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Liberty Fairs Adding Women's, New Denim Area in 2018

Hudson Jeans will anchor a new denim section named Indigo.

By [Jean E. Palmieri](#) on December 4, 2017



Liberty Fairs

Liberty Fairs is prepping for some significant changes at its next show in Las Vegas.

The five-year-old New York-based trade show operator will include women's wear for the first time at the February edition and will introduce a new denim-skewed section called Indigo.

The women's brands will also be included at **Liberty's** twice-yearly New York shows beginning next summer.

At the February Vegas show, Liberty will offer more than 40 dual-gender brands for the first time.

The addition of women's wear is being spearheaded by **Hudson Jeans**, which will anchor the new denim-skewed section. The brand had previously shown at Project.

"Hudson has a reputation for being ahead of their market segment and adapting to progression and innovation," said Sharifa Murdock, co-owner and vice president of sales for Liberty Fairs.



In addition to Indigo, the Las Vegas show will see the addition of Assembly, a series of educational and technological seminars. Assembly will be organized in conjunction with the Capsule and Agenda shows, which have had partnered with Liberty for several seasons.

Assembly will be held in the same venue as the shows — the Sands Expo Center — on the same dates, Feb. 12 to 14.

“The world is changing – it is time for the industry to catch up,” said Peter Kim, founder of **Hudson Jeans**. “Trade shows need to be more than just selling product in a convention center. With Hudson and Liberty combining forces we believe we can bring true lifestyle and culture to the traditional trade show sector while collaborating with like-minded brands to usher in a new norm for the industry.”

Last month UBM Fashion, owner of Project, said it would introduce a pre-collections show in June, a dual-gender fashion trade show in July (and January 2019) and eliminate Intermezzo after the January 2018 show.

The pre-collection show, which will run June 10 to 12 in New York, will include Coterie, Fame, Moda, AccessoriesTheShow and Pool Trade Show. In addition, UBM will launch a dual-gender fashion trade show in New York in July that will encompass the company’s Project Women’s, Fame, Moda, AccessoriesTheShow, Project, MRket and Children’s Club.

