Paris concept store Merci features pop-up streetwear showcase

By Tanissia Issad - January 25, 2018

Until 6th February, Parisian concept store Merci will showcase a pop-up streetwear section in addition to its eclectic range of fashion and lifestyle items. From ripped-up jeans to tagger-decorated bomber jackets, directional sneakers and bum bags, the selection is a marked break from Merci’s usual choice of selvedge jeans and Boho-style blouses featured on the store’s racks.

To create this temporary streetwear corner, Merci called on the WTB agency, founded by high-school students Ramzi, Jules and Constantin. The trio dipped into their pet labels, whether known to the general public or not, and unearthed items from the four corners of the world. D-Antidote from Korea, Parisian label N.D.G. Studio, Maybe...
unearthed items from the four corners of the world. D-Antidote from Korea, Parisian label N.D.G. Studio, Maybe Today from New York, and others. As many edgy, unisex brands as featured in Merci's jewellery section.

To deck out the store with appropriate colours, WTB asked French street artist La gueule du loup, who tagged the pop-up corner's walls and the Fiat car parked in Merci's courtyard. The collaboration with the young artist will extend to his customising a series of vintage garments for the occasion.

By featuring this ephemeral streetwear section, Merci is adding to its core target, addressing not just its local regulars but also a younger, more directional clientèle.

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