

What makes a pop-up store a pop-up store?

It's temporary.

It's surprising.

It's experiential.

This is a good time for start-ups:

High retail vacancy rates

High start-up costs

Market risk

Millennials + interactivity

What can/should pop-ups do?

Pop-ups are good for main streets because...

... they keep spaces occupied.

... they help start-ups get established without the burden of long-term lease commitments.

... they diversify the district's product mix.

Test new product lines in specific markets



Test a business model



Test a business model



Test a business model



Test a business model





Build brand loyalty



Reposition an established brand

RetrO revival

Everything vintage is modern again. Candy colors, sleek finishes, gawky glasses — it's a fun mix of fashion, fun and cool comfort. Think you've seen it all before? Now is the time for a fresh look at yesterday.



Shop culture

For gifts we hit... coming up on the right New Year's red carpet (and most of us are... must-have holiday gadgets. These gifts catch the spirit of new and cool... the never-dropping stream of info, goods, and culture cool.



16 Build exposure in a new market area



16 Build exposure in a new market area

OUNT



16 Build exposure in a new market area



16 Build exposure in a new market area



Fills small market gaps



Curbside Cupcakes



Order Today
For Your Next Meeting,
Party, Or Event!

www.CurbsideCupcakes.com

202-495-0986

twitter :CurbsideCupcake

facebook :CurbsideCupcakes

DP = 2726

ILLUMINATE

Take over a failed competitor's market



Sell excess merchandise

Cart: 0
Total: \$0
[Wishlist](#) | [Log In](#) | [My Account](#) | [Checkout](#)

SEARCH

BY CATEGORY

- All
- New
- Chair
- Decorative
- Desk
- Gadget
- Gift
- Kitchen
- Lighting
- Limited Edition
- Rugs
- Sale
- Style
- Tableware
- Under \$50
- Wellness

INFORMATION

- Contact Us
- News
- Designers
- Blog
- Terms+Conditions

FOLLOW US

[twitter](#)
[facebook](#)



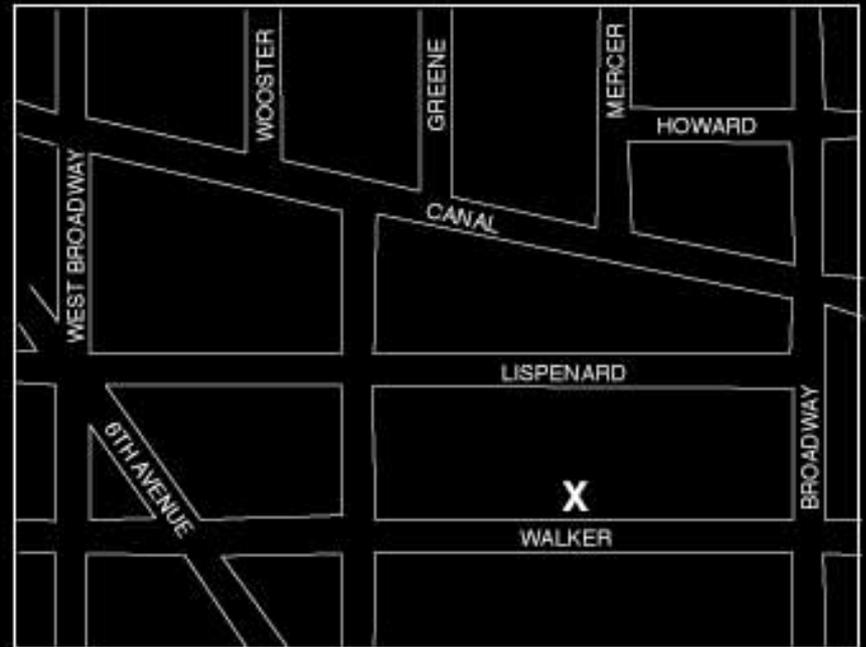
SUBSCRIBE TO OUR NEWSLETTER

Enter your email for new product updates, sales, design events and giveaways!

A photograph of a roll of paper with a wooden base. The text 'Place for Trace \$76' is overlaid at the bottom.

SALE
Save up to 50%
on select accessories

16 Sell excess merchandise



CANAL STREET SUBWAYS: N, R, Q, W, 6, A, C, E, 1

10 Sell excess merchandise

THE SECRET SHOP

Merchant no. 4 presents a selection of objects from:
Emogayu, Masakage Tanno, Boym Partners, to.mo.ni,
Hidetoshi Takahashi, Rina Ono, Masayuki Kurokawa, omas,
Marie Gardeski, voon wong & benson saw, Lovl + more...

May 15 - 18, 2010 11am - 7pm daily
52 Walker Street, 4th Floor NYC 10013
Visit merchant4.com/popup.html
or call 212.925.2235

Offer exclusive products or services



Offer exclusive products or services



Offer exclusive products or services



Offer exclusive products or services



Offer exclusive products or services



Bring products directly to consumers



Provide space during construction or relocation



kate spade

NEW YORK

reopening this fall
in the meantime,
visit our temporary shop in
BUILDING A, LEVEL 1

architect
GLOBALARCH DESIGN & CONSULTING
212.924.5050 X 202

general contractor
DAVE FOSTER BUILDERS, INC
808.848.2101

Provide space during construction or relocation

reopening this fall

*in the meantime,
visit our temporary shop in*

BUILDING A, LEVEL 1

Are they a good fit for your district?

Do you have space?

Are (some) property owners open to it?

Are (some) business owners open to it?

Opportunities for existing businesses?

Are there local entrepreneurs?

Will it complement the existing retail mix?

Do local ordinances allow pop-ups?

Do demographics fit the business model?

Some random examples

Store-in-store: SPACE 15 TWENTY



WHAT GOES AROUND
COMES AROUND



Store-in-store: SPACE 15 TWENTY



Store-in-store: SPACE 15 TWENTY



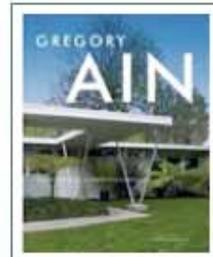
View Cart Sign In
Items (0) \$0.00



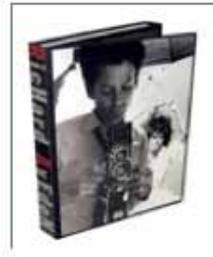
Books ▾ New Arrivals Gift Ideas About Us ▾ Events Search Go

- ### Categories
- Forthcoming
 - New Arrivals
 - Architecture
 - Art
 - Fashion
 - Furniture
 - Graphic Design
 - Landscaping & Horticulture
 - Hennessey + Ingalls Publications
 - Interior Design
 - Industrial Design
 - Photography
 - Transportation
 - Rare & Out-of-Print
 - Clearance

Best Sellers



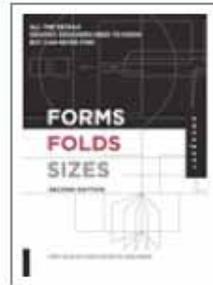
Ain, Gregory - The Modern Home as Social Commentary
List Price: \$60.00
Sale Price: \$54.00



Avedon, Richard - Performance
List Price: \$75.00
Sale Price: \$67.50



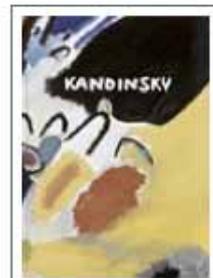
Beuys, Joseph - Coyote
List Price: \$45.00
Sale Price: \$40.50



Forms, Folds and Sizes, Second Edition: All the Details Graphic Designers Need to Know but Can Never Find
List Price: \$30.00
Sale Price: \$27.00



Herzog & de Meuron - 1997-2001: The Complete Works, Volume 4
List Price: \$169.00
Sale Price: \$152.00



Kandinsky, Wassily
List Price: \$185.00
Sale Price: \$166.50



L.A. Modern
List Price: \$75.00
Sale Price: \$67.50



Live Forever: Elizabeth Peyton
List Price: \$59.95
Sale Price: \$53.95

Join Our Mailing List:

Go

Permanent pop-up space: OPEN HOUSE



Permanent pop-up space: OPEN HOUSE



Permanent pop-up space: OPEN HOUSE





Permanent pop-up space: OPEN HOUSE

NEW YORK'S POP-UP RETAIL LOCATION & EVENTS SPACE

[HOME](#) [ABOUT](#) [SPACE](#) [CLIENTS](#) [PRESS](#) [BLOG](#) [CONTACT](#)



© 2008 OPENHOUSE GALLERY

SITE BY LAYERFRAME



Permanent pop-up space: OPEN HOUSE

NEW YORK'S POP-UP RESTAURANT, LOCATION & EVENTS SPACE

[HOME](#) [ABOUT](#) [SPACE](#) [CLIENTS](#) [PRESS](#) [BLOG](#) [CONTACT](#)



© 2008 OPENHOUSE GALLERY

SITE BY LATÉRFRAME

Integrated marketing: EDDIE BAUER DOWN CLOTHING



Mobile retail: UNIQLO



Mobile retail: UNIQLO



Mobile retail: UNIQLO



Mobile retail: UNIQLO





Brand loyalty: BANK OF AMERICA GIFT BOX



A constantly-changing business

GrandOpening

646-875-8078

139 NORFOLK STREET, NYC

EMAIL

FACEBOOK

TWITTER

STOREFRONT

CURRENT

[LES Film Festival - OPEN](#)

PREVIOUS

[Talk Show](#)

[Vicky & Lysander](#)

[Trade School](#)

[Eggnog](#)

[Pong 3.0](#)

[Wedding Chapel](#)

[Club](#)

[Pong 2.0](#)

[Everything Must Go](#)

[Office Party](#)

[Drive-in](#)

[Pong 1.0](#)

[Barn for Sale](#)

EVENTS

[L.E.S. Cup](#)

[Cars Under the Stars](#)

[Decorative Nihilism](#)

[Duck, Duck, Goose](#)

[Goth-Loli](#)

OUR WORK

ABOUT

STAFF

PRESS

STAY INFORMED

WORK WITH US



SINGLE TABLE PING PONG PARLOR

PONG, the original! Playful community engagement in Manhattan's Lower East Side - a single table ping-pong parlor in the heart of the neighborhood. This three-month initiative provided locals with the opportunity to engage in a unique and entertaining table tennis experience. Visitors played pick-up games, or became members and competed for a chance to win the L.E.S. Cup, a season-ending tournament that revealed the neighborhood's most talented table tennis luminaries. Igniting the New York ping pong scene and building a great network of friends that have followed along with the successive seasons and social engagements along the way.

ABOUT

[The Store](#)
[The Business](#)
[Jobs](#)

PREVIOUS STORES

[Talk Show](#)
[Vicky & Lysander](#)
[Trade School](#)
[Eggnog](#)
[Pong 3.0](#)
[Wedding Chapel](#)
[Club](#)
[Pong 2.0](#)
[Everything Must Go](#)
[Office Party](#)
[Drive-in](#)

PREVIOUS EVENTS

[L.E.S. Cup](#)
[Cars Under the Stars](#)
[Decorative Nihilism](#)
[Duck, Duck, Goose](#)
[Goth-Loli](#)

STAFF

[Ben Smyth](#)
[Hall Smyth](#)
[Kevin Fey](#)
[Rich Watts](#)
[Damian Boyd-Boffa](#)
[Alex Cardasis](#)
[Justin Chen](#)
[Ben Ellis](#)
[Shannon Walker](#)
[Damon Cardasis](#)

RECENT PRESS

[New York Press - 10/27/2010](#)
[Manhattan Users Guide - 01/28/2010](#)
[Vogue E+T - 11/11/2009](#)
[New York Magazine - 11/08/2009](#)
[NBC News - 10/23/2009](#)
[The Village Voice - 10/21/2009](#)
[AFP - 08/04/2009](#)
[The Wall Street Journal - 08/03/2009](#)
[The Huffington Post - 07/31/2009](#)
[ABC News - 3/19/2008](#)

[VIEW ALL](#)

STAY INFORMED

Sign up for our mailing list.

SUBMIT

A constantly-changing business

STOREFRONT

CURRENT

[LES Film Festival - OPEN](#)

PREVIOUS

[Talk Show](#)

[Vicky & Lysander](#)

[Trade School](#)

[Eggnog](#)

[Pong 3.0](#)

[Wedding Chapel](#)

[Club](#)

[Pong 2.0](#)

[Everything Must Go](#)

[Office Party](#)

[Drive-in](#)

[Pong 1.0](#)

[Barn for Sale](#)

EVENTS

[L.E.S. Cup](#)

[Cars Under the Stars](#)

[Decorative Nihilism](#)

[Duck, Duck, Goose](#)

[Goth-Loli](#)

OUR WORK

ABOUT

STAFF

PRESS

STAY INFORMED

WORK WITH US

everything must go

THE LOWER EAST SIDE AUCTION HOUSE



EVERYTHING MUST GO

A mock estate auction of antique household wares from the 19th century estate of Squire Van Tuyl, complete with a live auctioneer and fast paced paddle bidding. Everything Must Go! fostered community involvement by starting prices at a level that didn't intimidate first-time bidders and stimulated the crowds with an entertainingly raucous auctioneer and appealing antiques fit for New York spaces.

ABOUT

[The Store](#)

[The Business](#)

[Jobs](#)

PREVIOUS STORES

[Talk Show](#)

[Vicky & Lysander](#)

[Trade School](#)

[Eggnog](#)

[Pong 3.0](#)

[Wedding Chapel](#)

[Club](#)

[Pong 2.0](#)

[Everything Must Go](#)

[Office Party](#)

[Drive-in](#)

PREVIOUS EVENTS

[L.E.S. Cup](#)

[Cars Under the Stars](#)

[Decorative Nihilism](#)

[Duck, Duck, Goose](#)

[Goth-Loli](#)

STAFF

[Ben Smyth](#)

[Hall Smyth](#)

[Kevin Fey](#)

[Rich Watts](#)

[Damian Boyd-Boffa](#)

[Alex Cardasis](#)

[Justin Chen](#)

[Ben Ellis](#)

[Shannon Walker](#)

[Damon Cardasis](#)

RECENT PRESS

[New York Press - 10/27/2010](#)

[Manhattan Users Guide - 01/28/2010](#)

[Vogue E+T - 11/11/2009](#)

[New York Magazine - 11/08/2009](#)

[NBC News - 10/23/2009](#)

[The Village Voice - 10/21/2009](#)

[AFP - 08/04/2009](#)

[The Wall Street Journal - 08/03/2009](#)

[The Huffington Post - 07/31/2009](#)

[ABC News - 3/19/2008](#)

[VIEW ALL](#)

STAY INFORMED

Sign up for our mailing list.

SUBMIT

A constantly-changing business

GrandOpening

646-875-8078

139 NORFOLK STREET, NYC

EMAIL

FACEBOOK

TWITTER

STOREFRONT

OUR WORK

ABOUT

STAFF

PRESS

STAY INFORMED

WORK WITH US



FEBRUARY 8TH TO FEBRUARY 27TH

20 days of independent short and feature films made for under \$30,000, all in pursuit of the prestigious LES Prix D'Or.

The LES Film Festival is committed to showcasing the creativity and inventiveness of low-budget filmmaking and to give filmmakers an opportunity to present their work. BYOB screenings will be followed by a Q&A with directors. Submissions will be viewed and selected by a panel of judges.

The LES Film Festival is about top notch storytelling, and top-notch storytelling doesn't mean huge budgets.

Award Categories:

Best Dramatic Short, Best Dramatic Feature, Best Comedic Short, Best Comedic Feature, Best Animation, LES Prix D'Or

For more information visit lesfilmfestival.com.

Curated by [Shannon Walker](#) and [Damon Cardasis](#)

ABOUT

[The Store](#)

[The Business](#)

[Jobs](#)

PREVIOUS STORES

[Talk Show](#)

[Vicky & Lysander](#)

[Trade School](#)

[Eggnog](#)

[Pong 3.0](#)

[Wedding Chapel](#)

[Club](#)

[Pong 2.0](#)

[Everything Must Go](#)

[Office Party](#)

[Drive-in](#)

PREVIOUS EVENTS

[L.E.S. Cup](#)

[Cars Under the Stars](#)

[Decorative Nihilism](#)

[Duck, Duck, Goose](#)

[Goth-Loli](#)

STAFF

[Ben Smyth](#)

[Hall Smyth](#)

[Kevin Fey](#)

[Rich Watts](#)

[Damian Boyd-Boffa](#)

[Alex Cardasis](#)

[Justin Chen](#)

[Ben Ellis](#)

[Shannon Walker](#)

[Damon Cardasis](#)

RECENT PRESS

[New York Press - 10/27/2010](#)

[Manhattan Users Guide - 01/28/2010](#)

[Vogue E+T - 11/11/2009](#)

[New York Magazine - 11/08/2009](#)

[NBC News - 10/23/2009](#)

[The Village Voice - 10/21/2009](#)

[AFP - 08/04/2009](#)

[The Wall Street Journal - 08/03/2009](#)

[The Huffington Post - 07/31/2009](#)

[ABC News - 3/19/2008](#)

[VIEW ALL](#)

STAY INFORMED

Sign up for our mailing list.

SUBMIT

A pop-up that became permanent



Building brand awareness: ROCKPORT+ ADIDAS



Building brand awareness: ROCKPORT+ ADIDAS



Building brand awareness: ROCKPORT+ ADIDAS



Building brand awareness: ROCKPORT+ ADIDAS



Brand loyalty: J CREW HOLIDAY HABERDASHER



Brand loyalty: KATE SPADE IGLOO



Mobile retail: DIM



Mobile retail: DIM



Mobile retail: DIM



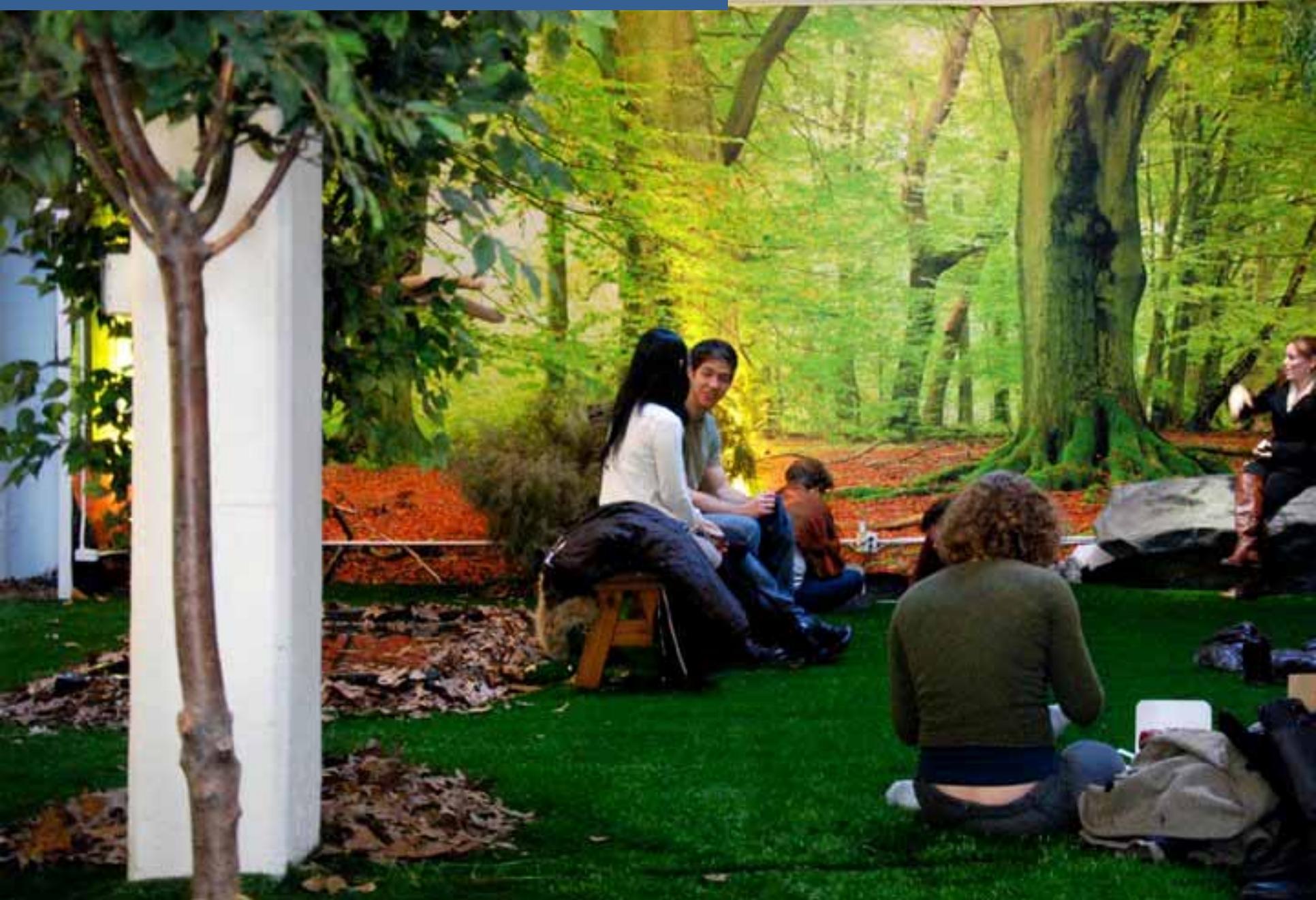
Brand loyalty: DOMMELSCH BEER



Brand loyalty: DOMMELSCH BEER



Brand awareness: PARK HERE



Brand awareness: PARK HERE



NUMBER OF
BOOK SALES
NEEDED BEFORE
WE MAKE RENT

~~50,000~~
~~4,637~~
2,583

ED'S MARTIAN BOOK



