



Pop Up Crisis

The Pop-Up Crisis Christmas Shop is back for 2023!

4th - 14th December

West End Central Police Station, Savile Row

Hello

We would like to thank you again for your generosity last year. The support we received for Pop-Up Crisis helped us to raise £125,000 in December 2022, and £300,000 since the shop opened its doors in 2018. Every pound raised goes directly to Crisis, the national homelessness charity, and last Christmas alone, they were able to provide **3,484** people suffering homelessness with the support they needed. We have attached a short presentation with a Pop-Up Crisis overview.

We hope that you will be able to help us again this Christmas. We'd again like to ask for any donations you may be able to provide. Whether stock from previous years, old samples, faulty styles, deadstock fabric, obsolete showroom samples - we are grateful for each and every item we receive. The shop will be open from Monday 4th to Thursday 14th December at the old West End Central police station. We are grateful to Henigman for letting us use 27 Savile Row for a second year.

In a very positive change from the last years, we are now able to accept donations immediately. With all donations being sent to Crisis's warehouse:

Attention Paula Floyd
Crisis
Unit 4 Segro Park
160 Bidder St
London E16 4ES

Telephone Georgina Evans on 07401209859.
Opening hours 9am to 5pm.

We hope that this is more convenient and there is no need to wait until December to clear out boxes and cupboards to send us things that are no longer needed. We will happily receive them now and add your company to our list of supporters as press articles are

released ahead of opening and as excitement builds. This year, Negri Firman has been appointed to spread the news and raise as much money as possible. In addition, Sister London (who oversee Savile Row PR for The Pollen Estate) will also be on hand to support.

We will be able to update participants nearer the time and you can follow our progress on our Instagram account @popupcrisis.

Please let us know if you have any questions or need any further information at team@popupcrisis.com.

Together we can make such a difference to people's lives in central London and beyond.

Many thanks in advance,

Here are a couple of press stories from 2022.

<https://www.standard.co.uk/insider/fashion/best-festive-christmas-fashion-popups-december-b1044182.html>

<https://hypebeast.com/2022/11/crisis-charity-pop-up-aries-burberry-wales-bonner-charles-jeffrey-loverboy-london>