

RETAIL

Lane Crawford transports consumers to Brooklyn in curated shop-in-shop

February 16, 2017



Kinfolk x Lane Crawford exclusive tee

By JEN KING

Chinese department store chain Lane Crawford is bringing Brooklyn-cool to Hong Kong through a collaborative pop-up shop with Kinfolk.

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Based in the Williamsburg section of Brooklyn, NY, Kinfolk is a boutique, nightclub and coffee shop all-in-one, with a cult following among locals. The collaboration with Lane Crawford will bring Kinfolk's "international sensibilities and world-class style" overseas for the first time as the brand looks to expand its bricks-and-mortar presence beyond the Wythe Corridor in Williamsburg.

"Kinfolk is an iconic Brooklyn-based boutique, nightclub and coffee shop that brings their unique brand of fashion, art and lifestyle to Lane Crawford in a unique pop-up space," said Kelly Wong, general merchandise manager, fashion at **Lane Crawford**. "It complements Lane Crawford's unique fashion and lifestyle edits, and the dedication of the co-founders to building a cultural hub echoes our 'Let's Live Better' program which celebrates people's passions in life.

"We are pleased to be the first luxury retailer in Greater China to launch the curation exclusively," she said.

Curated shops

Kinfolk was established in 2008 by a trio of friends originally from New York, Los Angeles and Tokyo. Together they shared a collective desire to create products and experiences that were unavailable elsewhere.

Since its launch Kinfolk has become "the definition of a cultural hub" that embraces the influences of the surrounding neighborhood of Williamsburg. The brand describes itself as "one part old school hip-hop, one part Americana and a little against the grain."



Promotional image for Kinfolk x Lane Crawford

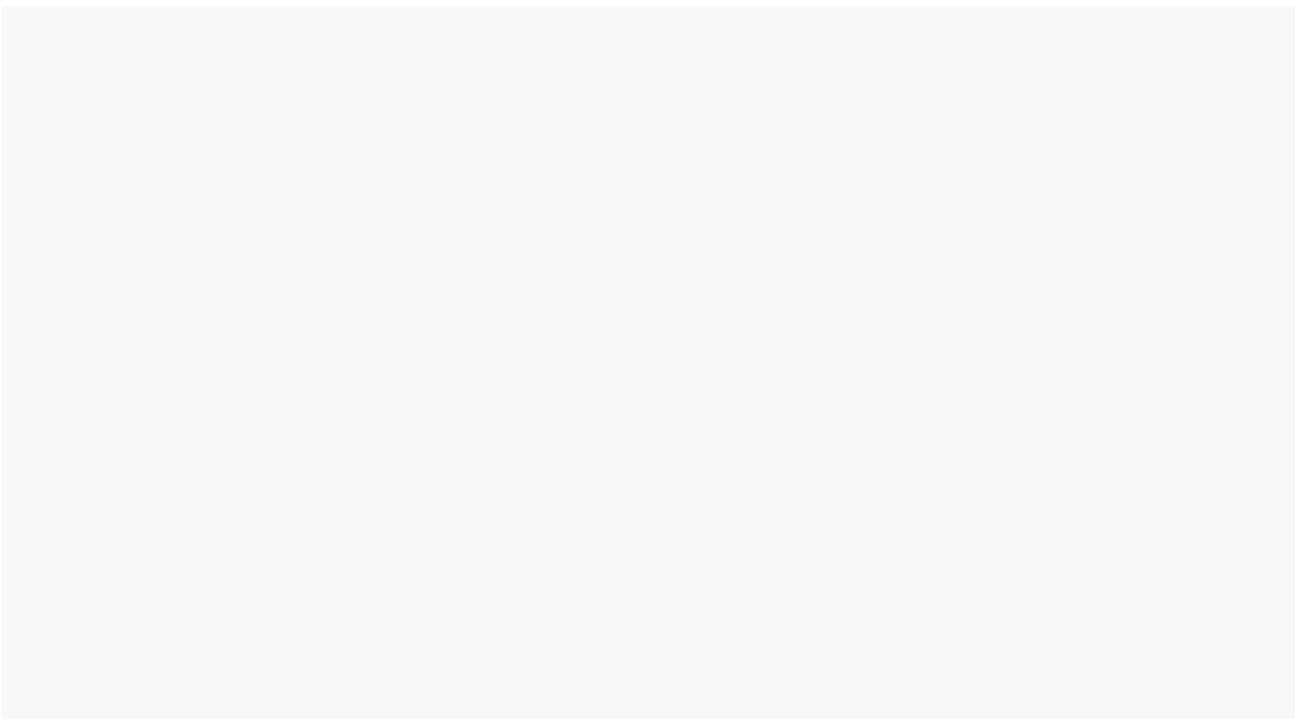
It is that sensibility that will be explored at the Kinfolk pop-up shop held at Lane Crawford's ifc mall location in Hong Kong.

Kinfolk's "curated, global approach" to men's apparel and accessories is marked by the launch of tees designed by the brand and new product debuts all exclusive to Lane Crawford.

The Lane Crawford pop-up works to recreate the Kinfolk spirit had at its 94 Wythe flagship space in Williamsburg. Much like the original, the pop-up also features a curation outside of Kinfolk-branded goods such as Bleu De Paname, Album and Powers.

For an authentic representation of Kinfolk in Brooklyn, the brand and its in-store collections participated in the creation of Lane Crawford exclusives positioned through a Kinfolk lens. Additional items include a retro Kinfolk bicycle and an assortment of art, books and coffees.

Taking this approach to pop-up curation provides Lane Crawford consumers with a truly curated shop-in-shop experience that will not be found elsewhere or in Brooklyn.



#LCExclusive #LCDiscover Lane Crawford collaborates with iconic Brooklyn-based boutique, nightclub and coffee shop Kinfolk to bring a range of exclusive brands, collections and lifestyle objects in a unique pop-up space. Head

to Lane Crawford ifc mall to discover Kinfolk now. #kinfolk #collaboration #lanecrawford

A post shared by Lane Crawford (@lanecrawford) on Feb 15, 2017 at 1:35am PST

The Kinfolk pop-up shop opened Feb. 15 and will be open through April 27.

Pop-up visibility

In addition to consumer introductions, pop-ups are a common strategy for brands looking for visibility for a particular product category, often being staged to display jewelry and accessories.

For example, department store chain Nordstrom teamed with French leather goods maker Herms for a shop-in-shop promoting the brand's silks and jewelry.

Nordstrom's downtown Seattle flagship serves as the host to a temporary pop-up shop through the end of 2017. The nearly yearlong "Nordstrom Welcome Herms" shop-in-shop sells Herms accessories including silks for men and women and an edit of its jewelry range ([see story](#)).

Similarly, French atelier Chanel shared its stylistic vocabulary with New York-based retailer Bergdorf Goodman's consumers via a four-day pop-up.

The Jewel Box was open Sept. 7-11, and introduced Bergdorf Goodman consumers to Chanel's Coco Crush jewelry collection for fall 2016. Bergdorf Goodman is known for its curated selection of the finest luxury goods, making the Chanel pop-up well-suited and of interest amid its affluent consumers ([see story](#)).

Collaborating on a pop-up shop can also help to build awareness for lesser known brands.

"Anytime we have the chance to work with a larger company that fundamentally understands what we are trying to do we do it," said Keith Abrams, managing director at [Kinfolk](#).

"Lane Crawford has been very supportive and great to work with throughout the entire process," he said. "Their team recognized what we are doing and wanted to bring the Kinfolk lifestyle to their audience for its 'Let's Live Better' program.

"We believe that this partnership will introduce what Kinfolk really is to the other side of the planet."

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