

## Margaux opens LA pop-up

By [Cassidy Mantor](#) - July 18, 2017

New York-based footwear brand Margaux celebrated a recent dive into the LA market with a pop-up shop in collaboration with The Line.



*Instagram @margauxny*

The brand popped up in West Hollywood at The Apartment by the Line. The pop-up shop on Melrose ran July 7 through July 15.

The space was designed to feel like a home. The Line's assortment created a consumer journey of different categories showcased in different rooms such as

fashion, home, beauty and art.

The Margaux pop-up offered customers the experience of getting custom measured and fitted for pairs of shoes handmade to order. Customers also had a chance to pre-purchase a shoe Margaux designed exclusively for The Line.

Margaux's key value proposition is that it offers its consumers the opportunity to purchase luxury products at reasonable prices through a tightly managed direct-to-consumer distribution model.

The brand explains, "By selling exclusively online, through our flagship studio, and in our seasonal pop-up stores, we can provide a custom experience at an unprecedentedly attainable price."

Margaux shoes hit price points ranging from approximately \$150 to \$300 with custom fit options available.

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