

MATCHES FASHION.COM

DISCOVER 5 CARLOS PLACE: THE NEW MATCHESFASHION.COM SPACE COMBINING RETAIL, CULTURE, CONTENT AND COMMUNITY

Opening Tuesday 4th September, 5 Carlos Place a 7,000 square foot, five-storey Mayfair townhouse combines a totally new retail experience, cultural and lifestyle event programme and creative broadcasting hub in one physical permanent residence. The space features a calendar of events which customers can attend in person or through live streaming and podcasts anytime and from anywhere in the world via a new dedicated hub on MATCHESFASHION.COM called *What's On*.

Ulric Jerome, CEO, MATCHESFASHION.COM, said:

- “Our mission is to create the most personal luxury shopping experience in the world, so we wanted an environment where we could initiate conversations with our customers and create a global sense of community enabled through the power of technology. Our vision of retail offers inclusive events that customers can sign up to attend or watch through live-streaming and discover content generated to inspire them. The events at 5 Carlos Place cover all elements of luxury and culture. It’s exciting that this space will be used to create experiences that will resonate with all our customers, wherever they are globally.”

A new concept in luxury, the five-story 5 Carlos Place is both a physical location and global digital destination with an inclusive and exclusive approach – inclusive events which customers can sign up to attend and exclusive content to inspire them. The space is completely flexible and can be re-imagined for each installation or event. 5 Carlos Place comprises two floors of retail space including a courtyard garden, two floors of private shopping suites, an attic featuring an open kitchen with chef’s table, and a broadcasting hub which will amplify events globally. The townhouse has been sympathetically restored and renovated by renowned architectural practice P Joseph.

Technology focuses on community and convenience and will be used to connect customers around the world with 5 Carlos Place through live streaming, podcasts and access to a dynamic schedule. On site *What's On* offers the opportunity to RSVP to events and will feature all content generated around the events. Customers wishing to have a private shopping consultation can use mobile technology to be able to access the full product range– all delivered within 90 minutes to 5 Carlos Place.

The 5 Carlos Place broadcasting hub will stream content from all floors so that any of MATCHESFASHION.COM’s 100 million visitors can join online or via mobile – a global approach with local events. The event programme will run 365 days a year with over 43 events scheduled for launch months September and October. Highlights include: photographer Mario Sorrenti signing copies of *Kate* – private and unseen images of Kate Moss; a unique installation and exclusive collection from Prada, an acoustic gig by Theresa Wayman from Warpaint, a supper club with Australian chef Skye Gyngell, an exclusive first look at 20th Century furniture auction pieces from *Phillips Auction House* and a special collaboration from Grace Wales Bonner combining music, movement and art. The physical is supported with digital content creation including a podcast series – *The Collectors House* – with creative pioneers including artist Katharina Grosse, designers Richard Quinn, Molly Goddard and Luella Bartley and via a number of video franchises allowing online visitors the opportunity to discover and participate.

For the full schedule of events including details of how to RSVP please visit:

<https://www.matchesfashion.com/5carlosplace>

For further information about the 5, Carlos Place events program, architect and collaborators, broadcasting house and designers please contact:

Jess Christie

MATCHESFASHION.COM

+44 (0)20 7819 7956

Victoria Palmer-Moore / Sofie Brewis

Powerscourt

+44 (0)20 7250 1446

ABOUT US:

MATCHESFASHION.COM started with a single shop in Wimbledon 30 years ago and has grown into one of the biggest global destinations in online luxury for men and women, with a modern edit of over 450 established and new generation designers, delivering to over 176 countries. We are famous for our fashion point of view, with a forward-looking focus on innovation and emerging talent. Our aspiration is to be the most personal luxury shopping site in the world. We offer 24/7 advice through our fashion-concierge team MyStylist, as well as at our London stores which will soon be joined by a new retail experience, event space and broadcasting hub at 5 Carlos Place in Mayfair.