



LIBERTY FAIRS ADDS NEW YORK SHOW

March 19, 2013 by David Lipke

Trade show Liberty Fairs, founded this year by Sam Ben-Avraham, is expanding to the New York market. The first Manhattan show will be staged on July 22 and 23 at 82 Mercer Street, a location that previously housed rival trade show Project NYC, before the latter moved this past season to Pier 92.

Ben-Avraham expects to host about 120 denim and contemporary brands at the New York edition of Liberty Fairs, about half the number he is targeting for the first edition of his Las Vegas show in the Sands Expo in the Venetian-Palazzo complex in August. "We wanted to create a single solution for brands and buyers in both New York and Las Vegas," he said.

Ben-Avraham, who founded Project in 2003 and sold it to Advanstar Communications in 2005, has brought on Adriano Goldschmied as a partner in Liberty Fairs. Goldschmied, founder and creative director of GoldSign and men's creative director at Citizens of Humanity, has made an equity investment in the trade show. He joins Adam Bernhard, founder and chief executive officer of HauteLook, as a stakeholder in the start-up.

Also taking an equity stake in Liberty Fairs is Sharifa Murdock, a longtime Project veteran whom Ben-Avraham poached to become his head of sales. A former Project merchandising executive, Stephanie Seeley, has joined Liberty Fairs to head up merchandising and its West Coast operations in Los Angeles.