

APPAREL AND ACCESSORIES

Anya Hindmarch lets guests climb through its creations for fashion week

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Anya Hindmarch weaves together artist creations in the Tube installation. Image credit: Anya Hindmarch

By STAFF REPORTS

British accessories label Anya Hindmarch is bringing awareness to a collection launch with another unique installation to capture consumers' attentions.

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During London Fashion Week, the brand will launch its Weave Project installation through which visitors can physically climb. The piece, located at Brewer Street Car Park, promotes its new Neeson Collection.

Climbing through the Tube

Anya Hindmarch's new Neeson bag is an updated version of the lightweight woven tote as well as its crossbody counterpart. The bags are hand-woven and feature a variety of different designs, one of which includes large, dangling fringe.

Translating this to an experiential space, the project features The Tube, an art piece by Numen/For Use that is made out of woven mesh. Visitors can climb onto the undulating structure, allowing them to view it from different angles.

Interested visitors will need to purchase tickets online beforehand at 10 pounds, or about \$13, for general admission and a discounted price for children, for a designated time at 30-minute intervals. The space only allows for a certain number of people at a time, so there may still be a wait with the ahead-of-time booking.

Tickets provide access to the entire exhibit space, including the trip through the installation itself, the caf and concept store.



Anya Hindmarch's updated Neeson tote. Image credit: Anya Hindmarch

The installation will open on Feb. 16 and run until Feb. 19, open from 10 a.m. to 6 p.m. on Saturday, 2:30 p.m. to 6 p.m. on Sunday and 10 a.m. to 7 p.m. Monday through Tuesday.

This project is not the only time the accessories label has taken on an immersive art strategy to its marketing.

The brand took a unique angle to last year's London Fashion Week with an interactive installation that brought to life a motif from its collection.

For the label's Chubby Collection, a giant beanbag made to look like a cloud has been installed at the Banqueting House in London. The idea of the cloud came from the collection's cloud theme ([see story](#)).

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