

RETAIL SPACE HELPS BRANDS COLLABORATE



RETAIL

We've written about [brand spaces](#), [pop-up stores](#) and [retail spaces for minipreneurs](#), but it wasn't until recently that we came across a retail space that borrows a bit of each concept in its quest to foster collaboration among brands. That, however, is just what [Urban Outfitters](#) has done with Space 15 Twenty, a new retail experiment launched earlier this month in Hollywood. Named for its address on Hollywood's Cahuenga Blvd., [Space 15 Twenty](#) is designed to create opportunities for Urban Outfitters to collaborate with other creative brands. Multiple stores make up the space in addition to Urban Outfitters' own, and they will host a rotating selection of complementary brands. Current tenants, for example, include streetwear vendor Alife, vintage-focused What Comes Around Goes Around, book purveyor Hennessey & Ingalls, Brooklyn designer Samantha Pleet and Philadelphia-based eatery Snack Bar. A courtyard leads from each store to an outdoor performance space and adjoining gallery, both of which will feature a rotating cast of local musicians and artists. The 11,000-square-foot Urban Outfitters store itself, meanwhile, will feature one-off installations by a new designer every few months. Part retail, part pop-up, part eatery, gallery, entertainment and gathering place, Space 15 Twenty promises to offer a multidimensional experience that's a far cry from the traditional mall and food court—and likely much more tempting to experience-seeking consumers. If you're in retail, this is one to watch! (Great set of pictures at [Kitsune Noir](#).) Spotted by: Chanelle Peyyk

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