

Sprayground Brings Three Major Pop-Up Experiences to New York City This Summer

Streetwear powerhouse Sprayground takes over three iconic NYC locations with limited-time retail experiences celebrating the brand's signature artistic spirit

NEW YORK, NY, UNITED STATES, August 26, 2026 /EINPresswire.com/ -- This summer, [Sprayground](https://www.sprayground.com/) is taking over New York City with three distinct pop-up experiences across some of the city's most recognizable destinations. From the lush surroundings of the New York Botanical Garden to the iconic James A. Farley Building and the heart of Times Square, the global streetwear brand will bring its boundary-pushing approach to design, culture and retail to NYC throughout August and September.



Sprayground pop-up at the New York Botanical Garden

Running across three locations, the pop-ups will give fans and collectors the opportunity to discover Sprayground's latest collaborations, limited-edition designs and signature backpacks in highly immersive settings.

SPRAYGROUND x NEW YORK BOTANICAL GARDEN

August 25–Sept 7th, 2026 | New York Botanical Garden, Bronx

Sprayground heads to the New York Botanical Garden (NYBG) for a limited-time pop-up celebrating its 30-piece collaboration with one of New York's most iconic cultural and botanical institutions.

The collaboration translates the beauty and visual language of the Garden into Sprayground's unmistakable streetwear aesthetic, creating a collection where nature, art and urban culture collide.

The NYBG pop-up will offer visitors the chance to shop the exclusive collaboration while

experiencing Sprayground within the unique setting of the Garden.

This is the first-ever pop-up the garden has ever hosted with a brand - making it a historical milestone for both brands.

SPRAYGROUND x USPS

August 31–October 3, 2026 | James A. Farley Building, Manhattan

Following its NYBG takeover, Sprayground will bring its highly anticipated collaboration with the United States Postal Service to the iconic James A. Farley Building in Manhattan.

The nine-piece collection reimagines classic USPS imagery through Sprayground's graffiti-driven design language, featuring statement backpacks, shipping-box-inspired bags and the brand's first-ever collectible toy - a miniature mail truck.

The collaboration marks a bold intersection of American heritage, street culture and contemporary fashion, transforming familiar postal symbols into collectible streetwear pieces.

The pop-up will give fans an opportunity to shop the full collaboration in an environment inspired by the world of USPS and Sprayground.

SPRAYGROUND TIMES SQUARE

September 6–7, 2026 | Times Square, New York City

Sprayground will close out its summer NYC takeover with a special two-day pop-up in Times



Sprayground founder David BenDavid at the opening of Sprayground's pop-up at NYBG



Sprayground x New York Botanical Garden collaboration

Square, bringing the brand directly into the center of one of the world's most recognizable intersections. The collection will be showcased inside a shipping container attached to a gold helicopter, creating the perfect picture moment.

Known for its oversized graphics, unexpected collaborations and collectible approach to streetwear, Sprayground will transform the iconic location into a destination for fans, tourists, collectors and fashion enthusiasts.

The Times Square experience will showcase a selection of Sprayground's latest releases and fan-favorite designs, creating a highly visible celebration of the brand in the heart of New York.

THREE POP-UPS. ONE NYC TAKEOVER.

Together, the three experiences represent Sprayground's continued expansion beyond traditional retail and its commitment to creating cultural moments around its products.

From nature and art at NYBG, to American heritage and street culture with USPS, to the energy and global visibility of Times Square, each location offers a different expression of the Sprayground universe.

"New York is home for Sprayground, so bringing the brand to three completely different iconic locations is incredibly exciting," said David BenDavid, Founder of Sprayground. "Each pop-up has its own personality, but they all represent what Sprayground does best — taking something familiar and turning it into something unexpected, collectible and culturally relevant."

With its distinctive aesthetic and ever-expanding roster of collaborations, Sprayground continues to blur the boundaries between fashion, art, pop culture and collectible design.

For more information, visit [Sprayground.com](https://sprayground.com).

POP-UP DATES AT A GLANCE

Sprayground x NYBG

August 25–September 7, 2026

New York Botanical Garden, Bronx

Sprayground x USPS

August 31–October 3, 2026

James A. Farley Building, Manhattan

Sprayground Times Square

September 6–7, 2026

Times Square, Manhattan

About Sprayground

Sprayground is the leading travel fashion brand that has revolutionized the industry with its cutting-edge designs and bold artwork, transforming a once complacent market into a hub of creativity and self-expression. Founded in 2010 by designer DAVID BENDAVID (DBD) in New York City, Sprayground redefined travel accessories, evolving them from simple functional necessities into coveted luxury statement pieces. Known for its iconic 'Shark Mouth' art and limited-edition drops, Sprayground has built a global community of collectors who crave its distinctive backpacks, crossbodies, luggage, and accessories. The brand's legacy portfolio showcases innovation, individuality, and a mission to inspire, collaborating with world-renowned partners. Today, Sprayground's distribution spans over 90 countries, with 105 mono-branded retail stores in China and a presence in select international pop-ups and retailers worldwide. Sprayground has set a new standard for luxury and self-expression in travel fashion, appealing to those who dare to be different and stand out from the crowd.

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