



City of
OAKLAND
California

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**City of Oakland Welcomes Designer Pop-Up Store
with Local Focus as New Tenant in Ogawa Plaza**

Oakland, CA – The City of Oakland’s Lionel J. Wilson building has a new tenant. The OAKOLLECTIV Pop Up Store will open its doors at 1427 Broadway on **Friday, May 20, 2011**, with a **special sneak preview event from 4 to 6p.m.** The 2,700 square-foot, designer shop in the heart of downtown is a collaboration of Penelope Adibe and Rachel Konte, two experienced designers from Europe that now call Oakland home.

Merchandise in the OAKOLLECTIV Pop Up Store will include women’s wear, menswear and vintage and modern housewares. The shop’s local focus means that **all merchandise will be created by Oakland-based designers and businesses.** For the opening, three local brands will be featured: Konte’s AFROBUDDAH brand, Adibe’s NNEKA line and Guerilla Clothing by Guerilla Café designed by Konte.

Unlike other pop-up stores and markets, OAKOLLECTIV will have standard operating hours of 11a.m. to 6p.m. Monday through Friday and expects to occupy the space through August. For more information, visit oakcollectiv.blogspot.com.

A global retail trend, pop-up stores offer merchants flexibility in today’s challenging economic environment. For a relatively small investment in a pop-up store, designers can test new markets, get the word out about their latest products and vet new business ideas.

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