

MAKE YOUR SHOP A Pop-Up Shop

Some retailers don't have a physical presence on the high street or in a town centre, or would like to open a store in a different location than they are already trading in, but are unsure whether or not this is the right choice for their business.

A pop-up shop is a great option, as it gives retailers a number of benefits:



1 Retailers can have access to shorter leases which in turn lowers their risk, as they are not tied in for a long period of time.



2 An opportunity to trial a shop unit in a town for a short period of time to see if their business would be well-received.



3 Pop-up shop retailers also have access to flexible trading periods such as wanting to trial the shop unit for Christmas only.



4 The fit out of the shop unit is considerably cheaper due to the retailer only being in situ for a short period.

What have retailers said about opening a pop-up shop?



ANGEL & ROCKET

“Having kept in touch with many of our customers online, we can’t wait to re-join the local community and welcome them back in-store for our second pop-up shop.

Lewis Bostock, Managing Director

MINT VELVET

“As someone who lives locally, I know the Marlow demographic extremely well and we quite often use the Marlow store to test out new ranges. So when this opportunity with Sorbon came up we were delighted.”

Liz Houghton OBE, Co-founder



JAM INDUSTRIES

“We are really excited to return with a pop up in Marlow. We always receive such a warm welcome from customers in the area, the high street is starting to feel like a home from home to Jam Industries, and we look forward to seeing as many people as possible in the months ahead..”

Andrew Jordan, Owner



Contact us to find out more.

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