



## Orlebar Brown to Open Pop-up Shop in Bal Harbour

By [Aria Hughes](#)  
October 23, 2015

Orlebar Brown men's swim shorts from Cruise 2015.

---

**HAVING A BALL:** Orlebar brand is planting its flag in Bal Harbour.

The swimwear label, which was founded by Adam Brown in 2007, will open a pop-up store at Bal Harbour Shops on Oct. 24. It will operate through February.

The 1,800-square-foot store will be stocked with the men's, women's, and kids' cruise collection. The interior features large-scale photographic prints, an Orlebar Brown signature, high-gloss corrugated metal panels and touches of red.

This pop-up shop is a full-circle moment for Brown who fondly remembers testing his first samples in South Beach.

"I remember visiting Bal Harbour Shops and hoping we might one day be in there," said Brown.

The brand currently has five stores in the U.K. along with a seasonal store in the Hamptons, and units in Belgium, Cannes and St. Tropez.

