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Marc Cain Hosted an Exclusive Pop-Up Store During New York Fashion Week



On February 7th, Marc Cain presented a special brand experience in Soho during New York Fashion Week. The evening featured a curated DJ set and an exclusive preview of Marc Cain's Fall/Winter 2025 collection.

Anyone stepping into the pop-up store in Soho was immediately captivated by the atmosphere. Silver-metallic walls, soft rosé hues, and stylish lounge furniture created a space where fashion truly came to life. The evening brought together a distinguished guest list, including top fashion insiders and influencers. Among the highlights were renowned fashion influencer Camila Coelho, dazzling in a sparkling sequin dress; supermodel Romee Strijd, exuding glamour in a bold red suit; and American TV personality Tayshia Adams, elegantly dressed in a sage-green leather coat with matching pants. On the next day, visitors had the opportunity to shop the current Spring/Summer 2025 collection.

"New York Fashion Week is the ultimate stage to introduce our latest designs to an audience that values innovation and quality. With this pop-up, we created a tailored and impressive experience that reflects the sophistication and exclusivity of Marc Cain," said Stephen Belfer, Managing Director of Marc Cain Canada & USA.

More than just a showcase for fashion, the event offered a fully immersive experience. Adding to the excitement, an innovative LED truck showcased the Fall/Winter 2025 collection as it traveled through the streets of Manhattan, drawing attention and creating a dynamic brand presence in the city.

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Medieninhalte



Supermodel Romee Strijd, Fashion influencer Camila Coelho and American TV personality Tayshia Adams attending the Marc Cain pop-up store during New York Fashion Week / More information via ots and www.presseportal.de/en/nr/104492 / The use of this image for editorial purposes is permitted and free of charge provided that all conditions of use are complied with. Publication must include image credits.

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