



retreat cost

Pokémon Card Shop

Pokeshop Advancement Proposals



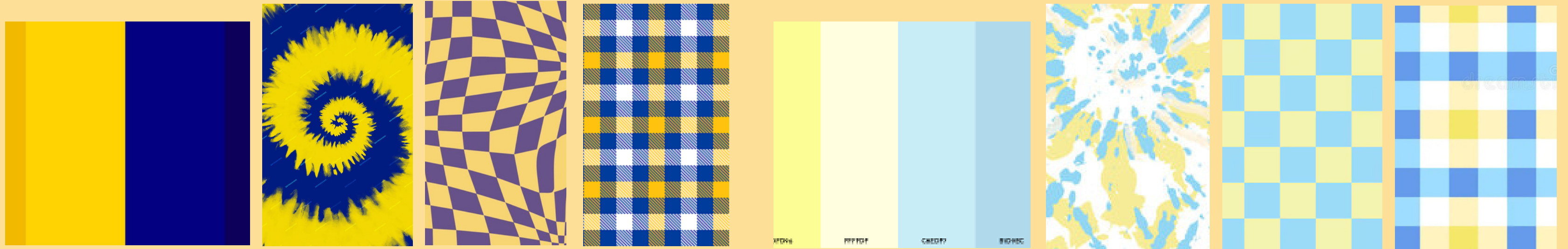
Introduction

This presentation provides a place to organize all store advancement ideas and may serve as a potential resource in any future advancements.

Merch Ideas

Merch Ideas - Color Ways & Patterns

Classic Collection (OG and Pastel):



Spring/Summer:



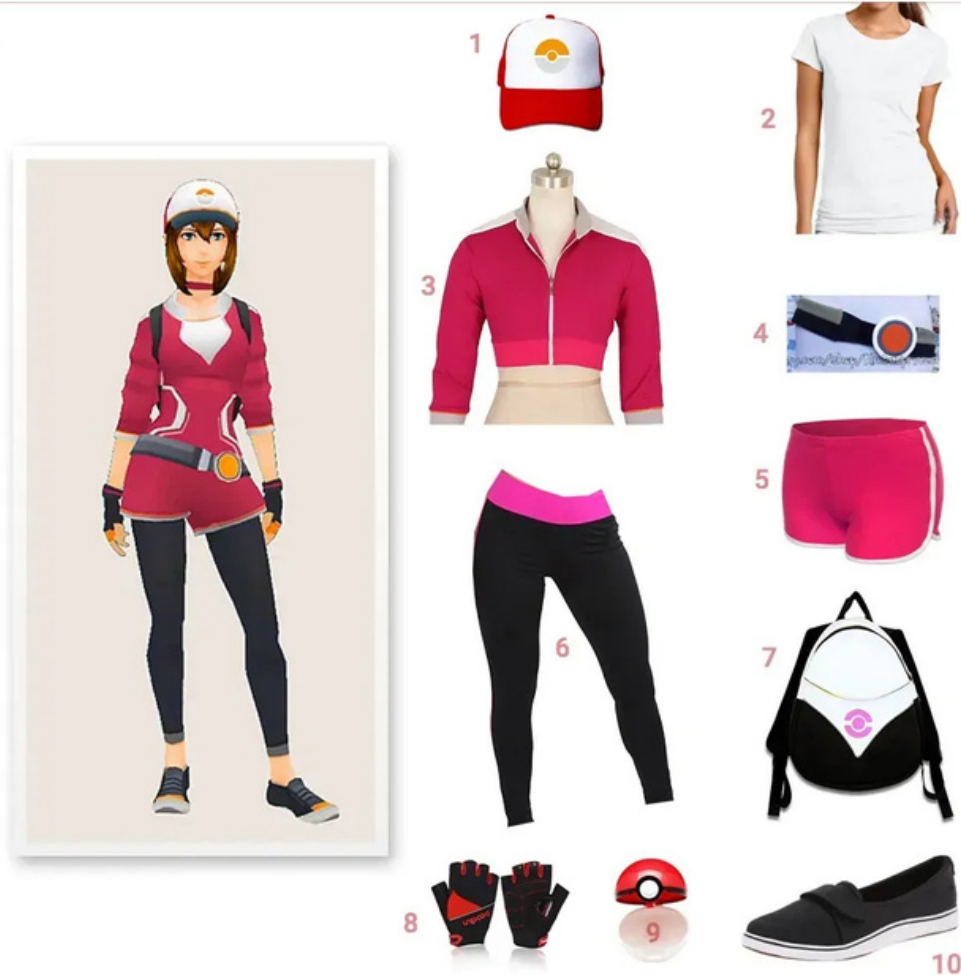
Fall/Winter:



Merch Ideas - Trainer Inspo

COSTUME GUIDE

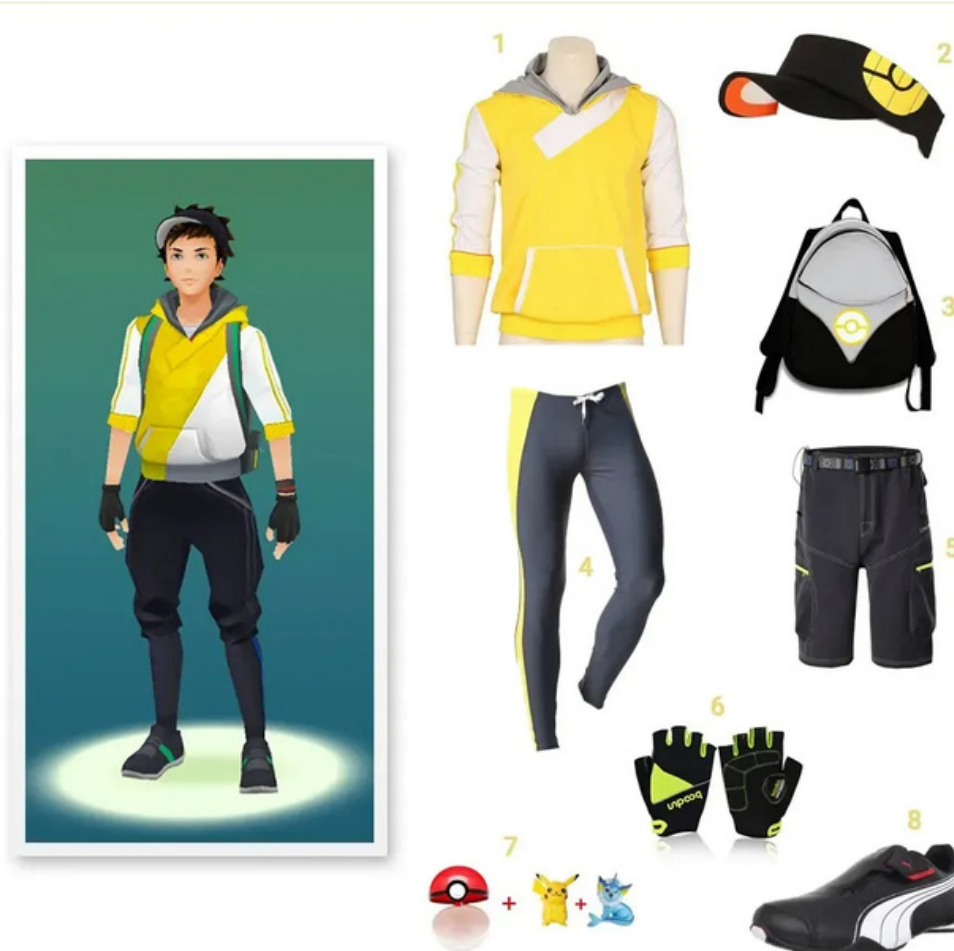
FEMALE POKEMON GO TRAINER (TEAM VALOR)



Costume Wall

COSTUME GUIDE

MALE POKEMON GO TRAINER (TEAM INSTINCT)



Costume Wall

labeled by costumeplaybook.com



Merch Ideas - Apparel & Accessories

Outerwear

- Sweatshirt/Hoodies
- Zip-up Jackets
 - Fleece
 - Tracksuit

Tops

- Crewneck
- V-Neck
- Polo
- Crop top

Bottoms

- Sweatpants
- Tracksuit pants
- Shorts

Headgear

- Bandana
- Baseball Cap
- Sun Visor
- Bucket Hat
- Beanie

Gloves/Scarves

(Trainer and Winter-wear)

Bags

- Drawstring
- Fanny/beltbag
- Tote
- Backpack (minis too!)
- Duffle Bags

Designed Socks

- Crew Socks
- Knee Highs

Croc Jibbits

Pins/Buttons/Patches

Trainer Belts

Event Ideas

Events

1. Pokemon Official League

- a. League Play! Practice Nights
- b. Standard League Tournaments
- c. League Challenge Tournaments (Championship Pts)
- d. Pre-Release Build and Battle Events
- e. Gym Leader Challenge
- f. Expanded Deck Nights

Events

2. Pokemon Community

- a. Pokemon Day Event
- b. Opening Anniversary Celebration
- c. Craft Nights – Paint a Pokemon Card, Decorate a Tin
- d. Deck Workshop Nights
- e. Poke Play! Kids Days (Jr. league/Trade/Crafts)
- f. Pokemon Movie Nights
- g. Pokemon Basket Raffle Night

Events

2. Pokemon Community Continued

- a. Pokemon Bingo Nights
- b. Halloween Costume Contest
- c. Pet Pokemon Costume Contest
- d. Pokemon Photo Contest using Pokemon Go
- e. Pokemon Pack Open Battle Nights
- f. Pokemon Collector's Show and Tell Nights
- g. Pokemon Karaoke Nights

Events

3. Pokemon Card Conventions/Pop-Up Shops

- a. Pop-Up shops at Farmer's/Flea Markets
- b. Pop-Up shops at Community Street Fairs/Events
- c. Pop-Up shops at Anime Conventions
- d. Cherry Hill/Woodbridge Card Expos
- e. Brotherly Love/Fishtown Card Show
- f. Bucks/Chester Counties Card Show

**THANK
YOU!**