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New Era in Upscale Shopping: Bal Harbour Shops' Access Pop-Up Arrives in Raleigh, North Carolina

👤 [Sabrina Boasman \(https://letagemagazine.com/author/saabella/\)](https://letagemagazine.com/author/saabella/) 📅 December 1, 2023



📷 Photo credit: Marcelo Salas

Bal Harbour Shops, a frontrunner in high-end retail, has recently launched its inaugural Access Pop-Up experience in the **North Hills** neighborhood of **Raleigh, North Carolina**, aligning perfectly with the holiday season. Officially opened on November 21st at 11:00 a.m. ET, this event is a significant milestone in the evolution of luxury shopping, featuring prestigious brands such as **Balmain**, **Frette**, **Tiffany & Co.**, **James Perse**, **Scanlan Theodore**, **Santa Maria Novella**, **Bonpoint**, **Assouline**, and **Addict**.

This pioneering venture marks the first time **Bal Harbour Shops** has expanded its luxury retail experience beyond its **Miami**-area location. Designed to bring the unique mix of luxury, fashion, and dining that Bal Harbour Shops is celebrated for to a larger audience, this pop-up is the first stop in a highly anticipated multi-city shopping and dining activation.

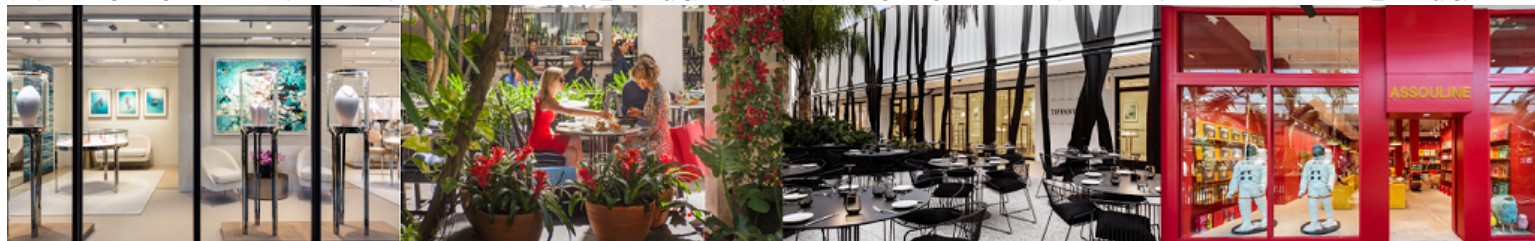
The concept of pop-up shops as a transformative retail strategy is not new, as evidenced by recent launches by **Burberry** in New York City, Chanel's Brooklyn activation, and other renowned brands like **Vetements**, **Prada**, **Gucci**, and **Dolce & Gabbana**. These initiatives demonstrate the effectiveness of pop-ups in expanding a brand's reach beyond traditional shopping centers and into more dynamic, experiential spaces.

Matthew Whitman Lazenby, President and CEO of **Whitman Family Development** and fourth-generation owner, highlights the significance of this expansion: *“We’re excited about bringing the ‘tropical’ luxury shopping and dining experience for which we are known the world over outside of Bal Harbour for the first time in our nearly 60-year history. This roving Pop-up introduces a new and innovative solution, blending high-touch personal service with high-tech logistics to deliver our distinctive level of excellence and impress our guests.”*



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The Access Pop-Up, a meticulously designed project by **LOT-EK**, spans 17,000 sq. feet and boasts a collection of elegant shops and luxury boutiques, built from thirty custom-designed shipping containers. The pop-up features covered walkways with fans, a retractable canopy, and *“The Whitman,”* a fine dining restaurant seating 150 people, complete with a full bar and lounge. The environment replicates the tropical, Zen-like atmosphere of the original **Bal Harbour Shops**, with its palm tree motif, bright green monstera leaf design, koi ponds, fountains, and lush greenery.

Custom-built, well-lit, air-conditioned modern spaces of varying sizes, executed in crisp white with glass fronts, are provided for each luxury brand, fully equipped with furniture, panels, shelving, and vitrines to showcase their merchandise.

After **Raleigh**, the Access Pop-Up is scheduled to continue its journey to **Tequesta, Fort Walton in Florida, and Greenville in South Carolina**. This marks a new chapter for **Bal Harbour Shops**, bringing its coveted luxury shopping experience to new locations and redefining the future of retail in an era where traditional shopping models are evolving.



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The official website for the pop up is : <http://balharbourshopspopup.com/> (<http://balharbourshopspopup.com/>).

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