

Showfields brings Hims & Hers, Chubbies to Miami store

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Dive Brief:

- Adding products to its lineup, Showfields on March 1 launched a new assortment of direct-to-consumer brands across beauty, beachwear, wedding and other categories at its Miami Beach location, the brand announced on Wednesday.
- The retailer features beachwear fashion in its Cabana Curation from Chubbies, Watskin, Agua Bendita, Bombchel Factory, Ansea and Mamie Ruth. The Showfields Wedding Suite showcases shoes and accessories from Badgley Mishka and jewelry from Nadri and LUV AJ.

Dive Insight:

With its Miami Beach store, the retailer is adding products from other DTC brands, such as footwear from Katy Perry Collections and Hims & Hers.

Showfields joins other retailers, including Walgreens, Walmart, The Vitamin Shoppe and Urban Outfitters, in distributing Hims & Hers products in a brick-and-mortar location. At Showfields, Hims & Hers will offer its over-the-counter personal care products and let shoppers sign up to start receiving personalized treatments.

Showfields has been working to showcase DTC brands in its brick-and-mortar stores. In 2019, the retailer opened its 14,707-square-foot location in New York City, featuring a rotating mix of digital brands with the goal of bridging the gap between online and offline retail.

Its second location was Miami in 2020 — 14,300 square foot space that, along with DTC products, incorporated experiential elements like a theater for live performances, art installations and indoor and outdoor food concepts.

“We believe that Miami sits on the intersection of art and retail,” Amir Zwickel, chief real estate officer and co-founder, said at the time of the opening. “We are excited by the crossover of both our existing NYC customers and an international audience that may not have the exposure to the brands that we currently showcase.”

Link To Coverage: <http://bit.ly/3ZGnoF1>

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