

RETAIL

Colette curates brands for full-floor pop-up inspired by Lucien Pges PR

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The pop-up shop is themed around the summer holidays. Image credit: Colette

By DANNY PARISI

High-end concept store Colette is rounding up a host of brands represented by Paris-based public relations firm Lucien Pges for an August pop-up shop.

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From the beginning of August to September, visitors will be able to visit Colette and pick up a number of exclusive and one-off items from the various luxury brands represented by Lucien Pges, including A.P.C., Loewe and Moynat. The collections are inspired by the PR firm's namesake founder Mr. Pges' love of the summer holidays and feature a fun, summery vibe.

"When I was first told about this project, of turning my holidays into a pop-up store in August, I did feel a bit deflated at first," Mr. Pags said. "But it was an incredible opportunity to show a different side of the designers that I represent."

Vacances de Pges

Pop-up stores are an important part of a luxury brand or retailer's arsenal, as younger consumers demand unique experiences that go beyond the traditional shopping procedure.

Colette understands this and has been working to loan out the store's ground floor to different brands each month, including Balenciaga ([see story](#)), Chanel and Saint Laurent.

For the end of summer, the retailer is hosting a pop-up that features a more eclectic combination.



Balenciaga was one of the first brands to host a pop-up at Colette. Image credit: Balenciaga

Lucien Pges is hosting a pop-up store that features items and collections from a huge variety of brands that are all represented by its PR firm. Collectively, the pop-up is called "Les Vacances de Lucien."

These collections will offer exclusive products and items, many of which will not found anywhere else, all themed around the summer holidays.

For example, British footwear brand John Lobb is launching its first ever women's ready-to-wear collection at the pop-up as well as an exclusive sneaker designed just for the occasion.

Designers and brands such as Ambush, Lemaire, Thierry Lasry, Jacquemus and Koch are all represented in the ambitious concept store, which opens its doors on Aug. 7.

Pop-up shops

Pop-up shops have become increasingly popular in the luxury world due to the diversity and unique experiences they can offer to customers.

When shoppers can get everything they need online, a pop-up shop is a great way to get them in the store by offering something that they can only get there.

For example, designer Karl Lagerfeld will open a temporary shop at high-end department store Excelsior Milano during Milan Fashion Week.

Mr. Lagerfeld will be in Milan for Italian fashion house Fendi's spring/summer 2018 runway presentation, but the designer will take the visit as an opportunity to also promote his namesake label with a pop-up shop at Excelsior Milano ([see story](#)).

But other brands have embraced the idea of a digital pop-up shop in addition to the physical, such as Lane Crawford.

Lane Crawford, for instance, is hosting a temporary storefront to promote the apparel and accessories brands carried by the China-focused fashion retailer Joyce.



Joyce, based in Hong Kong and owned by the Lane Crawford Group, has been one of the most prominent fashion shops focused on China since its founding in 1970. Joyce's physical and digital pop-ups with Lane Crawford at the latter retailer's ifc mall location and on its Web site are an attempt to drive traffic for the stores many customers around China ([see story](#)).

With this strategy, Lane Crawford is able to bring in physical customers with a unique in-store experience, while still retaining the digital customers who want to sample new products without venturing all the way to a store.

Lucien Pges' take on a pop-up shop is eclectic and representative of the PR firm's deep connection to the luxury industry. Colette is banking on this unique assembly to bring in new consumers.

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