



**ISSARA DESIGNS AUSTRALIA**

**Introduces**

**ETICA COLLECTIVE**

**NEW POP UP CONCEPT STORE**

**FOR ETHICAL PRODUCT BRANDS**



## The Journey To Here (The Very brief version!)

ISSARA Designs is a Social Enterprise founded by Lisa Hill in 2015. ISSARA is a Thai word meaning freedom. And reflects the vision & mission of our social enterprise.

As our business evolved it became clear collaboration was a major key in business success. With the knowledge that there are many small businesses for good, trying to achieve similar goals, we started to think how, as a collective, could we disrupt the notion of *mindless consumerism* that has direct impact on the communities we support and the planet that gives us life.

As business owners we also need to create sustainable business practices to ensure we can continue to support our business goals. Often the cost and time to do this is prohibitive, thus, the idea to create a dedicated retail space for ethical brands to pop up, was born.



## How It Works in a Nutshell

Step 1. You deliver your stock.

Step 2. We sell, promote and take care of your brand and products.

Step 3. We pay you monthly.

Step 4. We return your stock when you no longer wish to be part of the pop up.

**We Do it all For You!**

## It's Too Easy!!

- There's no carrying heavy boxes to and from each week.
- No more time-consuming packing & unpacking.
- No need to worry about the weather.
- Nor if people are going to turn up and buy.
- No need to juggle family and job (more than you already do!)
- No need to worry about keeping your products looking fresh and appealing.
- No need to worry if you have too little or too much stock.
- Your weekends are your own to do anything you wish.
- Far more exposure for a month on Brunswick St than a weekend at a market.

## The Pop-Up Location

### 232 Brunswick St, Fitzroy

Fitzroy is a lively suburb with a bohemian reputation.

It is one of the bohemian, retro, and happening precincts with unique local shops. It has character and a fascinating collection of quaint bars, cafes, eclectic shops and galleries.

Life in Fitzroy starts around lunchtime and does not stop till late. Weekends are somewhat of an exception when cafes are filled with people doing breakfast all morning.

Fitzroy Shopping is described as bohemian, eclectic & original it is one of the real Melbourne things to do whether you're a local or tourist.

Fitzroy is one of the great places to hang out or find something special you weren't particularly looking for! The main part of this Melbourne shopping district and cafe scene is along the bohemian Brunswick Street, Fitzroy, on either side of Johnston Street.



'Our Shop'  
Brunswick St"

For More Info on Brunswick St, Fitzroy : <http://innercircle magazine.com.au/lifestyle/an-a-to-z-guide-of-everything-brunswick-street/>

## Who Visits Fitzroy

Because of its lively reputation, Fitzroy is a 'must go' destination for locals and tourists alike. On weekends and during major events in Melbourne the cafes and shops are packed with people all wanting to appreciate the Fitzroy vibe. During the week you will see the locals who are loyal to the suburb and businesses.

The demographic is diverse, people are either single or married professionals with no or grown up children. Although there has been an increase of young families who can afford to live in this expensive suburb.

Fitzroy has always had an arty element which is evident by the street art.

People who live in Fitzroy are very environmentally and ethically conscious and are more educated on these issues. Tourists visiting Fitzroy are keen to try the café, nightlife, or pick up something unique as per the suburb's reputation.



## The Opportunity To Grow

As a small business trying to create a better world for ourselves and others, we can face many challenges along the journey to scale, grow and to achieve our goals.



ISSARA Designs can help you achieve those goals by offering brand management and services in our dedicated retail store in Melbourne, Australia.

***\*This is a very unique opportunity  
and not available to all\****

- First and foremost, you must be an ethical brand that fits our criteria.
- Secondly, all brands and ranges will be curated to ensure quality and diversity. If we do not offer you a place it may be your brand is not a good fit at the current time. We will provide feedback.
- Brands can pop up anytime for a minimum of 4 weeks\* and max of 24 weeks. \*Excludes Christmas and Peak Seasons.

**ISSARA Designs Australia is offering  
Brand Services and Management  
for a minimum 1 month period at our  
Brunswick St Store, Fitzroy  
Melbourne Australia**

# CURRENT POP UP OFFERS @ BRUNSWICK ST FITZROY

*\* Max 10 Brands Only\**

## ALL 2019 Packages

### INCLUDE -

- ✓ Weekly Product Merchandising i.e. restocking, cleaning, steaming, redesigning product display & location
- ✓ Product Freight Logistics i.e. received, unpacked, packed and posted to you by express courier.
- ✓ 1 x Product post each week on either FB & Insta i.e. dedicated post for your brand
- ✓ FB & IG Follows by all current members.
- ✓ Generic SMM Marketing and Promotion
- ✓ Free Marketing Guide
- ✓ Your Brand Included in Competitions, Giveaways and Shopping Guides.
- ✓ Your Promotional Material Displayed
- ✓ Fully staffed with Knowledgeable Sales Team
- ✓ All Display Equipment Supplied (unless you specify)
- ✓ Monthly Payment
- ✓ Monthly Sales Report
- ✓ Secured Premises
- ✓ Store Open 7 days/week
- ✓ All rent and outgoings
- ✓ Flat 10% Sales Commission
- ✓ No hidden costs

***Please refer to 2019 Etica Collective Rates document for the current packages available for April/May.***

## Let's Talk Marketing



We all know the cost of marketing is very expensive. We understand as a small business trying to grow, you need every dollar spent to work hard for you. This is why we have tried to keep our marketing

costs as low as possible but to still offer exceptional value.

ISSARA Designs has engaged a social media marketing manager who knows their stuff. Let's face it, how much time do you waste on getting the right photo, editing cropping etc, figuring out the hashtags, to use filters or not and the list goes on. Then there's the following up with engagement and comments.

It's so time consuming when you could be using your valuable time elsewhere on your business.

Our SMM Manager will write killer content for your posts, on our social media channels. She will choose and edit your photos so they are

Insta worthy, use great hashtags and post at the best times for engagement.

And of course, you can share or use any of these on your own feeds saving you more time and money.



## Let's Talk Visual Merchandising



There's a whole lot of psychology behind selling and the consumers' shopping behaviour. Many factors such as colour, music, vibe, displays, product mix can make a difference in how customers purchase.

Featuring in the shop window is an important part of promoting your brand. Usually, sales increase on

those products featured in the window display. The same goes for featured display in what we call the hot zones or hot spots of a store. These are usually areas at the front of the store and near the counter POS. It can also include a focus display within the store.

This is why we have offered different packages with the aim to boost your sales through visual merchandising. Done in combination with SMM we offer a fantastic brand promotion strategy that would literally cost 4



times or more if you

were to hire a marketing agency and professional merchandiser yourself.

For More info on Visual Merchandising

<http://6one5.com/let-your-hot-spots-do-the-selling-for-you/>

## More Services We Offer

- ◆ Bespoke Product Merchandising
- ◆ Bespoke Feature Window Promotion
- ◆ In Store Featured Brand Promotion
- ◆ A Range of Social Media Marketing and Promotional Services on Facebook and Instagram.
- ◆ Local Online Marketing and Promotion.
- ◆ Brand or Range Launch Event
- ◆ Create & Print in Store Promotional Material
- ◆ Provide a Knowledgeable Sales Team
- ◆ Product Photography
- ◆ Professional Product Styling
- ◆ Influencer Marketing
- ◆ Reports – Sales, Inventory, Product Performance.
- ◆ Inventory Management
- ◆ Secured Premises
- ◆ Storage Facilities
- ◆ Freight Logistics.
- ◆ Product Sourcing.
- ◆ Business Mentoring/Coaching

## What's Next?

**Please Complete the attached application form.**

**MAY Applications close Mon 1<sup>st</sup> April 2019**

**Any further questions contact visit [www.eticacollective.com](http://www.eticacollective.com) or email [popupinmelbourne@gmail.com](mailto:popupinmelbourne@gmail.com)**