

RETAIL

Mytheresa, Flamingo Estate open exclusive pop-up in East Hampton

July 3, 2023



Opened June 29, the retail pop-up is a joint venture between the storefront and Los Angeles-based lifestyle brand Flamingo Estate. Image credit: Mytheresa

By LUXURY DAILY NEWS SERVICE

Online luxury retailer Mytheresa is further expanding into physical shopping spaces with the help of a partner.

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Opened June 29, the retail pop-up is a joint venture between the storefront and Los Angeles-based lifestyle brand Flamingo Estate. Taking over an old auto body shop in East Hampton, New York, the Mytheresa x Flamingo Estate Summer Luxury Body Shop is open until July 30, 2023.

"Opening a physical experiential store, together with Flamingo Estate in East Hampton felt like the perfect 'unexpected' moment to further bring this wonderful partnership to life," said Heather Kaminetsky, president of North America at **Mytheresa**, in a statement.

"We wanted to bring to the sophisticated audience in the Hamptons a combined and truly unique immersive luxury experience - one that allows us to engage and inspire throughout the summer and to bring our curated offering to them in a more physical way."

Zooming forward

Available for five weeks, the reimagined space utilizes the auto shop's staples for its displays, from oil drum tables to tire stack shelves.

Only open to those who schedule a visit in advance, the storefront contains looks and items for all ages and genders from a slew of luxury labels and designers. With a design philosophy of bold colors and unexpected collaborations, the hosting brands' respective signature hues of yellow and green splash through the entire shop.

Heading to the Hamptons? So are we. Meet us at the **#Mytheresa** x **@Flamingoestate** Summer Body Shop, an immersive pop-up like no other. Register here: <https://t.co/R9YEIRM6We>
[#MytheresaxFlamingoEstate](https://t.co/R9YEIRM6We) [pic.twitter.com/FT8Tntrm0z](https://t.co/R9YEIRM6We)

Mytheresa (@mytheresa_com) June 30, 2023

Eyeing return customers, the stock of clothing and wares will be swapped out week after week, as well as in-store programming.

Attached to the retailer is the "Inconvenience Store," which contains new, exclusive wares and pantry items made in collaboration between Mytheresa and Flamingo Estate. Those who cannot make it to the East Hampton location in person can shop the collection online at <https://flamingoestate.com/collections/the-inconvenience-store>

The immersive pop-up is open on Thursdays to Sundays from 11 a.m. to 7 p.m.

Other luxury brands are flocking to the Hamptons this summer with their own pop-up and boutique concepts, including French fragrance brand Diptyque ([see story](#)).

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