

MULTICHANNEL

Gilt City unveils pop-up event site for New Yorkers escaping to the Hamptons

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By KAYLA HUTZLER

Gilt City is rewarding its members with a handful of curated events at the flash-sale site's first month-long, pop-up-concept event space in Long Island's East Hampton, a popular weekend destination for New York's wealthy inhabitants.



The East Hampton house will play host to recreational events, spa events and eating experiences throughout the month of August. A portion of the ticket sales will go to support the East Hampton Food Pantry.

"We wanted the opportunity to bring Gilt City to life and offer our members access to experiences that define the Hamptons as one of the most appealing vacation destinations on the East Coast," said Heather Freeland, chief marketing officer of **Gilt City**, New York.

"Summer is a time where members are looking to escape and indulge, which is exactly what Gilt City and the Hamptons are known for," she said.

"Many of our members escape to the Hamptons in August, so we felt it would be a perfect opportunity for us to bring our VIP experiences to them in a new and unexpected environment."

Pamper town

The Hampton House events start Aug. 12 and will continue through Labor Day weekend. The 6,000-square-foot house encompasses a 45-foot pool with a spa, a pool house and a gym.



All of the events from brunches to exercise classes were curated by Lee Brian Schrager, Gilt City's chief lifestyle advisor, and Ben Leventhal, executive editor of The Feast and founder of eater.com.

The kick-off event is a dinner created by Food Network's "Chopped" chef Scott Conant, which is sponsored by Food Network magazine with all proceeds benefitting the East Hampton Food Pantry.

The [East Hampton Food Pantry](#) is a center for collection, storage and distribution of food to 400 families weekly.

Tickets for the dinner are \$125 each.

The remainder of the first week includes a poolside party with the restaurant Nobu, an Exhale Core Fusion class, and a Tribeca Film Sunday feature projected on the lawn.

Throughout the month of August, the house will also host Top Chef's Spike Mendelsohn, a barbeque by the Spotted Pig, cocktails with Sandra Lee, a Beach Shack event hosted by Hamptons magazine and numerous movie screenings.

Throughout the month, an entire room will be dedicated to Godiva chocolates that will offer treats and refreshments.

An all-access pass for a Gilt City member and a guest is available until Aug. 3 for \$1,500.

"Our members will gain unparalleled access to some of the country's most incredible talent and experiences all in a luxurious summer setting," Ms. Freeland said.

"It is our ability to provide this type of exclusive access to influencers and inspirers that sets Gilt City apart," she said.

Staycation

Gilt City is promoting the new pop-up location through its Facebook and Twitter pages.

The brand engaged non-New Yorkers with a post that announced the Hamptons House and asked fans to answer the question, “If we did the same in your Gilt City, what would be the ideal location?”

Twenty-seven people had commented with their ideal locations in the first 20 hours that the post was up.



The Hamptons House tab is also featured on the Gilt New York City Web site.

When a consumer clicks on the tab they are brought to the microsite at <http://www.giltcity.com/hamptonshouse> that contains all the information and upcoming events.

The Hamptons being one of the most desirable summer vacation destinations, Gilt City was excited to bring to its members the chance to escape, discover and divulge in a private environment, per the brand.

Gilt City has been busy. The company recently opened sites for four new cities and is debuting them with local, invite-only events ([see story](#)).

“We hope to further engage our loyal New York members and expand our reach to those luxury-minded consumers who have yet to experience Gilt City firsthand,” Ms. Freeland said.

“We are also welcoming members from all of our Gilt Cities who may be vacationing in the Hamptons this summer,” she said.

Final Take

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