

Camp High Took to Giorgio Baldi for Spring Pop-Up

By **Magnolia Lafleur** - April 7, 2022



Rich Schmitt/Staff Photographer

By MAGNOLIA LAFLEUR | *Reporter*

The arrival of spring was celebrated with the perfect marriage of a pop-up event at Giorgio Baldi featuring the calm, cool and collected luxury-leisure line, Camp High, on Saturday, March 19.

Customers were greeted with a fresh bouquet of flowers, fashioned to spell out “Camp High,” next to their signature 1979 Volkswagen bus, welcoming the evening crowd to a night of luxury and comfort.

Camp High’s Greg Dacyshyn and his team, his wife Anne-Marie and Emma Krumwiede— who are both counselors to the brand—welcomed guests to their traditional and latest pieces, and customized sweatshirts.

The event was done in collaboration with Tetsuzo Okubo, founder and patch designer for his company, A Love Movement. The pop-up featured a wall of his patches that were repurposed from high-end recycled fabrics, and vintage cashmere for buyers to purchase and have sewn on their Camp High apparel while they ate or browsed the other selections.

“It’s so great to collaborate with Giorgio Baldi,” Anne-Marie shared with the *Palisadian-Post*. “When we first moved here a couple years ago, we became close right away with the neighbors, the owner at Shore Bar and

Elena Baldi ... We created a COVID bubble and there were five or six of us that literally started spending the last two years together.

“None of us were traveling to see family, and none of us are from here, so we did all the holidays for the two years, from Thanksgiving, Christmas and Easter. They [the Baldis] have been so gracious and supportive of the brand and given us a home away from home.”

Calling it a Camp High Collective, Anne-Marie said the brand loves to collaborate with other creatives, customizing their clothing for customers at their pop-up events.

“My favorite part of this event is meeting long-time customers face to face and getting introduced to new friends in the community who will soon become Camp High family,” Krumwiede added. “The next pop-up will likely be this summer, and we already have some great ideas and themes in mind so stay tuned.”

Owner of Giorgio Baldi, Elena Baldi was happy to welcome the wide assortment of apparel from Camp High to the restaurant.

“In 32 years, Giorgio Baldi had never done a collaboration with anyone but Camp High. We would not do this with anyone we don’t think of as a part of our family,” Baldi said. “They are the cool, hip relative who makes you a little cooler. We love hosting the pop-us and are so happy how they always turn out. It’s just special to have found a connection with Greg and Anne-Marie which has flourished in a loving and fantastic friendship.”

While a cassette recording of the Grateful Dead in the 60s serenaded shoppers, Palisadian Michael Geller bought a few items for his family and took one of his older Camp High hoodies in to have patches sewn on each arm.

“I like that it’s fresh and it’s happy,” Geller said about Camp High. “It reminds me of the good side of Los Angeles, like a celebration about everyday in paradise. They’re just great hoodies, they’re super comfy and perfect for the morning when you want to go surfing.”

After a long night of fun, Krumwiede said the Camp High team shared a “family dinner with [their] Baldi friends.”

“The Camp High x Giorgio Baldi pop up was awesome,” Dacyshyn told the *Post*. “We are super thankful to Elena Baldi and the whole Baldi crew for the amazing hospitality and big thanks to all our loyal camp high followers that came out to support. We love the Canyon and Palisades Community.”

