

APPAREL AND ACCESSORIES

Balmain launches shopping experience on Shelter Island

August 1, 2024



The activation debuted in mid-July with a private launch event. Image courtesy of Balmain/Natalie Molnar Photography

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

French fashion label **Balmain** is hosting a pop-up at **The Pridwin Hotel & Cottages**, a four-star boutique stay based in a quiet Hamptons town of growing popularity.

The brand is taking to Shelter Island, New York, with an interactive summer presentation. The Balmain Boutique pop-up, open through Aug. 15, will give shoppers access to exclusive fashion events and styling sessions, promising “a one-of-a-kind fusion of fashion and luxury.”

High life

The pop-up was created in collaboration with Cameron Silver, an American stylist and founder of Los Angeles-based retailer Decades Inc.

Together, Balmain and Mr. Silver are offering locals a curated selection of Balmain’s latest collections at The Pridwin Hotel & Cottages. The monthlong residency stocks everything from resortwear to pre-fall pieces.



Items from Balmain's high summer and pre-fall collections stock the boutique. Image courtesy of Balmain/Natalie Molnar Photography

"I am excited to return for my fourth summer in a row curating a unique luxury resort ephemeral boutique in the Hamptons," said Mr. Silver, in a statement.

"We will present a multi-sensory shopping experience, featuring the high Summer collection from Balmain, vintage from Decades and an exclusive selection of international fine jewelry designers to the Pridwin, one of the finest properties in the Hamptons."

The pop-up at The Pridwin Hotel & Cottages is the latest in a series of resort takeovers this summer, with the maison staging its initial pre-fall showcase at the One&Only Aesthesis in Athens, Greece ([see story](#)).

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