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NOT SOME RUN-OF-THE-MALL SHOPPING CENTRE. IT'S A LIVING, FERTILE COMMUNITY PACKED WITH TALENT, INNOVATION AND ATTITUDE THAT PUTS CREATIVITY AND FASHION BACK WHERE THEY BELONG: ON THE STREET.
HOME TO MORE THAN FIFTY CAREFULLY CHOSEN FASHION, ARTS AND LIFESTYLE BRANDS. BOXPARK IS A RETAIL REVOLUTION – THE WORLD’S FIRST POP-UP MALL
SUCCESS STORIES

WAH NAILS
“BOXPARK WAS AN IDEAL LOCATION TO REMAIN TRUE TO OUR EAST LONDON ROOTS. THE SIZE WAS PERFECT FOR OUR BUSINESS AND THE VIBE WAS GREAT. IT HAS A REAL COMMUNITY FEELING.”

LET’S BE BRIEF
“BY MIXING EVENTS AND WORKSHOPS ALONGSIDE THE RETAIL EXPERIENCE, IT GAVE US AN INSIGHT INTO HOW BEST OUR RETAIL PROPOSITION CAN WORK, IT HAS ALSO GIVEN US THE KICK START TO LAUNCH OUR ONLINE RETAIL SIDE TOO. THE BOXPARK TEAM HAVE ALWAYS BEEN VERY SUPPORTIVE OF OUR CREATIVE INITIATIVES AND EVEN MANAGED TO RUSTLE UP BEER SPONSORS FOR OUR LAUNCH PARTY, ALL-IN-ALL A LOT TO BE HAPPY ABOUT.”

PLAYN EYEWEAR
“OUR ONE WEEK POP-UP AT BOXPARK WAS GREAT EXPERIENCE FOR PLAYN! THE BOXPARK TEAM WERE VERY FORTHCOMING AND HELPFUL AS WELL AS THE OTHER SHOP HOLDERS IN RESIDENCY ALL OF WHOM WELcomed US WARMLY INTO THEIR COMMUNITY. AND LETS NOT FORGET THE COOL AND ECLECTIC MIX OF BOXPARK VISITORS FROM NEAR AND FAR WHO PILGRIM TO THIS LOCATION ESPECIALLY IN SEARCH FOR THE NEXT NEW BRAND OR DESIGNER. ALL THIS COMBINED ADDED TO OUR SUCCESS BIG TIME, IT FULLED OUR SPIRIT AND GAVE US EXTRA MOTIVATION TO CARRY ON WITH WHAT WE HAVE ONLY JUST BEGAN!”

LA PAIRE
“BOXPARK WAS SUCH A FANTASTIC OPPORTUNITY FOR OUR BUSINESS AS IT ALLOWED US TO SHOWCASE OUR BRAND AND PRODUCTS TO A WHOLE NEW CUSTOMER BASE THAT WE PROBABLY WOULDN’T HAVE REACHED THROUGH OUR WEBSITE ALONE. WE HAD A VERY ENJOYABLE TIME HERE AND IT WAS CERTAINLY A GREAT WAY TO END OUR SUMMER OF POP-UPS. WE HOPE TO BE POPPING UP HERE AGAIN NEXT SUMMER.”

ANYFORTY
“MY 3 MONTH STAY AT BOXPARK WAS A THOROUGHLY SUCCESSFUL ONE, FIRST OF ALL ANYFORTY HAD THE OPPORTUNITY TO BE SAT ALONGSIDE WORLDWIDE ESTABLISHED BRANDS SUCH AS NIKE, PUMA, THE NORTH FACE AND VANS AS WELL AS SHARING SPACE WITH SOME OF THE CREAM OF THE CROP UK INDEPENDENTS LIKE ABUZE AND HOSPITAL RECORDS.”

TESSA METCALFE
“MY POP-UP SHOP AT THE SHOREDITCH BOXPARK WAS SO GREAT FOR MY JEWELLERY BRAND. ITS GREAT TO MEET MY CLIENTS FACE TO FACE, I LOVE WATCHING PEOPLES REACTIONS TO MY JEWELLERY. I ALSO HAD FANTASTIC PRESS COVERAGE WITH A LOVELY FEATURE IN TIME OUT LONDON. EXPOSURE IS AS IMPORTANT AS DIRECT SALES AND WITH THE HUSTLE BUSSLE OF SHOREDITCH AND THE INTEREST IN WHAT DELIGHTS ARE POPPING UP ITS THE PERFECT PLACE TO START.”
THE CONCEPT

BOXPARK IS A FRESH RETAIL REVOLUTION FROM ROGER WADE, CREATOR OF BOXFRESH AND FASHION BRAND CONSULTANCY BRANDS INCORPORATED, IN PARTNERSHIP WITH REAL ESTATE DEVELOPERS HAMMERSON AND BALLYMORE.


BOXPARK IS RADICAL STUFF. IT’S NOT SOME RUN-OF-THE-MALL SHOPPING CENTRE. IT’S A LIVING, FERTILE COMMUNITY OF BRANDS PACKED WITH TALENT, INNOVATION AND ATTITUDE THAT PUTS CREATIVITY AND FASHION BACK WHERE THEY BELONG: ON THE STREET.

BOXPARK ISN’T JUST WHERE YOU SHOP. IT’S AN INSPIRING AND ENJOYABLE PLACE TO DROP IN AND HANG OUT. IT’S WHAT A REAL BRAND EXPERIENCE SHOULD BE ALL ABOUT.
BOXPARK ISN’T INTRUSIVE OR INVASIVE. WHEREVER IT POPS UP, IT FITS IN, JOINS IN AND CONTRIBUTES TO THE COMMUNITY. BOXPARK AIMS TO BECOME PART OF THE FABRIC OF LOCAL LIFE BY ADDING COLOUR, CREATIVITY AND LIFE OF ITS OWN.

WHY LONDON?

AND WHY SHOREDITCH?

THE FIRST BOXPARK IS RIGHT WHERE IT SHOULD BE. NOWHERE IN THE WORLD COULD BE MORE FITTING THAN DIRECTLY OPPOSITE SHOREDITCH HOUSE AND THE NEW SHOREDITCH HIGH STREET STATION AND WITHIN WALKING DISTANCE OF BRICK LANE, SPITALFIELDS, HOXTON, AND OLD STREET.

ONCE HOME TO THE TEXTILE INDUSTRY, SHOREDITCH IS NOW THE SETTING FOR THE ‘SILICON ROUNDBOOUT’, GALLERIES, FASHION SHOWROOMS, BARS, CLUBS AND HIP HOTELS. IT'S WHERE NEW MEDIA BUSINESSES RUB SHOULDERS WITH BRICK LANE, PETTICOAT LANE, COLUMBIA ROAD AND SPITALFIELDS MARKETS AND THE OLD RAG TRADE’S REMNANTS.

THE GOODSYARD
BOXPARK IS LOCATED AT THE GOODSYARD, A 4.7 HECTARES SITE AND FORMER RAILWAY GOODSYARD, WHICH HAS BEEN_UNUSED FOR OVER 40 YEARS AND LIES BETWEEN THE NEIGHBOURHOODS OF SHOREDITCH, SPITALFIELDS, AND TO THE NORTH OF THE CITY OF LONDON.

THE SITE WILL BE DEVELOPED IN PARTNERSHIP BETWEEN HAMMERN AND THE BALLYMORE GROUP AND THE REGENERATION HAS THE POTENTIAL TO DELIVER UP TO 2000 NEW HOMES, OFFICE SPACE FOR BOTH LARGE ORGANISATIONS AND START UP ENTERPRISES, RETAIL AND LEISURE FACILITIES, AND UP TO 1.7 HECTARES OF NEW PUBLIC OPEN SPACE.
WELL-CONNECTED
SHOREDITCH IS INCREDIBLY ACCESSIBLE - WHEREVER YOU'RE COMING FROM.

TUBE
SHOREDITCH HIGH STREET [5MIN]
LIVERPOOL STREET [10MIN]
OLD STREET [16MIN]

NATIONALLY
RIGHT NEXT TO THE NEW SHOREDITCH HIGH STREET TUBE STATION, AND 10 MINS WALK TO LIVERPOOL STREET AND OLD STREET STATION.

TRAINS
LIVERPOOL STREET [19 MIN]
LONDON BRIDGE [21MIN]
VICTORIA [34MIN]
EUSTON [26MIN]
PADDINGTON [39MIN]

INTERNATIONALLY
IT’S A STONE’S THROW FROM LIVERPOOL STREET STATION WITH OVERGROUND AND UNDERGROUND LINKS TO ALL LONDON AIRPORTS – WITH LONDON CITY AIRPORT JUST A FEW STOPS AWAY.

AIRPORTS
LONDON CITY [32MIN]
GATWICK [58MIN]
STANSTED [60MIN]
HEATHROW [76MIN]
LUTON [76MIN]

TRAVEL TIMES HAVE BEEN CALCULATED ON THE TFL JOURNEY PLANNER BASED ON A TRAVEL TIME OF 1PM.
@BOXPARK, THE WORLD’S FIRST POP UP MALL, LAUNCHED A REVOLUTIONARY DIGITAL CONCEPT IN JANUARY 2014 AND BECAME A CASHLESS MALL.

BOXPARK MARKETPLACE ALLOWS CONSUMERS TO BUY OR SHARE ITEMS IN STORE AND ONLINE. BOXPARK MARKETPLACE ALSO FEATURES A FULLY INTEGRATED IPAD POS SYSTEM, LINKED TO A TRANSACTIONAL E-COMMERCE PLATFORM.

ROGER WADE, CEO BOX PARK SAYS,

“BOXPARK MARKETPLACE IS A REVOLUTIONARY CONCEPT. MULTICHANNEL SOLUTIONS HAVE BEEN ROLLED OUT ON THE HIGH STREET, BUT UNTIL NOW SMALL INDEPENDENT RETAILERS HAVE BEEN UNABLE TO OFFER COSTLY MULTICHANNEL SOLUTIONS. BOXPARK MARKETPLACE ALLOWS SMALL INDEPENDENTS TO HAVE A SOPHISTICATED MULTICHANNEL SOLUTION WITH LITTLE OR NO SET UP COSTS. THEY JUST NEED AN IPAD OR TABLET AND THEY ARE UP AND RUNNING.”

TO HELP SUPPORT INDEPENDENT RETAILERS BOXPARK OFFER A TURN KEY UNIT.

THIS INCLUDES:

• 300 SQFT STORE
• ECOMMERCE STORE ON BOXPARK MARKET PLACE
• POS SYSTEM
• 200K DIGITAL DATABASE
• EVENT SPACE

TO ENQUIRE ABOUT BOXPARK MARKET PLACE CONTACT: AGE@BOXPARK.CO.UK

FOR FURTHER PRESS DETAILS AND INFORMATION CONTACT: KATE@CANOEINC.COM

BUY OR SHARE INSTORE, ONLINE AND MOBILE
MARKETING

BOXPARK SHOREDITCH POP-UP MALL

BOXPARK.CO.UK
SHOREDITCH HIGH ST
DIGITAL MARKETING

BOXPARK

Social Media Platforms:
- Facebook
- Twitter
- Instagram

Events and Promotions:
- Art Republic Presents
- Sale - Final Week

Media and Graphics:
- Website Screenshots
- Social Media Posts

Branding and Design:
-一致性 across platforms
- Engaging visual content

Marketing Strategy:
- Utilizing digital platforms for outreach
- Creative visuals for brand awareness
PRESS
### BOX DIMENSIONS

#### 40' HI-CUBE STEEL DRY CARGO CONTAINER

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<tr>
<td>Length</td>
<td>40' 0&quot;</td>
<td>12.192 m</td>
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<tr>
<td>Width</td>
<td>8' 0&quot;</td>
<td>2.438 m</td>
</tr>
<tr>
<td>Height</td>
<td>9' 6&quot;</td>
<td>2.896 m</td>
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<tbody>
<tr>
<td>Length</td>
<td>39' 5 45/64&quot;</td>
<td>12.032 m</td>
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<tr>
<td>Width</td>
<td>8' 19/32&quot;</td>
<td>2.352 m</td>
</tr>
<tr>
<td>Height</td>
<td>8' 9 15/16&quot;</td>
<td>2.69 m</td>
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#### FOOD AND BEVERAGE

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**40ft Internal Opening**
300 SQ FT. SHOP
COME JOIN THE REVOLUTION

1/3/12+ MONTH POP-UP UNITS AVAILABLE

MULTICHAannel MALL

BUY OR SHARE INSTORE, ONLINE AND MOBILE

• BOXPARK SHOREDITCH 300 SQ FT STORE
• ECOMMERCE STORE ON BOXPARK MARKETPLACE
• POS SYSTEM
• 200K DIGITAL DATABASE
• EVENT SPACE

COMMISSION RATE: 20%*

FOR FURTHER DETAILS PLEASE CONTACT:
AGEE JOHNSTON – AGEE@BOXPARK.CO.UK