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## THE GQ EYE

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ON JUNE 03, 2013 AT 8:30 AM

### Store Spotlight: Wittmore's West Coast Pop-Up

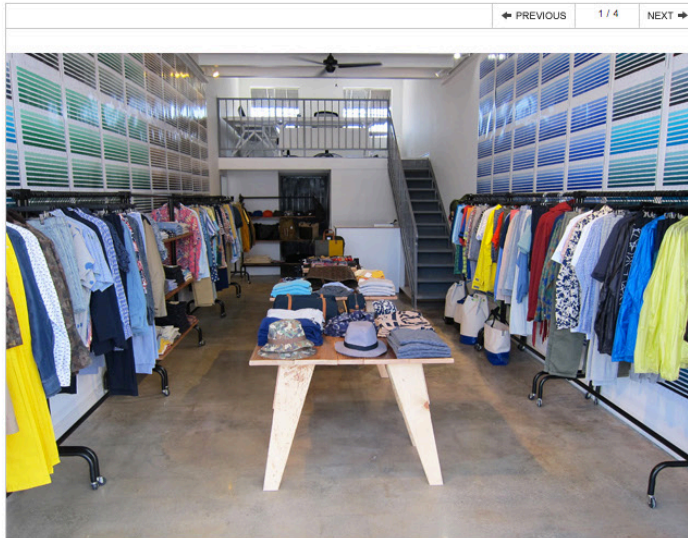
BY MATTHEW SEBRA



VIEW THE SLIDESHOW

Wittmore, a site that should be one of your go-to resources for menswear goods from America and beyond, is taking their inventory out of cyberspace and setting up shop in L.A. The 45-day pop up boutique, officially titled Concept 8366 1/2 presents Wittmore, stocks Wittmore's regular assortment of McNairy, Velardi, Norse Projects, among many covetable others, and is even upping the ante with exclusive, limited edition merch by a bunch of brands including Fred Perry Laurel Wreath Made in Japan and Sunpocket. The historic Art Deco storefront gives way to the store's minimalist interior, where clean lines and industrial racks are set against one sleek Pantone spectrum wallpaper we might steal for our own space. Founder Paul Witt decided on the West Coast brick and mortar store because of his site's loyal, local clientele, a group that may inspire more permanent Pacific Coast digs, something Witt's "seriously considering."

Concept 8366 1/2 presents Wittmore, is located at 8366 1/2 Third Street in sunny L.A. and for more, visit [shopwittmore.com](http://shopwittmore.com)



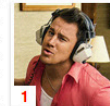
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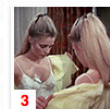
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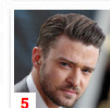
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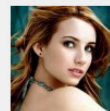


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