

Registration Now Open for the Reimagined JA New York Fall Show, Produced by INSTORE

Independent retailers and leading jewelry brands are invited to experience the industry's most trusted marketplace, October 25-27 in New York City

MONTCLAIR, NJ, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- Registration is now open for the JA New York Fall Show, taking place October 25-27, 2026, at the Jacob K. Javits Convention Center in New York City. It's the first JA New York event produced by INSTORE since acquiring the iconic trade show earlier this year. The Fall Show marks the next chapter for one of the jewelry industry's longest-standing marketplaces — bringing together retailers, designers, manufacturers and suppliers for three days of buying, education and real business connections.



PRODUCED BY **INSTORE**

OCT. 25-27, 2026 | NYC

Following the announcement that INSTORE acquired the JA New York trade shows from Emerald Holding, Inc., the Fall Show gives the industry its first real look at what's next: a marketplace built around the needs of today's independent jewelry retailer, while honoring more than a century of JA New York tradition.

This year's show includes a VIP Buyer Program with a dedicated Retailer Liaison, expanded international pavilions, practical education led by respected industry experts, and more opportunities for buyers and exhibitors to connect one-on-one.

"Opening registration is an exciting milestone because it means we're welcoming the industry back to a show built around its success," said Matthijs Braakman, CEO of SmartWork Media. "JA New York has always been about bringing buyers and sellers together in one of the world's great jewelry capitals. This October, attendees will see a show that's been thoughtfully refreshed while staying true to what has always made JA New York special — real relationships, meaningful business conversations and an unwavering commitment to independent retailers."

Held in the heart of New York City, JA New York gives buyers access to hundreds of collections spanning every major jewelry category, from finished jewelry and designer collections to loose diamonds, gemstones, pearls, watches, tools and technology. Exhibitors from more than 40 countries make the show a global sourcing destination, while its curated format helps attendees maximize both their buying opportunities and time on the show floor.

With hundreds of vendors and partners on the show floor, JA New York gives retailers direct access to the sourcing decisions that matter most — not just new products, but the right suppliers to build smart, profitable inventory. Attendees can also take advantage of practical business education, networking events and curated experiences designed to help retailers strengthen their businesses heading into the holiday selling season. The Fall Show's timing makes it an ideal opportunity to discover new products, replenish inventory and build relationships before the industry's busiest retail period.

"We are ushering in a new era for JA New York," said Krista Collins Walters, Publisher of INSTORE and Vice President of Jewelry. "After listening closely to the needs of our retailers and exhibitors, we've created a more focused, high-value experience. Whether your goal is discovering fresh collections, deepening supplier relationships, or connecting with industry peers, JA New York is the essential destination for the industry to advance together. We look forward to delivering a productive and enjoyable event for everyone involved."

The JA New York Fall Show will be held:

- October 25–27, 2026
- Jacob K. Javits Convention Center
- New York City

Registration is free for qualified jewelry retailers, buyers and industry professionals, who are encouraged to register now. JA New York requires all attendees to be approved before entering the show, and registering in advance allows that review to be completed ahead of time so attendees can skip the wait at registration and head straight to the show floor. Exhibitor opportunities also remain available for companies looking to connect with motivated buyers from across North America and around the world. Registration and additional event information are available at JA-NewYork.com.

About JA New York

Produced by INSTORE, JA New York is one of the fine jewelry industry's most iconic trade events, held twice annually at the Jacob K. Javits Convention Center in New York City. Bringing together qualified buyers, leading designers, manufacturers and brands, JA New York delivers a curated marketplace, practical education and meaningful business connections designed to help the jewelry industry thrive. Learn more at JA-NewYork.com.

About INSTORE

INSTORE is the premier media brand serving independent fine jewelry retailers and their supplier partners. Through its flagship magazine, digital platforms and live events, INSTORE delivers practical insights, industry intelligence and community connections that help jewelry businesses succeed. INSTORE is part of SmartWork Media, a leading B2B media company serving specialized industries. Learn more at [Instoremag.com](https://instoremag.com).

About SmartWork Media

SmartWork Media is dedicated to the idea that business media should strive to inform, excite and inspire business readers, and that a good business magazine can (and should) have the energy and compulsive readability of a top consumer publication. The company publishes INSTORE, INVISION, PETS+ VMDS, Signs of the Times, Big Picture and Screen Printing, as well as its respective websites and events — The International Retail Design Conference (IRDC), Shop! Ideation Conference & Retail Challenge, Shop! MarketPlace, INVISION MATCH! and JA New York Produced by INSTORE. Learn more at SmartWorkMedia.com.

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