

# Storefront

## Media kit



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**Storefront** is the world's largest marketplace for short-term retail. Its mission: connecting brands, e-commerce businesses and artists with space owners for temporary rentals, creating pop-up stores and events around the world.

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## Flexible retail

"Retail is no longer about buying products, but rather it's about providing an experience that consumers delight in. We are building the future of retail by making it more engaging, more transparent and more productive. Short-term is the new long term. The future of retail is flexible retail."

**Mohamed Haouache**, Founder and CEO, Storefront

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# Why short-term retail?

We understand that the nature of retail is changing. Driven by technological change, consumer behaviour has evolved and retail needs to adapt to keep delivering value. Short-term retail focuses more on experience, reach and innovation.

- **Reach new customers** - use a pop-up to reach new customers. Brands with a strong digital presence should look to expand their portfolios into physical retail.
- **Engage with existing customers** - deliver tailored and impactful experiences to delight and engage with your customers.
- **Trial physical retail** - use short-term retail to test physical retail and minimise the risks associated with long-term leases.
- **Trial a location** - thinking of opening in a new neighbourhood? Test the suitability with a short-term space ahead of larger investment.
- **Marketing** - use a short-term project to gather marketing data and insight on your customers and prospects to optimise future investment.
- **Launch a new product** - get your product launch off with a bang by immersing customers fully in your brand experience.

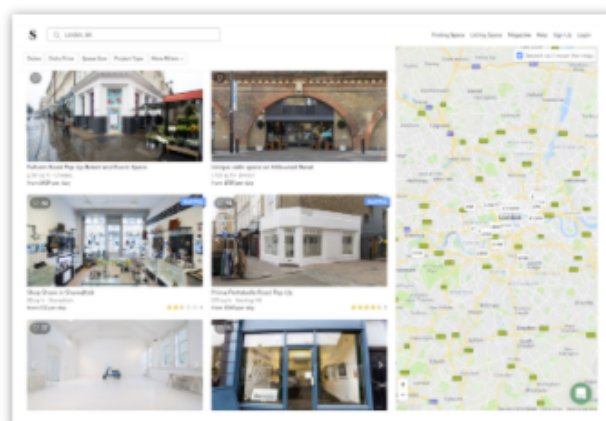
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*Storefront is the world's leading online retail marketplace  
for finding and booking short term retail space.*

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**Storefront is building the  
future of retail** by making it  
more engaging and  
transparent.,

Our mission is to make retail  
globally accessible to all.



# Why Storefront?

Storefront is the world's largest marketplace for short-term retail spaces. Acting as a matchmaker for brands and landlords, Storefront helps brands find the perfect venue for their retail pop-up, showroom or private event.

**Expertise** - we know our spaces, cities and everything about flexible retail

**Flexibility and speed** - we move quickly and will adapt to your needs

**Choice** - we have over 10,000 spaces across multiple continents



MM.LAFLEUR

Google



Cartier

## Storefront

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