

NY NOW® Announces the Winter 2021 Digital Market Award Winners and Finalists

Feb 2, 2021

WHITE PLAINS, NY. (February 2, 2021) – The NY NOW® Digital Market Awards ceremony recognizes and honors the incredible work and achievements of the NY NOW community of Brand + Makers. Co-hosted by Patti Carpenter of Carpenter + Co. and Everick Brown of Everick Brown Design, the Winter 2021 NY NOW Digital Market awards highlighted the amazing stories and missions behind our cohort of inspiring and talented brands.

“Congratulations to all the finalists and winners of the NY NOW Digital Market Awards. We are so proud to host you and provide a platform so that your creativity, optimism, and passion can reach an ever-larger audience,” said Tim Hart, SVP Retail NY NOW. “The 2021 Awards Finalists is the most popular search filter on the Digital Market thanks to your ingenuity and commitment to designing products that meet the needs of consumers and strengthen our communities.”

The NY NOW Digital Market is a 365 lead generation, visibility, and connection platform that meets the year-round sourcing needs of buyers. Through NY NOW's platform, Brands + Makers now have a continuous opportunity to engage and partner with buyers through a series of uniquely-themed and timely product showcases all designed to facilitate discovery, exploration, and connection, both online and in-person.

The Winter 2021 NY NOW Digital Market opened with more than 500 Brands + Makers and thousands of products made in over 60 countries. Digital Market Week launched with a new destination featuring the latest trends across all categories to help buyers stay in-the-know and curate their next merchandise assortments. This new section's curation has been a buyer favorite and is the most trafficked destination in the Digital Market. To explore this new section log into the NY NOW Digital Market at www.nynowdigitalmarket.com and click on What's Trending.

To view the full list of NY NOW Digital Market Awards finalists and winners, visit this [link](#).

Award Winners:

Kerrie Brown Designs – Best New Product Award
 Giulia Letzi + META Jewelry – Emerging Brand Award
 FOLKUS – Sustainable Design Award
 HHPLift – Diversity Advocate Award

Community Impact Award Recipients: (Awarded to 5 Deserving Brands)

BIG LOVIE
 Ethic Goods
 Sweet Water Decor
 WorldFinds
 Yadawee

Award Finalists:

Zone Denmark – Best New Product Award
 Esma Derebooy – Best New Product Award
 littleyogi – Best New Product Award
 Amara LLC – Emerging Brand Award
 Educated Beards Inc. – Emerging Brand Award
 KOUP (Novoleap Co.) – Emerging Brand Award
 Amara LLC – Sustainable Design Award
 MADE51 – Sustainable Design Award
 Kerrie Brown Designs – Sustainable Design Award

The recording of the NY NOW Digital Market Awards ceremony is now available on-demand exclusively in the Digital Market. Registration for the Digital Market is open. www.nynowdigitalmarket.com

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About NY NOW:

NY NOW, is the modern wholesale Market for retailers and specialty buyers seeking diversity and discovery. Gathering twice a year in America's design capital, New York City, and building community year-round through its 365 Digital Market, it's where buyers and designers unearth a refreshed and dedicated collection of eclectic lifestyle products. NY NOW features ten comprehensive sections –Accent on Design, Accessories, Artisan Resource, Baby + Child, Gift + Stationery, Handmade Designer Maker, Handmade Global Design, Home Design + Tabletop, Luxury Lifestyle, Wellness– that encompass tens of thousands of products in hundreds of product categories and now offers a 365 platform for discovery of new products, brands + makers, lead generation, education, and community networking with the NY NOW Digital Market. www.nynow.com

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