



Holiday Pop Up Shop

We are thrilled to announce that the **Retail Design Institute of NYC** has selected **DIFFA** as the beneficiary of its “**Iron Design**” **Student Competition** for 2015! Six teams of students from top New York design schools will be selected and given two professional mentors. Teams will have two hours with their mentors to design a **DIFFA Holiday Pop Up Shop**. The **Retail Design Institute** will then execute the winning design in the Stockman-Siegel Showroom in Chelsea, where it will be open to the public in early December.

We would love for your company to participate by donating product to be featured in the **DIFFA Holiday Pop Up Show**. All products will be offered to the public at full retail value, with proceeds benefiting **DIFFA**. Since the **DIFFA Holiday Pop Up Shop** will only be open for a few days, we are requesting limited quantities of cash and carry items. Quantities requested are for the same or similar products, rather than an assortment of different items. Things that have sold well in the past are small gift items, decorative home accessories, candles, soaps, bath and body products, luxury books, stationery, confections, and none perishable gourmet foods.

The **Retail Design Institute** is a collective of architects, interior designers, design students and educators, store planners, lighting designers, graphic designers, visual merchandisers, brand strategists and trade suppliers to the retail industry who promote the advance and collaborative practice of creating selling environments.

Your support of the **DIFFA Holiday Pop Up Shop** helps remind people that the fight against HIV/AIDS is not over and demonstrates the collective power we have to combat this disease. We hope you will join us.

Since our founding, individuals and companies every field of design have built **DIFFA** into one of the nation's leading organizations funding the fight against HIV/AIDS. Every day, **DIFFA** works with individuals from interior design, fashion, architecture, manufacturing and more, harnessing their creativity and using their talents to help fund organizations in New York City and across the country who are working on prevention, treatment and education in the fight against AIDS.

If you have questions about the **DIFFA Holiday Pop Up Shop**, please contact Steven Williams at swilliams@diffa.org or 646-380-4202.

Together, we can make a **DIFFA**rence!

Most Sincerely,

Johanna Osburn
Executive Director



DIFFA's Gift for Life Holiday Pop Up Shop



DATE: December 1-6, 2015

LOCATION: Seigel & Stockman Showroom, 126 West 25th Street, NYC (btwn 6th & 7th avenues)

SCHEDULE: October 14 "Iron Design" Contest at Steelcase

December 1 Opening Night Reception 6-9 PM

December 4 DIFFA VIP Event from 4-6 PM

December 2-6 Holiday Pop Up Shop open to public from 9 AM—5 PM

CONTACT: Steven Williams at 646.380-4202 or swilliams@diffa.org

What is the **Retail Design Institute**?

The **Retail Design Institute (RDI)** is a collective of architects, interior designers, design students and educators, store planners, lighting designers, graphic designers, visual merchandisers, brand strategists and trade suppliers to the retail industry who promote the advance and collaborative practice of creating selling environments.

What is **DIFFA**?

DIFFA: Design Industries Foundation Fighting AIDS raises and grants funds to organizations that fight HIV/AIDS. Providing treatment and direct care services for people living with or impacted by the disease, offering preventative education programs targeted to populations at risk of infection, or supporting public policy initiatives,

With fundraising efforts bolstered by strategic partnerships and unique events showcasing innovation and creativity, DIFFA has mobilized the immense resources of the design communities to grant over \$41 million to hundreds of AIDS service organizations nationwide.

Gift for Life was founded in 1992 by a small group of industry professionals who felt compelled to respond to the tragic loss of talented friends and colleagues to AIDS. Since its inception, Gift for Life has grown in numbers and visibility within the gift, home, and stationery industries and raised over \$5 million for the cause.



DIFFA's
Gift for Life
Holiday Pop Up Shop



PRODUCT DONATION RESPONSE FORM

I/we would be happy to donate the following:

- ___ 24 items with a retail price point of \$10-25 per
- ___ 12 pieces with a retail price point of \$25-49 per item
- ___ 8 pieces with a retail price point of \$50-75 per item
- ___ 6 pieces with a retail price point of \$75-100 per item

ITEM DESCRIPTION/URL _____ RETAIL VALUE _____

- Please return this form to swilliams@diffa.org by **Friday, August 28, 2015**
- Please email an image and URL of product to swilliams@diffa.org by **Friday, August 28, 2015**
- Please ship all products to arrive between **October 1—November 2, 2015**
- Please ship all product to:

Lisa Maurer
Seigel Stockman
126 West 25th Street
New York, NY 10001

*All donations are greatly appreciated, but since this is a curated event, final approval rests with the organizers.
If your products retail for more than \$100 each or you have larger quantities you wish to contribute,
contact Steven Williams at 646-380-4202 or swilliams@diffa.org*

COMPANY NAME _____

CONTACT _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____ WEBSITE _____

All donations are tax-deductible to the full extent of the law. Anticipate a letter following the event acknowledging this.

DIFFA: Design Industries Foundation Fighting AIDS | 16 West 32nd Street, STE 402 | New York, NY 10001 | 212-727-3100 | www.diffa.org