

New York Report

April 2026

CONTENTS

* Project 1: Shoppe Object

1. Shoppe Object

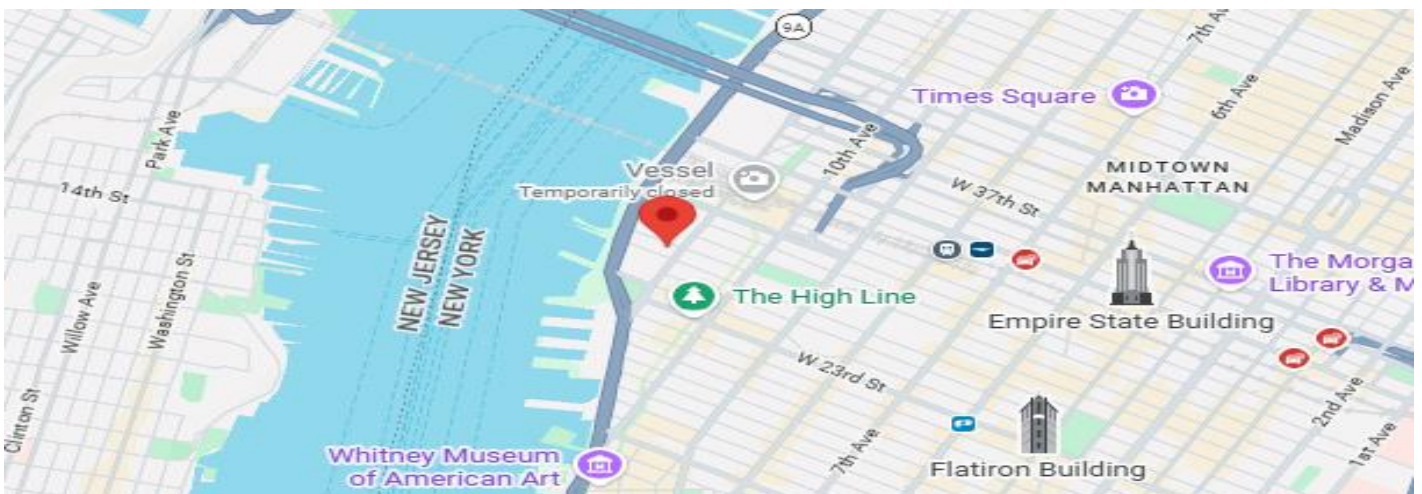
Project Overview

Shoppe Object is a biannual trade show based in New York City, established as a specialized exhibition platform for the home, gift, and lifestyle sectors. Featuring primarily independent brands and emerging designers without major corporate backing, its highly curated format—distinct from traditional large-scale gift shows—has earned widespread recognition. Held in New York in early February 2026, this edition served as a launchpad for new collections for the Spring/Summer 2026 season, attracting retailers and buyers from across the United States and abroad, including Japan. The venue featured refined spatial design and showcased a wide range of categories, including home décor, apothecary products, paper goods, jewelry and accessories, apparel accessories, and sustainable items. Beyond serving as a venue for placing orders, the booths effectively communicated each brand’s background and the designer’s philosophy. In recent years, the show has emphasized supporting “small businesses,” “sustainability,” and “women- and minority-owned brands,” a focus that remained consistent at this edition. The trend toward narrative-driven products—highlighting locality and craftsmanship rather than mass production—was particularly evident, resonating strongly with specialty retailers seeking unique offerings. In addition, lounge areas encouraging interaction and networking underscored the event’s growing role as a community-building platform. More than simply showcasing trending brands, the show functions as a space for discovering the next generation of designers, reflecting the energy and creativity of New York’s design scene.

Project Details

1. Shoppe Object
2. Trade Show
3. Open Date: February 1st – 3rd, 2026
4. Location: 601 W 26th St, New York, NY 10001
5. Target Customer: Buyers / All
6. Website: <https://shoppeobject.com/>

Location Map





The venue is a large photography studio and event space in the Chelsea district.



Despite the harsh winter season, the venue was bustling with visitors from across the United States and abroad.



Buyers from across the United States and Europe attended.



Each brand's eye-catching displays



Many brands expressed their stories through color and materials.



Beauty and wellness brands are on the rise.



The exhibition showcasing the brand's identity has been well received.



The apparel category features numerous overseas brands.



Brands with innovative designs are attracting attention.



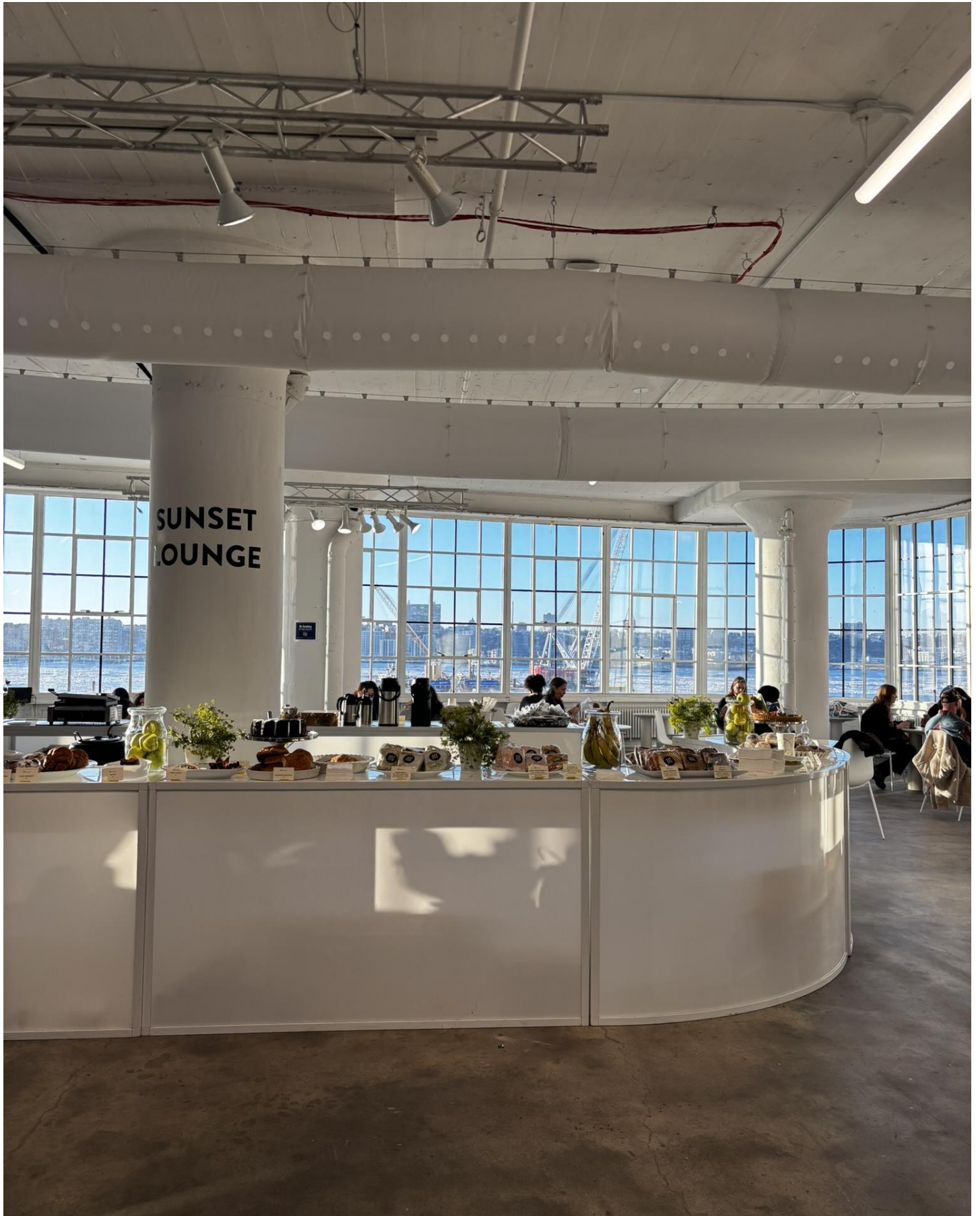
Accent pieces for living spaces are particularly popular.



Many handcrafted products made from natural materials were featured.



A dedicated area showcasing items by Japanese creators highlights the strong popularity of Japanese-made products.



A spacious area along the Hudson River included a café where visitors could relax.