

# LIBERTY FAIRS

## CAPSULE SHOWS JOIN WITH LIBERTY FASHION & LIFESTYLE FAIRS

**Los Angeles & New York, April 10, 2018** – Liberty Fairs Fashion Group announces today it is acquiring Capsule shows, formerly Reed Exhibitions events. This will unite a group of uniquely powerful trade shows under one roof and better serve the ever- evolving wholesale and retail market. A true joining of forces, the fusion of Liberty Fairs and Capsule creates a dynamic platform for contemporary fashion, lifestyle and beauty brands in the men's and women's space. It also allows the respective teams to amplify their expertise and create a whole that is greater than sum of its parts, bringing poignant meaning to Liberty's signature hashtag #brandtogether.

"Bringing the Capsule show under the Liberty Fairs Fashion Group umbrella creates an even stronger platform for all of our shows. We are always thinking about the future, about what's coming, how we create the right thing to satisfy our core audience, and also attract new eyes to what we are doing. Together we will have more opportunities to serve the fashion space and also build our network of influencers and experiment with some direct-to-consumer efforts," says Sam Ben-Avraham, founder of Liberty Fairs Fashion Group.

Liberty Fairs and Capsule have collaborated on marketing and retail relations for several years. In February 2018 in Las Vegas, the two shows teamed up with Agenda to co-locate and launch Assembly, a two-day conference that featured leading keynote speakers, panels, intimate workshops and industry resource specialists. The season prior, Liberty Fairs and Capsule partnered with the CFDA during Men's Fashion Week and hosted two days of menswear fashion presentations at their NY Men's shows. Together the events will not only continue to bring innovative programming that will attract more buyers to the shows and keep them on the floor longer, but also will encourage further disruption of the conventional tradeshow model.

"In today's changing tradeshow landscape we're so pleased to be officially joining forces with our good friends at Liberty Fairs," says Deirdre Maloney, co-founder of Capsule. "Our spirit has always been independent and under Liberty Fairs we feel confident that Capsule will continue to support the industry's most exciting labels, and provide buyers and the press with the market's best and brightest assortment. Change, especially in this case, is good."

"The powerful combination of Capsule and Liberty Fairs will provide Capsule customers a truly unique opportunity to receive exceptional customer value" says Hervé Sedky, President, Reed Exhibitions Americas. "Capsule and Liberty have always been, and will continue to be, committed to delivering events that provide a positive business outcome for all those who participate."

Members of the Capsule sales and production team will work with the Liberty Fairs group, to ensure a seamless transition for brands and customers.

**ABOUT LIBERTY:**

Liberty Fairs is an international contemporary and lifestyle fashion event with shows in New York City, Las Vegas, and Florence, Italy. Liberty Fairs is about freedom; it's about space without boundaries. Liberty curates the most forward-thinking brands and brings them together with the industry's top buyers and trendsetters in an inspiring design- driven environment. The blend of commerce and creativity introduces a new era in trade events and delivers the best of what's new across the industry.

**ABOUT CAPSULE:**

Capsule is the premiere gathering of the finest apparel and accessories brands from around the world. More than a tradeshow, the brands who participate in Capsule make up a community that is shaping the future fashion landscape. In our case, different really is better. Capsule launched in 2007 as the brainchild of fashion consultancy BPMW to develop a global network of like-minded people who conceptualize, create, desire, and buy the clothes that epitomize a new vision of forward progress. Artisans, strategists, devotees, and style leaders converge on Capsule in three cities, ten times per year.

**ABOUT REED EXHIBITIONS:**

Reed Exhibitions is the world's leading event organizer, with over 500 events in over 30 countries. In 2017 Reed brought together over seven million active event participants from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organized by 41 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events and is part of RELX Group, a world leading provider of professional information solutions. [www.reedexpo.com](http://www.reedexpo.com)

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