



Scene from Matiere's party at Concept 8366 1/2. Matiere co-founder Scot Shandalove pictured at right.

Matiere Pops at Concept 8366 1/2

by Andrew Asch | Monday, August 31, 2015

What a wild summer it has been for the **Matiere** label.

In July, it showed its Spring/Summer 2016 menswear collection at New York Fashion Week. Fast forward a couple of weeks, it won the Best of The Tents award at the **Tents at Project** trade show in Las Vegas. On Aug. 29, the Newport Beach, Calif.-headquartered label started its month long residency at **Concept 8366 1/2**, the Los Angeles retail space run by the **Liberty Fashion and Lifestyle Fairs** trade show.

Last Friday, the Matiere crew showed up at the Concept space located at Los Angeles' 8366 1/2 West 3rd St. to celebrate their label's Fall '15 looks. Also in the store's mix; two brands, **Graf & Lantz** and **Lucky Selectism**, which stocked some goods at the Matiere residency.

Scott Shandalove, a founder of Matiere, said that the brand might stock exclusives in the pop-up shop during the second week of their residency. Take a look at the Matiere party.



Table featured from Matiere residency at Concept 8366 1/2.



Jake Zeitlin, Matiere's creative director, with Henry Choi, a co-founder of the label.



Installation featuring Graf & Lantz bags at Matiere's shop at Concept 8366 1/2.



At the party from left, Manuel Jackson of The Gents Closet, Jared Ralys of Kenwerks and Leary Forteau of The Park showroom.