

## Appear Here partners with TOPSHOP TOPMAN to launch pop-up shops in Oxford Circus store

Appear Here gives start-ups and established brands the chance to showcase their ideas in this iconic London store

For the first time, brands big and small can launch pop-up concessions in TOPSHOP TOPMAN's iconic Oxford Street store exclusively with [appearhere.co.uk](http://appearhere.co.uk), the world's leading marketplace for short-term retail space. The partnership aims to give innovative brands, upcoming designers and undiscovered entrepreneurs the opportunity to showcase their ideas to TOPSHOP TOPMAN's global audience.

Launched in 2013, Appear Here disrupts the traditional property industry by enabling brands to book retail space online by the day, week or month. Tens of thousands of brands use the site and in the last 12 months, close to 2000 brands have launched shops using Appear Here in London alone – bringing new experiences to the high street. Appear Here's vision is to create a global network of spaces to enable people's ideas to travel further.

The Oxford Street store boasts over 90,000 square feet of retail space and receives over 400,000 weekly visitors, thus offering unbeatable exposure for brands, designers and entrepreneurs. With over 420 stores worldwide, TOPSHOP TOPMAN is one of the world's leading retail brands. Recognising the potential of this audience for brands and retailers, Appear Here listed 214 Oxford Street in September and since doing so, over three years' worth of demand for space in the store has been registered.

Spaces available to rent include market stalls, concessions, brand experience areas and event spaces. The range of sizes and price points means that both small independent brands looking to boost their exposure, and big brands wanting to create an experience will have the chance to engage with TOPSHOP TOPMAN's audience. Brands setting up shop include Spotify, who are using Appear Here to launch their first ever physical retail experience.

This partnership marks the launch of Appear Here In Residence: a collection of exclusive spaces within the world's best boutiques and department stores. In Residence aims to give small brands the opportunity to be in some of the world's most desirable retail stores, meaning both independent brands and household names have access to exciting audiences. The collection has launched with the TOPSHOP TOPMAN partnership and is set to be rolled out across a number of global retailers: [www.appearhere.co.uk/in-residence/topshoptopman](http://www.appearhere.co.uk/in-residence/topshoptopman)

Ross Bailey, CEO and Founder of Appear Here, says: "Retail is about more than the products you're selling: the experience is everything. It's great to see big global brands like TOPSHOP TOPMAN share our ethos and passion through delivering a memorable shopping experience for all. This partnership marks the start of Appear Here In Residence, a new wave of global retailers giving independent brands the chance to place themselves in front of a substantial and relevant audience. In Residence also gives big names like Spotify the opportunity to create an innovative experience for the consumer that totally changes the way their brand is currently perceived."

This week, the pop-ups appearing in-store include:

**Spotify:** Setting up their first physical store in the TOPSHOP Christmas Grotto, global music streaming service Spotify will be offering half price Urbanears headphones to Spotify's premium customers in store at TOPSHOP. Spotify Premium will be on offer at an attractive price of 99p for the first three months subscription rather than the normal fee of £9.99 per month.

**WonderLuk:** Sourcing the best independent designers from around the world, WonderLuk curates stunning collections of avant-garde and 3D printed jewellery. Their designs are completely unique and have been digitally manufactured in the UK.

**Happy Plugs:** This will be Happy Plugs first UK store. Designed in Sweden, Happy Plugs turn tech accessories into fashion must-haves. Just like any other fashion brand, Happy Plugs add new collections and fresh looks every season

**Redland London:** This premium luggage brand is the creation of a second generation of a family's love of travel and passion for luggage. The latest collection is in collaboration with Pantone and features a stylish range of bags in a vibrant array of colours.

**Stubble & Strife:** Passionate about shaving, Stubble and Strife was born in Greenwich Market London in 2013, with the sole purpose of bringing people the best beard, moustache, shave and skin supplies that are all made in Britain.

## **NOTES TO THE EDITOR**

### **About Appear Here:**

Appear Here is the leading online marketplace connecting landlords with brands, retailers and entrepreneurs who wish to rent space to make their ideas happen. Appear Here currently lists space in some of the UK's top retail destinations and cities including, Bath, Birmingham, Edinburgh, Glasgow, Leeds, Liverpool, London, Manchester and stores such as TOPSHOP TOPMAN's global flagship store, 214 Oxford Circus. Appear Here give everyone from start-ups to designers and international brands the chance to take an empty space, share an idea and create a moment. Over 10,000 brands and other businesses have signed up to Appear Here, giving them access to over 1000 high-quality spaces. The company was launched in February 2013 by Ross Bailey and its backers include Balderton Capital, Forward Investment Partners, MMC Ventures and Meyer Bergman.

For more information, visit [www.appearhere.co.uk](http://www.appearhere.co.uk) / [www.twitter.com/appearhere](https://www.twitter.com/appearhere) / [www.instagram.com/appearherehq/](https://www.instagram.com/appearherehq/)

### **About the partnership:**

Appear Here, the world's leading marketplace for short-term retail space, has partnered with TOPSHOP TOPMAN to list concession space in their flagship store, 214 Oxford Street. This is the first time that concession space within this store can be booked online. Over 20 spaces are now available to rent on [appearhere.co.uk](http://appearhere.co.uk). The spaces include market stalls, residence walls, retail and event spaces. TOPSHOP TOPMAN are looking for the most exciting brands, independent designers and undiscovered entrepreneurs to book a space, share an idea and create a moment.

Find out more: [appearhere.co.uk/topshoptopman](http://appearhere.co.uk/topshoptopman)

### **TOPSHOP in numbers**

TOPSHOP has 330 stores in the UK, with a further 137 international franchises operating in 40 countries. In the USA, TOPSHOP has 9 fully owned flagship stores and TOPSHOP is also sold in 70 Nordstrom stores across the USA. TOPSHOP.COM attracts an average of over 4.5 million visitors per week, with around 400 new products uploaded online each week and offers shipping to 110 countries. It has dedicated transactional platforms for the UK, US, Germany, France and the four largest Asian markets which include Singapore, Malaysia, Thailand and Indonesia. TOPSHOP has supported the NEWGEN British Fashion Council run scheme for 13 years, and to date a total of 234 designers have launched businesses through the programme.

### **TOPMAN in numbers**

TOPMAN has 256 stores in the UK, with a further 154 international franchises operating in 39 countries. The USA sites are fully owned flagship stores and this will be a total of 8 stores by April 2015. TOPMAN is also sold in 84 Nordstrom stores across the USA. TOPMAN.COM attracts an average of over 900,000 visits per week, with in excess of 100 new products going live online per week and shipping to 110 countries. It has dedicated transactional platforms for the UK, US, Germany, France and the four largest Asian markets of Singapore, Malaysia, Thailand and Indonesia. TOPMAN has supported the NEWGEN MEN British Fashion

Council run scheme for 5 years, and a total of 25 designers have launched businesses through the program. TOPMAN is also entering the 10<sup>th</sup> year of MAN; a joint initiative with Fashion East which enables emerging designers the opportunity to show on schedule at London Collections: Men. MAN has supported over 20 designers over this period.

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