



Together
we will end
homelessness



Fundraising through fashion

Supporting Crisis via the Christmas Pop-Up Shop 2023

Crisis Pop-Up shop



Our Christmas Pop-Up shop has raised over **£300k over three years,**

helping thousands of homeless people get the skills and opportunities they need to put homelessness behind them for good.



Crisis Pop-Up shop



Last year, with the fantastic support of Pollen Estate and retailers such as...

JIMMY CHOO PRINGLE OF SCOTLAND

ANDERSON & SHEPPARD

and many more!

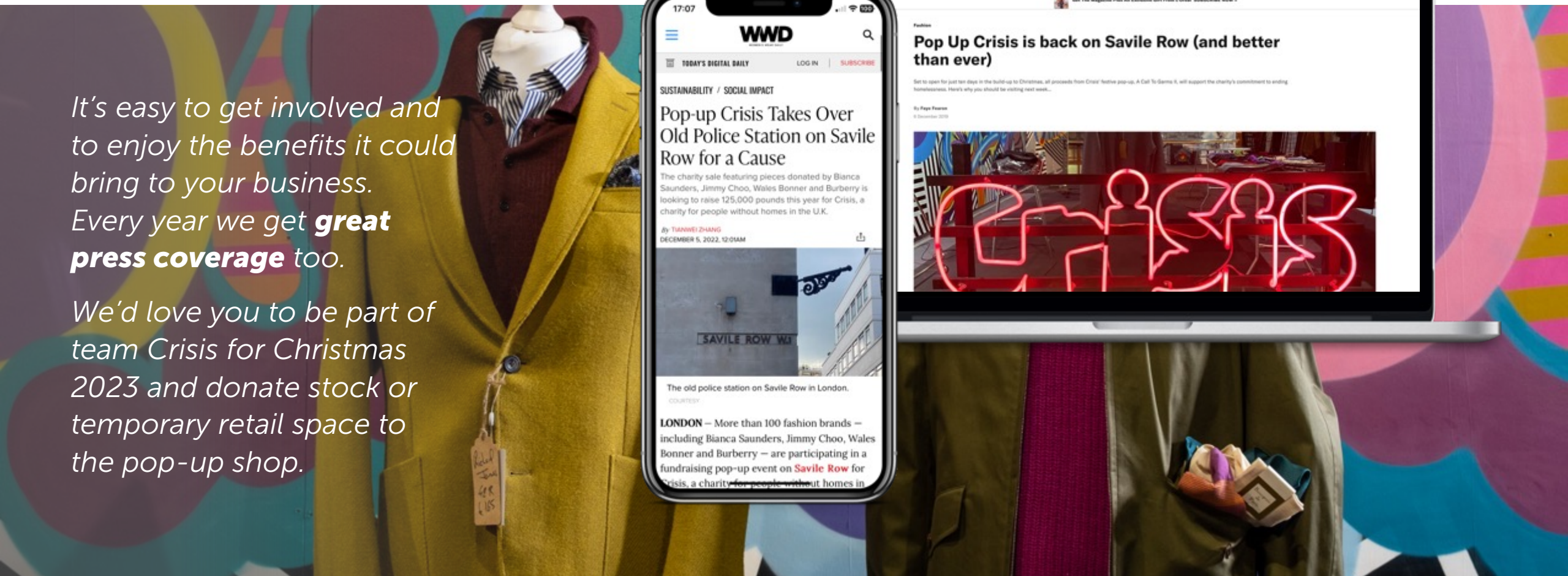
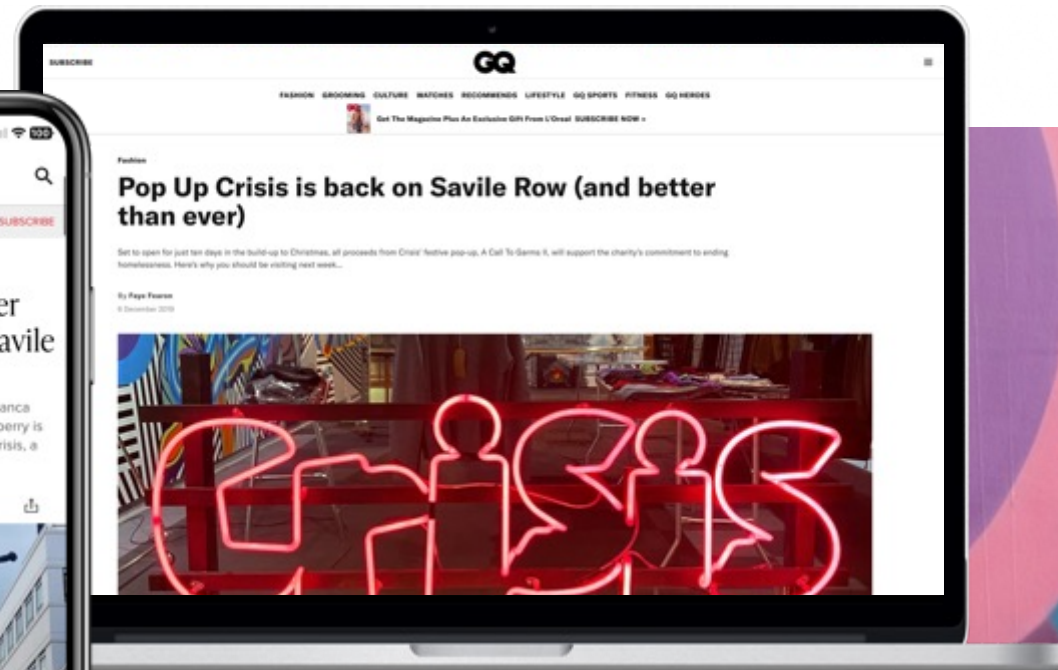
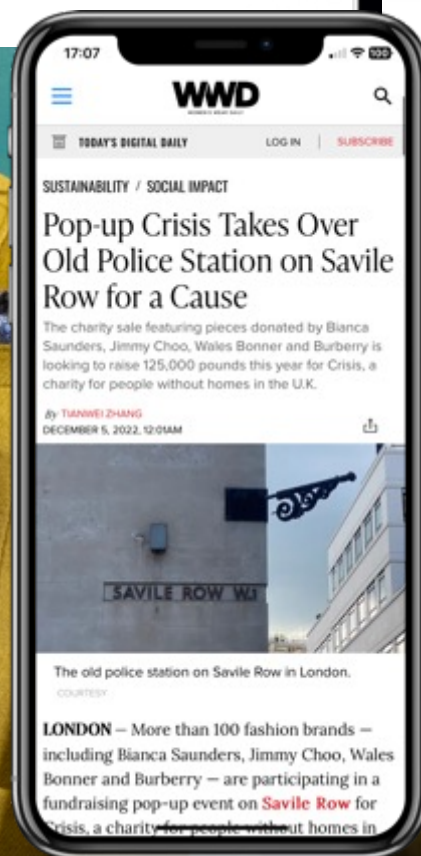
We raised **£125,000**, which we spent helping **3,484** homeless people over Christmas alone.

Crisis Pop-Up shop



*It's easy to get involved and to enjoy the benefits it could bring to your business. Every year we get **great press coverage** too.*

We'd love you to be part of team Crisis for Christmas 2023 and donate stock or temporary retail space to the pop-up shop.



What is the Pop-Up shop?

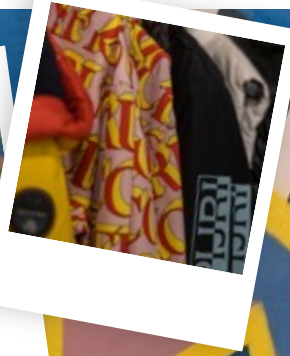
Crisis



It's retail space kindly donated by an estate (we've run the store in Saville Row, London, since 2018).



Fashion retailers donate new items (old season and slightly flawed menswear, womenswear, accessories/gifts, and homeware, samples, end-of-line pieces, seconds etc.)



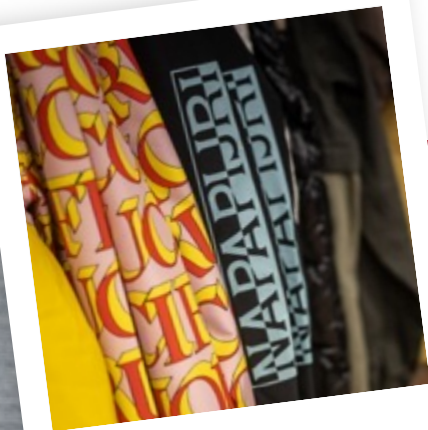
Our volunteers then **sell on the stock at reduced prices** in the store.



All proceeds go to **funding our vital projects.**

How can we help?

Crisis



Pop Up
CRISIS

We're glad you asked! We're always on the lookout for **retail space** for the pop-up shop each year. Last year we worked with over 100 fashion brands who all **donated stock** to the store! We are so grateful for any support of space or stock, thank you.

What are the benefits to us?

Crisis

You'll be helping us to give people experiencing homelessness the **skills** and **opportunities** they need to put their homelessness behind them for good.



You can talk about your involvement so share away on social using **#popupcrisis**. Did we mention the great press coverage?



Plus, it's a great chance to recycle your **old season** or **flawed stock**, and those **end-of-line pieces** and **funky-sized** items that you can't shift.

We're planning a fun **launch event** too (we're keeping everything crossed for Brad Pitt*)

**It probably won't be Brad Pitt, sorry.*



How do we get involved?

We have secured a location at 27 Savile Row, London W1. Currently a decommissioned police station with planning to be transformed into thriving sustainable workplace

Thank you to Henigman Real Estate for your support.

27 SAVILE



How do we get involved?

Crisis



100 brilliant brands and bespoke tailors took part in the Pop-Up Shop campaign 2022.

To **donate items** from July onwards, please let us know by emailing: paula.floyd@crisis.org.uk Items can then be dropped Attn Paula Floyd at Crisis, Unit 4 Segro Park, 160 Bidder Street London E16 4ES

To learn more about who we are and what we do, visit: crisis.org.uk.

Here's a few of our friends

Thanks to all our **delightful donors**, we couldn't do it without you!

Crisis



ANDERSON & SHEPPARD

Budd
LONDON
Established 1794

BYREED

G&M



C.P.
COMPANY

DASHING
TWEEDS

E. TAUTZ



Hamilton + Hare

HARRY'S



GIEVES & HAWKES
No.1 SAVILE ROW LONDON

JIMMY CHOO

LANVIN
PARIS



MR PORTER

NORTON & SONS



PICKETT
LONDON

PRINGLE
OF SCOTLAND

RICHARD ANDERSON
13 SAVILE ROW

THOM SWEENEY

PINK
THOMAS PINK
JERMIN STREET LONDON

TRUNK

Vivienne
Westwood

KIRK ORIGINALS

FOURMARKETING

WOOLRICH



BEGG X CO



Cifonelli



Drake's

FAVOURBROOK



genesis
labels & packaging



HACKETT
LONDON



JWANDERSON

KATHARINE HAMNETT
LONDON

KING & TUCKFIELD
LONDON

Kingsman

MATCHESFASHION.COM

VINSON & Co

P. JOHNSON
- TAILORS -

RICHARD JAMES
SAVILE ROW



TROUBADOUR



LOEWE

Did you know...



Rents have been rising at their fastest rate in 16 years, putting more and more people under financial pressure and at risk of homelessness.



The **cost-of-living crisis** means many more people face the terrifying prospect of homelessness for the first time.

Through **crisis at christmas**, we open our doors to offer **warmth, healthcare, food, and company** to people who don't have the safety and stability of a home. It's essential at the moment, given the cost-of-living crisis.

Crisis



Everyone loves a bargain; accessories at the shop start at **£10**. Top-end suits for just **£100**? What's not to like?



The Crisis Christmas Pop-Up Shop campaign is the idea of **Anda Rowland** (Anderson and Sheppard) and Fashion Editor **Tom Stubbs** (who still run and curate it every year!)



Thank You

For more information, please contact our wonderful team:

team@popupcrisis.com



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