

FAIR WEATHER

Liberty Fairs NYC Skirts New York Snowstorm

By Alison A. Nieder | Thursday, February 4, 2016



GOOD TIMING: Liberty Fairs' Jan. 26–28 show managed to miss the worst of a historic snowstorm that blanketed New York.

NEW YORK—Most buyers arriving for the **Liberty Fairs NYC** show at **Pier 94** in New York missed the historic snowstorm and the resulting travel cancellations.

By the time the three-day menswear show opened on Jan. 26, flights into New York were running on time and city streets and sidewalks had mostly been cleared of snow.

Opening day was busy for New York–based **Krammer & Stoudt**, which was showing in Liberty's Freedom Hall section, a selection of men's brands curated by **The Brooklyn Circus'** Ouigi Theodore.

"It was good foot traffic," said Krammer & Stoudt Sales Director Matt Aguirre. "All our appointments came and

then some."

Aguirre said the show draws the right retailers but also credited our "own footwork, calling and getting them here."

This season the tailored menswear company added some new accessories, including a new duffel bag style and an updated version of the brand's backpack.

San Francisco–based **Tellason** was also showing in the Freedom Hall section.

"Freedom Hall is so well curated," said Pete Searson, cofounder of the line. "It's the right environment."

Searson said the first day of the show was "a great day."

"It was busy. We got to tell our story from the opening bell," he said.



Tellason

Searson and his business partner Tony Patella founded Tellason in 2008 with a single pair of selva jeans featuring understated details and a meticulous focus on fit. The jeans are made in San Francisco from U.S. and Japanese denim. The line has expanded to include shirts, sweatshirt, jackets and a few accessories, such as the socks hand-dyed in Marin County, Calif., using natural dyes.



Glass House

“Our audience is small,” Searson said. “They are concerned with how things are made.”

Tellason sells in independent stores around the country and around the world. Searson said 60 percent of the brand’s business is in Japan.

“The U.S. market is a tiny slice of the pie,” he said. “We don’t work with sales reps or agents. We keep our distribution buttoned up. This is a perfect venue.”

Showing in the main hall at Liberty, **Freenote** also got off to a brisk start, said David Strong, sales director for the San Juan Capistrano, Calif.–based collection.

“Day one was busy—lots of good retailers,” Strong said. “We has a little bit of new business [on opening day], but a lot of repeat business.”

This season, the **Capsule** show moved to Pier 92, located next to Liberty, and the two shows set up a tented walkway between the two shows. Liberty and Capsule are part of the **Modern Assembly** collection of trade shows, and the one show badge gave attendees access to both shows.

“I like how well everything worked with Capsule being here,” Freenote’s Strong said. “It makes it easier for customers having the two shows work in synergy. If only we could get **Project** and **MRket** over here.” (Project and MRket were held at the **Javits Center**.)

Jason Schott, chief operating officer of **Schott NYC**, was also pleased to see Liberty and Capsule side-by-side.

“I like the fact that Capsule is here now,” he said. “That’s our crossover customer.”

Schott said opening day at Liberty was busy but added that the show draws regional retailers.

“For the most part, this is about getting a read for the customer who puts in paper at a later date,” he said.



Krammer & Stoudt

