

## ***Blood Is The New Black opens Blood is the New Black(market) Gift Shop on Sunset Blvd.***

November 23th, 2010 (Los Angeles) – Today fashion and art powerhouse Blood is the New Black (BITNB) announced the opening of Blood is the New Black(market), a pop up gift store open just in time for the Holidays. (Market) makes art and design oriented gifts available for the season in a one stop shop. The 175-square foot space showcases:

- Tees by [Blood is the New Black](#), [Dark Matter](#), and Ace Mommawolf
- Jewelry by [Alex and Chloe](#), [Species by the Thousands](#), and [Laura Lombardi](#)
- Toiletries by [Portland General Store](#)
- Clothing by [Curatorial by popomomo](#) and children's line [Izzy Wolf](#)
- Zines, records, small gifts and prints by BITNB artists

Bringing only choice cuts from BITNB's artists and friends at prices all under \$50 goes to show that good taste does not always come with a hefty price tag.

Playing on the idea of traditionalism versus whimsy, (market) uses elements like meat hooks to hang their merchandise and any gift you walk out with will be wrapped in brown butcher paper tied in red twine like an old time general store. (Market) opens its doors Tuesday November 23rd offering a 25% discount to its patrons when they drop the secret password "pork chop" through Sunday November 28th (closed Thanksgiving Day). From the 28th until the New Year, (market) will be open Thursdays through Sundays from 3 PM to 11 PM for the late night, last minute shopper (with special hours for the week of Black Friday). Located at 1825 Sunset Blvd. in the heart of Echo Park, Blood is the New Black(market) is conveniently located across the street from The Echo for those who want to get a shopping fix before heading to a show, or to Two Boots Pizza for a slice. Price points start at \$4 and nothing is priced over \$50, making sure there's something for everyone who walks in to the store.

"We've always been about curating a tight group of talented individuals at Blood is the New Black when it came to our tees, it made perfect sense to have our retail also reflect the brands and folks we love" said Mitra Khayyam founder/curator of Blood is the New Black. "After the success we had with our Summer Fling Truck, the mobile pop-up boutique, I figured we should try our luck at a fixed location for the Holidays as another way for our customers to avoid malls and big chain stores."

Blood is the New Black(market) is located at 1825 W. Sunset Blvd, between Alvarado and Lemoyne. Hours are 3 PM to 11 PM Thursday through Sunday (with the exception of the week of Black Friday) or by appointment. Follow Blood is the New Black on Twitter [@bloodyblack](#) for discount passwords, specials, and exciting news about merchandise.

Please save the date as we'll be holding an intimate cocktail party on December 7 to celebrate the market's opening. Invite to come.

Contact: [press@bloodisthenewblack.com](mailto:press@bloodisthenewblack.com) to make an appointment to visit (market) or for additional information

## **About Blood Is The New Black**

In 2004 curator Mitra Khayyam set out to accomplish three goals with the start of her T-shirt line Blood is the New Black:

- Display the works of emerging artists, designers and photographers in order to propel their careers and support the underground art movement, through design collaborations
- Introduce fans of both fashion and the arts to new designers, photographers and

illustrators, to whom otherwise consumers may have not been exposed

- Create a line that is wearable, comfortable and stylish, yet has an opinion

BITNB encourages the public to explore current art and design trends by prominently featuring the work of underground artists, photographers and illustrators on the company's soft, well-fitted T-shirts and products.