

## POP-UP SHOPS

## LA's Tortoise Brings Wash-It-Your-Way Jeans to Concept Space

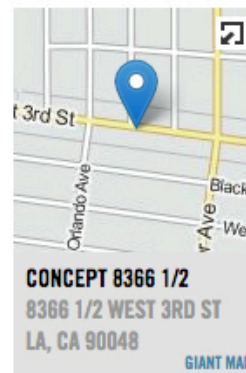
Wednesday, October 2, 2013, by Danielle Directo-Meston



Image via Tortoise

After hosting cool men's e-shop [Wittmore](#) in August and rule-breaking East Coast prepster brand [Boast](#) in September, Liberty Fairs looked to LA for **Concept 8366 1/2's** occupant for October. The latest to hold court in the revolving pop-up space is eco-conscious brand **Tortoise**, who'll be stocking the shop's shelves with their collection of **luxe men's jeans** until October 20th. (Sorry ladies, women's wares are launching next season.)

Transforming the store into a denim bar of sorts, the local line also offers shoppers a mix of made-to-order services, from customizing fits and designs to **choosing the aged look of their jeans** to mirror the wear of one year, three years, five years, 10 years, 20 years or 100 years. Plus, the label uses its very own wash house in LA to give every pair their patented, sustainable wash **technique** to "eliminate the use of harmful chemicals and recycle the already-minimal amount of water used in the process." We can totally get behind that.



BEVERLY GROVE

CONCEPT 8366 &amp; 1/2

CONCEPT 8366 1/2

LIBERTY FAIRS

NOW OPEN

POP-UP SHOPS

TORTOISE

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