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WIRED Magazine Opens Its First Retail Store in Soho

November 01, 2005 (1:00 PM EST)

[PRNewswire](#)

SAN FRANCISCO, Nov. 1 /PRNewswire/ -- WIRED Magazine today announced that it will open its first-ever, retail store in Manhattan and bring to life its unique brand of hip gadget advice just in time for the holiday season. With the feel of a gallery located at the corner of Wooster and Houston in Soho, the WIRED Store will be a "pop-up" retail space open for six weeks of holiday shopping from November 18 thru December 24, 2005. The WIRED Store is designed as a destination that moves e-commerce into a brick and mortar space and allows shoppers to test drive the latest consumer gadgets and gear.

The WIRED Store will allow customers to sample more than 65 products ranging from the hot new Motorola PEBL phone to the Ultimate Gaming chair to an once-in-a-lifetime suborbital space adventure. All purchases at the WIRED Store will be made online via digital checkout kiosks at [www.wiredstore.net](#), allowing shoppers to leave the bags and hassles behind. During the weekend WIRED Store shoppers who make purchases will also receive door-to-door shuttle services to their next destination courtesy of a fleet of VW vehicles waiting outside the store.

"It's been an amazing year for WIRED, from our National Magazine of the Year and Editor-of-the-Year Awards to the opening of our first store. Just as the magazine ushered in a new vision and voice for what's next, the WIRED Store expands the boundaries of branded retail outlets," said Drew Schutte, publisher of WIRED Magazine. "Our partners have helped us put customers in the middle of the ultimate multimedia shopping experience and provides them with one-stop-shopping for many of the this year's hottest, must-have gear."

WIRED Live in Soho

In addition to showcasing gifts and gadgets to buy, the WIRED Store will host a range of events including:

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WIRED, in partnership with Starlight Starbright Children's Foundation and Space Adventures, Ltd., the only company in the world to have sent paying passengers to space, will be auctioning off a Suborbital Spaceflight. The auction goes live on eBay beginning November 15 with proceeds to benefit the Starlight Starbright Children's Foundation, a nonprofit organization dedicated to brightening the lives of seriously ill children and their families. Shoppers at the WIRED Store can log on to the WIRED Auction to bid on the spaceflight at

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www.ebay.com/wiredauction www.starlight.org . The flight is priced at \$102,000. The highest bidder will experience weightlessness and view the Earth from 62 miles above its surface. To learn more about the Starlight Starbright Children's Foundation, visit their web site at .

Geek Out in Style at the WIRED Store!

WIRED Store partners include American Express, VW, 3M, Adidas, Biomorph, Braun, Cingular, Epson, Flavorpill, Grey Goose, Klipsch, Logitech, Motorola, Napster, Nikon, Nokia, Oakley, Oregon Scientific, Rockstar, Samsonite, Sanyo, Sonos, Sony, Symantec and Tassimo.

The WIRED Store, located at 160 Wooster at the corner of Houston and Wooster Streets in Soho will be open to the public from Friday, November 18 through Saturday, December 24. For additional information on store hours, event and daily happenings at the WIRED Store please visit www.wiredstore.net .

About WIRED Magazine

WIRED Magazine is the first word on how technology is changing our world. Each month, WIRED delivers a glimpse into the future of business, culture and innovation. Press Contacts: Devon Corvasce Christine Weil Schirmer Zeno for WIRED Zeno for WIRED 415-369-8110 312-396-9778 devon.corvasce@zenogroup.com

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