

LDC.
LONE DESIGN CLUB

AUG-DEC 2023

**THE MULTI-BRAND POP UP
BOUTIQUE CALENDAR.**

As seen in

ELLE **Forbes**

THE TIMES
THE SUNDAY TIMES

The INDEPENDENT

VOGUE
BUSINESS



EMPOWERING DTC BRANDS INTO PHYSICAL SPACES.

Our plug + play, agile retail technology platform for DTC social and digital first brands focuses on a data driven clicks to bricks strategy. This gives you the data, insights and resources to effectively grow your business.

100+

ACTIVATIONS

Opened to date

3

COUNTRIES

UK, Europe + Asia

800+

ACTIVE BRAND

Community

50k+

SHOPPER

Community

Across 2023 we will be operating 2+ pop up boutiques per month. Each month we use data to determine and curate; Concepts + Themes, customer demographics, price points, seasonality, location fit + more.

LDC.



AUGUST 2023

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THE ARCHIVE SALE

Introducing The Archive Sale - a place where exceptional archive pieces, unique samples, one-offs, last chance to buy items, end of the line pieces, and other remarkable creations come together to find new homes.

THEME / CONCEPT: Archive/Sample Sale

DATES: August 15th- August 28th 2023

LOCATION: Angel, Islington 21 Parkfield Street, London N1 0PS

CUSTOMER: Locals, Business Professionals, Tourists

CATEGORIES: Clothing, Accessories, Beauty, Lifestyle, & Home

£100

Expected average order value.

55%

Shoppers are expected to be locals spanning all age groups.

70%

Female audience.

LDC.





CARNABY STREET

Introducing the Sustainable Summer Pop-Up Boutique: Your one-stop destination for conscious, playful fashion! Opening its doors mid August, this unique pop-up boutique is a haven for all next generation fashion enthusiasts who are passionate about sustainability and supporting independent brands.

THEME / CONCEPT: Summer @ The Club

DATES: 17th - 30th August 2023

LOCATION: 5-7 Foubert's Place, Carnaby Sr (Kingly Street entrance)

CUSTOMER: Tourists, affluent + high net worth shoppers.

CATEGORIES: Clothing, Accessories, Beauty, Jewellery

£200

Expected average order value.

44M

Visitors on Carnaby street per year.

60%

Female Audience.

LDC.



SEPTEMBER 2023

LDC.



LONDON DESIGN FESTIVAL

Introducing the London Design Festival store highlighting innovative & sustainable brands.

THEME / CONCEPT: London Design Festival

DATES: September 8th- September 21st 2023

LOCATION: Angel, Islington 21 Parkfield Street, London N1 0PS

CUSTOMER: Locals, Business Professionals, Tourists

CATEGORIES: Home, Lifestyle, Fashion, Accessories

£150

Expected average order value.

350

+ Daily average footfall

70%

Female audience.

LDC.



THE CREATIVES PLAYGROUND

The Creative's Playground: Uniting the best and brightest up & coming brands across London Fashion Week, London Design Festival + Frieze Art Fair.

A unique curation of fashion, beauty, wellness + lifestyle brands focused on innovation and sustainability. Located in the heart of The City, join us as we take a slower, more considered approach to London Fashion Week + beyond.

THEME / CONCEPT: The Creatives Playground - London Fashion Week

DATES: September 14th- September 27th 2023

LOCATION: Central London

CUSTOMER: Professionals, Tourists, affluent + high net worth shoppers

CATEGORIES: Fashion, Lifestyle, Beauty, Accessories

£200

Average order value.

36%

City sophisticate shoppers.

47%

Female Audience.

LDC.



MILAN FASHION WEEK

Step into our chic space and immerse yourself in the world of fashion. Our collection features a range of styles, from classic and understated to bold and avant-garde.

THEME / CONCEPT: Milan Fashion Week

DATES: 19th September - 16th October 2023

LOCATION: Milan

CUSTOMER: Tourists, affluent + high net worth shoppers.

CATEGORIES: Clothing, Accessories, Beauty, Jewellery

£200

Average order value.

120k

Daily location Visitors.

60%

Female Audience.

LDC.

X CLOUDBOBE: NO TIME FOR MESSY; A WARDROBE ORGANISER
12 // @ 4 - 6PM
ARF WORKSHOP CON LA DESIGNER DANIELA PEREZ
3.12 // @ 6.30 - 9PM
THE MINDFUL MAKERS: AN EVENING OF ETHICAL AND SUSTAINABLE F
21.12 // @ 6 - 8PM
NATALE DE INFLUENCER: COME FARSI NOTARE SU INSTAGRAM

#LDCMILAN
@LONEDSIGNCLUB



PARIS FASHION WEEK

Welcome to the most glamorous fashion pop up store at Paris Fashion Week! Our store is the ultimate destination for fashion lovers, featuring a stunning selection of the latest trends and designer pieces.

THEME / CONCEPT: Paris Fashion Week

DATES: 21st September - 18th October 2023

LOCATION: Paris

CUSTOMER: Tourists, affluent + high net worth shoppers.

CATEGORIES: Clothing, Accessories, Beauty, Jewellery

£250

Average order value.

50%

Local vs UK brands

150k

Daily location visitors

LDC.



OCTOBER 2023

LDC.



THE CLUB MART

Introducing LDC's first food and beverage focused pop up boutique for all those independent and conscious consumer brands.

THEME / CONCEPT: The Club Mart

DATES: September 28th - October 25th 2023

LOCATION: Angel, Islington 21 Parkfield Street, London N1 0PS

CUSTOMER: Locals, Business Professionals, Tourists

CATEGORIES: Fashion, Lifestyle, Home, Beauty, Accessories

£50

Average order value.

55%

Shoppers are expected to be locals spanning all age groups.

70%

Female audience.

LDC.



NOVEMBER 2023

LDC.



LDC MINI

Introducing LDC's first 'mini' focused pop up boutique for independent and conscious childrens, pet, and maternity brands.

THEME / CONCEPT: LDC Mini

DATES: October 31st - November 13th 2023

LOCATION: Angel, Islington 21 Parkfield Street, London N1 0PS

CUSTOMER: Locals, Parents, Tourists

CATEGORIES: Childrens, Maternity & Pet across Fashion, Accessories, Home & Lifestyle.

£50

Average order value.

55%

Shoppers are expected to be locals spanning all age groups.

70%

Female audience.

LDC.



CONSCIOUS CHRISTMAS

Welcoming our Conscious Christmas store starting with a bang to promote Anti-black Friday. Going throughout December to celebrate independent conscious brands across the festive period in our signature pop up gifting boutique followed by a boxing day flash sale.

THEME / CONCEPT: Anti Black Friday / Conscious Christmas

DATES: November 22nd- January 3rd 2023

LOCATION: Central London

CUSTOMER: Tourists, Creatives, Locals

CATEGORIES: Fashion, Jewellery, Lifestyle, Accessories

£150

Average order value.

150

+ Daily average footfall

20%

Expected tourist presence

LDC.



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.

LDC.