

APPAREL AND ACCESSORIES

MatchesFashion brings fashion to Frieze New York

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MatchesFashion celebrates Frieze. Image credit: MatchesFashion

By STAFF REPORTS

Retailer MatchesFashion.com is taking its retail expertise beyond digital in a pop-up at Freize New York, where panels and discussions are to be held.

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Integrating fashion with art, the pop-up shop features a range of women's wear and menswear but also hosts a series of talks and sessions with artists. The pop-up shop at the art festival is a product of an extensive partnership with Frieze and MatchesFashion.

Fashion meets art

Events at the MatchesFashion Frieze shop run the gamut from celebratory drinks with an artist launching her latest exhibition to a discussion on art and queer culture.

The pop-up shop brings together a unique world of fashion, art and retail. As consumers seek greater experiences when shopping, MatchesFashion is investing in more initiatives such as this.

Live streams of the sessions were also available on the MatchesFashion.com Web site, and anyone with a ticket to Frieze was able to enter the shop.

The shop is an extension of MatchesFashion's 5 Carlos Place concept shop in London.

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Missed all the action at day one of @friezeartfair New York? Artist, activist, lecturer and author #FaithRinggold joined @hansulrichobrist , artistic director at London's Serpentine Galleries to discuss Ringgold's work ahead of her upcoming exhibition at the @serpentineuk. Watch the full interview now at #MATCHESFASHION

A post shared by MATCHESFASHION.COM Woman (@matchesfashion) on May 2, 2019 at 1:06pm PDT

Instagram post from Matches Fashion

"Everything was amplified in the Web site and app," said Ulric Jerome, CEO of MatchesFashion, in a statement to *Forbes*. "We're very exclusive in the way we curate our content but we're very inclusive in terms of how much people we can get in the conversation.

"Since we launched 5 Carlos Place in London we've reached about 900 million people in about seven months," he said. "And now with Frieze we have a great cultural match, and it's great to bring the worlds of fashion, art and lifestyle together."

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

Partnering with Pellicano Hotels, MatchesFashion is going on an Italian tour by sea from May 15 to June 7. The pop-up tour began 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* ([see story](#)).