

Appear Here expands to the US with New York City launch

New York brands joining Appear Here's existing users of Kanye West, [Net-a-Porter](#) and [Loewe](#) include [Away](#), [Opening Ceremony](#) and Google

NEW YORK, April 19, 2017 -- [Appear Here](#), the leading marketplace for short-term retail space, announced today the company's U.S. expansion plans beginning with the New York City area. Two of the biggest real estate firms in the world, Blackstone and Simon Property Group, along with Brookfield, one of the largest firms in New York, have signed up exclusively with Appear Here to list hundreds of spaces in the city's most popular neighborhoods like Chelsea, West Village, SoHo, Nolita and Williamsburg.

Appear Here was founded in London in 2013 by 20-year-old Ross Bailey. Despite having no industry experience, Bailey signed the top UK landlords exclusively to the platform. Today, over 80,000 brands worldwide use Appear Here to find space and carry out their visual ideas. Following Appear Here's success in London and Paris, the U.S. was Appear Here's natural next step to accelerate its overseas expansion.

Bailey commented, "More than ever, designers, brands and entrepreneurs are realizing that renting space online is the fastest and most flexible approach to retail. We're excited about the opportunity to bring our award-winning platform and service to the US, starting with New York."

Appear Here's marketplace makes it more than a listing site for pop-up space; brands are matched with their own personal concierge while landlords can access real-time data on demand and financial performance, and Appear Here's editorial team populates the site with inspirational content and Destination Guides to help brands find the perfect space.

The company brings speed, excellent service and energy to New York's stale real-estate industry. With everything managed online, bookings happen in a New York minute; the industry average is 3 to 6 months while Appear Here books space in under 3 to 6 days, and 50% of March bookings were done in an unheard of 48 hours.

"Ross and his team are disrupting the fundamentals of retail and providing brands like us with the tools we need to test new markets and ideas," said Jen Rubio, Co-Founder & Creative Director of Away

With major brands like Apple, Nike, Louis Vuitton, Chanel, and Supreme, plus thousands of

independents using Appear Here to find space, the company hopes to open up some of New York's prized retail spaces to new ideas.

Zachary Beloff, Director of Business Development at Simon Property Group, commented, "Simon's high visibility, upscale centers in the New York area provide the ideal backdrop to test new concepts. We believe that Appear Here's unique product and community of forward thinking international retailers, new brands, makers and independents will benefit from our highly engaged audiences who seek out and avidly consume interesting experiences."

About Appear Here

Appear Here is the leading global marketplace for short-term retail space. It connects brands, retailers, designers and entrepreneurs with available space, seamlessly online. Launched in February 2013, by 20-year-old Ross Bailey, Appear Here has become the go-to destination to make creative, retail ideas happen. More than 80,000 major brands like Nike, Coca Cola, Net-a-Porter and Kanye West use Appear Here to access over 10 million square foot of available space.

Over 4,000 exclusive spaces have been listed on Appear Here in the UK and France, and as of April 2017, Appear Here has added New York's top neighborhoods like Nolita, Soho, West Village and Chelsea to its global network of spaces. The company also works with leading retailers like TOPSHOP to list space in their flagship stores.

Appear Here has raised \$9.4M to date from investors including Europe's largest VC firm Balderton Capital, Forward Investment Partners, MMC Ventures and Meyer Bergman. The London-based company has a team of 40-plus with offices in the UK, France and New York. For more information visit www.appearhere.nyc.

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