



FASHION NEWS

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THIS IS WHAT YOU MISSED IN LAS VEGAS

The Las Vegas trade shows, which ran August 17 to 19, delivered an abundance of directional looks and new brands to help men get their fashion game on this Spring. Key shows including Project, MAGIC Marketplace, Pooltradeshows, Liberty Fairs, Capsule and Agenda offered everything from designer fashion to streetwear and lifestyle looks – and plenty of newness.

Heritage meets modernity

Liberty Fairs continued to deliver an exciting line-up and had one of its most successful seasons yet according to Sharifa Murdock and Stephanie Seeley, Partners at Liberty Fairs. "The show has been fantastic – most certainly our best yet," says Seeley. "The energy is great. Our brand mix this season is right on. We launched some new amazing initiatives," she adds.

"Our focus each season is to be better, to be servicing the industry in a better way whether it's [offering] more of the best brands that are out there for the buyers or helping the buyers navigate the show floor." Liberty merchandised the show to include key categories ranging from tried and true heritage brands to modern sportswear, streetwear, contemporary and lifestyle collections. The line-up included Levi's Made & Crafted, McQ Alexander McQueen, Stone Island, Toms, G-Star RAW, John Varvatos, Rolla's Jeans, Original Penguin, Zanerobe and CWST.

A new initiative this season called "The Studios" gave five digital creatives their own on-site studio to create original content with Liberty exhibitors. The show also added "Freedom Hall," a section curated by Quiji Theodore of The Brooklyn Circus and "Poggy's World," an installation curated by United Arrows & Sons Creative Director Motofumi "Poggy" Kogi. "It's been amazing that Poggy has been a big fan of Liberty Fairs and the aesthetic and what we're doing here, so for him to show his picks and the United Arrows collection for the first time in the U.S. with us has been a very big honor," says Seeley.