

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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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**

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The Gap is open

Experiential Activation





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#DoYou

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