

# MAIYET INTRODUCES RETAIL TO THE MEMBERS' CLUB

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The Maiyet Collective, London



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London – The sustainable **luxury brand** has opened a concept store in **The Conduit**, which will only open three days a month.

The Mayfair members' club opened in summer 2018 and is positioned as a club with a social purpose. Its latest addition is The Maiyet Collective, a retailer that will offer a rotating selection of ready-to-wear, fine jewellery and lifestyle products from sustainable brands around the world.

With an approach to retail that shies away from excess, the concept store will only be open for three days a month. On these days, it will also host a programme of events including innovation workshops, panels and performances. Those who aren't members of The Conduit can access the space by making an appointment online.

By highlighting its positive impact on the world, The Maiyet Collective is positioning itself as a shopping destination to combat **Uneasy Affluence**.