



## **Happy Shop Goes Global!**

Welcome to the Happy Shop Global Alliance, Berlin's hottest concept store! Bringing together life's necessities and luxuries under one roof, mixing it up with our new café and members' bar and adding an awesome garden and roof terrace to soak up some rays...

Fancy something gorgeous from Simone Rocha? A Toga Archive pick-me-up? A beautiful CLUSE watch? The latest copy of your favourite magazine? A bunch of thanks-a-million flowers? A third wave coffee fix and a dose of indulgence? A hot bike to take a spin around Berlin on, or a TGIF cocktail?

**Whatever you want...**

**... we have it at the Happy Shop Global Alliance!**





**Fashion trailblazer and designer** Mischa Woeste created the Happy Shop in 2011, adding a much needed dose of **colour** and **joy** to Berlin's fashion scene. The store soon **attracted labels** which were not yet represented in Berlin, such as **Christopher Kane, Meadham Kirchhoff, The Inoue Brothers & JC de Castelbajac** to name a few!

From day one the **Happy Shop** made **waves and headlines around the world**, with thousands of shoppers and swathes of fashionistas streaming through the doors seeking out one-off pieces and desirable garments and accessories.

With **press coverage** from almost **every fashion magazine on every continent**, and inclusion within the most prestigious **city guides** including **Louis Vuitton Berlin Guide**, it seems that the world can't get enough happiness either!





Given The Happy Shop has long been a **byword for creative high-end fashion and inspiring collections**, our Global Alliance aims to take this to another level with an exciting array of international and domestic brands and products. Now you have the chance to join us in one of our eleven independent designer concessions, ranging from fixed term anchor tenants, such as **Bobby Kolade, Ron Dorff and Martina Spetlova**, to pop-up stores from **ONAR Studios, MO&Co and Matter Matters**.

But it doesn't stop there! **Casita**, our **café and members' bar** adds an extra dose of happiness to any shopping experience, so why not invite your customers to grab a fresh cold press juice, their favourite mag, and a seat on our roof terrace overlooking Berlin... Sounds ace, doesn't it? If you love it, so will they!





**Want to get a piece of the action?** Here are the details you need to know first:

- \* 11 retail cabins available in the current store plan
- \* 5-7 square metres floor space per concession
- \* 7 metre high ceilings with hydraulic display rack
- \* Wifi available
- \* Window display access
- \* Social interaction and media platform usage
- \* Additional social media & PR exposure, BFW & Press Day events
- \* CCTV security
- \* Negotiable rental periods, from 3 - 12 months
- \* Opening hours: Monday by appointment, Tuesday - Friday 11am - 7pm, Saturday 12pm - 7pm, permitted Sundays 1pm - 4pm





With **fully inclusive rental** and an address that is firmly established on the fashionista trail, not to mention in everyone's black book - even Sarah Jessica Parker - it's never been easier to open a store in central Berlin!

So, leave the day-to-day operations to us. **Everything** from contracts to cleaners, WiFi to waste, **that's our bag**, while you focus on what is important to you and your label!

We continue to receive **unprecedented interest** and enquiries in our fixed term and pop-up concessions, so to make things simple, below you will find the available options:





### Fixed and Pop-up Concession Rental Options:

- A) Independently managed and operated concession with part-time sales personnel provided by the Happy Shop Global Alliance
- B) Independently managed and operated concession with full-time sales personnel provided by the Happy Shop Global Alliance

These options allow **complete flexibility** for concessionaires in terms of management and costs. Monthly rental is fully inclusive and **charged at cost**, from as little as €22 per day! It doesn't get better than that!







For more **information** about the Happy Shop Global Alliance, check our **Instagram** and **Facebook** accounts. Our **press pack** and fab **photos** of the store can be found by visiting the following **link**:

<http://concessions.happyshop-berlin.com/>

For more information or to **make an appointment** to see the Happy Shop Global Alliance in person, **call/email** Mischa or SJ:

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