

Ex•Tracts

Ex•Tracts Show Preview • January 28-31 • Metropolitan Pavilion

by Ashley J. Williams

At the Metropolitan Pavilion January 28-31 in New York City, Ex•Tracts: New Discoveries in Beauty and Wellness will feature some 65 companies with an estimated 5,000 attendees expected, representing day spas, department stores, gift shops, specialty stores, and more.

Held concurrently with the New York International Gift Fair and alongside the New York Home Textiles Show, Ex•Tracts presents unique, high-end personal care products. Buyers can peruse over 250 products lines, including aromatherapy, bath and body care, beauty accessories, cosmetics, haircare, natural and organic products, perfumes, skincare, and well-being lines. The New York International Gift Fair, Ex•Tracts and the New York Home Textiles Show are owned and managed by George Little Management L.L.C.

"Ex•Tracts is an exclusive marketplace, showcasing creative and luxurious personal care products not found in other shows. The show promises to spark inspiration for

buyers by introducing new products and revealing new trends that will add appeal to their retail establishments," says Rita Malek, show manager for GLM.

MARKET ENHANCEMENTS

To create a more cohesive marketplace with the New York International Gift Fair, GLM has increased the complimentary shuttle service. This year an integrated market



Built around the same structure of IKKS clothing, IKKS Young Man is a modern fragrance with a woody and fruity scent for boys ages 10 and up. Suggested retail: 4.3 oz., \$35. From distributor **BerjangUSA Inc.**; 310/820-4989.

directory will be available, including editorial and market-wide product category listings. Buyers can see a comprehensive line up of products showcased at all three shows.

This year, GLM will hold New York's Newest, the "launching pad" for companies new to the New York International Gift Fair, alongside Ex•Tracts, as part of New York's winter 2007 Gift & Home Market Week.

"This co-location will signifi-

cantly broaden the range of product offerings at the Metropolitan Pavilion, putting products from across the gift and home spectrum alongside the targeted personal care and home fashions resources presented at Ex•Tracts and the New York Home Textiles Show," said Dorothy Belshaw, senior vice president for GLM. "This change, from previously announced plans to house New York's Newest in a new Concourse Level space at Pier 92, was necessitated by Passenger Ship Terminal construction delays."

Together, the three events will present nearly 200 exhibitors in 22,000 net square feet of exhibit space at the Metropolitan Pavilion and adjoining Altman Building.

In addition, the Jacob K. Javits Convention Center will feature an exclusive display of products found at Ex•Tracts, drawing attention to the resources found at the Metropolitan Pavilion. Attendee badges allow market access for all three locations, eliminating the need to register at each show.

Ex•Tracts will maintain its signature lavish atmosphere with indulgent offerings such as complimentary exotic beverages, culinary treats, soothing music, and an on-site spa.

Introduced at the August 2006 edition as the new location, Metropolitan Pavilion received positive response from both exhibitors and attendees. The space offers a departure from the traditional trade show setting. Located in the heart of Chelsea, the Metropolitan Pavilion features 19th-century architectural design, accentuated by hardwood floors and natural light.

"The space is amazing. The Metropolitan Pavilion is a breath of fresh air. We loved the natural light filtering through the windows...being in such a vibrant neighborhood made working the show an enjoyable experience," states Lisa Levin, CEO and founder of Pharmacopia (877/389-9898).

Protective and hydrating, this antioxidant cocktail infuses the skin with aromatic oils and vitamins to combat free radical damage. It re-activates moisturizer during the day, sets make-up and re-hydrates the skin. A few quick sprays throughout the day will leave skin glowing and fresh. Suggested retail: \$31. From ISS Intelligent Skin Sense; 770/945-1330.



For innovative, cutting edge products, the Best New Product Awards will be presented in five categories, including bath and body, beauty accessory, cosmetic and fragrance, natural/organic and packaging, as well as Best of Show.

EDUCATIONAL SEMINARS

A series of seminars, addressing specialty retailing trends, luxury market opportunities, and special events with New York City flair highlight the winter 2007 edition of the New York Home Textiles Show and Ex•Tracts.

"The targeted events at the Metropolitan Pavilion are valuable resources for the home textiles and personal care industries, as well as an important destination for gift and home market participants looking for upscale, luxury offerings in these categories," said Penny Sikalis, vice president and group show director for GLM.

"With the luxury end of the market holding strong, we're delighted to add value to the overall market experience with a focused selection of exclusive product, business-building seminars, plus valuable networking and entertaining events."

Take note of the following educational seminars:

- Presented jointly by GLM and

The Ellesca Mediterranean collection includes natural botanical bath and body care products from **Ellesca** (858/565-0666) does not contain any parabens, sodium lauryl sulfates or mineral oils. The new packaging reflects the Mediterranean theme of the product line. Suggested retail: \$10-\$30.

