

POP-UP SHOPS

Men's Shoe Brand The Greats Steps Into W 3rd Street's Pop-Up

Monday, November 3, 2014, by [Danielle Directo-Meston](#)



Image via [Liberty Fairs](#)

Liberty Fairs's **Concept 8366 & 1/2** space continues its menswear kick. Following MIT-bred [Ministry of Supply's](#) and Cali-based [Freenote's](#) stints at the revolving pop-up shop is cool New York footwear brand **The Greats**, which holds court on **West 3rd Street** through **November 30th**.

Founded in Brooklyn just over a year ago, the label offers **stylish, sports-inspired kicks** at non-baller price tags (**\$59 to \$159**). Expect to find The Greats's signature styles in an array of colors, like the Italian leather [Royale](#) sneaker, the [Wilson](#) canvas low-top, and the lightweight [Bab](#) trainer, plus a few limited edition designs.

The Greats at Concept 8366 & 1/2 is open Wednesday through Sunday from 12pm to 7pm.

- [The Greats \[Official Site\]](#)
- [Liberty Concept Space \[Official Site\]](#)
- [Ministry of Supply Menswear Pops Up Tomorrow \[Racked\]](#)
- [Cali Menswear Brand Freenote Pops Up in Liberty Fairs Space \[Racked\]](#)
- [This Is Ground's Luxe Travel Goods Pop Up on West 3rd Street \[Racked\]](#)

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