

RETAIL

Marni Market debuts in US at South Coast Plaza

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Marni Market at South Coast Plaza. Image credit: Marni

By STAFF REPORTS

As part of its 50th anniversary celebrations, shopping center South Coast Plaza is hosting a charitable pop-up from Italian label Marni.

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Following Marni Markets in cities such as Paris, Milan, Tokyo, Hong Kong and Beijing, the concept is now coming to the United States for the first time with an installation at the Costa Mesa, CA mall. Beyond offering customers a branded experience, the pop-up will give back to a local cause.

Marni at the mall

Marni Markets are inspired by the idea of traditional city markets around the globe.

For instance, then creative director and brand founder Consuelo Castiglioni translated her love of flower markets into a floral Milan pop-up complete with workshops for children.

As with other Marni Markets, this South Coast Plaza installation will retail limited-edition merchandise ranging from home dcor to fashion. This includes fresh flowers, hand woven furniture and toys, home accessories, tote bags and espadrilles.



Marni Market at South Coast Plaza. Image credit: Marni

These items are displayed in a colorful space within South Coast Plaza's Jewel Court.

Marni Market opened at South Coast Plaza on Aug. 2 and the pop-up will run until Aug. 16. As with other Marni Markets, this pop-up will donate a portion of proceeds to charity, with 10 percent of sales going to the Costa Mesa-based Festival of Children Foundation.

Shopping center South Coast Plaza is delving into its history through events and exhibits as it marks a half-century in business.

The Costa Mesa, CA mall is celebrating its 50th anniversary with a series of marketing initiatives, including a book and special merchandise collections. As its milestone year kicks off, South Coast Plaza also had its moment on film, as a documentary about its founder Henry T. Segerstrom debuted on public television in New York in March ([see story](#)).

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