



## JOHN RYAN'S **STORE OF THE WEEK** Yorkshire Grand Départ 2014 Leeds

What can you do with an empty shop unit that will make people look? A trip to the Trinity Leeds shopping centre might serve to provide a possible answer.

Yorkshire is hosting the opening stage of this year's Tour de France and the temporary shop that has opened at one corner of Trinity Leeds marks the occasion.

The shop front is in yellow, the colour of the jersey worn by the overall leader of the race, and bears the words 'Yorkshire Grand Départ 2014'. This is accompanied by the inevitable 'Le Tour de France' logo, but it is the Yorkshire part that really stands out.

The shop is on a single floor and has windows on the exterior and interior of the mall filled, for the most part, with yellow or blue cycling jerseys and white caps with red dots on them. Restricting the colour palette in this manner has the potential to be a little dull, but given the vivid nature of the Tour's yellow, the effect is in fact startling.



Inside the store, the walls are also yellow and the graphics package shows images of dry stone walls and moors – the kind of North Yorkshire imagery that riders and spectators can expect to encounter for real when the Grand Départ takes place on July 5.



Trinity Leeds is generally a busy centre and has been since it opened last year, but this is one of its quieter corners. So it's a good idea to have found something that will be important to the locals, in the short term anyway, and that has a sufficient presence to justify taking

what is a relatively large empty space. As such, it is a good example of how a relevant event and a pop-up shop can work in tandem.



For more images of the Grand  
Départ store visit the website  
at [retail-week.com/sotw](http://retail-week.com/sotw)