

RETAIL

LuisaViaRoma opens online-meets-offline pop-up in New York

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LuisaViaRoma is popping up at Spring Studios for the holidays. Image credit: Getty, courtesy of LuisaViaRoma

By STAFF REPORTS

Italian concept store LuisaViaRoma is bringing its holiday shopping experience abroad with the debut of its first digitally infused pop-up in the United States.

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In partnership with agency Spring Studios, LuisaViaRoma is staging a month-long temporary outpost in New York's Spring Place. Along with physical merchandise carried in the pop-up, consumers will be able to browse and buy thousands of items online from the store, creating a hybrid experience between bricks-and-mortar and ecommerce.

Holiday home

LuisaViaRoma was an early adopter of ecommerce, taking its store online in 1999.

Bringing this digital approach to the pop-up, a curated selection of merchandise will be augmented by shoppable screens, giving visitors access to entire catalogs of fashion.

Carried in the pop-up will be exclusives, including a collaborative collection between LuisaViaRoma and Spring Studios. There will also be a series of co-branded capsules launching weekly throughout the duration of the pop-up.

Consumers can also shop an LVR Home for the Holidays collection, which includes pieces from brands including Missoni, Moschino and Emilio Pucci.

In addition, visitors can tap the expertise of on-site stylists.

Aside from fashion, consumers can shop cosmetics and receive beauty treatments.

"It was my vision, 10 years ago, to create a shopping experience that was different from others: where the customer could interact with in-store product while at the same time having access to 30,000 online items to choose from, with the benefit of expert stylists to guide them through the vast selection of products at their fingertips," said Andrea Panconesi, CEO of LuisaViaRoma, in a statement.

The pop-up design mirrors the concept for LuisaViaRoma's store in Rome this holiday season. Under the direction of designer and architect Cristina Celestino, the flagship has been transformed into a house, with areas functioning

as a dining room, living room, bedroom and kitchen.



LuisaViaRoma's pop-up at Spring Studios. Image credit: Getty, courtesy of LuisaViaRoma

In New York, the pop-up continues this homey feeling. Creating an urban oasis at the studio space, the pop-up resembles a swimming pool.

Opened from Nov. 16, the pop-up will be up through Dec. 15.

The holidays are a prime time for pop-ups, with a number of brands leveraging digital touchpoints to further their bricks-and-mortar displays. For instance, precision-cut crystal maker Swarovski engaged shoppers during the 2017 holiday season through environments that blended physical and digital experiences.

In Toronto and Milan, the brand digitized the store concept with spaces that featured activations such as virtual reality and digital walls. The physical store no longer needs to be tied to traditional formats, allowing brands to incorporate digital as a means of immersing consumers in their worlds ([see story](#)).