



POP UP

CHELSEA

FLEXIBLE SPACE FOR TODAY'S BRANDS

SLOANE
STANLEY

About Chelsea

Chelsea is the village that grew to be the fashionable heart of London. Known throughout the world for its quiet but comfortable sophistication, Chelsea attracts people looking for the best, the most interesting and the most exclusive.



About The Area

Our area is an exciting mix of boutiques, restaurants and cafés highlighting products both national and international. The Fulham Road specialises in home, design and food whilst the King's Road mixes fashion, food and wellness.



Sloane Stanley

The Sloane Stanley Estate has been part of Chelsea for over 300 years, starting with the purchase of land in 1717. We remain a family business today owning and managing over 250 shops and flats. We have been doing pop ups for over 10 years. We take them seriously and we now have dedicated units as part of our range of shops exclusively on the King's Road and Fulham Road.



Why A Pop Up?

- Directly connect with your existing customers
- Find new customers
- Showcase current products and services
- Launch new products
- Special product launches
- Hold one-off events and shows
- Take advantage of seasonal products
- Raise your profile
- Bring your brand to life
- Create content for your brand
- Create PR for your brand
- Test a shop unit
- Trial Chelsea as a shop location

Some Uses

- Retail
- Showroom
- Launch party
- Gallery space
- Workshop
- Private events
- Promotional space
- Product demonstration

Previous Pop Ups

ELLIE LINES

"Our success in Chelsea was borne within the Sloane Stanley estate and we are ever excited to continue our seasonal pop-up for many more years to come."

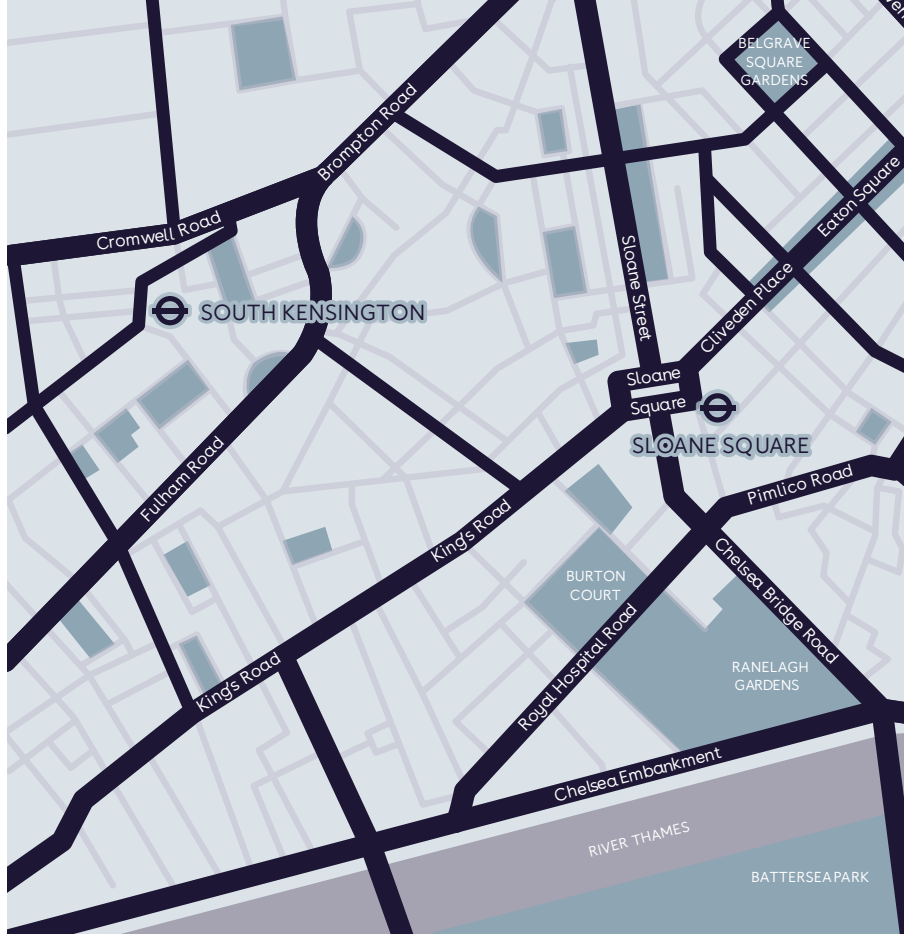
Fiona Hodges
Founder, Seraphina

"It was thoroughly enjoyable experience working with Sloane Stanley. All contact with members of their team was smooth and efficient, and we hope to work with them again in the future."

Jake Rogers
Spokesperson, Freddie's Flowers

"The location is iconic with fantastic foot-fall and schools around the corner, which is why we keep coming back!"

Pinja Koivula
Co-founder, Four Fairies and a Prince



The Service

We provide a service not just a unit and take pride in this. As part of taking a Pop Up from us you will get:

- A professionally prepared unit
- Rent inclusive of rates, electricity, water, gas and rubbish
- Rubbish collected by zero to landfill recycling specialist
- A dedicated account manager
- Guidance to settle you into your unit
- The support of a full service Estate office
- A unit backed by an owner taking responsibility
- 24hr emergency service just in case

The Space

Whilst every unit is different, they typically will have:

- Service counter on the ground floor
- Basement with secure storage space
- Fitting rooms
- Lighting system
- Comfort cooling and heating
- Wi-Fi
- Kitchenette and cloakroom
- Vacuum cleaner
- No shared facilities



To find out more, contact:

**SLOANE
STANLEY**

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