

All The Rage

MUSINGS ON THE CULTURE OF KEEPING UP APPEARANCES

The Motley to pop up on West 3rd Street through Feb. 16

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The interior of men's grooming e-tailer the Motley's first bricks-and-mortar shop, which will be open for business at 8366 1/2 W. 3rd St. in L.A. from Jan. 11 to Feb. 16. (The Motley)

By Adam Tschorn

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The Motley, a Silver Lake-based e-tailer of men's grooming products, is moving into bricks and mortar -- at least temporarily -- with a pop-up shop scheduled to occupy a West 3rd Street storefront Saturday through Feb. 16.

Launched in 2010 by siblings Matthew and Madison Ruggieri (with actor Darren Criss joining as an investor-partner in 2013), the Motley carved out a niche by not just serving up a curated collection of upscale potions, shaving creams and emollients for the well-heeled fellow, but also by dispensing advice, tips and tricks of the grooming trade.

We're told the pop-up space plans to offer both product and pointers; stocking the shelves with brands like Baxter of California, Billy Jealousy, Port Products, Jack Black, Imperial Barber, Ursa Major and Ernest Supplies, and having knowledgeable folks on hand to answer customer questions and offer advice.

[The Motley](#) is the latest in a series of serial pop-ups to be showcased in the space, which is dubbed Concept 8366 1/2 (after the street address) and is affiliated with the new [Liberty Fairs](#) trade shows in Las Vegas and New York City launched by Sam Ben-Avraham, the fellow who founded and later sold the popular Project trade show. (If the address seems vaguely familiar that's because it's the same storefront that was home to the [Boast USA pop-up](#) last fall.)

The Motley, 8366 1/2 West 3rd St., open Monday through Friday noon to 6 p.m. and Saturday and Sunday 11 a.m. to 6 p.m. through Feb. 16.