



# Introducing The Great British Pop-Up

by The Great British Exchange



**COULD THIS SPACE  
BE YOUR NEXT  
OPPORTUNITY?**

**2020**

# How would you like To Design & Curate Your Own Pop-Up Shop In John Lewis & Partners?

We are looking to work with emerging British brands to take part in our Great British Pop-Up shops within John Lewis & Partners. We know John Lewis customers want new, exciting and unique products and we hope your brand can offer that and so much more!

It is an amazing opportunity to rent and manage your own retail space within this iconic British department store. You can design, curate and deliver an exciting, experiential version of your brand safe in the knowledge you will benefit from high footfall, fantastic in-store promotion and an unrivalled platform for marketing activity.

It could be your biggest marketing opportunity of 2020!



## WHY?

Are you looking to grow your business? Looking to take the next step into retail? Boost your sales? Want to get your brand noticed? Wish you could learn a little more from an experienced retail team? Wondering how you can get your foot in the door with a leading department store? Wish to meet and greet new customers in your local area? Searching for a marketing opportunity not to be missed?

If the answer is yes to any of the above then why not join our growing community of fantastic brands taking part across the UK.



**MAKE  
IT  
HAPPEN**

A space for opportunity  
#greatbritishpopup

## WHERE?

Join us at one the following  
John Lewis & Partners stores:

Aberdeen	Ashford
Birmingham	Blue Water
Brent Cross	Bristol
Cambridge	Cardiff
Cheadle	Chelmsford
Cheltenham	Chester
Edinburgh	Exeter
Glasgow	Leeds
Milton Keynes	Newbury
Newcastle	Norwich
Nottingham	Oxford
Oxford Street	Peterborough
Sheffield	Stratford
Trafford	Tunbridge Wells
Welwyn	York



# THE GREAT BRITISH EXCHANGE

Who are we?

## JOHN LEWIS PARTNERSHIP

We have partnered with John Lewis for 6 years and know what John Lewis and their customers want

## 1 MILLION

We have created over 1 million sales

## INTEGRATED RELATIONSHIPS

With key retailers such as Ocado, John Lewis, Next, TK Maxx

## POP-UP SHOPS

Every week we are helping brands to launch their pop-up shops across 30 John Lewis stores

## FOUNDED IN 2014

With a goal of supporting British businesses and to revolutionise how retailers source and buy British-made products

## CREATE OPPORTUNITIES

We are always looking for the next opportunity for local, British & emerging brands

## BRAND LICENSING

We have many years experience in brand licensing with brands such as Jamie Oliver, Laura Ashley and Tom Kerridge



# GROW YOUR BUSINESS

A space for ideas  
#greatbritishpopup

# JOHN LEWIS

The benefits of a pop-up in JLP

## READY MADE CUSTOMERS

Customers are there to shop already, unlike renting an empty space on the high street

## HIGH FOOTFALL

Within John Lewis you are guaranteed the footfall you are looking for

## EXPERIENCE

Who better to learn from than a department store with 150 years experience

## SUPPORT LOCAL

John Lewis are always looking to support the local community and that includes local brands

## WE ARE PARTNERS

All partners go above and beyond to get the very best out of each brand hosting their pop-up. You will feel part of the team during your pop-up

## ICONIC

Is there a more iconic British department store to be part of?!

## COMMUNITY MATTERS

With their community matters programme, each month every store selects 3 communities to work with

# WHAT DO OUR BRANDS SAY



## Guinea London John Lewis Cheltenham

"We really enjoyed our three week pop-up in Cheltenham - it was a very positive experience, both in working with yourselves at GBX and also with John Lewis. From a business perspective we were very pleased with the sales over the period and the opportunity to engage with new customers. For a small but growing brand such as Guinea, the GBX/John Lewis pop-up model is a perfect way to explore customer reaction and appetite for one's products - and we certainly found it an invaluable experience."

## Goodwash John Lewis Cardiff

"Being in store gave us credibility with a new audience and the footfall was fantastic. The staff were super supportive and helpful. It was great to gain insight as a pilot of how larger stores work and what it would take to be permanent brand in the future."



# WHAT DO OUR BRANDS SAY



## **Bax Botanics, John Lewis Leeds**

Our Pop-Up Shop in John Lewis Leeds has been a great experience from start to finish. We were very well looked after by both The GB Exchange team and John Lewis Partners making the whole process from set-up to daily trading a total pleasure. On top of that we had a great return on investment made up of actual sales and some exciting new contacts. We would thoroughly recommend The Great British Pop-Up to any brands wanting to get exposure in a premium store."

## **Dainty Jewellery John Lewis Chelmsford**

Since doing the pop-up I have found a huge increase in my own organic website sales. I am achieving an extra 50-100 website views per day and my jewellery making workshops have sold out for the next couple of months. I really enjoyed doing the pop-up and the opportunity to do some consumer research and see which pieces of jewellery sold the most, alongside customer feedback. This has now given me ideas on where to develop my collections for next year. Thank you so much for this amazing opportunity."



# HOW DOES IT WORK?

## Will there be electricity for the stand?

Although each store will differ, we aim to have an electrical point on each pop-up space.

## Where will my stock be held during the event?

You will be responsible for managing your stock during the event. Stock can be sent into the John Lewis warehouse the week before your attendance where it will be placed in a designated area.

## Will there be a discount if I book more than 1 week?

Yes, we can offer a discount of 10% if you book more than 1 week in store, or book multiple stores. The commission to John Lewis is fixed at 20%.

## How will payments be taken?

Each pop-up space will be fitted with a card machine. We will upload your products to the card machine. All you need to do is provide us with a spreadsheet of your products and their prices 1 week before your pop-up shop. No need to worry about barcodes. Payments must be made through this card machine. This will record all transactions and produce a report showing the sales value and the commission paid. At the end of your pop-up we will send you a sales report and we will instruct you to invoice us, The Great British Exchange, for the amount you are owed.



The pop-up shops are not only designed to showcase local brands, but to bring an experience to John Lewis customers.

**Tastings**  
Food & Drink brands - offering tastings of your products is a must. This is the best way to showcase your brand and interact with new customers.

**Local**  
We want to champion locally homegrown products. Did you know that customers would rather spend a bit more if they know the brand is local to their town?



Perhaps you can offer the following? If so, we would love to hear about it!

**Personalisation**  
Does your brand offer personalisation on products and can these be personalised in store?

**Experience**  
Can you create an experiential version of your brand? Perhaps you can provide a massage or offer an educational demo of your products. Anything you can think of to bring your pop-up shop to life we want to know about it,

# HOW DOES IT WORK?

The Pop-Up Shops are managed by us, The Great British Exchange, on behalf of John Lewis and all communication is channelled through our dedicated team. We are here to help you through the full process and make your time in store a success.

## How can I apply?

We would like to invite you to complete the application form [here](#). Your brand will then be sent for John Lewis Approval before progressing your booking. Once you have applied, we will be in touch with the next steps.

## Will I be responsible for staffing the pop-up?

Yes, you are responsible for manning your pop-up for the entire duration of the week, Monday - Sunday.

## How will the stand be presented?

You will be provided with a space which must be dressed by you to display and sell your products in an attractive way to customers. Each store can provide various fixtures and fittings to help display your products and this will be confirmed during the booking process and at your induction with the store. Each store has a fabulous merchandising team who can help you to display your products.



# HOW DOES IT WORK

## Do I need to be VAT registered?

No you don't need to be VAT registered to take part. Brands will either choose to add on 20% to their products, or absorb the 20%. Please be aware, if you are adding on 20% then you must adhere to the John Lewis never knowingly undersold policy which means your products should not be available at cheaper prices elsewhere during your pop-up shop. If you would like to talk to us about this please call 01423 229988.

## Are you a Food & Drink Brand?

Ourselves and John Lewis encourage tastings of your product. This allows customers to try your products and interact with your brand. However, we do take Health & Safety very seriously and we do require Food Health & Safety training certifications to be sent to us prior to you pop-up.

**Please note**, if you are serving alcoholic, or non alcoholic drink samples all members of your team will require a Level 1 Food Hygiene Certificate.

If you are serving food samples, all members of your team will require a Level 2 Food Hygiene Certificate.



# HOW DOES IT WORK?

## How can I promote my involvement?

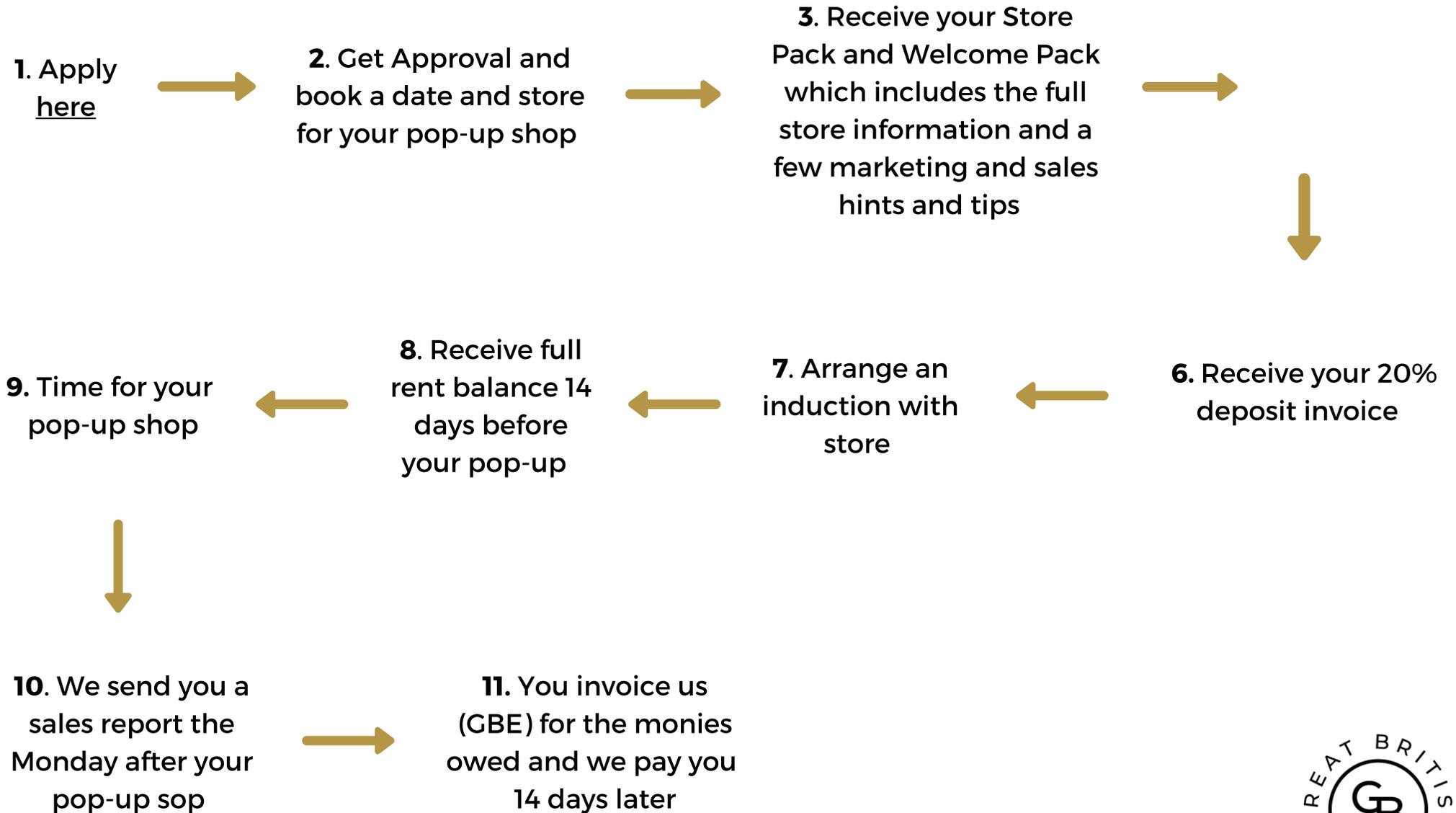
You can do as much, or as little of your own marketing as you would like to raise awareness of your pop-up and drive its success. We strongly advise that you use your social media channels to reach your followers and merchandise your stand with POS and props. The cost for any marketing and stand-dressing you do will be paid for by you and must meet any John Lewis guidelines.

We also try to help where we can. We will provide you with a social media post to help promote your pop-up to your followers and we will promote you in the lead up and during your pop-up shop on our Instagram account. The John Lewis store teams have various ways of promoting you in store. Each location is slightly different, but all just as effective.

This is a huge marketing opportunity and the more you promote your pop-up shop before and during your week the better. We have noticed a positive difference between those who shout about their pop-up compared to those who don't.



# WHAT HAPPENS NEXT?



# WHAT'S THE COST?

We have designed our pricing to be as simple as possible for you to help create as much impact for your brand.

We charge a rent rate of £300-£700 per week plus VAT depending on the store and time of year. Additionally a 20% commission from your pop-ups proceeds will be paid to John Lewis,



# WHY A POP-UP SHOP?

	Product Development Research	Learn from retail experts	Social Media Content	Raise Brand Awareness	New Customers	Guaranteed Footfall	Test Products for Retail	Customer Sales	Get in Front of Buyers
Pop-up Shop £	✓	✓	✓	✓	✓	✓	✓	✓	✓
Tradeshaw ££	✗	✗	✓	✓	?	✓	✗	?	✓
Empty Retail Space £££	✗	✗	✓	?	✗	✗	✓	?	✗
Print Advert ££	✗	✗	✗	✓	?	✗	✗	?	✗
Paid Social Media £	✗	✗	✓	✓	?	✗	✗	?	✗



We look forward to welcoming you soon!





**IT'S TIME TO MAKE  
YOUR VISION A  
REALITY!**

**Join the community!**

Visit: [popup.thegbexchange.com](http://popup.thegbexchange.com)  
Email: [info@thegbeexchange.com](mailto:info@thegbeexchange.com)

**f** @thegreatbritishexchange

**@** @thegreatbritishexchange

