



## ***i-D AND DOVER STREET MARKET PARTNER TO LAUNCH A SERIES OF IN-STORE POP UPS IN CELEBRATION OF i-D'S 40TH ANNIVERSARY***

*The i-D x Dover Street Market pop ups will run throughout November at Dover Street Market stores in New York, Los Angeles and Tokyo*

*Featuring a limited edition i-D capsule collection made in collaboration with **Stüssy, Awake NY, Comme des Garçons, IDEA, Aries** and more*

*Find out more on [i-D.co](http://i-D.co) and on [shop.doverstreetmarket.com](http://shop.doverstreetmarket.com)*



**(LONDON, UK - 10th, NOVEMBER, 2020)** - Today, global fashion publisher **i-D** and **Dover Street Market** announce the launch of a series of special in-store pop ups in honour of i-D's 40th anniversary. The pop ups will feature a limited edition capsule collection, created in collaboration with some of i-D's favourite brands and designers and will run throughout November in Dover Street Market stores in Los Angeles, New York and Tokyo and online at at DSMNY, DSML and DSMG E-SHOPS and and [i-D's webstore](#).

For the capsule collection, i-D has handpicked some of its favourite long-time collaborators to design pieces to help celebrate its birthday. The likes of **Aries, Awake NY, Cactus Plant Flea Market, Comme des Garçons, Futura 2000, Ghetto Gastro, IDEA, Juergen Teller, Kar L'Art de L'Automobile, Liz Johnson Artur** and **Stüssy** have designed a 20 piece collection ranging from T-shirts to hoodies, hats, a spice blend, wallet, and a zine.

The collection features some throwbacks to defining moments from i-D's history, including a Stüssy tee immortalising Goldie's iconic i-D cover from 1996 and a limited edition Comme des Garçons zine featuring seminal Comme des Garçons spreads from i-D's 40 year archive.



[See the collection here](#)

*"It's such an honour to bring together our community, friends and family to celebrate i-D's 40-year legacy. We're so grateful to Dover Street Market for their continuous support and to Aries, Awake NY, Cactus Plant Flea Market, Comme des Garçons, Futura 2000, Ghetto Gastro, IDEA, Juergen Teller, Kar L'Art de L'Automobile, Liz Johnson Artur and Stüssy for the incredible collaborations. We hope you enjoy!"* said **i-D's Editor-in-Chief and Creative Director Alastair McKimm.**

*"We've had the great privilege of collaborating with i-D since its inception, and what better way to commemorate this historic occasion than by bringing its spirit into our shops with such a dynamic space and products done in collaboration with so many wonderful artists, brands and designers within our communities. We are grateful to Alastair and his team for their support and friendship all of these years and to finally share what they've created with Dover Street Market clients around the world!"* said **James Gilchrist, Vice President of Comme des Garçons North America & Dover Street Market North America.**

The i-D x Dover Street Market pop ups will launch in stores in Los Angeles and New York from 10th November and in Tokyo from 13th November.

Launched in 1980 By Founder Terry Jones, i-D has since grown from a hand-stapled zine with DIY roots into a leading source for fashion inspiration, capturing the spirit, the rebelliousness, the style and the signature winks of some of the greatest names in culture over the past 40 years. In celebration of its milestone birthday, i-D has additionally released a special edition of the magazine, featuring seven cover stars, as well as a limited edition hardback version of the magazine available in stores worldwide.

## **Notes to Editors:**

### **Dover Street Market, Los Angeles**

608 Imperial St, Los Angeles, CA 90021, United States

Pop up will run in store starting 10<sup>th</sup> November 2020

<https://losangeles.doverstreetmarket.com/>

### **Dover Street Market, New York**

160 Lexington Ave, New York, NY 10016, United States

Pop up will run in store starting 10<sup>th</sup> November 2020

<https://newyork.doverstreetmarket.com/>

### **Dover Street Market, Tokyo**

6 Chome-9-5 Ginza, Chuo City, Tokyo 104-0061, Japan

Pop up will run in store starting 13<sup>th</sup> November 2020

<https://ginza.doverstreetmarket.com/>

### **Dover Street Market, London**

18-22 Haymarket, West End, London SW1Y 4DG

Pop up to run in December 2020

<https://london.doverstreetmarket.com/>

## **ABOUT i-D**

Over 40 years, i-D has carved its position as the premier source for fashion inspiration, and in 2012, joined the VICE Media family to expand VICE's reach into digital fashion content. i-D has come a long way since its beginnings as a hand-stapled magazine and has developed into a leading video-driven platform, documenting fashion, music and



contemporary culture from around the globe. i-D reaches an ambitious and creative audience, offering access to the most inspiring names in fashion and exploring everything from high-end couture to underground style scenes.

#### **ABOUT VICE MEDIA GROUP**

[VICE Media Group](#) is the world's largest independent youth media company. Launched in 1994, VICE has offices in 35 cities across the globe with a focus on five key businesses: VICE.com, an award-winning international network of digital content; VICE STUDIOS, a feature film and television production studio; VICE TV, an Emmy-winning international television network; a Peabody award-winning NEWS division with the most Emmy-awarded nightly news broadcast; and VIRTUE, a global, full-service creative agency with 25 offices around the world. VICE Media Group's portfolio includes [Refinery29](#), the leading global media and entertainment company focused on women; [PULSE Films](#), a London-based next-generation production studio with outposts in Los Angeles, New York, Paris and Berlin; [i-D](#), a global digital and bimonthly magazine defining fashion and contemporary culture; and [Garage](#), a digital platform and biannual publication converging the worlds of art and design.

#### **ABOUT Dover Street Market:**

Conceived by Rei Kawakubo of Comme des Garçons, the original Dover Street Market was first opened in London in September 2004. There is now a total of seven Dover Street Market stores internationally: Tokyo, New York, Singapore, Beijing, Los Angeles and, most recently, Paris. Kawakubo's aim was to create a space that stocked Comme des Garçons alongside other brands and designers, displaying clothes in a way that wasn't normally seen in conventional department stores.

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