

# Ace & Tate pop up store opens at Hôtel Droog



**High quality eyewear brand Ace & Tate have opened their first retail experience in Hôtel Droog, a pop up store that presents the Ace & Tate collection in a unique retail setting designed by Studio Droog. This new retail experience, under the header 'Let's make a spectacle', runs from June until the end of August.**

Studio Droog designed a sophisticated framework to display the Ace & Tate collection using simple but strong and bold materials. The installation tries to find a new way to look through frames and behind surfaces. The framework is a multifunctional portable platform that can be customized to fit Ace & Tate pop up stores anywhere.

## **About Ace & Tate**

Ace & Tate likes to do things differently, by shaking up how people see, buy and wear eyewear; with designs that are high on style and finish but with a price that's an affordable luxury. Each pair is designed in-house by a young design team, with a price of €98/£89, including prescription lenses. This accessibility means that stylish frames are no longer a one-off luxury. A pair of frames by Ace & Tate is an accessory in the true sense of the word, to be switched up depending on mood. Designs are sold online at [aceandtate.com](http://aceandtate.com)

## **About Studio Droog & Hôtel Droog**

Founded in 2011 by Renny Ramakers, Studio Droog is an Amsterdam based studio that develops the Droog brand through a range of furniture, accessories and lighting products. The studio is committed to deliver useful products with a strong identity. We believe that utility does not have to come at the expense of fantasy. Every piece in the studio's collection begins with a radical re-think of a particular item and the way that it can be used. Each product is unique and tells a story of its own, but all share a strong emphasis on both function and fiction.

At the historical centre of Amsterdam, you will find a hospitality experience like no other. Hôtel Droog is a place where you can come for a drink, a bite to eat, exclusive shopping, exhibitions, beauty advice, a stroll in the garden, a lecture series, or even a bed for the night. Featuring the Droog Store, Gallery, Library, Courtyard, Fairy Tale Garden, ROOMSERVICE, Spa, Products at Weltevree, and the one and only Bedroom, Hôtel Droog is conspicuously housed in 700 square metres in a 17th century building, a cultural home in the heart of Amsterdam.

For more information on Ace & Tate, please contact Gemma Williams via [gemma@aceandtate.com](mailto:gemma@aceandtate.com), +31 (0)20 5148846.