Retail Innovation Shout Out: Pop-up Shops Offer Solution for Designers and Retailers

by Caitlin White

Being a new designer has its fair share of challenges, from designing until dawn to finding the right target consumer, but often this group is most challenged by how and where to sell their goods. Startup company Republic Spaces is helping to alleviate this stress for new designers, brands and artisans by giving them the opportunity to showcase their designs in a short-term, low-rent space. Through the use of pop-up stores, Republic Spaces removes the heavy cost burden associated to maintaining a store front for new designers, while simultaneously increasing foot traffic and profitability in otherwise unrented or unused retail spaces.

This concept allows designers to set up shop for a few weeks, exposing them to new consumers, new markets, and allowing them to test their product assortment. The physical interaction with consumers – for designers who otherwise sell only online – allows them to receive feedback and learn to adapt their assortment to consumer demand.

The Republic Spaces storefronts are offered across the country and serve as a way to revitalize shopping areas and local town economies where retail spaces are sitting empty. Retailers can stay anywhere from two weeks to a month, depending on sales performance. An innovative win-win for both designers and retailers, these pop-up shops create a new channel for designers, new revenue for retailers, and a unique shopping experience for the consumer.

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