



MEDIA RELEASE

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POP Canberra launches new social shopping marketplace to change the face of 'shop local' across Australia – breaks Top 100!

POP Canberra, Canberra's fun, lively retail playground which is home base for over 250 Canberra region makers, has just launched a new social shopping marketplace app which will completely change the face of shopping locally across Australia. In the first few weeks from launch, the *POP-shop local* app has already broken the Top 100 and is today number 81 on the App Store.

"We always wanted to reduce the barriers to shopping local for as many Australians as possible. We've done that in Canberra with our Braddon store, and our new social shopping marketplace app will make finding and accessing local creators, makers and their wares even easier for shoppers all over Australia" said Gabe Trew, the young, creative and visionary Founder of POP Canberra.

"The app is everything that customers have come to know and love most about POP – our sense of fun and vibrancy, supporting local makers, creators and artists, connecting with real people and their stories – and beyond that, helping to provide local creators with a livelihood beyond their regular nine to five jobs.

"It's really taken off. Since we went live three weeks ago we've had over 5000 downloads, and more importantly over 1000 sales already. It's yet another way we can support local creators," Gabe continued.

The POP-shop local app is social selling app that connect passionate shoppers with awesome local brands. It celebrates shopping local from all over Australia by connecting users with makers in a social selling environment. With fun branding, the app includes a live video feed, inbox messaging and content to engage buyers – it does so by showing users all of the things they can purchase that are made locally to them – wherever they are. And those makers don't have to be part of POP to sell on the app. Starting life as a mobile app, the experience will be fully web enabled by Christmas 2023.

Gabe explains that one of the best parts about the app is that POP takes as little commission as possible.

“All makers and creators featured on the app walk away with 85% from every sale, with no hidden costs or fees.

“Think of us like the dating app of local shopping – we’re connecting the buyers directly with local creators and vice versa. Plus, it’s actually pretty fun to use,” Gabe concluded.

The new POP- shop local app is available now and can be downloaded now for free via the App Store or Google Play. You can also download here <http://popapp.au/download>
For more information on POP Canberra visit www.popcanberra.com.au

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MEDIA BACKGROUNDER

About POP Canberra

POP Canberra is a fun, lively retail playground which is home base for many Canberra region makers. What started out with a list of 40 creatives, has in five years grown to over six times the size.

POP Canberra provides one door to over 250 local makers –it’s a portal into a local shopping experience celebrating local, handmade, artisan products exclusively to those made in the Canberra region (up to 100km from Canberra)

Everything within POP Canberra is dreamt up, designed and made by someone in Canberra.

Gabe Trew is the young, creative visionary Founder and curates and creates fun ways to shop local and support a big community of makers. He is the creator of the “Popiverse.”

POP Canberra is the only place to find such a large range of genuine Canberra region designers, makers and creators in a retail environment all under one roof.

POP live and breathe the shop-local ethos. Now is the post-pandemic rebirth of shop local.

Canberra punches above its weight when it comes to makers, creators and artists, and our community supports them better than anyone. Celebrate Canberra and celebrate its makers is at the heart of everything POP Canberra does.

POP Canberra embraces variety:

- Has 2500 types of earrings, but they’re not a jeweler.
- Has 45 wineries and distilleries, but they’re not a bottle shop.
- Has 160 artists and illustrators, but they’re not a gallery.

With over 10,000 individual products on offer, and a little bit of everything, it’s a real, fun shopping experience.

For more information visit www.popcanberra.com.au