

LARK + BERRY  
X  
THE SURFRIDER FOUNDATION



POP UP  
SHOP

PRESENTED BY: RAVEN DUBOIS + SHELBI HARRIS + JAYA PRATHUSHA + KENDRIUNA WATSON + JANAY COOPER

# OUR EVENT

Lark + Berry x Surfrider Foundation Pop Up Shop

Located at the Café Gratitude in Venice Beach, California

## BACK UP LOCATIONS

- THE BUTCHER DAUGHTER
- CATCH LA

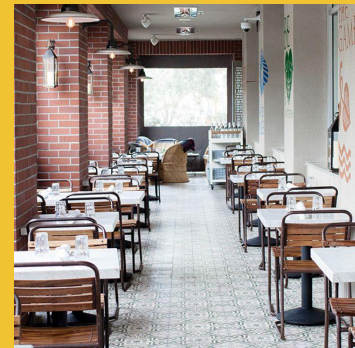
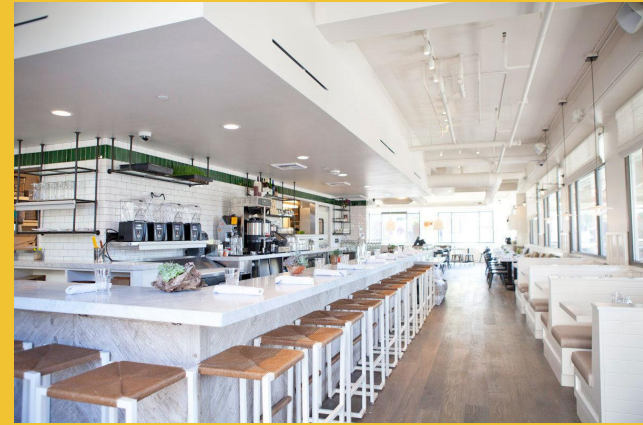
Logos →

**LARK & BERRY**



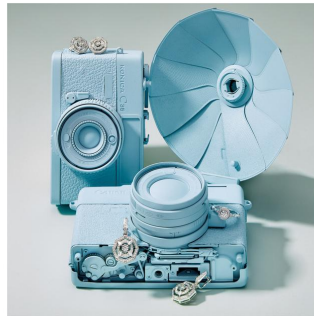
**PURPOSE** → HOST A FUN + INFORMATION EVENT THAT ENCOURAGES SUSTAINABLE PRACTICES THAT CONSUMERS CAN MAKE FOR THE ENVIRONMENT AS WELL AS IN THEIR ACCESSORIES

# LOCATION



# THEME

We will be incorporating a monochromatic color scheme into our table set. Based off of the Lark & Berry aesthetic, paired with an ocean theme to promote The Surfrider Foundation cause, we plan to incorporate three colors within the environment which represent both parties; those colors being, Blues, Greens, and Coral Pinks.



# OUR TEAM

JANAY → Senior Project Manager

- Oversees Role
- Keeps the event and planning for the event on schedule

SHELBI → Senior Visual Merchandiser

- Oversees Set Up of Merchandise

JAYA → Senior Marketing Manager

- Oversee influencers to send invites
- Head of marketing for the event
  - Working on email blast
  - Sending out flyers

KENDRIUNA → Senior Financial Advisor

- Keeps us on budget

RAVEN → Senior Event Coordinator

- Oversee Event Set-up and Take down
- Interior Design of event
- In charge of Surfrider booth along with a surfrider representative

CAFÉ GRATITUDE TEAM AND MANAGEMENT WOULD BE IN CHARGE OF ...

- Food
- Table Settings
- With Raven + Shelbi overseeing everything
- Assist with Set and Take Down

SURFRIDER

- Provide information about what their charity does
  - Beach access
  - Clean water
  - Ocean protection
  - Coastal Preservation
  - Plastic Pollution
- Pamphlets
- Chapter and Club Memberships

# MENU

## FOOD

Connected → Guacamole + Tortilla Chips

Brilliant → Young Coconut Ceviche

Intuitive → French Fries

Eclectic → Buffalo Cauliflower

Glorious → Blackened Tempeh Caesar Wrap

Awesome → Eggplant Parmesan Panini

Giving → Seasonal Pizza

## DRINKS

Wellness Shots | Spritzers | Water | Bar Drinks for Purchase

## Menu

### FOOD

CONNECTED: GUACAMOLE + TORTILLA CHIPS

BRILLIANT: YOUNG COCONUT CEVICHE

INTUITIVE: FRENCH FRIES

ECLECTIC: BUFFALO CAULIFLOWER

GLORIOUS: BLACKENED TEMPEH CAESAR WRAP

AWESOME: EGGPLANT PARMESAN PANINI

GIVING: SEASONAL PIZZA

### DRINKS

WELLNESS SHOTS | SPRITZERS | WATER |

BAR DRINKS FOR PURCHASE

CAFÉ GRATITUDE

# PROMOTIONAL CALENDAR, DETAILS, & STRATEGIC PLAN

- Flyers at Café Gratitude Locations - Friday May 3
  - Los Angeles Location
  - Venice Beach Location
  - Beverly Hills Location
  - Arts District Location
- Lark + Berry Events Calendar Website - Friday May 3
- On Surfrider Website Event Website - Friday May 3
- Flyers on Social Media - Friday May 10
  - Lark + Berry Social Media
  - Surfrider Social Media
  - Café Gratitude Social Media
- Send out Invites Friday May 24
- Social Media Influencers Post on - Monday May 27
- Post to Instagram - Friday May 31, Tuesday June 4, Friday June 7
  - Lark + Berry
  - Surfrider
  - Café Gratitude

MAY 2019						
SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
					Flyers Posted: - at Café Gratitude Locations - on Events Calendar for Café Gratitude and Surfrider	
5	6	7	8	9	10	11
					Flyers Posted on Social Media: - Lark + Berry - Surfrider - Café Gratitude	
12	13	14	15	16	17	18
19	20	21	22	23	24	25
					Send out invites for RSVP via Email	
26	27	28	29	30	31	June 1
	Social Media Influencers Post				Re-Post to Flyers to Instagram - Lark + Berry - Surfrider - Café Gratitude	
June 2	June 3	June 4	June 5	June 6	June 7	June 8
		Re-Post to Flyers to Instagram - Lark + Berry - Surfrider - Café Gratitude			Re-Post to Flyers to Instagram - Lark + Berry - Surfrider - Café Gratitude	EVENT DAY!

Notes:

# PROMOTIONAL CALENDAR, DETAILS, & STRATEGIC PLAN

## EMAIL INVITE

- If you RSVP before Friday May 31 at 11:59 pm you will get a 15% Coupon
- Coupon will be sent to your email

## SATURDAY JUNE 8

- 50% of proceeds made at the brick and mortar location in London will go to Surfrider Foundation
- 50% of proceeds made from the event in California will go to the Surfrider Foundation

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Notes:



# EVALUATE AND BRAINSTORM



LARK & BERRY



Agreed to research sustainability in jewelry as this is often an uncommon area ventured

Lark + Berry is a luxury jewelry and accessories brand, focused on producing sustainable products at a friendly price.

Event is for a cause. Surfrider is a non-profit organization that works to protect and preserve oceans and beaches.

Held in vegan cafe where the indoor aesthetic will match that of the brand.

# EVALUATE AND BRAINSTORM



Located in  
Venice Beach  
due to  
Surfrider's cause



Invitation  
design to  
Match all  
Companies  
involved



Invitation Menu and  
design within  
pop-up shop

# SOCIAL MEDIA OUTREACH & THE GUEST LIST

## GUEST LIST

- Lark and Berry emailing list
- Open to public (RSVP)
- Surfrider emailing list
- Cafe Gratitude emailing list



## SOCIAL MEDIA INFLUENCERS

- Colors Collective (Alexis Jesup): | Creative Director for Colorful Content|
- Mama Eats Plants (Amanda): | Veganism | Sustainability |
- Kennedy Yumason (Kennedy Mason): | Fitness | Sustainability |
- Matchbox Kitchen (Sarah Tso): | Health & Wellness | Sustainability |
- Morgan R. Mason (Morgan Mason): | Green Lifestyle | Sustainability |
- Betsey Lynne Style (Noelle Lynn): | Fashion | Sustainability |
- The Road to Hannah (Hannah Anisa Siddiqui): | Veganism | Photography | Sustainability |
- Allison Sherman 4 (Allison Sherman): | Travel | Veganism | Photography | Sustainability |
- Eliana Chinaea (Constanza Eliana Chinaea): | Beauty | Veganism | Yoga | Sustainability |
- Tiny Van Travels (Tasha Rivard): | Adventure | Travel | Apparel | Sustainability |



# INVITATION & DESIGN ADVERTISING

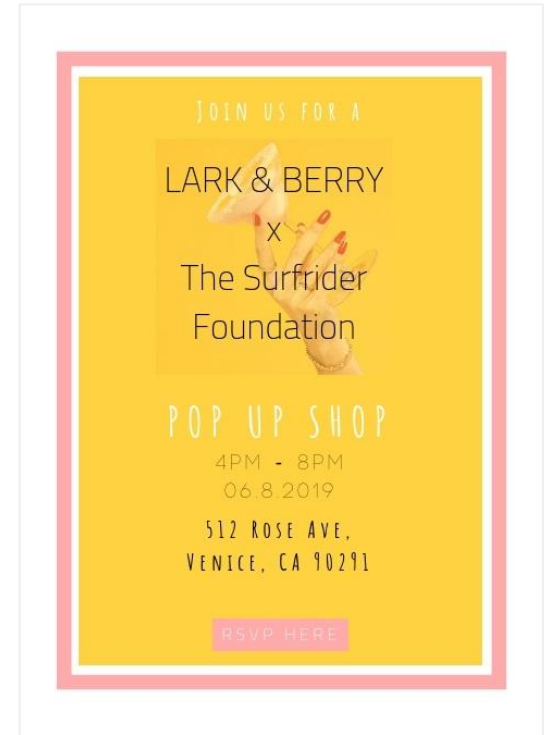
Inform + encourage the sustainable practices that consumers can make for the environment as well as in their style.



CAFÉ GRATITUDE LOCATIONS



LARK & BERRY + SURFRIDER WEB CALENDAR



SOCIAL MEDIA + EMAIL FLYER + REPOST FLYER

# CONTACT THE MEDIA + CATCH THE CONSUMER



cafeatitude  
Venice Beach

FOLLOW



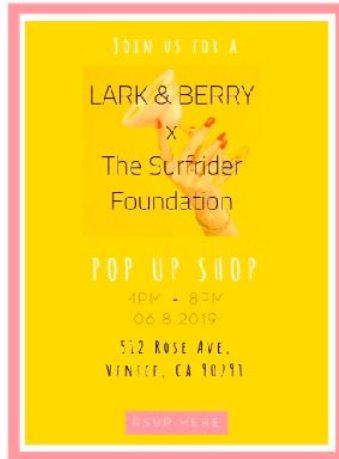
♥ 508 likes  
CafeGratitude

Cafe Gratitude will be host a pop-up for Lark & Berry Sustainable Fine Jewelry. It will be the first time the London based brand will be sold in the U.S. 50% of the proceeds from all purchases will go to the SurfrRider organizations to help in their fight to protect the ocean.



larkandberry  
London

FOLLOW



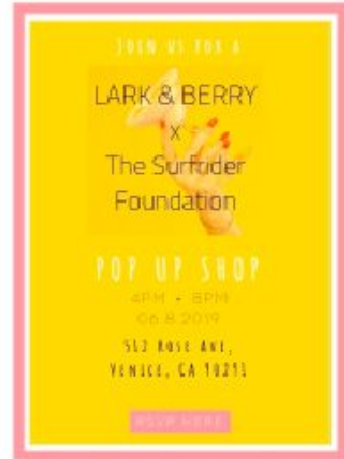
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larkandberry

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Surfrider  
San Clemente, California

FOLLOW



♥ 508 likes  
Surfrider

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# FINANCIALS

- \$3500 rent for 4 hours including food
- \$500 for photo booth
- \$300 for extra decorations
  - Booth/Table Set-Up for Surfrider
  - Colored Balloons
  - Monochrome table cloth
    - Recyclable
    - Given to Surfrider after for future events
    - Recyclable Bags for the jewelry
- \$500 for materials needed to display jewelry
- \$200 for photographer for the event

