

POP-UP STORES,

CONQUERING
A NEW FRONTIER
OF BRAND
EXPRESSION

Harnessing the potential of pop-ups

BY KLEPIERRE AND QUALIQUANTI

To better understand the pop-up phenomenon and take stock of best practices, this forward-looking study zeroes in on brand initiatives.

During the summer of 2015, research institute QualiQuanti, led by Daniel Bô (co-author of *Brand Culture*, Dunod, 2013), teamed up with European shopping center specialist Klépierre to conduct a three-part research project:

1) **An international review** of 308 case studies (approximately 50 of which were at Klépierre), which included on-site visits, interviews with professionals and a literature review.

2) **A consumer study**, which included individual interviews, a focus group and an online survey.

3) **An analysis** by semiologist Raphaël Lellouche¹.

This report presents the principal results of that research. It aims to explore the potential of pop-up stores and help guide professionals.

Klépierre selected research institute **QualiQuanti for:**

› **Its expertise in retail and brand spaces:** Always at the forefront of business developments, QualiQuanti's analysis has been published on *influenca.net* and the *ideeslocales.fr blog*².

› **Its ability to anticipate and interpret trends:** QualiQuanti introduced the concepts of "brand content" and "brand culture" in France.

› **Its research methodology:** QualiQuanti seeks to understand a phenomenon by gathering many examples and analyzing the subject

¹ Graduate of philosophy, brand expert ² <http://ideeslocales.fr/category/lieux-de-marques/>

from all angles: historical, cultural, aesthetic, marketing and business.

QualiQuanti chose to collaborate with **Klépierre** for its distinctive policy of innovation, which focuses on adding value to the purchase process with initiatives like Clubstore® and Let's Play®. And also for:

› **Its expertise in brand commerce and experience** as a European shopping center leader.

› **Its knowledge of pop-up stores and experience in the field with its Brand Ventures department**³.

› **Its open-minded team** that recognizes the importance of the phenomenon for brands and shopping centers, and has been anticipating an in-depth study of this important subject.

› **Its interest in filling a vacuum:**

A book on pop-up stores has yet to be published in France, despite the bright future predicted by the first pop-up in 2004.

Klépierre took part in all phases of the marathon four-month project, compiling 400 indexed case studies of pop-up stores, interviews with experts, consumer studies and analysis by semiologist Raphaël Lellouche.

Klépierre's goal? An investigative report that provides brands with key operational principles.

³ <http://www.klepierre.com/en/retail-news/klepierre-brand-ventures/>

TABLE OF CONTENTS

INTRODUCTION

08 The rise of pop-ups

PART 1

13 Pop-ups come up as post-digital commerce

14 The origin of pop-ups

15 A "happening" culture

16 A response to new needs

18 The emergence of post-digital commerce

PART 2

19 Pop-ups of all kinds

20 Different types

21 Different purposes

22 Different durations

24 Different locations

30 Different formats

PART 3

37 Pop-ups: Which brands use them?

38 Brands that need a physical presence

41 Sectors with a soft spot for pop-ups

44 Sector-specific differences

	PART 4
49	Pop-ups in shopping centers
50	An advantageous environment
52	A unique place
	PART 5
57	Public perceptions of pop-up stores
58	An inspiring experience
62	Two consumer experiences at Klépierre
66	In the words of consumers
	PART 6
67	Pop-up stores: Conditions for success
68	Respect the constraints of the genre
71	Be memorable
72	Show creativity
76	Consider the long-term impact
	CONCLUSION
77	Endless creative possibilities
78	BIBLIOGRAPHY

Temporary retail: **A phenomenon that's here to stay**

Guillaume Lapp

MANAGING DIRECTOR OF KLEPIERRE'S FRENCH AND BELGIAN SHOPPING CENTERS

Endorsed by brands and consumers alike, temporary retail has been flourishing in the heart of cities and shopping centers for several years. Pop-ups, concept stores, food trucks, dramatic installations and street marketing initiatives—regardless of the form, it all lends itself to a brand experience that is unique, impactful and highly attractive.

A major innovation in business today that responds to the need for visibility and client engagement, this new approach helps nurture a brand's image, while reinventing the shopping experience with an interaction that is unexpected and inspiring.

Temporary retail has become an indispensable way for brands to make themselves known, to test new products and services, to pursue digital experiences in the real world, to reinforce their messaging, to support a launch, to gain publicity and even to strengthen customer relationships.

"Shopping centers are ideal places for temporary retail concepts".

In addition to being high-traffic points of purchase, shopping centers are spaces designed for having fun, relaxing, being surprised and sharing—they are unique social and commercial amenities with no real equivalent.

The privileged territory of any brands they welcome, shopping centers naturally become the frame and foundation for pop-up retailers they host.

Brands benefit from a strong and captive audience, and locations that are able to hold the attention of visitors. By investing temporarily in these spaces, brands can—for a weekend, a week or several months—express their DNA in an original way that connects with their audience and spreads their message and mission to the greatest number of people possible.

Putting the customer at the heart of its strategy is how Klépierre came up with Clubstore® and Let's Play®. These initiatives address three requirements: a product offering that is tailored to customers, a rich shopping experience that captures the spirit of each center, and exclusive services and events that draw visitors.

Temporary retail is a perfect match for Klépierre's focus on exclusivity, helping to renew our retail offering and strengthen the appeal of our centers. For several years, a dedicated team of experts has been developing temporary retail concepts and events in our centers.

We work with brands to develop made-to-measure experiences. We welcome to our centers shows that are original, diverse and exciting, that reflect our values and delight our visitors. This white paper explores that phenomenon. Our goal is to provide brands with all the tools they need to create successful temporary retail experiences of their own.

Happy reading...

INTRODUCTION

The rise of pop-ups

The term "pop-up store" is well on its way to becoming part of the public lexicon in France, particularly in large cities. But what does it refer to? Pop-up stores (from the English expression "to pop up" meaning "to appear" or "to emerge") are points of sale that appear, then disappear, in a matter of hours, days or months. They also go by the name pop-up shop, temporary retail and flash retailing.

Pop-up stores are attractive to consumers who are seeking experiences and entertainment (cf. The Experience Economy, Harvard Business Review, 2011)⁴. Post-modern philosopher Gilles Lipovetsky⁵ agrees: "In the new capitalist economy, it's about soliciting reactions, stimulating emotions, enabling people to dream, feel, escape." With pop-up stores, modern brands are betting on imagination and offering unique and memorable events.

IT ALL BEGAN ON THE WEST COAST OF THE UNITED STATES

With roots in markets, fairs and exhibitions, temporary retail wasn't born yesterday. However, in recent years, it has undergone a spectacular reinvention. As is often the case, it all began on the west coast of the United States. The Ritual Expo, which welcomed artists and designers representing street culture (e.g., urban dance, rap) to Los Angeles in 1997, is considered one of the first examples of temporary retail. The event's success convinced AT&T, Levi Strauss and Motorola to offer their own temporary retail experiences. In 2002, Target—one of America's largest retailers—hosted a two-week-long pop-up store on board a boat in New York's Hudson River.

⁴ <https://hbr.org/product/the-experience-economy-updated-edition/10254-PBK-ENG>

⁵ Gilles Lipovetsky, *L'esthétisation du monde. Vivre à l'âge du capitalisme artiste*

COMME DES GARÇONS **“GUERRILLA STORES”**

In 2004, Comme des Garçons, an avant-garde fashion label from Japan, opened “guerilla stores” in several cities around the world, including Barcelona, Berlin, Helsinki, Singapore, Stockholm and Warsaw, for just under a year. The idea was to start with unused locations and, through daring staging, transform them into original retail spaces intended to break free from the standardization of high-end boutiques.

2004, **THE YEAR OF THE POP-UP**

This was the year that pop-up stores flourished. Brands across all sectors began to view this retail format with interest, offering original and spectacular variations of their own.

Trendwatching.com⁶ published an article with this patently obvious observation: *“If new products can come and go, why can’t the stores that display them do the same?”*

PARIS POP-UP STORE

In 2001, Californian Kristin Frederick opened the first food truck in the French capital, Le Camion qui fume—a success that sparked many others. In 2015, nearly 100 food trucks crisscross the streets of Paris.

Sporting events were not left behind. In honor of La Parisienne, a running event for women, 20 kilometers of Paris streets welcomed villages of restaurants, showrooms and boutiques.

At Rock the Seine, in 2015, more than 25 brands announced their presence in Saint-Cloud (92).

⁶ http://trendwatching.com/trends/POPOPUP_RETAIL.htm

During the summer of 2015, we also saw new temporary retail locations emerge. Steps from André Citroën Park, in Paris' 15th arrondissement, *La Javelle-Guinguette effervescente* reinvigorated the Quai de Javel with a village made up of food trucks, a bar and large wood tables—all brought to life by street performances.

Meanwhile, in the capital's 18th arrondissement, Ground Control—the first urban agriculture festival—temporarily took over an old SNCF locomotive repair shop. Its weekly programming, which is accessible on Facebook and includes concerts, workshops, flea markets and dining, is no stranger to success.

For its part, the Marais, whose hip boutiques have built a reputation for the avant-garde, has become the destination of choice for pop-up stores in Paris. In 2015, it welcomed initiatives from brands like Magnum, Kiabi and even Monoprix, as well as designers. In July, Mexico made an appearance at pop-up shop Di.me with 17 emerging

designer labels. As for BHV Marais, it houses pop-up stores of a quasi-permanent nature⁷.

THE RISE OF BRANDS

Brands are seizing this mode of expression and dedicating more and more resources to it. Take H&M and Havana Club, for example—two companies that are perfecting and reinventing the pop-up:

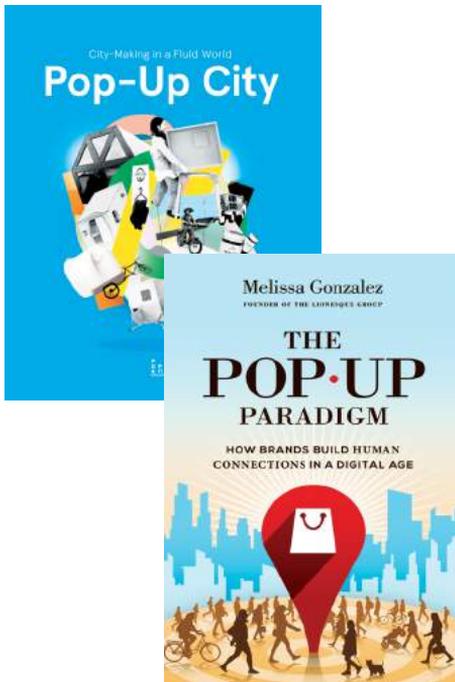
► Following *La Bellevilloise* in 2013 and Le Cabaret Sauvage in 2014, H&M Loves Music organized a third evening of music at Electric (Porte de Versailles) on June 15, 2015 to coincide with its Parisian Block Party.

► For five days in 2014, Havana Club took over the City of Fashion and Design terrace and recreated a Cuban street. In 2015, between mid-June and the end of August, the brand transformed Café A, near Gare de l'Est, into a Cuban neighborhood with help from a team of movie set designers.

⁷ <http://www.bhv.fr/tag/pop-up-store/>

MEDIA TALK ABOUT IT

In 2014, a number of English publications appeared on the subject of pop-ups, including *Pop-Up City*, *The Pop-Up Paradigm: How Brands Build Human Connections in a Digital Age* and *The effect of the arousal level in pop-up store environment*.



Major media began reporting on the phenomenon too:

› According to the August 30, 2015 edition of *Libération*: *"This passion for the temporary reveals that people have had enough, 'the feeling that everything is the same, that we are facing a standardization of tastes, colors and materials, with the same brands everywhere', explains sociologist Patrice Duchemin. This tendency makes some consumers feel like doing things that others are not."*⁸

› Press websites also showed interest in the subject: *LesEchos.fr*, with an article titled *"Les lieux éphémères se pérennisent"* (Temporary spaces are taking root), in May 2015 and *SudOuest.fr*, with *"Le bel été des créateurs à la pop-up store"* (The summer of the pop-up designer) in August of the same year.

› On August 31, 2015, France 2's *Journal de 13 Heures* reported on a group of pop-up stores that had set up shop in Bayonne's city center, providing a much-needed revitalization.

⁸ Catherine Mallaval, Virginie Ballet, *"Conso: Deux Temps, Deux Mouvements, Eloge du Lent ou de l'Ephémère, Les Marques Font la Course aux Concepts Marketing"*

NEW PLAYERS

At the same time, the proliferation of pop-up stores resulted in the emergence of new players:

- › Pop-up store designers: My Pop Up Store⁹ in Paris and The Lion'esque Group in the United States, which has produced more than 100 pop-up retail experiences¹⁰.
- › Dedicated pop-up store spaces: Onedayshop¹¹ in Amsterdam, a space made available to designers for one to three days, and RS Pop Shop in Manhattan, a pop-up space inside the Roger Smith Hotel.
- › Pop-up space rental businesses with short-term leases: Storefront¹², HopShop, Pop My Shop, My Pop Corner and PopUp Immo.

POP-UPS: BRINGING BRANDS TO LIFE IN THE DIGITAL ERA

Pop-up stores serve functions that purely digital solutions cannot, by offering an intuitive and tangible way to bring a brand's world to life. It's a new opportunity for expression that challenges brand creativity and intensifies the experience for consumers. People love the elements of surprise, entertainment and ease. Plus, pop-up stores offer a solution to the new urban reality. Highly mobile, they adapt to the flexible and changing nature of today's cities.

The pop-up phenomenon is currently experiencing a boom, with a notable diversification of formats and players. Both big brands and small artisans are taking notice. Although the food and drink, fashion and beauty sectors dominate in numbers, all sectors are involved, including pure players.

⁹ <http://www.mypopupstore.fr/> ¹⁰ <http://lionesquegroup.com/> ¹¹ <http://www.onedayshop.nl> ¹² <https://www.thestorefront.com/>

POP-UPS
COME UP AS
**POST-DIGITAL
COMMERCE**

01

Pop-ups come up as **post-digital commerce**

The blossoming of pop-up stores has given new life to traditional urban forms. It stems from "happenings", street art and an activist counter-culture movement. It's a response to the fluid nature of cities and the need for brands to come alive.

THE ORIGIN OF POP-UPS

Cities have historically been places of transition and movement. In this way, early examples of urban gatherings—whether commercial, cultural or festive—are pop-up store precursors and sources of inspiration for these temporary spaces.

- › **Markets:** Formerly made up of carts that moved from street to street, they were mobile and unstandardized.
- › **Travelling merchants:** Flea markets, second-hand traders, kiosks, delivery tricycles, open-air restaurants and huts are all time-honored forms of mobile commerce.
- › **Royal celebrations:** For these occasions, cities would temporarily

decorate landmark structures such as arches and monumental gates.

- › **Travelling theatre:** In the 17th century, the majority of actors travelled from city to city, bringing their sets with them.
- › **Trade shows and world fairs:** These are places for both exhibition and entertainment. Food and drink stands have always been an integral part of these temporary events.
- › **Block parties:** These neighborhood celebrations, which emerged in the United States in the 1970s, bring neighbors together for music, games, barbeques and other events. Their name comes from the fact that vehicles are prohibited from driving in the city blocks affected.

A "HAPPENING" CULTURE

The defining characteristic of a pop-up store is a temporary interruption by a transitory phenomenon or event in the city. It falls within the tradition of performance art, with historical links:

- › With the popularity of “**happenings**” at the end of the 1950s, the worlds of visual art and performance art collided. The work of art became an artistic intervention on a fixed and immutable object—hence the reference to the verb “to happen”. It existed only in real-time, even if traces remained (e.g., film documentation).
- › Then, in the 1980s, happenings crossed paths with the urban world and **street culture** was born. This development touched every artistic field and became so mainstream that it reached the commercial sphere.

› Finally, in the 1990s, an **urban counterculture** emerged when avant-garde activists seized upon new practices linked to mobility. The instantaneous nature of new technologies and social networks enabled new types of wild and spontaneous action (e.g., flash mobs, squats). Behind the “temporary” imperative there was a desire to break free from the ordinary, to live more intensely through extreme experiences, to develop creative and artistic dimensions. This pirate culture of guerillas was theorized in the Temporary Autonomous Zone (TAZ) concept developed by Hakim Bey, the father of “urban hacking”.¹³

These references to a culture of freedom and rebellion may seem far removed from the world of consumption. But they share an essence of impermanence and vivacity that is in direct opposition to all that is fixed, rigid, planned and institutional. Brands that embrace this “tradition of temporary” cannot be prudent: they must surprise, break rules and seek inspiration in underground culture.

¹³ <http://www.lyber-eclat.net/lyber/taz.html>

A RESPONSE TO NEW NEEDS

URBAN CHANGE AND A DESIRE FOR DIVERSITY

Cities are living organisms that change over time. In recent years, urban areas have undergone a number of transformations:

- › First, **the standardization of city centers** is a major, universal phenomenon. Initially advantageous for neighborhoods, colonization by fashion labels and franchises has culminated in uniformity with cookie-cutter facades. This situation generates a desire for diversity among consumers.
- › In addition, **the abandonment of certain neighborhoods** coincides with the widespread disappearance of small boutiques. Pop-up stores can play a role in the gentrification¹⁴ of these areas by occupying vacant spaces.

TECHNOLOGICAL CHANGE AND A RETURN TO PHYSICAL SPACES

The digital revolution has also played a role in the disappearance of physical shops and the evolution of business more generally:

- › **Before the digital revolution, a shop was a fixed place with an address and consumers were mobile.** They had to leave their homes to come to the shop. The act of shopping was a chance to wander, take your time, observe trends and socialize.
- › Then the digital revolution reduced the value of physical spaces. Through websites and e-boutiques, brands were able to recreate virtual spaces on a screen that could serve the same business purpose as their physical stores. These online shops were faster and more practical since they eliminated travel, and they made it possible to offer more choice than a limited physical space could

¹⁴ <https://fr.wikipedia.org/wiki/Gentrification>

accommodate. **The mobile act of shopping was replaced by a sedentary digital purchase.**

› Digital technology is not, however, capable of fulfilling all of the functions of a physical location: the aspects of leisure, walking and socializing are lost. This loss demands a new type of commerce whose primary objective is not sales, but rather the experience of browsing and discovering. That's the aim of concept stores, which are leading a new phase in retail. Following a period of excessive digitalization, commerce is "rematerializing". Businesses are re-establishing a physical presence and once again exploring experiences that are multisensory, tangible and intuitive.

› That being said, these new physical businesses must take into account technological change. With the advent of smartphones and an era of connectivity, consumers have formed new habits and are able to make purchases online wherever they may

be, in a way that is impossible to predict. Brands must adapt to these new requirements by going out and meeting consumers where they are. The solution is pop-up stores—open and mobile places that appear in the urban landscape directly in the path of consumers.

With concept stores, and now pop-up stores, we are seeing the emergence of a post-digital era of commerce that integrates the achievements of mobility by mixing physical and digital. Gradually, the roles of the city and screen are converging—the former, like the latter, becoming fluid and in a state of perpetual renewal. The urban environment is no longer fixed and rigid: temporary retail has provided a way for it to appear and disappear.

THE EMERGENCE OF POST-DIGITAL COMMERCE

A product of urban change and the digital revolution, pop-up stores serve several functions from the point of view of consumers, brands and cities.

A NEW CONSUMER EXPERIENCE

- › Mobile and fleeting, pop-up stores offer an intensified experience by virtue of their rarity.
- › In breaking away from the permanence of traditional stores, they possess an element of surprise and stir up curiosity.

A POWERFUL BRAND EXPRESSION

With digitalization, the question of brand presence in the physical world becomes critical. Innovations like concept stores and pop-up shops

provide opportunities for a brand to:

- › Create a sovereign domain that's miles away from standard multi-brand spaces, which limit their focus to merchandising. The brand can come alive in a space of its own that offers a truly unique atmosphere.
- › Foster a different kind of relationship with the public—one that's more alive and direct—by offering new ways to interact with the product.
- › Communicate in an event-driven way that generates media impact.

BRINGING CITIES TO LIFE

Pop-ups help energize their surroundings and create vibrant urban zones by:

- › Investing in abandoned or empty spaces.
- › Integrating existing street art.
- › Encouraging diversity in city centers.

POP-UPS
**OF ALL
KINDS**

02

Pop-ups of all kinds

Mobile and fleeting by definition, pop-up stores are multifaceted and offer a lot of freedom. They are used by brands for many reasons and can take many shapes, in terms of their physical presence, their accessibility, and their aesthetic.

DIFFERENT TYPES

The fleeting nature of pop-up stores lends itself to all sorts of initiatives:

- › On-site campaigns, including street marketing, events, stunts and anniversary celebrations.
- › Temporary markets in shopping centers, city centers and transit hubs.
- › One-off events in abandoned areas and vacant spaces.
- › Limited-time brand expos at cultural and sporting events.
- › A new style of shopping center, where pop-ups play an integral role in the design. Built in 2011, East London's Boxpark is made up of 60 containers stacked on two levels.
- › Store-sharing, where a sales area is divided to create shelving space for multiple brands in exchange for rent and a cut of the sales.

Since 2014, Shanghai-based Cactus Farm has offered designers the chance to showcase their product samples in a box, which is changed every 48 hours.

DIFFERENT PURPOSES

Brands create pop-ups for many different reasons:

- › To launch a brand or product.
- › To test a market, a location or even a product line.
- › To educate the public.
- › To fully immerse consumers in a brand.
- › To meet customers.
- › To strengthen market presence during a specific season or time of year.
- › To piggyback on an event that is attracting a lot of people.
- › To generate buzz.
- › To move stock.

DIFFERENT DURATIONS

If pop-ups are fleeting by nature, their duration is variable, ranging from a few hours to several months.

A FEW HOURS

From 2pm to 2am on June 14, 2015 at the Parc des Expositions at Porte de Versailles:

H&M (We love Music) captures public attention with free concerts, recreating the New York block party experience at Electric, an alternative cultural center.

A DAY

Valentine's Day 2013

in New York:

Aruba Tourism transforms Times Square into a beach, complete with a photo booth that gives visitors the opportunity to create personalized greeting cards featuring the Dutch Caribbean island in (near) real-time.

A WEEKEND

One weekend in 2015

in New York:

Nike sets up a pop-up store in the shape of a giant shoebox to draw attention to its sneakers.

Every two or three months in Paris:

Hotel Bohême¹⁵, a group of fashion, jewelry and accessory designers, organizes weekend sales.

A FEW DAYS

2013 in France:

PlayStation

gives gamers the chance to try out the PS4 a few days before it's released in several shopping centers.

2013 in the United States:

Eyewear maker

Warby Parker

tours several cities in a remodeled school bus.

SEVERAL WEEKS

End of 2013 in Paris:

Ferrero Rocher erects a giant Christmas tree decorated with chocolates in Gare Saint-Lazare.

June 2014 in Paris:

Europe's first **Pokémon** Center welcomes an exhibit of illustrations and a shop with branded products, much to the delight of fans.

A SEASON

May to August 2015 in London:

Moët & Chandon opens a bar on the rooftop terrace of the Madison restaurant, which faces the celebrated Saint-Paul Cathedral, to promote its summer champagne, Moët Ice Imperial.

Since 2010 in Saint-Tropez:

Every summer, **the House of Chanel** explores the intersection between fashion and design with a different window display at La Mistralée mansion.

SEVERAL MONTHS

November 2013 to March 2014 at Gare de Lyon in Paris:

Dutch discount housewares chain **Hema** constructs an entire pop-up shop from scratch.

November 2014 to January 2015 on boulevard Haussmann in Paris:

Yves Rocher sets up a pop-up shop while its storefront is under construction.

MORE THAN A YEAR

Since November 2011 in London:

In the east end of the English capital, **Boxpark** welcomes brands with leases of one year or longer.

DIFFERENT LOCATIONS

Pop-up stores appear in a variety of places:

SHOPPING CENTERS¹⁶

They offer a wide range of potential pop-up locations, including central thoroughfares, vacant spaces, dedicated areas, parking lots, parks, gardens and terraces.

PUBLIC SPACES AND CULTURAL VENUES

Brands can also set up in gardens, public squares, quays and unused areas. The presence of a monument nearby is desirable for the prestige it bestows.

Coca-Cola at the Design Museum

London, May to June 2011

In celebration of its 125th anniversary, Coca-Cola sets up an exhibit at the entrance to this celebrated museum.

Loewe at the Museum of Contemporary Art

Ibiza, Summer 2015

Loewe opens a pop-up store to celebrate its connection to the world of art. Three pieces by John Allen, featuring the English countryside, are printed on shopping bags, silk scarves and bath towels.

The tradition of decorating public spaces with heroic statues dates back to Ancient Greece. Another option is to temporarily scatter unique objects—*in situ* works of art—throughout a city. Several brands, including Ferrero Rocher and Coca-Cola in Paris and Fendi in Rome, created Christmas trees in their brand colors.

Yoplait's Petite Fleur Folies (Little Flower Folies)

Paris, Eiffel Tower

June 18 to 21, 2015

To celebrate its 50th anniversary, Yoplait sets up a pop-up garden¹⁷

¹⁶ Pop-up stores in shopping centers are covered in chapter 4. ¹⁷ <http://uk.petitefleurfolies.com/>

in honor of its key values (nature, simplicity and pleasure). 500,000 flowers are spread across 2,000 m² alongside nine works of art united under the banner *Les Créatiles* (e.g., toboggan, carrousel, an animation about pollination, sculptures). The flowers are subsequently offered to the City of Paris for replanting and the sculptures are installed in various cities.

AN ENTIRE NEIGHBORHOOD OR A SINGLE STREET

Some brands take over a street or neighborhood, filling neighboring shops, bars and exhibition spaces with experiences linked to their worlds.

Toyota's Aygo Street

Paris, rue Muller, June 18 to 19, 2014

Toyota creates Aygo Street, in honor of its latest model. The brand brings together artists and offers a wide range of entertainment, including 3D video games, a giant car-

acing circuit, temporary tattoos, musical performances and culinary workshops by chef Guillaume Sanchez.

STATIONS AND AIRPORTS

Free of traffic, stations and airports offer wide-open spaces. Inside, pop-up stores take the form of corners or stands. Outside, plazas can accommodate large-scale initiatives.

Perrier's Mixology Bar

Paris, Gare Montparnasse, May 2010

Perrier's Mixology pop-up bar invites travellers to sip on cocktails inspired by molecular gastronomy. Water is mixed with black currant caviar, cotton candy, ginger and cubes of fruit.

SUBWAYS

In these transit hubs, brands can take advantage of the time that users spend waiting.

Uniqlo first

Paris, Charles de Gaulle-Étoile Station, September 2011

The Japanese ready-to-wear label creates the first pop-up store of its kind.

Tesco's interactive wall

South Korea, 2011

On subway platforms, Tesco transforms billboard spaces into pop-up stores with products displayed on supermarket-style shelves. Consumers can use their smartphones to scan what they want to buy and have it delivered to their homes.

HOTELS

Hotel lobbies and suites can be transformed with brand colors.

Microsoft restyles Hotel O

Paris, November 2013

Microsoft restyles the hotel in honor of Xbox One's release. The rooms, which are connected to the network, recreate scenes from the console's games.

FAIRS AND FESTIVALS

Fairs and festivals welcome villages of pop-up stores. They are fertile environments for diverse ideas and bold creativity.

Tuned into Rock en Seine

Saint-Cloud (92), Summer 2015

The site of the Rock en Seine music festival is home to approximately 30 pop-up stores. The Nikon shop in particular is a big draw, lending cameras to young festival goers for an hour. Visitors can also have their photos taken after being sprayed with colored pigments, and pick up goodies like sunglasses and badges.

TRADE SHOWS AND WORLD FAIRS

Salons and world fairs are opportunities for brands to present their innovations, and leverage themes and values that they have in common with the event.

Even the Agricultural Trade Show

Paris, Porte de Versailles

Danone, McDonald's, Bonduelle, Lu, Charal and even Lidl take this opportunity to strengthen their positioning with respect to trends in flavor and quality.

Coca-Cola and sustainable development

Milan World Expo, 2015

Coca-Cola's¹⁸ presence takes the form of a 1,000 m² pavilion focused on sustainable development.

REST STOPS

In an effort to encourage drivers

to stop not just out of necessity, but also for enjoyment, rest stops are reconsidering their spaces and leaving more and more room for brands. Setting up here presents an obvious opportunity, particularly in the summer. Pop-up stores appear inside (corner spaces), in picnic areas (places to relax) and on playgrounds (sports activities).

Vinci's summer series

Port-Lauragais rest stop (between Toulouse and Carcassonne, on Highway A61), Summer

Vinci invites travellers to go boating (sailing, rowing) as part of its *Étapes estivales* summer series. The Group offers a number of different ways for brands to establish a pop-up presence¹⁹:

- › Sample giveaways.
- › Sponsorship of existing spaces.
- › Custom events in a dedicated area.
- › Temporary retail space.

¹⁸ <http://www.expo2015.org/fr/participants/corporate/coca-cola>

¹⁹ <http://www.vinci-autoroutes.com/file/sitemodel/medias/airesdeservices/notreoffre-mini-site-vinci.swf>

Nap with Ikea

France, Highway A6, July 2011

Ikea sets up a pop-up hotel, offering vacationers the chance to take a 20-minute nap. It's a chance for the brand to introduce its new line of mattresses in a showroom.

VACATION DESTINATIONS

Brands can benefit from the beautiful decor at ski and beach resorts, and the availability of vacationers. In these locations, a festive or relaxing pop-up store is essential.

Sprite showers

Beaches of Rio de Janeiro, June 2012

To help people cool off, Sprite offers free access to cold showers in the shape of giant vending machines in brand colors. Bottles of Sprite are never far away, appearing in all of the vacationers' photos.

Kinder hits the slopes

Six ski stations in the Alps, February to March 2014

The "naughty" Bueno Village sets up its activity areas in the middle of the ski runs. On the program: sample giveaways, human bowling (which involves somersaulting down a path to knock over pins at the other end), iPad games and photos.

DEPARTMENT STORES

Pop-up stores choose strategic locations that are on the ground floor and close to escalators, and make use of dedicated stands. Galeries Lafayette, Printemps and Citadium in Paris, and Selfridges in the United Kingdom, are among the most desirable options open to brands.

Customization by Timberland

Paris, Citadium Caumartin, October 2015

A pop-up store celebrates Timberland's Black Forest collection with customization workshops on Wednesdays and Saturdays.

VACANT SPACES

Urban areas that are abandoned, neglected or under construction present opportunities for brands to invest, sometimes with the support of local municipal officials. Hangars, old workshops and factories, plazas and even rooftops are taken over by brands. They aim to preserve the heart and soul of the original place, while offering unique experiences with an underground spirit.

A foodie like Krug

Paris, December 2011

Krug opens a pop-up restaurant on the rooftop of a building that's under construction. For 10 days, two-star chef Arnaud Lallement pairs his creations with champagne.

***Les Jolies Choses* (Pretty Things)**

Bayonne, June 2015

Pop-up shop *Les Jolies Choses* hosts around 10 local designers at a time, welcoming a fresh set every three months. Supported by the municipality, this project aims to reinvigorate the city center.

DIFFERENT FORMATS

Pop-up stores come in a wide variety of forms, including trucks, buses, trams, containers, stands, modular spaces, bars, boutiques, pavilions, extravaganzas and even spectacular installations.

TRUCKS

Falling under the same tradition as travelling merchants, this old-fashioned way of doing business is experiencing a revival thanks to the digital revolution:

- › Trucks gives brands the opportunity to test their products on the go.
- › New technologies facilitate access to these vehicles, which are mobile by nature, by providing real-time information via social networks thanks to instant geo-tracking capabilities.

Marionnaud's Beauty Truck

Summer 2015

In celebration of its 30th anniversary, Marionnaud tours Paris in a mobile boudoir called the Beauty Truck, offering visitors free make-up consultations and presenting its Beauty Box collection.



Videdressing.com

Spring 2015

Videdressing.com's fashion truck rolls through France's biggest cities, showcasing more than 400 vintage pieces and bringing the site's virtual community to life.

GATHERING PLACES: BARS, RESTAURANTS, ETC.

Whether they take the form of a café, an open-air restaurant or a hut, these types of pop-up stores tend to adopt the codes of conduct and furniture of a bar.

They're fleeting spaces outside your home for gathering, socializing and having fun. When brands take over, a commercial angle is added and they are transformed into stores or exhibit and event venues.

Bars also launch new consumer goods. Most often, they become single-product spaces, putting the spotlight on that product and elevating the brand.

Brands in many sectors have found success with pop-up bars. Examples include Giraudet's soup and dumpling bar, Rimmel's nail bar, Aigle's boot bar, the Hermès silk bar and Orange's service bar.

Behind the scenes at Kronenbourg

Paris, rue de Rivoli

March 12 to 31, 2010

Kronenbourg creates the *Atelier des Brasseurs* (Brewers' Workshop) to show the public the steps involved in making beer. Visitors can taste the latest brewer selections, take part in bottling workshops, and purchase cases and glasses from an exclusive collection.

The Danette Bar

Paris, 1st arrondissement

September 18 to 26, 2012

In celebration of its 40th anniversary, Danette creates the Danette Bar, where consumers can personalize their desserts with various flavors and toppings.

EXHIBITIONS

Exhibitions lend a certain value to brands, temporarily enriching their worlds with the artistic contributions of others.

To house these types of events, more and more brands are creating temporary, ad hoc structures.

Dreaming, the Hermès way

Paris, Berges de la Seine

September 18 to October 5, 2015

Hermès launches an exhibition titled *Dans l'oeil du flâneur* (Through the Eyes of a Wanderer). In a place made for strolling, designer Hubert Le Gall creates 11 dreamy and interactive tableaux, shining a spotlight on the brand's vision and expertise.

Saint-Gobain, in pavilions

Paris, Place de la Concorde

October 15 to 31, 2015

Launched in Shanghai in January 2015, a series of sensory pop-up pavilions created in honor of Saint-Gobain's 350th anniversary is in the fourth and final leg of a world tour. The four Future Sensations pavilions offer a look at the Group's history and vision for the future.



Tic Tac gets fresh

Paris, Montmartre

May 14 to 31, 2013

Tic Tac organizes the Too Fresh Expo with Espace W following an online campaign that invites users to create their own Tic Tac package. The brand reveals the top 12 designs and also invites five artists to create works on four themes that are dear to its heart: fresh, fun, music and games.

GARDENS

Gardens are beautiful spaces for wandering, strolling and socializing

—so a no-brainer for pop-up stores. Given their proximity to nature, they can also offer opportunities to share key values related to sustainable development, for example, *in situ*.

Smells good, L'Occitane

Paris, Palais Royal

June 2 to 5, 2006

L'Occitane is collaborating with *Labyrinthe des Senteurs*. On the final day, proceeds from the sale of the plants go to Orbis, a non-profit partner of the brand that fights blindness in the world's poorest countries.

SHIPPING CONTAINERS

Shipping containers—the metal boxes used to transport merchandise—capture the transitory nature of the pop-up store so well that they are frequently used to house them. In addition to being symbolic, they are practical. Thanks to their modular structure, they can be combined, moved and adapted as

needed to create large-scale installations. Easy to transport, they can be moved from place to place.

Sephora & Pantone

New York, Los Angeles

March 21 to 30, 2012

Sephora introduces a new product line inside a converted shipping container. The launch presents a range of products inspired by the Pantone Color Guide, the authority on color and a brand partner for this project. Visitors can have their make-up applied by experts before having their photo taken.

C&A with Cindy Crawford

Brussels

February 7 to March 5, 2013

C&A stacks three shipping containers to create a pop-up store with a giant glass facade measuring 12 meters long by 9 meters high. The goal? To promote the new Cindy Crawford collection.

Puma lounge bar

New York, Alicante, Boston and Stockholm
2008

The brand uses 24 shipping containers to build the three-floor Puma City, with a lounge bar inside and two outdoor terraces. Visitors were impressed by the spectacular and unexpected nature of the pop-up store, which received broad media coverage.

Note: Some consumers are bothered by the cramped quarters inside shipping containers. Confined spaces like these can feel oppressive.

DRAMATIC INSTALLATIONS

Brand imagination seems to know no limits—and that's just as well. Giant installations that recreate brand symbols really make an impression. The impact can be global provided that the selected

location is well known (e.g., Louis Vuitton trunk in Red Square at the end of 2013). Part pop-up and part "happening", these initiatives can be part of a powerful communications strategy.

When branded objects are iconic or lend themselves easily to architectural interpretation, they can inspire analog creations. Examples include the Happy Meal box in Australia, the Nivea cream jar in Milan and the shoebox in New York. Giant and magnified, the object becomes a formidable communications tool. It's reminiscent of traditional brand mascots like the Michelin Man and the Milka Cow.

Choice of location plays an important role in this type of advertising initiative. These pop-up installations generally appear in large city centers, near well-known monuments. In addition to creating an element of surprise, this positioning offers powerful allegorical potential. Placing an

installation near a statue of a ruler or national hero bestows the brand with a certain amount of prestige, power and authority. In this way, the installation becomes an urban monument in brand colors.

The symbolic discourse created by the combination of these giant objects and their specific placement falls along the continuum of Pop Art. Take, for example, how Jeff Koons “monumentalized” elements of contemporary pop culture at Versailles.

McDonald’s Lunch Box

Australia,

October to November 2014

McDonald’s tours the country’s biggest cities with a giant lunchbox in the brand’s signature colors: red and yellow. The pop-up restaurant serves the brand’s new menu options, including salads and wraps, and highlights the healthy side of McDonald’s products.

Adidas celebrates Stan Smith

London,

January 2014

In honor of the 50th anniversary of its famous Stan Smith shoes, Adidas creates a pop-up in the shape of a giant shoebox to celebrate the shoe. Inside, visitors can create personalized labels to stick on their own sneakers.

SIMULATIONS

Simulation is the re-creation of a familiar world. Las Vegas, for example, has miniature replicas of certain monuments from Paris and Venice. For a brand, this type of re-creation is a potentially spectacular form of original narration. In linking to its cultural identity and signifiers, a brand can imitate places or resurrect an era within a pop-up store. Simulation can draw on all of the sensory aspects of the world it’s reproducing, including music, ambiance, materials, scents, and colors—all of which are emotional triggers for visitors.

Ben & Jerry's

Paris, Festival We love Green

May 2015

Ben & Jerry's ecological farm sparks interest in climate engagement among festival goers.

The brand leverages two worlds here: the image of a farm with the brand's iconic cow points to the ice cream's origins, while the glaciers are a visual reference to the "If it's melted, it's ruined!" campaign.



PHOTO CREDIT: THIERRY LEWENBER-STURM

POP-UPS:
WHICH
BRANDS
USE THEM?

Pop-ups: Which brands use them?

All brands should potentially be interested in pop-up stores, particularly those that have not yet appeared in a physical space.

BRANDS THAT NEED A PHYSICAL PRESENCE

ONLINE BRANDS AND REMOTE-SALE RETAILERS

Brands that are 100% online are missing something essential: the physical interaction between product and consumer. With the Internet, you are not able to use your five senses to examine, touch and experience the product.

Pop-up stores can complement digital spaces and bring a physical dimension to a brand. In an increasingly virtual world, they offer consumers the opportunity to physically enter into a brand's world, without the constraints of a traditional shop.

Since there is nothing stopping a brand from digitalizing part of its

pop-up store, this temporary space can be an extension of the online experience. Digital terminals and mobile apps, for example, can help customers bridge the gap between the brand's website and in-store orders—completing the circle.

La Redoute, in the flesh

Public squares in around 10 cities

Spring 2015

For its My Dressing campaign, La Redoute transforms a container into a pop-up store. Customers can pick up and try on selected items from ongoing brand partners, including Soft Grey, Mademoiselle R and Laura

Clément, and also discover seasonal collaborations with designers. A human touch in a virtual world! And also an opportunity for visitors to take photos and to purchase clothing online by placing an order using a digital terminal.



MEDIA BRANDS AND PUBLISHERS

In the media world, publisher titles share limited retail space at news kiosks and magazine shops—and the competition can be fierce. The shelves

are often overflowing and it can be difficult for brands to get noticed by readers.

Here, pop-up stores serve a communications function, enabling brands to position a journal or magazine in a world of its own. Publishers, as brands, build cultures that can be brought to life outside the editorial sphere with products that connect to their environments. Pop-up stores are also a way to establish direct contact with readers and sell subscriptions.

Wired, so high-tech

New York

December 11 to 21, 2014

Wired, a monthly magazine out of California dedicated to tech culture, partners with various brands to present around 100 high-tech products in an exhibition area. Every Christmas for the last 10 years, this pop-up has celebrated the latest high-tech gadgets.

MASS-MARKET BRANDS

Say goodbye to multi-brand environments and hello to pop-up stores, which make it possible for brands to share what makes them unique and develop direct relationships with consumers.

Côte d'Or district

Paris

September 15 to October 2, 2011

Côte d'Or is an example of a product whose only interaction with consumers is through packaging presented online. To bring to life a sensory experience for consumers, the brand transformed rue Saint-Honoré into the Côte d'Or district. On the menu? A tasting of chef Guillaume Sanchez's signature's pastries, a chocolate exhibit and an interactive journey on chocolate production and flavors.

YOUNG DESIGNERS, START-UPS AND SMALL BUSINESSES

For little-known brands, pop-up stores offer the opportunity to gain visibility at an event. When resources are too limited for a permanent location, a pop-up shop makes it possible to test sales for a limited time.

The fact that these young brands have a physical presence is also appreciated by the public because it renews the shopping experience. That's especially true when consumers can meet the designers and learn more about their visions. So, pop-up stores are an answer to both the thirst for novelty among consumers and resource constraints among young entrepreneurs.

MoonLook: See Africa differently

Paris, Studio Beaumarchais

May 15 to June 15, 2015

MoonLook launches *Escapes Africaines* (African Stopovers) featuring fashion and design from the continent. The event brings together designers, while offering the public a shopping experience and the opportunity to share in African culture. Among the various activities are cultural events (literature, art and tourism), culinary curiosities, and more.

Express repairs with Save

Créteil Soleil (94), Belle Épine (94) and Val d'Europe (77) shopping centers
2014

Start-up Save My Smartphone sets up its first pop-up stores, offering express repair services for smartphones and tablets (e.g., broken screens, battery changes). Emboldened by its success, Save My Smartphone (renamed Save) subsequently establishes nearly 80 permanent retail locations.

SECTORS **WITH A SOFT SPOT** **FOR POP-UPS**

The sectoral breakdown that follows is based on a survey of 308 significant pop-up stores created by 250 brands²⁰—primarily in France, but also internationally—between 2002 and today.

DISCOVERY AND TASTING

12% Food

Chocolate, candy and cookie brands are very well represented when it comes to using pop-ups to test new flavors and introduce new product lines. As for ice cream and yogurt producers, they set up seasonal pop-up stores with customizable options

06% Non-alcoholic beverages

Pop-up stores are very popular among soda brands, which promote a sense of fun, as well as tea and coffee specialists, for whom tasting is an essential part of the culture.

²⁰ Illustrated sectoral overview created by QualiQuanti in collaboration with Klépière

06 % Alcoholic beverages

Beer and hard alcohol often lend themselves to the creation of pop-up bars, where a brand's aesthetic is brought to life. In the summer, champagne producers set up in what they consider to be prestigious locations, including terraces and gardens.

23 % Fashion

Everyone in the sector—from designers to brands—is involved.

ADVICE AND DEMONSTRATIONS

11 % Multimedia products and services

This includes brands selling game consoles, computers, cameras and televisions, as well as multimedia subscriptions.

08 % Beauty and cosmetics

The most interested parties include beauty and cosmetic brands (e.g., Yves Rocher, Sephora, Marionnaud), online retail brands and manufacturer brands.

05 % Distribution

Pop-ups not only complete the physical network, but also make it possible to produce capsule collections and focus attention on part of an offering. A hypermarket, for example, can create a dedicated area for Christmas gifts outside the store. In the field of home furnishings and decor, a distributor has the opportunity to show the true art of living and present products in real-life situations.

04 % Automobiles

Pop-ups are used to unveil new vehicles and let consumers test-drive them.

03 % Media and stationery

Pop-ups offer consumers the opportunity to try products and enter into the brand's world.

OTHER SECTORS

E-commerce

Consumers can interact with products *in situ*.

Sports

Pop-ups encourage a community dimension by bringing together professionals and amateurs from a particular sport and connecting them with a brand.

Household and cleaning products

Descendants of trade fair demonstration stands, pop-up stores make it possible to show products in context.

Travel

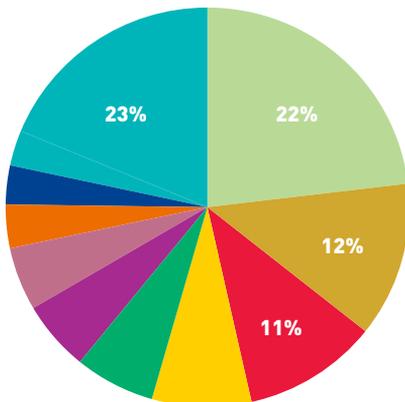
Pop-up stores can be used to highlight a seasonally appropriate destination through décor.

Real estate and banking

The ease and proximity of pop-up stores make them useful for highlighting the advice components of these businesses.

Insurance

Pop-ups stores can be used to increase awareness about the importance of prevention.



- ▶ Fashion, Designers & Luxury
- ▶ Other
- ▶ Food
- ▶ Multimedia Products & Services
- ▶ Beauty & Cosmetics
- ▶ Non-Alcoholic Beverages
- ▶ Alcoholic Beverages
- ▶ Distribution
- ▶ Automobiles
- ▶ Media & Stationery

SECTOR-SPECIFIC DIFFERENCES

FOOD AND NON-ALCOHOLIC BEVERAGES

In this sector, pop-up stores fall under the cultural tradition of open-air food, including food trucks, markets and fairs. This type of presence particularly makes sense for:

- › Seasonal brands (e.g., ice cream, chocolate).
- › Mass-market brands that are distributed in supermarkets (e.g., Danone).
- › Attractive brands with low brand recognition that could benefit from initiating a meeting with customers by disrupting their routine (e.g., Mon Chou).
- › Organic products, where one must demonstrate the virtues and nutritional qualities.

Pop-up stores serve several purposes:

- › **Product testing:** Paid tasting (refreshment bar or bar) and free sampling (showroom-style). Drinks lend themselves well to free distribution.
- › **Customization:** Bars that let consumers create their own recipes from an assortment of ingredients (e.g., Magnum, So Cream).
- › **Training:** Workshops and cooking classes (Casa Barilla, in particular).

Casa Barilla celebrates pasta

Paris, Galerie Nikki

September 7 to 9 and 14 to 16, 2012

Barilla celebrates the art of pasta prepared in the Italian tradition. The public is introduced to the experience in five ways: a cooking class, a plating class, a tasting workshop, a presentation on pasta and, of course, a shop with products to recreate the experience at home.

Kit Kat Studio

Sydney

August 4 to 30, 2015

Kit Kat creates a pop-up store dedicated to the customization of its flagship product. Customers can choose a chocolate base and three ingredients from among 58 possibilities, including rose petals, raspberries, almonds and caramel popcorn. The personalized Kit Kats are individually wrapped in a special red package created for the occasion.

Mon Chou kiosk

Val d'Europe shopping center

February to November 2014



Mon Chou introduces a food stand dedicated entirely to sweet and savory cream puffs.

ALCOHOLIC BEVERAGES

In France, brands constrained by the Evin Law can use pop-ups to highlight their rich culture and history.

They make it possible to execute sophisticated productions in exceptional places, and bring the brand world to life through design. Most often, they take the form of pop-up bars that expand on the functions of traditional bars by adding culinary activities.

Vodka Snow Queen

London, Sky Lounge

November 2014 to February 2015

The Vodka Snow Queen pop-up concept recreates a Scandinavian vibe with a Viking theme in an amazing terrace lounge on top of the Hilton DoubleTree Hotel. Customers can enjoy marinated meats, artisanal bread and cheeses from the Far North, and are invited to drink mugs of mulled wine, hot cider and seasonal cocktails perfected by the brand.

FASHION

Fashion has a particular affinity for pop-up stores for two reasons. By nature, it is:

- **Fleeting:** Fashion evolves with the season, so it seems natural that the delivery mechanism would evolve too.
- **Artistic:** Clothing must be shown in context. Pop-up stores offer a great deal of freedom and allow brands to design shops that blend fashion, art and design.

Agile Arnsdorf

Melbourne

February 2011

The Australian fashion brand sets up a pop-up store decorated with 154 pairs of tights stretched throughout the shop—an idea conceived by renowned architect Edwards Moore.

Several designers can share this highly modular pop-up space, which results in multiple displays. The arrangement

of the objects themselves reflects the provisional nature of the space: everything is flexible and movable here.

LUXURY

Pop-up stores make luxury more accessible and less formal.

Indeed, the exhibitory aspect is highly evident among the pop-ups in this sector. Their format, plastic and temporary, is consistent with the artistic qualities of these brands. They're almost like pop-up museums.

Although pop-up stores make luxury more accessible, the quality of these creations remains exceptional. The transformation of retail spaces into exhibitions underscores the creativity of these brands.

Hermès Silk Bar

New York

October 2013

Hermès opens its Silk Bar at the same time as it launches an app explaining

how to wear its scarves. The latter is presented in a boutique with a retro vibe straight out of the 1950s, where visitors can play hopscotch and mini golf, as they have been recreated by the brand.

Louis Vuitton joins forces with an artist

Paris, boulevard Haussmann
Beginning of 2012

Louis Vuitton devotes its pop-up store to artist Yayoi Kusama. Both the line of ready-to-wear clothing and accessories—Dots Infinity—and the shop's decor are derived from the artist's work.

BEAUTY AND COSMETICS

Beauty falls within the domain of care and makes use of workshop-style pop-up stores, favoring training in skills and techniques. Everything centers on demonstrations with experts who share their knowledge with visitors and demonstrate how and when to use the products.

The role of pop-up stores here is to use events to draw attention to these consulting and demonstration functions.

A streetcar named Sephora

Milan
July 1 to 28, 2015

Sephora takes over a streetcar to showcase its product line. Experts are on hand to do visitors' make-up and nails.

Fleurance Nature guesthouse

Les Passages (92) shopping center
October 1 to 26, 2013

This online sales expert meets its customers for the first time ever in a 40 m² space with a guesthouse theme. The brand presents its products, including a Fountain of Infusions, a Textures Bar to try out the organic cosmetics, and a hand massage workshop with a royal jelly repairing treatment.

MULTIMEDIA SERVICES

Here, pop-up stores deliver the goods:

- › Virtual by nature, multimedia services need to be made tangible and more visible.
- › Technical and often complex, they require expert advice, testing and maybe even a helping hand.

Pop-up stores are ideal for initiating subscriptions and prompting sales.

The live Canal+ experience

20 Klépierre shopping centers in 2015

Canal+ is a leading partner in pop-up commerce, with a presence in more than 20 Klépierre shopping centers in 2015 and further growth anticipated in 2016.

The Canal+ group industrialized its own network by setting up pop-up stores throughout France to show and showcase the richness and diversity of Canal+ and CanalSat programming

and related services. Visitors benefit from the best live TV experience and expert salespeople who are passionate about the product. A pop-up store is an ideal place to discover and experiment with the brand's latest technological innovations, including MyCanal, Cube S and the Eureka recommendation engine.



POP-UPS
**IN SHOPPING
CENTERS**

Pop-ups in shopping centers

Shopping centers are preferred places for hosting pop-up stores, partially because of their environment and partially because of the different space configurations they offer.

AN ADVANTAGEOUS ENVIRONMENT

SYNERGY BETWEEN FIXED AND TEMPORARY

Shopping center visitors are already on the path to purchasing, while remaining open to surprises and discoveries.

Pop-up stores are the perfect foil for traditional boutiques: they facilitate a more direct and interactive relationship with brands, while offering complementary services like workshops, classes and demonstrations.



Immersion in Coyote

Val d'Europe (77) shopping center, November 2014 to January 2015

Jaude (63) and Rives d'Arcins (31) shopping centers, May to August 2015

Visitors can take advantage of expert advice and discover Coyote products, as clever as they are innovative, by using a virtual-reality helmet to immerse themselves in the brand's world.

REFRESHING THE CONSUMER EXPERIENCE

Event-based and experience-driven, pop-up stores diversify the shopping experience and enrich the client journey.

- › They introduce fresh ideas to shopping centers (e.g., young designers, artisans, new luxury brands) and differentiate the offering from what one would typically find.
- › They offer consumers a pleasant break, with activities like workshops for kids, massages and manicures.
- › They offer entertainment, with attractive displays that bring the spaces to life.
- › They tailor a part of the shopping center's offering to the seasons.
- › They spread human warmth by creating a festive atmosphere and bringing vendors and customers closer.

Natura Brasil up close and personal

Belle Épine (94), Créteil Soleil (94), Écully (69) and Les Passages (92) shopping centers
October 2015

Brazilian cosmetics brand Natura Brasil is firmly committed to sustainable development, with a top 100 ranking in the 2015 Corporate Knight global index. The company is meeting with customers to get to know them and test its product lines.



A window into Tesla

Les Passages (92) shopping center
June 22 to 27, 2015

Tesla offers a unique opportunity to discover its new electric car, valued at €70,000.



Instant beauty with Yves Rocher

Val d'Europe (77) and Portet (31) shopping centers
Autumn 2014

As part of its Make-Up Days, Yves Rocher offers makeovers and make-ups from experts.

A UNIQUE PLACE

SHOPPING CENTERS: MINIATURE CITIES

Shopping centers are structured a bit like cities, except miniature, closed and pedestrian-friendly. The alignment of shop windows even replicates the street-shopping experience. Since city life is one of the essential characteristics of a pop-up store, shopping centers are well positioned to welcome them. Multifaceted in nature, they can host pop-stores of all shapes and sizes.

STRATEGIC SITES

What are the preferred locations for pop-up stores in shopping centers?

- › Central walkways are popular, of course, because they channel traffic.
- › Dedicated areas: Certain shopping center areas are reserved for pop-up stores.
- › Vacant spaces.

Pop-up games

Le Mans shopping center south, 2015

For several months, a vacant space is transformed into a pop-up games rooms with foosball, hopscotch and more. The initiative lasts only until a new project, Magic Garden, launches.

- › Outdoor areas, including parking lots, gardens and terraces, can host activities, particularly in the summer.

Jumping with Jeep

Val d'Europe shopping center (77), 2014



Jeep creates an outdoor course so that customers can evaluate the Jeep 4x4's ability to overcome obstacles.

Bikini Berlin box

Berlin

Bikini Berlin shopping center

The ground floor is dedicated to pop-up stores, with 19 wooden modules measuring between 20 and 40 m². Each box has a simple, customizable design and can be rented for three to 12 months.



PHOTO CREDIT: BAYERISCHE HAUSBAU

A DIFFERENT RELATIONSHIP WITH SPACE

A couple of rules are essential for making the most of shopping center spaces:

- › **Design a space that's recognizable:** Visitors must be able to spot the pop-up store at first glance.
- › **Focus messaging:** The space allocated is often limited. Creating an amazing experience requires a strong and rich world, which is achieved with focused messaging.
- › **Define the space:** It's up to each brand to come up with a one-of-a-kind space in an area that's more or less open with the help of furniture and floor markings.
- › **Play the entrance card:** Entering into a shop, where there is a marked difference between the inside and outside, is a form of commitment. With pop-up stores, there is no barrier or symbolic threshold to

cross, so the consumer's freedom is preserved.

- › **Seek out customers:** Located at busy crossroads in the middle of walkways, pop-up stores must stop visitors in their tracks. That depends on both the positioning and the design of the shop, which must be captivating, open and welcoming.

The art of make-up by M.A.C

Val d'Europe (77) shopping center

November 2014



M.A.C Cosmetics sets up Instant Artistry, a stand staffed by brand make-up artists that offers de-

monstrations, consultations and education on basic techniques, thanks to touchpad tablets.

Here, one finds several popular trends among pop-up stores:

- › The digitalization of physical spaces with tablets, which let consumers deepen their knowledge.
- › An element of experimentation, doubling as product tips and tricks from professionals, that requires learning.
- › A strong sense of place: Pop-up stores can reproduce a scene on a giant screen with projectors, while remaining very open and accessible.

Advice from Gemey Maybelline

Créteil Soleil (94) shopping center

From December 2014 to the end of September 2016



First in France, the L'Oréal group's make-up brand is connecting with customers in a new way thanks to this retail space, which is designed to resemble a New Yorker's studio. Visitors can get personalized make-up advice and discover all of the brand's latest products.

Timberland loft

Créteil Soleil (94) shopping center

October 2015

Timberland's loft-style pop-up store offers a collection of shoes for men, women and children. For four months, the well-known American brand is selling products that combine technical needs and emerging trends in outdoor wear from this 40 m² space.



PHOTO CREDIT: NATHALIE OUNDJIAN

PUBLIC
PERCEPTIONS
**OF POP-UP
STORE**

05

Public perceptions of pop-up stores

Pop-up stores are starting to become part of everyday life for consumers, who recognize their strong potential. Done right, a pop-up gives visitors a memorable experience and transforms their relationship with the brand.

AN INSPIRING EXPERIENCE

Three characteristics, in particular, make pop-up stores charming to visitors:

THE ELEMENT OF SURPRISE

The purpose of this multifaceted format is to provide a break from routine. Pop-ups provoke astonishment and use the element of surprise to full effect:

- › As soon as consumers find out that a pop-up is opening, they are already looking forward to it. They can't wait to see how the brand will immerse them in an atmosphere and create a memorable experience.
- › When a pop-up store appears randomly, it can enhance a route or refresh a place that a consumer regularly visits.

ENTERTAINMENT

Given their entertaining nature, pop-up stores can be considered full-fledged leisure activities:

- › A pop-up is, in and of itself, an attraction to be discovered, and the unique spectacle element of pop-ups makes for a memorable experience.
- › Because of their limited-time nature, pop-ups are exciting "happenings" that are fun to take part in. The more exclusive and fleeting consumers perceive the experience to be, the more they will want to be part of it.
- › Many pop-up stores offer activities or workshops that encourage consumer participation, inviting them to experience and use the product like the brand.

FUN

Pop-up stores seek to create a friendly and festive atmosphere. It changes the relationship between the brand and the consumer:

- ▶ This type of initiative seeks out consumers, who are taken by the hand and spoiled by the brand.
- ▶ The one-off nature of pop-up stores gives them a festive atmosphere, like a party. It's the role of parties to be occasional, to disrupt the schedule, to create a special moment where human relationships are different (even reversed) from the norm, to create an intensity of presence that makes consumers revel in excitement.
- ▶ They present an opportunity for more personal contact with representatives of the brand. Customers unanimously agree that personnel are available and pleasant. They appreciate this newfound closeness with brands and have a sense of participating together in an event.
- ▶ Lastly, pop-up stores provide an opportunity to bring together groups of people who share common passions and values (e.g., art, yoga, fashion).

A DIFFERENT EXPERIENCE THAN A TRADITIONAL STORE

POP-UP STORES

Fleeting and rare

A pop-up store is an event.

Surprising and entertaining

A pop-up store is memorable because it's surprising—both in form and because of the activities it offers.

Fun

A pop-up store invites consumers to be part of a social event, to interact with the brand and other consumers.

Exclusive

Because a pop-store is an exceptional event, consumers who participate feel privileged. Plus, it's a chance to launch limited-edition products and special promotions that reinforce that exclusive feeling.

TRADITIONAL STORES

Permanent

A traditional store is a stable landmark. Consumers know how to get there, when it's open and what products it offers.

Predictable

The seasonal rhythm of product stocking lets consumers take their time before making a purchase.

Efficient

The set-up varies little so consumers can easily find what they're seeking.

Exhaustive

A traditional store's size makes it possible to offer a product range that is vast, comprehensive and identical between one retail location and another.

BENEFITS FOR CONSUMERS

In addition to triggering emotions, pop-ups offer consumers a wide range of benefits.

Discover or rediscover

- › A product or a brand.
- › A place.
- › New collections or pieces (launches are the impetus for many popup stores).

Learn

- › The presence of dedicated experts who can help consumers understand the features of a product or service with demonstrations and explanations (especially when technological elements are involved).
- › Product testing (e.g., food tastings, make-overs).
- › Assistance when purchase terms and conditions are complex (e.g., subscriptions).

Get access to special opportunities

- › Limited editions.
- › Reduced prices.
- › Tastings.
- › Free samples (consumers appreciate leaving with gifts).
- › Opportunities to customize products.

Develop a direct and lively connection with a brand

- › Opportunity to share in a brand's world, including its identity and values. That's particularly true for brands that are only available through multibrand distributors or do not have a physical location. With spaces of their own, they can share experiences that are special and deep.
- › Brand representatives are available and pleasant.

TWO CONSUMER EXPERIENCES AT KLEPIERRE

The Klépierre group²² facilitates contact between brands and consumers through flexible marketing offerings. Its shopping centers regularly welcome pop-up stores.

With 1.2 billion visitors in Europe each year—an average of 5 million per day—the group offers brands a very receptive audience.

Tati Maison

by Chantal Thomass

Paris, Gare Saint-Lazare

November 21, 2014 to January 5, 2015

Tati joins forces with Chantal Thomass for Christmas. The pop-upstore offers an exclusive product line created in collaboration with the famous designer, which includes decorative items for the home, some ready-to-wear clothing, gift ideas and more.

Consumers emphasized:

- › The surprising partnership between Tati, a popular brand, and Chantal Thomass, the stylish designer who restored the image of the brand from Barbès.
- › The capsule collection that met their Christmas needs.
- › The inauguration event where Chantal Thomass herself cut the ceremonial ribbon as a symbolic gesture.

²² <http://www.klepierre.com/en/retail-news/klepierre-brand-ventures/>



What consumers think:

"The concept really appeals to me. It's very innovative. These gift boxes are very original."

"For Tati, it's a great idea to offer access to Chantal Thomass' designs. It's appealing and tempting!"

"A brand that is innovating, finding creative and compelling ways to surprise—I love it!"

"This pop-shop shop is very chic and the items being sold are interesting. The fact that it's at Saint-Lazare, in a new and beautiful shopping center, changes my impression of Tati which, up until now, I've always associated with Barbès."

"The partnership between Chantal Thomass and Tati is pretty unexpected. I'm curious to see the result."

The Ferrero Rocher Christmas tree

Paris, Gare Saint-Lazare

December 17 to 31, 2013

Ferrero Rocher erects a giant Christmas tree, measuring 12 m in height and covered in 3,000 golden balls in the shape of the brand's famous chocolate. What a way to surprise visitors and get their mouths watering! At the base of the tree, passersby have the opportunity to buy boxes of the brand's three signature products, which come with a ribbon for a personalized message.

Ferrero Rocher drew on a number of pop-up attributes, which consumers consciously or unconsciously took note of:

- › Something temporary, linked to a season.
- › The scarcity of a limited-edition series and the opportunity to personalize the product, which consumers really appreciate.
- › A symbolic object: Customers were delighted by the styling and

magnificent size of the Ferrero tree, which is reminiscent of the pyramid in the brand's commercials. They took selfies in front of the tree as if it were a monument.

What consumers think:

"This concept really appeals to me. As a chocolate lover, I stopped immediately. The decorations are spectacular and made my mouth water. What a treat for the eyes and the taste buds! And then to have the opportunity to personalize gifts, that really pleased me."

"A dream, a master work of art, complete with personalized Christmas gifts."

"The stand was beautiful and gave you reason to pause. I noticed it immediately in this passageway where one would never think to buy gifts. Very nice for Christmas to be able to choose a unique and personalized gift."

"I love the tiered decorations—it's impressive! And I really like the idea of personalized ribbons for giving chocolate."



IN THE WORDS OF CONSUMERS

What consumers like about
pop-up stores:

**"Being able to try out
new things."**

"They surprise us.
It changes every day."

**"Discovering brands
in unusual places."**

**"Being the first to
discover a product."**

**"Discovering
new places."**

"Getting expert advice."

**"The exclusive side
of a pop-up event."**

**"Being able to try products
and learn how to use them."**

"The unique setting."

"The opportunity to be
able to go home with gifts."

**"The atmosphere
is more festive and laidback."**

**"Unique services
and products."**

"Free tastings."

"Samples."

**"It's more friendly
than in a store."**

POP-UP
STORES:
CONDITIONS
FOR
SUCCESS

Pop-up stores: Conditions for success

As consumers become more familiar with pop-up stores, they're sharpening their expectations. They're sensitive to the location, the uniqueness and the quality of the experience offered, as well as the communication surrounding the event.

RESPECT THE CONSTRAINTS OF THE GENRE

CHOOSE THE RIGHT PLACE AND TIME

› **Site:** It must meet the needs of customers (a location that is accessible and pleasant) and the brand (an environment that is consistent with the brand culture). Whether on the street or in a shopping center, the surrounding environment is the first factor to consider.

› **Build a link with the chosen site:** Pop-up stores raise questions about the appropriation of spaces. Herein lies the challenge of combining a commercial space with an in situ work of art. It's a matter of creating something that is relevant

aesthetically and symbolically by engaging with the environment—either echoing it or providing contrast.

› **Timing:** Pop-up stores must be in sync with the rhythm of consumers (e.g., summer season, end-of-year parties) and the timing of brands (e.g., event-based formats for launches).

› **Duration:** Pop-up stores can last for a few days or a year. If the duration is too short, there's not enough time for word-of-mouth to work and late-comers are frustrated—but the sense of exclusivity is heightened. Beyond a year, consumers no longer consider the store a pop-up.

STAND OUT FROM TRADITIONAL STORES

Pop-up stores make their mark by offering brand-new experiences. On

the flip side, banality devalues them. A poor or mediocre experience is cause for disappointment. Warning: In these cases, brands are anticipated and judged on their creative abilities.

› **Sett up an attractive display:** Color is one of the most important elements of staging—as important as the space’s structure.

› **Create an original space:** The brand must build a world that is suitable for pop-up sales and offers deep immersion in all or part of its culture.

Aigle’s boot bar

London

November 2011

With its boot bar, Aigle chooses to focus on a specific part of its offering. Its spectacular wall of boots is a powerful gesture on a symbolic level and from a design perspective too. Visitors are immersed in a singular world and,

at the same time, have access to variations that they wouldn’t necessarily find in a shop.

› **Ensure to provide activities:** Pop-up stores are friendly spaces that enable greater interaction with consumers. Entertainment, workshops, product demonstrations, customization, co-creation—all are good ways to involve visitors.

The art of the cocktail by Ballantine’s

Paris, Chacha Club

September to October 2015

Before opening a collaborative cocktail bar, Ballantine’s held a competition to give one young entrepreneur the chance to realize his dream of opening a bar with a pop-up store. The concept that emerged was called *L’Épicerie* and involved a customer choosing ingredients and then leaving it up to the “mixologist” to create a unique cocktail with them.

› **Ensure personnel are available and plentiful:** Pop-up personnel are more than salespeople—they're true brand ambassadors. Dressed in the brand's colors, they sometimes wear a badge marked "staff" (like at a concert) to signal their role, which extends beyond sales.

› **Ensure good flow:** Pop-up stores attract crowds. They should be structured to deal with the volume of visitors expected, using multiple entrances to funnel visitors, ensuring there are a sufficient number of greeters and having an intelligent system in place for managing the line. Making people pay a modest sum helps discourage freeloaders.

Playstation spirit

Créteil Soleil (94), Grand Portet (31)
and Val d'Europe (77) shopping centers
November 2013

Playstation opens pop-up stores in shopping centers to launch its PS4. Visitors are welcomed by a team wearing blue T-shirts, whose members serve

as experts, mediators and activity leaders. To help manage the flow of participants, each gamer is given a bracelet with a time when he will be able to try the console for 15 minutes.

OPTIMIZE COMMUNICATION

Because pop-up stores are temporary, communication is fundamental for their visibility. One of the most common consumer complaints is related to the lack of information available about upcoming pop-ups.

From their point of view, certain channels are authorities on the subject:

› Good deals magazines, including *My Little Paris*, *Merci Alfred* and *Secrets de Paris*.

› Free national and local newspapers, including *20 Minutes*, *Direct Matin*, *Stylist*, *A Nous Paris*.

› Bloggers, like friends on social networks (e.g., Facebook, Instagram,

Twitter), are inclined to share an event while contributing to its page with photos, videos or comments.

› Weekly women’s magazines (e.g., *Elle*, *Grazia*), whose readers would like to see more reporting on the subject.

Moreover, the temporary nature of pop-ups calls for certain opening and closing rituals (e.g., inauguration, speeches, official opening, cocktails), which provide a chance to publicize the pop-up, while also being event opportunities in and of themselves.

BE MEMORABLE

To be successful, pop-ups must be memorable and make a mark with their originality. The result is consumers who feel valued, which encourages them to share the experience and support the brand.

CREATE A SURPRISE

› **Choose surprising locations** that bring an emotional charge and their own design aesthetic (e.g., unused spaces).

› **Make use of dramatic structures** particularly via the installation of large promotional objects in city centers (similar to what has been done by Vuitton, Adidas and McDonald’s).

For a subtler option, resort to contrast and disparity to create an element of surprise that provides depth and enriches the brand world. They can be used to:

› **Break free from the surrounding environment** by introducing a certain degree of heterogeneity.

The goal is to draw consumers out of their routines and propel them into a world that's unforeseen and unexpected.

› **Establish brand partnerships that are complementary and unlikely**—ones that leverage the respective attributes of each partner (e.g., Tati and Chantal Thomass at Gare Saint-Lazare, Vitra and Camper at Vitra Design Museum, Colette and Chanel on rue Saint-Honoré in Paris).

Continuous reinvention is the most reliable way to surprise consumers. With their "guerrilla stores" Comme des Garçons creates a radically different design aesthetic at each location that adapts to the chosen site.

KEEP THE MEMORY ALIVE

Consumers like to be able to go home with something personal (e.g., photos from the brand's world) or samples.

Pop-up stores, which are the very definition of fleeting, should provide an opportunity for photos to ensure the event is documented for posterity.

SHOW CREATIVITY

Since surprise is an essential element of any pop-up, one must be innovative. In other words, being creative is fundamental.

USE CREATIVITY TO CREATE A PROFOUND EXPERIENCE

Pop-up shops can also serve several other purposes:

- › They allow brands to bring their cultural identities to life and differentiate themselves from competitors. The creative aspect of pop-up stores is crucial.
- › They immerse consumers in brand worlds by dramatizing the customer journey. Visitors find themselves immersed in an environment that is symbolic, multisensory, emotional and completely unique.

This creativity can be challenging for brands: it's a testament to their ability to innovate and the depth of their brand worlds.

Chanel & Colette

Paris, rue Saint-Honoré

2011

The House of Chanel teams up with Colette to open a pop-up store, creating a display that blends fashion, visual art and musical performances. A selection of handbags, including the latest Colette model (Mademoiselle), can be personalized and are presented alongside some of the brand's favorite designers right now (e.g., Yazbukey jewelry, Ruby helmets, Leica cameras, Érès swimwear) and a collectible doll signed by Karl Lagerfeld. The shop also has a Chanel nail bar and cupcakes from Bogato.

INFINITE RESOURCES

Storytelling, gamification, artistic collaborations, displays, new technologies—the opportunities for creativity are endless.

References to other worlds, inclu-

ding technical and artistic ones, are encouraged. They help:

- › Ensure a high-quality execution—essentially the experience—thanks to experts. The reason pop-up stores like Little Havana, Café A and Ben & Jerry's are so successful is because they call on the services of professional artists and movie set designers.
- › Enrich the brand world with new perspectives and contributions.

Havana Club, inspired by Cuba

Paris, Café A (near Gare de l'Est)

June to August 2015

After walking up some steps, visitors find themselves in the heart of a Cuban Little Havana neighborhood—a world that's very different from Paris' 10th arrondissement. The area has been redecorated, with rough, uneven walls, palm trees, Cuban homes, a traditional chapel, large tables with benches and Mojito bars. Everywhere, there is

the sound of electrotropical music. It's an ambiance that immediately transports customers to the Cuban capital. It brings the true spirit of Havana to one of the most beautiful terraces in Paris, opening up a space where anyone can mix a Mojito or contribute to a group mural in the recycling area.

Human and collaborative dimensions are at the heart of this project and its program, which includes Cuban artist concerts, an introduction to street art, an exhibition of posters from Cuban cinema, and food events.

Results: There has been much interest from media (print and digital) and on social media. That's in addition to strengthened business relationships with the initiative's five strategic partners, who have seen strong growth in sales. Little Havana's digital platform²³ provides the schedule of activities for the two-month initiative and facilitates data collection—all in accordance with the Evin Law.

Note: The fact that all of the establishments were located in this trendy neighborhood in the capital made it possible to reach many consumers who have an affinity for the brand, some of whom are influencers.



PHOTO CREDIT: GILLES PETITPAS

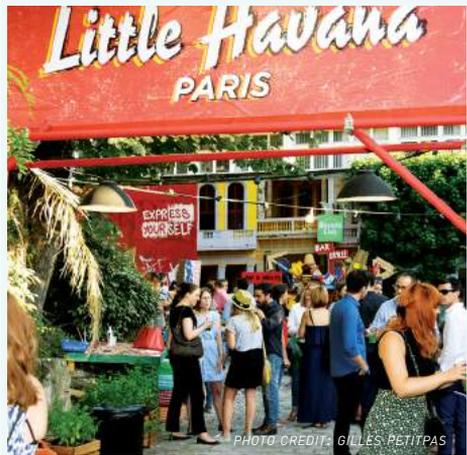


PHOTO CREDIT: GILLES PETITPAS

²³ <http://www.little-havana.fr/>

According to Melissa Gonzales, author of *The Pop-Up Paradigm*, the use of new technologies enables the creation of deeply immersive experiences in pop-up stores. A paragon of modernity, they are where the physical and digital converge.

Recent trends to note include:

› **Augmented reality** mixes elements from the physical world with elements from the virtual world via mobile phone. With a few clicks, customers can learn about a brand's history, get information about a product and compare prices. Some applications even make it possible to try products virtually. Warby Parker is a pioneer in the area, using this technology to help customers find eyeglasses that best suit the shape of their face. Cosmetic brand Gemey Maybelline uses the same technology in its FitMe™ app to help women choose the best foundation make-up.

Out of this world, like Airwalk

New York, Washington Square Park
2011

Airwalk creates a virtual pop-up store using augmented reality. People who download the event app can see Airwalk shoes appear in a specific location, via their mobile phone screens, take a photo of them, and then order them online.

› **Smart display cases and walls** respond in an interactive way with consumers, most often via touchscreen. The goal is to simplify purchases and also to offer customers products and promotions that suit their needs. More complex initiatives can turn these display cases into symbols or works of art.

Practical like Kate Spade

New York, 2003

Designer Kate Spade creates a pop-up store where customers can view products in a display case using a touchscreen, place an order on the spot and have it delivered within the hour. This purchase method lets consumers shop unencumbered by packages.

Kenzo, like a fish in water

Paris, rue Debelleyme

March 21 to 27, 2014

Kenzo creates a pop-up store where the shop window is a digital aquarium. Fish disappear over time, as they would in an environment where overfishing is common. Each time a product is purchased or someone posts a photo to Instagram with the hashtag #NoFishNoNothing, more fish are added. To prove that its partnership with the Blue Marine Foundation is more than just show, Kenzo is donating all of the proceeds from the No Fish No Nothing collection to the organization.

> **3D printing** in real time makes it possible to create and deliver products in small quantities. It's ideal for on-site or online production and personalization—so perfect for a pop-up store.

CONSIDER THE LONG-TERM IMPACT

Because pop-up stores are short-lived experiences that must produce long-term results, the return on investment should not be evaluated solely based on direct sales.

Indeed, this type of initiative contributes to brand development by building a brand's image, increasing its visibility (e.g., social media sharing), introducing its products and facilitating online collection of data and information (e.g., customer feedback, deeper understanding of consumer trends and consumption patterns). That's in addition to qualitative benefits that can lead to increased sales over the longer term.

CONCLUSION

Endless creative **possibilities for brands**

Simply defining pop-ups as short-lived stores, which certain media do, fails to take into account the richness of the phenomenon. Like past digital trends, they create new and special relationships between customers and brands, enabling the latter to interact directly with consumers.

Looking beyond the rarity factor, pop-up stores raise questions about brand presence in an age of post-digital commerce. For this reason, pop-ups are above all spaces for heightening experiences—an imperative that will increasingly push traditional shops themselves to evolve.

Whereas traditional shops tend to all look the same—they are expected to adhere to certain codes of conduct, stick to certain specifications and bend to the architectural rules of their environments—pop-up stores can be deployed in a thousand different ways across the urban landscape.

The temporary and fleeting nature of pop-ups gives them a lot of freedom. What is striking about this new landscape as it unfolds is its diversity. Different experiences, different designs, different purposes—this is what’s coming to both poke fun at and complement standard shops. Indeed, pop-up stores bring color, playfulness and a certain *joie de vivre* to conventional commerce. Even more, they surprise, inviting consumer participation and creating positive energy.

This abundance of creativity is one of the keys to business in the future. The possibilities are endless, because anything is possible when it’s temporary! Visual and performing arts, theatre, cinema and humour are all sources of inspiration.

Pop-ups are a vast area for brands to explore, with nearly limitless potential for invention.

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Marionnaud
Saint-Gobain
Silo Store

It-brands deserve it-malls

The Retail Only® spirit means evolving as quickly as retail and offering customers a savvy mix of serenity and excitement around brands. With its Clubstore® and Let's Play® concepts, Klépierre adds a little bit of soul to the customer experience, where shopping and pleasure combine to make something unique and surprising.



Klépierre, Retail Only®

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PAINTING A PICTURE OF POP-UPS

At a time when a digital revolution is changing how we do business, pop-up stores offer a new playing field for brands. By investing in a location and for a duration of their choosing, brands have complete freedom to present a story, products or, better yet, an experience!

More than a temporary retail space, a pop-up store is an event, a performance. Brands invite consumers to take part in order to share a memorable moment together. All five senses can be appealed to at length in a kind of moving art that's the subject of our analysis here.

Consumers want more. The exclusive nature of pop-up stores is appealing, giving them the sense that they are experiencing something new and unique in a collaborative way.

Already a familiar concept for the general public, pop-up stores are a perfect match for a society where mobility is king. Their brand potential is immense, their possibilities infinite.

ACCORDING TO A PROSPECTIVE STUDY CONDUCTED BY **KLEPIERRE**,
A EUROPEAN SHOPPING CENTER LEADER, IN COLLABORATION
WITH RESEARCH INSTITUTE **QUALIQUANTI**.