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FLASH FASHION

LIMITED EDITION EXPERIENCES PIGGYBACKS ON ART BASEL TO TURN DESIGN DISTRICT INTO STYLE MECCA

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First came Art Basel. Then Design Miami. Now comes the Limited Edition Experiences, which brings a posh lineup of fashion houses to the Design District.

For the first time, almost a dozen labels and stores have opened pop-ups — temporary spaces offering limited-edition merchandise — that will transform the 18-block neighborhood into a fashion destination for the discerning fair crowds.

Also, Gucci will launch the second installment of ICON—TEMPORARY, a flash sneaker store tour showcasing a collection of tennis shoes, including a pair designed just for Miami.

Unlike Art Basel and Design Miami, which runs for a couple of days, Limited Edition stretches through the holidays, and in some cases, into the spring.

“We had a number of new fashion stores that had moved into the Design District and we wanted to bring other important fashion brands in to create a limited-edition retail experience,” says Craig Robins, a Miami developer who backs Design Miami. “We want to create an interesting place to see fashion, art and design together. With Art Basel and Design Miami established, fashion was a natural next step.”

Limited Edition includes cultural programming, public lectures, freestanding stores and the F-Factory, where several brands have installed hip pop-up boutiques in the historic Moore Building on Northeast Second Avenue, the home of Design Miami for the fair’s first three years.

Among the participating designers: Proenza Schouler, Duncan Quinn, Christian Dior Homme, Pharrell William’s Billionaire Boys Club and toy purveyor Neon Monster. Permanent Design District retailers participating include Marni, Tomas Maier, Y3, En Avance and Christian Louboutin, which opened Friday. Several design showrooms are also presenting special exhibitions.

At the F-Factory, open until Christmas, shoppers can browse through Duncan Quinn’s “townhouse” showcasing his ready-to-wear collection and a croquet course. Fendi, the factory’s anchor retailer, is debuting its exclusive needlepoint stitch kit. Miami native Katherine Fleming displays a python clutch, reimagined by 16 artists. Christopher Ross brings 24K gold-dipped sculpted animal belt buckles that range from \$500 to \$1,200.

“Our collection overlaps art, fashion and jewelry, so it makes sense for us to come,” says Karin Weidema, label spokeswoman. “With Art Basel and Design Miami [running concurrently], we will have wonderful exposure.”

Gucci makes its two-week stop in the Design District, part of a four-city tour, before jetting to London and Tokyo next year. The store at 180 NE 40th St. — easy to spot with the brand’s iconic red and green bands wrapping the perimeter — will unveil the Gucci Ronson sneaker, a \$540 ode to Miami.

Designed by Gucci creative director Frida Giannini and DJ/music producer Mark Ronson, the blue Miami shoe will be showcased along with an 18-shoe limited edition collection.

“I spent many, many years as an avid sneaker collector, so I wanted to make sure these Gucci shoes were truly special, both from an aesthetic point of view and a collectable one,” Ronson says.

For her store set in The Atrium at 4141 NE Second Ave., designer Cynthia Rowley envisioned a idyllic countryside garden where the indoors and outdoors are indistinguishable.

“We were looking for a thoughtful, artful way to tell our story,” says Rowley, who attends Art Basel Miami Beach regularly with her husband, a New York gallery owner. “Essentially, our idea is a charming afternoon with a hill, maybe swings and box lunches.”

And a tricked-out 14-foot, former DHL truck with a fitting room, lights, music, mirrors and merchandise including a \$120 silk-screened picnic blanket.

“The event is an interesting exchange between art and culture,” Rowley says. “Every day, the lines become more blurred. This event gives us a chance to put a toe into the art world.”



IN THE DISTRICT: The Duncan Quinn 'townhouse' simulates a men's salon for shirts and suits. It's set up as part of the Limited Edition Experiences.



ROAD SHOW: Designer Cynthia Rowley's tricked-out 14-foot delivery truck has a fitting room, lights, music, mirrors and merchandise.