# Bianca Saunders brings SS25 'The Hotel' to Shoreditch in Puma-backed, Jamaica-rooted pop-up



Bianca Saunders has turned a web‑first business into a moment of lived experience with a Shoreditch pop‑up that brings her Spring/Summer 2025 collection, The Hotel, out of the browser and into the body. Speaking to the Evening Standard, Saunders said: “I wanted to bring the Spring/Summer 25 collection, which is currently selling on the website, into real life, to create a real‑life experience… It gives people a chance to feel the clothes in person, especially since most of our retail is online.” The activation is presented as an immersive, tactile installation rather than a conventional shop, designed to extend the brand’s storytelling through space.

The activation is the product of a direct collaboration with Puma and sits within Puma’s H‑Street campaign. Coverage by Hypebae and FashionUnited describes the event — billed as “38 Love Lane” — as a culturally rooted activation that combines fashion with music, wellness and food to celebrate Jamaican heritage and the relaunch of Puma’s Jamaica‑inspired H‑Street sneaker. Hypebae names photographer Kwabena Sekyi Appiah‑Nti and set designer Y Lan Lucas among the curators, and frames the programming as part exhibition, part community‑led gathering, timed in cultural proximity to Notting Hill Carnival.

Reports differ slightly on the format and timing: FashionUnited states the pop‑up ran at 137A Bethnal Green Road from 7 to 10 August, while Hypebae describes the activation as a three‑day event and headlines it as “38 Love Lane” in East London — a reminder that fast‑moving retail activations often acquire multiple names and turn‑over accounts in the press. What remains consistent across coverage is that Saunders made both current SS25 pieces and archival items available to view and buy at the site, mirroring what is listed on the designer’s own collections pages and what third‑party stockists such as SSENSE carry online.

This is not a one‑off turn to physical retail. Earlier pop‑ups and appointment‑only showrooms have been central to Saunders’ approach: a Time & Space collaboration in December presented AW24 alongside curated furniture, art and a series of talks and events, offering intimate encounters with the label’s aesthetic. Industry coverage positioned those temporary spaces as deliberate experiments in experience‑led retail — a way to translate the brand’s meticulous tailoring, materiality and narrative into in‑person moments that complement an otherwise digital commerce model.

The commercial logic is straightforward. Bianca Saunders’ website functions as the brand’s primary retail hub, shipping internationally and listing seasonal categories and purchase information, while third‑party e‑retailers extend reach beyond the brand site. But as Saunders herself acknowledged, most of the label’s retail happens online, and pop‑ups serve as discovery tools: places where potential customers can assess fabric, fit and finish — the very qualities that bespoke tailoring details, such as her signature twisted seams, convey best in the flesh. Puma’s involvement provides both cultural framing and footfall; the brand’s H‑Street “Jamaica Pack” positioning has been presented as the larger campaign context within which the collaboration sits.

Beyond commerce, the activation has been described repeatedly as storytelling‑led. Saunders’ creative remit for the pop‑up drew on Caribbean themes, a small self‑published zine of the same name, and a programme that foregrounded community contributors and multidisciplinary voices — photography, set design and music alongside garments — rather than a pure sell‑through. Speaking through the event’s programming, contributors and the brand messaging, the project emphasises cultural provenance and shared experience as much as inventory movement.

Saunders’ Shoreditch activation therefore reads as both a marketing manoeuvre and an editorial statement: a way for a digitally native menswear label to stage its identity and craft in three dimensions, to test audience response and to seed conversations that carry back online. According to the Evening Standard and follow‑up coverage, Saunders hopes the experiential moment will deepen engagement with the collection and the wider brand story — an increasingly common strategy for designers whose primary storefronts are still screens and shipping labels.

## Reference Map:

* Paragraph 1 – [[1]](https://www.standard.co.uk/shopping/esbest/fashion/bianca-saunders-favourite-things-b1242460.html), [[3]](https://biancasaunders.com/pages/collections)
* Paragraph 2 – [[5]](https://hypebae.com/2025/8/puma-bianca-saunders-pop-up-38-love-lane-london-jamaica-h-street-release-date), [[6]](https://fashionunited.ca/news/culture/bianca-saunders-and-puma-bring-jamaican-heritage-to-east-london/2025073141109)
* Paragraph 3 – [[6]](https://fashionunited.ca/news/culture/bianca-saunders-and-puma-bring-jamaican-heritage-to-east-london/2025073141109), [[5]](https://hypebae.com/2025/8/puma-bianca-saunders-pop-up-38-love-lane-london-jamaica-h-street-release-date), [[3]](https://biancasaunders.com/pages/collections)
* Paragraph 4 – [[4]](https://foundpop.com/bianca-saunders-pop-up-concept-store/)
* Paragraph 5 – [[3]](https://biancasaunders.com/pages/collections), [[7]](https://www.ssense.com/en-us/women/designers/bianca-saunders), [[1]](https://www.standard.co.uk/shopping/esbest/fashion/bianca-saunders-favourite-things-b1242460.html)
* Paragraph 6 – [[6]](https://fashionunited.ca/news/culture/bianca-saunders-and-puma-bring-jamaican-heritage-to-east-london/2025073141109), [[5]](https://hypebae.com/2025/8/puma-bianca-saunders-pop-up-38-love-lane-london-jamaica-h-street-release-date), [[1]](https://www.standard.co.uk/shopping/esbest/fashion/bianca-saunders-favourite-things-b1242460.html)
* Paragraph 7 – [[1]](https://www.standard.co.uk/shopping/esbest/fashion/bianca-saunders-favourite-things-b1242460.html), [[2]](https://www.standard.co.uk/shopping/esbest/fashion/bianca-saunders-favourite-things-b1242460.html), [[4]](https://foundpop.com/bianca-saunders-pop-up-concept-store/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.standard.co.uk/shopping/esbest/fashion/bianca-saunders-favourite-things-b1242460.html> - Please view link - unable to able to access data
2. <https://www.standard.co.uk/shopping/esbest/fashion/bianca-saunders-favourite-things-b1242460.html> - Evening Standard’s piece profiles menswear designer Bianca Saunders as she opens a new pop‑up in Shoreditch in collaboration with Puma. The article describes an immersive, tactile installation that brings her Spring/Summer 2025 collection ‘The Hotel’ to life, allowing visitors to engage with garments in person. It explains the event’s Jamaican themes and links to Puma’s H Street campaign, noting Saunders’s interest in storytelling through space and design. The interview highlights her creative influences, tailoring techniques such as twisted seams, and the practical reason for pop‑ups: most of the brand’s retail operates online, so physical activations offer direct engagement and discovery.
3. <https://biancasaunders.com/pages/collections> - Bianca Saunders’ official website presents her collections and e‑commerce shop, listing seasonal archives and the SS25 collection titled ‘THE HOTEL’. The collections page organises menswear and womenswear, with categories for tops, trousers, jackets, denim and accessories, and links to purchase current pieces. It highlights the brand’s retail presence online, shipping options and regional currencies, and points visitors to social channels. The site also advertises sale events and provides details on size, returns and contact information. The page functions as the brand’s primary retail hub, making signature pieces from SS25 available to an international clientele and supports pop‑up and offline activations.
4. <https://foundpop.com/bianca-saunders-pop-up-concept-store/> - FoundPop’s feature examines Bianca Saunders’ pop‑up concept store collaboration with Time & Space, open in December as a private appointment showroom. The piece describes how Saunders presented her AW24 collection alongside archival pieces, curated furniture and art, creating a dialogue between mid‑century design and contemporary menswear. The store hosted talks and events, offering intimate encounters with the brand’s aesthetics and a series of multidisciplinary discussions by creatives. FoundPop highlights collaborators and the pop‑up’s role in expanding the brand’s experiential retail approach, signalling Saunders’ intent to use temporary spaces to reach audiences beyond digital channels and to foster local community ties.
5. <https://hypebae.com/2025/8/puma-bianca-saunders-pop-up-38-love-lane-london-jamaica-h-street-release-date> - Hypebae reports that Puma and Bianca Saunders partnered for a pop‑up titled "38 Love Lane" in East London to celebrate the re‑launch of the Jamaica‑inspired H‑Street sneaker. The article details the three‑day activation featuring fashion, music, wellness and food, curated by Saunders alongside photographer Kwabena Sekyi Appiah‑Nti and set designer Y Lan Lucas. It confirms the pop‑up coincides with the SS25 collection ‘The Hotel’, available to buy alongside archival pieces, and describes the immersive programming and community focus. The piece positions the activation within Puma’s H‑Street campaign and the cultural timing around Notting Hill Carnival and culture.
6. <https://fashionunited.ca/news/culture/bianca-saunders-and-puma-bring-jamaican-heritage-to-east-london/2025073141109> - FashionUnited covers Bianca Saunders’ collaboration with Puma for a three‑day pop‑up in east London running from 7 to 10 August at 137A Bethnal Green Road. Called "38 Love Lane", the event is described as storytelling‑led rather than product‑driven, combining fashion, music, photography, wellness and food to reflect Caribbean heritage. The piece links the activation to Saunders’ zine of the same name and credits set designer Y Lan Lucas for the immersive environment. It notes Puma’s H‑Street “Jamaica Pack” drop and frames the pop‑up as a culturally rooted activation that foregrounds community engagement over a pure retail sell‑through and storytelling.
7. <https://www.ssense.com/en-us/women/designers/bianca-saunders> - SSENSE’s designer page lists Bianca Saunders products available for purchase, presenting a curated selection of ready‑to‑buy items from recent and archival collections, including shirts, jackets, trousers and accessories. The retail page displays product names, prices and imagery, demonstrating that pieces from Saunders’ SS25 season are stocked by third‑party e‑retailers and the brand’s own site. SSENSE serves an international customer base and includes sale sections and detailed product descriptions. The listing illustrates how Bianca Saunders distributes product through online stockists, supporting claims that the label’s retail presence is primarily digital while remaining accessible via appointments and pop‑ups for direct physical engagement.