

**Ente Moda Italia in New York from 20 to 22 January
for the first participation in the Liberty Fairs men's fashion and
lifestyle show, thanks to the agreement signed with the Liberty
Fashion Fairs Group. And from 4 to 6 February it's also flying to
Liberty Fairs Las Vegas**

A new edition of the **LIBERTY FAIRS** show **will be staged in New York**, from **20 to 22 January**, in the **Piers 94** venue, organized in the American capital by the **Liberty Fashion Fairs Group**. This edition of the rendezvous dedicated to experimental menswear will also include, for the first time, the participation of Ente Moda Italia which, with its "Italian Fashion" exhibition project, will be promoting Italian style on the US market. EMI will then also be present in Las Vegas where, from **4 to 6 February**, at the **Sands Expo** the edition of **LIBERTY FAIRS dedicated to the West Coast market** will be held.

"We are very pleased about the launch of this new collaboration with the Liberty Fashion Fairs Group", **says Alberto Scaccioni, CEO of EMI**. "For many seasons Liberty has organized some of the most innovative exhibition projects on the American fair panorama. It is undoubtedly a key player with a specific focus on fashion and lifestyle fairs, events that, over time, have built a strong identity and a high ranging position with regard to US retailers. Being present with our first promotional participation at this edition of Liberty Fairs New York, as well as the rendezvous scheduled on the West Coast (Liberty Fairs Las Vegas, from 4 to 6 February) is the start of a collaboration that we are convinced will reap very positive results, and which will become an important instrument for the optimal promotion of the collections from our small and medium-sized companies on the American market which remains a point of reference for Italian fashion exports: according to the data processed by the Study Center of Confindustria Moda, in fact, in the first nine months of 2019 there was a lively growth in Italian men's fashion exports to the United States of +10.2%."

The agreement launched with the Liberty Fashion Fairs Group will also involve the participation of Ente Moda Italia and a selection of Italian companies with their new collections at the Cabana & Capsule women's fashion, swimwear and travel wear fair, scheduled to be held in **New York from 10 12 February 2020**.

***EMI - ENTE MODA ITALIA**, was established in 1983 by the Sistema Moda Italia and Centro di Firenze per la Moda Italiana to promote, propagate and valorize Made in Italy abroad. Within the context of this mission, EMI organizes the participation of qualified Italian firms in some of the world's most important trade fairs which include Italian Fashion @ CPM Collection Première Moscow, Italian Fashion @ Liberty Fairs in New York and Las Vegas, Italian Fashion @ Cabana & Capsule in New York, La Moda Italiana @ Almaty (Kazakhstan), La Moda Italiana @ Kiev, La Moda Italiana @ CENTRESTAGE in Hong Kong, La Moda Italiana @ Project Tokyo and La Moda Italiana @ Seoul.*

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