

FEMME FATALE DC

h st ne pop up store

about

Femme Fatale DC is The District's ladies-only fashion, art, beauty, and wellness collective & platform founded & directed by Yasmin Radbod.

The Pop Up Store is the first of its kind in DC. Currently, there are ten available plots to rent to local, womyn-owned small businesses that must be filled by April 12, 2017.

The store is located in the old Salvation Army building at 1371 H St NE, and is 2500 sq ft. Store hours will be Th & Fri 3pm to 8pm, Sat & Sun 12pm to 8pm, May 4 through July 30, 2017.

goal

- To act as a platform and incubator for start ups and designers to gain exposure of their collections to local buyers, build their networks and target, marketable audience, boost sales & host/participate in events.
- To make projections into the future for an FFDC permanent store.
- To provide start ups with data of their performance throughout the three months of retail experience.
- To act as a stepping stone for start ups from a vendor at events to an actual retailer.

mission

To create a womyn-driven economy: more successful, local womyn-owned businesses that can move into retail because the local community of womyn creatives and entrepreneurs support one another by putting \$\$\$ in each other's pockets, supporting one another's businesses, to grow and develop together into the future. We believe the collective is how we all succeed.

requirements

- DMV local business that is licensed to conduct business in DC.
- Business owner must be 21+.
- Womyn (female) owned business.
- Easy access to transportation to come to store.
- Available to restock inventory once a week.
- Able to afford rent.
- Eager to be a part of such an exciting and new concept, as part of Femme Fatale DC. Businesses must believe in the mission and goals of Femme Fatale DC and make sure all are aligned with their own businesses' beliefs, goals, and mission.
- Businesses must be prepared to design and pay for their retail display that fits the size of plot purchased, and be willing to work together to create a cohesive look and vibe.
- Business owner must understand, support, and participate in the collective experience that FFDC is, and be flexible.

nitty gritty

Due 4/10/17 along with application:

1. nonrefundable application fee of \$20.

Due 4/17/17 along with signed contract:

1. Security Deposit of \$300, to be returned upon good standing, at the end of July.
2. One month's rent.

Rent/plot size options available: .

10x10 space: \$700/m, \$2100 total for 3 months

5x10 space: \$500/m, \$1500 total for 3 months

Space is available on a first come, first served basis. FFDC chooses location of each business in the store, according to the plot size chosen by each business. The store is a retail store. You are in charge of creating a unique but cohesive display of your products for sale in your designated space.

You are not manning a booth, although you are highly encouraged to be in the store at least during weekend hours, if not more. FFDC staff will run the store.

benefits of joining

- affordable retail space in excellent location in DC
- opportunity to test viability of start ups in a retail store for a three month experience
- under umbrella of femme fatale dc's brand and large audience of over 3000 ladies in DC
- utilities and wifi included in rent
- free interior design consultation
- no need to "man a booth," store staff present
- free access to throw one event during three month pop up, with free promotion by femme fatale dc
- exposure to new audiences and opportunity to build network

and more!!

timeline

- 4/10/17: deadline to submit application via email, with nonrefundable \$20 application fee via PayPal.
- Status of application will be sent via email. Businesses chosen will receive a follow up & invitation to official store meeting on 4/12, including a request for first payment and signature of contract, both due 4/17.
- 4/12/17: businesses chosen will attend the official store meeting with Yasmin Radbod on 4/12 in the evening, contracts must be signed by 4/17.
- 4/17/17: first month's rent and security deposit due, along with signed contract. Failure to submit funds and contract is considered forfeit of designated plot in store.

...timeline continued

- 4/17/17: businesses begin setting up interior design of the space.
- 5/2/17: interior design of space finished and ready for launch.
- 5/4/17: launch event.
- 7/30/17: finale event.

design & vision

FFDC has a team of designers who will assist businesses in creating a cohesive, bohemian chic themed, engaging experience of their products in their designated plot. The color scheme of this document reflects that of the store. Gold, pink, white, peach and neutrals with space for classy pops of color!

E-mail ffdc.llc@gmail.com
for the application.
Must submit by 4/10/17.