

RETAIL

MatchesFashion pops up throughout Italy

March 6, 2019



Hotel Il Pellicano. Image credit: Pellicano

By STAFF REPORTS

Ecommerce retailer MatchesFashion is journeying to the coast of Italy for a special pop-up series focusing on travel, fashion and culture.

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Partnering with Pellicano Hotels, MatchesFashion will undergo an Italian tour by sea from May 15 to June 7. The pop-up tour begins in London and will travel to a variety of Pellicano hotel locations throughout Italy aboard a Thirties yacht, according to a report from *Women's Wear Daily*.

Fashion on the seas

Named the Pellicano x MatchesFashion Italian Grand Tour, the pop-up series will begin with a special cocktail dinner in the latter's London 5 Carlos Place townhouse. Following the dinner at a later date, customers will be able to board the yacht where they can shop resort wear, open to any shopper.

Following its London opening, the yacht will sail from Il Pellicano to other Pellicano locations including La Posta Vecchia, outside Rome and Il Mezzatorre in Ischia.

"We want to bring enjoyment back to physical retail and create a sense of community," Jess Christie, chief brand officer at Matchesfashion.com to *WWD*. "We like the idea of taking 5 Carlos Place on tour,' and then letting the customer decide how he, or she, wants to engage with us."

[View this post on Instagram](#)

There is nothing that beats a pool side Italian breakfast #italiansummer.. @auhasardspr #hoteliipellicano #pellicanohotels #vacationgoals

A post shared by Hotel Il Pellicano (@hoteliipellicano) on Mar 6, 2019 at 5:00am PST

Instagram post from Hotel Il Pellicano

The moveable shop features experiential retail endeavors including one-on-one shopping appointments, as well as cultural and culinary experiences.

MatchesFashion also recently popped up at contemporary art fair Frieze in its Los Angeles event, reflecting its recent permanent bricks-and-mortar launch.

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

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