Ready, Set, Summer:
Domino Opens Seasonal Shop at City Point -
Brooklyn’s Newest Shopping Destination

*Popup Store to Feature Editorially Curated Wares,*
*Local Designers and Creative Programming*

Brooklyn, NY – May XX, 2017: Domino Media Group, the pioneering content and commerce company rooted in home décor, today announced a 1,500 square foot popup store will open at City Point, Brooklyn’s newest retail destination that celebrates “by Brooklyn, for Brooklyn.” Sourced and curated by Domino editors, a significant portion of the merchandise will be crafted and designed by Brooklyn artisans and makers. The store will open on June 1st with a charity event benefiting Prospect Park Alliance, the non-profit organization that cares for the Park, which is celebrating its 150th Anniversary. Thereafter, the popup will be open three consecutive weekends. A portion of proceeds from all sales generated through the popup in June will be donated to Prospect Park Alliance.

“Brooklyn is such an important design community,” said Nathan Coyle, CEO of Domino. “City Point has created a spectacular marketplace anchored in a locale that’s a shopping destination for many Domino devotees. We love inventive ways to connect with our fans and City Point offered the perfect environment for that. Expect more exciting in-real-life experiences from Domino in the future.”

The Domino Summer Shop will showcase work and products from up-and-coming Brooklyn companies such as Dusen Dusen, Bushwick Kitchen, Recreation Center, Found My Animal and Fredericks and Mae. Vignettes around the store will also be styled around your ideal Brooklyn Summer – sizzling rooftop parties in Bushwick, graphic picnics in Prospect Park and backyard movie nights in Williamsburg. Merchandise tags will detail the “story behind the products,” including provenance and how Domino editors suggest using the items, lending a new twist to combining commerce and content.

Chris Conlon, Executive Vice President and COO of Acadia Realty, a co-partner in City Point adds, “We are thrilled to have the Domino Shop as part of our summer roster, which includes Flying Tiger, Trader Joe’s and The DeKalb Market Hall opening.” He continues, “The store’s focus on local talent and summer fun will bring an exciting design element to Downtown Brooklyn, reinforcing City Point as a destination for food, shopping and entertainment.”

Domino is also working in partnership with premier sponsor Jet.com to curate and showcase unique products from the site’s vast merchandise mix and demonstrate the retailer’s
commitment to being a central pillar of urban living – including the brand’s online fresh grocery delivery service. In addition to Jet.com, select brand partners such as Illy Caffe and Pratt & Lambert have also signed on to participate in the Domino Summer Shop. Products from Domino’s partner companies will all be integrated into the City Point space in creative ways.

Some particulars around Domino Summer Shop at City Point:

**Preview VIP Party:** Thursday, June 1, 2017

**Popup Shop Timing:** 3 Weekends (Friday-Sunday)
Weekend 1: 6/2-6/4
Weekend 2: 6/9-6/11
Weekend 3: 6/16-6/18

**Store Hours:**
Friday: 11AM-8PM
Saturday: 11AM-8PM
Sunday: 11AM-8PM

**About Domino**
Domino is the go-to resource for design lovers who want to bring their personal style home. We inspire customers to create a happy home by celebrating their individuality, providing them with need-to-know information, and empowering them to shop for what they love. Domino magazine is published four times a year and fresh content is updated multiple times a day on domino.com.

**About City Point**
CITY POINT, a 1.8 million-square-foot residential, retail and office development at the epicenter of Downtown Brooklyn, is the nexus of the burgeoning borough’s creative energy and entrepreneurial spirit. Adjacent to several of the City’s most established retail, cultural and educational institutions, the mixed-use development will be a new hub for innovation and commerce where locals and tourists alike go to work, dine, shop and play.

**About Jet.com**
Jet.com is a next generation ecommerce marketplace dedicated to saving shoppers more money. Founded on three simple values – trust, transparency and fairness – Jet is powered by a real-time pricing engine that finds innovative ways to pull costs out of the supply chain, creating more value for shoppers, retailers, and brands. The company is headquartered in Hoboken, NJ.

**About Prospect Park Alliance**
Founded in 1987, Prospect Park Alliance is the non-profit organization that sustains, restores and advances Prospect Park, "Brooklyn's Backyard," in partnership with the City. The Alliance provides a majority of the staff and resources that keep the Park green and vibrant for the diverse communities that call Brooklyn home. Learn more at [www.prospectpark.org](http://www.prospectpark.org).
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