

RETAIL

First-ever Art Basel Shop to go live this season

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The first edition opening is coming to the Swiss fair this month. Image credit: Art Basel

By LUXURY DAILY NEWS SERVICE

Granting access to members of the public and event ticket holders alike, Art Basel is preparing to launch its first retail concept.

Coming to the global art fair's Hall 1.0 room from June 11 to 16, the soon-to-open store will house a variety of lifestyle goods, ranging from apparel and accessories to a capsule of bespoke "goodies." Curated by Sarah Andelman, the former creative director of Paris-based concept boutique Colette, The Art Basel Shop boasts exclusive and rare collectibles abound within the limited-time boutique.

"From culture lovers to established art patrons, our audience has a strong desire for products that bottle and preserve the utterly unique experience of being at Art Basel long after the show closes," said Hayley Romer, chief growth officer at [Art Basel](#), in a statement.

"Expertly curated and brought to life by artist and brand collaborations at the highest level, The Art Basel Shop is fully aligned with our vision to create new ways to engage and positively impact our audience, to deliver more value to galleries, artists, and cultural partners, and to materially celebrate and reinforce Art Basel as a best-in-class, unmissable cultural experience."

Artist alley

With The Art Basel Shop, the organization is entering into product design and distribution for the first time.

Products in the categories of art, design and fashion will be stocked, in addition to publishing options, through a new label called "AB by Art Basel."

Aside from the sale of Art Basel-branded goods, the store will host the launches and pre-launches of a selection of specialty figurines, scented candles, skateboard decks and artist hardcovers.



Through the boutique, Art Basel is marking its entry into product creation and retail sales. Image credit: Art Basel

Another new product line from Art Basel, The Artist Collection, will also be introduced during the fair, with its first collaborator being American artist Christine Sun Kim. French fashion house Louis Vuitton's latest travel book, entitled "Basel," will also debut at The Art Basel Shop.

"I am deeply passionate about artist editions of all kinds from books to postcards, rare collectibles to T-shirts," said The Art Basel Shop's Ms. Andelman, in a statement.

"It is a tremendous privilege to curate this pilot initiative with Art Basel, an exceptional platform for delivering fortified artist collaborations and products of artist integrity, and a true liaison of art, design, fashion, publishing, and beyond," she said. "This first edition of The Art Basel Shop reflects the diversity of products that speak to collectors and art lovers alike: rare, exclusive, surprising, the products hail from all corners of the world while being tailor-fit for the show's host city and presenting artists."

A weeklong series of on-site events will celebrate the opening of The Art Basel Shop. Throughout, guests will be treated to a variety of meet-and-greets with notable creatives, as well as a Q-and-A session with British visual artist David Shrigley.

The Art Basel Shop's curator brings experience working with luxury brands to the planning process, recently partnering with LVMH-owned department store Le Bon Marché Rive Gauche in Paris to celebrate all things literary ([see story](#)).

Tickets to Art Basel are [on sale](#) now.