

Sunglass Hut pops up at Melrose Arch and V&A

Sunglass Hut will launch its designer pop-up retail concept on 22 November 2012 in Melrose Arch Johannesburg and on 29 November 2012 at The Quayside at the V&A Waterfront from 10am. Guests will get a first look at trends and fashion from brands such as Ray-Ban, Prada, Persol, Dolce & Gabbana, Versace, Bvlgari, Burberry and Persol.



In keeping with the brands holiday campaign, featuring global brand ambassador Georgia May Jagger themed 'Out Of the Box', the events will unwrap luxury to selected guests who will be able to purchase exclusive styles including the Dolce & Gabbana Sicilian Baroque Collection, which will not be generally available until February 2013.

A media centre will be available for all friends of the brand, reporters and bloggers to broadcast activities straight from the event. In addition, customers will have the chance to win tickets to the exclusive 'Out of the Box' summer parties by joining the brand's Inner Circle.

The pop-up retail concept will be open to the public in each location for two days, after the official opening.

For more information, go to www.innercirclesunglasshut.co.za.

For more, visit: <https://www.bizcommunity.com>