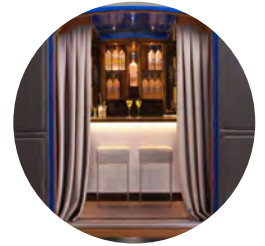


What is a Pop-Up Shop?



A Pop-Up Shop is a **temporary retail space** that can last anywhere from 2 days to 2 weeks. Pop-up shops can “pop up” anywhere! Usually they occupy a small bit of floor area from an existing retailer. They can also take over a small vacant storefront, public or private outdoor open space, or any space that has foot traffic.

Pop-Up Shops are used to launch new products, generate awareness of a brand, quickly move inventory, introduce collaborations, or even increase a brand’s “cool factor”.

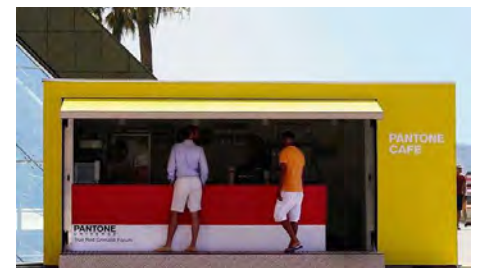
You may have heard about Pop-Up Shops. Here are examples from **well-known** brands:



Coca-Cola



BirchBox



Pantone

The Pop-Up Shop **experience is highly branded**. The pop-up itself is a concentrated experience in a small footprint. The following packet shows design concepts for local Pop-ups that the Planning Department put together for inspiration and direction. The Pop-up businesses would be responsible for the labor and materials to fashion their own ‘shop’, but the space and insurance would be provided by the Parish.