

IN-STORE

Anya Hindmarch pop-up serves up clutches and ice cream cones

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Anya Hindmarch pop-up on Mount Street

By STAFF REPORTS

British accessories brand Anya Hindmarch has set up a temporary mini-mart-themed boutique on London's Mount Street.

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A nod to her fall/winter 2014 collection, which included cereal box inspired totes and shoulder bags designed to look like metallic potato chip bags, the store resembles a classic convenience store. Showcasing fashion in an unconventional manner makes shopping more of an experience for consumers.

Food or fashion

Instead of typical fashion retail fixtures, handbags are displayed in shopping carts next to gilded cans and fruit or what looks like refrigerated cases. A black-and-white checkerboard floor and primary color palette further the mini-mart atmosphere.



Interior of Anya Hindmarch pop-up

Signs on the wall tell shoppers what “Anya says,” including a motto that handbags are “fashion candy.”

In reference to its 99 Mount Street address, the shop will be selling ice creams, or soft serve cones, for .99 pence, or about \$1.70, according to [The Telegraph](#).

Not forgetting the fashion, handbags will also be available for order. A number of the food-themed handbags, including the Coco Pops Imperial Clutch, have sold out online, with a waiting list.

Anya Hindmarch’s pop-up will be open until September.



Promotional image for Anya Hindmarch pop-up

Pop-ups allow brands to be more adventurous in their displays and themes.

Italian apparel and accessories label Fendi took inspiration from an arcade for its recent pop-up at Harrods to make shopping more of a game for consumers.

In “Fendi Fun” ready-to-wear fashion, fur garments and accessories were displayed in vending machines and hung from mechanical claws. Reminding consumers of their childhood games likely combatted showrooming, as consumers were inspired to purchase so they could be a part of the fun ([see story](#)).

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