



## News Release

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For immediate release

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### **Downtown Mobile's First Pop Up Store Opens This Week**

(Mobile, Alabama) A national retail trend that has been gaining in popularity has landed in Downtown Mobile for the holiday shopping season. Lyonstate, downtown's first pop up store, will be opening at 101 Dauphin Street Friday, November 9<sup>th</sup> for ArtWalk, and will remain open through the end of the year. Lyonstate will also be participating in the Thursday evening *Shop by Moonlight* promotion currently underway in Downtown Mobile.

(See the attached sheet for more information about Lyonstate.)

Pop up stores fill vacant storefronts for a month or two, creating more shopping options and greater vibrancy in the downtown area. "Lyonstate is the perfect compliment to the current list of retailers in Downtown Mobile, since it fills a contemporary, upscale menswear niche," according to Fred Rendfrey, Director of Economic Development for the Downtown Mobile Alliance. "And more shops should bring more customers for the existing merchants and restaurants throughout the holiday season," he adds.

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**FOR IMMEDIATE RELEASE:  
ALABAMA-BASED ONLINE RETAILER, LYONSTATE.COM,  
OPENS DOWNTOWN MOBILE'S FIRST POP-UP SHOP**

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## LYONSTATE



Lyonstate.com, an Alabama-based online men's retailer that launched in the spring of 2011, was started with the proper southern gentleman of yesterday in mind: a time when clothes were purposefully designed. Owner, Reba Cunningham's point of view is influenced by her childhood in the Mobile area as well as her experience as the wholesale manager of clothing brand A.P.C. in New York. The shop blends traditional and modern sentiments and provides an assortment of men's clothing, accessories and gifts that share a rustic yet simple aesthetic.

Lyonstate is opening its first physical shop, in the form of a Pop-Up shop at 111 Dauphin Street in downtown Mobile this holiday season. The shop opens this Friday, November 9th for Art-Walk and will feature art works by Colleen Terrell Comer, Elizabeth Elliott and Zach Sierke, along with its well edited selection of menswear from designers such as Billy Reid and Makr Carry Goods.

"Many of the brands we carry are committed to making their products in the USA and celebrate hand-crafted manufacturing techniques that bring a sense of history to each item."

Cunningham enlisted the help of her husband, Jason Miller, to help with the plans for opening of the shop. Miller, who worked for New Water Street Corp. when the couple lived in New York City is familiar with the effort to bring retail business to downtowns as a revitalization effort. The couple worked closely with the Downtown Alliance to find an available space with a flexible landlord for the temporary shop.

"When we spoke to Fred Rendfrey at Downtown Alliance about the idea, he was familiar with the concept and actively looking to implement something similar in Mobile; so it all came together quickly."

Pop-Up Shops have been successful ventures in other cities but this will be the first time one has opened in downtown Mobile. They are a good way for small businesses to test the local market, as well as a good way to fill vacant spaces and keep downtowns thriving.

"Our hope is that people will come out and support us and shop locally this holiday season, so that it might be a successful model for other small businesses to follow and keep downtown Mobile evolving."

Lyonstate will open Friday November 9th for Art-Walk and remain open through December 31st, 11am – 6pm. They will also be open late on Thursday evenings as part of Downtown's, Moonlight Shopping Event. The shop is the perfect place to find a unique gift for men this holiday season.