

BUSINESS NEWS



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LIBERTY FAIRS HOSTS BOAST AT ITS L.A. STORE

Liberty Fairs has unveiled its second brand partner, Boast, at its revolving concept retail space in Los Angeles. The irreverent golf brand with the maple leaf logo will remain in the pop-up space at the Concept 8366 ½ store (named for its address at 8366 ½ Third Street) until September 22.

"We are thrilled to be hosting Boast for the month of September," says Stephanie Seeley, who oversees the space. "Our goal at Liberty is to support our community in as many ways as possible. The space allows for brands to experiment with brick and mortar concepts while we bring fresh ideas each month to the consumers walking West Third Street."

Boast's concept director, Daniel Pepice, created special wall hangings and treatments for the shop.

The store, which Liberty opened in May to support its brands and retailers, will host Tortoise Jeans, Rising Sun, PF Flyers and New Balance in the coming months.

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