

Appear Here's Give & Receive concept opens in Seven Dials

By [Barbara Santamaria](#) - 7 December 2018

Appear Here has opened a fashion and lifestyle pop-up store showcasing a selection of emerging independent designers in London's Seven Dials.



Marina London

Curated by Marina Guergova, the owner of lifestyle store Basics Store and her namesake silk basics brand Marina London, the Give & Receive store at 40 Earlham Street features 40 brands alongside festive food, drinks and creative workshops.

Sustainable fashion designs from The Acey, chemical-free candles from EYM, vintage Beber rugs from Francesca Gentilli and organic hair and beauty products from Glasshouse Salon are presented in a space designed to feel like a Christmas 'market'

~~designed to look like a Christmas market.~~

Founders and makers will be on site to help customers with their purchases, while an interactive display platform built by Fred Rigby will greet visitors. The store has also a basement workshop space offering a series of experiences hosted by the makers.

"This crafted concept store will offer Christmas shoppers in Seven Dials a distinctive experience in December. Give & Receive brings current and relevant independent brands into Seven Dials, joining the collection of nichè and unique retailers, in London's West End. The handmade gifts and workshop space will further enrich the community at Seven Dials," commented Addy Williams, senior retail portfolio manager at Shaftesbury.

Ross Bailey, founder and CEO of Appear Here, added: "We thought it was time to raise the bar for Christmas shopping and bring together some of our favourite brands in the heart of London. At Appear Here, we believe in creating better experiences in our cities for people to enjoy – Give & Receive will be the perfect culmination of this. We're constantly inspired by the people in our community and we love what Marina has done through The Basics Store, which has appeared four times with us in London. So it made perfect sense for us to partner with her to curate this space."

By [Barbara Santamaria](#)

Copyright © 2018 FashionNetwork.com All rights reserved.