

# WEWORK OPENS AN IN-OFFICE RETAIL SPACE

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WeMRKT by WeWork, New York



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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 brick-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.