

APPAREL AND ACCESSORIES

## Fenty focuses on experiential retail with New York pop-up

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*Fenty is launching its first pop up in North America. Image credit: Fenty*

By STAFF REPORTS

LVMH-owned fashion label Fenty is marking its recent debut with its first pop-up experience in the United States.

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Led by Robyn Rihanna Fenty, better known as Rihanna, the maison launched in May with ready-to-wear, accessories and shoes. Through a temporary outpost at The Webster in New York, LVMH is once again experimenting with different strategies for Fenty.

### Fenty fashion

Looking to establish its presence as a luxury label, Fenty is collaborating with multibrand luxury retailer The Webster with a pop-up at its Soho location.

Fenty will design a unique retail experience, including a surprise installation, for the first two floors of the Cast Iron building at 29 Greene St. The pop-up will run from June 19 to 30.



*Fenty sells ready-to-wear apparel and accessories. Image credit: Fenty*

"I am so proud and honored that Rihanna and her team choose to launch the new Fenty release with The Webster

Soho," said Laure Heriard-Dubreuil, founder/creative director of The Webster, in a statement. "She has an incredible personality, style and is the true epitome of a powerful woman."

After working with Rihanna on a makeup line through its beauty subsidiary Kendo, LVMH has expanded its relationship with her. Fenty is molded in Rihanna's vision, with the pop star overseeing everything from marketing to commercial strategy.

LVMH has typically acquired labels rather than building them from scratch, so this also marks a change in strategy for the group ([see story](#)).

Fenty launched last month online and opened a pop up in Paris, which ran through June 2.

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