

A night street scene with a large illuminated 'REC.0' sign on a building and people walking on a sidewalk. The scene is lit with warm, yellow streetlights, creating a bokeh effect in the background. The 'REC.0' sign is large and white, with a perforated or grid-like pattern inside the letters. The street is lined with buildings, and several people are walking away from the camera. The overall atmosphere is urban and artistic.

# REC.0 EXPERIMENTAL STORES

THE EXPERIMENTAL  
CONCEPT OF  
FASHION BRANDS,  
CREATIVITY AND  
HERITAGE.



# REC.0

EXPERIMENTAL

STORES

*REC.0 is a new model of retail, the shopping fair which takes place twice a year in old industrial area of the Rec in Igualada /Barcelona.*

For three days, disused industrial buildings in the Rec neighbourhood are transformed into pop-up stores of quality brands. Each brand sells special stock in the scenario that includes concerts, DJ sessions, screenings, exhibitions, poetry recitals and other cultural activities

*Rec.0 has significantly grown over each season. It is currently running its sixth season.*

REC.0 | 27 and 28 November 2009 | 11 brands | 7 pop up stores | 8.000 visitors | 10.000 garments sold.

REC.01 | 3, 4 and 5 June 2010 | 22 brands | 17 pop up stores | 23.000 visitors | 35.000 garments sold.

REC.02 | 25, 26 and 27 November 2010 | 25 brands | 15 pop up stores | 25.000 visitors | 39.000 garments sold.

REC.03 | 2, 3 and 4 June 2011 | 31 brands | 22 pop up stores | 28.000 visitors | 44.000 garments sold.

REC.04 | 17, 18 and 19 November 2011 | 35 brands | 20 pop up stores | 38.000 visitors | 56.000 garments sold

REC.05 | 7, 8 and 9 June 2012 | 45 brands | 30 pop up stores | 45.000 visitors | 72.000 garments sold..

REC.06 | 15, 16 and 17 November 2012 | 46 brands | 22 pop up stores | 60.000 visitors | 80.000 garments sold..

The demographic of visitors is roughly 75% female and 25% male.





THE GREATEST  
POP-UP STORES SHOW.  
IGUALADA/BARCELONA

# POP-UP STORES





BIG  
AUDIENCE





# EXPERIMENTAL ENVIRONMENT







POP-UP  
EXPERIENCE





COOL & CHIC





# FASHION & LIVESTYLE BRANDS





REC  
THE LAST  
RAW RETAIL  
CONCEPT





LECTURES  
FASHION/  
ART/ARCHITECTURE  
/POETRY/  
MUSIC





# INDUSTRIAL SPACES



# CREATIVE SPACES

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ADVANCED MUSIC





# ART/ PERFORMANCES

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## SAVE *the* DATE

*Next edition: 6, 7 and 8 of June 2013*

*Hours: 10 am to 22 pm*

**Location: District of Rec/Igualada/Barcelona**

## RecStores

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Recstores s.l.

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*Brands REC.0*

Levi's, Kickers, Tous, Lacoste, Antonio Miró, El Naturalista, Skungfunk, Custo Barcelona, Custo Growing, Marithé François Girbaud, Sita Murt, TCN, Adolfo Domínguez, Diesel, Desigual, Desigual Kids, Yporqué, Tsunami, Ash, Nice Things, Dütch Delight, Diadora, Fornarina, Pepe Jeans, Textura, Nolita, Rare, Miss Sixty, Josep Abril, Txell Miras, Miriam Ponsa, David Valls, Krizia Robustella, Montse Liarte, Jan Uj Méis, IKKS, IKKSKids, Kenzo Kids, Tres Tintas, Gemma, Catherine Parra, My Bags, Juan Antonio López, Cooked in Barcelona, Mon marcel, MimóticaMicola, Heltmetdress, Boxley, Riudavets, Vialis, Armand Basi, Bobochoses, Mosquito en Alaska, Naf-Naf, Naf-Naf Enfant, Chevignon, Chevignon Kids, Kookaï, Visual Poetry Barcelona, Micu Micu, Bean's Barcelona.