

# DUKES LANE

BRIGHTON



POP UP BROCHURE  
SEPTEMBER 2024



## INTRODUCING

# DUKES LANE

**Welcome to Dukes Lane – a hidden gem in the heart of Brighton for those in the know to shop, eat and simply be.**

Home to a vibrant community of business owners, Dukes Lane is an eclectic collection of 21 units housed along a winding courtyard. This unique retail destination offers a warm welcome to Brightonians and day-trippers alike in search of something different.

Dukes Lane now features available space and opportunity for local businesses and creatives to pop up and establish themselves within the city.

## POP-UPS

# WHAT WE LOOK FOR

We're inviting national and independent brands to open their doors alongside some of the UK's well-known retailers.

Investing in a pop-up can provide you with an innovative way of showcasing limited or exclusive products; both of these have a great appeal for consumers, resulting in a positive sales impact and greater brand awareness.

Whether you're a big name in fashion, a sustainable homeware designer or a beloved local maker, we have a range of pop-up boutiques available depending on your requirements.

## WHAT DO WE LOOK FOR?

- Professional and clear brand aesthetic and assets
- High-quality products or services. Sustainable and ethical businesses are a bonus
- Curated and 'premium' design plan and visual merchandising that offers a positive customer journey
- Social media presence/following and PR/advertising strategy.

WE PROVIDE THE OPPORTUNITY FOR BRANDS TO SHOWCASE NEW IDEAS



BE PART OF THE

# POP UP COMMUNITY

We've supported many in the past who have gone on to become big names, or joined the Lane on a permanent basis. There is space for all to find a new home.

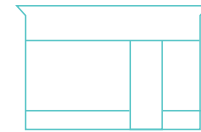
Dukes Lane has a variety of distinct pop up venues to cater for different industries – Beauty & Wellbeing, Art & Culture and Fashion & Lifestyle.

**DUKES LANE WELCOMES  
YOU TO JOIN A RETAIL  
HAVEN WITH A DIFFERENCE**

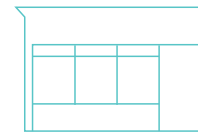
POP UP<sup>3-4</sup>



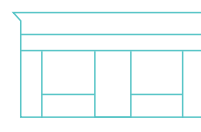
POP UP<sup>5</sup>

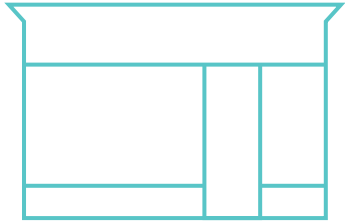


POP UP<sup>7</sup>



POP UP<sup>25</sup>





# POP UP<sup>5</sup>

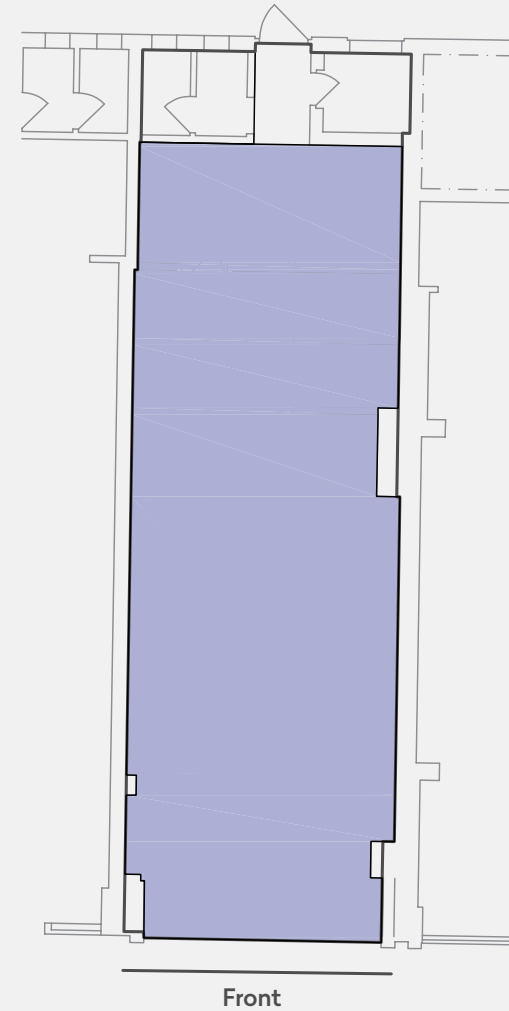


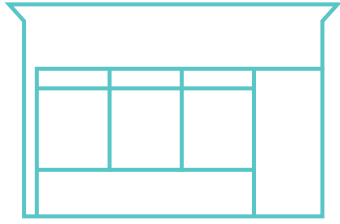
Unit includes fitting rooms and fitted shelving.

## UNIT AREA

	SQ FT	SQ M
Ground	702 <small>(with storage)</small>	65.2

## GROUND FLOOR





# POP UP<sup>7</sup>

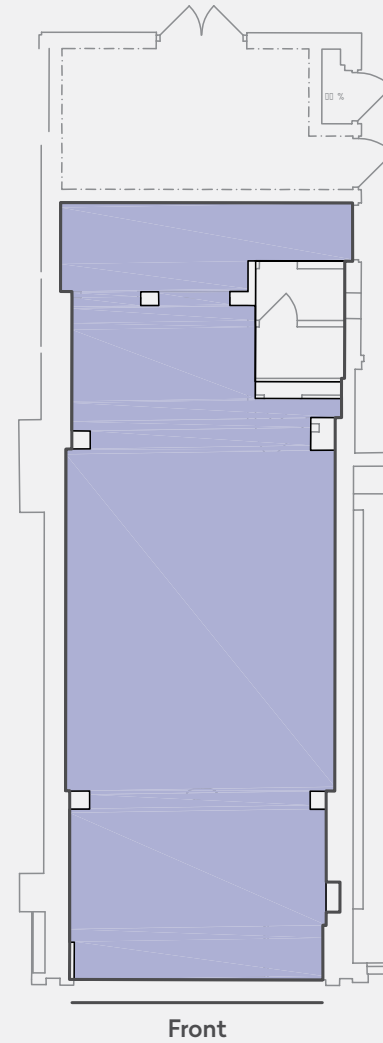


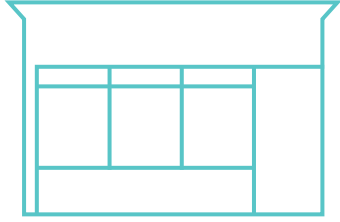
Unit includes built-in shelving, central display table and a till point.

## UNIT AREA

	SQ FT	SQ M
Ground	575	53.4

## GROUND FLOOR



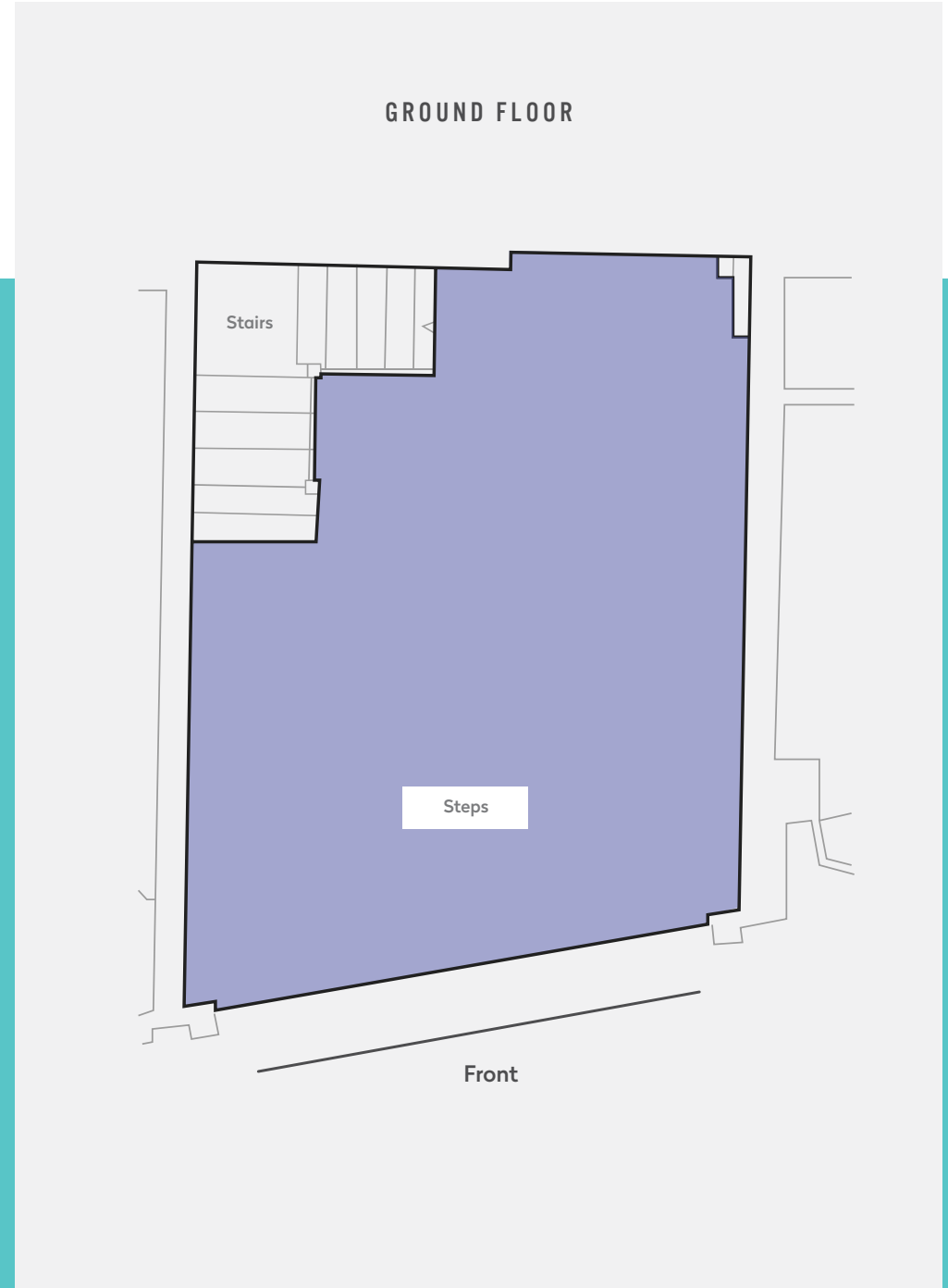


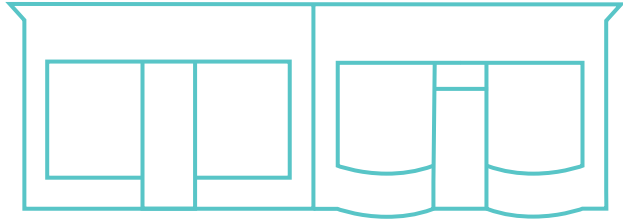
# POP UP<sup>25</sup>



## UNIT AREA

	SQ FT	SQ M
Ground	285	26.5





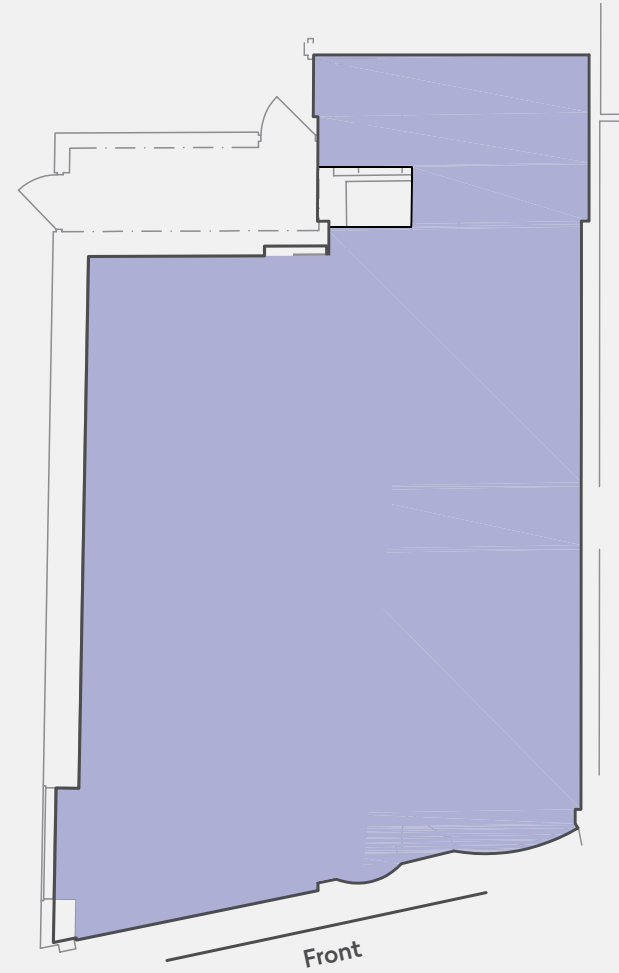
# POP UP<sup>3-4</sup>



## UNIT AREA

	SQ FT	SQ M
Ground	1,153	107.1

## GROUND FLOOR







# SEE WHAT OUR POP UPS HAVE TO SAY





“The team at Dukes Lane have been completely amazing. They are so incredibly supportive of *They Made This* and of all the local independent businesses they are nurturing in the area. “

Aine Donovan (They Made This)



“I genuinely love meeting the lovely people that come into store. I’ve been so lucky to have met the most gorgeous people since opening the store in July.”

Emily Event (Zola Amour)



“Thank you so much for all your support! We loved having the opportunity to expand *The Pop-Up Club* to Brighton and definitely want to come back this year!”

Tillie Peel, The Pop-Up Club

RATES UPON REQUEST

FOR MORE INFORMATION

---

# CONTACT

POP UPS

---

## DS.EMOTION

**DS.Emotion**

popup@dsemotion.com  
+44 (0)203 488 0499

LONG TERM LEASES

---

**green&partners**

**Nicole de Blaquiere**

020 7659 4825  
nicole.deblaquiere@greenpartners.co.uk