

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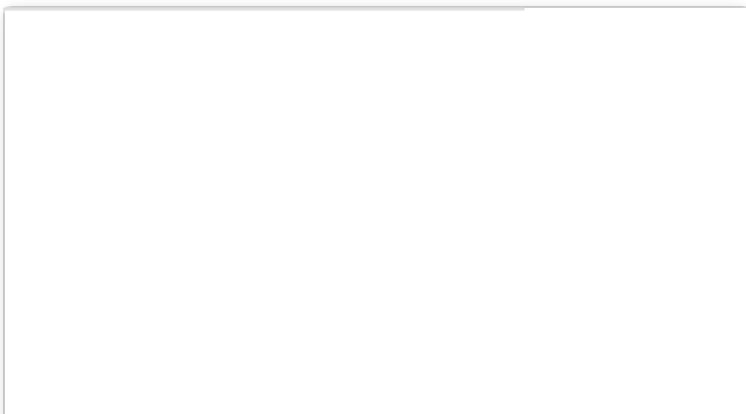
A temporary shop will be open for Frieze attendees to have a chance to browse MatchesFashion's offerings during weekend event, from Feb. 15 to Feb. 17. The pop-up shop will be located at Paramount Studios in Los Angeles, catering to art fans while also keeping up the Hollywood glow.

### 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 (@mathe...

### *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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