



FASHION

# Retail Happenings: Lorenzo Martone's pop-up shop wheels into L.A.; a Bally face-lift on Rodeo Drive



Lorenzo Martone and Eric Rutherford are launching a Martone Cycling Co. pop-up shop at 8366 1/2 W. 3rd St. in Los Angeles (Stephen Busken / Martone Cycling Co.)



By **Adam Tschorn** · Contact Reporter

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## **L**orenzo Martone cycles through a pop-up shop

A curated collection of bicycles, cycling accessories and fashion-forward athleisure wares has wheeled into Liberty Fairs' rotating pop-up shop on 3rd Street through April. The chap in charge of the curating is Lorenzo Martone, founder of New York-based Martone Cycling Co., a line of monochromed bikes that sell in the \$800 to \$1,700 range. In conjunction with the website Style of Sport, Martone has stocked the store with a handful of his stylish bikes showcased alongside selections from his favorite labels. The pop-up is set to include activewear and performance wear labels such as Alala, MPG Sport, Onzie, Tracksmith and Vuarnet. *Style Ride at Liberty Fairs, 8366 1/2 W. Third St.; Friday through April 30.*



The new Martone Cycling Co. pop-up shop, produced in conjunction with Liberty Fairs, will offer a myriad of athletic and "athleisure" brands such as Alala, MPG Sport, Onzie, Tracksmith and Vuarnet. (Stephen Busken / Martone Cycling Co.)