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FIRST LOOK: WITTMORE'S NEW L.A. POP-UP SHOP

By Jonathan Evans on May 29, 2013 [Follow @MrJonathanEvans](#) 4,589 followers

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Our friends over at men's-wear e-tailer **Wittmore** are making the move to brick-and-mortar this summer — if only for a limited time. The new West Coast pop-up shop, created in conjunction with Sam Ben-Avraham's **Liberty Fairs** trade show, will open its doors in West Hollywood at the end of this month and keep things going until July 15th. And we've got a first look inside.

The Wittmore collaboration the first in an ongoing rotation of partnerships at the space — dubbed "Concept 8366 1/2" for its address on West 3rd Street — which will showcase a new line-up of designers regularly. We've got to say, it's a strong start.

Brands ranging from Mark McNairy and Ian Velardi to Universal Works, Levi's Vintage Clothing, and Gant Rugger will all be on offer, as well as limited-edition picks from General Knot & Co., Victory Press, and more. Oh, and for the design-minded, there's also the fact that the interior is decked out in patterns by none other than the color experts at Pantone. Not bad.



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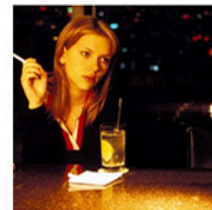
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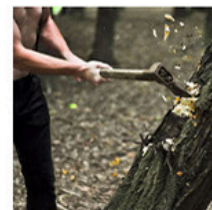
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Check out a few photos of the space — plus some of the limited-edition items on offer — below.



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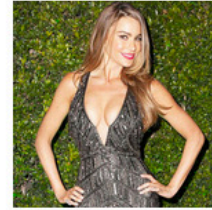


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