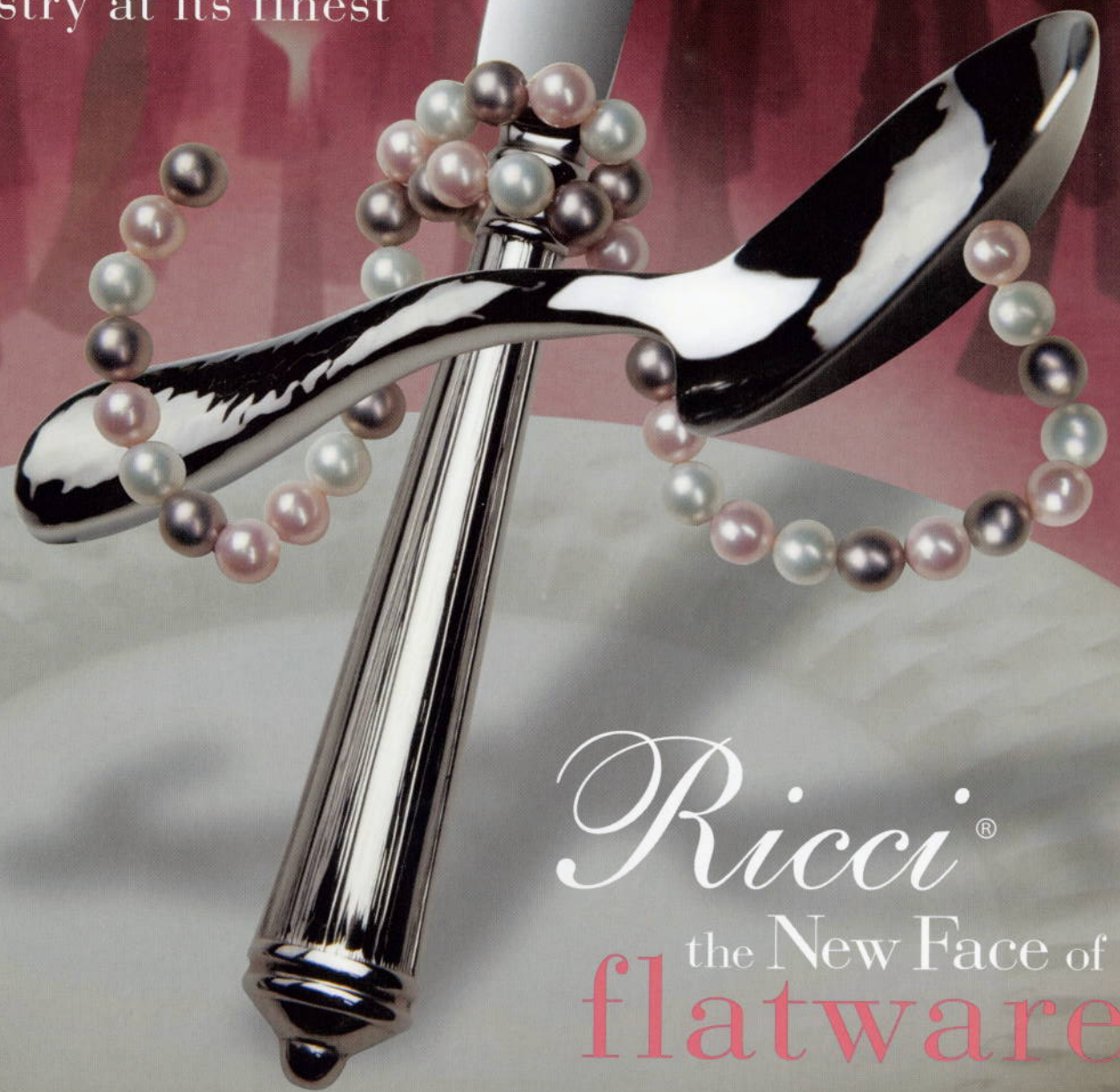


FEBRUARY/MARCH 2011

TABLEWARE THE TABLEWARE SOURCE TODAY

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artistry at its finest



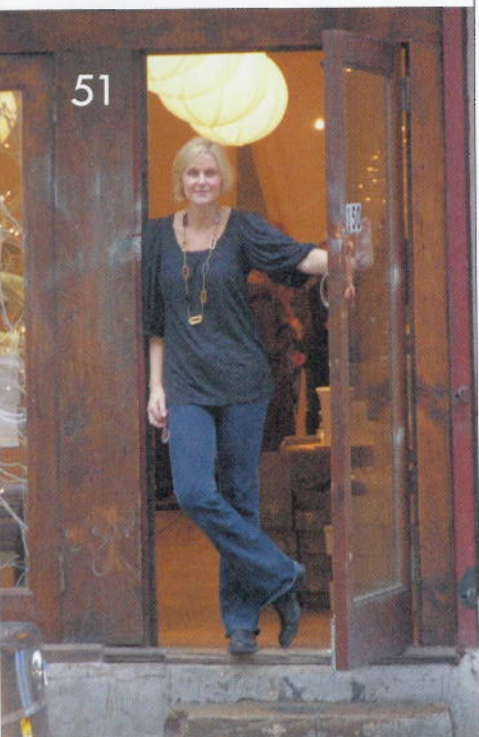
Ricci[®]
the New Face of
flatware



TABLEWARE TODAY

February/March 2011

features



29

SPOTLIGHT PATTERN - GODINGER SALT AND PEPPERS

GODINGER has earned the title 'King of Salt and Pepper' thanks to 40 years of shaking up – some would even say creating – the category. With hundreds of unique shakers, Godinger seasons the table with its crafty condiment couplings.

56

A PERFECT MATCH

MATCH's handcrafted classically styled pewter celebrates 15 years of timeless artistry, where handsome treasures marry an old-world craft with a modern day appeal. In the TABLEWARE TODAY INTERVIEW, founder David Reiss tells us why he never settles for less than the best.

66

BY DESIGN – STEVE COZZOLINO

STEVE COZZOLINO's collections for Nambé and other home furnishings businesses are birthed in a strong industrial design background. The award-winning artist marries beauty and technology to create uniquely fluid *objets d'art* that are as functional as they are sensual.

74

ADAPTATION

Longtime industry insider Jerry Nardone has parlayed 40 years of skills into a fresh, new endeavor, JMC GLOBAL, that not only brands its own flatware, but creates complementary collections to iconic dinnerware designs.

3,000 square ft. for just 2 weeks to meet new customers...



My space is rented. The community is buzzing with activity...

When did this shop open? It's cool like the online shop...

- HOME
- WHAT IS A POP-UP?
- HOW TO POP
- FIND & RENT SPACE
- BLOG
- ABOUT US
- PRESS



Where big brands shop for temporary retail...

Our Clients are property owners & brokers around the world looking to generate activity in their empty real estate by offering space as a temporary Pop-Up.

Potential Tenants use our website for free to find spaces to test new markets or product concepts.



Owners/Landlords
Advertise and find a short term tenant who may become long term.



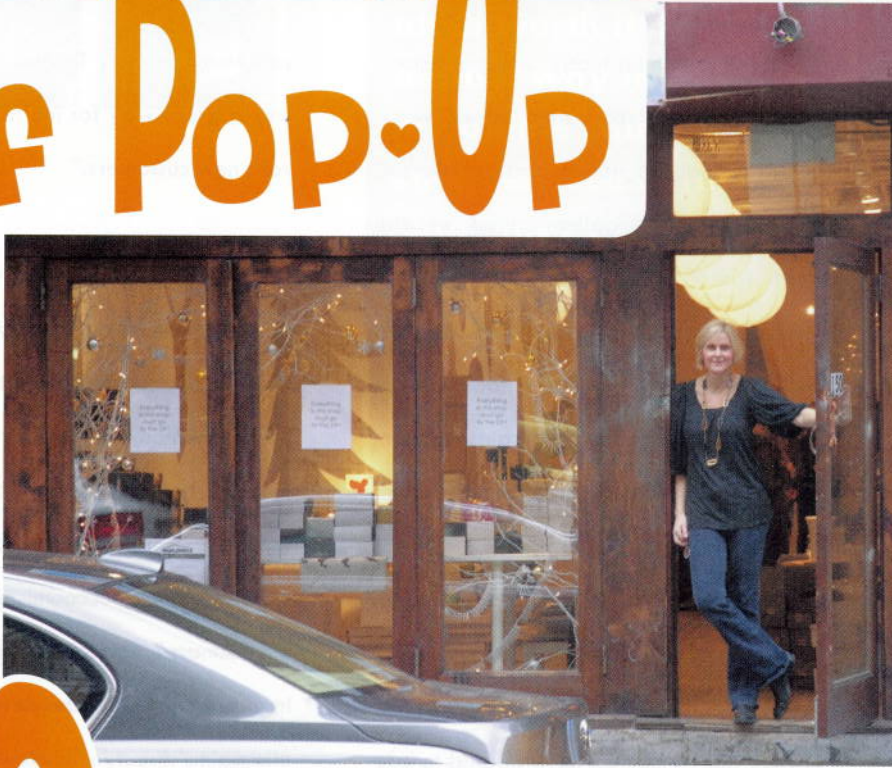
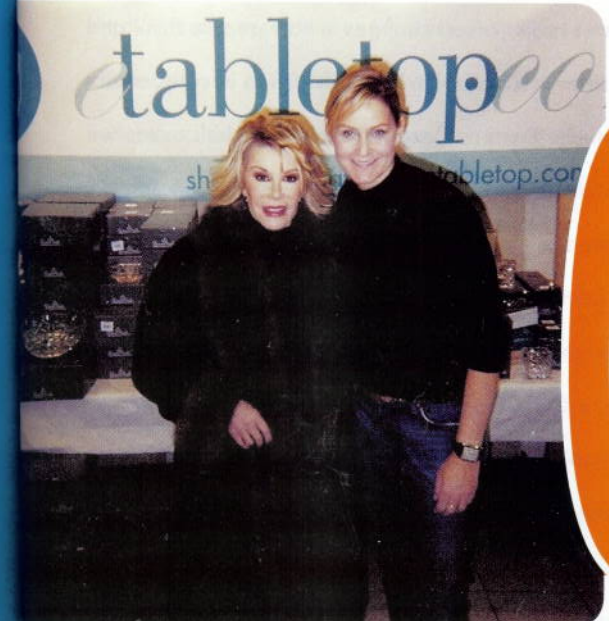
Retailers & Curators
Find temporary space to test your concept.



Film/Movie Production
Find unusual locations to shoot your next project.

Queen of Pop-Up

Christina Norsig, shown with Joan Rivers below and at right at one of her pop-up shops in SoHo, is an industry veteran who's helped advance the pop-up shop movement creating excitement not just in tabletop but other home furnishings categories as well.



C

CHRISTINA NORSIG SEEMS TO HAVE A BOTTOMLESS RESERVE of energy. In addition to running eTableTop.com, one of the industry's finest e-tailers, and raising two young children, she now has her sights on spearheading the pop-up shop phenom which matches retailers looking for temporary space to landlords seeking short-term tenants to generate interest in vacant spaces.

www.popupinsider.com

By Amy Stavis



PopUpInsider.com founder Christina Norsig transformed this pop-up space in SoHo into a winter wonderland for her online business eTableTop.com. The narrow space was filled with garbage, exposed wires, and was home to families of rodents; Norsig turned around the space in four days. "It was a logistical feat," she chuckles.



Norsig serendipitously helped establish the pop-up movement seven years ago. The industry native had just started eTableTop.com, a gallery-styled website which fused Norsig's retail savvy — she worked for years at Brielle Galleries, the once venerable New Jersey tabletop retailer — and marketing and sales acumen, developed when she worked at Rosenthal. Norsig was eager to capitalize on all of her skills to move close-out merchandise. "It was more efficient for me to have an online business model," she says, "but I've always felt connected to retail and to customers and there are benefits to investing in a physical retail location during the busy Christmas season."

So for a two-week period in the winter of 2003, Norsig opened a pop-up shop in New York's theater district, an extension of her online store. "There were just a handful of retailers doing this at the time," Norsig

says, most notably Target. "For me it was the right model at the right time. It was a great way for me to meet existing eTableTop.com customers and cultivate new customers."

THE SELLING FORTNIGHT WAS SO SUCCESSFUL, Norsig opened several other pop-up shops over the next few years. Then, as the recession shuttered more and more stores, Norsig and her real estate developer husband, Eric Michael Anton, thought because pop-up shops worked so well for eTableTop.com, it'd be a good idea to play matchmaker between folks looking to open temporary shops and landlords looking to fill vacant space, even if just for the short-term. "Our economic times have forced changes in how people think and do business," says Anton, responsible for more than \$4 billion in sales at the high profile Manhattan developer Eastern Consolidated where he's executive managing director. "In New York City alone, over 10% of retail is empty."

The changing way people buy goods, according to Norsig and Anton, made it an easy decision to launch PopUpInsider.com, which not only marries empty real estate with the right retailer, but potentially employ thousands of temp workers. According to Challenger, Gray & Christmas, a global outplacement agency, more than 500,000 temporary retail workers were hired in 2009 for the holiday season. "When a vacant store is occupied, surrounding businesses reap the rewards of foot traffic," Norsig says. "Retail is a social experience and people like to see lights in a store and see the



Can't Find a Shop?

Our Concierge Service can help you find the temporary space that fits your criteria. If you would like our expertise in finding and negotiating your temporary real estate we offer a full service consultancy. Some of the services that are offered include locating specific spaces in desired areas as well as social networking channels to promote your venture. If you are interested, contact sales@popupinsider.com.

New York City Listings



Potential Pop-Up Space
2408 Broadway
New York, NY



Potential Pop-Up Space
55 Broadway
Downtown, NY



Potential Pop-Up Space
180 East 66th Street, NYC
New York, NY



Potential Pop-Up Space 164
Ludlow Street
New York, NY



Potential Pop-Up Space
323 West Broadway, SoHo
New York, NY



Potential Pop-Up Space
312 Spring Street
West SoHo, NY



Potential Pop-Up Space
333 West 34th St
New York, NYC



Potential Pop-Up Space
288 West Street, NYC
New York, NY



activity. Increased traffic feeds all businesses.”

The idea of pop-ups isn't all that revolutionary. For years, Halloween costume shops have occupied vacant space in strip malls for a few months every fall. According to the global research firm IBISWorld, the number of Halloween stores this year jumped 15% to more than 15,000 stores nationwide. Halloween stores though are not the only type of pop-ups sprouting up these days. Because of the huge number of retail vacancies, a growing number of landlords are receptive to offering short-term leases. (Commercial real estate vacancies are at 12.6%, up from 10.4%, and is expected to rise to 12.8%.) For stores, it's a great way to test consumer interest in products, anything from holiday fare to new product lines from established retailers in what's typically a two-to-eight week period. "Retailers have been burned," says Mike Tesler, retail analyst at Retail Concepts, the Massachusetts-based retail marketing and consulting firm, "and are being more conservative, testing things out instead of renting more."

Which opens the door to folks like Norsig and Anton whose PopUpInsider.com is the first national online exchange for tenants looking for temporary space and owners advertising their vacant real estate to create functional, temporary retail shops in a matter of weeks. Norsig says pop-ups round out

PopUpInsider.com

matches retailers and landlords for brief, but beneficial periods. Norsig has successfully operated her own pop-up shops throughout New York City, spaces as small as 1,500 square feet to as large as 6,000. "It's always a major undertaking," says Norsig, "but it's often worth it. It's also a great way to drive my online sales. When shoppers see a 'real' store, they're more inclined to make a purchase online."

the retail trifecta of how people shop today. She dubs it "bricks, clicks, and quicks" – quicks referring to temporary pop-up retailers, the latest vehicle in how consumers purchase products. A 20-year follower of the zeitgeist, Norsig has a solid résumé – FIT, Brielle Galleries, Chlewich, Rosenthal – that bridges fashion, marketing, products, and retail, with a tenacious work ethic and a strong sense of follow through. "Everything's connected. We don't work in bubbles," she suggests. "We're all one big network and I've built a solid database by being helpful."

The history of pop-ups can be traced to 2003 when Target opened a small store in Rockefeller Center to launch an Isaac Mizrahi line. Since then merchants like Toys 'R' Us – which opened 600 express stores this year to propel sales – and Borders – which downsized its permanent locations in favor of temporary sites during the holidays – have jumped on the bandwagon. It's important to choose the right size and location, says Norsig, to minimize mistakes and not hemorrhage money.

That's why Norsig traded her expertise in tabletop, retail, and e-commerce and her husband's real estate know-how to launch PopUpInsider.com last February. "Through the spaces I've opened the last seven years," she says, "I've learned a great deal about temporary leasing, what works for retailers, how to elevate brand image, and how to fill a space quickly." Landlords across the country pay a small fee to advertise vacant properties on PopUpInsider.com and retailers/vendors contact the site if there's a space that's attractive. "You have to be smart when you lease temporary space, and we know how to put the two forces (landlord and retailer) together," Norsig says. "With a 13% national retail vacancy and so much unemployment, PopUpInsider is a great vehicle to not only fill empty retail space but bring jobs to people who need them." According to Jeffrey Roseman, an executive V.P. of Newmark Knight Frank Retail, the per-square-foot prices for pop-ups are comparable to long-term leases. "It's a month's rent for what it would rent for on a long-term basis," he says. "It's generally not a discount for the month." That's an important consideration to folks who feel that pop-ups cannibalize business from merchants who pay year-round rent.

The erstwhile merchant understands that an onslaught of pop-ups is not the objective. "That's not my goal at all," she says. "Pop-ups have to be used smartly and not compete with existing retailers." But there are trade-offs, she allows; every new retail development over the last century has impinged on

the success of the existing model. "This is simply another tool," Norsig says. "It's not the complete answer. Right now we're laying the foundation of a new industry. It's in its infancy with a lot of things to be worked out, but I feel this is a method of retailing that will last."

Whether or not the surge of pop-ups these last few years is a reaction to the recession remains to be seen, but for the time being pop-ups have stamina and fans. This holiday season saw the pop-up phenomenon at its most fertile, the perfect elixir for an ailing economy. Dana Telsey, CEO of the Telsey Advisory Group, a research and consulting firm that tracks retail and consumer trends, maintains that pop-ups are here to stay. "Retailers are more confident that they can get good results in a pop-up store, developers have more vacancies they need to fill, and consumers are beginning to shop again," Telsey proffers.

MOST ANALYSTS RECOGNIZE THAT pop-ups offer companies a number of benefits: they get the word out about a brand; they're good ways to unload inventory; they can test new regional markets and new customers; and they vet new business ideas or collections. "It's just a fresh approach to retail and real estate," Norsig concludes. "It's an interesting phenomenon to be on the ground floor of. It seems to be win/win for all involved and I love win/win situations." □