

## KITH'S NEW POP-UP SHOP SERVES UP CEREAL IN COLLABORATION WITH CAPTAIN CRUNCH

- Kith, the self-described “multifunctional lifestyle brand for both men and women, and a progressive retail establishment,” recently partnered with cereal brand Captain Crunch to create a capsule collection deemed Cap’n Kith.
- Kith launched a pop-up shop in New York’s SoHo to celebrate the new collaboration.
- Kith’s relationship with cereal goes way back, with the debut of Kith Treats, New York’s first cereal bar and café located inside of the flagship location.

Fung Global Retail & Technology visited the KITH pop-up shop in New York City. Kith is one of the most innovative retailers, seamlessly combining retail with experience, and staying at the forefront of the current fashion landscape to create an entire lifestyle that is backed by immense hype. Many of Kith’s collections sell-out immediately, and the store often has lines with hundreds of people waiting to purchase the latest sneakers. Kith is self-described as “multifunctional lifestyle brand for both men and women, and a progressive retail establishment,” and the brand most recently partnered with cereal brand Captain Crunch to create a capsule collection deemed Cap’n Kith. The pop-up, in New York’s SoHo, is open for one month, and offers an original menu of Cap’n Crunch cereal mixes, known as Cap’n Kith, and other confections along with an assortment of apparel and accessories to celebrate the collaboration.



Source: [KithNYC.com](http://KithNYC.com)

Cap’n Kith cereal is a limited edition cereal run, with only 500 individually marked boxes. The collection also includes hoodies, t-shirts, robes, New Era caps, keychains and other accessories. The items are also available online, though in limited numbers.

FLASH REPORT



Source: Fung Global Retail & Technology



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This unusual duo of clothing company and cereal brand creates for an interesting in-store experience. Kith's relationship with cereal goes way back, with the debut of Kith Treats, New York's first cereal bar and café located inside of the flagship location. The café serves up 23 different cereals, with 22 assorted toppings and 4 milk options. Kith opened a second Kith Treats location inside of the brand's Manhattan store.

# FLASH REPORT



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FLASH REPORT

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**Deborah Weinswig, CPA**

Managing Director  
Fung Global Retail & Technology  
New York: 917.655.6790  
Hong Kong: 852.6119.1779  
China: 86.186.1420.3016  
deborahweinswig@fung1937.com

**Rachael Dimit**

Research Associate

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**HONG KONG:**

8<sup>th</sup> Floor, LiFung Tower  
888 Cheung Sha Wan Road, Kowloon  
Hong Kong  
Tel: 852 2300 4406

**LONDON:**

242–246 Marylebone Road  
London, NW1 6JQ  
United Kingdom  
Tel: 44 (0)20 7616 8988

**NEW YORK:**

1359 Broadway, 9<sup>th</sup> Floor  
New York, NY 10018  
Tel: 646 839 7017

**[FungGlobalRetailTech.com](http://FungGlobalRetailTech.com)**