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New E-Commerce Site Copious Row Launches

By DAVID YI

Copious Row — a new men's lifestyle e-commerce site — caters toward those who seek products that are not easily acquired. "Expect everything to be beautiful and special," said David Chines, founder of the men's-focused site.

Items range from accessories including wallets from Phil Luangrath and bracelets from the likes of Sailormade, to socks by Jonathan Adler, grooming products from Ayres and Duke Cannon, home decor from corkscrews to knives, and more. A lot of the products are sourced from the U.K., Chines said. "I wanted it to feel unique and exclusive not like you can go on nine Web sites and find the same products," he explained.

Chines — previously social media projects director at Lifestyle Mirror, and the e-commerce manager at LVMH Moët Hennessy Louis Vuitton for sites such as Givenchy and Kenzo — said the idea came from being unable to shop for himself without going through sites which focused mostly on women.

Ultimately, it's about providing an assortment of good products across the board: "When I came up with the name I loved the copious part — it means abundance, multicategory, and that's what I hope to constantly offer."