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## [News: WIRED Store Launch Party](#)

Posted by Florian Peter | November 30, 2005 on 8:04 pm | In [USA](#), [CScout News](#) |

WIRED Magazine, recently opened their holiday pop-up store in New York City.

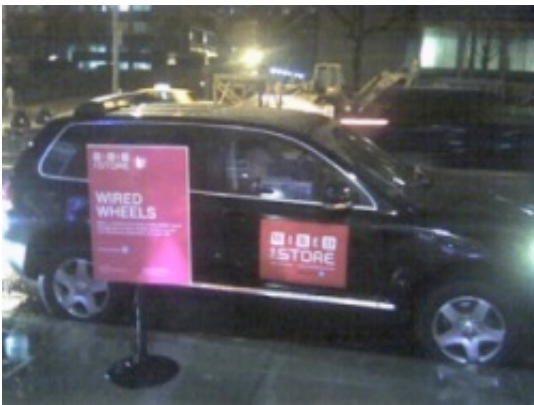


We attended the launch party and got a taste of the cool trends and gadgets being showcased.



The short-term pop-up store will be open for the holiday shopping season and demonstrate and sell gadgets from WIRED's key sponsors and advertisers. From Oakley's mp3 player glasses, DNA artwork to remote-control tanks that literally shock the one being shot.

The coolest promotion was definitely that a weekend purchase gets you a complimentary chauffeured ride to your next destination in the fleet of VW Tuaregs and Phaetons.



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