

Luxury Bakes

POP-UPS

Brand Activations & Community Moments

Hey! Here is everything you need to know about my pop-ups! Grab a brew, a comfy spot to sit and have a good read through. Should you have any questions or would like to begin the process for a pop-up in your space, pop us an email!

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Hey, I'm Emily...

& I am the founder and creative behind Luxury Bakes.

Luxury Bakes started from a love of baking and creating cakes in my younger years. I would bake with my Grandma at the weekends and then into my 20's I would bake and experiment with different equipment I'd begun to buy.

& now Luxury Bakes is growing further with it's own baking studio, popular workshops, parties and now, pop-ups! So, what began with celebration cakes and a few orders a week has organically grown into something much more. Luxury Bakes is now a brand built around creating moments people are excited to be part of. It's known for its gentle, elevated style and holds the ability to turn something simple into something people want to stop, look at and share. It tastes good, it looks good, it makes people feel good and it has the power to create authentic, special moments.



Luxury Bakes Values

At Luxury Bakes I prioritise supporting local suppliers, small businesses and independents when it comes to my work

I lead with kindness, honesty and understanding...

I highly value creativity and enjoy seeing authenticity in my own business and others.

& finally, in line with this presentation, the power of community, experience & how meaningful moments make people feel, means so much to me!



so, what is a luxury bakes pop up?



We have designed and developed our pop-ups as brand activations that aim to bring something new and exciting into your space. Think product launches, campaigns or a key moment/milestone within your brand or business.

The main aim for us is to create a moment of community. Luxury Bakes pop ups are designed so that people are naturally drawn to them, where they can stop, engage and be part of what you're doing.

At the centre of each pop-up is a thoughtfully designed experience that is tailored to your brand. Everything from the setup to the finer details is aligned, ensuring it feels seamless, intentional and completely on brand for you.

It becomes more than just a pop-up, it's a way to bring people together, create conversation and give your audience something they'll remember and want to share.

but why should I do it?



One thing I say to myself a lot is 'consistently stay ahead'

Whilst everybody is out here following trends or following competitors, I do the opposite. I find out what people aren't doing. So that's why... because it's an opportunity for you to be different and lead the way.

But, on a more logistical and operational level, I've designed these pop ups to be completely stress free for you and your team. Everything comes with us including setup and execution. It simply slots into your space, looking fabulous and ready to go.

At the same time, it creates a natural sense of buzz and attention. People see it, feel drawn in and want to be part of it which builds a visible moment around your brand.

There is also support through the Luxury Bakes audience, sharing the activation across our social channels to bring even more people into your space. Right now, everything is so driven by experience and community, people are looking for something to do, something to be part of, something to share.

what will a pop-up do for my business?

well, in the short term you'll gain:

- a higher average spend and footfall on event day
- a chance to bring your existing community together as well as new customers
 - a buzz/noise on social media
- create a visible, interactive moment for your brand
- content and social media opportunity, for example, queue interviews & convertible content

& in the long term...

- lasting brand awareness! You're a destination now, not just a pop-in
 - attract new customers who haven't been before
 - it'll elevate your brand perception. You're the vibe, the place to be
- you'll capture real, quality content that can be used across the board
 - convert first time customers into repeat customers



this is what we vision...



& this is what we create



choose your pop-up package...

The Classic Cart

£995

Plain Cart Set Up with:

80 freshly baked and decorated cakes

Creative Control on cake colours and decor

On the day service

Social promotion across Luxury Bakes channels

The Classic Cart gives you full creative control to style, decorate, and align the cart with your own branding and campaign vision.

The Signature Cart

£1250

Includes The Classic Cart along with...

a Luxury Bakes styled cart including fresh flowers and signage

Collaborative branding material including coupons and packaging labels

Content Capture

The Signature Cart is perfect if you'd like a fully styled & ready to go experience. Every detail is thoughtfully designed to align with your brand and create something really special.

The Bespoke Cart

£1800

A completely bespoke cart that is tailored to your brand identity with premium decorative finishes

Custom designed cakes, colours, finishes and messaging

Fully branded packaging

Full concept planning and creative direction

This is a fully bespoke, brand first experience which is designed to look and feel entirely your own (No Luxury Bakes to be seen!)

Important to note, each package is based on 80 cakes. This is the minimum quantity. For additional services or additional cake numbers, please contact directly

testimonial

We absolutely loved working with Emily. the Valentine's Pop up was a huge success and completely exceeded our expectations. It was the busiest day we'd ever had at Coffee at the Corner with queues down the street until sell out.

It created such an amazing buzz and the customers absolutely loved it. We wholeheartedly recommend investing in a Luxury Bakes Pop Up to celebrate your business, you won't be dissapointed!

Joanna
Coffee at the Corner

how do I enquire?

woop... let's talk business

first thing to do...

drop us an email at

emilyluxurybakes@gmail.com

in this same email, give us some information on your business, who it is you guys are, what sort of thing you want the cake cart for, timescales/dates in mind and anything else you'd want us to know

then,

we'll get a meeting booked in with you

here we can discuss the concept your customers will see, the customer journey and knuckle down on the main details

following that

we'll book your pop up in our diary!

A deposit will need to be paid to secure the cart. We'll of course work closely with you in the lead up to your pop up to make sure everything is perfect!

sounds easy enough, right?

