

APPAREL AND ACCESSORIES

MatchesFashion targets contemporary art fans with pop-up

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MatchesFashion is growing its sustainability with Eco-Age. Image credit: MatchesFashion

By STAFF REPORTS

Retailer MatchesFashion is popping up at contemporary art fair Frieze in its Los Angeles event, reflecting its recent permanent bricks-and-mortar launch.

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A temporary shop will be open for Frieze attendees to have a chance to browse MatchesFashion's offerings during weekend event, from Feb. 15 to Feb. 17. The pop-up shop will be located at Paramount Studios in Los Angeles, catering to art fans while also keeping up the Hollywood glow.

Physical fashion

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

The ecommerce platform's 5 Carlos Place is the online retailer's newly opened physical house that acts as what it is calling a "creative broadcasting space." The idea has seen and will continue to see a multitude of cultural events as well as digital initiatives, following other innovators in retail ([see story](#)).

This store acts as the inspiration behind MatchesFashion's temporary pop-up for the art show.

[View this post on Instagram](#)

#5CarlosPlace is going on the road! First up, we're in LA next week for @friezeartfair . Follow along on Instagram, Facebook and at MATCHESFASHION.COM as we go live with Oscar-nominated costume designer @ariannephillips, acclaimed stylist @chercoulter and influential tattoo artist @_dr_woo_ to name just a few. Plus we'll be bringing you all the behind-the-scenes action via influencer takeovers and installations. Follow everything that's going on using #5CarlosPlace.

A post shared by MATCHESFASHION.COM Woman (@matchesfashion) on Feb 5, 2019 at 11:08am PST

Instagram post from MatchesFashion

Paramount's New York backlot will host a variety of pop-ups during Frieze Los Angeles, bringing an East Coast vibe to the West Coast event. MatchesFashion will take up space in the lot's Greenwich Village-inspired set, where it will push out image-heavy content on a variety of outlets to strengthen its presence.

The endeavor will be used to create a variety of "Instagrammable" moments for both the fans and the retailer.

"What we have tried to do is evolve the business into a luxury lifestyle destination, and to be at a cultural crossroads that includes fashion, art, music and culinary experience because we believe it's the link with the audience we want to reach," said Ulric Jerome, CEO of MatchesFashion, in a statement to *Women's Wear Daily*.

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