

A sourcebook of highly original and effective ideas to create beautiful independent retail spaces.

# The Creative Shopkeeper

Lucy Johnston

500 illustrations

25.0 x 19.5cm

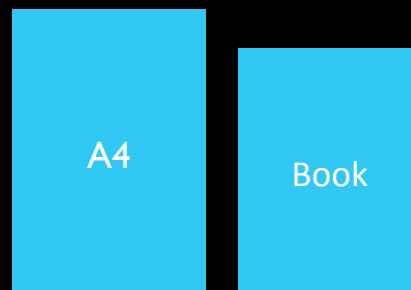
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## Key Sales Points

- Encourages creatives to become entrepreneurs, marketing and selling their work effectively
- Presents the best international examples from the fastest-moving and most exciting area of the retail sector
- Celebrates the innovative and enticing physical spaces that counteract the impersonal blandness of online shopping
- Crosses many sectors of retail, featuring both large and boutique businesses
- Offers simple, cost-effective and impactful ideas for independent shops



**THE  
CREATIVE  
SHOPKEEPER**  
...  
LUCY JOHNSTON

 **Thames & Hudson**





## THE FLOWER STALL TOKYO, JAPAN

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The artistic intention behind this mobile flower shop is that it only appears during new moons - popping up on street corners, in parks and in stations, unannounced and unknown until the day. The concept is not commercial as such, as the stall simply hands out a single flower as a gesture of happiness to each person who passes by, but the format and execution are commercially applicable.

It is the brainchild of the well-known Japanese flower artist and botanical sculptor Azuma Makoto, who founded the JARDINS des FLEURS flower shop and workshop in Tokyo. He originally worked as a trader in the Ota Market, one of Japan's largest flower and produce markets, from which he continues to draw inspiration. His wide-ranging floral designs and artistic installations around the world, and his work for the shows and events of many of the world's leading luxury fashion houses, are much celebrated.

The Flower Stall is intended as both a creative installation and a promotional prop for his imaginative work and business. The stall itself integrates a water tank as well as a small, heated greenhouse, emitting a gentle glow of light and steam, and in which new buds are presented and grown.

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- Lorem Ipsum

Address - travelling locations  
Tokyo, Japan  
Designer  
Azuma Makoto ([www.azumamakoto.com](http://www.azumamakoto.com))



## BROTHERS SUITCASE STORE STOCKHOLM, SWEDEN

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Realising that their target audience didn't necessarily think to visit them on the busy high street and paid little notice to traditional advertising, the team at menswear label Brothers decided to get out on the road and visit them instead - with the aim of presenting smart, functional clothing for the urban traveller.

A highly-crafted contribution to the booming popup movement constantly evolving across global cities, the resulting Suitcase Store is proof that larger brands can find success in thinking and behaving more like smaller, nimble independents and get creative and flexible with new ways to market - in order to make a positive impact on saturated consumer audiences who are looking for authenticity and a good story.

So in order to keep up with a target audience who is often on the move, the Suitcase Store was sent on a tour to the country's largest airports and train stations - always keeping to the strong narrative around travel and quality on-the-go - with great long-lasting effect.

This popup activation focussed on promoting quality through craftsmanship - as demonstrated in every detail of the build and execution, where the presentation of every item has been carefully thought

through to ensure each has its own dedicated nook, hanger or shelf.

And the unexpected appearance of this oversized suitcase - complete with built-in speakers to set the right mood, and a complimentary shoe shining service - certainly surprised and delighted passing customers. And sales transactions were seamlessly managed with the revolutionary iZettle wireless payment platform, which has notably changed the game for independent retailers with no fixed address.

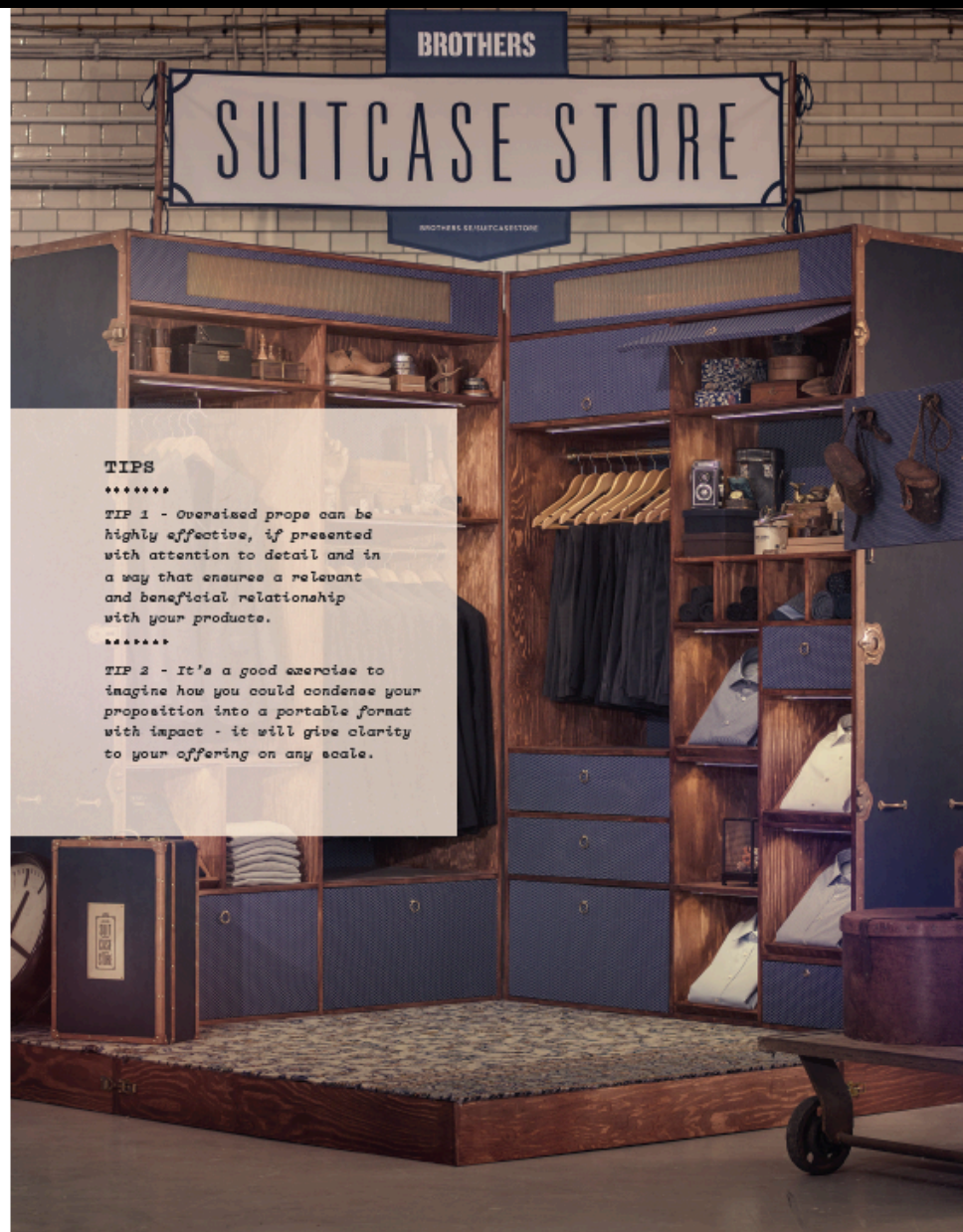
*"What conveys the travel theme better than if the store itself is simply a suitcase? Ready to be packed and on the move to the next stop. Said and done. So we built Brothers Suitcase Store - a huge suitcase that held a great little shop."*  
- Arvid Axland, Creative Lead

### Address

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### Founders

Loren Ipsun & Loren Ipsun



### TIPS

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*TIP 1 - Oversized props can be highly effective, if presented with attention to detail and in a way that ensures a relevant and beneficial relationship with your products.*

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*TIP 2 - It's a good exercise to imagine how you could condense your proposition into a portable format with impact - it will give clarity to your offering on any scale.*



## LE COMPTOIR GENERAL PARIS, FRANCE

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An oasis in the heart of the city, the destination venue Le Comptoir Général began life as a quirky hospitality venture, first-and-foremost a restaurant and bar with an energetic programme of cultural events running alongside.

At its heart the concept is about enabling guests to discover new and exotic cultures of the world, through an eclectic variety of talks, performances, art, music and of course the all-important food and drinks.

As this concept developed, the founders increasingly found that people were asking for souvenirs of the experience to take back home with them. Since they were partnering with an inspirational network of both local and native producers for their cultural programmes, they naturally therefore also had access to an incredible range of producers and purveyors of unusual produce - so a complementary retail proposition was developed and has since taken on a life of its own.

The space is large and curious in style - a feast for the eyes - with mismatched furniture, furnishings, pictures, plants, curiosities and knick-knacks scattered carefully across tastefully faded nooks and scenes throughout - and almost

everything is for sale, either individually or through themed popups that set-up shop around the venue.

To steer these pop-ups and the merchandise offering in general, the founders hire 'treasure hunters' with varied and unexpected expertise ranging from fashion stylists to zoologists and explorers, to scour the globe for quirky and exotic souvenirs of all shapes and sizes, that will appeal to the diverse audience who flow through their doors, and ensure the venue is constantly full of new ideas and things to discover.

*"The goods we are selling in our store are often handcrafted, fair priced, organic and so on. But we don't stress that. The only way to build sustainable fair trade is to tell people they are just buying the best, coolest, strangest goods on earth!"*  
- Aurélien Laffon

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80 quai de Jemmapes 75010 Paris, France

*Website*  
[www.lecomptoirgeneral.com](http://www.lecomptoirgeneral.com)

*Founders*  
Aurélien Laffon, Céline Degraeve,  
Anah Ayet & Guillaume Truttmann





## GEKAAPT AMSTERDAM, THE NETHERLANDS

One of the original and most renowned pop-up concepts in Amsterdam, Gekaapt was the brainchild of three young entrepreneurs who - all initially just looking for an outlet to sell their own products - decided to combine their passions into one temporary retail offering. This first shop very quickly gained a reputation for high quality and a great atmosphere, which other local independent brands rapidly wanted to become a part of - and so Gekaapt was born.

A few years later, and still with no fixed abode, this popular pop-up continues to appear every few months, growing in scale all the time, and between-times lives simply as a Facebook page with a strong word-of-mouth following.

The retail model is collaborative, with brands and individual designers constantly applying to become part of the mix and join the growing network of talent - talent which also ensures there is always plenty of creative, styling and business expertise available to make the store activations operate at their best.

The team opens a new space with a new story every 3 to 6 months, in an empty unit somewhere around the city, and can set-up shop in just two-to-three days because of the huge amount of support and experience that rallies within their community.

And notably there are no official employees - it is simply run collaboratively by the owners and makers of the brands and products sold. Each brand featured is able to retain its own values and narrative within the space, but all are connected through a love of quality produce, good stories and making a difference through bringing great people together.

*"In the beginning we were just a bunch of young entrepreneurs trying to make a concept store out of an empty space. We started with seven brands, but within a month we had twenty-two brands wanting to join our shop. It was something we never thought would happen!"*  
- Aanyoung Yeh

Address  
Amsterdam (no fixed address)  
#ebette

[www.facebook.com/Gekaapt/](https://www.facebook.com/Gekaapt/)

Founders

Rick Rutjens, Jan Steinkels & Aanyoung Yeh



### TIPS

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**TIP 1** - Even with a broad product selection, and wide curation, every product can still have its home within the space. Take time to give each one its moment of attention.

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**TIP 2** - Think on many levels. Not just shelves, but landscaped levels across the space - it helps the eye to break up the mass of options, and digest each in turn.



YOUR WEBSITE AND ONLINE VISUAL  
IDENTITY, LIKE YOUR WINDOWS,  
REPRESENT YOUR BUSINESS 24/7, SO  
PLAN CAREFULLY FOR WHAT YOU WANT  
YOUR DIGITAL CONTENT TO CREATIVELY  
SAY ABOUT YOU.

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"Opening a window into your own  
world is a good place to begin."

- Jeff Greenwald

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Gekapt / Amsterdam

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Darkroom / London

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#### TIPS

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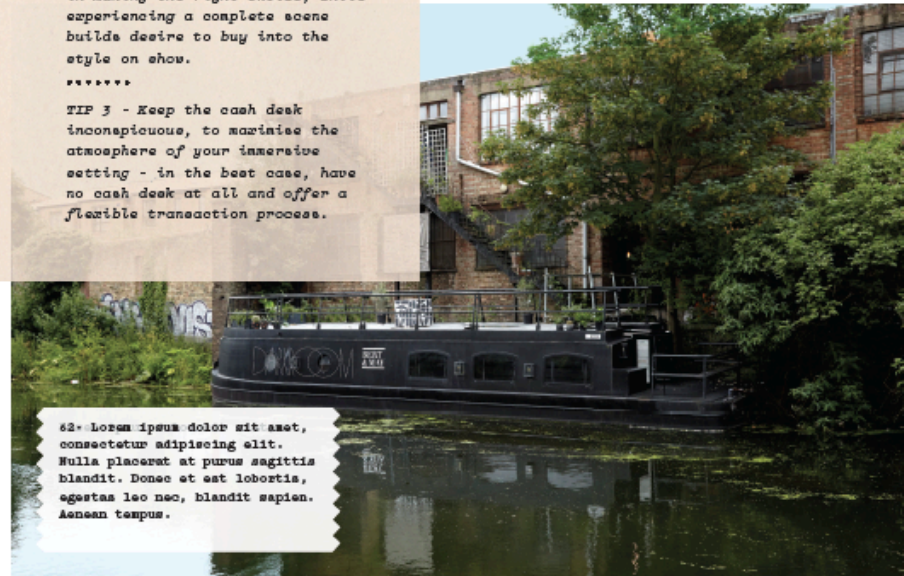
TIP 1 - Create a full home scene for your offering, within a defined space, to enable your customers to sample your products as they would be seen in their final setting.

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TIP 2 - Context helps your customer visualise and build confidence in making the right choice, while experiencing a complete scene builds desire to buy into the style on show.

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TIP 3 - Keep the cash desk inconspicuous, to maximise the atmosphere of your immersive setting - in the best case, have no cash desk at all and offer a flexible transaction process.



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