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## **FIRST STORE FOR SUBSCRIPTION GIFT BOXES IN U.S. TO POP-UP IN CHICAGO**

*Pop Box will open its retail shop in Lincoln Park in late October*

**CHICAGO (September 28, 2017)** – New retail concept Pop Box will open its first retail store in Chicago in late October, just in time to kick-off the 2017 holiday shopping season. The store will be located at 1024 W. Armitage Avenue in Lincoln Park.

Part showroom, part discovery experience, Pop Box is where shoppers come to discover new and innovative online brands. Pop Box is a permanent pop up shop that showcases specially curated products and brands normally found only online. Every few months, Pop Box will change themes to showcase unique brands in a vibrant boutique space.

From late October through December 24, 2017, Pop Box will showcase subscription boxes for its first installation. This is the first and only place in the U.S. that will feature subscription boxes, usually only found online, in one store where shoppers can see the contents of a box before they buy.

“Pop Box is a solution for how people want to shop in today’s new retail reality,” said Anne-Marie Kovacs, Co-Founder of Pop Box. “When we first started Pop Box, we knew we needed to shake up the traditional shopping experience. This innovative retail concept will engage the shopper in a new way and will fully immerse them in the brand experience.”

### **One-stop shop for holiday gifts**

Meal delivery service for the newlyweds? Check. A dog lover’s box for your sister? Check. A fitness box for your gym obsessed friend? Check. Shoppers will be able to discover exciting new brands and check off every person on their list in one place this holiday season. Normally only found online, sample subscription boxes will be available for shoppers to see in person the quality of the product. Pop Box will also be hosting a series of engaging in-store events, workshops and demos with the brands to make the shopping experience more exciting for the shopper.

“Pop Box closes the gap between clicks and bricks by providing turnkey, physical space. Brands will be able to make their products come to life for new customers to see, touch and try,” continued Anne-Marie.

## **A few participating brands**

*Cooper & Kid.* A Cooper & Kid box is full of cool projects for Dads to do with their kids (ages 5 and up) delivered every 3 months.

*GrandBox.* GrandBox calls Chicago home and is the original subscription gift box for Grandma and Grandpa or any other special senior in your life. Every box is filled with unique gifts and personal touches to show them how much they are loved.

*Home Chef.* Chicago-based Home Chef is a meal-delivery service that provides everything you need to bring more delicious meals and moments to the table, no matter how busy you are.

*Moustache Coffee Club.* Moustache Coffee Club is a coffee curation club that sends single-origin, in-season, ethically sourced coffee beans. Beans are roasted to perfection and shipped on that same day to members all over the world. Their mission is to turn coffee brewed at home into an art form.

*Mystery Tackle Box.* The world's first and largest tackle discovery platform. Happy fishing.

*PupJoy.* PupJoy, also based in Chicago, conveniently delivers tailored, artisan dog goods directly to your door, bringing you the highest quality, natural and organic products. Plus, a portion of every order is donated to help shelter animals find loving homes.

*The RunnerBox.* The RunnerBox is on a mission to introduce athletes to the best products available to motivate and support active lifestyles.

Additional subscription boxes will be announced ahead of the opening.

### **For more information on Pop Box, visit:**

Website: <http://shoppopbox.com/>

Twitter: @ShopPopBox

Facebook: <https://www.facebook.com/ShopPopBox/>

Instagram: <https://www.instagram.com/shoppopbox/>

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