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## BUSINESS NEWS



Pitti teams up with Liberty Fairs +

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## PITTI TO COOPERATE WITH LIBERTY FAIRS

Pitti Immagine Uomo has recently announced all novelties about its upcoming edition to be held in Florence's Fortezza Da Basso on 13-16 January 2015.

In addition to the previously announced novelties involving Marni as Menswear Guest Designer and Hood By Air as Pitti Special Guest (see our coverage here), the Italian menswear and sportswear trade show will host "Born in The USA by Liberty Fairs", a new collaboration with Liberty Fairs, the US trade show created by Sam Ben-Avraham.

"Born in The USA is the child of a cooperation with one of the world's most vital trade fair organizations," commented Agostino Poletto, deputy general manager of Pitti Immagine. "Liberty Fairs, the U.S. fair created by Sam Ben-Avraham, and Pitti Immagine will bring a selection of some of the best born-and-made in the USA brands to the Fortezza da Basso. A grouping that ranges from classic styles to sportswear, in step with today's trends that put the focus on a product's origins, a genuine mix of originality and style".

Liberty Fairs will be bringing more than 20 Made in USA men's fashion labels to Florence including accessories, clothing, denim and footwear. Among the exhibitors will be: 3x1, American Trench, BKC/The Brooklyn Circus, Dehen 1920, Dickies 1922/Palmer Trading, Filson, Frank Clegg, Freenote, Imogene + Willie, Knickerboker Mfg Co, MSL by Billy Reid, Norman Russell, Oak Street Bootmakers, Quoddy, Red Wing, Save Khaki, Schott/Perfecto by Schott, Shinola, The Hillside and Upstate Stock.

"In our eyes, Pitti has always been the ultimate worldwide menswear platform. We have an immense amount of respect for the organization and believe it is unmatched in the industry today. The partnership is an unbelievable opportunity to service American brands by giving them the chance to be a part of the Pitti experience under the Liberty umbrella - says Sam Ben-Avraham, CEO, Liberty Fairs. "In regards to the concept, the most appropriate thing for us to bring to Italy is Made in USA menswear. While Liberty is not explicitly focused on Made in USA, this point of view makes sense for us as an American trade show in Florence."

The new section will be hosted for the first time inside the Archivi area, the two adjacent twin spaces occupying a total of 800 sq. meters that were recently renovated to be used. The new location features a setting designed specifically to enhance the many facets of post-industrial styles, concepts and trends of the brands that this area will host.

Pitti has also announced a series of other interesting initiatives that will characterize their upcoming January edition with the major theme "Walkaboutpitti". Bogner will debut at Pitti, North Sails will launch its new course after its recent change of ownership, Colmar Originals will move to a new location and WP Lavori in Corso will present a new special make up for Blundstone Ducati Scrambler. Among the new entrants will be K100, a capsule collection designed by Nigel Cabourn for the UK outdoor brand Karrimor, Superdry and Drykorn. French outdoor brand Fusalp will launch a new ski and après-ski project and The White Briefs by Nick Wooster will also be debuting. Peutery will be protagonist of the SpecialEvent@Pitti Uomo 87.

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