

NEWS

## Liberty Fairs To Collaborate With United Arrows & Sons On New Trade Show Section

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By Kelsey Drain



(Photo : Instagram/unitedarrowsandsons ) United Arrows & Sons and its creative director Motofumi "Poggy" Kogi have announced a partnership with Liberty Fairs.

**United Arrows & Sons** and its creative director **Motofumi "Poggy" Kogi** have announced a partnership with Liberty Fairs. The Japanese brand designer will curate a new section — called Poggy's World — at Liberty's Las Vegas trade show in August, according to [WWD](#).

"When a friend of mine, **Ouigi of The Brooklyn Circus**, told me he was helping with a new trade show, Liberty Fairs, to curate brands, I was curious and helped him to introduce some Japanese brands," Kogi told the publication.

"Since then, I have been attending Liberty Fairs in Las Vegas and found that Liberty is for not only discovering brands but also important for networking and seeing trends develop over the course of the show. When Liberty approached United Arrows & Sons about 'Poggy's World,' we were excited to hear their ideas because of their international influence, professionalism and warm working environment. This is the first time United Arrows & Sons will participate in this kind of large trade show, so we hope many come to see and experience what United Arrows & Sons has to offer," Kogi said.

Poggy's World is set to feature seven different brands (including United Arrows) selected by Kogi. Labels **Adidas Standard 19 by United Arrows**, **Readymade**, **Parabellum**, **DRx Romanelli**, **Kijima Takayuki for United Arrows** and **Filling Pieces for United Arrows** will also be featured in the trade show section. According to WWD, it will include a limited-edition collaboration from **Readymade**, **DRx** and **ALM** as well.

The 2015 Vegas fair is set to open run from Aug. 17 to 19. Poggy and United Arrows designed a uniform for the staff of Liberty Fairs, which features artwork by Japanese street artist **SKATETHING**.

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