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POP UP

The

Sun

SHOP



PRESS RELEASE

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<https://www.facebook.com/SetUpPopUpTheSunShop/timeline>

POP UP SHOP- POP UP THE SUN IN BRUSSELS

A unique Pop Up Shop named "Pop Up the Sun" will begin a pilot activity during the course of Fashion Show "Greek Fashion and Design meets Belgium" in Brussels on the 9th of December 2015, organized by the non-profit organization A Discovering Network (ADN). www.greekfashion.adiscoveringnetwork.eu

The creators behind this "Pop Up the Sun" are two Greeks, Thisvi Ekmetzoglou Newson, living in Brussels, and Fofi Nicolaides, living in the Netherlands. With the "Pop Up the Sun" they aim to present exclusively handmade products with targeted Greek identity and to enable both young and renowned multiple awarded Greek designers to present their creations outside the borders of Greece. All the selected Greek accessories, Jewellery, silk handcrafted scarves, wooden eyewear, bags and Product Design/ Home Decor items at the Pop Up Shop are unique with many Exclusively Limited Editions Lines, made from natural materials, preserved traditional handicraft methods combined with an exceptional originality, quality and outstanding exclusive design.

At the Pop Up Shop the guests of the event will have the chance to meet up close the creative and talented designers, interact, converse with them, have an immediate feeling with all the selected products and get to know the value of the Greek Brand name of today's design and fashion.

The Pop up will be in Brussels and Antwerp in different locations during the month of December.

For the locations and journeys please follow at

<https://www.facebook.com/SetUpPopUpTheSunShop/timeline>

Meet the Pop Up Shop 18 Designers:

Yiota Vogli | Elena Zournatzi-Grecian Chic | SOPHIA enjoy thinking | Vagy Mariolou | Tagari Project-Natasa Macrymichalou | Katerina Ioannidis | Ilias Marcolefis | It's All Greek on Me | Ploos Design | Cleo Gkatzeli | 3rd Floor Jewels | 157-173 Designers | Zoi Kompitsi | Salty Bags | Polina Sapouna-Ellis | Zyllo | Ancient Kallos | Matalou at Home