

CATEGORIES: media, public relations, promotion

OVERVIEW: HPDPR to provide marketing, promotion, and public relations for Downtown San Francisco luxury pop-up shop.

STYLE & GRACE

Everyday Chic



POSH POP-UP

Accessory designer MZ Wallace opens a San Francisco pop-up spot catering to modern, active women.

MZ Wallace, the New York-based lifestyle accessories brand, opened its first pop-up store in downtown San Francisco's Union Square last month, adding its dynamic imprint to this shopping haven. The chic art gallery-like pop-up space on Geary Street will be the setting for the July 13 benefit for the Raphael House with a percentage of the evening's proceeds supporting the nonprofit's work with the homeless. Shoppers are able to experience the company's full line of handbags, including seasonal collections. While MZ Wallace specializes in well-crafted, stain-resistant handbags and totes, the new retail outlet also carries small accessories like charms, luggage tags, and wallets.

Monica Zwirner and Lucy Wallace Eustice, both native New Yorkers, started MZ Wallace in New York City in 1999 to feed the city's need for a practical bag or tote to suit a busy woman's lifestyle without sacrificing fashion. Named Best Handbag of the Year by *New York Magazine* in 2009, MZ Wallace's accessory line is designed to complement the active woman through her day from yoga to the office to a night on the town, if needed, whether via bike or Uber.

Both founders were long-term career women in the fashion industry before deciding to partner and create their own label. Eustice worked in various design positions



with companies and publications like Manolo Blahnik, *Mirabella*, and *Harper's Bazaar*, to name a few, while Zwirner's career led to stints with Clinique, Lancome, H&M, and Gucci.

"Collectively, I think our fashion backgrounds helped prepare us for the many ups and downs of starting and running your own company," Eustice reflects. "We had known each other from my days at Manolo Blahnik, but it was when we met serendipitously at the Union Square Farmer's Market here in New York City that it all began."

MZ Wallace was born in the height of logo mania. The duo believed there was a gap in the accessory market that could be filled by a bag that was functional without compromising style. The savvy co-founders remain true to their original philosophy, believing that great design never goes out of style.

Sales numbers proved that San Francisco represented the second largest number of customers outside of NYC, and thus prompted the idea for the pop-up store in San Francisco. "We try to design bags for the modern active woman and I feel that San Francisco is the kind of city our bags are meant to live in," Zwirner added.

Every bag is crafted with the smallest of details in mind that any city woman would appreciate, down to an exterior pocket for a metro card and a separate compartment for a cell phone. Each season the women toy with new and essential styles, keeping in mind what priorities their women customers have in their lives and tailoring their bags to better suit them.

The MZ Wallace pop-up store is open until December 2016 at 103 Geary Street in San Francisco. ♦ —HANNAH GROSSMAN

Hudson Valley Lighting's Fenwater ceiling fixture with smoky glass. www.hudsonvalleylighting.com



Troy Lighting's "Epic" diamond pendant light. www.troy-lighting.com



Christopher Guy "Coco" chair. www.christopherguy.com

NOIR NOW

Black's softer side is on trend. Pair with metallic, curved lines, soft hues, and delicate construction for maximum effect.



Vera Wang
Fall Runway 2016



Christopher Guy "Nero" marquina marble-topped tables. www.christopherguy.com



Jonathan Adler's "Thebes" leather stool (\$795). www.jonathanadler.com



MZ Wallace's quilted leather "Metro" tote (\$475). www.mzwallace.com



RED | BAY CARPET | AREA

MZ Wallace Pops Up in SF



MZ Wallace Bedford Hobo in Army MZ Wallace 103 Geary Street San Francisco CA 94108 Phone: (6



Designers Monica Zwirner and Lucy Wall...



Black Bedford Abbev

MZ Wallace of New York, makers of bags designed to fit whatever your day will hold, chose San Francisco's Union Square neighborhood for its west coast premiere and first ever pop-up boutique. Look for the white neon sign at 103 Geary Street, near Grant. The 800 square foot space is designed with an art gallery in mind, using the same white textured palette as its recently updated flagship store in New York. **Monica Zwirner**, the MZ in MZ Wallace, led the design of the airy space. "We believe nothing beats the touch and feel of an in-store shopping experience," says co-founder and designer **Lucy Wallace Eustice**. "Every day in each of our two New York stores we serve clients who are visiting from other cities. We launched where we know we have a loyal following. The time is right for MZ Wallace in San Francisco."

Plan to meet MZ Wallace co-founders Monica Zwirner and Lucy Wallace Eustice over cocktails at the San Francisco shop on July 13th. **Judy Davies** and **Ralph Payton** of Raphael House will join them for the evening celebration and exclusive shopping event in which 10 percent of all sales will benefit Raphael House. The event is free, but you must RSVP: rsvp@mzwallace.com.

Scenes from MZ Wallace in San Francisco:





Photos by Rianna Caparaz for Agency Moanalani Jeffrey

The MZ Wallace Pop-up shop is open now through December 31st. Ten percent of all sales between now and July 13th will benefit Raphael House.

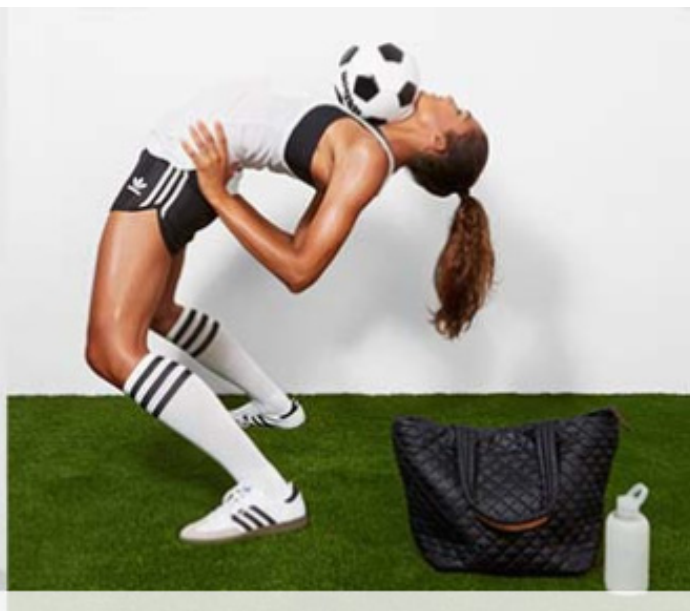
MZ Wallace
SAN FRANCISCO
103 Geary Street
San Francisco, CA 94108
1 (628) 444-3440

Monday – Saturday: 10am – 7pm (PT)

Sunday: 11am – 6pm (PT)

MZ Wallace first opened on Crosby Street in New York City in 2000. Designers Monica Zwirner and Lucy Wallace Eustice aimed their talents at distinctive accessories for women who lead dynamic lives. In 2007, they developed their signature classic Bedford nylon – a coated fabric that is lightweight, durable, water and stain resistant. The Bedford nylon collection established the MZ Wallace as the go-to brand for active women. MZ Wallace accessories offer sophisticated style through seasonal colors, prints, shapes and functional luxury. Monica and Lucy remain true to their original philosophy — great design never goes out of style.

About Raphael House in San Francisco: Raphael House helps at-risk families achieve stable housing and financial independence while strengthening family bonds and personal dignity. Since 1971, Raphael House has provided homeless and low-income families personalized family-centered solutions that help them build brighter futures. Raphael House is a 100 percent privately funded and community-supported. Its success rate is unmatched — more than 85 percent of all Raphael House families go on to achieve long-term housing and financial stability.



M7 Wallace Quilted Oxford Collection