



Not On The High Street to Open The FML Store, Bringing Joy to Life's FML Moments

21st September 2022, London, UK: To coincide with Mercury in retrograde – a FML* moment in the astrological calendar – Not On The High Street is opening its **FML Store** on **29th September** at **68 Old Compton Street, London**. Offering positivity to life's hiccups, the pop-up empath-orium will allow shoppers to exchange their real-life 'FML' moments for a pick-me-up gift from one of the online marketplace's small businesses.

Whatever chaos mercury in retrograde has wreaked on your life recently (ghosted, given the haircut of nightmares or sent a *face palm* reply-all in error?), Not On The High Street is bringing joy to life's epic fails, dramas and plain rubbish moments, with this London-based pop-up store, designed to offer an empathetic remedy to every visitor in the form of a soul-boosting gift.

Customers can leave their tap-to-pay at the door, because in this store the currency is their messiest FML moment(s), with research** showing that acknowledging life's fails with a "chin-up" gift evokes more joy than traditional gifting occasions.

Launching for the first time at The FML Store, shoppers will be introduced to **The FML Edit** - a newly curated product line-up dedicated to life's FML moments. Featuring products from some of Not On The High Street's freshest and most creative small businesses, the range will be colourfully categorised into life's grim moments (think: *love trouble, work drama, epic fail, fuming, cringe, frazzled*).

Customers will be invited to browse this dreamy haul of ironic, cheeky and vibrant pieces (styled to Instagrammable perfection), before exchanging their FML stories with staff for a gift from the FML Edit to brighten their day.

The FML Store is open **Thursday 29th** and **Friday 30th September** from **midday-8pm** at **68 Old Compton St, London, W1D 4UN**. For more information and to shop The FML Edit visit <https://www.notonthehighstreet.com/pages/fml>

- Ends -

Notes to Editors

For more information please contact: press@notonthehighstreet.com

*FML - a popular acronym used to describe a daily mishap typically due to stress or embarrassment

NOT ON THE HIGH ST.

**Research from <https://newswire.net/newsroom/blog-post/00238357-why-unexpected-gifts-make-the-best-presents.html>

Terms & Conditions

1. Open to UK entrants aged 18+ years.
2. The FML gift exchange will run Thursday 29th and Friday 30th September 12-8pm, 68 Old Compton St, London.
3. 900 gifts will be given away whilst stocks last.
4. Promoter: Notonthehighstreet Enterprises Ltd t/a Not On The High Street. NOTHS House, 63 Kew Road, Richmond, Surrey, TW9 2NQ.

About Not On The High Street

Founded in Richmond, London in 2006, Not On The High Street helps people celebrate life's big and small moments with a huge range of gifts. It's a curated marketplace that connects the best small creative businesses with the world. Bringing together over 4 million customers with over 5,500 small creative businesses selling more than 300,000 products, Not On The High Street offers an extensive selection of joyful designs, affordable gifts and inspiring edits. Selling through Not On The High Street offers small businesses access to an engaged customer base, expert business support and a ready-made tech and data infrastructure.