

BUSINESS NEWS

23 FEB. 2015

RECAP LAS VEGAS TRADE SHOWS

Sin City was buzzing as designers, buyers, bloggers and press took over Las Vegas from February 16 to 19 in search of the hottest looks for Fall '15. Anchored by trade show giant the MAGIC Marketplace and the Modern Assembly alliance of shows, over 20 apparel, accessory and sourcing trade shows drew thousands of attendees to Las Vegas. It was a strong turn out with plenty of top-notch brands as well as exciting new lines to discover. Fashion trends played on traditional themes including the great outdoors, military inspiration and activewear. But for menswear, the newness was in the details. Refined tailoring, mixed media, bold colors, innovative denim techniques and unexpected styling twists were key.



In its fourth season, Modern Assembly kicked off February 16 to 18 at the Sands Expo and Convention Center and continued to be a draw for buyers. The event, which is made up of independent shows Liberty, Agenda, Capsule, MRket, Accessories The Show and Stitch, offered a diverse range of apparel and accessories.

Liberty, which includes a curated selection of menswear as well as women's brands, had another successful show. Exhibitors reported strong traffic on opening day, and steady, though slower traffic on day two and three. Most seemed pleased with the buyer turnout, however, some questioned the timing of the Vegas shows as many stores have completed their buys before the shows begin. That said, there's no doubt it's important to be represented in Vegas and there were plenty of key brands at Liberty including John Varvatos, G-Star Raw and Woolrich as well as cool up and coming brands such as Bravery For All and Thing Thing. The great outdoors was a strong theme as many brands showcased plaid

fabrics, quilted jackets, knit sweaters and fur hats. Noticeably apparent were the number of hat makers exhibiting at the show - Christys Hats, Gi'n'gi and Bailey of Hollywood to name a few. Hats such as the wide brim fedora seem to top most hipsters' heads these days, but the trend doesn't seem to be slowing down. In fact, the quality of hat brands in attendance and the launch of new ones leaves us thinking hats will be an ongoing trend for some time to come. Directional looks at the show included Rainforest's colorful puffer coats and Curated's fresh collection of shirtings which combined mixed media prints and pants made in vintage Japanese fabrics. The Mark McNairy for Generic Surplus shoe collection featured a fresh mix of plaid tennis shoes and slip-ons that are on point for the season.