

# Eminè Mehmet

The Pop Up Phenomenon by Eminè Mehmet, FDIA

**THE CHANGING FACE OF RETAIL REQUIRES A SHIFT IN CONVENTION TO CREATE A SHOPPING EXPERIENCE THAT IS MEMORABLE AND SUSTAINABLE. ENTER.... THE POP-UP PHENOMENON.**

**POP-UP STORES ARE UNDER INCREASING PRESSURE TO BE MORE THAN JUST TEMPORARY INSTALLATIONS. WHAT DOES IT TAKE TO MAKE YOUR POP-UP STAND THE TEST OF TIME?**

## HERE ARE A FEW TIPS:

### PLAN FOR SUCCESS FROM THE BEGINNING.

Make sure the design of your Pop-Up is relevant to your location, target market and products/services. Who will put it up? Take it down? How will you get it there? What rules/regulations do you need to be aware of? Can it be successfully reused without looking shabby?

### BE FLEXIBLE AND DURABLE.

Choose a Pop-Up design that can easily change with your brand, your target market, the locations you occupy and your products.

### BE SUSTAINABLE.

Choose components that have more of a positive impact on the environment than a negative one. Think about what your Pop-Up is made from, what will happen to it at the end of its lifecycle and how durable it is.

### BE BRAND SPECIFIC.

Remember the old saying first impressions count? Does the design of your Pop-Up reflect your brand and how you want to be remembered? Be consistent in use of your logo, signage, style and colours. There's nothing worse than your consumers forgetting who you are or worse still, being confused.

### BE INFORMED.

With a world of information at our fingertips, we are the most informed generation ever to live on this Planet. Your consumers will be well versed in what they want. Be prepared to answer all sorts of tricky questions about your products. Train your team to do the same.

### BE AUTHENTIC.

If you don't love what you do, love your products or your customers, it will show. Consumers can sense if you or your team are not passionate about what you do. Don't let this affect your long term image.

For best results, engage an Interior Designer to help deliver a design reflective of your brand. Companies like Oxford Communications and Axis Sustainable Displays provide sustainable and recyclable Pop-Up packages to suit your needs and reduce your environmental impact.

**POP UP TO STAND OUT  
VISIT [LENDLEASE.COM/POPUPRETAIL](https://www.lendlease.com/popupretail)**

**POP  
UP  
RETAIL**

# Eminè Mehmet



Eminè Mehmet is an Interior Designer, GLOBAL Sustainability Ambassador, Writer and Speaker and was recently appointed National Advocate of The Foundation for National Parks & Wildlife. She is passionate about Design and Sustainability and intertwines these passions making them easily accessible to everyone, not just the experts.

She is a Green Star Accredited Professional, Fellow of the Design Institute of Australia and a past President of the Design Institute of Australia New South Wales Council.

Eminè has appeared on television programs including "Bright Ideas", Channel 10 and "Home" on the Lifestyle Channel.

Contact Eminè

Mobile: +61 411 498 008

Email: [hello@eminemehmet.com](mailto:hello@eminemehmet.com)

Website: [www.eminemehmet.com](http://www.eminemehmet.com)

Twitter: [@EmineMehmet8](https://twitter.com/EmineMehmet8)

[facebook.com/emine.mehmet/globalsustainabilityambassador](https://facebook.com/emine.mehmet/globalsustainabilityambassador)

**POP UP TO STAND OUT  
VISIT [LENDLEASE.COM/POPUPRETAIL](http://LENDLEASE.COM/POPUPRETAIL)**

**POP  
UP  
RETAIL**

# POP UP & SUSTAINABILITY



## CS SQUARE

Planet Ark have introduced a recycling hub for Toner and Fax Cartridges for all retailers.



## CS SQUARE

City West Water was in centre encouraging showerhead exchanges and conducted a 'Lunchtime Feast' Gardening workshop.



## CAIRNS CENTRAL

Coca Cola are replacing current units with more energy efficient vendors.



## ERINA FAIR

Offices implemented recycled paper for all of their printing. Centre Management shredded paper is now being recycled for use in local pet shops.



## SETTLEMENT CITY

Port Macquarie Hastings Council promoted their "Water Wise Educational program" by way of free hand outs for the kids.



## GREENSBOROUGH PLAZA AND PACKENHAM

Energy Australia was in centre promoting ways to save energy and reduce energy costs within the household.

Lend Lease are proud to be a platinum partner in The First Big Shift Design Competition to encourage innovative and sustainable design in Pop Up Retail.

Visit [www.thebigshiftdesigncomp.com](http://www.thebigshiftdesigncomp.com) for more information.

**the big shift**<sup>®</sup>  
Design Competition 2013  
Design and Innovation in Sustainability

**POP UP**  
RETAIL