

AUG-DEC 2023

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

As seen in

ELLE Forbes

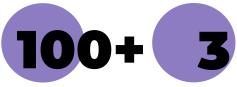
THE TIMES THE SUNDAY TIMES THE SUNDAY TIMES





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.



ACTIVATIONS

Opened to date

COUNTRIES UK, Europe + Asia 800+ 50k+

ACTIVE BRAND Community

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





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%







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.



Visitors on Carnaby street per year.







SEPTEMBER 2023



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%





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

36%

47%

Average order value.

City sophisticate shoppers.





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



120k

60%

Average order value.

Daily location Visitors.

Female Audience.

X CLOUDROBE: NO TIME FOR MESSY; A WARDROBE ORGANISER E

ARF WORKSHOP CON LA DESIGNER DANIELA PEREZ

HE MINDFUL MAKERS: AN EVENING OF ETHICAL AND SUSTAINABLE

21.12 // @ 6 - 8PM NATALE DE INFLUENCER: COME FARSI NOTARE SU INSTAGRAM

#LDCMILAN @LONEDESIGNCLUB





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



Average order value.



Local vs UK brands



Daily location visitors





OCTOBER 2023



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 OPS

CUSTOMER: Locals, Business Professionals, Tourists

CATEGORIES: Fashion, Lifestyle, Home, Beauty, Accessories



Average order value.



Shoppers are expected to be locals spanning all age groups.





NOVEMBER 2023



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%



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

150

20%

Average order value.

Daily average footfall

Expected tourist presence



CONTACTS

KAYLA - BRAND CURATION

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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.