

EventId: 974820

09/08/2026 12:22 PM

Event Details

Event Id: 974820

Event Name: GU x Iconic Newsstand Takeover

Event Description: GU x Iconic Newsstand Takeover is a free public-facing brand activation at the Lafayette Street Newsstand featuring an interactive prize experience and complimentary flower giveaways. Guests will be invited to engage with the GU brand and receive or redeem promotional giveaways while visiting the newsstand. The activation is open to the public and is expected to accommodate approximately 20 guests at any one time.

Event Type: Street Event

Event SubType: Street event, Small

Permitting Agency: Street Activity Permit Office

Setup Date: 09/24/2026 10:00 AM

Start Date: 09/24/2026 11:00 AM

End Date: 09/27/2026 05:00 PM

Breakdown Date: 09/27/2026 05:00 PM

Event Status: Submitted

Recurring Event: No

Event Other Details:

Attendance: 200 to 499

Non Profit Organization: No

Received Date: 09/05/2026 10:48 AM

Application Processing by:

Applicant Details

Applicant Name: Lori Riviere

Applicant Address: [REDACTED]

Applicant Country: United States of America

Applicant Email: [REDACTED]

Applicant Phone: [REDACTED]

Applicant Cell Phone: [REDACTED]

Applicant Fax:

Location Details

#	Location	Street Closure	Street Side	Closure	Boro	CB's	Pct	Zipcode
1	LAFAYETTE STREET between SPRING STREET and PRINCE STREET Note: Activation will take place on the sidewalk directly in front of the Iconic Newsstand at 238 Lafayette Street, on the west side of Lafayette Street between Spring Street and Prince Street. Temporary stanchions will be used to manage a short, controlled guest queue while maintaining a minimum 8-foot clear pedestrian path at all times. No full sidewalk closure is requested.	Partial Sidewalk Closure	West		Manhattan	2	5	10012

Sponsor Details

Sponsor: The Riviere Agency, LLC

Sponsor Address: [REDACTED]

Sponsor Email: [REDACTED]

Sponsor EIN: [REDACTED]

Sponsor Phone: [REDACTED]

Sponsor Cell:

Sponsor Fax:

Sponsor Website: www.theriviereagency.com

Producer Details

Producer/Organization: The Riviere Agency, LLC

Producer Address: [REDACTED]

Producer Phone: [REDACTED]

Producer Phone: [REDACTED]

Producer Cell:

Producer Fax:

Producer Email: [REDACTED]

Affected Zones

Affected NYPD Patrol Boro: Manhattan South Borough Command,

Affected Community Boards: 2,

Affected Precincts 5,

Affected City Council Dist: 1,

Affected Zipcodes: 10012,

Agency Instructions

- 1 The estimated attendance at this event is: 200 to 499.
- 2 The event will contain the following commercial branding and/or advertising elements: *This is a GU-branded activation, so the newsstand takeover, GU signage/graphics, prize wheel, branded giveaway elements, etc. all count as commercial branding/advertising.*
- 3 The event will be advertised. Following is the event advertising plan: *The event will be promoted through public relations and earned media outreach. No paid advertising or large-scale advertising campaign is currently planned..*
- 4 There will be red carpet, rope and/or stanchions used at this event.
- 5 There will be a prop at this event. Following are the dimensions and description: *One freestanding branded prize wheel will be positioned adjacent to the newsstand for an interactive consumer giveaway. The wheel will be securely placed and will not obstruct the required pedestrian pathway. There will also be a small flower cart displaying flowers that is about 1.5 feet wide and two chairs.*