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Capsule and Liberty Fairs Shift Show Dates to Run Concurrent with NYFW: Men's

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Former Capsule men's trade show at Basketball City.

Capsule and Liberty Fairs want to better align with New York Fashion Week: Men's.

The spring 2017 shows will run from July 10 to 12, and NYFW: Men's will take place from July 11 to 14. Last summer the trade shows occurred a week earlier.

According to Deirdre Maloney, Capsule's cofounder, retailers have requested that the New York men's market and fashion weeks are simultaneous, similar to Paris and Milan. Maloney believes the overlapping dates will make it easier for the international community of retailers and press to attend NYFW: Men's and the trade shows.

"By running concurrently with NYFW: Men's, Capsule can better support emerging fashion in New York and make the city more of a can't-miss men's wear destination," said Maloney.

Capsule and Liberty Fairs will be located next to each other for a second season in Piers 92 and 94 and will offer shared registration.

This move breaks up the current trade show circuit as both Project and Mrket will run from July 17 to 19 in New York City.

The decision to run at the same time as the runway shows will undoubtedly create a challenge for the retailers and editors Capsule and Liberty are expecting to attract. The calendar of shows was packed last season, with almost no time at all between shows. Additionally, the NYFW: Men's venue is in TriBeCa while the trade shows are on the far West Side in the 50s. "It's quite difficult to shop trade shows and go to fashion shows [at the same time,]," said one source.