



August 13, 2015

# Las Vegas Preview: Things to Know

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from WWD issue 08/12/2015 [DOWNLOAD PDF](#)

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## 24-hour Party People

Agenda, Capsule and Liberty Fairs have a theory that there's power in numbers — especially when it comes to the nonstop nightlife in Las Vegas. The trio of trade shows will host a party featuring rapper The Weeknd at Drais Las Vegas in the Cromwell Las Vegas Hotel on Aug. 18. Their bash follows WWD- MAGIC's 20th-anniversary shindig with rapper Juicy J and DJ Politik on Aug. 17 at Marquee. Also on Monday night, Big Bad Voodoo Daddy is performing at FN Platform's FN Café from 6 to 7 p.m.

## Band of Bloggers

Liberty Fairs is enlisting a quintet of bloggers to help it get the word out. Staking an area in the front of the trade show at the Venetian Hotel, each blogger is occupying his or her own studio, lined up in a row, with a glass wall that allows attendees to watch them work.

To prevent overlap in coverage, Liberty is divvying different segments of the market for the bloggers: advanced contemporary for the Street Etiquette blog, denim and heritage for Rawr Denim, designer collections for Por Homme, streetwear for Creations of L.A. and contemporary for High Fashion Living. Taken together, the Web sites boast more than 1.6 million followers on Instagram.

"Obviously, digital is a lot stronger than print, a lot faster than print," said Liberty Fairs founder Sam Ben-Avraham, adding that with the bloggers, "You can get [information] right away during the show and right after the show."