

NO ONE TRUE ANYTHING announces its debut pop-up shop enabling shoppers to buy in person for the first time



33 GREAT WINDMILL STREET, SOHO W1D 7LR
27th APRIL - 30th MAY 2023

Sustainable high-end fashion brand, NO ONE TRUE ANYTHING, Founded by British Dyslexia Association Ambassador Jake Posner, is gearing up to open a month-long retail activation from Thursday 27th April - Tuesday 30th May.

It will be the first time the brand has been available to buy and explore in-store, bringing its online brand to a physical format. The activation will stock NO ONE TRUE ANYTHING'S high-quality, minimalistic and sustainable streetwear with the space mirroring the brand's industrial aesthetic, complete with breaking down words into syllables and hyphenation to reflect how Jake's dyslexic minds process reading and writing.

With zero initial investment, the concept store cements further organic growth for the brand and will be open to the general public and offer VIP appointments to meet the Founder and gain access to limited pieces.

NO ONE TRUE ANYTHING wants consumers to view high end fashion as art, where pieces are limited, constructed and designed thoughtfully to be cherished and displayed on the body with pride and for years to come. Personifying its sustainability ethos and mission, NOTA has partnered with the global marketplace The Edit LDN and styling service Threads Styling to showcase footwear, and accessories and offer one-to-one styling services, for a limited time, offering a complete 360° shopping experience.

Jake says “Being dyslexic has allowed me to think uniquely. People look at dyslexia as only affecting reading and writing, but for me, dyslexia has allowed me to be skilled in other areas, such as design and storytelling. “NO ONE TRUE ANYTHING, to me, is so much more than high-end fashion, it is about creating a community where people want to belong, due to similarities and differences. I’m excited to welcome everyone to the store and demonstrate creativity, individuality and self-expression.”

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NOTA Website: <https://noonetrueanything.com>

NOTA Instagram: <https://www.instagram.com/noonetrueanything/>

NOTA Book:

https://drive.google.com/file/d/1Cf_jYCe7GH_UNNhRTxto-oVfL913cEw2/view?usp=sharing

Jake LinkedIn: <https://www.linkedin.com/in/jake-posner-4b829b191/>

VIP booking link:

<https://noonetrueanything.com/pages/invitation-to-no-one-true-anythings-deb-ut-concept-store>

NOTA HIGH-RES IMAGERY:

<https://drive.google.com/drive/folders/1pi-byDreGvb3BA8WkgVIYyR9t8CJj4Q6?usp=sharing>