

APPAREL AND ACCESSORIES

Loewe shows dedication to art, culture at second annual Ibiza Summer Shop

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Loewe Summer Shop at Ibiza's MACE

By STAFF REPORTS

Spanish apparel and accessories maker Loewe is spending its summer holiday on the island of Ibiza.

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For the second year in a row, Loewe will set up a temporary boutique at the Ibiza Museum of Contemporary Art, or MACE. Referred to as the "Summer Shop," Loewe's seasonal storefront will offer those visiting the museum the opportunity to buy from the brand's ready-to-wear and accessories collections.

For the summer

Loewe's Summer Shop will open its doors on June 19.

The opening coincides with MACE's main summer exhibition, a retrospective on United States artist Cy Twombly. With the new exhibition opening for the summer, MACE is likely to see additional foot traffic, and those museum goers may pop into Loewe to see what the brand represents.



Loewe Summer Shop

In addition to Loewe ready-to-wear and accessories the Summer Shop will also carry lifestyle items for the home and gifts ideal for holiday gifts. These goods include bowls, desk items, sunglasses and blankets.

The Loewe Summer Shop will sell art and design books as well. Also on sale will be Loewe handbags and leather goods, available in a vibrant color palette for summer.

Loewe's shop will also display wall carpets created by master weaver John Allen, who was involved in the brand's first Summer Shop at MACE ([see story](#)). This year, Loewe's creative director Jonathan Anderson was inspired by Mr. Allen's work and collaborated with the textile artist on a range of products.



Interior of Loewe's Summer Shop

Keeping its dedicated to art and culture at the heart of the shop, Loewe's Summer Shop also sells t-shirts and sweatshirts featuring prints based on the brooches created by Ramon Puig.

Loewe's Summer Shop at MACE will close for the season on Aug. 21.

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