



Gap's Fall 2016 campaign, #DoYou, came to life with a unique 4-day retail experience and workshop, located at The Supermarket in Tribeca, that invited consumers, influencers and media to interact with the Gap in a new and engaging way.

Featuring collaborations with some of New York's most creative talents in fashion, music, media and art.





The Gap Is Open  
September 8-11

Haley Wollens  
Benedict Brink  
LOOK Studio  
Marie-Sophie Lockhart  
Endless Editions  
Thomas Colligan  
Denim Tears and Acyde  
PINTRILL  
Brooklyn United

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Endless Editions  
Thomas Colligan  
No Vacancy Inn  
PINTRILL  
Brooklyn United



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# The Gap Is Open

**Join us for the opening of  
our pop-up workshop space  
showcasing the work of  
local artists alongside live  
customization by a host  
of creative collaborators**

**Thursday September 8  
6.00pm—9.00pm**

**393 Broadway  
New York  
NY 10013**

**Music by**  
No Vacancy Inn  
Brooklyn United  
plus special guest

**Visuals by**  
Haley Wollens  
Benedict Brink  
LQQK Studio  
Endless Editions  
Thomas Colligan

**RSVP@TheSupermarket.NYC  
#DoYou**

**G A P**

The Gap is open

Experiential Activation





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# The Gap Is Open

## Experiential Activation

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#DoYou

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Experiential Activation

