

LIBERTY FAIRS

Liberty Season X is Changing the Game Launches Five Pillars, State of Art, Assembly and More

Liberty Fairs, the show with the ultimate curation of forward-thinking brands, is rethinking what it knows and is encouraging brands to do the same. When we're in this together, disruption breeds new possibilities. The retail and wholesale landscape is changing, and the fashion industry must band together like never before to introduce a new breed of fashion fair. Liberty has always been known for creating a design-driven environment for top brands, buyers and influencers, and now in its exciting 10th season, Season X, it will lead the pack into an updated and intuitive model.

With standout events and special exhibits, Liberty Season X pushes boundaries more than ever. The shows in both New York and Las Vegas are dedicated to showcasing the most forward-thinking brands alongside new industry concepts that will help retailers, brands and trendsetters alike discover and better understand the revolutionary ideals that are driving cross-cultural buzz and changing the way people are consuming.

To elevate this year's experience, Liberty placed a call-to-action to brands and designers alike who not only push the envelope in design, but in experience, culture, and interaction. Season X will present the following initiatives:

- The Five Pillars – NYC + Las Vegas
- State of Art – NYC
- Dual Gender Collections – Las Vegas
- Indigo – Las Vegas
- Assembly – Las Vegas
- Quest – NYC + Las Vegas
- Influencer Shop My Style Studios – NYC
- Liberty Women's – NYC
- (details about each below)

Season X will foster an inspiring environment in which to network and learn about the latest innovations and disruptions in wholesale, direct-to-consumer and the digital influencer market. This season will bring brand buyers, VIPs, and the consumer together to become the necessary catalysts for change in this competitive environment.

Join the movement.

The Five Pillars

Each Liberty Season X show features a segment focused on highlighting and exemplifying the core concepts pushing fashion ahead. These concepts are named The Five Pillars — Innovation, Activation, Social Responsibility, Collaboration, and Exclusivity —that are at the heart of this new wave of conducting business.

State of Art

State of Art is more than just an exhibit; it's an all-encompassing community representing relevant happenings across emerging fashion, art, and culture. This brand new enclave within Liberty New York features a beautifully merchandised space set apart from the rest of the show.

Assembly

Designed to educate, inspire, and entertain the community of retailers, brands and influencers who are part of the general Las Vegas show circuit, Assembly is an exclusive forum that presents the best and brightest in the business. The series involves amazing keynote speakers, discussions, workshops, and resource specialists dedicated to innovating manufacturing, business solutions, forward-thinking solutions, and more. Confirmed speakers include Ronnie Fieg of KITH, Off-White's Virgil Abloh, and Jeff Rosenthal a co-founder of Summit. Assembly will be open to the public — ticket sales will be announced at a later date.

Indigo

A denim-focused section showcasing the best names in premium and contemporary denim on the Liberty Las Vegas floor, Indigo brings 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.

Quest

Quest speaks to the modern gentleman who blurs the lines between luxury sportswear and sartorial dressing. An overwhelming success at Liberty Las Vegas, Quest dips its toes into the NY market with an intimate group of hand-selected brands.

Dual Gender

As step one of Liberty's evolution into additional gender markets, Liberty Las Vegas will feature over 50 core dual gender brands that thrive in the contemporary market space within both men's and women's segments.

Liberty Women's

Liberty Fairs Women's will feature a hand-selected collection of independent and established brands, and create a platform for contemporary retailers, designers and influencers to find that fresh perspective they're yearning for. The launch of Women's addresses the need for an invigorated niche fashion experience in the women's sector.

Influencer Shop My Style Studios

There's no denying the importance of digital influencers in marketing and selling to consumers – these style ambassadors have quickly become a cornerstone of building awareness across multiple industry platforms. Liberty New York is creating a unique hybrid of influencer impact and direct-to-consumer opportunity in its Shop My Style Studios. Harnessing the power of the influencers' reach with their respective followings and the lure of exclusivity, the Shop My Style Studios give selected influencers the opportunity to curate his favorite new and exclusive items from participating Liberty brands, promote them and sell them on the Liberty floor to attending customers, before the items are available to the general public.