



Promising start for Liberty Las Vegas

The mens contemporary fashion trade event Liberty has started promisingly in Las Vegas

With the theme On the moon, Liberty fairs started on Monday in Las Vegas, running until Wednesday 18th February.

The biggest exhibitor was Michael Burns who runs the famous M5 showroom, a true institution when it comes to classy menswear.

Lardini, CP Company and many others have been nicely presented and added to the overall positive impression. A lot of smaller but very creative designer brands mixed with the likes of John Varvatos is a formula for success. The overall trend is more dressed up-sophistication and attention to quality and detail is key. Footwear, especially sneakers, have been well represented. Buyers have also taken the opportunity to walk around this show and the joining Agenda, Capsule and Market the day before Magic/Project starts.

Liberty, which recently took some selected US brands to Pitti Uomo seems to be well established in its segment.

www.libertyfairs.com