

Fit Fashion Pop-Ups at Lomax Chelsea



After the success of our Ladies Day fitness wear pop-ups throughout the year, Lomax Chelsea are looking launch a Fit Fashion retail space in 2015.

Operating purely as a pop-up space, we are seeking boutique fitness wear brands to take up residence at Lomax Chelsea on a monthly basis in 2015. With 7,000+ high net worth individuals passing through our doors every month, Lomax is the perfect platform to showcase your brand and collection in the heart of Chelsea. Fanatical about fitness *and* fashion, our clients are constantly on the hunt for luxury activewear that is unique, stylish and functional.

WHAT WE'LL DO FOR YOU...

Dedicated Retail Space

You will have your own little piece of Lomax to brand, merchandise and staff as you wish.

Promotion to Lomax Clients

The pop-up will feature on our weekly newsletter, dedicated Ladies Day e-communication and on the Lomax website as well as plenty of social media support in the lead-up and throughout your month at Lomax.

A Sponsored Event

You will have the opportunity to host a sponsored event for your customers at Lomax Chelsea. It could be a launch night, bespoke class or workshop – we'll work with you to come up with something tailored to suit your brand and customer base.

In-House Brand Ambassadors

The Lomax Team are the best walking, talking (not to mention looking) mannequins you'll ever find! We would encourage you to come and brief the team on your brand and collection ahead of the pop-up.

WHAT WE WILL EXPECT FROM YOU...

- Supply a selection of stock that offers a good representation of your collection
- Ensure your stock is replenished throughout the duration of the pop-up
- Provide signage and marketing collateral to brand and merchandise the space
- Communicate with your client base inviting them to visit the pop-up
- Actively promote the pop-up to your customer base leading up to and during your month at Lomax

THE FINE PRINT...

The monthly rental fee for the pop-up space is £150.00 (+VAT) with an additional 20% commission on total sales. Lomax can take payment for items sold throughout the month. You will have the option to invoice fortnightly or at the end of the month for total sales net 20% commission.

**To register your interest or for any further information,
please contact Erin Lock Lee at erin@lomaxpt.com.**

LOMAX BESPOKE HEALTH LIMITED

Lomax Chelsea, 293 Fulham Road, London SW10 9PZ

08715 120 770 • thelomaxway@lomaxpt.com • www.lomaxpt.com

   thelomaxway