

IN-STORE

Madison Avenue hosts storefront museums for fashion houses

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Madison Avenue

By STAFF REPORTS

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Hermès, Dolce & Gabbana and Ermenegildo Zegna are among the brands participating in Madison Avenue Business Improvement District's upcoming Fashion Heritage Week.

From Oct. 20-26, the windows of 16 fashion brands' stores on Madison Avenue will be turned into exhibits exploring the heritage of each label. For the brands involved, this will provide an audience to tell their unique story to New York pedestrians.

Pop-up museum

The Madison Avenue Fashion Heritage Week will benefit the Museum at the Fashion Institute of Technology.



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To accompany the windows, and to provide more information, the Madison Avenue BID tapped its creative agency C&G Partners to create a mobile application. Through audio and video as well as commentary from brand representatives and Dr. Valerie Steele, the director and chief curator of The Museum at FIT, viewers will get a better sense of the inspiration behind the garments and pieces on display, as well as each brand.

In addition to the aforementioned, participating brands include Akris, Bally, Brunello Cucinelli, Calvin Klein Collection, Carolina Herrera, Emilio Pucci, Etro, J. Mendel, John Lobb, Longchamp, Max Mara, Missoni and Mulberry.

Luxury brands in other sectors have looked to store windows to share their heritage.

For instance, Swiss watchmaker Hublot turned to British department store Harrods to increase awareness for its innovative timepieces.

Instead of an internal pop-up boutique, found somewhere within the department store, Hublot aimed for maximum visibility by staging the event within Harrods' Brompton Road windows. The displays, up from July 31 to Aug. 24, showed off notable pieces in Hublot's range that speak to craftsmanship and heritage ([see story](#)).

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