



Designers' guide

SEASON EIGHT - KITE BEACH 2020

BEYOND *Land*



Welcomer to your land

BEYOUland, SEASON8

JOIN US AT
KITE BEACH,
DUBAI'S TRENDIEST
DESTINATION.

WE WELCOME YOU
TO OUR 2020 POP-UP
STORE.



- BEYOUland will boast a wide range of local/ international vendors and an attractive selection of concepts by upcoming designers. From art, apparel, and collectibles to services and even scrumptious meals, one and all will be invited to browse through the exciting energy around this event.
- We wanted to make sure you would have an unforgettable experience from start to finish. That's why we have developed this vendor's pack that details out the vision and vibe of BEYOUland and contains all the information you may be interested in, to be a part of it.
- We want to enhance your experience and help you focus on presenting your brand the best way you deem fit.

A photograph of a vibrant blue door with vertical wooden planks and metal studs, set into a light blue wall. The door is closed and features three horizontal metal hinges on the left side. The background is a clear, deep blue sky. The entire image is framed by a white border.

Overview

WHAT IS BEYOUland?

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- This concept is in line with BEYOU's master brand vision to support emerging designers and artists in the region and help them realise their potential, by positioning them within a fresh creative retail environment.
 - An innovative outdoor shopping concept by BEYOU BOUTIQUE, BEYOUland will host numerous local and international brands and artists providing the perfect stage for anyone with creative ideas.
 - This outdoor market, brought together by BEYOU with Meeras relationship, aims to provide regional and international, established and upcoming designers the opportunity to showcase and sell their products at one of the most popular hangouts in the city.
 - BEYOUland will showcase the upcoming talent and create an experience that will position it as a 'must attend' for all style and art enthusiasts in the region.
 - It's the perfect platform for emerging brands and designers to engage amidst each other and with a larger audience thus providing ample exposure for you and your brand.
 - BEYOUland is more than a shopping experience. It aims to be a space that brings together like-minded people, creates communities, builds affinity, and encourages entrepreneurship and creativity.

- First successful season of BEYOUland was held at Kite Beach in February 2017. After few months we have the opportunity to re-launch the fourth season at Kite Beach. BEYOUland eight season will be celebrated at Kite Beach during 2020.
- Kite Beach is Dubai's favorite community beach – an action-packed, picture-postcard destination that is perfect for the adventurous and playful, just fifteen minutes from Downtown Dubai.

BEYOU *land*

A photograph of a vibrant blue wooden door with metal studs and hinges, set into a white wall. The door is slightly ajar, revealing a dark interior. The sky above is a clear, deep blue. The entire image is framed by a white border.

Vendors Experience

Vendor experience

WE HAVE LIMITED SPACE AVAILABLE FOR CREATIVE IDEAS. IF YOU WISH TO PARTICIPATE,
YOU CAN SEND YOUR APPLICATION TO
INFO@BEYOUUDUBAI.COM OR +971 55 9999 300.

From the website, app and social media handles to the entire marketing coverage (press releases, social media posts, promotions, and interviews, etc.) BEYOUland will give your brand full exposure and establish event awareness regionally and internationally.

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possible to enhance your experience and help you focus on presenting your brand the best way you deem fit. We have tried our best of being as clear and concise as possible to enhance your experience and help you focus on presenting your brand the best way you deem fit.

We aim to create communities for all aspiring and established designers in the region that helps unify them and creates impact and discussion amongst visitors.

Our communications will begin with a series of innovative teasers, building up with digital outreach stretching across all platforms through posts, live updates and even event videos for the complete brand experience.

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Social media

Social Media



THE BEYOU DIGITAL TEAM WILL GIVE YOU EXPOSURE AHEAD OF THE EVENT AND DURING THE EVENT. TAGGING @BEYOULANDUBAI ON FACEBOOK AND INSTAGRAM WHEN YOU PUBLISH YOUR POSTS WILL HELP THEM SPOT YOUR POSTS AND RE-SHARE THEM.

While we are heavily promoting the event through the [BEYOU Facebook](#) and [Instagram](#) page, we need your help to make the second season of BEYOUland as successful as the first! If you are active on these two platforms, here's how we can collaborate:

Facebook

- Tag BEYOULANDUBAI in your posts
- Share some of our posts if you feel they're relevant to your brand
- Like the BEYOU page

Instagram

- Tag @BEYOULANDUBAI in your post and on your photos
- Use the following hashtags: #BEYOULAND, #BEYOULANDUBAI and #BEYOU
- Follow @BEYOU on Instagram
- Regram some of our posts if you feel they're relevant to your brand

Stand Out from the rest

Be creative... think outside the box!

- Utilise your social media to communicate to all your followers Kite Beach location.
- Showcase your collection rail in your social media and tag @Beyoulandubai
- Ensure to hashtag and tag
- @Beyoulandubai so we can repost in our social media.
- Ensure to share your social media accounts with BEYOUland team so we can repost your content.
- Send us your logo and content so we can develop animated posts for your brand and collection promotions.
- We have an entertainment calendar and we are more than happy for vendors to own activities to showcase collections and products. Please book your space

in our schedule and we will promote and advertising your activity, competition or event. For fashion we suggest urban catwalks as well as social media competitions. Speak to our marketing team so we can give you some ideas for more exposure.

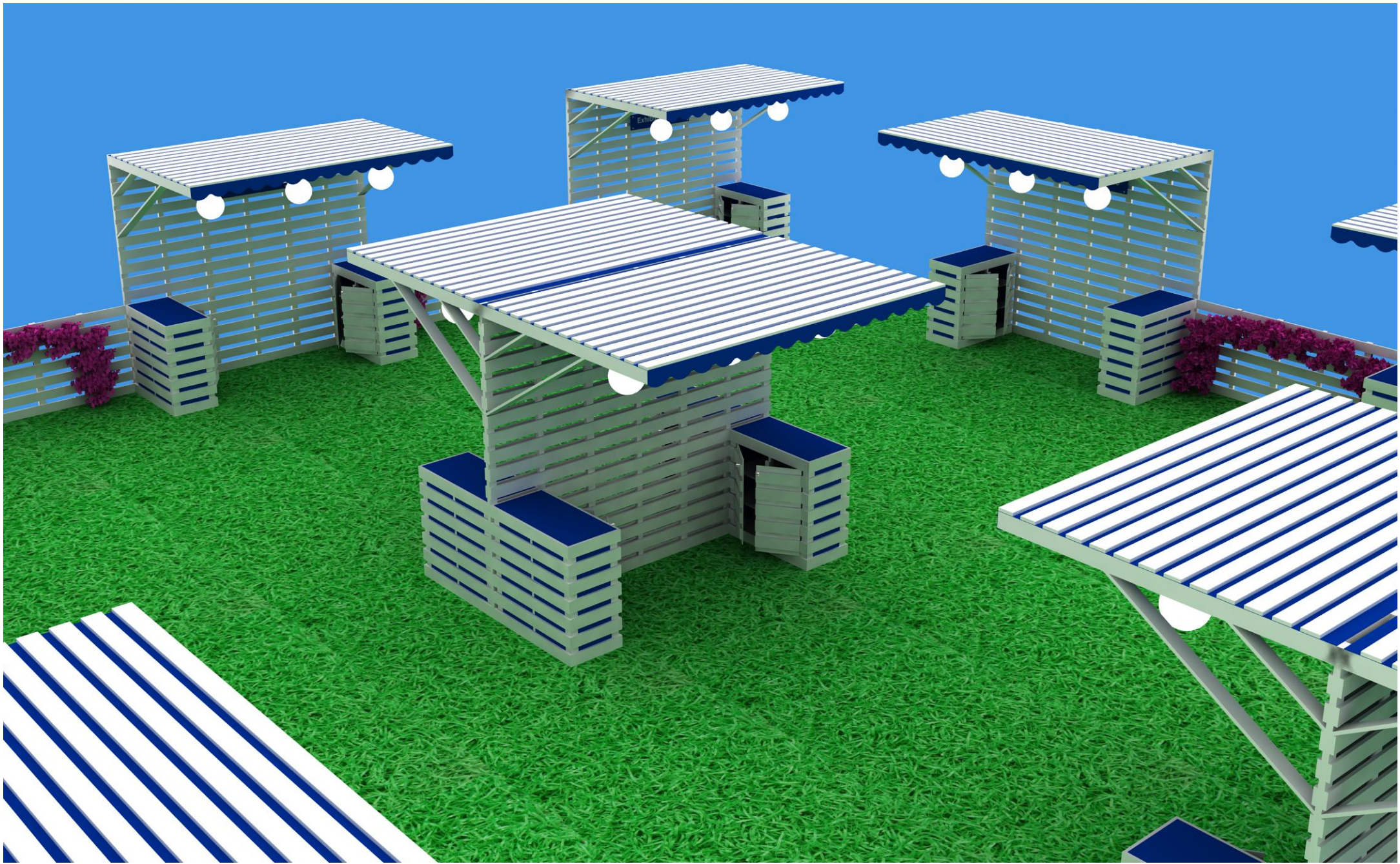
REMEMBER - We are a platform that will provide you with marketing support as well as promote your brand but your collaboration will be key to stand out your own brand values and positioning.

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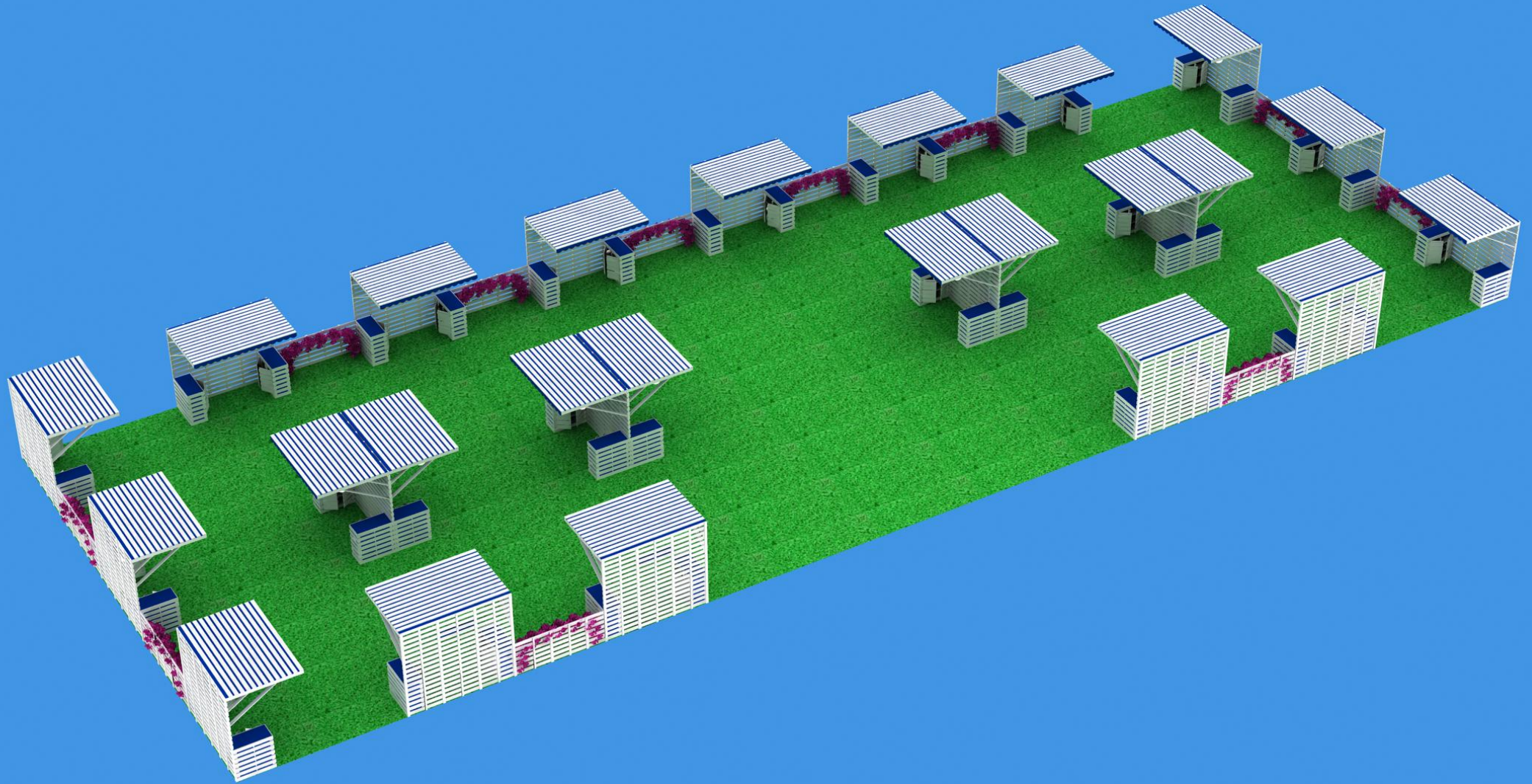
Vendors



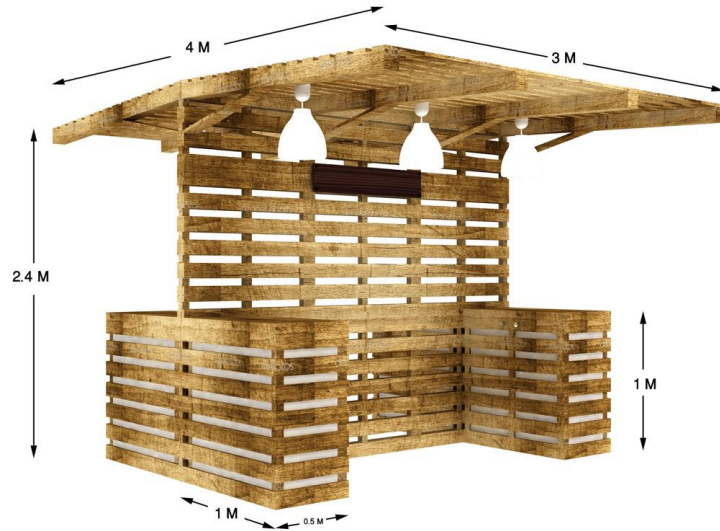




LAYOUT

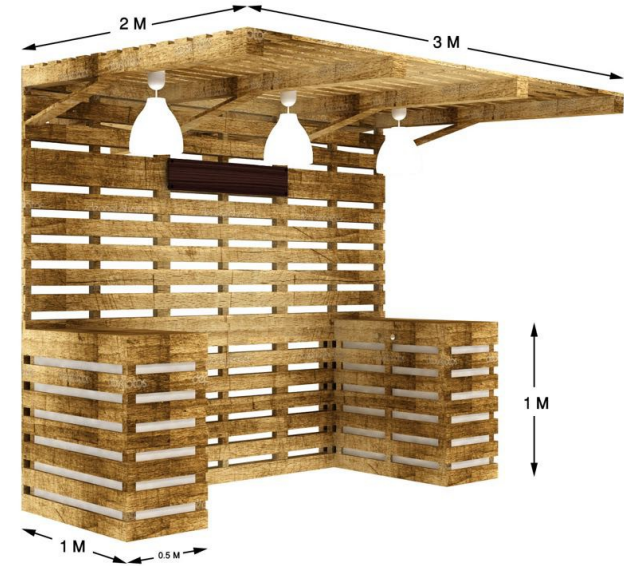


SPECIFICATIONS



TWO CABANAS

3m W x 4m L



ONE CABANA

3m W x 2m L

PACKAGES	PRICES
GOLD: Four months booking one cabana	AED 7,500 per month
WHITE: Two month booking one cabana	AED 8,500 per month
BASIC: One month booking one cabana	AED 10,000 per month

A photograph of a vibrant blue door with metal hardware, set into a white wall. The background is a clear blue sky. The entire image is framed by a white border.

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THANK YOU