

Pop-up shops are temporary stores that “pop up” for a few days or months. They are a new form of retail operations that have gained popularity in the past decade. Retailers and brands of all sizes have implemented pop-up shops – from global and national retail chains, to small independent stores and even e-commerce pure players – that have positioned these initiatives as a marketing & communication tool, as incubators to test a market and/or new products, or as inventory liquidation venues. Pop-up shops have also been established as a solution for revitalizing communities where significant storefront vacancies exist.

This textbook includes 16 chapters, focused on 5 major areas:

- Pop-Up Retail Basics;
- Pop-Up Shops and Stakeholders;
- Practices and Strategies for Pop-Up Retailing – Primary Activities;
- Practices and Strategies for Pop-Up Retailing -Support Activities;
- Measuring Success of Pop-Up Retail Operations



Pop-up Retail Strategies in an Omnichannel Context

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