

THE MEDIA BRAND FOR DENIM AND FASHION TRENDS

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HOME | **NEWS** | GALLERIES | VIDEOS | SHOWS | PUBLICATIONS

SHOP | SUBSCRIPTION | MEDIA INFO

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## BUSINESS NEWS



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## WHAT YOU HAVE MISSED AT THE LAS VEGAS SHOWS

By N. Jayne Seward

### Agenda, Liberty Fairs and Capsule

Modern Assembly, which includes Agenda, Liberty Fairs and Capsule continued at the Venetian's Sands Expo Center February 15 to 17.

At Liberty, menswear was business as usual. But the men's market, which has been heavily influenced by athleisure, is now changing according to Liberty Fairs Co-Founder Sharifa Murdock. "I honestly feel like the men's market is taking a good turn," says Murdock. "I think that it's doing probably better than women's right now. I think men are getting more dressed up," she explains adding that men are moving away from joggers and the streetwear look. And there was plenty of fashion to offer buyers.

### Men's market is taking a good turn

The curated show included approximately 400 top menswear brands such as John Varvatos, Levi's Made and Crafted, Cheap Monday, Haculla, Frame Denim, Schott NYC and Publish Brand. This season Liberty brought back Poggio's World, a fashion forward area curated by United Arrows & Sons Creative Director Motofumi "Poggio" Kogi. An artistic booth headed up by Private Stock's John Coon was a cool addition on the show floor. Diesel showed at Liberty for the first time as well as Will Leather Goods and plenty of new brands including Nifty Genius and LA-based sneaker brand CRDWN.



Poggio's World fashion area at Liberty +

### Athleisure has big influence

While many general trends continued – ie rocker, great outdoors, military and of course denim, key pieces such as bombers, suitings, and sweats – like those at Matiere - were updated with modern fabrics and a multitude of textures. Bold colors were also key. Blue and red in particular were prominent on the show floor as well as military green and winter white. Athleisure is still trending, but even it's now evolving upward. "You are always going to see athleisure, but now you have brands that are athleisure that are trying to go into the realms of getting more dressed up like Under Armour," says Murdock, who noted the brand is coming out with a new collection. "It's going to be for men who want to get a little more dressed."



Matiere at Liberty +