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## Opening Ceremony honors Pearl River Mart's cultural importance via capsule

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*Look from Opening Ceremony Celebrates Pearl River Mart*

By STAFF REPORTS

Retailer Opening Ceremony is twisting "East meets West" aesthetics for a collaboration with Chinese goods market Pearl River Mart in New York.

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Located on Broadway, Pearl River Mart, the Chinatown institution that opened in 1971 with the goal of introducing Chinese products to United States consumers, is set to close at the end of the month due to rising rent costs in the area. Opening Ceremony, whose SoHo boutique is just steps away from Pearl River Mart, felt that the Chinese bazaar-style retailer should be honored before its doors close and operations shift online until a new storefront is found.

### East meets West

Each year, Opening Ceremony selects a country to pay homage to, and this year the retailer has selected China. Timing the theme's unveiling with the first day of the Year of the Monkey ensures that Opening Ceremony is seen in the larger context of Lunar New Year celebrations.

Pieces in the Opening Ceremony Celebrates Pearl River collection include silhouettes frequented by the brand, such as the zip mini-skirt and a wide-legged trouser. Each piece includes nods to Chinese cultural motifs such as cherry blossoms and lotus flowers.

Opening Ceremony also incorporated traditional Chinese fashion, including a jacket with a Mandarin-style collar and handmade frog closures, which is given a Western twist through the use of denim. Playing on Western aesthetics, the brand's Varsity Jacket is embroidered with colorful phoenixes and dragons to represent the symbols of perfect yin and yang union.

Chinese-style slippers, an item Pearl River helped spotlight in the 2000s, are also given an East meets West twist through the use of denim and lotus flower jacquards.

Additionally, a series of T-shirts and sweatshirts have been created featuring Opening Ceremony and Pearl River Mart's logos as a "testament to [their] past and future as friends and collaborators."

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"Pearl River was one of the first stores I visited in New York when I first moved here in 2000," said Humberto Leon, co-founder of Opening Ceremony. "I was living around the corner and it was my go-to for all things basic for my home and, of course, for many things Asian. I am super excited to do this Opening Ceremony Celebrates Pearl River collection."

Furthering Opening Ceremony's China theme, the brand will feature a number of China-based labels, namely Angel Chen, Ximon Lee, Huiman by Guong Zou and Decoster, within its stores. Additionally, the China theme will also bring about capsule collaborations with designers Anna Sui and Vivienne Tam.

Although Pearl River Mart will continue on in a new form, rising rents are becoming an issue for brands with storefronts on international high streets as well.

New York is home to the most expensive retail real estate in the world, according to a recent report by Cushman & Wakefield.

At \$3,500 per square foot per year, Fifth Avenue from 49th Street to 60th Street, home to Saks Fifth Avenue, Louis Vuitton, Chanel and countless other luxury brands, is more than 50 percent pricier than the high street shops of Hong Kong's Causeway Bay, which placed second ([see story](#)).

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