

Whitepaper

UNVEILING THE WORLD OF POP-UP STORES: EXPLORING FORMATS, STRATEGIES, AND IMPACT

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ABOUT THIS WHITEPAPER

This whitepaper explores the dynamic retail landscape and provides a comprehensive overview of pop-up stores. From defining the concept to comprehending their strategic adoption, impact on the customer journey, and integration into the omnichannel landscape.

Brands can benefit from the valuable insights it offers to leverage the unique benefits and possibilities offered by pop-up stores in creating engaging and memorable customer experiences.



UNDERSTANDING POP-UP STORES

There are many pop-up stores definitions that are common to retailers and retail professionals. To begin by removing all ambiguity, it is important to find an explanation that highlights the main variables that best describe pop-up stores. To dispel any doubt or confusion, definitions of pop-up stores are not applicable to seasonal stores, fairs, or local markets. A pop-up store must be associated with several variables; the main ones are time, timing, and surprise.

“

A TIME-LIMITED BRAND MANIFESTATION THAT REVEALS ITSELF IN A PARTICULAR FORMAT, AT A SPECIFIC MOMENT AND IN A SPECIFIC LOCATION. DURING THIS TIME, MIGHT PROVIDE LOCATION-SPECIFIC ASSORTMENTS, AT OPTIMAL PRICE RANGES. HOWEVER, AND MOST IMPORTANTLY, IT BRINGS FORTH ENGAGING EXPERIENCES.

”

- BOUSTANI, 2021



Often set up in non-traditional retail locations, such as vacant storefronts or event spaces, brands can create a unique and immersive environment for customers through pop-up stores.

-Unique and limited offerings: Pop-up stores often feature unique and limited-edition products that are not available elsewhere. This creates a sense of exclusivity and encourages customers to visit the store while it is open.

-Flexibility: Pop-up stores are often designed to be flexible and adaptable, allowing brands to quickly and easily change the store layout or merchandise to suit customer preferences or sales trends.

-Brand promotion: Pop-up stores are often used as a marketing tool to promote a brand or product. They provide an opportunity for brands to create a unique and memorable experience for customers, which can help to generate buzz and build brand loyalty.

-Experimentation: Pop-up stores provide an opportunity for brands to experiment with new products, merchandising strategies, and retail concepts without making a long-term commitment. This allows brands to test the waters before investing in a permanent retail location.

WHERE DO POP-UP STORES STAND IN TODAY'S OMNICHANNEL CONTEXT?



@DRESSX

Pop-up stores can be an important component of an omni-channel retail strategy, especially in today's retail environment. With the rise of e-commerce and the move to experiential retail, pop-up shops can help brands and retailers connect with customers in new and innovative ways.

In an omni-channel context, pop-up stores can be used as a physical extension of a brand's online presence, offering customers a tangible experience that complements their digital interactions.

Pop-up stores can also be used to test new products or markets, generate buzz and excitement around a brand, and capture the attention of consumers who may not have otherwise engaged with the brand online.

In addition, pop-up stores can act as a bridge between a brand's online and offline channels, making it easy for customers to switch from one point of contact to another in their shopping journey.

For example, a pop-up store may feature products that are only available online or provide customers with the opportunity to place online orders in store.





WHY ADOPT POP-UP STORES?

Pop-up stores are generally considered agile because of their flexibility and adaptability. They are designed to be temporary and can be installed quickly in various locations, enabling brands to react quickly to changing market conditions or consumer trends.

In addition, pop-up stores are often designed to be adaptable, enabling brands to easily change the layout of stores or merchandise based on customer preferences or sales trends.

Initially prominent in the fashion industry, pop-up retailing has become more widespread, with both creative start-ups and global brands utilizing it. Pop-up's flexibility has led to established retailers entering the retail market, blurring the lines between ephemeral and traditional retailing.

BRANDS ADOPT POP-UP STORES TO MEET MANY OBJECTIVES, INCLUDING:

Creating buzz and excitement: Pop-up stores are often used as a marketing tool to create a sense of exclusivity and urgency around a brand or product. By opening a temporary store, brands can generate buzz, excitement, and engagement which can translate into increased sales and brand awareness.

Testing new markets: Pop-up stores are a low-risk way for brands to test new markets and gauge consumer interest in a particular location or region. By setting up a temporary store, brands can quickly assess the viability of a new market without committing to a long-term lease or significant investment.

Launching new products: Pop-up stores are a great way for brands to launch new products and create a unique shopping experience for customers. By setting up a pop-up store, brands can showcase their latest products and create a sense of excitement around the launch.

Building brand awareness: Pop-up stores can help brands connect with new customers, build awareness and increase visibility. Brands can engage with their audiences and establish a meaningful long-term relationship by creating a memorable shopping experience.

Providing a unique shopping experience: Pop-up stores often offer a unique shopping experience that can't be found in traditional retail stores. By creating a visually appealing and interactive environment, brands can engage and immerse customers.

WHY POP-UP?



- 01 | Digital native brands needing a physical representation
- 02 | Testing/experimenting with several pop-up stores thus confirming the need for a physical location
- 03 | Introducing the brand to a specific market or a specific audience
- 04 | Collecting 'on the spot' customer feedback on the spot
- 05 | Testing a new product, service, or concept
- 06 | Expanding to new markets or developing new business models

AT THE CROSSROADS OF DISTRIBUTION AND COMMUNICATION CHANNELS

An exciting, immersive format that is constantly injecting novelty in the retail environment.

- ☛ An agile tool.
- ☛ An unconventional retail format.
- ☛ Easily mounted/dismounted, transportable
- ☛ Serves different brand objectives (such as):

Educating.

Informing, communicating.

Testing.

Selling.

Arousing emotions.

Increasing brand awareness .

Meeting, exchanging.

Immersing and engaging customers.

Gathering information (...)

As the current *postmodern* distribution era becomes more and more *hybrid*, consumers find themselves wandering freely and gracefully between the different brand touchpoints; whether it's a website, a digital platform, a physical or virtual store, or a pop-up store.

In the case of ephemeral retail, brands rethink their communications by giving it a new dimension that goes beyond the simple transmission of an advertising message. With the help of pop-up stores, they give customers the chance to *live the brand's story*.



**THE POP-UP STORE BECOMES
A BRAND COMMUNICATION
TOOL.**



Pop-up stores are known for their high experiential atmosphere, which includes unique store design, interactive entertainment programs, and a pleasant shopping atmosphere. Pop-up stores represent a touchpoint that gives customers the opportunity to live a special moment with customers.

From a consumer's perspective, the pop-up store could be the beginning or the end of the customer journey. As such, the pop-up store serves a specific purpose. Therefore, its design helps in delivering that purpose.

THE POP-UP CUSTOMER JOURNEY

A customer's journey can start before his visit to the pop-up store and be extended well after the visit. It all depends on the extent to which the brand decided to control the *pre* and *post* experience stages.

Like most steps of a physical store's customer journey, when in a pop-up store, customers tend to go through several stages. It is crucial for brands to provide them with a positive and engaging experience.

This can include creating a welcoming and visually appealing store environment, providing excellent customer service, and offering unique and desirable products. By providing a positive experience, pop-up stores can contribute to elaborating a positive feeling towards the brand .



IN THE CASE OF A TRANSACTIONAL POP-UP STORE

01

Awareness: This is the stage where customers first become aware of the pop-up store, either through social media, word-of-mouth, or by seeing the physical store location. At this stage, customers may not yet be interested in visiting the store, but they have become aware of its existence.



02

Attraction: Once customers are aware of the pop-up store, they need to be attracted to visit it. Interruptions may happen if the store's visual appeal, branding, or marketing strategies fail to capture the attention of potential customers or make them curious enough to explore further.

IN THE CASE OF A TRANSACTIONAL POP-UP STORE

03

Interest: This is the stage where customers become interested in the pop-up store and its products. This could be due to the store's location, unique offerings, or other factors. Customers may begin to research the store or its products or may plan to visit the store later.



03A

Visit: *This is the stage where customers physically visit the pop-up store. During this stage, customers may browse the store, interact with products, and engage with sales associates or other staff members.*

03B

Entry: *This stage involves the customer's physical entry into the store. Any issues with accessibility, such as long queues or complicated entry procedures, can interrupt the customer journey at this point.*



IN THE CASE OF A TRANSACTIONAL POP-UP STORE

04

Exploration: After entering the store, customers explore the space and interact with the products or experiences provided. Interruptions may occur if the layout is confusing or if there's a lack of clear signage, making it difficult for customers to navigate or find what they're looking for.



05

Engagement: This stage involves customers actively engaging with the products, participating in activities, or interacting with store staff. Interruptions can happen if the staff is unresponsive, unhelpful, or if the products or experiences fail to meet the customers' expectations or needs.

IN THE CASE OF A TRANSACTIONAL POP-UP STORE

06

Purchase: This is the stage where customers make a purchase at the pop-up store. This could be a result of browsing, trying on products, or receiving a sales pitch from a staff member.



07

Exit: The final stage involves the customer leaving the store. Interruptions may happen if there's a lack of clear exit signs or if the store doesn't provide any follow-up information or incentives to encourage customers to return or provide feedback.

08

Post-Purchase: At this point, customers have made a purchase and may provide feedback or share their experience with others.

THE ONLINE POP-UP CUSTOMER JOURNEY

As pop-up stores are tightly connected with social media, a customer could access the brand's social sites at any moment of his journey. This would be to either retrieve information or, on the other hand, share content that he generated. In an omnichannel context, a pop-up store customer journey can be described as a seamless and integrated experience across multiple channels, both online and offline.

Throughout the entire journey, the key aspect of an omnichannel approach is consistency and continuity across different channels. The pop-up store should ensure that the customer experience remains cohesive and interconnected, regardless of whether the interaction occurs online or offline. This integration enables customers to engage with the brand seamlessly and enhances their overall journey.



POP-UP STORES IN AN OMNICHANNEL CONTEXT

01

Pre-engagement: This stage involves the customer's initial interaction with the pop-up store through various online channels such as social media, email marketing, or the store's website. The store can generate awareness, create anticipation, and provide information about the upcoming pop-up experience.



02

Physical format's Visit:

The customer decides to visit the pop-up store in person. This can be motivated by the online engagement in the previous stage or by discovering the store's physical location. The store's online presence should provide clear directions and any necessary information to facilitate the customer's visit.



POP-UP STORES IN AN OMNICHANNEL CONTEXT

03

In-store Experience:

Once inside the pop-up store, the customer engages with the physical environment, products, and experiences offered. The store should aim to create an immersive and interactive experience that aligns with the brand and captures the customer's interest. Technology integration, such as interactive displays or augmented reality, can enhance the in-store experience.



04

Online Integration:

Throughout the customer's journey in the pop-up store, online channels play a complementary role. For example, the store can incorporate QR codes, digital displays, or mobile apps that provide additional product information, exclusive offers, or the ability to make online purchases. These online touchpoints allow customers to seamlessly transition between the physical and digital realms.

POP-UP STORES IN AN OMNICHANNEL CONTEXT

05

Post-Visit Engagement:

After leaving the pop-up store, the customer can continue their engagement with the brand through various online channels.



05A

The brand can encourage customers to provide feedback, share their experience on social media, or subscribe to newsletters for future updates and promotions.

This helps maintain a connection and foster long-term customer relationships.

TRADITIONAL OR EPHEMERAL?

While pop-up stores offer unique advantages such as flexibility and the ability to test new markets, physical stores have unique benefits such as brand recognition, customer loyalty, consistent customer expectation, inventory management, and long-term planning.

Both types of retail spaces can be effective in their own ways, and it's up to the brand or retailer to determine which type of space is best suited for their goals and target audience.

- 01 | Brand awareness & recognition:** Physical stores can help build brand awareness and recognition in a way that pop-up stores cannot. Having a permanent retail presence can help establish a brand's identity and make it more recognizable to customers.
- 02 | Customer loyalty:** Physical stores often have a loyal customer base that visits regularly, whereas pop-up stores may only attract customers during their limited timeframe. Building a loyal customer base takes time & effort that physical stores can help cultivate.
- 03 | Consistent customer expectation:** Physical stores provide a more consistent & reliable customer experience than pop-up stores. Customers know what to expect when they visit a physical store, including the store layout, product selection, & customer service.
- 04 | Inventory management:** Physical stores have more space and resources to manage inventory and stock products than pop-up stores. This can help ensure that products are always available for customers to purchase.
- 05 | Long-term planning:** Physical stores allow for long-term planning and investment in the retail space, including lease agreements, renovations, and store design. Pop-up stores are temporary and may not allow for the same level of long-term planning.

A TYPOLOGY OF POP-UP STORES

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Low-end
(start-up or mature)
High-end
(start-up or mature)

Transactional
or
Event-based

Offline

Event

Online

Standalone
PUIS (popup in
store)
Unconventional
form
Mobile structure
Unconventional
space

Collaboration
Come together
Guerilla stores
Tribal gathering

Online pop-up site
Timely funnel
Direct to
Consumer

A concept store.
A flagship store.
An experiential store.
An exhibition.
A live store.
A concession or stand-like.
A giant shoe box, handbag, or ring.
Bus or tuck tuck.
Abandoned pharmacy, theatre, or factory.

Same industry or different industries, same positioning, or different positioning.
Two or more brands reunited under one theme/one purpose.
Unconventional form and associated with aggressive communications.

Often accompanied with live selling/ social selling.
Often associated with a live event.
Huckster, Rag and Bone or an artisan.



Pop-up store spectra refer to the different forms of pop-up stores that can exist, based on various factors such as their purpose, duration, and location. Pop-up stores have a wide and diverse range of forms that cater to different audiences and purposes.

Brand activation pop-ups: These pop-up stores are designed to promote and activate a brand's presence, generate buzz, and increase brand awareness. They often feature unique, attention-grabbing designs and activations that encourage customers to engage with the brand.

Seasonal pop-ups: These pop-up stores are set up for a limited time to take advantage of seasonal trends or events. For example, a pop-up store selling Halloween costumes might only be open during the month of October.

Product launch pop-ups: These pop-up stores are created specifically to launch new products or collections. They may be designed to showcase the products in a unique way, or to create attention, generate excitement and buzz around the launch.

Pop-up collaborations: These pop-up stores are created through collaborations between two or more brands. The collaboration may be focused on developing a new product or collection, or on combining the strengths of each brand to create a unique experience for customers.

Nomad pop-ups: These pop-up stores are designed to be mobile and can be set up in a variety of locations. They may take the form of a truck or trailer that travels to different locations, or a temporary structure that can be set up in different areas of a city or country.

Community-based pop-ups: These pop-up stores are designed to serve a specific community or neighborhood, and may feature local artists, designers, or businesses. They often focus on creating a unique, community-driven experience that resonates with local customers.



POP-UP STORE SPECTRA

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Representation	Mono-brand --- Multi-brand
Atmosphere	Generic --- Theme-based
Form	Physical --- Digital
Mobility	Static --- Nomad
Orientation	Transactional --- Event-based
Offering	Product-oriented --- Experience-driven
Channel	Distributions --- Communications
Customer Journey	Formatted --- Immersive
Expression	Dull --- Convivial
Purpose	Product launch --- Brand activation



THE STORE IS AT THE HEART OF POP-UPS

Yes, the *store* or *physical touchpoint* is still at the essence of pop-up stores, even though they are temporary and may not have the same permanence as traditional brick-and-mortar stores.

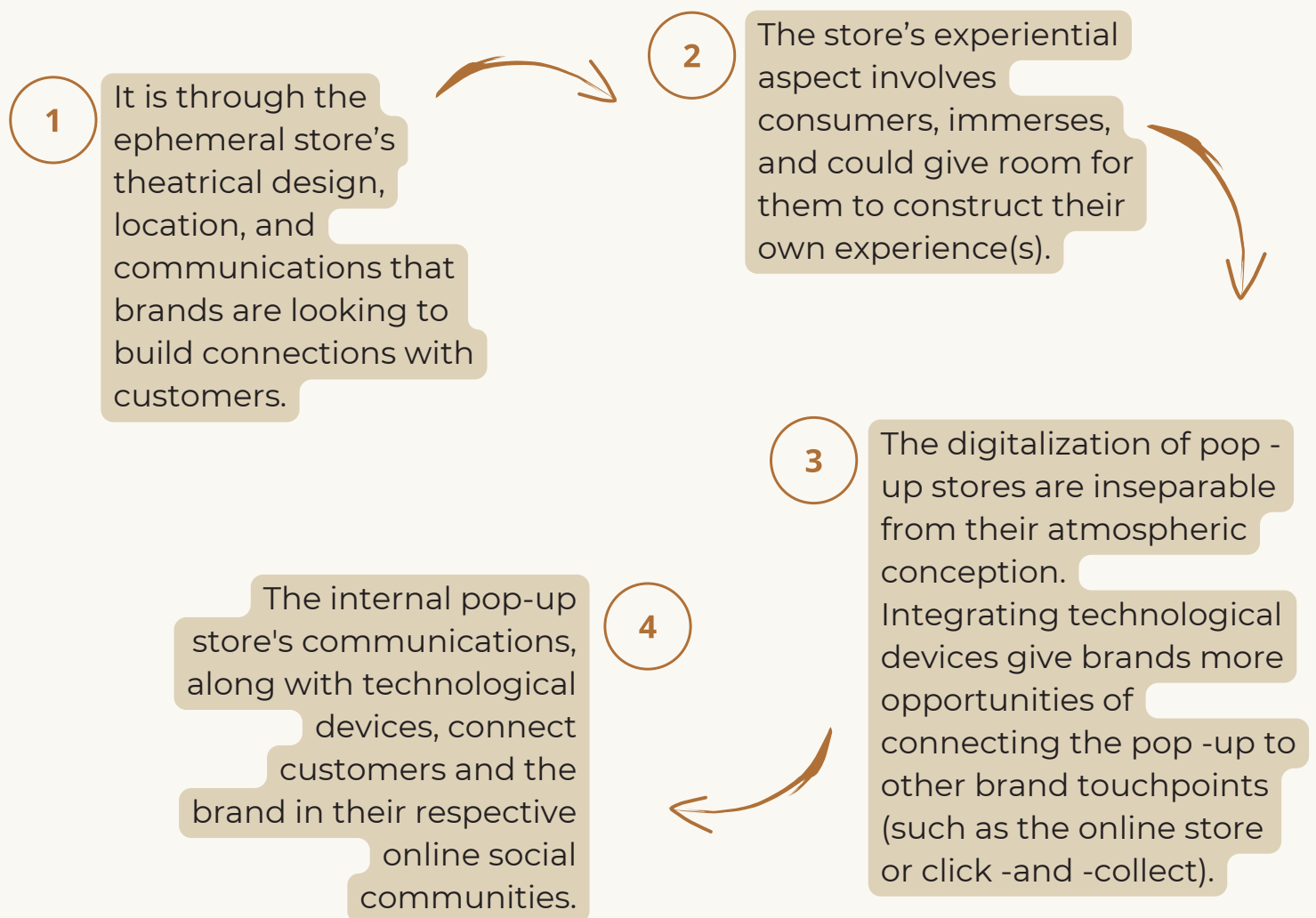
The pop-up store's physical space of a pop-up store is essential to provide customers with a tangible brand experience and its products or services.

Pop-up stores are often used to create a sense of urgency and excitement around a brand or offering, and the physical retail space plays a crucial role in this.

The store design and layout can be used to create a unique and immersive experience that captures customers' attention and encourages them to engage with the brand.

In addition to providing a physical space to showcase products, pop-up stores can also serve as a hub for events and experiences that build community around the brand. For example, a fashion brand might use a pop-up store to host a fashion show or a meet-and-greet with a celebrity spokesperson, while a food brand might use a pop-up store to host cooking demonstrations or tasting events.

Overall, while pop-up stores may not have the permanence of traditional retail stores, the physical retail space remains at the very essence of pop-ups, as it provides a unique opportunity for brands to engage with customers in a tangible set-up in an immersive way.





IN WHICH WAYS CAN POP-UP STORES PROVIDE CUSTOMERS WITH IMMERSIVE EXPERIENCES?

Pop-up stores can provide customers with immersive experiences in several ways.

Some of these include:

Interactive displays: Pop-up stores can incorporate interactive displays that allow customers to engage with products in a tactile way. For example, a pop-up store selling cosmetics might have a station where customers can test, try on, and learn about different products.

Virtual and augmented reality: Pop-up stores can incorporate virtual and augmented reality technology to create immersive experiences for customers. This could include virtual try-on experiences for clothing or makeup, or augmented reality displays that allow customers to see how products would look in their home.

Pop-up events: Pop-up stores can host events that allow customers to experience the brand in a unique way. This could include workshops, demonstrations, special product launches, or parties.

Customization: Pop-up stores can offer customization options that allow customers to personalize products to their individual preferences. For example, a pop-up store selling sneakers might offer custom embroidery or colors.

Themed environments: Pop-up stores can create immersive environments that transport customers to a different time or place. For example, a pop-up store selling vintage clothing might create a 1960s-inspired environment complete with retro music and decor.

Experiential branding: Pop-up stores can incorporate experiential branding elements that allow customers to engage with the brand in a more holistic way. This could include using scent, music, or other sensory elements to create a multi-sensory experience that resonates with customers.

A generic example of the Online-Offline customer journey would include an intense communication online to draw customer's attention and incite them into visiting the pop-up store. However, the brand would spend much time teasing customers before revealing any information about the pop-up store's whereabouts.



HERE IS A POSSIBLE SCENARIO

- A *sponsored* post appears on Instagram.
- Clicking on the link leads to the brand's page.
- When clicking on the *popup* highlights icon, customers can access information shared about the pop-up.
- Other posts and messages would be regularly diffused to inform the social media's platform users (*Instagram, for instance*) about the pop-up and inciting them to visit it.
- Once the pop-up reveals itself, communications continue. Depending on the communications style, the brand might choose to adopt a freestyle communication or one that is more formatted.
- During the pop-up store's opening, many visiting customers share information about their visit; they could tag the brand as well as other users. These stories intensify user-generated content.

ONLINE TO OFFLINE

Online-to-offline (O2O) pop-up stores are becoming increasingly popular as they combine the convenience of online shopping with the experience of physical retail. The integration of digital tools in a physical set-up creates an offline to online experience.

Click-and-collect allows customers to order products online and then pick them up at a physical location, such as a pop-up store. This approach provides customers with the convenience of online shopping while also offering the benefits of physical retail, such as the ability to try on or examine products before picking them up.

QR codes can be used in pop-up stores to provide customers with additional information about products or to enable them to purchase products online. For example, a QR code could be placed next to a product display, which customers could scan with their smartphone to learn more about the product or to purchase it online.

Social media platforms like Instagram and Facebook can be used to promote pop-up stores and drive traffic to the physical location. Customers can learn about the pop-up store through social media and then visit the physical location to experience the brand in person.

AR can be used in pop-up stores to provide customers with an interactive experience. For example, a brand could use AR to allow customers to *try on* virtual products or to see how products would look in their homes.

Pop-up stores can offer **online exclusives** that are not available in the physical retail space. For example, customers could order products online that are only available for pickup at the pop-up store.



The integration of online and offline channels can provide a seamless customer experience combining the benefits of both. Online merges with offline pop-up stores to offer customers more options and flexibility while also providing brands with new ways to engage with their target audiences.





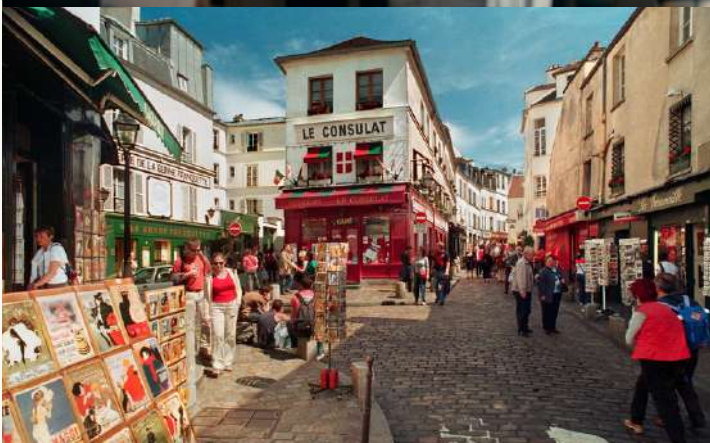
WHAT ARE THE IDEAL LOCATIONS FOR POPPING UP?

The ideal location for a pop-up store depends on various factors such as the type of product or service being offered, target audience, budget, and timing.

- **High foot traffic:** Look for locations with high foot traffic, such as shopping malls, downtown areas, or busy streets. The more people passing by, the more potential customers you will attract.
- **Relevant events:** Consider setting up your pop-up store in a location where relevant events or festivals are happening. This could be a music festival, food festival, or sporting event. These events attract large crowds of people, providing an opportunity to reach a wider audience.
- **Co-retailing spaces:** Co-retailing spaces are shared retail spaces that multiple brands can use. These spaces can be more cost-effective than renting a standalone store and offer the chance to network with other brands and benefit from their customer base.
- **Partnering with existing retailers:** Partnering with an existing retailer can provide access to their customer base and allow you to test out a new market without incurring the full cost of a standalone store.
- **Online-to-offline locations:** Consider pop-up stores that complement your online store or digital marketing strategy. For example, if you are an online fashion retailer, consider setting up a pop-up store in a location where your target audience frequently shops.



WHAT ARE THE IDEAL LOCATIONS FOR POPPING UP?



BRINGING LIFE TO THE PHYSICAL FORMAT



Pop-up stores offer a flexible space that can be used to host a variety of events, making them a popular choice for brands looking to create unique and memorable experiences for their customers.

By infusing temporary thematic setups, interactive displays, and engaging workshops, pop-up stores help add a dynamic sense of *life* to the space, drawing in visitors and fostering a vibrant atmosphere that leaves a lasting impression.

WHAT KINDS OF EVENTS CAN BE HELD IN POP-UP STORES?

01

Product launches: Pop-up stores are an excellent venue to launch new products or collections. Brands can create a unique shopping experience and showcase their new products in a visually appealing way.

02

Workshops and classes: Pop-up stores can be used to host workshops or classes related to the brand's products or industry. For example, a pop-up store for a beauty brand could host makeup tutorials or skincare workshops.

03

Pop-up restaurants or cafes: Pop-up stores can be used to host pop-up restaurants or cafes, providing customers with a unique dining experience. This is especially popular with food and beverage brands.

04

Art exhibitions: Pop-up stores can also be used as temporary art galleries to showcase artists' works or themed art exhibitions. This can be a great way to attract new customers and add an extra layer of interest to the store.

05

Live performances or entertainment: Pop-up stores can host live performances or entertainment, such as musical performances, comedy shows, or book readings.

06

Interactive experiences: Pop-up stores can be used to create interactive experiences for customers, such as virtual reality experiences, product demonstrations, or games.



POPUP STORES & PROFITABILITY

Not all pop-up stores are profitable, as the success of a pop-up store depends on various factors, such as location, timing, marketing strategy, offering, and consumer demand. Some pop-up stores may generate significant revenue and profit, while others may struggle to cover their costs. But was its initial objective about profitability?

Pop-up stores typically have lower overhead costs compared to permanent retail locations, as they are temporary and require less investment in infrastructure and staffing. However, pop-up stores may also incur higher costs in terms of marketing and promotion, as they often need to generate buzz and awareness in a short amount of time to attract customers.

To increase the chances of profitability, pop-up store operators need to carefully consider their target audience, product selection, and pricing strategy. They also need to be strategic in their location selection and timing, ensuring that the pop-up store is situated in an area with high foot traffic and timed to coincide with relevant events or seasons.



There are several strategies that can be applied to pop-up stores to drive more sales.

Create a sense of urgency: Present limited collection editions, use limited-time promotions, sales, or discounts to create a sense of urgency and encourage consumers to make purchases during the popup store's limited run.

Leverage social media: Use social media to build hype and excitement around the popup store before it opens, and to promote products and special events during its run. Encourage customers to share their experiences and purchases on social media to help spread the word.

Offer exclusive products: present exclusive products or limited-edition collections that are only available at the popup store. This can help to drive interest and sales among customers who are looking for unique or hard-to-find items.





Provide personalized experiences: Offer personalized experiences, such as product demonstrations or styling sessions, to help customers connect with products and make informed purchase decisions.

Partner with other brands: Partner with complementary brands to create cross-promotions or collaborative products that appeal to a wider audience.

Offer incentives: Offer incentives for customers to make purchases, such as free gifts with purchase or discounts for referring friends.

Provide exceptional customer service: Provide exceptional customer service to create a positive shopping experience that encourages customers to return and recommend the brand to others.

SOME POP-UP STORE DO'S & DON'TS

When it comes to creating successful pop-up stores, there are certain strategies that can lead to triumph and others that should be avoided.

Here's a list of essential do's and don'ts to consider when brands embark on a pop-up store journey:

By following these guidelines, brands can ensure that their pop-up not only captures attention but also leaves an lasting impression on their customers.



POP-UP STORE DO'S

Plan ahead

Make sure to plan your pop-up store well in advance to ensure that everything runs smoothly. This includes choosing the right location, setting clear goals and objectives, and developing a marketing plan to promote the event.

Create a unique experience

Pop-up stores are all about creating a unique and memorable experience for customers. Consider how you can make your store stand out and provide customers with something they won't find elsewhere.

Engage with customers

Pop-up stores offer a great opportunity to connect with customers and build relationships. Make sure to engage with customers and create a welcoming and friendly atmosphere.

Be creative with displays

Use creative displays to showcase your products and make them stand out. This can include unique lighting, interactive displays, or themed decor.

Offer exclusive promotions

Offer exclusive products or promotions to incentivize customers to visit your pop-up store. This can help generate create engaging, buzz and increase sales.

POP-UP STORE DONT'S

Neglect safety and security

Make sure to prioritize safety and security at your pop-up store. This includes ensuring that the store is well-lit and secure, and that any equipment or fixtures are installed properly.

Overcomplicate the layout

Keep the pop-up store's layout simple and easy to navigate. Don't overcrowd the space or make it difficult for customers to find what they're looking for.

Skimp on staffing

Make sure to have enough staff on hand to manage the store and handle customer inquiries. Don't skimp on staffing, as this can lead to a poor customer service and experience.

Forget about the follow-up

Follow up with customers after the event to thank them for their support and encourage them to visit your permanent store or shop online. This can help build long-term relationships and increase customer loyalty.

Ignore social media

Use social media to promote your pop-up store and engage with customers. This can help generate buzz and increase attendance.



WHAT EFFECTS CAN POPUP STORES HAVE ON CONSUMERS?

Popup stores can be a powerful marketing tool that can help brands to engage with consumers in new and exciting ways.

Popup stores are often designed to be unique and different from traditional retail spaces

This novelty factor can be attractive to consumers, especially those who are looking for new and exciting experiences.

Experiences are often interactive; there could be events that engage consumers in a more immersive way than traditional retail spaces. This can lead to positive word-of-mouth marketing.

The temporary nature of pop-up stores can create a sense of urgency among consumers. This can lead to increased interest and excitement and may motivate consumers to make purchases they might not have made otherwise.

As a result of the short life of pop-up stores, a sense of exclusivity is felt on consumer's ends. Should brands present limited offering or capsule collection, they will appeal to consumers who value rare or hard-to-find products.

If popup stores are in high-traffic areas, they are more convenient for consumers who may not have access to the brand's traditional retail locations. This can help to increase brand awareness and accessibility. On the other hand, if popup stores are in places that are less frequented, they could create a sense of exclusivity.

There are cases when brands purposefully choose to pop-in unconventional places to drives customers towards finding them; this would engage customers further and kick-start their experience before arriving to the pop-up store.



PARIS IS HOME OF MANY POP-UP BRANDS





Case 1

DEBONGOUT

Pop-up tour “Les Pop’Hottes Debongout”

Debongout is a decoration and furnishing brand created in 2019 by Claire Leblond-Faure. It regularly offers capsule collections composed of new and vintage quality pieces at a reasonable price.

Event 01

Location : Le Marais, near the Carreau du Temple and the Marché des Enfants Rouges, 3rd arrondissement, PARIS.

Space type: Shop with window on the street, shared with 5 other brands.

Event duration: 4 days from the 16th to the 19th of November 2022

Event 02

Location : Le Marais, near the rue Charlot, 3rd arrondissement, PARIS.

Space type: Shop with clean design with window on street, 76 m2.

Event duration: 3 days from the 25th to the 27th of November 2022.

Event 03

Location: Alésia, Near Boulevard Brune and Place Victor et Hélène Basch, 14th arrondissement, PARIS.

Space type: Industrial-style studio, 270 m2.

Event duration: 3 days from the 2nd to the 4th of December 2022.

Event 04

Location: Saint-Germain-des-Prés, Near rue Bonaparte and boulevard Saint-Germain, 6th arrondissement, PARIS.

Space type: Shop-showroom overlooking a courtyard.

Event duration: 3 days from the 9th to the 11th of December 2022.

Event 05

Location: Abbesses, 18th arrondissement, PARIS

Space type: Boutique des Abbesses, 25 m2 boutique with a window overlooking the street.

Event duration: 3 days from the 16th to the 18th of December 2022.



@DEBONGOUT

DEBONGOUT

Pop-up tour
"Les Pop'Hottes Debongout"



@DEBONGOUT

@DEBONGOUT

Claire Leblond-Faure, founder of Debongout



Q: What motivated you to embark on a pop-up tour?

The aim of this pop-up tour was to test different boroughs and districts of Paris to determine the best locations for a brand store. It was also an opportunity to meet top customers and increase brand exposure.

Q: What was the reason for your decision to set up shop in Paris?

About 40% of our clientele reside in the Ile-de-France region. Paris is the city where we can meet the most customers and is also likely to pique their interest in a future location.

Q: Are you planning on making another pop-up store?

Despite not having a new pop-up store in 2023, the brand plans to establish itself in the long run.

Q: What did you make of the experiment? Did this experience help you achieve your objectives? If that's the case, which ones and what were the factors that led to this success?

Through this pop-up tour, the brand was able to meet many customers, increase their awareness, and confirm their desire to establish a long-term store in Paris. While the pop-up store in the 18th and in a less strategic place than the previous ones, it was one of the most successful.



©BASILE

Case 2 **BASILE**

Basile is a French leather goods brand created in 2020 by Maxime Brassaert and Mathilde Mercier.

It offers various styles of matching handbags and scarves made in Italy. The product is elegant and of good quality.

Event 01

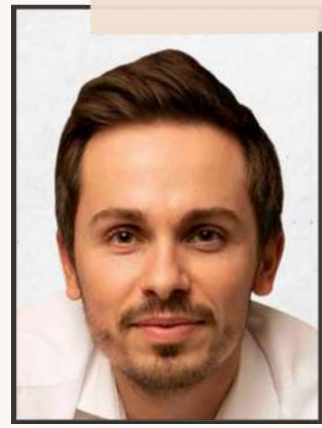
Location : Sentier, Near rue Montorgueil, 2nd arrondissement, PARIS.

Space type: Charming 26 m2 shop with window on street.

Event duration: 1 month from November 24th to December 23d, 2022.



Maxime Brassaert, co- founder of Basile



Q: Why have you decided to set up a pop-up shop?

The purpose of this pop-up store was to determine if the brand had enough reputation to open a first store in the long run. It was a test.

Q: Why did you choose to establish the pop-up in Paris?

The establishment in Paris was the most logical choice. The brand has a Parisian heritage, and its two co-founders reside in this city. Most of their online clientele is Parisian, so it was the perfect city to meet with.

Q: Do you plan to do another pop-up store? Do you plan to evolve your strategy for the organization of your future Events?

Redoing a pop-up store is not considered a priority by the brand, unless it presents a very advantageous opportunity because the investment is too high for the benefits. The brand wants to select a place that is busy for its future events. However, it has plans to relocate to another office and open a showroom space on an appointment basis.

Q: Has that experience helped you meet your objectives? If the answer is yes, which ones and what were the driving forces behind this success?

This experience allowed the brand to be profitable over the period and thus achieve the desired goal. Notoriety and credibility were also gained through it.



Case 3

EASY CLOTHES

Pop-up tour: La tournée Easy Clothes

Easy Clothes is a Belgian ready-to-wear brand created in 2014 by Marine Grosjean and Martin Duchesne. It offers affordable items online and in-store.

Event 01

Location: Near the Place du Capitole and the rue Alsace-Lorraine, TOULOUSE.

Space type: Premium 100 m2 boutique with window on street.

Event duration: 2 weeks from August 19th to September 3d, 2022.

Event 02

Location: Near the rue Sainte-Catherine and the Cours d'Alsace et Lorraine, BORDEAUX.

Space type : Espace Sainte Catherine, a sober 70 m2 boutique with a window overlooking the street.

Event duration: 2 weeks from September 22nd to October 8th, 2022.

Event 03

Location: Near the Jacobins place, 2nd arrondissement, LYON.

Space type: A 90 m2 Jacobins showroom, character showroom with window on street.

Event duration: 2 weeks from October 27th to November 12th, 2022.

Event 04

Location : Le Marais, near the Carreau du Temple and the Place de la République, 3rd arrondissement, PARIS.

Space type: Boulevard du Temple showroom with window on the street.

Event duration: 3 weeks from the 2nd to the 23d of December 2022.



EASY CLOTHES

Pop-up tour:
La tournée Easy Clothes

La tournée EASY CLOTHES
PARIS

@EASYCLOTHES

Florence Requilé, project manager at Easy Clothes



Q: Why did you decide to do a pop-up tour?

The brand had to go out and meet its customers to offer them a unique in-store experience as an e-commerce site. This family business had the chance to engage with its current clientele while also creating a magnificent showcase for new customers. They might learn more about the brand, touch and try clothes. It creates trust and confidence.

Q: Why did you choose to pop-up in Paris, Bordeaux, Lyon and Toulouse?

The strategic nature of these cities allows them to bring together the most visitors and customers to our website. The audience is highly curious about this type of project due to the many pop-up store openings in these dynamic cities all year round.

Q: Are you planning another pop-up store? Do you plan to change your strategy for organizing your future events?

The brand is constantly striving to improve its experience by evolving its pop-up strategy. The brand's plan is not only to organize new pop-up stores in recurring cities, but also to explore new places. Nonetheless, its upcoming events will be shorter and therefore more intense.

Florence Requilé, project manager at Easy Clothes



Q: Why did you decide to do a pop-up tour?

Easy Clothes have achieved its objectives with complete success. By developing a pop-up tour, it has been possible to gain visibility noticeable awareness while also growing its current clientele's loyalty. The levers of success were multi-faceted and varied.

First, La Devanture's support helped find the space that met all the established criteria. Then, a careful set-up enabled us to think of all the details for the layout, the decoration of the place. Finally, the teasing campaigns, promotion, and important communication played a significant role in generating an impressive line of enthusiastic customers before the opening!



Case 4
GIRAFON BLEU

Girafon Bleu is a sustainable ready-to-wear brand committed to the preservation of giraffes. The brand offers trendy clothing & accessories from fair trade and donates part of its profits to the ASGN via the Bioparc of Doué-la-Fontaine. It was created in 2019 by Emmanuel Moggio.

Event 01

Location : Le Haut-Marais, Near the rue du Temple and the Place de la République, 3rd arrondissement, PARIS.

Space type: Galerie Haut-Marais, 185 m2 modern gallery with window on street, ground floor and basement.

Event duration: 3 weeks from the 1st to the 24th of December 2022.



Emmanuel Moggio, founder of Girafon Bleu



Q: What was the reason for opening a pop-up store?

As a DNVB with a strong brand culture, aspired to take on the challenge of crossing the digital frontier. It aimed to evaluate the brand, its products, and a potential physical retail universe.

Q: Why did you decide to set up shop in Paris?

The team selected Paris because it is the fashion capital of the world.

Q: Do you plan to do another pop-up store? Do you plan to evolve your strategy for the organization of your future events?

The brand plans to organize other pop-up stores and physical outlets. There are always elements to improve. We noticed certain gaps relative to real issues of fitting or stock. It is a real profession that is not improvised but learnt, especially in contact with nearby shops.

Emmanuel Moggio, founder of Girafon Bleu

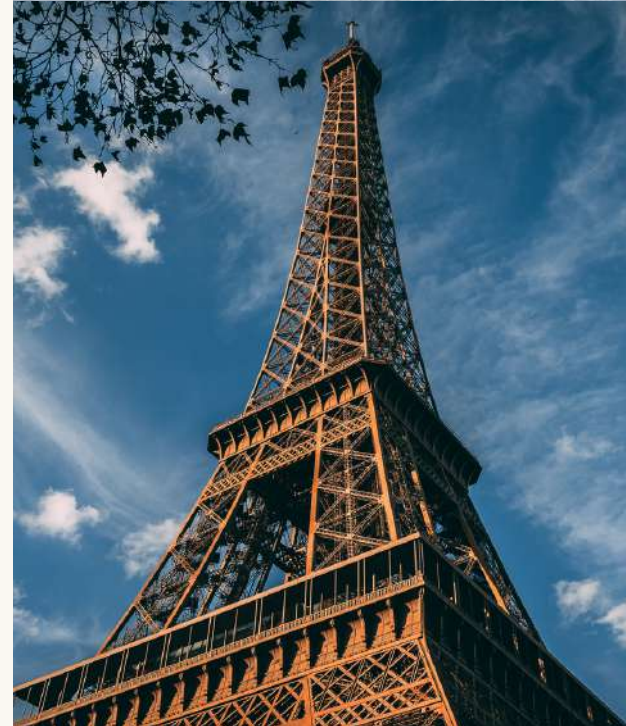


Q: Has this experience enabled you to achieve desired objectives? If so, which ones and what were the levers of this success?

Girafon Bleu exceeded its revenue targets. The brand has also been able to validate its concept in front of a broad target audience. They are pleasantly surprised to see that its associative commitment speak to everyone. This success was achieved thanks to the cohesion of the team on site: a good turnover (it's a long day standing in the shop), a well-practiced speech, and good internal communication. In the end we were more than a dozen to participate in the success of this event over the month of December.

THE KEY LESSONS LEARNED ABOUT PARISIAN POP-UP STORES:

A pop-up store's evaluation consists of a multi-dimensional analysis that encompasses four crucial facets: Purpose, Location, Future, and Success. Each brand embarks on a unique pop-up venture that is driven by specific objectives.



For example, objectives may include exploring trial locations, amplifying brand recognition, enriching in-store experiences, and examining the viability of a brand's core concept or offering.

The strategic choice of the store's location is intimately linked to the brand's essence and its position in the life cycle. To be successful as digital native brand, it is crucial to find an optimal location that resonates with the intended audience or the current online consumer base.

Emerging brands strategically position themselves in bustling locations by leveraging high foot traffic to enhance their visibility. Brands that are well established in the industry can strategically choose a high-end location to enhance their brand's status, thus increasing its recognition.

Various brands have embraced the concept of ephemeral stores as dynamic laboratories to experiment with potential locations for future permanent establishments. Moreover, these temporary setups are an experimental platform that enable brands to develop and improve their overall strategies and concepts.

Taking a long-term perspective, brands evaluate the effectiveness of their pop-up store strategy by evaluating different metrics of success. Analytical dissection of investments versus returns is a crucial component.

By scrutinizing these metrics, one can gain insights into the viability and overall profitability of the endeavor. Moreover, brands generally assess the multiple benefits of pop-up stores, a summative exercise that sheds light on their overall long-term projections.

To put it simply, the dynamic realm of pop-up stores is a strategic brand tool, providing a nexus where purpose, location, future evolution, and ultimate success seamlessly converge.

- Bordeaux** (Near Sainte-Catherine Street, Quinconces City Hall district, Chartrons district)
- Lille** (Wazemmes district, Old Lille district, near the Grand Place)
- Marseille** (Quartier du Vieux-Port, near rue de Grignan, rue Paradis, rue Saint-Ferréol, rue de la Tour, quartier du Panier)
- Toulouse** (Near the Place du Capitole, the Place de la Bourse and the Rue Alsace-Lorraine)
- Lyon** (Quartier de La Croix-Rousse, Quartier des Cordeliers, near Place Bellecour and Place des Jacobins)

The places most sought after by brands in other French cities

The places most sought after by brands to install their Parisian pop-ups

Le Marais, Saint-Germain-des-Prés, Saint Honoré, Sentier, Batignolles, Montmartre, Pigalle

Types of brands that adopt pop-up stores in Paris

Mostly **French Digital Native Brands** (fairly start-up or at the beginning of their lifecycle)

The average cost of renting a site to make its pop-up in Paris

The cost varies according to several criteria: the event's **duration** of the event, the **period** chosen (high vs low period), the **space** area, the **negotiation** put in place.

The average duration of a brand's installation in a pop-up store

At least **two weeks** (except for very young brands sometimes doing weekend events due to limited budget)

The most sought-after period to install your pop-up in Paris

Holiday season, Fashion Weeks, Valentine's Day, Mother's Day

Bracket: 2019-2022

Locations : Paris and major french cities (Bordeaux, Lille, Marseille, Toulouse, Lyon)

Source : La Devanture (www.ladevanture.com)

The least sought-after period to install a DNVB brand pop-up in Paris

July-August and during the Fashion Weeks (for DNVB/ emerging brands with little budget because the tariffs explode, and it is therefore not profitable for them)

Product customization workshops, collaborations (guest presentations for conferences, influencers, artists for signings), photo workshops (photo booth etc.), DJ party, merchandising sale...

Types of events are associated with pop-up stores

What are the criteria that brands should consider when adopting a pop-up store?

It's important to have insurance, sign a lease agreement with the landlord, and pay a deposit upfront if necessary.

Administrative procedures & rules:

Pop-up store must - have:

Prior to the event, define the objectives and retail strategy for the pop-up store.

Select the appropriate space that is located in a district that is suited to the activity and is popular with the right clientele.

It is important to ensure that the rental rate for the space is consistent with the rental's budget.

The areas of the space must be large enough to accommodate the clientele and store the products.

It is important to look for the appropriate features of the site (luminosity, ceiling height...)

Communicate before, during and after the event on the various communication channels (social networks, posters, newsletters...)

Arrange the space (windows, storefront, interior) and furnish it with the necessary equipment (hangers, shelves, displays...)

It's important not to forget any details (like the wifi network for bank card payments ...).

Make sure there is enough inventory.

ARE YOU PLANNING YOUR NEXT POP-UP?

Leveraging over 15 years of dedicated research and prolific publications on pop-up stores, Ghalia Boustani brings a wealth of expertise to the realm of retail consulting.

Her extensive knowledge base uniquely positions her to adeptly guide retailers and brands in formulating innovative pop-up store strategies and seamlessly executing these projects.

Ghalia BOUSTANI

Senior Retail Consultant
at Univers Retail



“At La Devanture, we became experts in accompanying clients in their whole physical retail journey, from pop-up stores to long-term boutiques. With more than 1,500 spaces across Europe, we already have the privilege of helping brands such as Sézane, Loewe, Swarovski, Fiat, Adidas, Selency, Chanel,...

Do not hesitate to reach us, we certainly have got the space you need!”

Pierre-Luc PASSY

Co-founder & CEO at La
Devanture