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## Liberty Fairs presents 'Poggy's World'

Liberty Fairs has announced a new section to be added to the next edition of Liberty Las Vegas in August – Poggy's World.

The area is a collaboration between Japanese speciality chain store UNITED ARROWS & SONS and its director and buyer Motofumi "Poggy" Kogi. It will feature approximately 7 brands hand-selected by Poggy, including United Arrows & Sons, NVy by Nick Wooster, Parabellum and more. The area will feature product from each designer available for wholesale in a Japanese inspired installation.

On opening day, Liberty Fairs staff will don a uniform designed by Poggy & UNITED ARROWS & SONS with artwork by famed Japanese street artist SKATETHING.

"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," says Motofumi "Poggy" Kogi. "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."

Sam Ben-Avraham, founder of Liberty Fairs, adds, "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 an iconic, distinguished point of view, which is a story that should be told."

Liberty Las Vegas will take place from August 17th - 19th 2015.

<http://www.libertyfairs.com>



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