

WEWORK OPENS AN IN-OFFICE RETAIL SPACE

By Holly Friend and Livvy Houghton

12 : 07 : 2018 Retail : Workplace : WeWork



WeMRKT by WeWork, New York



WeMRKT by WeWork, New York

New York – After branching into various industries, **from fitness to education**, WeWork has entered the retail sector with WeMRKT. Based in the brand’s Tribeca co-working space, the store only sells items created by members from its database – from healthy snacks and stationery to branded apparel.

The concept, which is set to roll-out across WeWork’s US locations, is a reimagined version of the brand’s original Honesty Market, offering a rotating selection of products. Members who wish to have their products featured and bypass the expensive overheads of bricks-and-mortar retail will have the option to compete with other brands in a quarterly pitch night held by WeWork.

Companies such as WeWork and **Bodega** are creating a new category of retail space that infiltrates the place consumers spend much of their day – the workplace.