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LACAUSA Line to Open First Storefront in Silver Lake

By [Kari Hamanaka](#)

A steady stream of walk-ins [A-](#) [A](#) [A+](#) [PRINT](#) wound their way into LACAUSA's new Silver Lake store earlier this week only to have owner Rebecca Grenell kindly tell them she's not yet open for business.

The unexpected foot traffic bodes well for Grenell's new shop as she puts the finishing touches on the 900-square-foot space before it officially opens July 1. It's the Los Angeles contemporary brand's first foray into bricks-and-mortar as it prepares for an e-commerce launch this summer.

Grenell's stocked her store with her brand LACAUSA, which is the abbreviated version of where the line's clothes are made (Los Angeles, Calif.) and also reads "the cause" in Spanish. "Our wholesale business is pretty strong right now and [a store] seemed like a good evolution," Grenell said.



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Inside L.A. brand LACAUSA's new and first store in Silver Lake.

Tessa Neustadt

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