

APPAREL AND ACCESSORIES

Aquazzura's Hamptons pop-up timely in wake of IP lawsuits

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Aquazzura East Hampton pop-up, illustration by Inslee

By STAFF REPORTS

Footwear label Aquazzura is bringing its Italian aesthetic to vacationers on Long Island's East End with a pop-up shop in East Hampton.

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The pop-up opened its doors just shortly before the affluent head to summer homes and rentals for the Fourth of July holiday. With much of New York's discerning consumers heading east for the summer months to escape the city's crowds and heat, foot traffic from passersby relocating for the season or for the weekend is a sure bet.

Hamptons footing

Aquazzura's pop-up shop is located at 20 Main Street in East Hampton and carries the footwear label's spring/summer and pre-fall 2016 collections.

Consumers can shop Aquazzura's beachwear shoe essentials such as espadrilles, wedges and flats, including its signature styles the Wild Thing, Christy Flat and Spin Me Around shoes.

Two of the aforementioned footwear styles have been the subject of intellectual property lawsuits filed by Aquazzura.



Aquazzura Christy flats

Hosting the pop-up, which will be open through September, comes at a time when the Aquazzura name is on the mind of consumers and will give it the opportunity to showcase its designs to a demographic that recognizes and embraces quality.

Earlier this week, the Florence-based shoemaker looked to protect its designs by filing a suit in New York's federal court.

The suit focuses on three Steve Madden styles—the Sharlit, the Lecrew and the Sasse, which Aquazzura says too closely resemble its Sexy Thing, Christy and Wild Thing. Much like the recent suit brought against Ivanka Trump, Aquazzura says its legal action against Steve Madden has been brewing for years, as it has watched and complained about perceived repeated copycatting ([see story](#)).

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