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Bedrock And Complex Networks' Youth Culture Agency, Climate, Partner To Bring Complex Shop Irl To "The Land"

The curated retail shopping experience, "The Land x Complex Shop", is a pop-up with limited edition merch, local designer exclusives and more, opening at Tower City.

Leading up to the grand opening of the shop and NBA All-Star Weekend, surprise ball "drops" will happen around the city of Cleveland with chances to redeem collectibles at the pop-up.

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December 17, 2021 [CLEVELAND] – Today, Complex Networks' youth culture agency, Climate, announced that it's bringing [Complex SHOP](#) to [Tower City](#), the landmark destination marketplace in Downtown Cleveland, through an exclusive partnership with Bedrock. Opening January 7, 2022, the pop-up experience, "The Land x Complex Shop," is an IRL rendition of Complex SHOP, Complex Networks' e-commerce destination that reimagines the existing mainstream marketplace by merging the brand's voice with a highly-curated selection of products.

The partnership presents fans with countless opportunities to interact with Cleveland artists, creators and more at “The Land x Complex Shop,” a retail pop-up in the Skylight Concourse at Tower City. To engage the entire city in preparation for the store opening, a series of ball “drops” in various neighborhoods are planned to celebrate the vibrant art and culture of basketball culminating on NBA All-Star Weekend, February 18 - 20, 2022.

“We are excited to bring the Complex Shop to Cleveland,” said Stanley Lumax, Managing Director of Complex Climate. “There are so many amazing creatives in the area and shining a light on them is necessary, especially during a time like All Star weekend, when potential for exposure is at its maximum.”

The collaboration between Bedrock and Complex SHOP will encourage Clevelanders to become part of the action at the ball “drops” that include the placement of 50 limited-edition basketballs in high-traffic locations throughout the city. Fans got a taste of this at a surprise initial drop, held at Rocket Mortgage FieldHouse earlier in the week, that served as a prelude to the excitement and energy of NBA All-Star Weekend. The first 50 fans who secure a ball drop basketball are invited to have it customized by an artist at Tower City’s “The Land x Complex Shop.” Balls will be turned into one-of-a-kind art pieces by local artists and creators with the application of colorways, exclusive icons, graphics and more. Details regarding upcoming drop times and locations will be available on social media via @complexshop, @bedrockdetroit and @towercitycle.

Set to open from January 7 - February 20, 2022 and stocked with a curated selection of brands, product and collectibles, “The Land x Complex Shop” will host noteworthy events and appearances with artists, creators and more. The Shop will also feature limited edition items from Complex, Complex SHOP, designer collections and local Cleveland vendors and businesses. More information on the product assortment will be available soon.

“I think everyone can feel the excitement around NBA All-Star Weekend building here in Cleveland and we can’t think of a better way to kick off the action than with our partnership with Complex SHOP,” said Ivy Greaner, Chief Operations Officer at Bedrock. “Leading up to All Star Weekend and beyond, Tower City will be a hub for activities, appearances and experiences and Complex will help make it unforgettable for everyone.”

For the most up-to-date information on The Land x Complex Shop and ball drops around the city, please follow @complexshop, @bedrockdetroit and @towercitycle.

About Bedrock

Bedrock is a full-service real estate firm specializing in innovative city-building strategies, reaching far beyond the boundaries of bricks and mortar. Since its founding in 2011, Bedrock and its affiliates have invested and committed more than \$5.6 billion to acquiring and developing more than 100 properties in Detroit and Cleveland, including landmark developments at the [Hudson’s Site](#), the [Book Tower](#) restoration, [City Modern](#) and the May Company Building. Bedrock’s portfolio totals more than 18 million square feet of office, retail and residential space within new construction and adaptive reuse projects.

For more information on Bedrock's projects, visit bedrockdetroit.com or engage with us on [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#).

Click [here](#) to view a complete timeline of Bedrock and the Rock Family of Companies' engagement within the Detroit community.

About Complex SHOP

Complex SHOP curates the latest streetwear and designer collections, exclusive collaborations, and official Complex merch. We're a marketplace committed to incubating emerging brands and highlighting established ones.

Since 2002, we've been at the forefront of what's new and best in style, sneakers, and pop culture. It only made sense then that we bring you Complex SHOP, a return to the brand's ethos as the original buyer's guide.

Powered by the collective expertise and savvy of Complex editors, the SHOP delivers much more than a one-dimensional buying experience. We aim to bring stories to life through the lens of people, process, lifestyle, and products, and to connect you with the designers and creators propelling the cultures of sneakers, streetwear, art, music, and pop culture. For us, it's about storytelling as much as it is a product. Culture and community over strictly commerce.

Complex has introduced you to the brands you love, now it's time to shop from them.