

RETAIL

Fred Segal brings Browns to the US in experiential pop-up

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Fred Segal on Sunset Boulevard. Image credit: Fred Segal

By STAFF REPORTS

British fashion boutique Browns is opening its first international shop with a temporary outpost at Los Angeles' Fred Segal.

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From Sept. 1, consumers will be able to shop a Browns pop-up at the Fred Segal flagship on Sunset Boulevard. The shop-in-shop reflects the retailers' similar philosophies on bringing consumers unique experiences and products.

US bound

Fred Segal launched in Los Angeles in 1961, and Browns originated a few years later in the 1970s. The London retailer was an early multi-brand boutique, bringing labels such as Calvin Klein and Ralph Lauren to the U.K., while also supporting young local talent such as Alexander McQueen and John Galliano.

Last fall, Browns opened Browns East, the first in its series of semi-permanent "Nomad" spaces. At the same time, Fred Segal inaugurated its new flagship.

"After the launch of Browns East we felt it was time for our first international venture," said Holli Rogers, CEO of Browns, in a statement. "Having connected with John Frierson, president at Fred Segal, we instantly clicked and it became apparent that we had a shared view on the future of retail as well as a mutual love for our clients who are at the heart of what we do.

"The synergy between what they are doing both locally and globally aligned with our Browns Nomad concept and we couldn't think of a better partner for Nomad 2.0," she said. "Browns has an incredible heritage particularly in London and we see that mirrored with Fred Segal in Los Angeles both flying the flag for a wave of talent who now lead the fashion pack.

"Respectively we have been part of the fabric of our cities for so long which is why we are excited to collaborate, and share our complimentary values."



Browns on Molton Street in London. Image credit: Browns

Fred Segal Loves Browns will carry 60 brands across ready-to-wear, footwear and handbags. Keeping with Browns' gender-fluid concept, the pop-up will display men's and women's pieces together in a flexible retail environment fitted with temporary, mobile fixtures.

Drawing on Browns' recent investments in digital retail in partnership with Farfetch, the pop-up will extend to an in-store mobile application.

Beyond shopping, the eight-week partnership will also allow consumers to partake in a 15-minute guided meditation. After working with meditation technology company BeBox for Browns East, Browns is working with the firm's founder Chris Connors to offer a sonic escape from the city rush.

"Fred Segal loves Browns is the most ambitious partnership we've presented at our new flagship store on Sunset Boulevard," said John Frierson, president of Fred Segal, in a statement. "Like Fred Segal, Browns has been a place of discovery and creativity for over 50 years.

"Browns taps the London fashion world in a deep way and we're incredibly excited to bring the Browns Nomad experience directly to our community here in LA," he said. "We felt immediately that we shared so much with Browns in terms of our histories, our values and the communities we've built.

"Working in partnership has always been the key to our success, and this project with Browns is a taking that business approach to a much bigger global audience. This will be a big moment for the LA stylist and fashion community to tap into the latest curated collections of British and European designers right in our own backyard."

While Fred Segal's roots are in Los Angeles, the company has expanded in recent years.

The Sandow Media-owned retailer extended its retail footprint to Japan with the opening of its first international lifestyle center in Tokyo.

Opened in the spring of 2015, the lifestyle center marked Fred Segal's first store outside the U.S. market. Recently, the brand vetted plans to expand stateside with the opening of seven Las Vegas boutiques opening in August of 2014, in addition to its three Los Angeles locations already in operation ([see story](#)).

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