

## Born in the USA

Pitti Immagine Srl

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### **BORN IN THE USA by Liberty Fairs: the Archives, the best of Made in USA**

The collaboration with Liberty of Pitti Immagine Fairs, salons US created by Sam Ben-Avraham. On stage to the Archives, BORN IN THE USA by Liberty Fairs bring the Fortezza da Basso the proposal of some of the most qualified brand born and made in the USA.

"The experience of the last edition of Born in the USA has been very helpful for our brand, which found greater strength thanks to this exhibition" - says Sam Ben-Avraham CEO of Liberty Fairs - when you measure with new experiences for a brand is important to be part of a common project, this reinforces it. Our brands have had good contacts with the buyers at, but even more useful initiated relationships with distributors who would otherwise have never met. From our point of view, that of Liberty Fairs, we had the opportunity to establish a great brand partnership with Pitti Uomo, which distinguishes us in a positive way by what is happening today in the world of fashion. "

"The exhibition Born in th USA, launched in January, and a collaboration with Liberty Fairs - says Agostino Poletto, deputy general manager of Pitti Immagine - collected by an immediate success, both among the top buyers that among journalists International. And 'a special collaboration between two of the leading exhibition organizers in the world, and above all a platform for some of the most qualified brand born and products

US: collections ranging from the world of classic sportswear, and representing one of the strongest trends in fashion research today, the one that turns the spotlight on the origins of the product and the "made in". In fact it is a real concentration of authenticity and American style, in line with the approach of Pitti Immagine in designing a living as Pitti Uomo, which starts from the Made in Italy to launch itself on the global stage. And then the location of the Archives is a new space and extraordinary in the Fortezza da Basso, an ideal container for a research project like this. We believe that Born in the USA will have a growing appeal on buyers and the international press. "

Liberty Fairs will bring in Florence 24 brand men's fashion Made in USA: a proposed cross between accessories, clothing, denim and footwear.

**Here are the brands that will participate: 3sixteen American Trench, BKC / The Brooklyn Circus, Blind Barber, Chalk Athletic Wear, Cockpit USA, Ernest Alexander, Ernest Supplies, Filson, Frank Clegg, Freenote, The Hillside, Knickerbocker Mfg. Co., Krammer & Stoudt, MSL by Billy Reid, Oak Street Bootmakers, Perfecto by Schott, Quoddy, Red Wing Heritage, Save Khaki, Schott NYC, Shwood, Slightly Alabama and Upstate Stock.**

Florence, 16 June 2015