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Liberty Fairs collaborating with United Arrows

Kristopher Fraser | Wednesday, June 10 2015

Popular New York trade show Liberty Fairs has announced that they will be collaborating with Japanese Brand United Arrows & Sons and its director Motofumi "Poggy" Kogi for a new section at their men's wear trade show in August. The section, respectfully titled "Poggy's World", will feature seven brands, including United Arrows, Adidas Standard 19 by United Arrows, Readymade, Parabellum, DRx Romanelli, Kijima Takayukui for United Arrows, and Filling Pieces for United Arrows. The planned section will feature wholesale offerings from each brand in a Japanese-inspired installation.

The section will also include a limited edition collaboration from Readymade, DRx, and ALM featuring Felix the Cat, where vintage military tents will be broken down and deconstructed to create a minute curated selection of apparel and accessories showcasing the character's use within the armed forces. This year's Liberty Fairs trade show in Las Vegas is scheduled to run from August 17 to 19 at the Sands Convention Center.

Motofumi "Poggy" Kogi collaborating with Liberty Fairs for Las Vegas trade show

As part of their partnership with Kogi, Liberty Fairs staff will be wearing a uniform designed by him and United Arrows featuring artwork designed by Japanese artist Skatething, who is known for his artwork with A Bathing Ape. Kogi has been a longtime attendee of

Liberty Fairs trade shows, and when he was approached by Liberty Fairs to collaborate with them he told WWD he was "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."



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Sam Ben-Avraham, the founder of Liberty Fairs, was quoted in WWD saying, "Part of the Liberty DNA is thinking outside of the box and always looking to partner with industry leaders in different areas, categories and geographic zones to bring a fresh point of view to the show floor and help

inspire buyers and brands. We recognize that Poggy is the one driving the high-end fashion mixed with streetwear movement and has a distinguished point of view, which is a story that should be told."