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NY NOW™ Exhibitor Profiles: The Back Story

NY NOW has 2,800+ exhibitors, each with an intriguing story to tell! In our new online series of exhibitor profiles, we'll introduce you to the people behind the products. Learn about their beginnings, their inspirations, and their take on product trends.

This month, we follow the 26-year evolution of an acclaimed jewelry designer.

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At Home

At Home featuring Home Textiles showcases leading home textiles suppliers and established luxury brands at the Javits Center, as an extension of Home Textiles Market Week® in New York—the nation's largest collection of mid- to high-end home textiles for bed, bath, and table.

Answering The Call Of Creativity

Taking it to Heart and Hearth

The Weinstein Family at GO Home, Ltd. Celebrates its Tenth Anniversary

Ten years ago, the home décor mantra, “accessorize,” became too important for the Weinstein family to ignore. Family patriarch Mark Weinstein had built up an antique importing empire – Golden Oldies - over 35 years, but it was time for his son Erik to take a new direction. GO Home was launched in 2003; an idea conceived over a glass of wine.

“We talked about the importance of home, and creature comforts, that didn't have to cost a fortune, and how these small treasures tie our homes together,” remembers Erik.

He wasn't new to importing. From the time Erik was 16 years old, he was accompanying his father to Europe on buying trips. With the company's philosophy, “We Bring the World to You,” in mind, he continues his global sourcing in eight categories: accent furniture, tabletop, lighting, seating, mirrors and wall décor, decorative accessories, garden and holiday.

Erik has plenty of family to help. His mother Pam brings her design background; their daughter Lauren provides her organizational skills; and son Jared has begun traveling with Erik and helping manage the showroom. The company currently employs an additional 30 employees, and manages eight showrooms across the U.S. in cities such as New York, Atlanta, and High Point.

The company moves forward through group effort. “Every employee's efforts touch and affect each part of the company,” Erik says. “We like to think there are no titles. The more ambition, skills and knowledge you can bring to the table, you'll be able to grow with the company.”

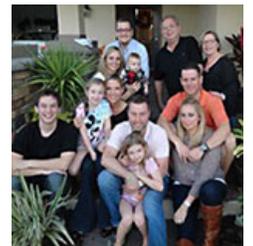
GO Home presents products in a range of styles and influences, from vintage to mid-century to modern, which can fit in to many different interior designs. The goal is to evoke a “Where did you find



that?” reaction from buyers.

Buyers at the New York market consistently tell Erik and his staff that they feel their products are true conversation starters. It's a market GO Home hasn't missed in their ten years of business. “This is one of the largest and most important markets, and we love connecting with our customers face-to-face,” adds Erik.

At NY NOW this winter, look for GO Home's new products in all eight categories. Or get a preview of their products online at NYNOW365.com. GO Home was one of the first, and remains one of the most active, exhibitors on NYNOW365.com, an image-based online product directory. The company currently maintains 20 boards based on product collection, with information on more than 200 items.





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