

Fred Segal

CAFÉ ACTIVATION



THE CULTURE OF FRED SEGAL

SINCE 1961, FRED SEGAL HAS BEEN A
UNIQUE AND STORIED GATHERING
PLACE FOR ARTISTS, MUSICIANS,
DESIGNERS AND TASTEMAKERS.

Known as the birthplace of LA denim—and
host to the liberating mix of contemporary
fashion that followed. Fred Segal
continues to define the cusp of fashion
revolution by curating the best of
Southern California laid-back luxury. Fred
Segal is the shopping destination for those
who live uniquely, love freely and listen to
their own fashion heart.



LA'S MOST ICONIC
SHOPPING
DESTINATION WITH A
HIGHLY CURATED
POINT OF VIEW
ON:

FASHION

BEAUTY

GIFT LIFESTYLE

FOOD

POP CULTURE

THE FLAGSHIP ON SUNSET

Fred Segal expands an entire city block on Sunset Blvd and La Cienega Blvd. An over 40,000 square foot experience.

A full lifestyle thoroughfare anchored by our Global Flagship as well as key tenants deemed “At Fred Segal;” including Tesse Restaurant, Rumble Boxing, AKA Luxury Living, and KITH.

250,000 daily organic impressions including celebrities, stylists, tastemakers, influencers, locals and tourists.





CAFÉ TAKEOVER

- Approx. 1,250+ square feet of space
- Approx. 400+ square feet of storage
- Over 1,000 square feet of outdoor seating (not included in rent fee)
- Beer & Wine CUP (Type 41)
- Potential to curate a specialty menu to include coffee, juices, etc.
- Opportunity to host a pop-up or permanent restaurant takeover at Fred Segal's Sunset café
- Ability to activate outside of store hours from 11am-7pm



MARKETING SUPPORT

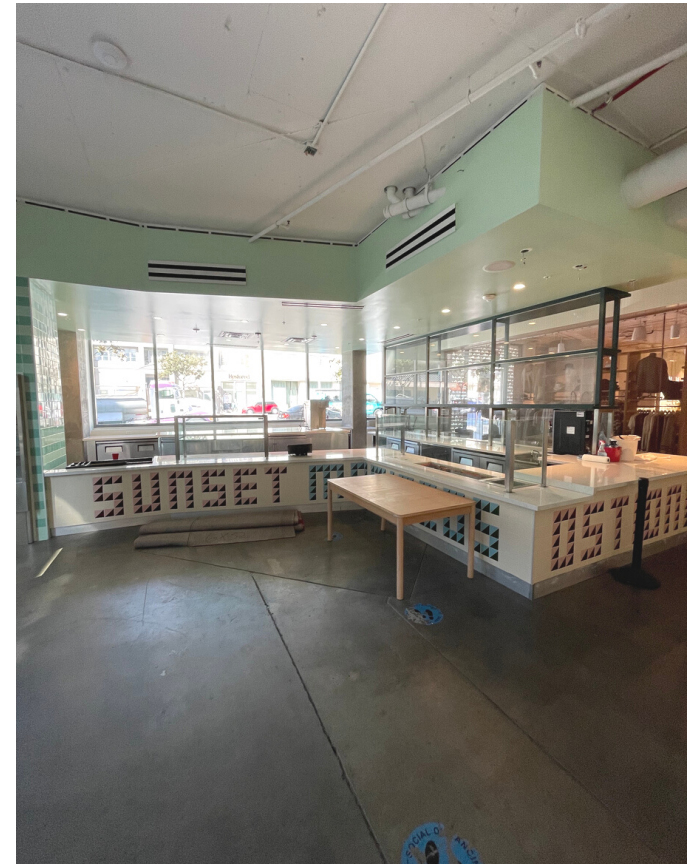
UNIQUE PR, SOCIAL MEDIA, & DIGITAL OPPORTUNITIES

- Access to Sunset store events, celebrity appearances
- Cross-promotional support from Fred Segal's PR agency and social media team; averages over 5B+ monthly media impressions of major press announcements and key press coverage
- Opportunity to be featured on Fred Segal's digital billboard experience on the Sunset Strip



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Photos

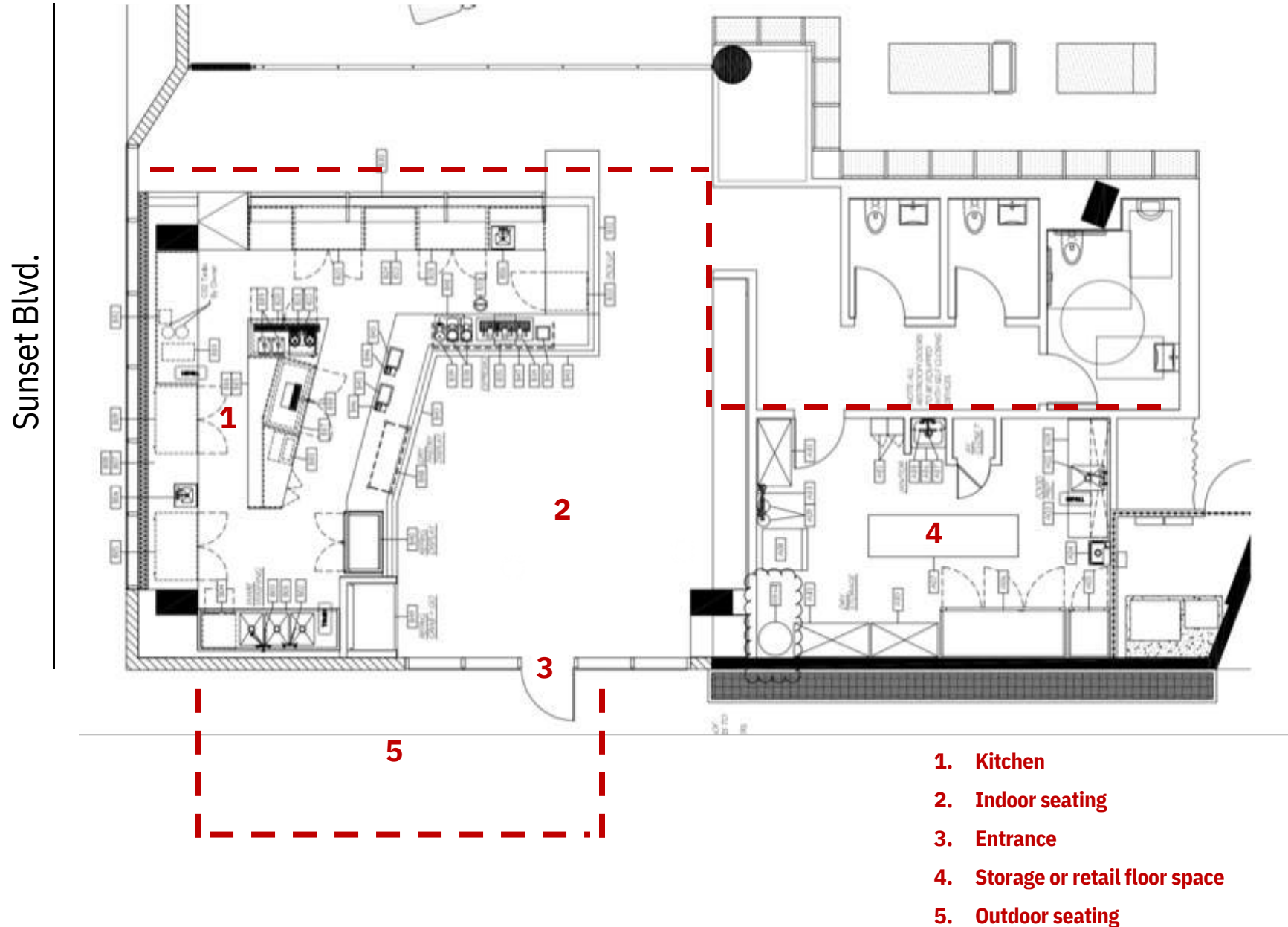


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RENDERINGS (slightly modified)

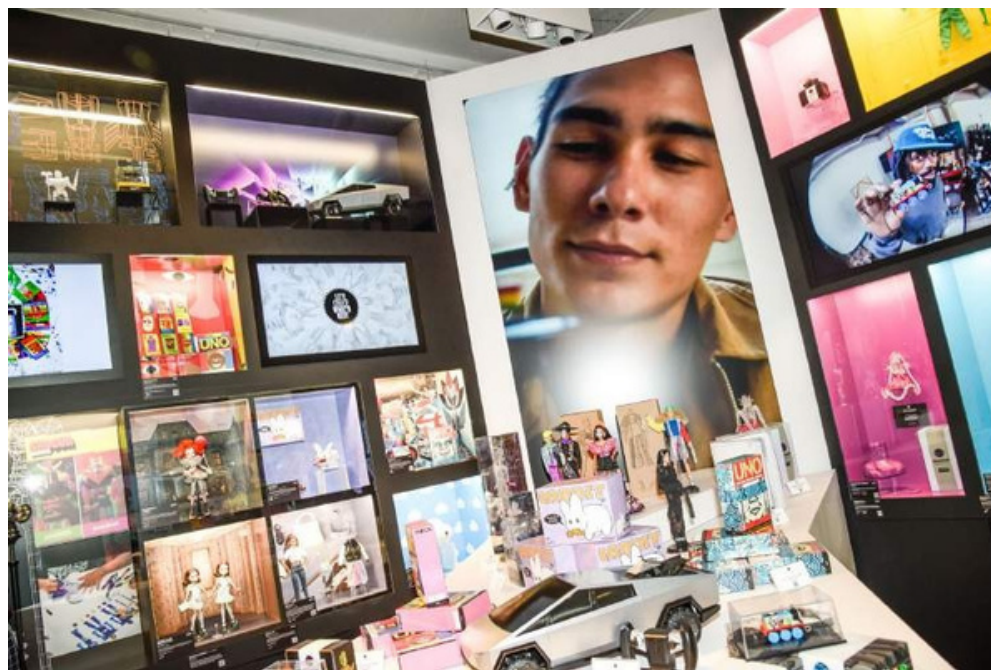


FLOORPLANS



AERIAL OVERVIEW





POP. CULTURE. CLOTHES.

Fred Segal Sunset is a brand space and platform with a Media activation center that allows for unique experiential opportunities, collaborating with forward-thinking fashion, film, music, and lifestyle brands.

Located at Sunset and La Cienega, the epicenter of Hollywood and pop culture, we continue to provide unparalleled access to the LA culture and partner with like-minded brands to create meaningful collaborations that ignite intercultural dialogue.



URBANLIME
R E A L E S T A T E

THANK YOU

**For more information,
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