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Poggy To Launch "Poggy's World" Section At Liberty Las Vegas

UNITED ARROWS & SONS has been long the envy of fans this side of the sea, and that has everything to do with one Motofumi "Poggy" Kogi. The creative director has struck a deal on behalf of the longstanding retailer, teaming up with the renowned Liberty Fairs tradeshow to create a new section. Accordingly, "Poggy's World" hereby ushers Poggy's personal favorites – UNITED ARROWS & SONS' in-house line, NVY by Nick Wooster, adidas STANDARD 19, readymade, Parabellum, DRx Romanelli and Filling Pieces' range for UNITED ARROWS – to the American wholesale market.

The notion of exclusivity is what makes this particular partnership notable, as international fans of the retailer know that stateside access to UNITED ARROWS' goods has been historically limited. From the man himself, Poggy remarks that "This is the first time United Arrows & Son's will participate in this kind of large trade show, so we hope many come to see and experience what UNITED ARROWS & SONS world has to offer." As it turns out, the retailer will offer plenty in the way of exciting streetwear: a three-way collaboration with Readymade and DRx Romanelli; as well as a uniform for Liberty Fairs staff executive-designed by SKATETHING. In all exciting news for Poggy and American streetwear fans alike, look for more on this story as we near the "Poggy's World" debut on August 17.

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