

EVENTS/CAUSES

## Belstaff pops up in SoHo for New York Fashion Week fete

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*Liv Tyler for Belstaff*

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By STAFF REPORTS

British apparel and accessories label Belstaff is popping up in New York's SoHo for two weeks to reach the local and international crowd during fashion week.

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The pop-up will serve as the venue for a party on Feb. 10, during which the label will premiere a short campaign film by brand ambassador Liv Tyler. The brand is hosting an online auction for tickets to the event on Charity Stars, simultaneously giving back and opening up the invitation to all of its audience.

### Limited-time appearance

Belstaff's pop-up, its first in the United States, is located at 63 Greene St. Opened Feb. 6, the temporary store will stay open through New York Fashion Week.

To celebrate the pop-up, Belstaff will be hosting an invite-only event on Feb. 10. At the party, guests will be the first to see the campaign film, which Ms. Tyler executive produced and stars in.

Belstaff is giving consumers the opportunity to attend by opening their wallets for charity. Hosted on Charity Stars, Belstaff fans can bid on a pair of tickets to the event until 5:30 p.m. on Feb. 9, with the winning amount going towards Delete Blood Cancer.

This organization works to increase the amount of registered blood stem cell donors, giving patients undergoing treatment for blood cancers more of a probability of finding a matching donor.



*Image for Belstaff SoHo event*

Directed by Niall O'Brien, this film is Ms. Tyler's latest project for the brand. The actress, recently named ambassador and creative contributor for the label, also designed a line of clothing alongside Belstaff vice president of women's design Delphine Ninous, which will be unveiled during London Fashion Week in February.

Belstaff has a permanent boutique in New York on the Upper East Side. The store at 814 Madison Ave. opened in 2012.

Other brands with uptown boutiques have hosted SoHo pop-ups, catering to the varied audience in downtown Manhattan.

For instance, Italian fashion house Fendi geared up for the official opening of its SoHo pop-up store with a social video in the style of a pop-up book.

The merchandise at the pop-up on 122 Greene St. rotated monthly, with different themes to show off different aspects of Fendi. Bringing consumers into the official opening through social media helped them feel part of the celebration ([see story](#)).

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