

CATEGORIES: media, public relations, promotion

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

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POP-UPS • Union Square

Shop Designer Maria Pinto's Pop-Up (FLOTUS and Oprah Are Fans)



For a week starting tomorrow, you can get your hands on (and bodies into) modern, minimalist pieces from M2057 by Maria Pinto, the new-ish label by the much-loved Chicago designer. The pop-up shop lives inside the Digital Garage (717 Market Street).

You may or may not have heard of Maria Pinto, but you've certainly seen her work, which has graced the bodies of many a powerful woman: Michelle Obama, Oprah (yes, Winfrey), Brooke Shields and *Empire's* Rhonda and Anika, among them.



Chic, versatile, structural and made from premium Italian fabrics, M2057 is spot on for the woman who want to get dressed (once) and go wherever the day takes her. Both the Pre-Spring and Spring collections, inspired by 1920s

icons like Ella and Zelda Fitzgerald, and Greta Garbo, will be available to shop. Think crisp shirts, midi skirts, floaty dresses, wrap tunics, slim pants, and sleek jackets. Everything is super wearable, and all the pieces mix easily with your own wardrobe.

"M2057 has a very architectural energy—it's where the industrial meets the elegant," says Maria Pinto, who closed her namesake designer label six years ago.

In 2013 with about \$270,000 seed money from her Kickstarter campaign, Pinto got back into the game with [M2057](#). FYI, 2057 is the year the designer turns 100. (OMG, anyone else lady crushing?) Last year, she opened her first brick-and-mortar in the Windy City. As for the brand's newest milestone? It takes place tomorrow, when Pinto cuts the ribbon on her first pop-up ever.

Let's be perfectly clear: This is no ordinary pop-up. The week-long shop, open through Tuesday, March 1st, features an array of events including parties and opportunities to hear the designer interviewed. You can also schedule a personal styling session with Pinto herself. ([Get more details.](#))

We're keeping our fingers (and toes) crossed for an Oprah or Mrs. O sighting.

Pop-up hours: 11am to 7pm, February 23rd to March 1st.