

**POP-UP SHOPS**

# NYC's Coco & Breezy, Sir New York Pop Up at Concept 8366 1/2

Friday, May 2, 2014, by Danielle Directo-Meston



Image via Coco & Breezy

It's a new month, which means it's time for another new tenant to hold court at cool pop-up shop **Concept 8366 & 1/2**. Starting tomorrow, two ultra cool labels hailing from NYC are teaming up and taking over the rotating retail space: women's apparel and accessories brand **Coco & Breezy** and menswear line **Sir New York**, both slated to inject **West 3rd Street** with a double dose of their edgy futuristic aesthetics until **May 29**.

Designed by insanely stylish identical twins Corianna and Brianna Dotson, C&B will be invading the 800-square-foot space with **latest** out-of-this-world eyewear (**\$125 to \$275**) and artsy **apparel and accessories** line (**\$9.95 to \$55**). In addition to debuting their underwater sea creature-inspired spring/summer 2014 collection, the Rihanna- and Lady Gaga-backed brand is also hooking up shoppers with a **10% discount** and exclusive art when they tag their Instagram snaps with the hashtag **#CocoAndBreezyLAPopUp**.

On the menswear front, **Sir New York's** bringing their **latest line** of edgy sportswear, a mix of "high-end couture, street wear, **athletics and goth.**" (We're listening.) Expect to find printastic graphic board shorts, tanks and tees (**\$120 to \$180**), exclusive-to-LA pieces and limited edition **hats** handmade by designer Auston Björkman himself.

Dig it all? The pop-up space is toasting their newest guests with a grand opening bash filled with bites, custom Hennessy cocktails and swag bags tomorrow night from **6pm to 9pm**.

*Coco & Breezy and Sir New York are Concept 8366 & 1/2 is open Monday through Sunday from 11am to 7pm.*

- [Sir New York \[Official Site\]](#)
- [Coco & Breezy \[Official Site\]](#)
- [Liberty Concept Space \[Official Site\]](#)
- [Coachella-Ready Vintage Pops Up at West 3rd's Concept Space \[Racked\]](#)
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- WEST 3RD STREET**
- COCO & BREEZY**
- CONCEPT 8366 1/2**
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- SIR NEW YORK**

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