

Pop up fashion stores: a clue to dynamist the consumer

Pop up stores are not new in the retail panorama; brands have been using them as atool in the past 10 years but it is true that now they are all around and for some people could be seen as a threat for traditional retail.

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Ephemeral stores that sell products and services in a short period of time are a trend in the retail panorama. There are multiple reasons for the growth of pop ups, flea and open markets, and something in society tell us that the economical crisis is not the main one.

Starting with the American based company Target that pop up a boat in Hudson river in New York for two weeks during Black Friday 2002, this phenomenon have emerged and expand really quick because of temporary and profound factors.

Some people see them as a threat for traditional retail since others see the pop up trend as an opportunity not only for the emerging brands but also for renowned ones.

It is well known that one of the main motifs is the vacancy rate of the retail spaces in big cities but also in towns. For instance, according to LondonMetric, the vacancy rate in London is 9% and in the northwest it is 20%. The trend in the 1980's to sign contracts for 25 years and in the 1990's to do it for 15 years also have to do with the actual vacancy of the retail space that we have now, since retailers look for new places in malls, department stores or shop in shop retail and reduce the number of shops in every single town or city were they usually use to be.

In less developed economies but still big cities such as Madrid, the trend is also the same. Fewer stores but more specialized: seeking for a more singular experience through the senses or the intellect, but always memorable: is the case of the Adolfo Domínguez flagship store in Serrano Street. In Madrid the vacancy rate at the end of 2013 we 11,9% . The emerging of pop up stores and the whole idea of the ephemeral retail is the result of an evolution in the consuming.

Those are the main five reasons:

1. A new consumer behavior developed by the economical crisis consequences but anticipated by some brands. The better example is provided by Vacant, a Californian company that started with the ephemeral retail after its creator, Russ Miller, traveled to Japan in 1999. He observed the Japanese consumers behavior and the way they bought with anxiety because of the scarcity of some goods. He went back to the US and created a new retail concept based on this idea of looking for rare and especial items and customizes a place to sell out the stock in a very short period of time.

At the same time, and thanks to the internet, mid class people feel themselves closer to the high end brands and the elite society choose cheap brands if the design is appealing for them. They can watch the fashion runways live streaming and fast fashion brands, such as Zara, H&M, Mango or Topshop give them the replicas just a few weeks later. Again Target went ahead of this finding and chooses the Hampton's to launch a summer pop up in 2004.

The idea is not just to find bargains but to buy different and original pieces of clothing and accessories at a good price near my area or city. This is the goal that Gucci or Chanel has in mind when they opened temporary stores like the Prada in Paris in 2009 even though it was just during the renovation of their flagship store in Faubourg St Honoré.

2. In a very sophisticated and technological society there is an emerging necessity of going back to the roots of live, meaning that individuals and families value artisan, handmade products, original items, and love those process that tell them the story of "the way back to earth". Urban orchard, homemade bread,

clothing customizing and recyclable processes in houses in more than a trend, is something that is part of our society nowadays. Many of the pop up stores are based on this idea of the recovering of traditions and authenticity. Love your local market in the UK and Mercado de Motores in Madrid are good examples of this argument.

3. The growing importance of city and town urbanism and neighborhoods influence in people's lives. The old necessity of human beings of being part of something is also in the backstage of pop up stores, since they have a relationship with markets, plazas, old places, vacant spaces and locals. This is not just a trend for us as humans, but also a necessity of activating some parts of cities and towns that for some reason are out of fashion, depressed or even dangerous. Better cities and towns explore this concept of the citizen as an active agent of change of a neighborhood.

Salesas and Fuencarral neighborhoods in Madrid are examples of this process in the 2000's and now, more than any other, Conde Duque neighborhood is model of a very dynamic area out of the establishment and the conventions. Conde Duque, with old and dirty streets compare with the Gold Shopping Mille in Salamanca Neighborhood, inhabited by young professionals, immigrants and full of colorful vintage tiny stores, flea markets, shabby music stores, corner markets and cool multi-brand men's stores is one of the more vibrant areas of the city. Pop up store is a kind of evolution of this idea of taking the product to your place instead of the customer trip to visit to the traditional retail.

Shops that open and close in a few weeks, decorated in a very cool way, with a "work in progress" touch and with space to socialize having a beer



The Hovse

or coffee are all around the place and show how appealing are for the customer/citizen that want to take part of the city activity in a more activist way.

The occupancy of old fashioned or vacant buildings and apartments, and the feeling that the event is a little bit exclusive is another tip for the success of the pop ups. The Hovse, Madrid in Love or The Patio, all in Madrid, is just a piece to show.

4. The increasing numbers of fashion ecommerce and the online brands combined are the forth reason of the ephemeral retail movement. Online stores are considered just as any other store for the fast fashion brands since the sales are going higher.

The e-tail experience is much more functional and far from the power of the physical buying. Consumers know that the standards that the

pop up organizers have to be a part of the event are high and tend to give a chance to new brands with no background and little renown's but good performance in the ephemeral sphere.

It's not usual to find Spanish fast fashion or brand chain such as Zara or Massimo Dutti pop up stores since their behavior is more conventional in terms of retail but is not the same in other countries. Urban Outfitters, H&M, American Apparel or UNICLO have used different types of ephemeral stores such as trucks and containers that let them to freely move around a country or music festivals.

5. The importance of branding and of the real experiences. In despite of the fact that e-tail find it own ways to create engage, consumers still need to have a shopping experiences through brick and mortar or the encounter with the brand in a pop up. Due to the practice of showrooming

where consumers examintants the product or merchandise of a concrete brand in an official or temporary store and then going to the internet to find the same product in a lower price, pop ups are the perfect way to do so. At the same time in the brands' international expansion when there is not brand awareness in the new country, pop ups are successful tools to buzz among the consumer and to create traffic to the official web page.

Is the case of Victoria Plimsolls' the pop up from the Spanish shoe brand Victoria, opened in Boxpark a modular container area created in Spital-fields market area in London from May to October 2014.

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