

Hipicon Opens First Physical Store in London, Showcasing Independent Designers from Around the Globe

London, UK –

Hipicon.com, the online platform known for curating unique designers and small brands from around the world, has officially opened its first-ever physical store in London. For over a decade, Hipicon.com has been a trusted destination for discovering independent makers, and now visitors can experience its carefully curated collections in person for the very first time.

Located in the heart of Shoreditch, the new Hipicon pop-up store serves as a home for design lovers to explore craftsmanship, creativity, and conscious living. The store brings together a diverse mix of global independent brands, many of which are being introduced to the London market for the first time.

“Hipicon was founded to give small brands a global stage,” says the founder Mertcan Ozen. “Opening our first physical store in London is a natural extension of that mission — creating a space where people can truly connect with the stories, quality, and vision behind each product.”

The store will be open daily throughout the London Design Festival, inviting festival-goers and Londoners alike to discover design-driven objects across categories including fashion, homeware, lifestyle, and art. Each piece reflects Hipicon’s commitment to supporting small businesses, independent voices, and sustainable practices.

About Hipicon

Founded as an online platform, Hipicon curates and showcases independent designers and small brands with a focus on creativity, cultural diversity, and conscious living. Its mission is to connect consumers with meaningful products and the stories of their makers. Today, Hipicon brings this ethos into its first physical store in London, establishing a new space for design exploration.

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