

**Ente Moda Italia in Miami from 10 to 12 July for Liberty Fairs,
the first fashion rendezvous to be held
in person again in the United States.
New city and new format for the fair
which is held concomitantly with Cabana
and also confirms its “virtual marketplace”.**

The latest edition of **LIBERTY FAIRS** will be organized for the first time in the **Convention Center** of the most important city of Florida, **Miami**, from **10 to 12 July 2021**. The **Liberty Fashion Fairs Group**, the organizing company, has chosen to stage this edition, which marks the return of in person fair rendezvous, in the city where, for years, it has presented **Cabana**, the reference fair for **beachwear in the USA**, which is also being held in person again concomitantly with Liberty Fairs, in pavilions near the Convention Center.

Thanks to its partnership with the organizing body **Ente Moda Italia will also be contributing to this edition of Liberty Fairs** by coordinating the participation of a **selection of Italian brands** that will be presenting their **new men’s and women’s clothing and accessories collections for spring-summer 2022**.

Concomitantly with the fair events, Liberty Fairs and Cabana will also have a digital dimension with their **“Virtual Marketplace”**, the new B2B platform launched last year and also active for this edition– **online from 1 July and operational until 12 August** - also realized in partnership with Ente Moda Italia and thanks to the collaboration with JOOR.

“We are very pleased that physical fairs have started again on the U.S. market as well” **says Alberto Scaccioni, CEO of EMI**. “The return of in person fairs is a very important result for our companies as well as for members of the retail trade who were really looking forward to this. It is a concrete sign of the new beginning. It was something we also witnessed on the occasion of the Pitti fairs that recently concluded in Florence amidst general satisfaction and enthusiasm for being able to share the live fair experience again. From researching the latest collections to the networking opportunities guaranteed by the community of in person members of the trade. We are also very happy to be working once again with our partner, the Liberty Fashion Fairs Group. This is undoubtedly the highest profile player for innovative fashion and lifestyle events in America which, also on this occasion – and with a new format – guaranteed a skillful selection of companies and new features, with a strong focus on the latest trends. With these premises, our companies can expect a qualified presence of American operators and they will be heavily relying on the support of their local partners for the presentation of the collections, another essential element for guaranteeing concrete business results. All of this will be flanked by the support of the digital dimension, thanks to the confirmation of the services of the fair’s “virtual marketplace” which Liberty has been successfully experimenting since last season and which will increasingly become an indispensable tool supplementing the physical participation of our companies.”

***EMI - ENTE MODA ITALIA**, was established in 1983 by the Sistema Moda Italia and the 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 most important international trade fairs which include Italian Fashion @ CPM Collection Première Moscow, Italian Fashion @ Liberty Fairs in Miami, La Moda Italiana @ Almaty (Kazakhstan), La Moda Italiana @ Kiev, La Moda Italiana @ CENTRESTAGE in Hong Kong, La Moda Italiana @ Project Tokyo and Italian Fashion Days in South Korea.*

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