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Holiday Pop-Ups: *Wired* Store Returns, First-Time Efforts From Under Armour, eBay, and Others

As retailers struggle with flagging profits, many are turning to pop-ups during the biggest shopping season of the year. And with so many empty storefronts in the city, the temporary setups are no longer just the realm of big corporate marketers. The pop-up phenomenon is evolving to include presences from online companies big (eBay) and small (L'Aviva Home), as well as others with limited freestanding shops, like Alice & Olivia and Under Armour.

As early as November 20, the experiential marketing platforms started popping up all over the city, from Alice & Olivia's makeshift home inside the Third Avenue location of

Scoop to the return of the *Wired* Store downtown in the meatpacking district. As diverse as the pop-ups are in terms of displays and run time, each is designed to broaden the retailers' reach while creating buzz. —Anna Sekula



Wired-branded gear at the magazine's holiday pop-up
Photo: Courtesy of EventQuest