

RETAIL

MatchesFashion brings shopping to interactive, experiential space

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Matches Fashion touts its 5 Carlos Place space with a film. Image credit: Matches Fashion

By BRIELLE JAEKEL

Retailer MatchesFashion is leaning into fashion's trend towards experiential marketing, blending retail, digital and content together in a new concept.

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MatchesFashion's 5 Carlos Place is the online retailer's newly opened physical house that will act as what it is calling a "creative broadcasting space." The idea will see a multitude of cultural events as well as digital initiatives, following other innovators in retail.

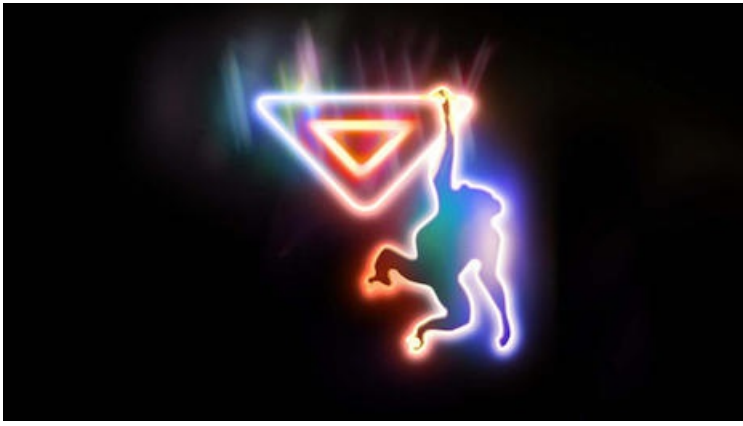
"Our mission is to create the most personal luxury shopping experience in the world, so we wanted an environment where we could initiate conversations with our customers and create a global sense of community enabled through the power of technology," said Ulric Jerome, CEO, MaTchesFashion.con. "Our vision of retail offers inclusive events that customers can sign up to attend or watch through live-streaming and discover content generated to inspire them."

Experiential shopping

MatchesFashion's first events will launch this September in the new London space, which is styled as a townhouse.

The move is aimed at making a stronger connection with consumers, with greater interaction beyond just a checkout process. This is extremely important with such an ecommerce-heavy retailer, which gets little face time with customers.

A film touting the initiative features a variety of interpretive dancers in the space with text saying, "Watch, Listen, Shop," indicating the multichannel aspects of the push.



Prada's installation for MatchesFashion. Image credit: MatchesFashion

Prada will open up the space on Sept. 4, beginning at 5 a.m. with an installation to launch an exclusive women's wear collection.

The installation will be followed by several other events, including the beginning of an eco-friendly series in which a fireside chat of experts exchange ideas in sustainability. This event has a limited number of spaces available and interested guests must sign up for the waiting list.

Other types of events include designers talking about upcoming collections, including British designer Richard Quinn, a pop-up café, musical performances and master classes such as a vintage customization lesson and how to make a floral arrangement.

Interested fans can sign up for a special email list, which will notify them of all the events coming up.



MatchesFashion will have a cafe pop-up. Image credit: MatchesFashion

This is not MatchesFashion's first foray into bringing its online experience offline. In 2017, the brand celebrated its 30th anniversary by taking up a temporary residence in New York.

From April 6 to 9, MatchesFashion hosted a series of talks, workshops and parties at an Upper East Side townhouse on 63rd Street. The retailer's physical stores are centered in London, making this event a means to connect with an American audience in-person on their home turf ([see story](#)).

Physical fashion

While the space at 5 Carlos Place is a unique interpretation of experiential retail, as shopping will be integrated with these events, MatchesFashion is not the only retailer who has developed this type of concept.

Many fashion brands and retailers have been creating special spaces that act as creative hubs in the hopes of making a community of consumers by establishing interactive relationships rather than simply offering products.

These new spaces are becoming more popular as consumers become increasingly interested in these types of experiences. It is more about collecting stories than goods today.

French department store Galeries Lafayette recently saw the culmination of its bricks-and-mortar investment for the arts as it opened to the public back in March.

Lafayette Anticipations, located on 9 rue du Plâtre in Paris, opened its doors on March 10. The space acts as a hub

for its Fondation d'entreprise Galeries Lafayette, holding exhibits and workshops dedicated to the arts in a similar manner to 5 Carlos Place ([see story](#)).

“The events at 5 Carlos Place cover all elements of luxury and culture,” Mr. Jerome said. “It’s exciting that this space will be used to create experiences that will resonate with all our customers, wherever they are globally.”

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