



## LIBERTY - THE SHOW WITH THE FRESH TOUCH

February 19, 2013

Trade show pioneer, owner of Atrium and Project Founder Sam Ben-Avraham will launch a new contemporary trade show - Liberty - which will see its debut in August 2013 in Las Vegas. 250 of the best menswear and dual brands will exhibit their S/S 2014 collections at the Venetian and Sands Expo.

Ben-Avraham saw the opportunity to create a new show that overcomes outdated traditions and adapts to the ever-changing fashion world. Especially that brands can showcase their vision in its entirety which seems to get harder in nowadays trade show environment especially as there are new exciting ways of reach customers through technology and social media.

Liberty will be a platform with programs that will truly help the community of visitors and exhibitors as a whole. It will be the first entirely “paperless” show in result of entering in a strategic partnership with Nuorder, the leading online wholesale solution for the fashion industry. Nuorder will be creating a grey-label version of their technology exclusively for Liberty. The latter will not only be beneficial for the environment but also for making the tradeshow process seamless for brands and retailers.

With a new booth system, using recycled materials and requiring less labor to install, this fair will be a game-changer. On top of the show, Liberty will launch a 365-days-a-year educational program not only for the industry but also for young people interested in fashion.

Finally, Sam Ben-Avraham is the co-founder of a strategic alliance between Agenda, Capsule, Liberty and BJI Fashion Group (MRket, Stitch and Accessories The Show) called Modern Assembly. This never seen before tradeshow alliance will promote cooperation across initiatives to best serve the industry. Instead of being a closed group, this is open to other adding tradeshow that share a similar philosophy with the goal to create the best marketplace in the world.

