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Pitti Uomo presents Born In The USA by Liberty Fairs

Collaboration with the US salons

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Rome, January 7 (Askanews) - Among the novelties of absolute importance of Pitti Uomo 87, scheduled for January 13 to 26, the debut of a brand new location and the Fortezza da Basso, the Archives. Two twins and adjacent spaces, for a total of 800 square meters, with a setting specifically designed to enhance the post-industrial charm, present themselves as ideal container for important research projects. How Born

In The USA by Liberty Fairs.

"Born In The USA is a collaboration with one of the most interesting in the international exhibition - says Agostino Poletto, deputy general manager of Pitti Immagine -, Liberty Fairs, salons US created by Sam Ben-Avraham. With this project and Liberty Pitti Immagine will lead to the Fortezza da Basso is a selection of some of the most qualified brand born and products in the US: a careful mix & match of proposals ranging from the classical world to sportswear. In line with the latest trends that put the spotlight on the origins of the product and the "made in", will be a real concentration of authenticity and style. "

Liberty Fairs bring in Florence, on the occasion of Pitti Immagine 22 brand men's fashion Made in the USA, a direct cross between accessories, clothing, denim and footwear. These brands will participate: American Trench, BKC / The Brooklyn Circus, Dehen 1920, Dickies 1922 / Palmer Trading, Filson, Frank Clegg, Freenote Cloth, Imogene + Willie, Knickerboker Mfg Co, Krammer & Stoudt, MSL by Billy Reid, Norman Russell, Oak Street Bootmakers, Parabellum, Perfecto by Schott, Quoddy, Red Wing Heritage, Save Khaki, Schott NYC, Shinola, The Hillside and Upstate Stock.