as a top designer and manufacturer of baby fashion accessories. www.babyjar.com

Baby Steps – Baby Steps is a 100% natural cotton layette collection. It is made of the finest and softest cotton that holds up to endless washing and drying. The collection is functional and fashionable featuring sophisticated prints, solids with color-coordinated appliqués and exciting tie dye colors, all designed to mix and match. www.bsteps.com/babysteps.html

Bees and Dragons – Bees and Dragons owner and designer Sophie Maarek will exhibit along with Charlie Rocket. She looks forward to the “opportunity to meet with a new category of buyer that we haven’t worked with before.” Offering girls and boys layette and coordinating accessories, Bees and Dragons is a one-stop shop for anyone looking for special baby gifts. Their distinctive and sophisticated layette collection is comprised of both cashmere and cotton jersey collections. www.beesanddragons.com

Bummis – Specialists in cloth diaper products, Bummis boasts their own eco-friendly line of “easy-to-use, easy-to-wash, and easy-to-pay-for” diaper products that they manufacture in North America. This market, Bummis will be introducing two new products to their line: a new print, “Bubbles,” from their “Swimmi” collection, which provides both fashion and peace of mind for parents and children and a new, larger model of their Fabulous Wet Bags, a hanging diaper pail that fits on a hook or a doorknob. www.bummis.com, www.facebook.com/bummis. Twitter: [@bummis](https://twitter.com/bummis)

Charlie Rocket – Sharing a booth with Bees and Dragons, Charlie Rocket is a made in the USA California lifestyle inspired collection created with the adventurous spirit of youth. The company makes quality apparel for boys and girls who want to express their individuality and is known for their incredibly soft jeans and non-traditional layette styles. Owner and designer Anna Lindstrom is “looking forward to reaching new buyers at 7 W.” www.charlirocket.com

Curly Girls – While this company has 18 years of success under its belt, Curly Girls will make its first-ever baby and kids fair debut at 7 W. Curly Girls will be introducing fresh new looks to several existing collections including “Best of Chums,” “Jamie Rae Hats” and “Belle Ame.” The Best of Chums collection of hip baby clothes, crocheted baby booties and unique baby gifts exudes a unique and offbeat style. The “Jamie Rae Hats” collection includes the original baby flower hat. The “Belle Ame” collection provides pettiskirts, which are fit for a princess and are available in solid, two tone, and rainbow colors. www.curlygirlsinc.com

HuggyBunny – HuggyBunny is the authority on layettes. Theirs are crafted from the softest Peruvian Pima cotton and are festooned with fun and playful prints

including monkeys and bananas, rabbits and carrots, butterflies and daisies, and many more combinations. Designed in New York and manufactured in Peru, HuggyBunny is a family business with a tradition in garment manufacturing that goes back four generations. In addition to pure Pima cotton, the company uses natural dyes and water-based inks. They also manufacture their clothes in a Fair-Trade environment. Their collection includes all the basic layette pieces such as onesies, footies, and gowns as well as new shapes and styles like pants, jackets, and dresses. www.huggybunny.com,

KidFunktional – KidFunktional first introduced their popular Azur collection at the ABC show in Las Vegas in 2009. Azur is a special line of hand-crafted Italian luxury nursery furniture that is safe, eco-friendly and well-made. www.kidfunktional.com, www.facebook.com/kidfunktional

Lillunia – In their very first show at 7 W, Lillunia will display their eco-friendly art, including everything from signed, limited edition giclee prints to their special series of images they call Lillunia “Mosaics.” Lillunia is a unique company that brings nature and art into children’s environments. Consisting of artists, designers, mothers, and animal lovers, Lillunia sets out to educate our children though the wonders of nature and art and from both create beautiful environments in which they are able to grow. Admirers of the natural world, Lillunia draws inspiration from the natural habitat of the animals and believes that animals are extraordinary as they are. There is no need for cartoonish or anthropomorphic embellishment in order to captivate and teach children. www.lillunia.com, Twitter: [@LilluniaLLC](https://twitter.com/LilluniaLLC)

Lolligo – Exhibiting alongside The Showroom, Lolligo Showroom, based in New York City, represents brands featuring a European flair with an edge. Designs are with the child in mind: easy to wear, practical yet trendy; and eco-friendly. Their showroom is a one-stop for buyers with babies and children's clothing, shoes and unique toys. www.lolligo.com

Mish-Mish – Mish-Mish is a leading brand in layette, infant and childrenswear. Thanks to its modern styling, excellent quality and diverse product assortment, Mish-Mish’s collections are always current and follow the newest global fashion trends. A brand that evokes a lifestyle, Mish-Mish’s apparel boasts European styling, fun colors and cool details at a reasonable price point. The Mish-Mish design team attends the world's top fashion exhibitions in order to maintain a fresh, fashionable product line to keep up with the needs of the sophisticated consumer. www.bsteps.com/landing.html

Moby Wrap Inc. - Moby Wrap was founded in 2003 by parents with a passion for "babywearing" who saw the need for a more comfortable, secure and versatile way to carry their infants. Since its inception, Moby Wrap Inc. (MOther and baBY) has expanded its product line to include innovative designs in a gorgeous array of colors, prints and fabrics, including UV protected and organic cotton. Moby

products can be found in stores across the US and in more than 28 countries. With informed parenting as its mission, Moby partners with many organizations that emphasize empowering parents.

www.mobywrap.com, www.facebook.com/MobyWrap, Twitter: @MobyWrap

Nancy Markert and Associates – Nancy Markert and Associates will be introducing the cutest, softest, and most beautiful infant ballet shoes. Based on Bloch's world famous ballerina shoes, the Baby Bloch range is soft and feather-light, expertly crafted for comfort, style and the protection of babies' developing feet. "Baby Bloch's" pre-walker shoes include patent ballerinas, booties, mini taps and laceups made from luxurious Italian leathers. Tic Tac Toe, celebrating their 25th year, is another distinctive line, which will be on display. Their goal is to provide customers with the best quality and comfort in children's hosiery at reasonable prices. www.nancymarkert.com, www.amyhoffmankids.com

STONZ – STONZ will be making its US debut this summer at 7 W as it introduces its full line to American consumers. STONZ has been creating handmade, durable infant and children's outerwear since 2004 and its simple yet high quality products (Booties, Linerz, Mittz, Hatz) have kept children safe and warm ever since. www.stonzwear.com, www.facebook.com/pages/STONZWEAR/58256513857, Twitter: @stonzwear

The Showroom – Exhibiting alongside Lolligo, The Showroom is a children's wear showroom based in New York City. They represent a plethora of categories of boys and girls clothing and accessories ranging from special occasion dresses to fun swimwear. Two of their collections, "Books to Bed", pajamas with book characters prints that are packaged with the books, and "Marmalade", cotton print summer dresses, have been updated recently and will be on display. www.web.me.com/kidshowroom

Zatswho, LLC – ZatswhoTM provides parents and their children with an innovative sensory photo journey that teaches face recognition and other important skills. The ZatswhoTM educational soft photo face recognition flashcard set is a customizable, interactive learning tool that teaches critical basic skills such as face recognition, shape and color identification, sequential thinking, language, and memory development. The cards help to reinforce the learning process through a variety of senses as they go from one developmental stage to the next, helping a baby to remember better which is key to the learning process. The soft cards are specially designed for babies and toddlers, they wipe clean and come in a travel tote to increase the locations in which they can be used. Recently added to Green World Design & Manufacturing's new product catalog, ZatswhoTM looks to increase brand awareness and reach more buyers and therefore families at the company's first 7 W New York show.

www.zatswho.com, www.facebook.com/pages/ZatswhoTM/231573545578,

Twitter: @zatswho

For more exhibitor listings as well as complete and updated information about 7 W New York, visit www.7wnewyork.com. You can also find 7 W on Facebook and Foursquare and follow them on Twitter.

7 W NEW YORK™ is a wholesale mart building, catering to the buyers of Home Décor, Table Top, Giftware, Textiles, Decorative Accessories, Fine Arts and related industries. Its daily hours of operation are Monday through Friday, from 9 am to 5 pm with extended hours during special market weeks. 7 W New York is a trademark of Merchandise Mart Properties, Inc. (MMPI).

MMPI is the world's leading owner and operator of showroom buildings and trade show facilities, bringing buyers and sellers together in more than 300 market events, trade and consumer shows and conferences each year.

MMPI manages The Merchandise Mart and 350 West Mart Center in Chicago; Market Square, the Suites at Market Square, Hamilton Market, Plaza Suites, Furniture Plaza and the National Furniture Mart in High Point, N.C.; the Architects & Designers Building and 7 W New York in New York; the Boston Design Center in Boston; the L.A. Mart in Los Angeles; and the Washington Design Center and Federal Center Southwest in Washington D.C.

VORNADO REALTY TRUST, owners of MMPI, based in New York City, is a fully integrated equity real estate investment trust. Vornado's common shares are listed on the New York Stock Exchange and are traded under the symbol VNO.

Home Textiles Market Week is a registered trademark of GLM.

###