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NEWS

Matiere To Debut Los Angeles Pop-Up Shop In Partnership With Liberty Fairs

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By Kelsey Drain



(Photo : Getty Images/Kena Betancur) Matiere's New York Fashion Week Men's presentation in New York on July 13

Los-Angeles-based menswear brand **Matiere** is currently showcasing its fall collection at a pop-up shop hosted by **Liberty Fairs**. The temporary retail spot, located at the Liberty Concept Space in Los Angeles, will be open until Sept. 27.

According to [WWD](#), the Liberty Concept pop-up also features other brands — including **Lucky Selectism** eyewear, **ETQ Amsterdam** footwear and **Graf & Lantz** bags. Additionally, pieces from local artist **Kate Bonner** will also be on display the first two weeks of the pop-up. Then, during the last two weeks, photographer **Nicholas Maggio** will preview his pictures.

Liberty Fairs opened its LA concept shop about two years ago. Since then, it has hosted pop-ups for brands including **Toms** and eyewear line **Nothing & Company**.

Earlier this month, [Liberty's famous Las Vegas trade show](#) featured a new section curated by **Motofumi "Poggy" Kogi**, the creative director of Japanese brand **United Arrows & Sons**.

Aptly called "Poggy's World," the Kogi-curated section featured seven different brands — including United Arrows, **Adidas Standard 19 by United Arrows**, **Readymade**, **Parabellum**, **DRx Romanelli**, **Kijima Takayuki for United Arrows** and **Filling Pieces for United Arrows**.

"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 [WWD](#).

"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.

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