



## ARGYLE STUDIO FAQs

Dates of Submission: March 1–March 19, 2021

[Apply Here](#)

### ***How can I be part of the Argyle Studio pop up shop?***

The Argyle Studio pop up shop is sponsored by various area partners including InnovatePGH, the Oakland Business Improvement District (OBID), University of Pittsburgh Medical Center (UPMC), and the Urban Redevelopment Authority (URA). The shop will be managed by team members from ULEADx, the company responsible for designing this new and exciting retail venue. All goods and vendors will be carefully screened to avoid product duplication and to ensure a vibrant atmosphere. While Argyle was created mainly to support small, established and new artists and makers who do not have their own “brick and mortar” stores, we are willing to consider exceptions on a case-by-case basis. Argyle will open in the Spring of 2021 and is expected to continue well into fall, and perhaps even longer.

### ***What products is Argyle interested in having at its pop up?***

We are looking to offer customers handmade goods, original art and limited-edition items, beauty products, locally made fashion, hand-built furniture, ceramics, re/upcycled products, items designed for home and office, and other examples of “creative coolness.” One major factor in our decision whether to approve a vendor for the pop up is whether the pieces offered are quality and priced fairly for customers.

### ***How will the selection process work?***

Our plan is to operate Argyle like a small department store. It will be an experimental pop up with plans to be open approximately 9 months (or more), depending on funding. The space will host several in-store zones that include a variety of products. Based on the needs of the shop, vendors will be approved for one of the following categories:

1. Anchor Vendor (AV) – open contract but must remain in the pop up at least 3 months.
2. Monthly Vendor (MV) – month-to-month contract lasting up to 3 months.

Both AVs and MVs vendors will be assessed at the end of their contract. The Argyle Management team will connect with each vendor before the completion of their contract and determine future opportunities based on the space available and needs of the shop. At this time, vendors may opt to leave the pop up, or they may, by mutual agreement, opt to extend their time in the shop. An MV may transition to an AV, should an AV choose to leave or an opening occur.

There are also opportunities to work with Argyle for specific promotions—either seasonally or on specific weekends, depending on your offerings. This relationship is by *invitation only*. Either Team Argyle will contact you about an opportunity or you must submit a proposal to be an Event Vendor (EV). EVs will be in-store a for a limited number of days (usually less than a week) for special promotions only. EVs are subject to different and more extensive sales requirements which will not be detailed here, as they are not selected via this application process. If you are interested in becoming an EV, please contact us directly at [argylestudiopgh@gmail.com](mailto:argylestudiopgh@gmail.com).

The majority of pop up vendors will either be AVs or MVs. On your application you will be asked if you wish to be considered for an AV or MV slot, however, the Retail Selection Committee reserves the right to make final determinations on status based on application submissions and shop goals.

***What are the costs and how will I get paid?***

There is a one-time club fee for joining Argyle Studio. This fee helps cover signage and the cost of group events. The cost details are as follows:

- **Anchor Vendors (AVs)** – A one-time fee of \$150. Must remain with the pop up for at least 3 months.
- **Monthly Vendors (MVs)** – \$50 per month for up to 3 months. Status will be assessed on a month-to-month basis.
- All club fees max out at \$150. Note: these will be the only fees for vendors. **We will not be charging a commission to any AVs or MVs.** Yes, you read that right, we will be taking no commissions on AV or MV sales. :-)
- Sales tax and Point of Sale (POS) system fees such as Clover or ShopKeep will be applied appropriately during the sale of each item.
- All sales will be paid out at the end of each month. POS fees will be deducted from the monthly pay out.

***A (nearly) free vending opportunity, how is that possible?***

Our partners, OBID and InnovatePGH, working with city and county stakeholders, have received a special grant that allows us to offer you this one-of-a-kind opportunity. Oakland is seeking to expand its commercial district and to offer the more than 6,000 people who work and live in this community something beyond eateries. Opening this pop up allows the community to see what kind of new businesses might thrive in a university setting while also offering vendors the opportunity to rebuild during and after the pandemic, or to experiment with different sales techniques. The goal of our team is to support talent slowed or stopped by the pandemic and to strengthen, grow, and reimagine the small business sector of this city.

***How will the pop up be marketed?***

Argyle Studio will be marketing the shop regularly via online social media platforms, our website, and through our partners, including OBID, UPMC, InnovatePGH, etc. However, we also expect our vendors to assist with our general marketing plan by letting people know you are selling goods at our Oakland location through your own network of social and online media. As part of the application to become a vendor, you will be asked if you have an Instagram or Facebook presence or a mailing list. Finally, for those vendors with online shopping portals, we will be happy to list them on the Argyle website to boost your traffic and help you sell even more!

***Will I have to be in the pop up to sell my pieces?***

No, we will staff the pop up with regular salespeople so you will not need to be present to make a sale. However, we do want our vendors to be part of the full experience, so we will provide a calendar to you so you can request which days and times you are available to be on site. Due to COVID-19 restrictions, we will be keeping the number of staff to a minimum to allow more space for shoppers. All sales will be paid out at the end of each month.

***What happens if I need to leave the pop up?***

It is our hope that every vendor is able to remain with the pop up through their entire contract, but we know that sometimes things happen. Should an emergency occur that necessitates your departure from the pop up, we would like to be notified as soon as possible by email. You will also need to make special arrangements with the UIEADx retail team to retrieve your items.

***What else do I need to know? Where can I fill out an application?***

The dates of submission for the application are March 1–March 19, 2021. All approved vendors will be notified by March 31.

There will be a Zoom orientation for approved vendors and each one will receive a letter of agreement and handbook of guidelines. You can find the application to become a pop up vendor here:

<https://www.jotform.com/form/210395065493155> .