The Great Brand Exchange Rebrands as IND!E Pop Up and Introduces IND!E Collection: A New Chapter for Independent Brands

Wednesday 3 July, 2024

The Great Brand Exchange (GBX) is excited to announce its rebrand as Indie Pop Up, marking a significant evolution in our mission to support and elevate SME challenger brands. Alongside this rebrand, we are proud to introduce Indie Collection, a new ecommerce site set to launch later this year, showcasing the best indie brands from around the globe.

Vision Statement:

To be the global leader in creating opportunities for SME brands in retail, enabling brand owners to live their dreams and build businesses that align with their passions.

Mission Statement:

At IND!E, our mission is to empower and elevate emerging lifestyle brands by providing a curated platform that bridges the gap between SME brands, retailers, and consumers worldwide. With a network of over 14,500 brands, we are dedicated to fostering innovation, authenticity, and sustainability in retail, ensuring that every brand we showcase not only meets our high standards but also tells a compelling story that resonates with modern consumers. Through strategic partnerships and a relentless commitment to excellence, we strive to create a thriving ecosystem where small businesses can flourish and reach their full potential, which is particularly important today as the retail landscape rapidly evolves with the advent of digital transformation, shifting consumer preferences, and heightened awareness around environmental and social responsibility. This dynamic environment necessitates that businesses remain agile, innovative, and deeply connected with their audience.

Our Vision and Mission:

IND!E Pop Up continues to build on GBX's legacy, focusing on creating dynamic in-store pop-up experiences with major retailers like John Lewis and Morleys Stores. We are also thrilled to announce our upcoming collaborations with Dobbies Garden Centres, further expanding our reach and impact.

IND!E Collection: Launching later this year, our new ecommerce site will offer a curated selection of top independent brands from around the world, providing a broader platform for indie creators to reach enthusiastic customers.

Our Commitment to SME Brands:

- **Market Leaders:** As market leaders in supporting SME challenger brands, we provide unmatched opportunities for indie brands to thrive in retail.

- **In-Store Pop-Ups:** We create amazing in-store pop-up events, allowing indie brands to connect with customers in dynamic retail environments.

- **Unique Events and Shop-in-Shop Concepts:** IND!E also creates unique events and bespoke shop-in-shop trading concepts with major retailers.

- **Learning and Resource Hub:** Our hub offers support from industry-leading experts, helping small brands grow and succeed in the competitive retail market.

- **Trade Show Partnerships:** IND!E has integrated partnerships with some of the UK's most prestigious trade shows such as Speciality Fine Food Fair and Top Drawer.

Quote from the CEO:

Media:

Related Sectors:

Business & Finance :: Retail & Fashion ::

Related Keywords:

The Great Brand Exchange :: IND!E Pop Up :: IND!E Collection :: Independent Brands :: SME Challenger Brands :: E-Commerce Platform :: Curated Retail Experiences ::

Scan Me:

"Having been immersed in the SME challenger brand community for the past ten years, this rebrand marks a significant milestone for us," said Matt Hopkins, CEO of IND!E Pop Up. "IND!E is now the market leader in supporting small brands into retail. We owe this achievement to our rapidly growing community of over 14,500 SMEs and our loyal retail partners. Their support and collaboration have been instrumental in our journey, and we look forward to continuing to champion the success of independent brands."

If you're a retailer looking to access SME challenger brands, or a brand looking to break into the retail market, please contact us at info@popupindie.com or 01423 229988

Trade publications and media outlets interested in learning more about our rebrand, upcoming events, or interviewing key members of our team are encouraged to contact Hannah McKillop at Hannah@popupindie.com or 01423 229988.

For more information about IND!E and IND!E Pop Up, please visit www.popupindie.com and www.collectionindie.com

About IND!E Pop Up:

IND!E Pop Up, formerly known as The Great Brand Exchange (GBX), is dedicated to championing independent brands and fostering a vibrant community of creators and consumers. Through our dynamic in-store pop-ups and the forthcoming Indie Collection ecommerce platform, we provide indie brands with unique opportunities to showcase their products and connect with customers who value originality and quality.

Company Contact:

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View Online

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