

APPAREL AND ACCESSORIES

Herms brings Carr Club concept to Dubai

January 15, 2021



The Carré Club is now open to visitors in Dubai. Image credit: Hermes

By LUXURY DAILY NEWS SERVICE

French fashion label Herms is welcoming visitors to its newest Carr Club in Dubai, a continuation of its pop-up retail strategy during the ongoing coronavirus pandemic.

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Through Jan. 20, consumers can learn more about the iconic Herms scarves and meet illustrators at the Carr Club. Prior to the pandemic, temporary pop-ups had been a popular way for luxury brands to create exciting and unique experiences to engage shoppers.

Carr Club

Shoppers can make free online reservations for the pop-up, which is taking place at Concrete at Alserkal Avenue. The mixed-use space is nearly equidistant from the two Herms boutiques in the city, located at the Mall of the Emirates and the Dubai Mall.

Despite a sharp rise in COVID-19 cases, nonessential retail has opened in Dubai with mandatory mask use.

Until January 20th, Herms Carr Club in Dubai plunges visitors into Herms' creativity in a joyful celebration of design in all its forms [#CarreClub https://t.co/694rN4qQdf](https://t.co/694rN4qQdf)
pic.twitter.com/ZVdUkPxGjN

Herms (@Hermes_Paris) [January 15, 2021](#)

Tweet from Herms promoting the pop-up

At the Carr Club, attendees can learn about scarf knotting, enjoy live music, watch skateboarders and take photos at the Carr Click photo booth.

The name of the pop-up is inspired by the French word for square, the shape of its iconic silk scarves. The Carr Club has been traveling around the globe since 2018, with previous stops in New York, Toronto, Singapore and Milan, among other fashionable locales ([see story](#))

Last year, British fashion label Burberry took its pop-up experiences virtual, engaging luxury shoppers who may not be ready to return to in-person retail. Online shoppers were still able to purchase limited-edition handbags that were "exclusive" to the Animal Kingdom pop-ups ([see story](#)).

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