

MEATPACKING DISTRICT

PRESENTS

MERRY MEATPACKING

THE EXPERIENTIAL HOLIDAY MARKET NYC HAS BEEN WAITING FOR
COMING NOVEMBER + DECEMBER 2026

WHERE HOLIDAY CROWDS COME READY TO BUY.
WHERE NEW YORKERS DISCOVER THEIR NEXT FAVORITE THING.
WHERE A DOWNTOWN HOLIDAY TRADITION BEGINS.

NAMING IN DEVELOPMENT. VISUALS ARE FOR INSPIRATION.

FACT SHEET

The iconic Meatpacking District is about to redefine the holidays.

Launching in November and December 2026, **Merry Meatpacking** is where shopping, dining, and celebration collide — full of the grit, glam, and glow only downtown can deliver.

WHO:

This project is realized by the Meatpacking District BID

WHAT:

A multi-week, day-to-night event, and an experiential-forward holiday festival

WHEN:

November 2026 to December 2026* [34 days]

WHERE:

in the streets and plazas of NYC's Meatpacking District

WHY:

Because NYC deserves a modern take on the holiday experience

THE DETAILS

- 35,000 visitors a day (1M+ total visitors) — there to shop, eat, drink and get merry
- 30+ elegant + artisanal shops / 15+ food + beverage offerings
- Millions in organic and paid media impressions

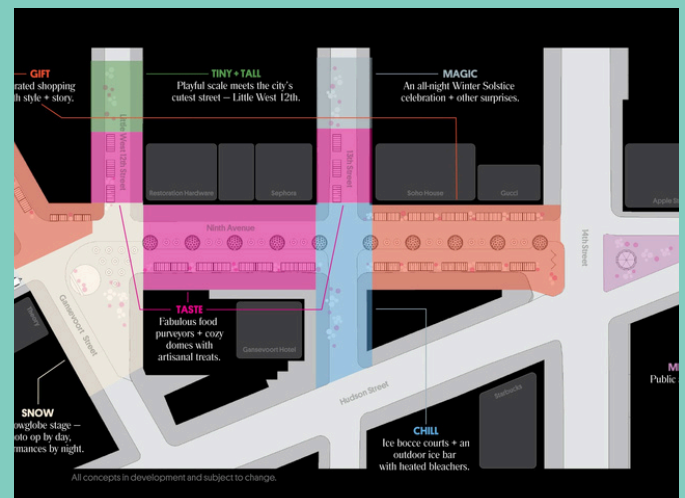
STEP-IN INVESTMENTS

- Corporate Sponsorships starting at \$150K
- Retail Merchant participation starting at \$29,700
- Culinary Merchant participation starting at \$34,900

READY TO GET MERRY?

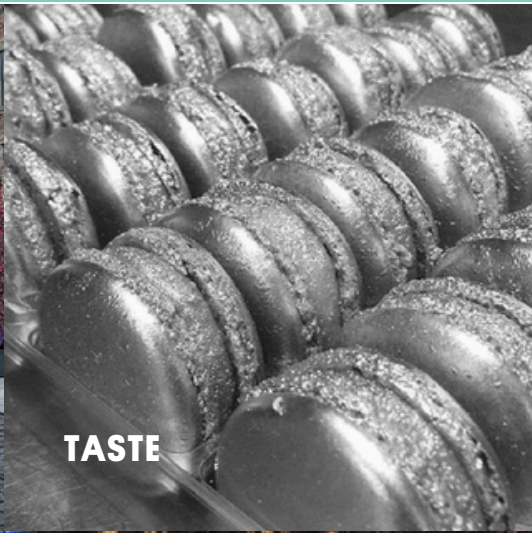
CORPORATE PARTNERS: MARGOT@LIBERTYLOVESCOMPANY.COM

RETAIL/F&B MERCHANTS: MERCHANTS@LIBERTYLOVESCOMPANY.COM





GIFT



TASTE



PLAY



MERRY



SNOW



CHILL

WATCH THE TRAILER 

MERRY MEATPACKING COMING HOLIDAY 2026

VISUALS ARE FOR INSPIRATION.

MERRY MEATPACKING

MERCHANT BENEFITS:

A CROWD THAT COMES TO SHOP

The Meatpacking District attracts an affluent, style-conscious audience that comes to shop, dine, and experience culture.

Expect:

- Hyperlocal residents and professionals
- NYC tastemakers from across the five boroughs
- Cultural tourists and international visitors seeking a quintessential New York holiday experience

A CURATED MARKETPLACE

Merry Meatpacking brings together a thoughtfully selected mix of brands, makers, and culinary concepts. Our curation prioritizes craftsmanship, originality, and distinctive products — creating a marketplace that feels cohesive, elevated, and worth exploring.

Merchant categories include:

- Art & Design
- Beauty & Wellness
- Fashion
- Jewelry & Accessories
- Home & Décor
- Specialty Culinary
- Unique Holiday Gifting

PEAK HOLIDAY FOOT TRAFFIC

Running for **34 days across November and December**, Merry Meatpacking captures peak holiday shopping season in one of New York's most dynamic neighborhoods.

Located along Ninth Avenue in the heart of the Meatpacking District, the market is expected to welcome **35,000+ visitors daily, for a total of over 1M+ holiday shoppers.**

READY TO GET MERRY?

CONTACT [MERCHANTS@LIBERTYLOVESCOMPANY.COM](mailto:merchants@libertylovescompany.com)

MERCHANT FACT SHEET

JOIN US AS A MERRY MEATPACKING MERCHANT

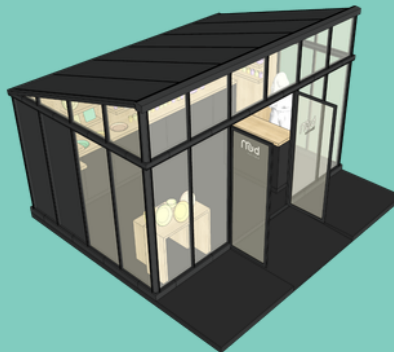
[APPLY NOW](#)

AN ICONIC NEW YORK SETTING

Often described as one of New York's most stylish and walkable neighborhoods, the Meatpacking District sits at the intersection of grit and glam — where fashion, culture, hospitality, and design meet. Selling here places your brand at the center of a globally recognized destination.

TURNKEY KIOSKS

Merchants sell from custom-designed kiosks created to reflect the architecture and character of the neighborhood.



Each space includes power, WiFi, heat, security, and operational support.

Two kiosk sizes are available. Pricing will be shared once your application is received.

MARKETING + VISIBILITY

Merry Meatpacking will be supported by a robust marketing campaign designed to drive awareness and foot traffic throughout the season, including:

Paid media:

- OOH, social, digital
- Press and media outreach
- Influencer partnerships
- Neighborhood and brand collaborations

A PLATFORM FOR INDEPENDENT MAKERS

We prioritize merchants rooted in craftsmanship, design excellence, and thoughtful production.

The Meatpacking audience seeks elevated, unique, and high-quality gifting — making this an ideal platform for artisanal and modern brands.