

Slow and Steady Wins the Race

5th Year Anniversary Pop Up Store

- N°1 SEAMS
- N°2 PRINTS
- N°3 THE BAG
- N°4 SWEATS
- N°5 POCKETS
- N°6 COLOR
- N°7 DESIGNER UNDERWEAR
- N°8 SHIRT
- N°9 MENS
- N°10 WHITE T SHIRT
- N°11 THE NEW BAG
- N°12 EVENING
- N°13 THE STANDARD BAG
- N°14 KNIT
- N°15 SHOE
- N°16 SUNGLASSES
- N°17 JEWELRY
- N°18 WEDDING DRESS

Slow and Steady Wins the Race:
5th Anniversary Pop Up Store
September 8-13, 2007
118 Orchard St. At Delancey St.
MOSCOT Eyewear building, ground floor
11am - 7pm daily

Opening reception:
September 8
5pm-7pm

The coveted fashion line Slow and Steady Wins the Race (SSWTR) by designer Mary Ping will celebrate its 5th year anniversary during New York Fashion Week with a 5-day pop up store within the MOSCOT store in the Lower East Side.

SSWTR is the avant-garde concept line from Mary Ping, who describes it as a "logical dissection of fashion:" an investigation into the basic elements of what we wear, and a considered response to the hyper consumerist ways of fashion.

We are pleased to announce the newest SSWTR additions for S/S 08: shoes, sunglasses, avant-garde jewelry, and a highly-anticipated \$100 wedding gown. SSWTR fashion fans can expect to review the Greatest Hits of SSWTR, collect missing items from their own SSWTR stashes, and place orders for any item released in the past five years. Each piece from each capsule collection will have its own place at the table -- and every item will be pegged at \$100.

Among the SSWTR pieces that will appear Sept. 8-13:

- The compact box of 10 colored T-shirts in 10 different shapes
- The lovely glove re-sewn into a tiny evening bag
- The classic men's dress shirt with an enigmatic collar turned upside-down
- The lustrous pearl necklace artfully twisted into a pair of earrings
- The Ultimate bag wittily recombines recognizable details from iconic designer handbags

Over time SSWTR has garnered a cult fan base, all attracted to the artful design and smart ideas in each piece of clothing. We would like to thank those loyal supporters at the opening reception of the SSWTR 5th Year Anniversary Pop Up Store. We hope to see you, the businessman who came into a boutique and snatched up the entire Designer Bags collection for his wife's birthday. We hope to see you, Bjork. We hope to see you, the super-arty mom who dropped in last year and picked out 12 pieces of SSWTR for her daughter's back-to-school wardrobe. We hope to see each and every one of you who have sent in fan mail and have kept us going steady.

This year the SSWTR Pop Up Store is sponsored by GOOD magazine, whose values of sustainability, sincerity and simplicity mirror those upheld by SSWTR. We would like to thank the cherished New York institution MOSCOT for opening the doors of their newly-rennovated ground floor space to SSWTR, and thank them for producing the beautiful MOSCOT Originals eyewear line.

For more information on Slow and Steady Wins the Race and the 5th Anniversary Pop Up Store:
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<http://www.slowandsteadywinstherace.com/>

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