

APPAREL AND ACCESSORIES

Loewe opens pop-up summer shop for entire season

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Loewe's Ibiza Summer Shop closes on August 31. Image credit: Loewe

By STAFF REPORTS

Spanish fashion house Loewe is ushering in summer with a new pop-up shop located in Ibiza.

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The Loewe Summer Shop will be installed in Ibiza and last throughout the season, selling a variety of products geared towards the summer months. The pop-up shop will act as part of Loewe's experiential strategy, offering more engaging limited-time ways for customers to engage with the brand.

Ibiza Summer Shop

With summer on the doorstep, brands from across the fashion world are rolling out new efforts to get customers excited about the beach, the sun and all the other things that come with summer.

Loewe is no exception. The Spanish brand is opening a new pop-up shop in the popular destination of Ibiza that will be open throughout the rest of summer.

From June 25 until the end of August, Loewe will be offering customers a wide selection of summer apparel and beachy looks from its Summer Shop.

In addition to clothing, there will also be fragrances and gifts such as keyrings on sale.

The pop-up shop also marks the return of Loewe's popular Paula's Ibiza line, which made its debut last summer.

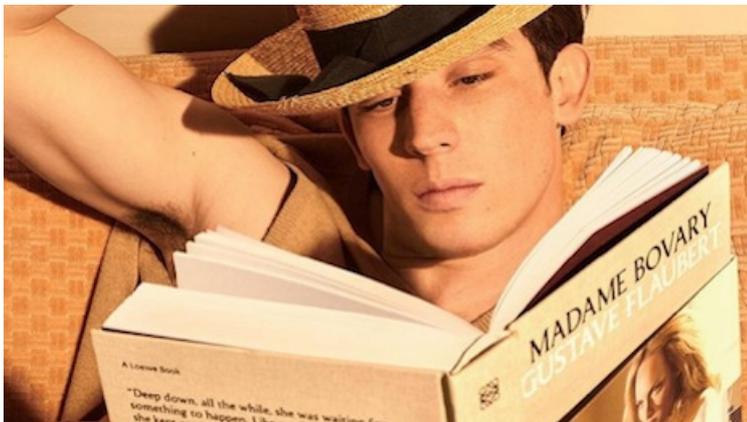
Loewe's Summer Shop will be located at the Ibiza Museum of Contemporary Art, or MACE, until Aug.31.

The opening coincides with the launch of the brand's new sunglasses collection, which will also be on sale.

Loewe is not alone as far as creating pop-up shops with a specific theme. British retailer Selfridges honored The Rolling Stones along with the band's 2018 tour through a series of pop-up shops featuring apparel inspired by the iconic British group.

The pop-up began on May 14 and could be seen at Selfridges' London Corner Store location. The shop was meant to take visitors into the world of The Rolling Stones, featuring their music and apparel emblazoned with the band's

iconic lips logo ([see story](#)).



British actor Josh O'Connor appears in Loewe's fall/winter 2018 campaign. Image credit: Loewe

Additionally, earlier this year, Loewe debuted another out-of-home campaign by previewing its men's fall/winter 2018 by plastering advertising posters throughout Paris.

Each season Loewe takes an out-of-home approach to share its latest collection by either leveraging Paris' iconic green newsstand kiosks or, in this case, 5,000 posters strategically placed around the city. Although not all the passersby who saw Loewe's fall/winter 2018 campaign for menswear were current or potential consumers, the LVMH-owned house still benefited from the exposure ([see story](#)).

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