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**DECO BOKO TO SHOWCASE INNOVATIVE JAPANESE PRODUCTS
AT NY NOW'S WINTER MARKET IN FEBRUARY**

**A Trailblazing Wholesale Tradeshow Showcasing Japanese Design and Gift Products,
DECO BOKO Will Be the Ultimate Destination for Buyers in the US Market
Who Are Seeking Japanese Brands**

New York, NY – DECO BOKO, a pioneering wholesale tradeshow based in New York, is set to revolutionize the US design and gift industry with its exclusive focus on Japanese products. Representing Japanese brands that are dedicated to the quality and craftsmanship for which Japan is known, DECO BOKO will exhibit at **NY NOW - New York International Gift Fair 2024**, a wholesale event that connects retailers and buyers with the purpose of growing businesses.

NY NOW takes place Sunday, February 4 through Tuesday, February 6 from 10:00 a.m. until 6:00 p.m. and on Wednesday, February 7 from 10:00 a.m. until 3:00 p.m. at the Jacob K. Javits Convention Center, located at 429 11th Avenue, New York, NY 10001. <https://nynow.com/>

DECO BOKO will comprise four islands: **Booth #2303A, #2303B, #2303C, and #2303D**. This will be our largest exhibition space since the summer of 2021, when we began participating in NY NOW.

In the spirit of collaboration, we are partnering with other vendors to give as many Japanese businesses as possible an opportunity to shine in the spotlight. We are pleased to have **1-81 Agency** on board as a vendor at NY NOW. 1-81 Agency is a sales agency that represents/exhibits multiple brands. Established 2017 in Santa Monica, California, 1-81 Agency (formerly Tortoise Agency) is a wholesale distributor specializing in PR and strategy for makers seeking design-informed retailers in the US market.

Also sharing DECO BOKO's booth is **Real Japan Project**, another sales agency that represents and exhibits multiple brands with a focus on traditional Japanese crafts and local industries. Both 1-81 Agency and Real Japan Project will spotlight their brands in our booth.

"We are thrilled to participate in the prestigious NY NOW Tradeshow and showcase our clients to industry professionals and enthusiasts," said Mariko Reyes, DECO BOKO's Producer. "Representing small businesses from Japan, DECO BOKO provides an excellent platform for us to connect with potential clients, strengthen existing relationships, and highlight the unique value that our products bring to the market. We look forward to sharing our passion and expertise with attendees."

Whether you're looking for kitchenware, unique home décor items, stationery, or items with a distinct Japanese sense of design, DECO BOKO invites all tradeshow attendees to visit their booth at NY NOW to explore the diverse range of products on display.



Hobonichi GLOBE

PARTICIPATING BRANDS AT NY NOW

Hobonichi GLOBE

Founded by copywriter Shigesato Itoi in 1998, Hobo Nikkan Itoi Shinbun, also known as "Hobonichi," is best known for its high-quality Hobonichi Techo planners. But the company is displaying something completely different for NY NOW.

Prepare to be amazed by the extraordinary world of Hobonichi GLOBE! It's not just a globe; it's a mind-bending fusion of tradition and cutting-edge AR technology. Grab your smartphone or tablet, point it at the GLOBE, and watch as the magic unfolds. The entire world comes alive, unveiling a tapestry of information about our planet.

Senshudo Japan

Based in Wajima, Ishikawa Prefecture, Senshudo has been producing Japanese lacquerware since 1880. NY NOW will be their first time exhibiting in the US, and they will have sake vessels made with techniques that have been used for 500 years.



WAKAYAMA MADE

WAKAYAMA MADE

Wakayama products for the home are created by traditional and innovative techniques with a special emphasis on the surrounding nature.

Deeper into Fukushima!

Fukushima Prefecture, located in Northeastern Japan, boasts stunning natural scenery throughout all four seasons and preserves a wealth of history and traditions. During NY NOW, their focus will be on showcasing food-related products that highlight the region's abundant resources and craftsmanship to take you deeper into Fukushima!



Deeper into Fukushima!

By 1-81 Agency

HARIO Lampwork Factory

All glass in HARIO Lampwork Factory jewelry is skillfully crafted and mounted by hand at workshops in Japan.

LAKOLE

LAKOLE items are equipped with “Life Functions” to ease small stresses in everyday life, under the concept of “Easing This, That and Everything.” LAKOLE will have its own booth within the DECO BOKO exhibiting area.

DYK by Takagi

Established in 1866 as a sawsmith in Sanjo City, Niigata, Takagi has evolved into a company renowned for offering a diverse range of professional cutting tools. With DYK, Takagi presents a collection of aesthetically pleasing and kitchen tools.



Murakami Pile

By Real Japan Project

Reela

For the last 50 years, experienced craftsmen at Reela have carefully created a brand of room shoes that was born with the theme of simplicity and relaxation.

Otani Kisaku Shoten

Otani Kisaku Shoten is a copperware company founded in 1939 in Takaoka, Toyama Prefecture, which is known as a center of metal casting. Otani Kisaku Shoten produces metallic fine arts and crafts.

Murakami Pile

Murakami Pile Co., Ltd. has been producing and selling quality towels in Ehime Prefecture for 54 years.

Souta Kiln

Founded in 1997, Souta Kiln blends traditional patterns of Arita pottery into modern everyday items that are hand-painted by their craftsmen.

BOUS Co.

Like LAKOLE, BOUS will have its own booth within DECO BOKO's exhibition space. Established in 2021, BOUS represents a range of Japanese businesses that create modern, sustainable products that focus on quality and good design. Products range from stationery to office and storage goods to kitchenware.

About DECO BOKO:

Based in New York, DECO BOKO is the first wholesale tradeshow in the US that focuses on Japanese products in the design/gift industry. Born from the vision of native Japanese organizers, DECO BOKO aims to empower Japanese brands and manufacturers, providing them with unparalleled opportunities to thrive in the highly competitive US market. Recognizing the immense potential of exquisitely crafted and designed Japanese products, DECO BOKO bridges the divide between Japanese brands and American buyers, facilitating seamless business connections.

In addition to participating at NY NOW, DECO BOKO hosts the DECO BOKO Market, which is open to the public. The organization is open to collaboration with brands interested in their special market events. Please visit their website at <https://www.deco-boko.com/deco-boko-market/> or contact Mariko Reyes at info@deco-boko.com for more information.

At the heart of DECO BOKO lies a concept deeply rooted in Japanese culture. "DECO BOKO," a widely used phrase in Japan, translates to "uneven" and embodies the idea of "filling in the gaps." The logo, expertly crafted in collaboration with distinguished New York-based design studio Studio Newwork, draws inspiration from this concept and incorporates the Japanese kanji characters "凸凹," symbolizing the essence of DECO BOKO.

DECO BOKO x NY NOW Winter 2024

Sunday, February 4 through Wednesday, February 7, 2024

10:00 a.m. until 6:00 p.m. on February 4 through 6

10:00 a.m. until 3:00 p.m. on February 7

Jacob Javits Convention Center – 429 11th Avenue, New York, NY 10001. <https://nynow.com/>

Booth Numbers: 2303A, 2303B, 2303C, and 2303D

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