

LONE DESIGN CLUB

LDC.

LONE DESIGN CLUB

The Club For Independent Brands - Connecting You To Conscious, Global Consumers

JOIN AN LDC MULTI-BRAND POP UP BOUTIQUE

As seen in:

ELLE

Forbes

THE TIMES
THE SUNDAY TIMES

The INDEPENDENT

POP UP STORES

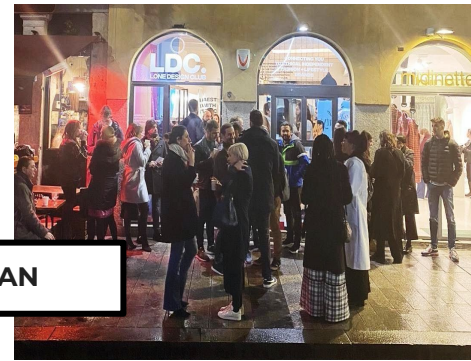
Our international pop up stores are short term for maximum impact, data driven, focusing on experience, community and storytelling to drive footfall, sales and engagement.

What to expect:

- 200+ sign ups to launch parties, daily events and experiences with 50% attendance rate
- "Meet the designers" - 20-30 curated sustainable vetted brands under one roof across a 2 week period.
- Demographic made up of local, LDC and brand communities.
- Social followings of brands marketing totalling average 1.5m+.
- Immersive zones.
- Established partners + collaborators.



LONDON



MILAN



SHANGHAI



JOIN US!

WHAT WE DO + HOW IT WORKS

We enable + facilitate high end, innovative multi-brand pop up stores - you bring your product + start selling!

- We select our spaces based on maximum impact, bringing interesting, exciting events to organically high footfall destinations full of local communities and tourists alike, creating short term maximum impact opportunities.
- Full management of the store; The Venue, overall organisation + management of the store set up and de-stall, as well as daily runnings.
- All furniture + Overall store curation, visual merchandising, window displays, store design and aesthetic.
- We provide each brand with a dedicated space within the store (clothing = rails, accessories = plinths/shelves)
- Marketing + promotion of the store itself as a whole.
- Organisation + management of events schedule to maximise and drive foot traffic.
- Point Of Sale - we manage all transactions and till operations.
- We supply all general packaging such as bags and tissue paper, (apart from specifics ie. Jewellery boxes, dust bags).
- The overall visual merchandising of the store and window display is the responsibility of LDC.



WHAT'S REQUIRED OF YOU

WE HOST - YOU KILL IT ON SALES!

- **PARTICIPATION** in an initial briefing/strategy meeting arranged a few weeks prior to launch.
- **PROMOTION** + advertisement to your network across your registered social media channels, email newsletters etc. We harness a united reach across all LDC, brands and partners participating. 30+ voices = 30 times the amplified voice of the store! This widens our B2C + B2B audiences, generating bigger sales, industry leads making the event hugely successful for everyone involved.
- **MEET YOUR CUSTOMERS** You will need to be onsite for at least 2 full days/ 4 half days per week of the store, brands who have a representative present telling the brand story, naturally see better sales. It is an amazing way to connect with your customer and receive valuable feedback.
- **DISPLAY** Hangers or accessory displays will be provided by you and must be of a high quality and aesthetic to fit into store environment. If you require any specific displays or sets please contact us with photos for approval at least 1 week prior to commencement.



EVENTS + EXPERIENCES

INSPIRE, ENTERTAIN + CONNECT

Throughout the weeks we will host various events to further entice and encourage footfall and VIP's into the stores - working together with all of our partners.

Our past events + experiences have included;

- Launch Parties
- Networking Events
- Workshops
- Panel Discussions
- Influencer + Press Appointments
- Sponsored Bar
- Personal Shopping



STANDARD BRAND: JOIN THE MULTI-BRAND STORE

Each store, TBC total retail space, allows for a combined brands total of 30+ brands across a 4 week period. We ensure all brands are across a breadth of categories and well curated to align on customer demographic, price point, season, aesthetic + more. By curating a unique collection of brands we are able to harness the network effect, ensuring a strong selection of products and categories to attract and excite the shoppers.

ACCESSORIES / HOME / BEAUTY

2 Plinths / Shelves (Roughly 60cm x 60cm each)

1 WEEK £350 / 2 WEEKS £600 / 3 WEEKS £850 / 4 WEEKS £1100 (+10%+VAT Commission on all in store sales) + 2.2% card fee

1 Plinth / Shelf (Roughly 60cm x 60cm)

1 WEEK £200 / 2 WEEKS £350 / 3 WEEKS £500 / 4 WEEKS £650 (+10%+VAT Commission on all in store sales) + 2.2% card fee

CLOTHING

2 Rails (1m each)

1 WEEK £400 / 2 WEEKS £700 / 3 WEEKS £1000 / 4 WEEKS £1300 (+10%+VAT Commission on all in store sales) + 2.2% card fee

1 Rail (1m)

1 WEEK £250 / 2 WEEKS £450 / 3 WEEKS £650 / 4 WEEKS £825 (+10%+VAT Commission on all in store sales) + 2.2% card fee

* All prices exclude VAT

** The overall visual merchandising of the store and window display is the responsibility of LDC. Each brand will receive the above mentioned spaces. However as the store is to be co- curated there will be further displays throughout the store available for brands to position their items. The arrangement and display of these “co-curated” spaces is up to LDC’s visual merchandising team only and whilst we aim to be fair and represent everyone equally, there may be times where this is not possible . When signing up for a Plinth/ Shelf space, it is up to the discretion of the LDC VM team whether you are given a plinth or shelving to display on, whilst you may express a preference for one or the other the ultimate decision will be made by the LDC VM team based on what is best for the store as a whole.

PREMIUM + DISCOUNT LOCATIONS

INTERNATIONAL / PREMIUM LOCATIONS

(IE PARIS / CARNABY)

2 Plinths or 2 Rails

2 WEEKS £1000 (+10%+VAT Commission on all in store sales)
+ 2.2% card fee

1 WEEK £500 (+10%+VAT Commission on all in store sales) +
2.2% card fee

ARCHIVE + DISCOUNT STORES

1 Rail

1 WEEK £200

2 WEEKS £350

1 Plinth

1 WEEK £150

2 WEEKS £250

(+20%+VAT Commission on all in store sales) + 2.2% card fee

* All prices exclude VAT

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ESTABLISHED BRAND: ANCHOR / BRANDED SPACE

For our more mature brand community, we create bespoke, branded spaces in each of our stores for you to take a larger, more prominent position for your brand.

These spaces are custom designed between yourselves and our production team to your specifications and are given prominent, priority featuring in each space:

- “Concession-style” space with *bespoke fit out and branding:
 - 2x2 m squared (4 rails / plinths).
 - Focal / central point in the store.
 - Limited to 1-2 different brands maximum per store.
- Priority marketing and media / PR attention.

£5k + VAT for full 4 weeks.

**Depending on design, TBC cost of further fit out if applicable to space design*



PARTNER / EXPERIENCE ZONES

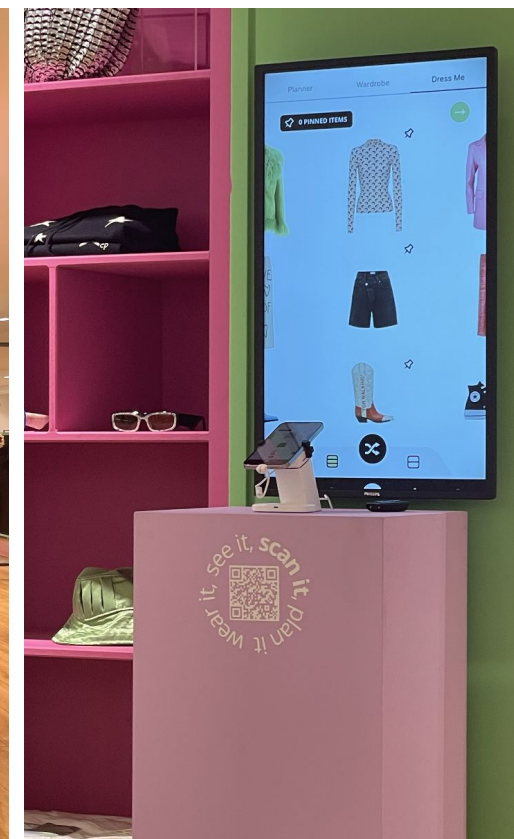
We love working with non product based brands! Our bespoke “partner zones” are the perfect space for you to bring your service, technology or community based brand to IRL!

These spaces are custom designed between yourselves and our production team to your specifications and are given prominent, priority featuring in each space:

- “Concession-style” space with
 - *bespoke fit out and branding:
 - 2x2 m squared (4 rails / plinths).
 - Focal / central point in the store.
- Priority marketing and media / PR attention.

Price dependent on activation.

**Depending on design, concept and activation period.*



CONTACTS

KAYLA - BRAND CURATION

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KENNY - RETAIL OPS

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Lone Design Club is cutting through the noise of a saturated fast-fashion market and shaking up the conventional shopping experience by challenging traditional retail offerings both in the UK and internationally. Presenting a new immersive shopping experience LDC is blurring the lines between consumers online and in-store purchasing experiences.

Lone Design Club seamlessly blend their physical stores with online experiences through live streams, an online marketplace, mobile self-checkout and product information and QR codes connecting the physical to the digital.

The beauty of LDC is that every concept store is unique. Whether it is displaying a new emerging premium brand, discovering one-of-a-kind products, or gaining a glimpse into the fashion world with their in-store experiences and events led by influential individuals within the fashion industry.

FAQ

Do I need to be present at the pop up and how often?

We have found that more time spent at the store connecting with customers directly correlates with higher sales. We strongly encourage and advise brands to have someone present at the store to get that in person connection with customers, gain their valuable feedback and tell the story of the brand which is what really sells and differentiates your brand. The number one best feedback we get from brands about participation in our pop ups is how much they learnt about their brand and how they now are more sure of the improvements and direction they will take their business. We recommend 2 full days or 4 half days per week of being at the pop up however we understand everyone's schedules are different and do not police brands to come in at certain times. There is a rota available to fill in so that you can let us know if you will be in and we can maybe plan some content creation or an interview with you for our Instagram. We understand that brands based internationally may not be able to be present.

Does LDC provide sales assistants?

Yes there will be at least one, sometimes two or three (depending on the size of the store) looking after the store at all times. They will help customers, representing all the brands. The LDC sales assistants are the only permitted personnel to process payments from customers so all sales must be handed over to them once the customer is ready to check out but designers/ brand reps are encouraged to speak to customers, help them with their chosen products and look after them too. We really believe in the power of community amongst our brands and encourage brands to learn about all the brands in store and help sell each others products as well.

Do I need to price and tag all of my products? Do I need SKUs or barcodes?

Yes, all of your products must be physically priced including extra products in the stockroom so that they are ready for replenishment. Any sales made at an incorrect price due to unclear pricing are the responsibility of the brand and LDC will not be liable to reimburse them for it. We do not need SKUs or barcodes, our POS system is an Ipad with SkipQ and a wireless card machine. We operate a cashless policy. We do not recommend using price cubes as they move around too much whilst customers are browsing the products, instead we prefer swing tags tied on or stickers with the style name, price in GBP, colour and any other relevant information like size. These tags can be handwritten as long as they are clear. Another option is a printed out price list menu. All pricing must be done by the brand.

FAQ

Will I be featured on LDC's Instagram?

The main aim of our marketing efforts is to drive traffic to the store in order to convert the traffic to sales, for this reason we prefer to market the pop up as whole rather than doing posts just about brands. Of course we will feature brands on our Instagram stories and grid but this may be in various forms such as multi brand carousels, styling videos, multi brand reels etc.

When and how can I start marketing the pop up?

We encourage you to start shouting about the pop up and your participation as soon as you sign up, we provide our graphics for you to use or you are very welcome to make your own in your own aesthetic. Posting about the pop up once or twice is not enough, you need to be regularly posting about it everyday alongside adding it into a section of your newsletter or sending out personal invites to your loyal customers, VIP's, Influencers, Press etc. Our events are great ways to help encourage people to visit you in the store.

Where will my brand be situated in the store?

The positioning of your brand at the pop up is up to the discretion of the LDC VM team. You will find out where you are situated once you show up for set up however once we see all the brands in a space together we often like to have a bit of a shuffle around if needed. Once your products are live in the store the next day your position will not be changed. If you join for more than 1 week your position may change week on week.

What are the Visual Merchandising Guidelines?

The Visual Merchandising of our pop up is approached as a co-curated luxury store. Brands are not allowed to bring their own individual signage, instead we ask that you fill out a template with your brand name, instagram handle, brand bio and sustainability/ ethics credentials which we then print out for you so that every brands signage is uniform and the store remains neat. If you need to bring any extra VM props such as jewellery stands etc please send us a picture for approval before the pop up. We do not provide VM props only the shelf/plinth space and brand signage.

FAQ

How much stock do I bring? Is there a stock room?

Whilst this question is more specific to the type of product category you are, we generally recommend no more than one average sized suitcase for stock. Please ask the LDC brands team on more advice of how much to bring. Usually for fashion we recommend to bring at least full size runs of each style with a couple extra pieces in the most popular sizes. All of our pop ups have a stock room.

How can I keep track of inventory and sales?

You will receive automatic emails every time a sale is made at the pop up so that you can keep track of your inventory.

Can I bring in more stock as the pop up progresses?

Yes you may bring in more stock as the pop up progresses, however you must record and highlight the new stock in your inventory sheet.

How many styles can I display on 1 rail or 1 shelf/plinth?

As a luxury, co-curated store we prefer to have one of each style on rails or shelves/plinths and then keep the rest of the stock in the stock room. This question is again very specific to your brand and we will help you with Visual Merchandising during the set up so that you can be presented in the best way possible. On 1 rail we usually recommend 8 - 12 styles. Measurements of the space you will receive can be found on the costs slide. We cannot allow overfilled rails or shelves/plinths and will remove products if we deem it appropriate as we need to keep the Visual Merchandising looking luxury and not like a market.

Do I need to bring any packaging?

LDC provide shopping bags, tissue paper and stickers. If you have any special packaging eg. jewellery boxes etc. then please do bring them.

FAQ

Do I have to bring my own hangers?

LDC provide hangers for the stockroom, in terms of hangers for the shop floor, brands are expected to provide their own high quality hangers preferably black or neutral wooden or metal, no plastic is allowed. We do have some shop floor hangers however not enough for every single brand. Please put a small label on the underside of your hangers so that we can identify them as hangers often get mixed up and may not find their way back to their original owners if they do not have a label.

When will I receive the funds for the sales I make at the pop up?

Two weeks from the date that the pop up closes permanently you will receive an email with a sales report as well as a request to confirm your bank account details. Once you have replied to the email confirming your account details, the funds will be transferred within 1 week.

What is your policy on theft and damage?

We recommend that brands take out their own insurance for their products for the duration of their stay at the pop up. LDC cannot be held responsible for any theft or damage and will not be liable to reimburse the brand for any products lost. This is fully outlined in the contract. However our theft rate is very low and staff are always taught to remain extra vigilant for suspicious behaviour, as should brand reps and designers.