

IN-STORE

Anya Hindmarch to cause traffic diversion in Selfridges' parking garage

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Anya Hindmarch's Men at Work handbag

By JEN KING

British accessories label Anya Hindmarch is taking the next exit ramp to department store Selfridges to promote its fall/winter 2015 collection this September.

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Opening Sept. 11, Anya Hindmarch will stage a pop-up within the department store's London flagship in an unexpected location — its parking garage. Anya Hindmarch is bringing to life its "Diversion" collection of leather goods and accessories, inspired by British road signage, through a petrol station-themed pop-up.

"It's clever. No in-store commitment," said Paula Rosenblum, managing partner at [RSR Research](#), Miami.

"There is a potential law of unintended consequences here, though," she said. "If the presence of, or the space filled by the pop-up shop causes traffic jams for people who actually want to shop in the store, it has the potential to undo any positive brand awareness that might come out of the project."

Ms. Rosenblum is not affiliated with Anya Hindmarch or Selfridges, but agreed to comment as an industry expert.

Anya Hindmarch and **Selfridges** did not respond by press deadline.

Retail pit stop

For Diversion, Anya Hindmarch found inspiration in British roadway graphics, especially the M25 highway that circles the city of London. Featured signage on the collection's leather goods includes the "men at work" graphic as well as reflective chevrons and other signs and symbols such as no cellphones, "give way," speed cameras and "no loading at anytime."



Items from the Anya Hindmarch Diversion collection

Anya Hindmarch's corresponding pop-up shop, which will take up 16,000 square feet of Selfridges' parking garage, will continue the collection's theme. Though Selfridges' parking garage has seen exclusive events, this marks the first time the space is being used for retail.

Using a petrol station as a backdrop, Anya Hindmarch will sell items from the Diversion collection in addition to smaller goods and classic pieces.

Consumers can expect the pop-up to be decorated with black chevron patterned carpet and include a car wash-themed photo booth and kiosk selling branded air fresheners and bumper stickers, as to provide various price points for passersby to enjoy.



Rendering of the Anya Hindmarch pop-up in Selfridges' parking garage

In addition, the pop-up will further its roadside pit stop message with a snack bar where

consumers can buy favorite British sweets such as Kit Kats and Yorkies.

Prices for Anya Hindmarch's Diversion line range from \$62 for a bumper sticker to a Men at Work Ebury python handbag for \$4,630.

While speaking with [Women's Wear Daily](#) about the pop-up and her inspiration for the Diversion collection, namesake brand founder Anya Hindmarch said, "There is something about being on the M25, with a clear road and the combination of lights, reflective surfaces and your favorite piece of music that can put you into a wonderful - safe! - driving trance. I also love the graphic signage, with its purity and efficiency of message and the subtle humor that's created when it's used in an unexpected way."

Furthering the reach of Diversion in the digital space, Anya Hindmarch has collaborated with artist Wake Up Mr. Singh, who created an animation of British roadway graphics. Anya Hindmarch shared the graphic socially as well as featuring it on its Tumblr account, where items from the Diversion collection are posted, some of which were turned into GIFs.

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Posted by [Anya Hindmarch](#) on [Tuesday, August 18, 2015](#)

Refreshing luxury

Anya Hindmarch has staged stand-out pop-up shops that align with the brand's playful designs.

Last summer for example, British accessories brand Anya Hindmarch set up a temporary mini-mart-themed boutique on London's Mount Street.

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 ([see story](#)).

The brand has also extended its digital communications into the physical through the placement of in-store pop-ups. For instance, for the "What Planet Are You On" campaign for the spring/summer 2014 collection, Anya Hindmarch created a pop-up within the Japanese department store Isetan ([see story](#)).

While the brand's designs and pop-ups may stand out among traditional leather goods makers, Anya Hindmarch maintains the level of quality expected from a luxury label, even when the handbag in question is shaped like a metallic potato chip bag ([see story](#)).

Pop-ups are beneficial to both the brand and the partnered retailer, but in this case Anya Hindmarch may have more of an advantage, especially among consumers who park in the garage and experience the shop before entering the main department store.

"I think it's the same as any co-branded effort," Ms. Rosenblum said. "Each gets a synergistic effect from the pop-up.

"Hopefully Selfridges gains more brand cachet for itself, and the brand gets to be front and center in an iconic retailer," she said. "If it works, it's a win-win."

Final Take

Jen King, lead reporter on Luxury Daily, New York

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