

FINANCIAL SERVICES

American Express sponsors musical activation across multiple cities

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The global pop-up series celebrates K-pop group Blackpink's Born Pink Tour, and features contributions from Japanese graphic artist Verdy. Image credit: Verdy

By LUXURY DAILY NEWS SERVICE

American Express is readying fans for a musical experience in the Big Apple.

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The company is backing K-pop girl group Blackpink's newest pop-up, coming to New York City from Aug. 9 to Aug. 12, 2023. The immersive, global event series celebrates the band's Born Pink Tour, with the Japanese graphic artist known as Verdy serving as artistic director.

Musical wares

American Express, a favorite among luxury jet setters ([see story](#)) and hospitality names alike ([see story](#)), is continuing a tradition of uplifting experiential programming.

Now, the company is giving fans of the group exclusive access to the aforementioned tour and special merchandise. On-site, fans can snag limited-edition styles designed by Verdy, including t-shirts, hats, hoodies and accessories, some of which are Empire State-only.

In the past, the artist has worked with industry giants, including social media platform Instagram and the ever-popular, star-studded Coachella festival. More recently, Verdy collaborated with French fashion label Kenzo in a logo reimagining.

The collection features a creative dialogue with the Japanese graphic artist Verdy a long-time friend of [@nigoldeneye](#) who interprets the KENZO logo in his signature swashed font, emblazoned across garments and accessories. [#KENZONIGO pic.twitter.com/kw3QJ7A1hW](#)

KENZO (@kenzo) [June 23, 2023](#)

As this upcoming, four-day activation is produced by Universal Music Group's merchandise and brand management

company Bravado, anyone who purchases Verdy's merchandise will receive one of his uniquely designed tote bags for the occasion, funded by American Express while supplies last.

As a partner of the pop-up series, the financial name is offering Card Members extra benefits who attend, including earlier access to the event by one hour, allowing them to enjoy the space with less crowds one guest per member is allowed to join. Additionally, only they can buy a special Verdy t-shirt, complete with Amex-only fast-lane checkout and sticker to customize their totes.

The Born Pink Pop-Up Experience was in London in June 2023. Later, it will move on to Los Angeles, but for now, it is situated at 541 W. 25th St. in New York.

Operating hours are Wednesday through Saturday, open from 1 p.m. to 9 p.m. for the first two days, 11 a.m. to 9 p.m. on Friday and from 11 a.m. to 7 p.m. on Saturday.

More details and American Express benefit terms can be found at www.blackpinkmusic.com/amexpopup.

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