

**GUERRILLA RETAIL**  
FOOD AND FASHION FOR THE SHORT TERM



# Intentionally Temporary


Food trucks that serve delectable, table-worthy meals, then drive away. Stores whose very mission is to disappear in a day. Right now, impermanence is the sexiest marketing tool.

THE MOVEMENT / FLEETING FASHION / FOOD TRUCKS / PROFIT MARGIN

## Tasty Vagabonds

*The two camps of the burgeoning food-truck phenomenon: stable and nomadic.*

BY AILEEN GALLAGHER



### TRUCKS THAT STAY PUT

**LA CENSE BURGER TRUCK**  
The lunchtime lines for this grass-fed burger have been long since it opened in June.  
*47th St. and Park Ave.*