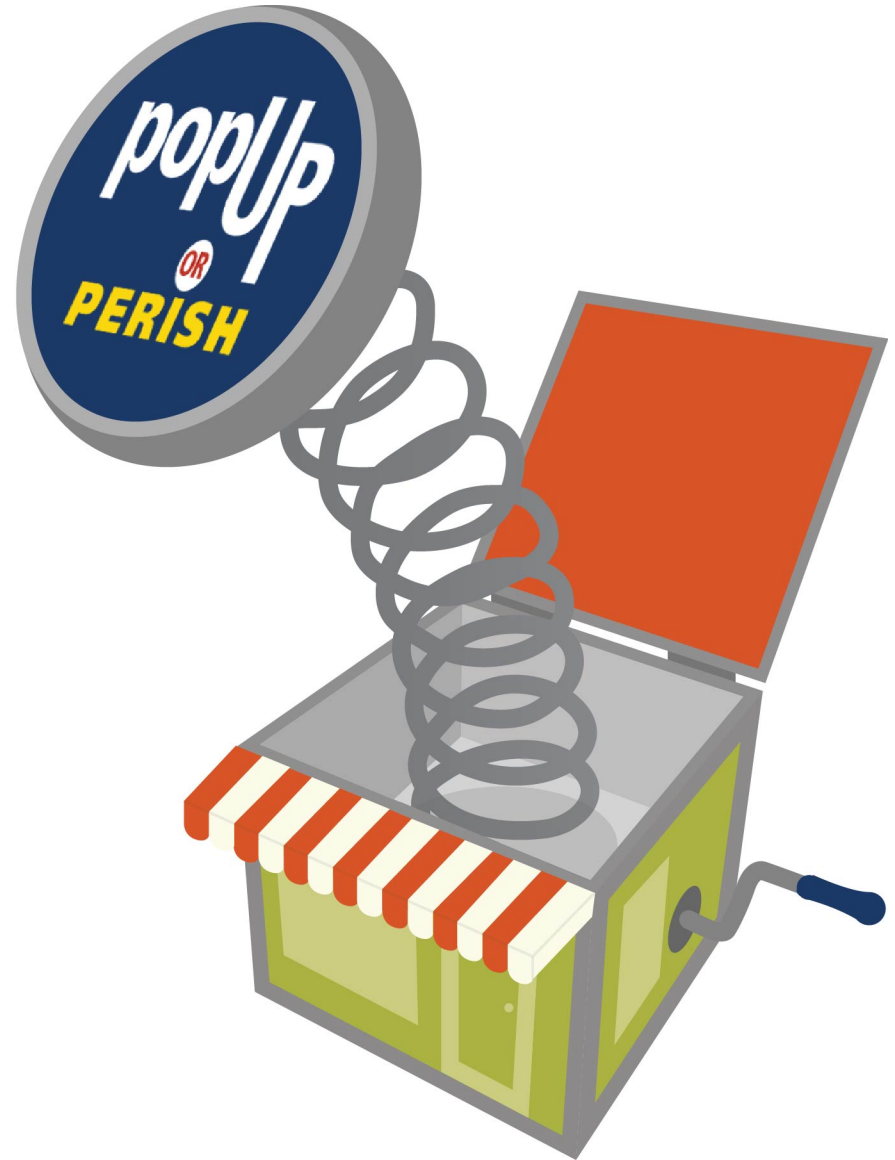


Why the
**POP-UP
SHOP**
is revolutionizing
RETAIL

✦ MedallionRetail & *Storefront*



They POP!



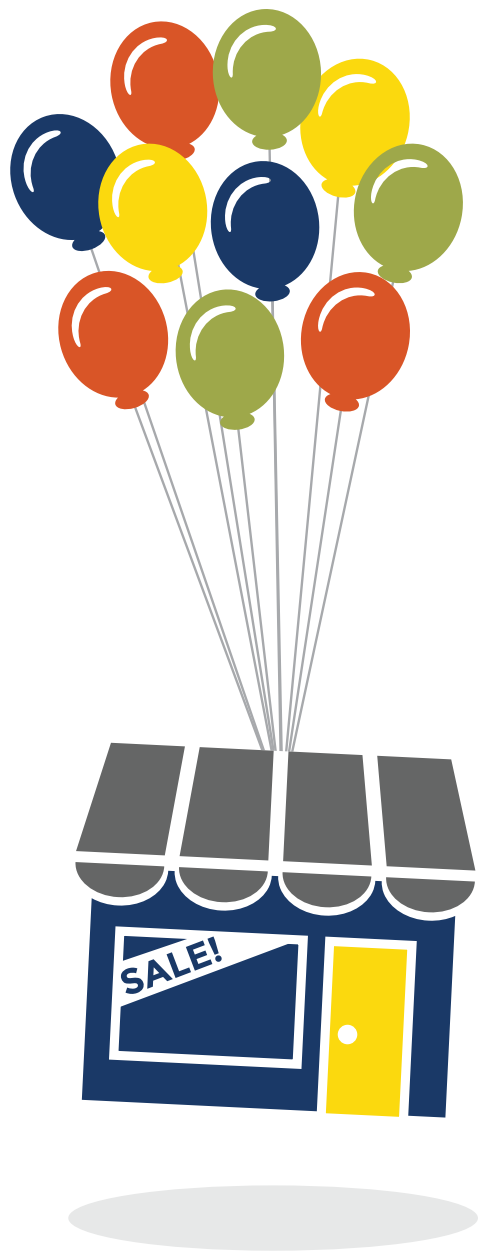


And now,
so does
retail.



Transform your
retail transaction
into an adventure.

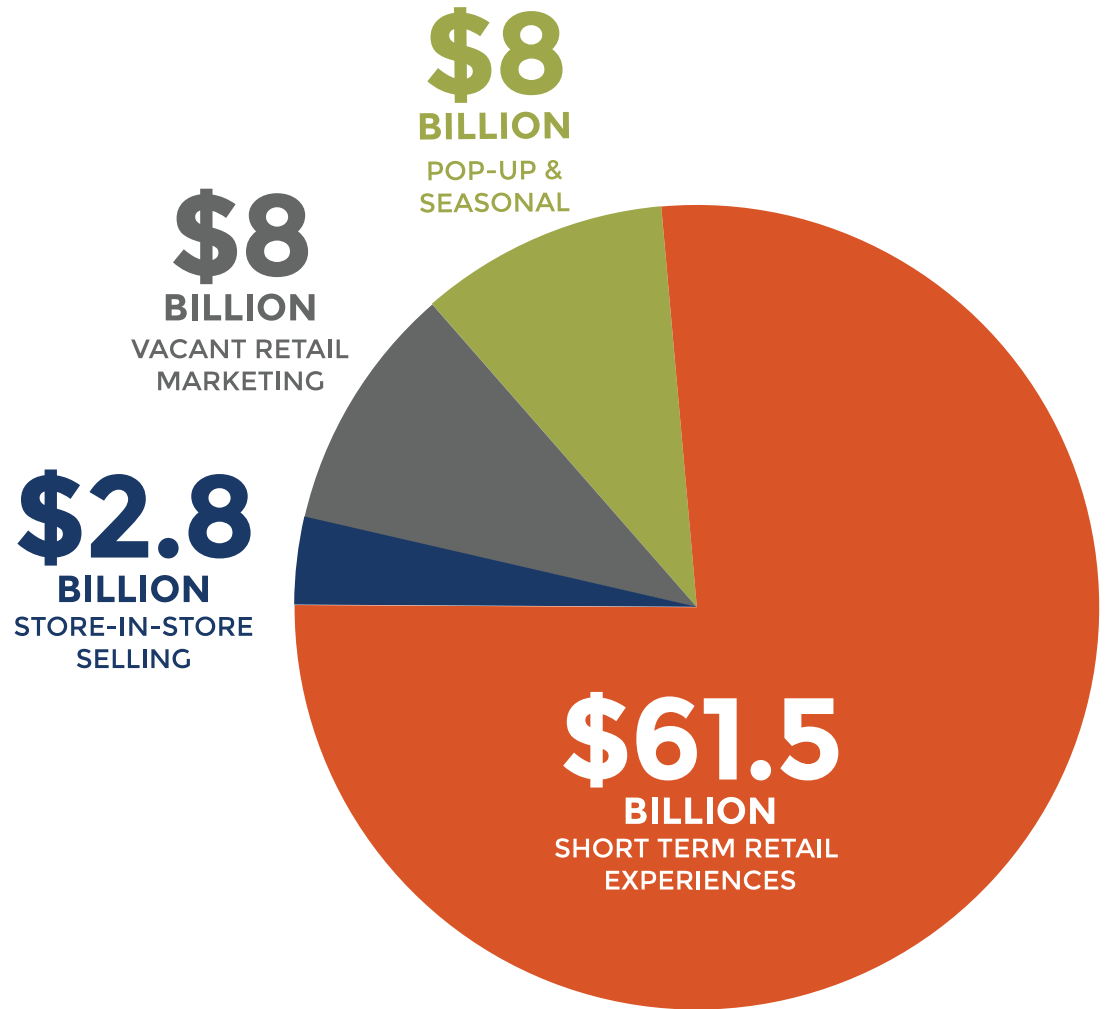




73%
of respondents see
pop-up retail
increasing
in the next 5 years.

SOURCES: Retailwire.com | Specialty Retail Report | CoStar
In-store Marketing Institute | TBD - TRISTAN

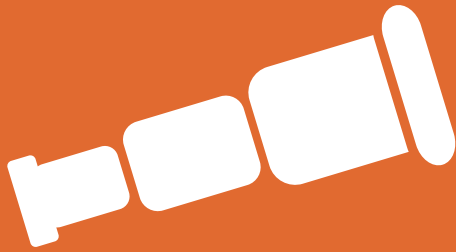
Temporary
Retail is an
\$80
BILLION
DOLLAR
a year
industry.





Lean retail borrows
**the best of
startup culture.**

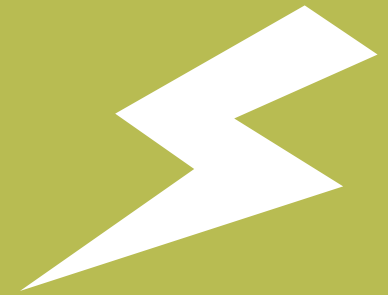
Working in **Real Time**



EXPLORE



REINVENT



REINVIGORATE

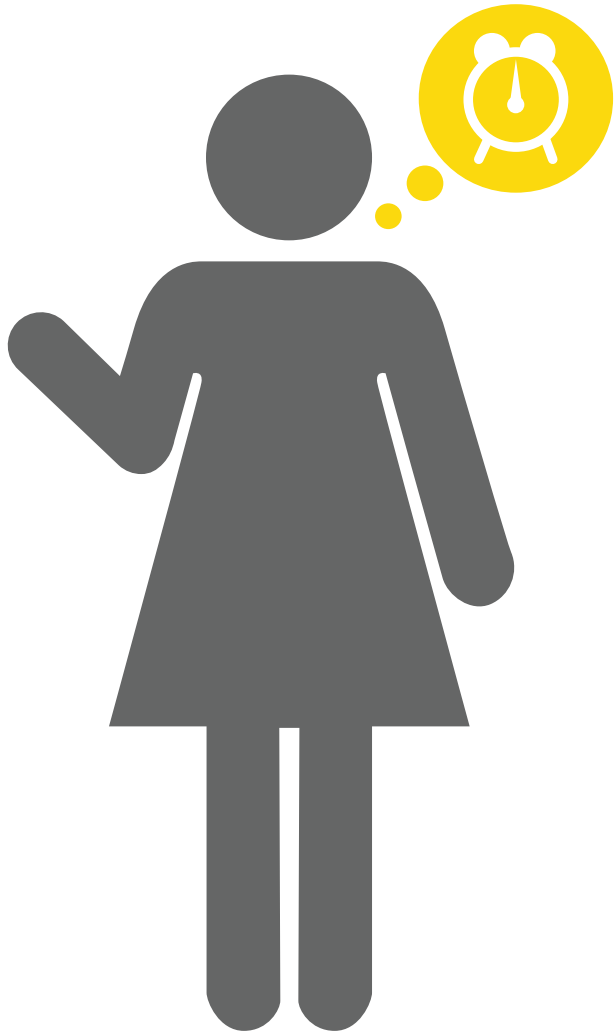
The 8 Customer Types



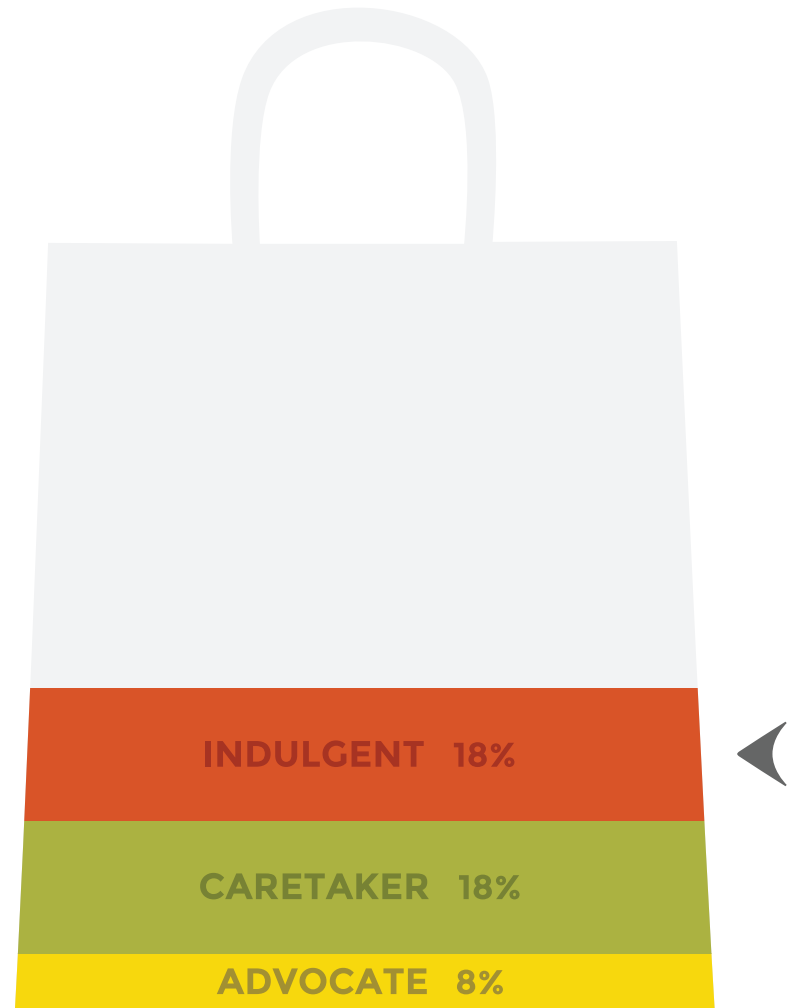
The Advocate



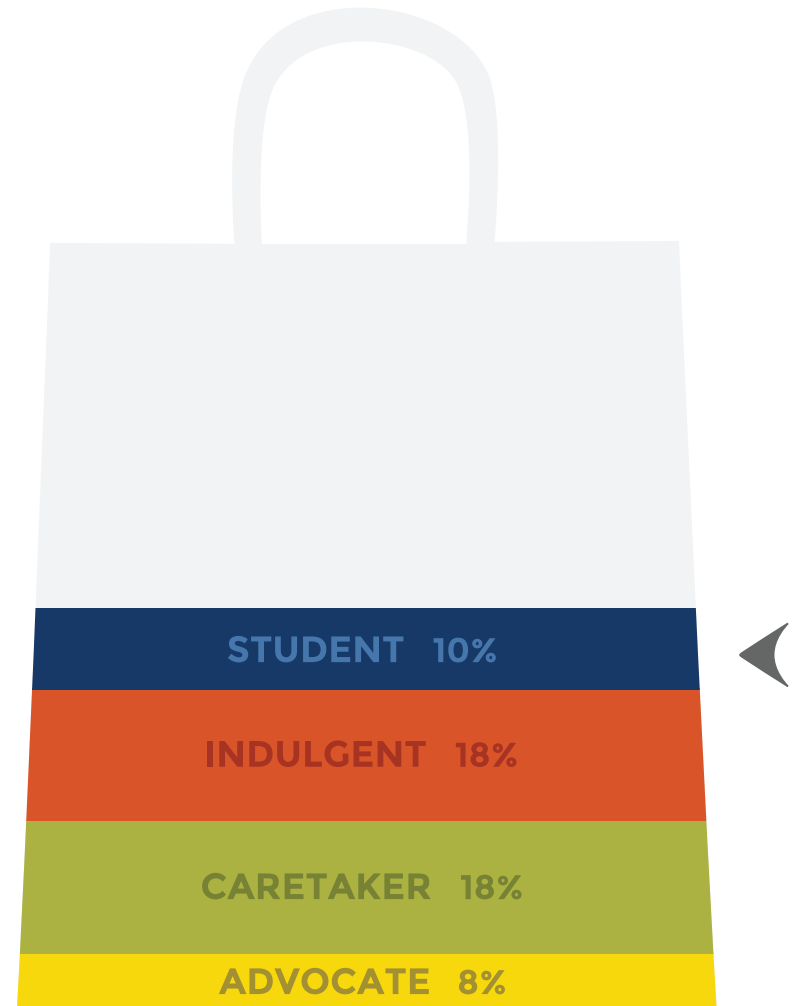
The Caretaker



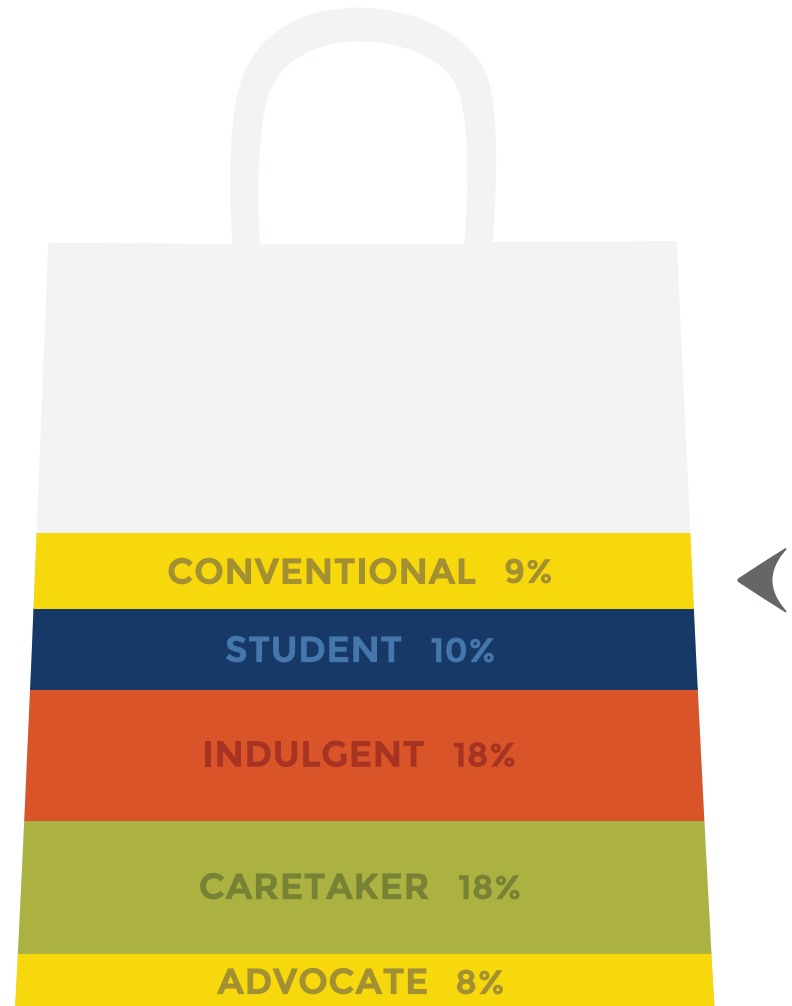
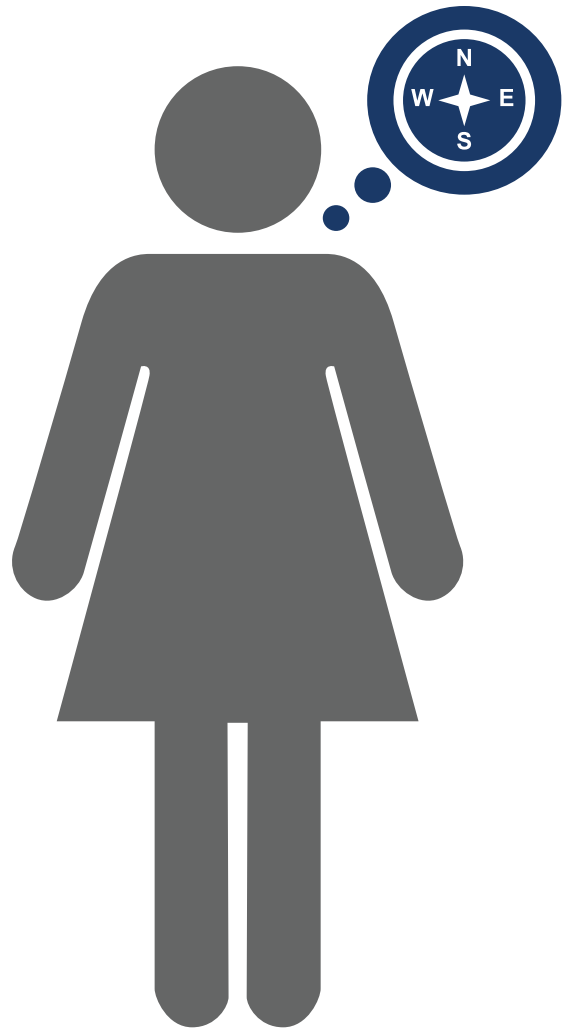
The Indulgent



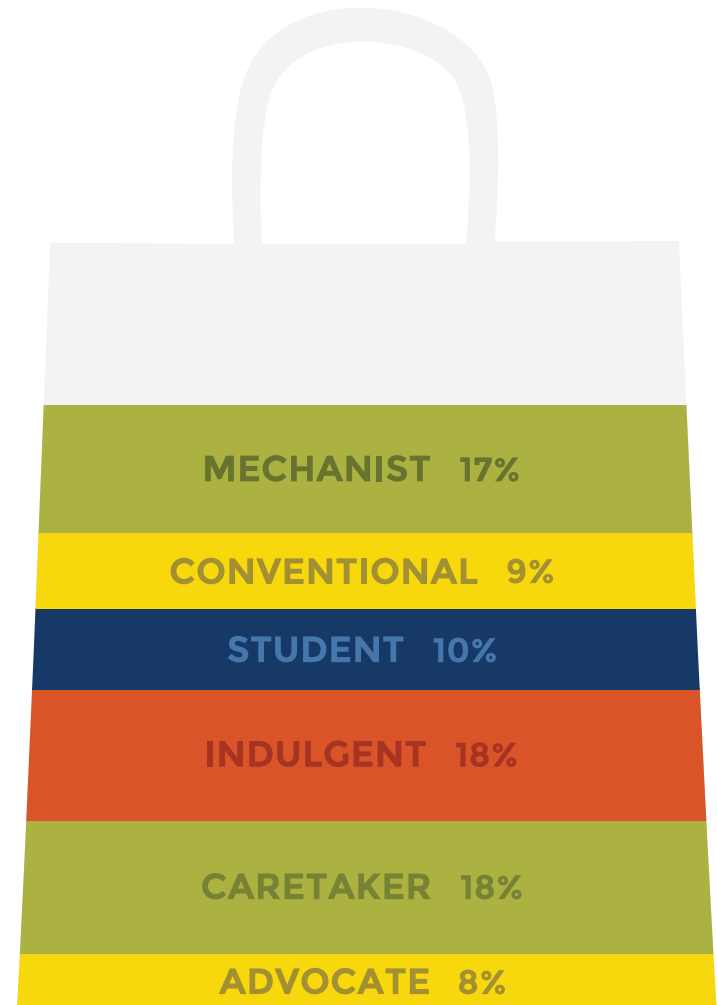
The Student



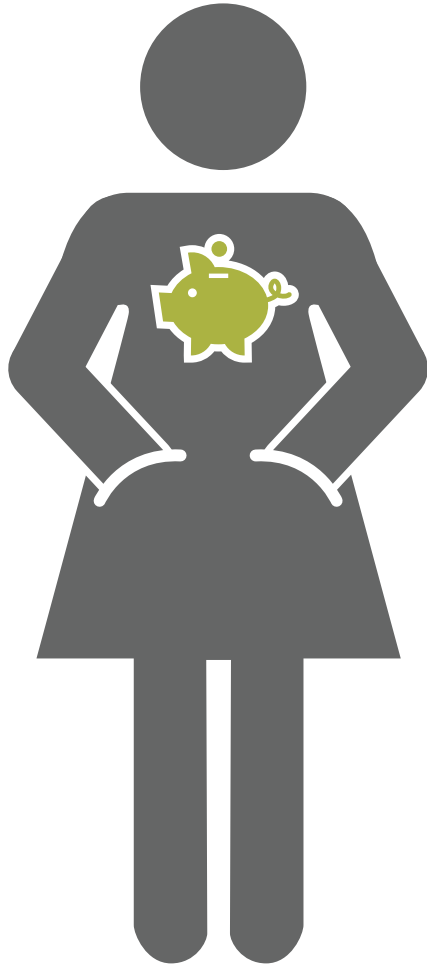
The Conventional



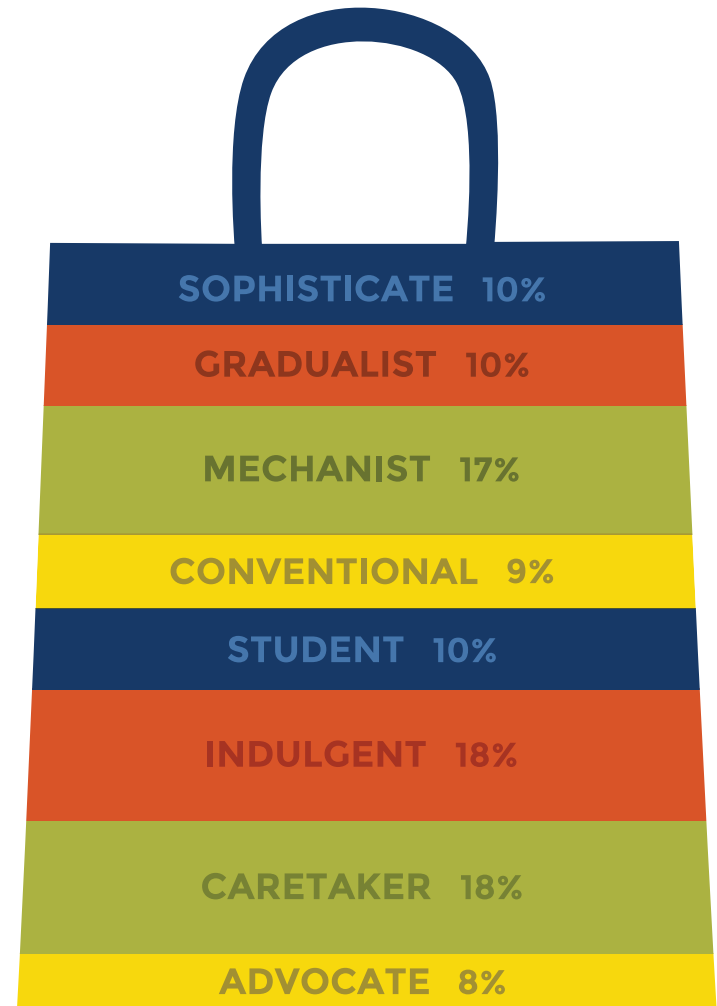
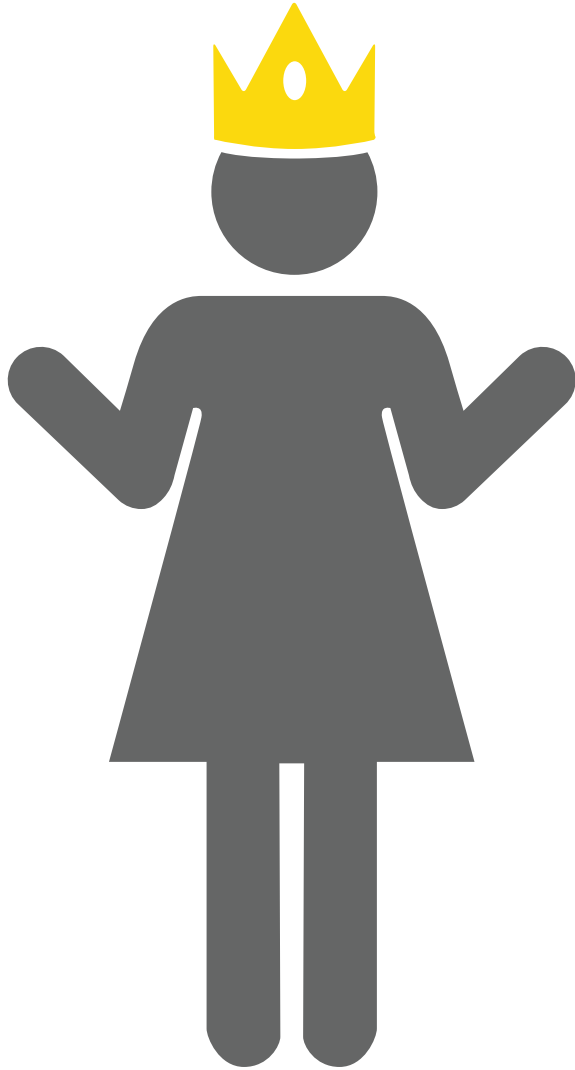
The Mechanist

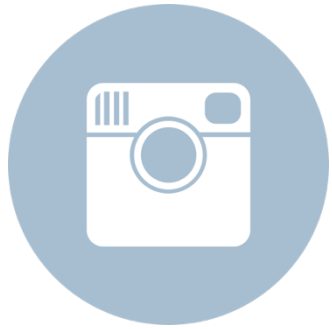


The Gradualist

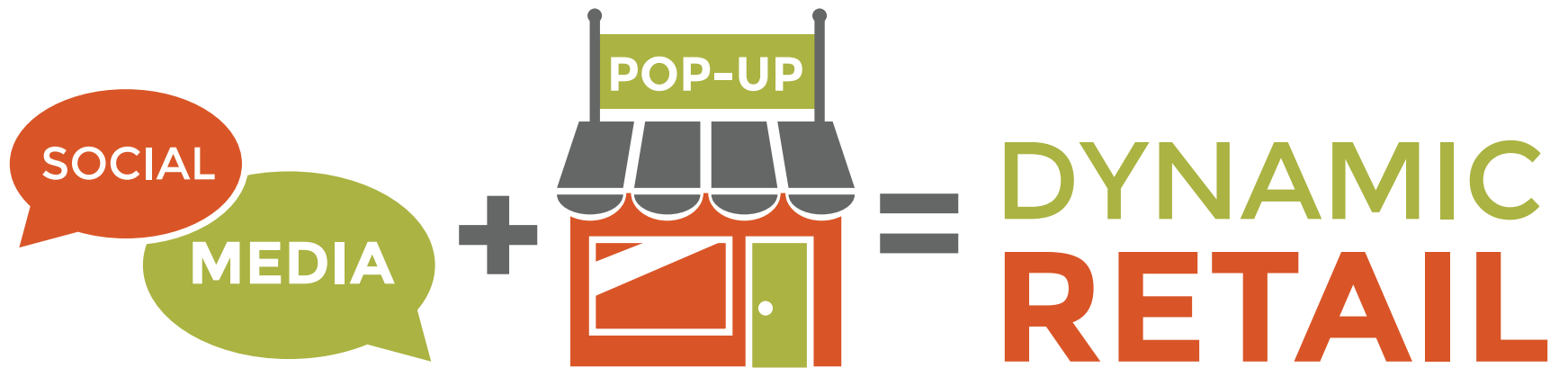


The Sophisticate





SOURCE: Dr4Ward/What is Social Currency and How Does it Affect Social Commerce







How about
**a pop
quiz?**







STAN SMITH 2		US 9
		UK 7.5
		D 27.5
		E 41.5
		J 260
		CM 25.5





LOUIS VUITTON

CLASSIC SUITCASE

For your shopping pleasure, please visit our website at www.louisvuitton.com







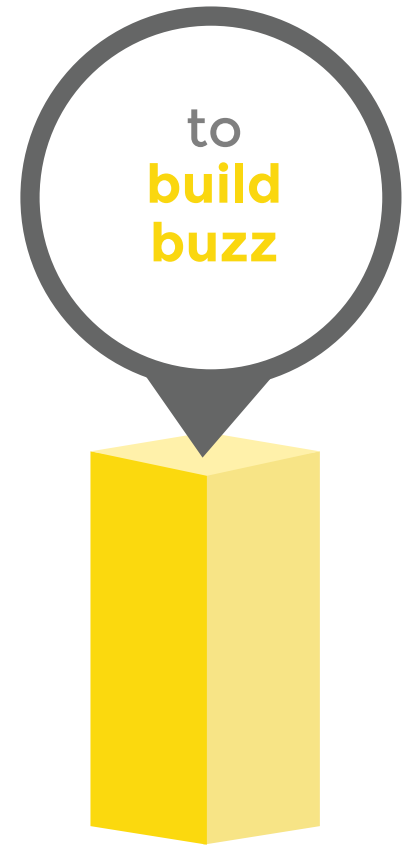


Seven **Pop-Up** Musts





Why else should you **consider pop-ups?**



How should you **pop-up**?



Understand **Your Brand**



Establish **Clear Objectives**



Determine Your **Target Audience**

SOURCE: Harbor Industries/ Industry Trends and Insights



Plan Strategically & **Sweat the Details**

What is
your
budget?

What is
your ideal
location?

What type
of pop-up
serves you
best?

How will you
design the
space?

How will you
staff the
pop-up?

What is your
promotion
plan?

What kind of
interaction
will you
feature?

SOURCES:

The New York Times

Adweek, Live Events are King for Getting People to Recommend and Buy Brands, Nov. 13, 2013

Forrester/The Business Impact of Customer Experience

Yeezus Pop-Up Shop



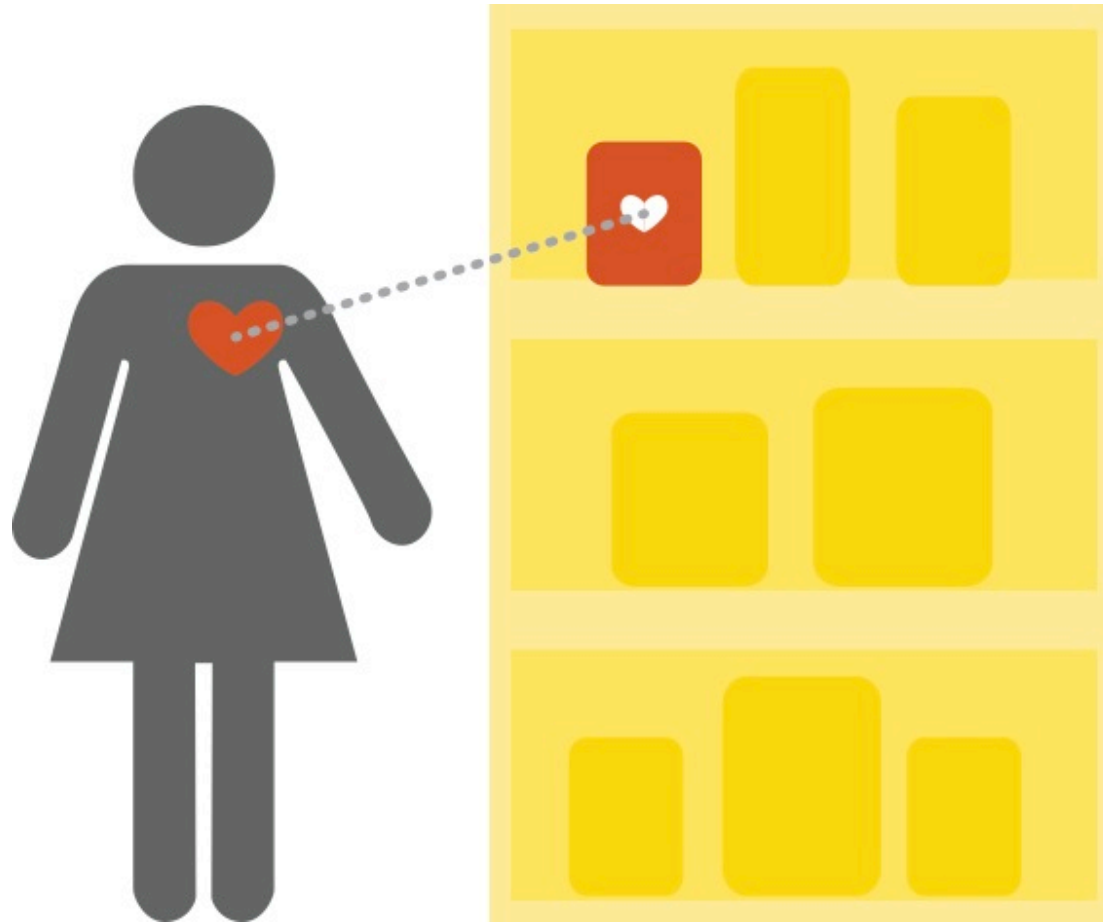
Yeezus Pop-Up Shop



Yeezus Pop-Up Shop



The Customer Experience **Matters Above All**



What questions can we **answer for you?**



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For more information and a recap video of our
Global Shop presentation **visit medallionretail.com**