Sunday Christmas Shop

Your questions answered

Sunday 6 December 2026 · 7-9pm · Instagram @popupcreativeevents

Just 30 businesses - a lovely, varied mix

We are accepting a maximum of 30 exhibiting businesses across a range of different categories. Keeping the mix nice and varied is an important part of this event, giving shoppers plenty of different gifts to discover and helping every business be part of a balanced selection.

Put the kettle on and join us for a brand-new way to shop small this Christmas. This is our first Sunday Christmas Shop, and we would love you to take part!

What is the Sunday Christmas Shop?

A festive online shopping evening on Instagram Stories. Independent businesses share their gifts and offers, and Claire reshares them on @popupcreativeevents so shoppers can browse from their sofas. (https://www.instagram.com/popupcreativeevents/)

Is it free for shoppers?

Yes! Browsing is completely free. Visit @popupcreativeevents on Instagram between 7pm and 9pm on Sunday 6 December and tap our profile picture to watch the Stories.

How much does it cost to exhibit?

It is £10 per business. This includes up to three Stories in total during the two-hour event and inclusion in our Sunday Christmas Shop Highlights afterwards.

How many businesses can take part?

There are up to 30 exhibitor places in total. We are accepting businesses across different categories to keep the event really varied, with a lovely choice of gifts and ideas for shoppers.

How do I share my Stories?

• Create a Story on your own business Instagram account.

• Add a clickable @popupcreativeevents mention using the mention sticker or tag.

• Publish it between 7pm and 9pm on Sunday 6 December . You can post up to three Stories in total during those two hours.

• Claire will see your tag and reshare your Story to the Pop Up Creative Events Stories.

Please make sure your account is public and your Story sharing settings allow us to reshare your content.

What can I include?

Show off a product, introduce your business, share a special deal or create an offer just for that evening - it is up to you!

Include a clear photo or video, your business name or handle, prices or offer details and how shoppers can order or contact you. Add any delivery charges, collection options and Christmas ordering deadlines. If an offer is for that night only, make its expiry clear.

How do shoppers buy?

Shoppers order directly from each participating business, using the contact or shop details in its Stories. Each business arranges its own orders, payments, delivery or collection.

What happens after 9pm?

After the event, Claire will add everyone’s shared Stories to the Sunday Christmas Shop Highlights folder on our Instagram profile. Shoppers can return whenever they like to browse the gifts and find businesses’ details.

Evening-only offers still end at their stated time. Please check current prices and availability directly with each business when browsing later.

Have you run this before?

No - this is our first Sunday Christmas Shop! It is a brand-new, fun way to discover independent businesses and shop for Christmas gifts. We would love you to join us.

How do I take part or ask a question?

Email popupcreativeevents@outlook.com to express your interest or ask Claire a question. Tell us a little about your business and what you would like to share so we can plan a varied mix of categories.

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