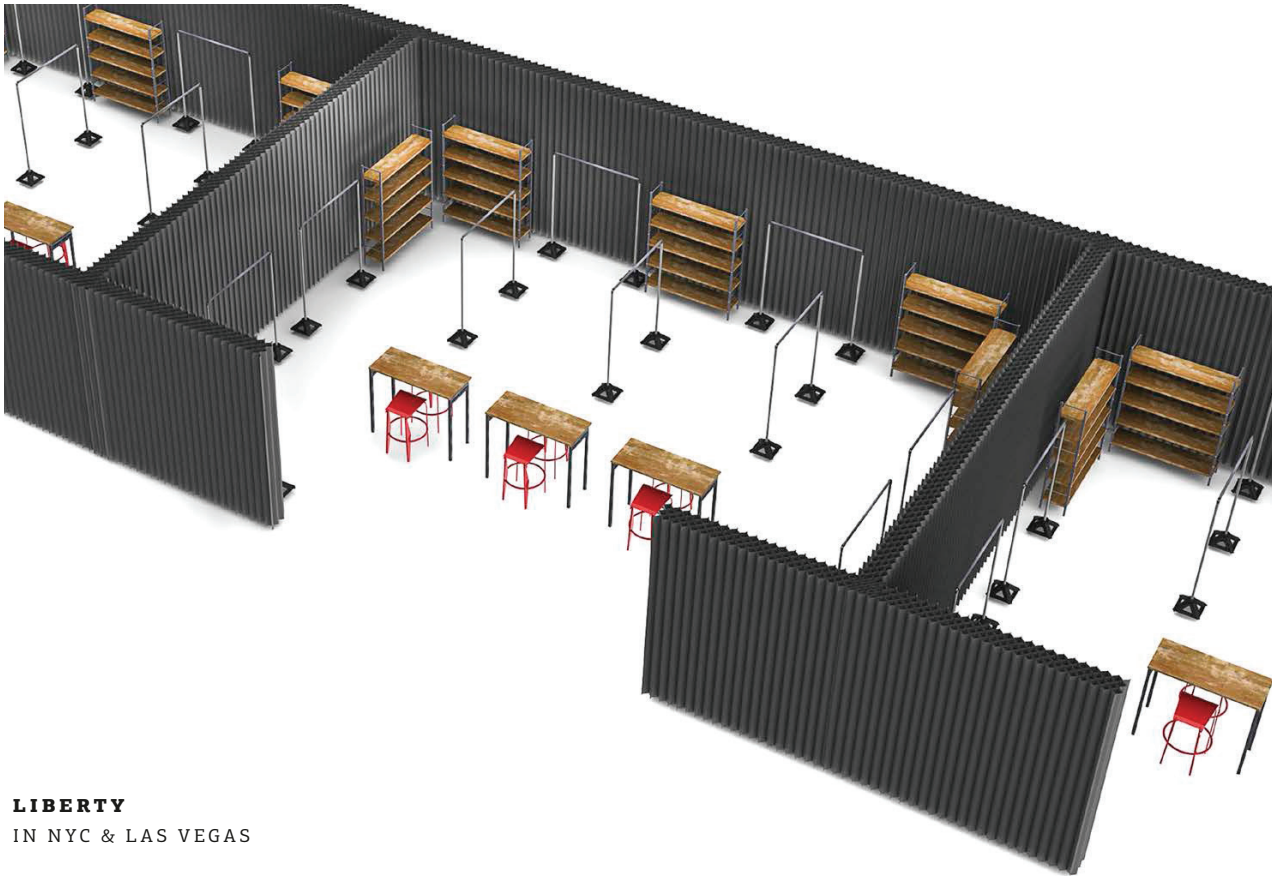


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LIBERTY - IN NYC AND LAS VEGAS

April, 2013 by Shamin Vogel



LIBERTY IN NYC & LAS VEGAS

Shamin Vogel

Trade show pioneer, owner of Atrium and founder of Project **Sam Ben-Avraham** is launching a new contemporary trade show called **Liberty Fairs**, which will see its debut in July 2013 in New York and August 2013 in Las Vegas. The best menswear and dual brands will exhibit their S/S 2014 collections at 82 Mercer in New York City and at the Sands Expo and Convention Center of the Venetian/Palazzo complex in Las Vegas. Ben-Avraham saw an opportunity to create a new show that overcomes outdated traditions and adapts to the ever-changing fashion world. Liberty will act as a platform with programs that will truly help the community of visitors and exhibitors as a whole. The show has partnered with NuOrder, the leading online wholesale solution provider for the fashion industry, to make this the first paperless trade show. NuOrder will be creating a version of its technology exclusively for Liberty. This will not only benefit the environment but also make the trade show process seamless for brands and retailers. With a new booth system, which uses recycled materials and requires less labor to install, this fair will be a game changer. In addition to

the show, Liberty will launch a year-round educational program for industry insiders as well as young people interested in fashion. Ben-Avraham has co-founded a strategic alliance between Agenda, Capsule, Liberty and BJI Fashion Group (MRket, Stitch and AccessoriesTheShow) called Modern Assembly. This never-before-seen trade show alliance will promote cooperation across initiatives in order to best serve the industry. Liberty will also include several consumer-facing initiatives to provide brands with access not only to the industry but also their core customer base. Ben-Avraham has secured a retail location in Los Angeles, which will serve as a pop-up retail store and event space that will be open to all brands and retailers.

www.libertyfairs.com

