

Thinking Outside/Inside the Box

A FUR hammock, leather knit boots, a cashmere sweater with crystal elbow patches — for over a decade, Bless, a design label operating in Paris and Berlin, has been turning out imaginative clothing and objects, and presenting them in stylized guerrilla stores around the globe. In Mexico City, it furnished an abandoned house, dangling clothes from the door frames. In Werkleitz, Germany, it planted its wares in specialty shops: bedsheets printed with a sleeping couple were put in a linen store; a hairbrush that sprouted blond tresses was displayed at a cosmetics shop. “It made everything look especially cuckoo,” recalled Desiree Heiss, who, along with Ines Kaag, are the Bless masterminds.

Now, for the first time in eight years, the two have returned to New York to present an exhibition and pop-up shop at the new art space Ludlow 38. Inspired by its architecture, they created 10 steplike boxes, each packed according to a different theme. One is filled with their favorite designs, another with found items. Each box will be sold as a whole. “The point is not to create a sale situation,” Ms. Heiss said, “but to show our whole universe and the things we believe in.”

The Bless shop is open through July 13 at 38 Ludlow Street (between Grand and Hester Streets); ludlow38.org. A selection of the boxes will be on view at Oak, Opening Ceremony, Seven and Project No. 8.