

DECO BOKO to ignite a design revolution with Japanese exceptional craftsmanship at NY NOW's Summer Market this August

An Exclusive Gathering of Undiscovered Japanese Brands, Handpicked by a Visionary Japanese Woman CEO



New York City, New York Jul 22, 2025 ([IssueWire.com](https://www.issuewire.com)) - DECO BOKO, a pioneering wholesale tradeshow based in New York, announces that it will unveil its curated exhibit, “DECO BOKO Trade Show” at NY NOW - New York International Gift Fair 2025, the largest and most influential wholesale event connecting top buyers with both heritage and up-and-coming brands. Bringing together tradition, quality, and innovation, DECO BOKO is ready to amaze the U.S. design and gift scene with outstanding Japanese craftsmanship.

▼ DECO BOKO Official Website: <https://www.deco-boko.com/>

NY NOW will be held from Sunday, August 3 to Monday, August 4 from 9:00 a.m. to 6:00 p.m. and on Tuesday, February 4 from 9:00 a.m. to 5:00 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 near the entrance of the main area: Booth number: 1405

Founded by an innovative Japanese entrepreneur, DECO BOKO is the first wholesale tradeshow in the US to spotlight Japanese brands known for their rich heritage and unique aesthetics. We debuted at NY NOW in 2021 with strong results and have been part of every show ever since.

The DECO BOKO Trade Show will not only highlight individual brands but also present curated group exhibitions by regions and agencies. One of the regions is Kanagawa Prefecture, which has long been a manufacturing center. Be captivated by Koyomi, a Kanji calendar brand featuring characters hand-written by a master calligrapher and exquisite Yosegi woodcrafts of TEGAMI. You will also meet Kitpas, IKA FOOT, HOKODO, Kaya, wakokoro.eco, and MOMOYO STOBY.

The other is Creative Port Yokohama, representing Yokohama City. Discover Katohan, known for its microwave-safe donabe (traditional Japanese clay pot), and Suwatte! Ganba-nyoku, which offers chairs designed to warm your lower back and hips. Don't miss the opportunity to connect with UM, Feuille De Cocoon, MIKASA, and mayumasa.

Three group showcases will be presented by different agencies. COCORO STORE, focusing on Tottori Prefecture, will feature YANAGIYA REPRODUCT, renowned for reviving traditional Japanese toys, and Junsei FUJIMOTO, celebrated for his uniquely designed chairs. You will also have the opportunity to experience the craftsmanship of Orimonya + koma, Yashima Iron + Yasunori ASAKURA, Tottori knife smith + Yasunori ASAKURA, Yasunori ASAKURA, Nakao Lamp, and tree frog.

Batoon will proudly feature Gojiai, which offers items designed with a quiet presence, emphasizing beauty and the way they harmoniously fill a space, as well as TOSSDICE, known for its wide range of products including houseware, kitchenware, interior goods, and fashion. Be sure to also visit monoya to explore finely crafted household items that embody the essence of Japanese artisanry.

Furthermore, don't miss 1-81 Agency, a regular exhibitor at DECO BOKO. Be sure to visit ARAS, a high-quality tableware brand, and Hirota Glass, an artistic handmade glassware brand. Additionally, make sure to experience the carefully selected brands PICUS, Craft Design Technology, and Happa Stand.

STYLE OF JAPAN, moonstar, and shin rin yoku will be exhibiting as individual brands. STYLE OF JAPAN is a sustainable design brand dedicated to creating the world's most eco-friendly chopsticks, grounded in 400 years of Japanese craftsmanship and heritage. Moonstar, one of Japan's most renowned footwear manufacturers with over 150 years of history, and shin rin yoku, a brand offering products made from 100% natural Japanese cypress that capture the restorative essence of forest bathing, will also be showcasing their signature creations.

DECO BOKO x NY NOW Summer 2025

Sunday, August 3 to Tuesday, August 5, 2025

9:00 a.m. to 6:00 p.m. on August 3-4

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Jacob Javits Convention Center – 429 11th Avenue, New York, NY 10001.

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Booth Number: 1405



Media Contact

North Lane International, LLC

*****@deco-boko.com

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