

SHOPTALK

LUXE

INNOVATION. ELEVATED.

27-29 JANUARY 2026
EMIRATES PALACE MANDARIN ORIENTAL, ABU DHABI

THE BOUTIQUE

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The Shoptalk Boutique, is an exclusive opportunity to showcase your brand at Shoptalk Luxe.

A curated space spotlighting a select group of exceptional brands leading in innovation, design, and elegance. The Boutique is not a traditional store, but a refined brand showcase, engaging an elite audience of over 2,500 global retail leaders and placing your products directly in the hands of industry decision-makers.

Products in the "Boutique" will not be for sale, instead they will be gifted as attendees “shop” in the store!

PRODUCT EXAMPLES

The possibilities are endless!

- apparel, accessories, hair products, skincare products, cosmetics, toys, etc.

QUANTITY

- **Standard** products (valued under \$100): 400 - 1,200 units
- **Premium** products (valued over \$100): number of units to be agreed

MARKETING

- Included in the Attendee Hub
- Pre-event communication
- Shoptalk social media accounts

THE BENEFITS

- **Increased Brand Visibility** - Targeted exposure to relevant attendees at one of Shoptalk's most loved features.
- **Customer Engagement** - Personalised or exclusive items create strong emotional connections.
- **Showcasing Brand Values** - Demonstrate your brand's values, like quality, sustainability & innovation.
- **Brand Loyalty** - Build lasting loyalty with exclusive, premium offerings that resonate with your audience.
- **Partnership & Networking Opportunities** - Unlock opportunities for strategic collaborations and valuable industry connections.
- **Product Testing & Feedback** - Test new products and gather feedback. Create buzz for upcoming launches.
- **Increased Social Media Engagement** - Boost organic reach through social sharing.
- **Differentiation** - Stand out at a crowded event!



THE DETAILS

WE WILL TAKE CARE OF

- Stock Management
- Merchandising
- Marketing
- Store Set-up
- Store Management and Staffing
- Premium Items Prize Draw *

YOU WILL TAKE CARE OF

- Shipping - Ensuring that the products arrive by 5th January 2026
- Handling Fees

*PREMIUM ITEMS

Premium items will be displayed separately and will be included in a prize draw. Attendees will have the opportunity to scan a QR code in order to enter the draw. The winners will be selected at random and will be notified by the Shoptalk team so they can collect their prize.



PAST CONTRIBUTORS

ALLSAINTS



"We're thrilled that our products were such a hit at the Shoptalk Store! We really value the opportunity to be involved in events like this, where we can share our story and connect with an international audience!" - Founder of Kaiko Clothing

LANVIN

ESTÉE LAUDER

LANDA

PALOCERAS

john varvatos

my Geisha

LULU GUINNESS

AIR &
GRACE



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THE EXPERIENCE



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GET INVOLVED

Interested in getting involved?

Submit your information [here](#).



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