

ARTS AND ENTERTAINMENT

London welcomes art, luxury lovers for Frieze

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Prada Mode London hosted events during Frieze. Image credit: Prada

By STAFF REPORTS

Luxury brands have congregated in London this week to host special activations as part of the Frieze Art Fair.

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While the art world is often associated with exclusivity and refined taste, Frieze focuses on contemporary, experimental works and draws a younger, more diverse crowd of affluents. Brands such as Sotheby's, Prada and BMW are leveraging Frieze as an opportunity to better connect with consumers through pop-up events and more.

Frieze in London

Frieze London and Frieze Masters run through Oct. 6. Organized by the publishers of frieze magazine, the Frieze Art Fair also hosts events in New York and Los Angeles.

Auction house Sotheby's teamed with fashion label Victoria Beckham to host an exhibition of Andy Warhol artwork. The works were displayed at the Victoria Beckham boutique on Dover Street in anticipation of Frieze.

MatchesFashion collaborated with designer and artist Anthony Symonds to produce Frieze's first fashion show on Oct. 3.

For increased engagement, MatchesFashion also shared social videos with London-based creatives, including poet James Massiah and designer Bella Freud, spotlighting their favorite parts of the city.

MatchesFashion asked creatives to share their favorite parts of London in honor of Frieze

Italian fashion label Prada popped up in London with its third iteration of Prada Mode.

Prada's traveling social club took over the city's 180 The Strand with exhibitions and events, including performances, focusing on the contemporary black identity. The brand also enlisted journalist and activist Noor Tagouri to interview special guests, sharing a recap on Instagram TV.

For the third straight year, German automaker BMW and Frieze have continued their relationship through the BMW Open Work by Frieze initiative.

The latest project from BMW Open Work focuses on technology and craftsmanship. French artist Camille Blatrix was chosen to create this year's artwork ([see story](#)).

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