

Concept 8366 1/2 from WITTMORE

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You probably know online shop **WITTMORE** for its stocklist of wearable but unique pieces. A little of this for work...a little of that for the weekend. Nothing too crazy, nothing at all boring. Less than a year after its launch, it's grown exponentially and just a few weeks ago opened its first ever brick and mortar location—a 45 day pop up shop in West Hollywood, Los Angeles. Located at 8366 1/2 West 3rd Street in West Hollywood, the store is serving as a test location for WITTMORE which has the intention of opening a permanent location by year's end. What started out as a blank canvas white box with polished concrete floors, bay windows, and ample sunlight, has been temporarily transformed with clever use of modern patterns in collaboration with Pantone, the world-renown authority on color. Clothing and accessories are displayed on steel rolling racks with cast iron fittings and casters, and adjustable freestanding tables and shelves made from reclaimed wood and steel. The 1920's storefront, featuring an historic cast iron Art Deco pattern across the facade contrasts with the modern and clean **WITTMORE** aesthetic. The shop is being called **Concept 8366 1/2** and featured brands include Archival Clothing, Armor Lux, Cardigan, Etiquette Clothiers, Fred Perry Laurel Wreath, Gant Rugger, Gloverall, Hook +

Albert, Ian Velardi, Il Bussetto, Isaora, Levi's Vintage Clothing, Mark McNairy, Miansai, Mollusk, Norse Projects, Ollasul, Quality Peoples, Relwen, Sandqvist, Smathers & Branson, Splendid Mills, Stanley & Sons, Timo Weiland, Topo Designs, and Universal Works, with many exclusive and limited edition styles and colorways. Definitely worth a pop in... and don't forget your plastic.





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