

APPAREL AND ACCESSORIES

Gabriela Hearst opens Aspen pop-up

December 17, 2021



Gabriela Hearst's Aspen pop-up is now open. Image courtesy of Gabriela Hearst

By LUXURY DAILY NEWS SERVICE

Fashion label Gabriela Hearst has launched a pop-up retail residence, temporarily expanding its physical footprint.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246** ▶

Open through March 31, the retail installation is located at MAX, a fashion designer residency in Aspen, Colorado. The pop-up allows the label to present its offerings to affluent shoppers during the city's ski season.

"I have been feeling for a while that Aspen is a location we wanted to explore, and we have a great friend, Max, that has a space that we were able to transform with reclaimed redwoods and pieces that our collaborators Antoine Dumas and Benji Gavron created specifically for this project," said Gabriela Hearst, founder and creative director at her eponymous label, in a statement.

Retail residency

The store's offerings include Gabriela Hearst's women's and men's resort 2022 collections, from ready-to-wear, fine merino wool and cashmere knitwear, footwear, fine jewelry and home accessories.

For the first time, a limited selection of the brand's handbags will be sold in the Aspen area, including the Nina, the Demi, the Diana, the Chapman and the Off to the Races.



Reclaimed materials are used throughout the store. Image courtesy of Gabriela Hearst

Reflecting Gabriela Hearst's commitment to sustainability, the pop-up includes custom furniture and fixtures designed by Mr. Dumas and Mr. Gavron.

Reclaimed cedar and douglas fir from New York water towers were used to make the consoles and hanging fixtures, while reclaimed Pennsylvania oak was used in the tables, shelving units and textile racks.

Gabriela Hearst's strategy emphasizes ecommerce and wholesale. The brand also has two permanent flagship locations in New York and London.

Luxury brands and retailers have been reinvesting in pop-ups as they continue welcoming back shoppers after nearly two years of limited foot traffic amid the COVID-19 pandemic. Regardless of the type of pop-up, whether it is a more immersive, outdoorsy experience or a more straightforward situation with shopping and free add-ons, they remain a fruitful tool for brands ([see story](#)).

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.