



This week on NY Real Estate TV-Michael Stoler Real Estate Report Newsletter-Tenth Season of "The Stoler Report"

"Pop-Up" Stores Invade New York City & the nation"

The Toys "R" US's Times Square location has occupied a special position in the heart of New York City as one of the Big Apple's top tourist attractions. The company's international flagship store, aptly known as The World's Greatest Toy Store, boasts an astounding 110,000 square feet. On Friday, the company announced that the flagship store will remain open from 6 am on Friday, December 17 through 10 PM on Christmas Eve. For the rest of the nation, the chain announced that all other stores around the country will remain open for 88 consecutive hours beginning at 6 am on Tuesday, December 21st through 10 PM on Christmas Eve.

Thousands of individuals from around the nation will have an opportunity to shop at Toys "R" US this holiday season, many in the Toys "R" US Express stores. In September the company announced plans to operate approximately 600 Express stores in malls and shopping centers nationwide during the 2011 Christmas season, in addition to its 587 full size stores in the United States. This rollout of "pop-up" stores represented an additional 2.4 million square feet of toy selling space for the holiday season.

Last year, the company operated its first pop-up stores with nearly 90 Express locations across the country, and kept 30 of those opened last year finding after seeing positive sales and traffic numbers. The new Express locations, of approximately 4,000 square feet each, began opening in June in malls and shopping centers nationwide.

The International Council of Shopping Centers (ICSC) reported that Pop-up stores proved to be one of the most enduring trends of 2010; while seasonal stores such as Halloween retailers had previously proved the value of the segment, this year major retailers got in on the act.

PopUpInsider.com, defines a Pop Up Shop, as a temporary retail or event space used for generating sales and marketing brands; a solution to the economic challenges facing both landlords and retailers. Pop Up Insider customers are both landlords looking to generate activity in their otherwise vacant retail real estate or retailers who want to test new concepts and markets without making long term commitments in real estate. Pop-Ups are defined as a temporary tenant for one year or less and differ from the traditional lease agreement.

According to the Times Square Alliance, a total of 566,500 people per day traipse through Times Square every day, and during the holiday season the number goes up and up. This year, visitors to Times Square will have the opportunity to spend time at the History Cable channel first pop up. The 3,500 stores located in the heart of Times Square at 1501 Broadway is dedicated to the channel's series "Pawn Stars" and "American Pickers". Merchandise including Tee shirts, bobble-heads are on sale, as well as Muhammad Ali trading cards.

This year for the fifth year in a row, Procter & Gamble will offer the Charmin Restroom returned to Times Square, having a new home on 42nd Street between Broadway and Sixth Avenue. Each of the 15 bathrooms is located at 142 West 42nd Street between Broadway and Sixth Avenue.

Most people that I know love to indulge on Kellogg's Pop Tarts. In August, the company opened "Pop-Tarts World" leased a 3,200 square foot shop on the south side of 42nd Street between Sixth Avenue at 128 West 42nd Street.

Many of the nation's baby boomers will never forget the famed Lionel toy trains. This year, the company has opened five pop up locations. You can see hundreds of different trains in their location in Manhattan at 1095 Avenue of the Americas, while Lionel is also available at the Westchester Mall and Cherry Hill Hall in New Jersey.

The legendary FAO Schwarz is headquartered in the General Motors Building at 767 Fifth Avenue. Last year, Toys "R" Us acquired exclusive rights to operate the FAO Schwartz brand. This year, the well known retailer opened a total of 10 pop stores for the Christmas Holidays in some of the most well known shopping locations throughout the country. In the metropolitan region, stores opened in the Garden State Plaza in Paramus, New Jersey and The Westchester in White Plains, New York.

WIRED Magazine joined the ranks this year of new pop-up with the Wired Store, which according to its website is not just a shopping destination, it's an interactive experienced that allows you to touch, test and tinker with the most "wires" products out there. The store is located at 692 Broadway.

A number of college football and pro teams are wear Under Armour apparel. Under Armour, the performance apparel and footwear company, leaped into the holiday season with the opening of its first ever Pop-Up Store last December at 3 West 57th Street. This year, the chain returned to the Big Apple at 134 Spring Street in Soho.

Borders, the second largest retailer in the country opened twenty five pop up stores this holiday season. Lampe Berger, a French luxury home fragrance company since 1898 opened its first ever free standing Pop Up store at 941 Madison Avenue at 74th Street. Last but not least, perhaps you're in the mood for fruit or some candy, just visit Harry & David, at 155 5th Avenue at 20th and 21st Street.

Based upon preliminary sales results generated by pop up stores, expect to see the trend continue next year.