

MOBILE TRUCK ENTREPRENEURSHIP:  
MOTIVATIONS AND STRATEGIES OF NON-FOOD MOBILE RETAIL TRUCK  
ENTREPRENEURS IN THE UNITED STATES

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Doctor of Philosophy

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By  
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MOBILE TRUCK ENTREPRENEURSHIP: MOTIVATIONS AND STRATEGIES OF NON-FOOD  
MOBILE RETAIL TRUCK ENTREPRENEURS IN THE UNITED STATES

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And hereby certify that, in their opinion, it is worthy of acceptance.

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MOBILE TRUCK ENTREPRENEURSHIP: MOTIVATIONS AND STRATEGIES OF NON-FOOD  
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ABSTRACT

This dissertation set out to explore the emerging phenomenon of modern mobile retail trucks opening for business across the United States starting in the early 2010s. Thirty-one participants were interviewed, and the data collected was used to glean a further understanding of who mobile retailers are and the key motivations drawing these individuals to alternative retail spaces on wheels. This study was conducted using qualitative methods and thirty-one participants participated in in-depth interviews. A grounded theory approach was used to inform data interpretation and allowed the themes to emerge directly from the data. The data sorted participants into four cohorts, just out of school (10), career shift (9), escapist (8), and retired hobbyist (4). Four primary motivations emerged among participants, need for flexibility, desire for autonomy, creativity, and social interaction. All of these motivations were representative across the four cohorts; however, each cohort emphasized the motivations in different combinations. All the participants had access to high-speed internet and relied on smartphones for many daily business activities. This study can offer contributions to both academia and the retail industry giving insight into this emerging retail venue. Study limitations include the short duration of the study and the small number of

participants, which does not allow for the data to be generalized across all mobile retailers. This study offers a preliminary exploratory view of the phenomenon of modern mobile retail emerging across the United States.

## CHAPTER 1: INTRODUCTION

Contemporary mobile retail trucks have been opening across the country over the past several years. The American Mobile Retail Association (AMRA) reports that the first modern mobile retail store opened in 2011; the association membership has now grown to nearly 100 trucks across the United States (*American Mobile Retail Association, 2016*). It should be noted that AMRA membership is voluntary and does not account for all mobile retail trucks currently operating.

More recently, bloggers Nache Snow and Astral Riles — creators of [www.startafashiontruck.com](http://www.startafashiontruck.com), [www.findafashiontruck.com](http://www.findafashiontruck.com), and the podcast *Can I Park Here?* — have started to promote community in the mobile retail sector. Their website [www.findafashiontruck.com](http://www.findafashiontruck.com) allows customers to connect with vendors in their area and promotes awareness of this new mobile retail trend. Over 300 mobile retail trucks are listed on this website (Snow & Riles, 2016). The bloggers also offer resources and networking opportunities for truck owners and others involved in the mobile retail industry. Their first podcast episode of *Can I Park Here?* aired on April of 2015, followed by over eighty episodes with more than 35,000 downloads (*N. Snow & A. Riles, personal communication, October 3, 2016*). Their other website [www.startafashiontruck.com](http://www.startafashiontruck.com) specifically targets people interested in starting mobile retail trucks or those who already own and operate trucks (Snow & Riles, 2015b). The growth of AMRA membership since 2011 and the addition of bloggers Nache and Astral in 2015 suggest overall growth in mobile retail as an emerging alternative retail outlet.

Many mobile retail operators have chronicled their journey from the initial concept through opening day festivities on social networking sites (SNS). These practices often continue on Facebook, Twitter, and Instagram with posts of day-to-day locations, sales, and promotions.

This study aims to explore the emerging phenomenon of mobile retail trucks across the United States. Key questions that the research addresses include: Who are the entrepreneurs who choose to operate these trucks? What are their motivations? What is being sold? Are there common networks and skills among operators? What are the marketing techniques used? What role does social media have as a communication and marketing tool? Mobile retail trucks sell a range of products, including clothing, shoes and accessories, reusable baby diapers, vintage items, local crafts, cloth by the yard, home decor, sports memorabilia, skateboards, and likely other merchandise categories. For the purposes of this paper, food trucks are excluded from the sample, focusing on non-food mobile retail trucks that use social media to communicate with their customers. This distinction is made because there is some scholarly research that focuses specifically on mobile food trucks; this paper aims to extend the current body of knowledge by focusing on the previously unstudied area of non-food mobile retail trucks.

Ray Bromley's work has influenced the scope of the preliminary literature review, sampling framework, and interview instrument. Bromley (2000) includes many different forms of vending and entrepreneurship in his notion of street vending:

*Some vendors are fixed in one location, using a kiosk or a heavy stall which remains in the same location for months or even years and is locked*

*up and left under the supervision of a watchman when not in use. Others use heavy mobile stalls, which are pushed from a storehouse into the sales position at the beginning of the working day and pushed back at the end. Still, others are fixed in location, but simply lay their merchandise out on the ground or on a sheet of cloth or plastic. Truly mobile vendors may push stalls on wheels, carry their merchandise on their persons, or operate a stall of a cart, a tricycle, or a motor vehicle. Some mobile vendors sell to passers-by, some do door-to-door delivery, and still others hawk from building to building (Bromley, 2000, p. 2).*

Further, Bromley (2000) explains that vending of this sort can be very different from one person to another, some vend full-time while others part-time or possibly only during specific times of the year. This research further explores mobile vendors who use motor vehicles as a sales venue for goods. This segment of research has yet to be developed, and therefore, other avenues of vending (e.g., door-to-door delivery, temporary stores) (Pomodoro, 2013; Russo Spina et al., 2012) and pop-up shops (H. Kim et al., 2010; Marciniak & Budnarowska, 2009; Niehm et al., 2006; Picot-Coupey, 2014) may glean insight.

There is a long history of mobile retail and street vending worldwide. Entrepreneurs have participated in these selling activities in different capacities that have transformed over time. *“Street vending is an ancient and important occupation found in virtually every country and major cities around the world (Bromley, 2000, p. 1).”* In addition, door-to-door peddling has been an instrumental part of entrepreneurship in

the United States; it has existed on and off in different forms since the early 20<sup>th</sup> century. In 1906 Alfred Fuller started peddling homemade brushes door-to-door; his successful sales tactics inspired future entrepreneurs to use this sales model (*Our Story*, 2016). In 1920 Joseph Johnson and William Seidemann followed with Snap-on, interchangeable tools, sold directly to repair shops (*Snap-on: Hand Tools, Power Tools, Tool Boxes, Automotive Diagnostics and Shop Equipment*, 2016). In Addition, Kirby Vacuum and Cutco Knives have continued the door-to-door sales strategy into the 21<sup>st</sup> century (*Cutco & Vector Marketing*, 2016; *Kirby Vacuums over the Years*, 2016). Pop-up shops and temporary stores aim to create unique shopping experiences for customers to construct intimate connections with brands. These shops leverage word-of-mouth communication by savvy early adopters or influencers, who share their experience on SNS to create hype and interest (Marciniak & Budnarowska, 2009).

This study takes a qualitative approach using grounded theory to explore the phenomenon of contemporary non-food retail trucks and the entrepreneurs who choose to open and operate them. This sector of retail sales and entrepreneurship is an understudied area with almost no existing documented research, either qualitative or quantitative. Qualitative inquiry using grounded theory is an optimal form of research for unstudied subject areas previously overlooked by academic research. Grounded theory allows for the data collected to inform theory building to enable new ideas to unfold rather than being directed by previous knowledge (Charmaz, 2006, p. 4). Further research into many aspects of street vending would benefit planners, policymakers, community members, and academics (Bromley, 2000; Morales, 2011).

A series of qualitative data collection methods were used: participant observation, in-depth open-ended interviews, and textual analysis of social media communications. In line with grounded theory methods, the data analysis was ongoing using a constant comparative approach that allowed the data to drive the research questions and trajectory. Initial codes and memo writing illuminated the direction of the research as themes begin to emerge. Then as subsequent data were added, adjustments were made, and the research questions were refined. There is not a comprehensive database or list of all mobile retail trucks in the US; the researcher compiled a list including all the businesses listed on the AMRA and findafashiontruck.com webpages, and additional contacts were discovered through social media searches on Facebook and Instagram.

Participants were randomly selected from this list and through snowball sampling from initial participants and industry connections, for example, a builder who retrofits box trucks to suit mobile sales, and two mobile retail bloggers. Theoretical sampling was used to maintain flexibility and to focus and refine participant recruitment. This form of sampling allowed for further exploration and focus as categories emerged and theories began to form (Charmaz, 2006, p. 104). The initial sampling frame included a range of participants in several categories: age, education, gender, partnership versus solo, self-funded versus startup loan, geographic location, and retail truck as primary income versus secondary income (Table 1, see Appendix 1). As the data started to reveal important sampling characteristics, the framework was refined by adding and subtracting necessary elements.

A systematic review of scholarly literature was conducted across a broad range of fields published between January 2000 and April 2016. The included disciplines, retail/marketing (H. Kim et al., 2010; Marciniak & Budnarowska, 2009; Niehm et al., 2006; Picot-Coupey, 2014; Pomodoro, 2013; Russo Spina et al., 2012; Surchi, 2011); sociology (Bromley, 2000; Kettles, 2004); planning (Devlin, 2011; A. M. Kim, 2012; Morales, 2011); urban studies (Erickson, 2015; Martin, 2014; Morales, 2009; Wessel, 2012); media (Wessel et al., 2015); law (Clowney, 2009; Cohen, 2013; Hernández-López, 2011; Linnekin et al., 2011; Wong, 2016); nonprofit (Esparza et al., 2013); food (Erickson, 2015); and environmental health, (Vanschaik Faw & Tuttle, 2014) revealed that to date there is no scholarly research that addresses the emerging trend of contemporary, non-food mobile retail trucks as an alternative retail space (see Appendix 4).

There are only a few mentions of non-food mobile retail trucks in scholarly literature. Mobile retail is mentioned as a possible outlet for pop-up shops (Marciniak & Budnarowska, 2009), temporary retail (Pomodoro, 2013), and street vendors (Bromley, 2000). In addition, literature referencing the parallel phenomenon of contemporary food trucks, their use of social media (Martin, 2014), and the use of flashy new trucks with innovative menus to draw a new class of customers was reviewed. Food trucks have served as an alternative to pricy brick-and-mortar shops during difficult economic times and allow chefs to have more flexibility in menus, operations, and schedules.

The comprehensive review of scholarly literature revealed a gap in reference to contemporary, non-food mobile retail trucks. There is some literature regarding contemporary mobile food trucks; while limited, this body of work has the potential to



offer insight and allow for some comparison to non-food mobile retail. In recent years the proliferation of social media communication has transformed how food truck operators communicate with their customers. Social media allows food truck owners to reach customers and create marketing hype with small advertising budgets. Low operation and startup costs have attracted professional chefs to ditch their brick-and-mortar locations for mobile alternatives. New, refined, and unconventional menus have altered the image of food trucks and the type of customers they draw (Wessel, 2012). It is important to consider that grounded theory research relies first on the data to inform the direction of the study. A preliminary literature review was included in the research proposal. After data collection began, themes started to emerge, and a more targeted assessment of relevant subject areas was conducted.

### **Purpose and Research Questions**

The purpose of this study is to explore further the phenomenon of mobile retail trucks emerging across the United States. The research aims to answer the following questions: Who are the operators of mobile retail trucks? Are there more women or men truck owners? Does age and education matter? Where did they work before? Were they self-funded, or did they need a loan from a bank or family/friend? Why do shop operators choose to go mobile? Why do they sell what they sell? What type of support networks and previous experience do mobile entrepreneurs have? Are there regional differences in the overall experience of mobile entrepreneurs? What role does social media and mobile communication play for contemporary mobile retail trucks? In

addition to new forms of marketing through social media, do operators also use older traditional forms of communication and marketing with customers?

### **Why Significant**

Evident from the systematic literature review, there is a gap in the current literature on street vending, with almost no information regarding mobile retail trucks (Galvan & Galvan, 2013). This research is important and will inform academics and practitioners across many fields, including sociology, entrepreneurship, business, marketing, law, and planning. This research will construct new knowledge about mobile retail truck entrepreneurship and add to the existing literature on entrepreneurship, social media as a communication and marketing tool, street vending, pop-up stores, temporary shops, and others to be determined by the research.

### **Researcher Perspective**

I am interested to discover what motivates and shapes the path for the entrepreneurs who choose to use mobile trucks as an alternative form for their retail outlets. I became aware of mobile retail trucks in 2014 as I watched a friend document her yearlong process of rehabbing an old RV into a mobile thrift shop. I watched as she opened for business and her social media followers grew. After a Google search on the topic, I found that mobile retail trucks have been popping up all over the U.S. since the early 2010s. In addition, I discovered a national association for truck owners, the American Mobile Retail Association (AMRA), where members can find resources and mobile vendors listed by region (*American Mobile Retail Association, 2016*). In the fall

of 2014, I had an opportunity to interview three retail truck operators in my interview theory course. These interviews further spurred my interest in the topic and gave me a preliminary look into the mobile retail business and the people who choose to operate these alternative retail locations. Over the past eight years, I have continued to follow these vendors and others on Facebook and Instagram. The knowledge I gained from the preliminary interviews and my observations of several mobile retail businesses on social media informed my interview guide and research methods.

## CHAPTER 2: LITERATURE REVIEW

The literature review is broken into two parts. The first section is a systematic literature review of mobile retail and other related search terms described below. This initial search yielded eighteen unique sources. Because of the emerging nature of this study, an additional literature review section was added with other subject areas to support the research. The second section of the literature review explores entrepreneurship, technology, and changes in retail.

### **Systematic Literature Review**

This section of the literature review was comprehensive and systematic and led to the review of twenty-five articles (Galvan & Galvan, 2013). The following search terms using bullion phrases were used to complete the database searches: ("*mobile retail\**"), ("*retail truck\**"), ("*fashion truck\**"), ("*street peddlers*"), ("*street vend\**"), and ("*pop-up shop*"). Six databases were used for the search: ABI/Inform, Academic Search Complete, Business Source Premier, JSTOR, Scopus, and Sociological Abstracts. After limiting to academic peer-reviewed articles written in English since 2000, six relevant articles remained. Literature was limited to works written after 2000 because it was not until the mid-2000s that there was evidence of contemporary mobile food or retail activity. The keywords in the relevant articles inspired three additional search terms ("*nomad store*"), ("*temporary store*"), and ("*guerrilla store*") no additional unique sources were found. The references of all relevant articles were reviewed resulting in seven additional articles. A subject search was conducted in journals that were discipline-specific or those

that elicited other relevant results, Clothing and Textiles Research Journal, International Journal of Retail and Distribution Management, Journal of Retailing, Journal of Fashion Marketing and Management, Journal of Global Fashion Marketing, and Journal of Consumer Culture. This search yielded six additional sources. An additional search using ("*food truck*") was added to find support material that would further inform the research. From the six databases, eleven articles were found; five concerning health benefits with increased access to healthy food were eliminated leaving six to be added to the review.

### **History of Street Markets, Street Vending, and Mobile Retail**

Alfonso Morales has spent his career studying historic street markets. He believes that street markets are a place where communities can come together on equal footing to further community involvement and well-being, "*Marketplaces, locations where vendors gather periodically to sell merchandise, indoors or out, have been central to a historical political, economic, and social revolution in the United States and remain central to the political, economic, and social prospects for people and places across the nation* (Morales, 2011, p. 3)." Both qualitative and quantitative research is needed to achieve a full scope of knowledge about the intricacies of marketplaces. Currently, there is a shift in the type of businesses and entrepreneurs who are making use of public places, sidewalks and streets, for vending purposes. "*Sidewalk vending is usually associated with immigrant and lower-income populations, but the recent trend in gourmet food truck entrepreneurs includes the participation of white-collar workers and nightlife enthusiasts* (A. M. Kim, 2012, p. 226)."

During the 20th century, New York and other cities started to encourage the development of large modern malls and shopping centers and discouraged or regulated street vendors and pushcart operators. Hernández-López (2011) argues that regulations have taken away employment opportunities and cultural connections for many Italian and Jewish immigrants. *“Without pushcarts and peddlers, the sidewalks and streets lost their appeal as spaces of social invitation (Hernández-López, 2011, pp. 265–266).”* These efforts have led to negative perceptions of street vending across the United States for decades and subsequently kept the growth of street vending to a minimum.

In 2005 artists discovered a new creative way to use spaces typically designated for parking. The artist group known as Rebar came together and transformed one parking spot in San Francisco. They paid the two-hour meter fee, laid down some turf, and hung out in their temporary *“park”* for the afternoon (A. M. Kim, 2012). Since 2005 there have been annual *“PARK(ing) Day”* exhibitions constructed in cities across the U.S. and around the world (A. M. Kim, 2012; *Park(Ing) Day | About PARK(Ing) Day*, 2012). The [park\(ing\)day.org](http://park(ing)day.org) webpage has instructions for carrying out PARK(ing) Day events, navigating local regulations, and ensuring the original values are upheld.

Door-to-door selling is a form of mobile retail where a salesperson travels to individual households and sells product lines to one customer at a time. In 1906 Alfred Fuller started peddling his homemade brushes door-to-door using his slogan, *“make it work, make it last, and guarantee it, no matter what (Our Story, 2016).”* Over the next decade, his product line grew and supported a sales force of over one thousand people selling Fuller products door-to-door to housewives around the country. The Fuller Brush

company is still in business and now relies on online sales and house party sales (*Our Story*, 2016). In 1920 Joseph Johnson and William Seidemann created Snap-on, a set of versatile interchangeable tools for mechanics. To serve the Snap-on customers who were busy business owners themselves, Joseph and William made weekly visits to garages and workshops to sell and service the tools. To this day, mobile franchise owners travel in branded vans to peddle Snap-on products to customers, and in recent years online sales have been added (*Snap-on: Hand Tools, Power Tools, Tool Boxes, Automotive Diagnostics and Shop Equipment*, 2016). Kirby Vacuums, Schwan's, and Cutco Knives are among other businesses that have been sold by traveling salespeople during the 20<sup>th</sup> and 21<sup>st</sup> century (*Cutco & Vector Marketing*, 2016; *Kirby Vacuums over the Years*, 2016; *Our History, The Schwan Food Company*, 2016).

### **Pop-Up Shops and Temporary Stores**

Pop-up shops and temporary stores set up for as little as one day and up to one year (H. Kim et al., 2010; Niehm et al., 2006; Pomodoro, 2013). These short-term shops are used as a tool to connect with customers, create a connection with the brand, and generate hype. *"Just as, in the UK, ice cream vans pop up outside school gates evoking excitement and compelling children through offering them something that is limited, discovery-driven, and of the moment, in today's retail environment, pop-up stores attempt to evoke the same excitement (Marciniak & Budnarowska, 2009, p. 2)."*

Guerrilla marketing is a term used to describe the tactics of some pop-up shops and temporary stores; this style of marketing is low-cost, innovative, and network-driven (Marciniak & Budnarowska, 2009; Pomodoro, 2013). Hype and exclusivity are created

from the unpredictable nature of guerrilla marketing where opinion leaders or savvy customers are often leveraged to increase exposure as they communicate their unique experiences on social networking sites (SNS). Customer endorsements through SNS allow brands to keep costs low. In addition, as with food trucks, the economic downturn of 2008 opened other opportunities. The closure of stores in main shopping districts has given space for temporary stores to gain access in high street locations where they otherwise would not have been able to afford rent. Owners of these spaces are happy to lease shops for short durations to maintain cash flow (Surchi, 2011), and temporary shop operators are happy to take advantage of prime real estate: *“above all, finding the right neighborhood or store location is critical to ensuring the success of a pop-up operation (Picot-Coupey, 2014, p. 665).”*

This type of retail aims to create an experience for customers who are looking for more than just shopping to buy, but also a desire to have an exceptional experience (H. Kim et al., 2010; Marciniak & Budnarowska, 2009; Niehm et al., 2006; Picot-Coupey, 2014; Pomodoro, 2013; Russo Spina et al., 2012; Surchi, 2011).

*It satisfies both the firm’s need to synthesize and share its brand values in an original way as well as the consumer’s need for experience and socialization. As the results suggest, the interaction within these stores fosters dialogue with the customer beyond simple knowledge and information-sharing and leads to the development of a value experience dense environment. The success of the Temporary Shops is intimately bound with the presence of the consumer(s), who fills it with his/her*



*unique meaning as a co-builder and co-creator of that space (Russo Spena et al., 2012, pp. 34–35).*

### **Food Trucks**

In LA during the early 21st century, as gentrification began to move into Latino neighborhoods, traditional loncheros/taco trucks were subject to debilitating regulations and fines as the mobile lunch trucks were deemed unsightly and likely unsafe. At the same time in LA, new gourmet food trucks with flashy exteriors, but the same basic truck, started to gain appeal with young trendy customers in hip neighborhoods. New food trucks quickly emerged from the economic downturn of the late 2000s, *“The pace of such a transformation has been breathtaking, as the new field combines a well-worn cultural repertoire of American cuisine merged with motor transportation (Esparza et al., 2013, p. 156S).”* The approach for running food trucks and the populations served by food trucks has changed dramatically in the 2000s and 2010s. *“The vast scope and dramatic pace of this change has been remarkable (Linnekin et al., 2011, p. 36).”*

Food trucks have had a positive impact on owners and patrons alike: *“In material terms, food trucks provide economical food options, new sources of income, small business prospects, and the opportunity to socially revitalize sidewalks, streets, and public areas (Hernández-López, 2011, p. 267).”* Mobility gives truck owners flexibility and the ability to go where customers are; they are not locked into a permanent location where they would be subject to changing consumer demands. Sporadic visits to the same location create hype and boost consumers’ interest. *“The benefit to being able to*

*serve different locations is that consumers have a taste-for-variety in their day-to-day food consumption and so the food truck can avoid customers which have already been served recently (Anenberg & Kung, 2015, p. 62)."*

### **Regulations and Safety**

Food truck regulations are of particular interest because preliminary exploration revealed that in some cities there are no rules or regulations specific to non-food mobile retail trucks. In these cities non-food operators are asked to comply with food regulations that are often irrelevant or impossible to achieve. Scholars have suggested many reasons why regulations exist for street and mobile vendors, and they primarily stem from old food truck ordinances, including food safety (Bromley, 2000; Wong, 2016), limiting immigrant vendor growth (Devlin, 2011), protecting local brick-and-mortar shops (Cohen, 2013; Devlin, 2011; Kettles, 2004; Morales, 2011; Wong, 2016), parking congestion (Bromley, 2000; Wong, 2016), and controlling pollution (Bromley, 2000; Wong, 2016). Wong (2016) states that the need for regulation is valid, but there must be some level of flexibility and cooperation with vendors. *"Local governments and mobile food vendors have a range of complementary interests that extend from preserving the tradition of vending to educating the entrepreneurs of tomorrow. All of these interests are reasons to believe that local governments and vendors can work together to tailor regulations (Wong, 2016, p. 16)."*

Regulations differ from city to city and across different states creating challenges for the food truck movement as a whole. Local associations are still able to use each other as resources and support, and often chapters will reach out to each other on

Twitter. The LA food truck association was the first established and is used as a model for many of the other local chapters across the country (Esparza et al., 2013). Many local associations focus on restrictive zones because it is difficult to have the same goals across associations when each has different needs based on the regulations they have to work with (Esparza et al., 2013).

Many of the attributes that cause street vendors to be seen as a nuisance or drain are also the same attributes that promote growth and innovation in cities (Bromley, 2000; Wong, 2016), such as new trends and novel experiences that draw tourism and boost the overall economy (Bromley, 2000; Morales, 2011; Wong, 2016); decrease crime through “*eyes on the street* (Bromley, 2000; Clowney, 2009);” and serve populations that are vulnerable and otherwise underserved and unable to make it to main street (Bromley, 2000; Wong, 2016).

Regulations can cause further complications for minorities (Clowney, 2009) and immigrants (Bromley, 2000; Devlin, 2011; Kettles, 2004). Clowney (2009) found zoning plays a role in inhibiting the growth of entrepreneurship in black neighborhoods (Clowney, 2009). He suggests that promoting the growth of street vending will help black entrepreneurs learn the steps of business operations and lead them to eventually open permanent retail locations. Similarly, Devlin (2011) explains local police and business owners work to intimidate immigrant vendors from setting up shop in particular areas even when the vendors have proper permits and are operating legally (Devlin, 2011). Clowney cautions against operating illegal unlicensed street businesses calling for new

laws and regulations that promote street vending to open the door for entrepreneurs with little startup capital (Clowney, 2009).

### **Social Media and Food Trucks**

Since mobile food trucks can be very nimble and respond to customers shifting locations with *“just in time”* food delivery, *“contemporary vendors use information technology to generate impromptu social settings in unconventional and often underutilized spaces* (Wessel et al., 2015, p. 1).” Twitter and other mobile communication platforms allow mobile food vendors to reach customers who are not connected spatially by going beyond traditional word-of-mouth communication. Offbeat locations can draw crowds that were previously allocated to *“main street.”* Similarly, Anenberg and Kung (2015) explain that smartphones have played a significant role in customers’ patronage of food trucks (Anenberg & Kung, 2015). Using data from IBISWorld Industry report 72233, the data shows that as iPhone sales have gone up, so have the sales from food trucks (Anenberg & Kung, 2015, p. 62). These researchers reason that up-to-the-minute mobile communication of trucks’ daily location allows customers to plan accordingly and eliminates the risk of disappointment and inconvenience when a truck is absent. Mobile communication has played a crucial role in the proliferation of food trucks, and with *“technology increases the profitability to operating as a food truck, and can push it from below brick-and-mortar to above brick-and-mortar for some parameter values* (Anenberg and Kung 2015, pg. 65).”

### **Entrepreneurship, Technology, and Changes in Retail.**

Shane and Venkataraman (2000) state that previous research on entrepreneurship focuses solely on the entrepreneur. They put forward that it is important to also consider the quality of the opportunity. They define entrepreneurship as *“the scholarly examination of how, by whom, and with what effects opportunities to create future goods and services are discovered, evaluated, and exploited* (Shane & Venkataraman, 2000, p. 218).” They continue that while many opportunities exist, it is an entrepreneur that *“recognizes that the opportunity exists and has value* (Shane & Venkataraman, 2000, p. 221).” Shane (2012) gives clarification as he reflects on his article from 2000; he shares that entrepreneurs use creativity to see opportunities and re-combined resources in innovative ways (Shane, 2012). Similarly, Williams et al. (2021) suggest that entrepreneurs can use the idea of bricolage, where they recombined existing ideas into new combinations that allow for flexibility and changing needs (Williams et al., 2021). These researchers also stress the importance of creativity and finding ways to work within the available resources.

Shane and Venkataraman (2000) share an example of an opportunity that is available for entrepreneurs to exploit if they can find a valuable use, *“The development of the Internet provides a useful example. Only a subset of the population has had entrepreneurial conjectures in response to the development of this technology* (Shane & Venkataraman, 2000, p. 222).” Kim et al. (2006) further this idea stating that *“Rapid technological changes in digital media and communications have promoted a convergence of telecommunications, entertainment, and other forms of commerce that has opened up many new niches to innovative entrepreneurs with fresh ideas* (P. H. Kim

et al., 2006, p. 19).” The following section explores digital infrastructure’s influence on entrepreneurship.

### **Digital Infrastructure and Entrepreneurship**

Audretsch et al. (2015) state that their research is some of the earliest exploring the impact of infrastructure on entrepreneurship. In particular, their research suggests that broadband internet is pivotal for high technology and customer service related startups, including retail and marketing (Audretsch et al., 2015). New technology and infrastructures brought by broadband internet lower the barrier to entry for prospective entrepreneurs leveling the playing field in regards to formal education or experience, financial standing, or location (Caceres-Diaz et al., 2019; P. H. Kim et al., 2006). With access to the internet, entrepreneurs can tap into new knowledge from industry-specific digital forums and community chat groups (Hertel et al., 2021; Williams et al., 2021), digital payment and selling platforms (Li et al., 2018; Neumeyer et al., 2021; Rakshit et al., 2021; Soomro et al., 2019), marketing and promotional tools (S. H. Kim et al., 2017), and finance and inventory tools (Bourdeau & Vieru, 2020). Beyond broadband, smartphones have expanded entrepreneurs' resources and access to services while lowering both costs and commitment. Countless daily tasks undertaken by entrepreneurs are now streamlined through smartphone applications and services (Drydakis, 2022; Li et al., 2018; Rakshit et al., 2021; Soomro et al., 2019). In addition, social media has offered a new way to communicate with customers without constraints of location and at a low cost without the commitment to long-term marketing contracts (Hertel et al., 2021; Kantorová & Bachmann, 2018; Olanrewaju et al., 2020; Schaupp,

2014; Secundo et al., 2021). Networking with and learning from peers and industry leaders has also become more accessible through social media (Hafeez et al., 2019; Proksch et al., 2021).

*In recent years, digital innovations have challenged all aspects of contemporary business models, disrupting, transforming and replacing them with new models regularly. These transformations have been manifested in several ways. Technology-savvy companies have built platforms or utilities exploiting internet-based infrastructure to increase the pace of innovation. These digital innovations led to a paradigm shift in how technology is leveraged to generate value (Qureshi et al., 2021).*

Researchers use different terms when they discuss entrepreneurs' familiarity with new digital technologies to aid their business operations. For example, the following terms are referenced in recent literature, digital literacy (Gur Erdogan et al., 2019; Neumeyer et al., 2021; Orrensalo et al., 2022; Sariwulan et al., 2020), digital fluency (Bourdeau & Vieru, 2020), digital capabilities (Proksch et al., 2021), and digital competences (Drydakis, 2022).

*Digital literacy is the ability of entrepreneurs to adapt to the development of the technology world to be able to utilize media as communication, marketing, analyzing trends, and demand for goods and services. Social media is a very important part today as people are always in touch with smartphones. (Sariwulan et al., 2020, p. 272).*

Online selling platforms.

Online sales platforms like eBay, Esty, Poshmark, and Shoptiques, just to name a few, are examples of digital sales venues where the main infrastructure of the website and payment processing solution is provided to the end user by default. Entrepreneurs simply create a profile and list their items for sale to waiting customers. Chandan and Salimath (2018) refer to these sites as P2P (peer-to-peer) platforms; they state that this is an understudied area that needs further exploration. *“P2P platforms operate by leveraging the interactivity of the internet and charge a fee for facilitating connections between multiple users. These online platforms generally vary in the service they provide and the parties they connect (Chandna & Salimath, 2018, p. 163)”*. One of the earliest examples is eBay, an online auction house that opened in September 1995. eBay created a centralized location for sellers to display products and the infrastructure to take bids and process payments from customers without regard to location (Frei, 2013). Customers of eBay enjoyed the ease of bidding on products from their homes, buying collectibles, household items, and cars, among countless other items. The online community created by eBay offered a low-cost venue for sellers to conduct business without the need to build their own website saving time and money. In the early 2000s, some entrepreneurs saw an opportunity to create viable businesses by buying and selling on eBay, and some even turned this strategy into their primary source of income (DeLyser et al., 2004).

Etsy, Poshmark, and Shoptiques, like eBay, offer infrastructure to bring together sellers and buyers, lowering the barrier to entry for small entrepreneurs (Chandna &



Salimath, 2018; Neumeyer et al., 2021). Etsy opened in 2005 as a digital space for artists to sell their goods to customers worldwide. Poshmark and Shoptiques, both founded in 2011, focused on clothing and accessory sales. Shoptiques cultivated a boutique vibe with a set of visual guidelines and display standards for all items listed to sell (O'Connor, 2015). Poshmark's aim was to allow anyone to generate income from the unworn items in their closet (*A Brief History of Poshmark*, 2020). These established platforms give buyers a sense of security and work as “*matchmakers*,” connecting sellers to a huge pool of potential customers that were interested in a particular product niche (Evans & Schmalensee, 2016).

Li et al. (2018) focus on the idea of “*digital transformation*” stating that while there has been a lot of research regarding information technologies (IT) and entrepreneurship, there is still a gap in the area that explores how e-commerce platforms influence entrepreneurship (Li et al., 2018). Through their qualitative study, the researchers found that entrepreneurs — from both small mom-and-pop shops and larger ventures — selling on Alibaba, a digital sales platform, benefited from the education, resources, and community provided. While there is no literature to support these findings across other platforms, eBay, Etsy, Poshmark, and Shoptiques also list resources on their websites to support the entrepreneurs using their sales platforms.

Smartphone applications and web SaaS applications for daily business operations.

There is considerable research investigating entrepreneurs and the impact of smartphone apps on business in developing countries and among the poor. However,

research is lacking regarding the use of smartphone applications and computer software aiding in daily business tasks among entrepreneurs in the United States. Neumeyer et al. (2021) state, *“new technologies affect every single stage in the entrepreneurial process.”* Their article is one of the few academic articles that talks about the impact of cell phone applications and web SaaS applications to streamline many parts of the entrepreneurs' workload and make it more cost-effective (Neumeyer et al., 2021, p. 1605). The researchers give several examples, including MailChimp, QuickBooks, and Salesforce, as programs that are inexpensive and improve business efficiency among entrepreneurs (Neumeyer et al., 2021). In addition to the examples given in the literature, photo editing apps (e.g., PhotoRoom and PixelCut), marketing layout apps (e.g., Adobe Express and Canva), customer management apps (e.g., Constant Contact and Customer.io), and web development platforms (e.g., Wix and WordPress) provide inexpensive solutions for retail entrepreneurs. Kim et al. (2017) explain that software-as-a-service (SaaS) has a great impact on small businesses with low budgets offering infrastructure that was previously too expensive and required technical training (S. H. Kim et al., 2017). This sentiment is echoed by Drydakis (2022) who states that digital technologies have been transformative for entrepreneurs (Drydakis, 2022). Often these apps and software are available for low monthly fees, or for single use, and some developers offer free versions that can be suitable for some basic tasks. Rakshit et al. (2021) found that entrepreneurs in India who used smartphone apps for daily operations and customer communication and sales were able to navigate the challenges imposed by the COVID-19 pandemic (Rakshit et al., 2021).

### Social media and entrepreneurship.

The use of social media for marketing and customer relations started to gain the interest of researchers in the 2010s. However, the studies are limited and more research is needed to gain a more complete understanding (Secundo et al., 2021). Entrepreneurs are able to use social media platforms to seek and grow their customer base and then maintain communication and form relationships (Kantorová & Bachmann, 2018; Schaupp, 2014). The benefit of engaging customers without the cost and commitment of traditional marketing is constant through the limited literature on social media use among entrepreneurs.

In addition to customer relations, there is also interest in the research area of entrepreneurs' participation in online support and networking groups that exist on Facebook, Instagram, LinkedIn, and other industry-specific forums. These digital networking groups can offer access to further learning through discussion boards without the need for costly travel or extensive time commitment (Olanrewaju et al., 2020; Secundo et al., 2021). Entrepreneurs benefit by being active participants in discussions or by passively observing and gaining knowledge generated by others (Hafeez et al., 2019). Podcasts are another source of knowledge sharing among entrepreneurs (Gur Erdogan et al., 2019). In addition to sharing knowledge, some entrepreneurs turn to social media to raise money through crowdfunding (Gur Erdogan et al., 2019; Secundo et al., 2021; Welter et al., 2019). Sometimes this is used at the onset to have enough funds to start a business, and other times it is to support innovation as the business evolves.

## CHAPTER 3: THEORY AND METHODS

### **Grounded theory**

Grounded theory was used in this research; it is a qualitative research method that allows the researcher to stay close to the data and lets the data inform the research, generate emerging concepts, and craft theories. According to Charmaz (2006), grounded theory *“consists of systematic, yet flexible guidelines for collecting and analyzing qualitative data to construct theories ‘grounded’ in the data themselves,”* further, *“data form the foundation of our theory and our analysis of the data generates the concepts we construct* (Charmaz, 2006, p. 2).” Grounded theory uses a constant comparative approach where the researcher simultaneously collects and analyzes data. The researcher looks for preliminary themes in the first stages of data collection and analysis. Memo writing is a tool used in the early stages of research as it aids the research in reflecting on the data and allows them to see the preliminary themes that then shape the direction of the study. Memo writing is informal and intended to collect the researcher’s initial thoughts and ideas as the research unfolds. Along with memo writing, the researcher starts *“to separate, sort and synthesize”* data into codes (Charmaz, 2006, p. 3). The codes become points of interest for the researcher and will inform future interviews. Staying true to the grounded theory method of data collection, the researcher uses memo writing and formulates codes in an ongoing cyclical process, allowing flexibility where new data can influence the path that the research takes. The researcher can also backtrack and follow up with early interviewees to explore themes

that emerge in later data collecting interactions (Charmaz, 2006). New participants will be interviewed and observed until all relevant components of the sampling framework cease to yield unique themes. At this point, saturation is reached, and the final analysis will be conducted across all the cases (Charmaz, 2006). The analysis will reveal typologies among the participants and a set of themes to build conceptual models of mobile entrepreneurs. King and Horrocks (2010) define themes as *“recurrent and distinctive features of participants’ accounts, characterizing particular perceptions and/or experiences, which the researcher sees as relevant to the research question (King & Horrocks, 2010).”* Following the guidelines set by King and Horrocks will allow the data to shape the analysis and build conceptual models or close to the ground theories about how and why mobile retail truck entrepreneurs operate them.

### **Participant recruitment strategy and sampling framework**

The sampling framework aimed to create a sample that captured the range of types of entrepreneurs and businesses that exist in the emerging contemporary mobile retail truck environment. The sampling frame was limited to non-food mobile retail trucks that use social media for communication with customers. Other preliminary parameters for sampling looked for men and women; different age groups; solo entrepreneurs as well as partnerships; AMRA and findafashiontruck.com members or those who are unaffiliated; and self-funded or those who needed loans for their startup. These parameters remained flexible during data collection. Additional parameters for the sampling frame emerged as nuances were revealed during data collection. Two mobile retail bloggers and one mobile retail pioneer, now a retail business consultant,

were also included as informants to gain further insight into this new retail venue. Late in the interview process I found a cluster of trucks hosting events together in River City and added five participants to learn more about their collaboration.

Mobile retail truck owners were recruited in a variety of ways. I first compiled a list of all mobile retail trucks listed as belonging to AMRA from [www.americanmra.com](http://www.americanmra.com). Later I found a more comprehensive list on [findafashiontruck.com](http://findafashiontruck.com) where paid membership was not required. Finally, I discovered additional trucks from Facebook and Instagram searches. The initial spreadsheet compiled in July 2016 totaled 423 mobile retail trucks spanning the United States. In early January 2017, I randomly selected twenty mobile retail truck owners from the list to send a recruitment email. The initial round of recruitment only yielded two interviews. Further exploration into the list of mobile retail trucks verified that some businesses had closed, and others could not be found.

Supplementary information from two mobile retail truck bloggers revealed that the [findafashiontruck.com](http://findafashiontruck.com) mobile retail truck list did not have a mechanism to remove trucks that had closed or evolved into brick-and-mortar locations. With this new information, I found it necessary to review each listing and verify social media accounts—Facebook, Instagram, and Twitter—for recent activity. All mobile retail businesses with social media activity since August 2016 were sent a recruitment email. It was important to include businesses that had not been active in the fall of 2016 since many trucks are seasonal and may have been on a seasonal break, not closed for business. The second round of email recruitment yielded twenty-two additional interviews. In mid-March

2017, I received a Facebook advertisement for a mobile retail event in River City on my personal Facebook page. This event was a monthly mobile retail event held in a historic downtown park with the participation of eight to ten trucks. I followed the event advertisement to the group's shared webpage where I found the contact information for nine new trucks that were not included in my initial retail truck spreadsheet. These businesses had opened after my initial list was compiled, some opening only weeks before, and were not yet listed. Additional recruitment emails were sent to all of the members of this group, adding five additional participants. All thirty-one participants were interviewed in the spring of 2017.

### **Data collection**

This research study employed in-depth, open-ended interviews; participant observations; and textual analysis of social media communications from Facebook and Instagram. The interview instrument was inspired by literature about street vending, food trucks, pop-up shops, and temporary stores; Facebook observation of mobile retail; insight gained from preliminary interviews with three mobile retail owners in the fall of 2014; and my experience working in the retail industry. The open-ended questions allow participants to share their experiences and beliefs without being limited or guided in their answers. The interview instrument remained flexible, and I refined some of the questions through the interview process as themes began to emerge.

Participant observation and textual analysis of social media communications aided in triangulating findings from the interviews. Triangulation allowed for additional data collection that may support or contradict a participant's remarks in the interview

setting (Charmaz, 2006, p. 14). The analysis of data from multiple sources allowed for deeper meanings to emerge. During my participant observations, I visited a collaborative mobile shopping event with nine retail trucks and one food truck. I arrived during setup and then spent time on each retail truck before and during the event.

I talked with each truck owner who explained their setup process, expectations for the day, reactions to the crowd, and other details about their business. I did not have a set list of questions; instead, I casually chatted with the truck owners and customers as they came on the trucks. Space on the trucks is minimal. I did what I could to stay out of the way by standing in the dressing room or near the driver's seat, and I helped by holding, straightening, or bagging merchandise. Between my visits to each truck, I recorded a few field notes on my phone. After the event, I went to a coffee shop to reflect and write detailed memos to capture my initial thoughts and ensure the observation's nuances were not lost. Textual analysis of social media interaction continued throughout the research, with occasional visits to each participant's social media page. I followed all of the participants on Facebook allowing for some planned and other spontaneous check-ins. Through their master algorithms, Facebook would intermittently serve me posts from different retail trucks. Anytime I noticed something new or out of the ordinary, I would visit the page for more details.

### **Data Analysis**

Data analysis began early in the interview process, initially with memo writing and further with a preliminary list of descriptive codes; this continued through the data transcription. With each interview, the codes started to refine, some codes collapsed



together, and others split into more specific categories. After twenty-five interviews were conducted new codes were rare, I completed the remaining six scheduled interviews and at that point I was confident saturation was reached. As I compiled these codes, many began to cluster into related groups. As I moved further along with interview transcription, more descriptive codes emerged and were sorted into more robust and meaningful clusters. As the code list grew, I returned to the original research questions and interview schedule to determine if all of the essential data was captured in the codes. When a particular area of interest was not captured, I returned to the interview transcripts to see if the data was available but previously overlooked. By the time I had worked through two-thirds of the transcripts, all of my data could fit into the set of developed descriptive codes and cluster codes.

Once the transcriptions were completed, I started to carefully analyze each interview without the distraction of simultaneous transcription. I created tables in Excel for each cluster of data and began to fill in direct quotes from the participants, my remarks, and other notes to capture specific details from each interview. The tables served to organize the data for the thirty-one interviews and allowed me to make meaningful data-driven assessments for the participants in my study. Further, the tables helped to illuminate key themes from across the data. During this process, the tables were refined, and the data began to group as collections of content addressing the research questions. These themes are explored in chapters four, five, and six.

## **Reflexivity**

I have been fascinated with entrepreneurship for as long as I can remember. In elementary school, I organized, staffed, and marketed several carnivals in my parents' front yard for all the younger neighborhood kids. I did not know what entrepreneurship was, but I loved everything that went into producing these events. I designed and constructed each game booth and all the carnival decorations; created the concessions menu and prepared the food; designed invitations and decorated posters to be hung all over the neighborhood; recruited the older neighborhood kids to work in the game booths; collected prizes; and carefully planned every other detail for the day. I would prepare for carnival day six months or more before the event, and every year I added more elements with the profits I had saved from the previous year.

I have worked in retail sales and customer service since high school. I started at a national body-care chain as a seasonal sales associate, and in college, I was a part-time sales lead for another national chain. After college graduation, I worked for my grandmother's custom dress-making company, R & M Designs. I worked directly with customers to create one-of-a-kind ball gowns and other custom designs. Working for my grandmother, I had a lot of freedom and responsibility in my work, more than most recent college graduates. I had the freedom to design looks, draft patterns, and construct garments for my customers. This came with the responsibility of managing our staff of eight seamstresses and delegating the workload. While I loved my time at R & M, after a few years, I moved on to pursue an opportunity in retail management as the functional manager of clothing and lingerie at another national chain. There I was

responsible for sixty employees, merchandising the store, and sales goals. In graduate school, I started volunteering for our local fair-trade shop downtown, and this experience was different from others I had had in retail. There I could be creative with less worry about sales goals and without the responsibility for managing the staff. While working at the fair-trade store, I learned about a segment of the retail industry that runs on an alternative set of values contrasting those I had experienced in chain stores.

During my master's in Textiles and Apparel Management (TAM), I had the opportunity to work for six weeks in a world-class textile factory in El Salvador. This hands-on experience allowed me to further my understanding of the global retail supply chain and apparel production on a larger scale. I had experience in custom design and production on a small scale and retail sales experience for national brands and a local 501c3. Still, I was missing experience with clothing production and development for the mass market. In Central America, I was introduced to another type of retail: street vending. Every day when I arrived at work, there would be vendors set up just outside the factory gates selling everything from hair bows and children's clothes to brooms and produce. The vendors would set up shop daily, hauling their wares in by pushcart or bike. These entrepreneurs were taking advantage of the proximity to a factory that employed 1,500 people, giving them a captive market every morning and lunch hour.

Most recently, I spent four years managing a health market inside a doctor's office. This small business is owned and operated by my parents, and I am responsible for the day-to-day management of our health market. I apply many of the things I learned regarding clothing retail and marketing to our store, which stocks vitamins, supplements,

and food. Like the entrepreneurs in this study, I have learned to leverage new smartphone applications and digital selling platforms that have only recently entered the market. These digital advances offer excellent support for our small businesses, but it takes time and research to keep up with the latest technologies.

All these experiences have led to my fascination with the emerging concept of mobile retail. However, I had to continually check myself to avoid jumping to conclusions or letting my ideas of retail standards influence the data I was collecting. I had to remind myself that the objective of this study is not to judge the success or shortcomings of the mobile retailers in the study, but rather to understand why these entrepreneurs chose this type of retail and how they operate their businesses.

Conducting research with qualitative grounded theory requires the data to speak for itself and shape the research trajectory. Weekly meetings with my advisor allowed me to talk through the interviews and my ideas regarding the developing codes. These discussions helped me gain clarity and sort through the themes emerging from that data. Having the insight from a practiced qualitative researcher enabled me to hone in on nuances and deeper themes through the data analysis process.

### **Post-Research Literature Review**

A more in-depth literature review was conducted to help explain the findings that emerged through the grounded theory approach. Glaser and Strauss (1967) encourage researchers, especially novices, to postpone literature review until after data collection to avoid influence and bias created by existing knowledge (Glaser & Strauss, 2009). This helps the researcher to see the data for what it is and allows new ideas and theories to

emerge guided by the data. Additional subject areas added to the literature review include social media for entrepreneurship, digital infrastructure, digital literacy, software-as-a-service (SaaS), and peer-to-peer (P2P) selling.

## CHAPTER 4: THE ROAD TO MOBILE RETAIL

### **A Drive for Autonomy, Flexibility, and Creativity**

This study includes thirty-one mobile retail owners selected from diverse backgrounds who have a wide variety of careers and draw from a range of formal training and experiences. The sample consists of a range of ages, genders, races, and lifestyles (Table 4.1, page 34).

All the participants came to mobile entrepreneurship for various reasons, with an array of motivations and aspirations. With one exception, all the mobile retailers sought to generate income through their sales. However, there was variation in the extent to which the income from their mobile operations contributed to their livelihoods. Beyond seeking income or alternative retail spaces, the participants selected mobile entrepreneurship for various reasons including social interaction, a way to challenge themselves, or as a creative outlet. The mobile entrepreneurs in this sample ranged from the youngest opening her truck in high school to others buying turnkey mobile businesses after retirement. The first section describes varied patterns for engaging in mobile retail emphasized by respondents from different career stages (Table 4.2, page 35). Participants within a career cohort often shared motivations for coming to mobile retail related to similar circumstances they experienced at their given career stage. The second section explores the varied motivations shared among all participants across life stages (Table 4.3, page 48).

Table 4.1 Career Cohort by Gender, Age, Education, Race/Ethnicity.

		Gender		AGE				Education			Race/Ethnicity		
		Female	Male	20-29	30-39	40-49	50+	Some College	College	College+	Black	Hispanic/Latino	White
Career Cohort	Just out of School (10)	9	1	9	1			1	7	2		1	9
	Retired Hobbyist (4)	4					4		4				4
	Mid-Career Career Shift (9)	8	1		5	3	1		7	2	3		6
	Escapists (8)	6	2	1	3	3	1		3	5	4	1	3
TOTAL (31 Participants)		27	4	10	9	6	6	1	21	9	7	2	22

### Mobile Retailers Across Career and Life Stages

Participants in this study are divided into four career cohorts. First, there are 'escapists', people who seek an outlet from their nine-to-five jobs. They were from three life stages, early-career (1), mid-career (6), and late-career (1). Second, retired hobbyists (4) this group felt *“too young to retire”* and wanted to fill their days with activity and social interaction. Third, just out of school (10), recent graduates who decided to forge paths working for themselves. Last, mid-career, career shift, are participants who chose to leave their nine-to-five jobs for one of three reasons, due to a life event concerning personal or a family members health (3), discontent with their nine-to-five jobs (4), or the need to find a new sales strategy (2).

Table 4.2 Career Cohort by Top Three Motivations Mentioned by Participants.

		Motivation													
		Desire for Entrepreneurship/ Work For self	Social	Creative Outlet	Love of Product	New Sales Strategies	Cost of Brick-and-Mortar	Desire to Work Retail	Flexibility in Time Commitment	Bring merch to Customer	Leave 9-5	Hobby	Outlet from 9-5	Niche in market	Primary Income/ Earn Extra Money
Career Cohort	Escapist (8)	5	3	2	4		2	3				4		1	
	Retired (4)		4		2				1		4		1		
	Just out of School (10)	7	3	6	2	3	3	2		2			2		
	Career Shift (9)	3	3	3		4	1	1	4	3	5				
<b>Total</b>		<b>15</b>	<b>13</b>	<b>11</b>	<b>8</b>	<b>7</b>	<b>6</b>	<b>6</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>4</b>	<b>4</b>	<b>3</b>	<b>1</b>

Escape from Nine-to-Five: Outlet for Creativity and Leisure

Mobile retail is an escape or an outlet from nine-to-five careers for eight of thirty-one respondents in this sample, and they are all entrepreneurs at different stages in their full-time careers. Six were mid-career, one was early-career, and one was late-career. This group of mobile retail truck owners saw their entrepreneurship as an outlet from their nine-to-five jobs, some for leisure outside of jobs they genuinely enjoyed, and others as an escape from unfulfilling occupations. Charlie was the only solo male in this group, and he was early in his career working in marketing. In contrast, Ray was late in his career in medical sales, he took the lead for many of the day-to-day mobile retail operations, but the business was a joint venture with his wife who was near retirement from a career in nursing. The six remaining respondents were in the middle of their careers, four solo women, Chelsea, Erin, Heather, and Danielle, and two husband-wife



partnerships led by Amy and Julie. Only one respondent was interviewed from each of the partnerships in this group.

Amy, Erin, and Chelsea were all mid-career escapists working full-time as corporate wellness coaches, corporate trainers, and human resource managers. They all enjoyed aspects of their nine-to-five jobs and did not feel pressed to leap into full-time mobile entrepreneurship at the point of their interviews. Erin said she would not leave her full-time job until Junk in the Trunk can replace her income, "*I would like to get my business to a certain number in the bank before I do that because I have to be able to pay myself . . . I want to be able to replace my salary, not just, 'Oh, I make \$35,000 a year.'*" Chelsea and Amy both said they genuinely loved their full-time jobs, and they were not in a hurry or pressured to turn their mobile businesses into full-time operations. Rather they enjoyed the outlet these businesses provided for entrepreneurship, creativity, and social interaction. They both mentioned that "*maybe one day*" they may consider a career shift and operate their mobile retail businesses full time and as a primary income.

Danielle explained that her full-time job in advertising sales is the means for her to follow her dreams of running The Roaming Runway and her other business endeavors. "*This is my passion, and this is what I really want to do, and of course, my full-time job is the source. It is the funding source for me to do everything that I am doing now.*" Heather, who was in the middle of a public service career, and Ray, late in his career, both had plans to continue working their full-time jobs until they retired, and they talk of the future where their mobile businesses become focal. Heather explained she loved her business, but for now, it will remain a hobby. "*I live in a single-parent household, I am*

*the sole provider, so I have to be careful what I choose, but I am looking forward to my retirement."* Charlie was early in his marketing career for a group of upscale restaurants, and in his free time, he loved to challenge himself and create things with his hands. Owning and operating Halfpipe has allowed him to build his skills, both in craft and business, and his resume. The day-to-day tasks as an entrepreneur pushed his creativity and business capabilities. He explained that one of the most enjoyable parts for him was building the truck and now attending events: *"for me, right now it is an art project, it's fun for me, I get to go to skateboarding competitions, and I get kids stoked on skateboarding."*

Monica could also be included in the mid-career group raising the total to nine. She started her mobile business as a leisure outlet while working an unrewarding job as a budget analyst; however, after two years in business, she had some health issues that led her to a career shift making The Glitz & Glam Mobile Boutique her primary occupation. She is included in a later section of full-time mobile boutique owners because this is the group she was in at the time of her interview.

#### Retired Hobbyist: Flexibility and Social Interaction

Four women came to mobile retail after retirement. Georgia, Liza, Ellen, and Sara were all married and ranged in age from their early fifties to early sixties. None of these respondents could imagine doing *"retired people things,"* and all stumbled upon mobile retail and found it to be an excellent vehicle for social interaction and daily activity. Sara, a retired schoolteacher, was the only solo entrepreneur in this group. In contrast, Ellen, Liza, and Georgia were looking for something to do to spend more time with their

business partners. For Ellen, it was her daughter, and Sara and Liza, it was a close friend. When researching possible business options, the pairs settled on mobile retail because it offered flexibility for schedule and location, low overhead, and did not require additional employees. All four respondents mentioned that their mobile businesses were a space-filler post-retirement, and likely in the next few years, they would rather have more freedom to travel and spend time with their husbands or future grandchildren. None of the partners were interviewed.

#### Just Out of School: Aspiration for Autonomy and Low Cost of Entry

For this group of ten entrepreneurs, mobile retail was part of their overall retail strategy. They ran their businesses full-time, blending different combinations of online sales, social media sales, or brick-and-mortar with mobile retail. They had a strong desire to be creative, either hands-on crafting goods or new and innovative business strategies. This group was comprised of two female pairs, a husband-wife duo, four solo females, and one solo male. Both members of the female partnerships were interviewed but only Holly was interviewed from the husband-wife pair bringing the total respondents in this group to ten. These participants were in their twenties, except John and Annie, who were in their early thirties. John and Annie had master's degrees, Bella had completed a few community-college courses, and the rest had bachelor's degrees. The aspiration for autonomy through being their "*own boss*" was emphasized among this group. All but one just out-of-school mobile retail entrepreneur expressed their desire to "*work for myself*." Annie was the only participant from this group who did not explicitly share she had a desire to work for herself. However, she did voice that she was happy to have the

knowhow and the ability and flexibility to run her own business for a few years while she transitioned to her professional career. She said she is comfortable running her business because she was raised in an entrepreneurial family. She recounted, "*my parents owned a restaurant when I was growing up, so I have the business side.*"

The initial business plans for three mobile retail trucks came from school projects. While attending a community college, Bella created an e-commerce site for an assignment in a coding class. When she turned in her assignment, she thought, "*Oh, I think I can actually do this,*" and explained, "*that's when the whole idea of it started, and then it kind of evolved from there.*" After being in business running Bella Bell Boutique for one year, she wanted to get out from behind her computer and bring her goods to her customers. After some exploration, she decided to get a truck and add mobile retail to her business scheme. In the last semester of his M.B.A. program, a seminar class prompted John to develop a business idea. Without much thought, he pitched a mobile suit truck that would travel to college campuses to outfit young men for the job market. He recalled, "*towards the end of the quarter, I think, I had gotten enough encouragement, and it sounded like some part of it was resonating, and so at the end of the quarter is when I decided like, 'yeah, let's actually do this for real.'*" John opened Dapper Dash four months after graduation as a pop-up at his alma mater. While Holly and her husband were still in school earning degrees in fashion merchandising and graphic design, respectively, the couple started selling their artwork at craft fairs. They wanted to find a better way to bring their creations to their customers. Holly used a

class project as an opportunity to do a feasibility study and write a business plan for their future mobile retail shop, Street Style.

The pair, Erica and Nicole, were also both fashion merchandising students. An entrepreneurship course first exposed them to the concept of mobile retail. As part of the class, they had a hands-on experience running a mobile shop out of a golf cart on campus. They did not start planning for their truck in the class, but this introduction to mobile retail exposed them to the alternative retail venue. However, mobile retail turned out to be just the path Erica and Nicole would take as young entrepreneurs with a limited startup budget. They opened Fashion Alley in a vintage Airstream trailer a year later.

Grace was a bit different than all of the other mobile retail owners. Her mobile retail truck operated as a charity for teen girls, and she did not sell any of the clothes on her truck; instead, she outfitted teen girls who were in need. Grace started Hope Chest at fourteen years old in a local brick-and-mortar shop, and at seventeen, she decided to go mobile. Driven by her desire to serve more teens from cities across the U.S., she took her charity on the road with plans to visit all forty-eight contiguous states. At the time of her interview, Grace was in her last semester of college and planned to work for her non-profit full-time after graduation. While in school, she worked thirty hours a week creating new programs, planning events, finding sponsors, and fundraising for Hope Chest.

## Mid-Career Career Changes: Life Event Catalyst for Change

Nine participants were in the middle of their careers when they decided they needed change, and then one way or another, they all found mobile retail. This group comprised one female pair, seven solo females, and one solo male, and they were all in their thirties and forties. Health concerns necessitated career shifts for three participants, four others were seeking change from unfulfilling nine-to-five careers, and two participants turned to mobile retail as a way to reinvent their existing retail businesses. Rachel was half of the only partnership in this cohort, and she took the lead on many day-to-day operations for Knotty and divided specific tasks with her partner who was not interviewed. Her partner worked another full-time job in addition to evenings and weekends on Knotty while Rachel maintained a full-time work week on their truck.

### **Health concerns led to mobile retail.**

Monica ran Glitz and Glam Mobile Boutique part-time for two years before unexpected life events led her to transition out of her full-time corporate position to become a full-time entrepreneur. She explained, "*I became ill with congestive heart failure, and I could no longer work [as a budget analyst]. So, I ended up solely relying on my income to take care of myself from the fashion truck.*" Similarly, Maureen had an abrupt life-changing event when she was hit by a car and severely injured. Throughout her recovery Maureen had restricted mobility, she explained, "*I couldn't drive, and I couldn't shop, I consider myself to be a fashionista, so I was shopping online and having all of these things delivered to my house.*" This sparked her idea to create a mobile retail

business that could reach people unable to get out to stores. While recovering, Maureen put all her energy into crafting a business plan for The Heel Mobile. She was one of the earliest trucks, opening in September of 2011, the same year as Le Fashion Truck — west coast — and The Fashion Truck — east coast — both claimed to be the first modern fashion truck. Maureen explained that she had never seen anything like it; she felt like there was a need for mobile retail after her experience post-injury, *"I took it to places where I knew people would appreciate that, so I started out going to nursing homes and hospitals, senior citizen centers, and then it morphed into home parties."* In Victoria's case, the sudden onset of a family member's medical condition pushed her to find a new career that would allow for more flexibility throughout her day. She needed to juggle two busy children's activities and her husband's needs, he had a progressive eye disorder that left him nearly blind. *"I have lots of demands on me, I have two kids, and my husband, and I'm the only one who drives in the household."* At the same time, Victoria was also looking to expand her part-time makeup sales business she had been operating for several years. She explained that hauling her merchandise in her van was *"exhausting,"* she went on to say,

*I want to do something different, I looked around, and I said, 'I want to make it easier on myself, if I do anything more, I know I don't want to tote clothes and other things back-and-forth in my minivan, let me think, let me think,' and for some reason, I think I was looking online, and I saw a truck, I think it was an article about mobile traveling something, and I was looking at these pictures, 'are these boutiques?' I have never seen them,*

*never before, I had never seen them, I have never been in one either. So, I talk to my husband about it, 'hey have you heard of mobile boutiques,' he had never heard of it, and I had to try to convince him, and he said, 'I already know once you put your mind to something I can't stop it.'*

Victoria bought a box truck in April of 2016, renovated it with the help of her husband and his friend, and opened The Beauty Bus four months later in the late summer of 2016.

**Mobile retail is the answer for an unfulfilling nine-to-five career.**

The desire to leave unfulfilling nine-to-five jobs motivated four entrepreneurs to do something different and ultimately led them to pursue mobile retail. Nathan was working as a designer for a major retail brand when his mother died. This event shook him and compelled him to reevaluate his life, and further, he realized he wanted to design for himself with his mother as his muse. Nathan created a collection of office wear inspired by his mother's style when she was an executive in the 1960s and '70s. Initially, he tried to sell his designs in local boutiques, with little success in the first year he knew he needed to try something different, "*I had come across an article on mobile boutiques, I thought, 'That's kind of interesting.'*" He then pitched the idea to a few of his friends who encouraged him to pursue mobile retail. He explained his town is into "*unique, weird, and quirky stuff,*" and he went on to say, "*well I think this could work.*" Over the next year, Nathan retrofitted an old sixteen-foot work truck and made plans to open Classic Couture.



Similarly, Heidi was not happy in her nine-to-five job. She had been working at the same company as a graphic designer for several years; she explained, "*I just got to a place where I couldn't sit behind a computer anymore, and I needed to do something different. And I felt like, I have a very gregarious personality, and I just needed to do something different.*" Around that same time, she went to L.A. and by chance visited Le Fashion Truck. She was instantly taken with the idea and spent some time talking with one of the owners about the ins and outs of mobile retail. Heidi shared she was hooked,

*I came back [from L.A.] and I was just really excited about it, I was excited about the idea of doing a mobile fashion truck. And it was completely different, and it was completely creative, I did not come from a background in fashion or anything of that kind, for me, it was to do something like that, it was pioneering myself something completely foreign to me. And that was exciting. I found that to be exhilarating, and exciting, the whole idea.*

Over the next six months she quit her job and started to put her plans in motion to open Bohemian Boutique. Heidi went on to say, "*it just came out of the blue I was looking for something different, something that I could do that would be profitable, that would be different, that would get me out from behind the computer, you know, out from working for someone else, and I accomplished all of that.*"

Rachel was also dissatisfied with her career in marketing and advertising. She had a strong desire for change but needed guidance to determine what to do next. With

the expertise of a career counselor and intense thought and soul searching, she finally discovered her passion; she elaborated,

*I was really struggling with one of the exercises she gave me which was to describe my perfect working environment, because I was so unhappy, and it was not the best thing, I was working in advertising and marketing for one of the movie studios, and I couldn't even describe a marketing job that would be interesting to me at that point. So, I had this meeting with a career counselor on a Saturday, and I was working on this thing all week, and I couldn't get anything down until finally on Friday night, I thought, 'If I could do anything, screw the marketing, what would it be' and then I literally wrote five pages about owning a yarn store, and traveling, and teaching, and all of that stuff, and I thought, 'maybe I should think about this.'*

While researching L.A. rental options for a brick-and-mortar store, Rachel's friend, and now business partner, came to her with the idea for a mobile yarn store. "*She called me up and said, 'Hey, maybe you should do this,' and, 'want to be partners? By the way, there is this mobile retail association event and the truck that started it is going to be out tonight on Melrose, let's go look.'"* Like Heidi, Rachel and her partner visited Le Fashion Truck when they were contemplating the possibility of mobile retail in March of 2012. By July of that year, the pair had opened their mobile yarn shop, Knotty.

In contrast, Jenny's motivation to leave her nine-to-five was in part her discontent with her job, but more so, she was driven by a desire to have the flexibility to

allow more time with her family. She explained, "*I have worked all over the corporate world,*" and, "*I have two young kids, and I was looking just to make a change, something more flexible, and then I really stumbled upon this concept.*" She went on to talk about sharing her idea with her husband and his full support for her career shift. Without hesitation Jenny and her husband started making plans to open Fashion Way, "*we bought the truck on craigslist about a month later.*" Together they worked on retrofitting the truck. A few months after that Jenny quit her job to focus full-time on her new business.

#### **New sales strategy.**

Gretchen and Michelle both had long careers in sales before transitioning to mobile. Gretchen had been working in wholesale clothing sales with her mother for a decade; now her mother was retiring, and she wanted to do something different, "*I live about 50 minutes away, and I really just did not want to keep doing that drive every day. So, I wanted to do an alternative, maybe a mobile showroom, and continue to do wholesale?*" She went on to talk about how her plan morphed, "*I fell into a couple of fun little festivals where I did retail, and I just loved it . . . I was hooked.*" Not long after that she bought a trailer and retrofitted it for retail sales with her husband. A few months later Rolling Rack was ready for the road.

Similarly, Michelle had a long history in sales; she owned and operated a local boutique in a historic century-old company store for over 24 years. She explained her business was great until the city planners started making changes, "*winter 2013 was when we had a horrible Christmas because [the city] kept closing our road for*

*construction, and then the mall opened, and I told my family that we needed to do something, and they laughed at my bus idea."* In April 2013, Michelle started a Facebook page promoting her new brand, Seaside Paradise. She quickly found a bus, retrofitted it, and held her first mobile event by September of the same year. Throughout the process she continued to document and share the planning and buildout progression on social media to keep potential customers engaged and eager to shop.

### **Motivations for Mobile Retail**

The above section described career cohorts and the different motivations each emphasized. However, there are many common motivations emphasized in varying degrees across all the career cohorts. Beyond the basic patterns described above, most respondents represented a constellation of motivations. These motivations in total came into play and prompted participants to pursue mobile retail careers (Table 4.3, page 48). First, there was the desire for autonomy through entrepreneurship and a drive to follow ones' passion. Second, the aspiration for flexibility in work hours, both the duration and frequency, mobile retail allowed some participants to work seasonally, others two or three days most weeks, and some opted to work five or more days each week. Work hours could also be carried out in fragments throughout the day around other commitments. Third, an outlet for creativity and problem-solving. Last, social interaction was reported by almost all participants as either a motivator or an additional perk of their choice to go mobile. Respondents consistently mention these four motivations in the study across all life stages and backgrounds. However, different motivations or combinations of motivations are at the forefront for each. Several

explained that they wanted to work for themselves, either because they do not enjoy working for others or because they believed, "*if I can do it for someone else, why not do it for myself?*" Seven participants recalled observing entrepreneurial family members as they grew up. Others, who were entrepreneurial, expressed a love of fashion or the other products they sold as their motivation or catalyst. Only one of the twenty-nine participants did not express entrepreneurship as an essential motivating factor in their decision to open their mobile retail business. Eleven participants talked about coming to mobile retail because they needed to change their current selling strategy, find a new way to reach their target customer or transport merchandise, or continue to work in retail while they maintained other family or personal demands. This group included eight women, two men, and one partnership, three of the women and two of the men were minorities, and they were from all four career cohorts. Many of the participants also mentioned creativity and problem solving as the drive for their entrepreneurship. Participants were creative in a variety of different ways. Eleven were hands-on creative, either making or designing what they sold or by skillfully "*D.I.Y.*" crafting their trucks. Nine other participants were creative through new innovative sales, marketing, or business strategies. Three more mobile retail owners were creative in both categories. Almost all participants, twenty-five, mentioned they had an outgoing personality and enjoyed all the opportunities their mobile retail business gave them to meet new people and create relationships with both customers and fellow entrepreneurs.

Table 4.3 Career Cohort by All Motivations Mentioned by Participants.

		Autonomy		Flexibility			Creative Outlet			Social
		Desire for Entrepreneurship	Work For self	Flexibility of Time Commitment	Flexibility of Location	Financial Flexibility	Hands on Creative	Creative in Business and Marketing	Both	
Career Cohort	Escapist (8)	8	3	8	4	2	2	4	1	7
	Retired (4)	3		4		1	1	1		4
	Just out of School (10)	10	9		5	6	5	4		6
	Career Shift (9)	9	5	7	6	4	3		2	8
		30	17	19	15	13	11	9	3	25
<b>Total</b>		30		31			23			25

### A Desire for Autonomy Through Entrepreneurship

I do not want to work for someone else.

Monica started her truck while she was working full-time as a financial analyst as a way to test out her entrepreneurial skills. *"I just knew I could not work for anybody, (laughing) there is just no nice way to say it. There are some people that can work for people, and I am just one that cannot."* She went on to say,

*I always knew I wanted to be an entrepreneur, I wanted to be my own boss, I wanted to work for myself, and at the time I was working [as a budget analyst], and I was praying one night, because I was in one of those moods, because I couldn't sleep, and I'm thinking to myself, 'I know*

*I am supposed to be an entrepreneur,' and I'm not going down the path that I feel I'm supposed to be going down.*

Two years later she quit her full-time job because of a severe heart condition, and at the time of her interview, she supported herself with the income made from Glitz 'n Glam Boutique. She said she planned to continue working for herself from now on. Similarly, Gretchen transitioned to self-employment after working as a children's physical therapist early in her career. Once her children were in school, she started helping her mother run a local clothing wholesale business and has never returned to a career using her formal training in physical therapy. Gretchen had transitioned to her own business of selling directly to customers through Rolling Rack Mobile Boutique. She explained that working for herself is just more fulfilling than working for others despite the hard work. *"It's more than a full-time job, I think I saw a quote that said, 'I will work eighty hours for myself, so I don't have to work forty hours for someone else,' that's kind of how I feel."* Kate, of Paper Mache Cart, shared a similar sentiment: *"I also really enjoyed working for myself . . . I mean it is a ton of work, people are always like, 'oh it's great you make your schedule,' yes, it's great, but I also do work a ton, it would sometimes be nice to be done at five and cook dinner and have a normal night. But I do like the freedom of working for myself."*

If I can do it for my boss, I can do it for myself.

Beth and Leah, owners of Cherry on Top, and Charlie, the owner of Halfpipe, found themselves in creative jobs successfully marketing products through social media for their employers. They all realized that they could create the same marketing strategy

using social media platforms and implement it for their individual entrepreneurial endeavors. These entrepreneurs explained that social media allowed people like them, small business owners, to reach customers without the previous reality of costly traditional marketing options. Beth and Leah met while working part-time at a photography studio in college where they were both promoted and became full-time employees after graduation. In their time working at the photography studio, they started to incorporate their love of fashion by collaborating with local boutiques to make stylized Instagram campaigns. The clothes in their stylized posts began to fly off the shelves. They reminisced about their early success on Instagram, "*wait, if our skills with photography and fashion sell clothing for local boutiques why don't we just start selling the clothes?*" Similarly, Charlie was working for a marketing firm in a large metropolitan area, and his job was to create ad campaigns for local restaurant groups, he explained,

I was just doing marketing for small businesses in [the city], and I was doing that freelance, I was doing web development and social media. And then I just kind of felt like I could be doing this for myself, trying to push my own product or business. And skateboarding was something I knew about, I've been doing it for my whole life, and it's something I am passionate about. And I wanted to make a positive impact on the skateboard community and change the way it is viewed. So that was my Segway into it, and part of the whole brand, I guess.

A family history of entrepreneurship.

Seven participants from different backgrounds and motivations at various stages of their mobile retail businesses talked about observing examples of entrepreneurship



from close or extended family members as children. Victoria, Erin, and Gretchen all watched their mothers run businesses as they grew up. Victoria said she remembered both successful and unsuccessful business endeavors, and she recalled, "*once mom lost her whole life savings, 'Ok, I don't want to do anything like that.'*" Erin worked a full-time job as a trainer in human resources and took her truck out on the weekends to satisfy her childhood dream of becoming an entrepreneur like her mother. She said through her mother's example she was "*bit by the entrepreneurship bug,*" she went on to share,

I always wanted to be an entrepreneur, I was raised by someone who was self-employed, she did hair and sold jewelry to her customers, and I always admired that and wanted my own . . . So, it is just something that I always have been obsessed with, wanting to own my own business coupled with something different and new that no one was doing in Dallas.

Gretchen grew up hanging around her mother's children's clothing boutique, "*we always helped out at the store, I feel like I was born with a marking gun in my hand.*" Initially she did not consider retail for her career path, "*I went off to college, and I wanted to be totally different, I went to physical therapy school, pediatric physical therapy. After ten years I had three kids and wanted to stay home with them.*" She went on to talk about how she decided to join her mother, who was at the time running a wholesale clothing business. As mentioned earlier, Gretchen transitioned to mobile retail after ten years of working in wholesale with her mother.

Julie also grew up in a household with an entrepreneurial parent, her father, and she said that he passed on his work ethic and desire for entrepreneurship to her,

I guess my father had his own business, and I saw how he worked it, and I guess it was just instilled in me as a child, 'I can do this on my own, I don't have to work for anyone.' And I am at that point now where the full-time is getting in the way of the business.

She worked full-time for a non-profit that funded and coordinated training for early childhood educators. Julie explained that she loved her job, but at the same time she wanted to follow in her father's footsteps, "*I would love to work for myself.*" She hoped to leave her job in the next few months and concentrate on The Wandering Wardrobe full time.

Bella, Annie, and Sara grew up surrounded by entrepreneurial family members. Bella, of Bella Bell Boutique, was one of the youngest mobile retail truck owners in the study. Following the example set by many of her family members, she was comfortable with the idea of owning her own business. She explained growing up around so many entrepreneurial family members gave her a sense of what it took to be an entrepreneur.

My family has all owned their own business as well, my parents have owned several, and my extended family, aunts, and uncles, and grandparents, everyone on my mom's side has all owned their own businesses, so growing up and seeing them always living in that world it was not too foreign for me to pop in and do something.

Through existing connections within her family, Bella also had access to a trusted network that helped her put her business dreams into motion. One of the first steps she took was to sit down with her "*parents really good accountant;*" she explained she trusted him and that he was "*very knowledgeable.*" During her initial two-hour meeting

with the accountant, Bella learned about the permits she would need and discussed other details to consider while opening a mobile business. Similarly, Annie was able to leverage some paths previously forged by her family. Her parents ran a restaurant when she was young; her father was a C.P.A., and her mother a professor. In addition to entrepreneurship, her family was involved in the community, her father had served as mayor of their town, and her brother was on the city council. Being surrounded by active and engaged people had both inspired and paved the way for Annie's entrepreneurship. Sara opened her mobile boutique after she retired from teaching at a young age. Similar to the others, she remarked that retail has always been part of her life with a history going back to her grandfather, "*My grandfather was in retail all of his life, he was in North County of [River View], which is a generally lower income area and his father owned the store, and he took it over, so I had a retail background in my family, and my mother was a diamond seller at Famous Bar.*" She went on to explain her mother's example had also led to her love of fashion and interest in finding unique, curated pieces for her mobile boutique.

It is a hobby more than it is a business.

Before I got a chance to ask Liza any questions she warned me, "*you know I have to tell you, it is a hobby more than it is a business,*" she was concerned that she was not the person I was looking to interview. I assured her I was interested in talking to anyone participating in mobile retail in any form. I also explained to her that I aimed to find mobile retail owners with diverse motivations and practices, which certainly included her. She went on to tell me why she opted to pursue mobile retail after retirement; she

explained, *"it was a chance to do something that I wanted to do. Just you know, to stay busy and do something I was interested in."* Liza and her business partner repurposed and upcycled old furniture and other household items to sell on Thrift Wagon along with a curated collection of new jewelry and home décor items. She described their product assortment, *"we sell candles that we repurpose from wine bottles, our whole concept is rustic and repurposed, so we do a lot of pallet art and housewares, vintage housewares, we sell a lot of your grannie's dishes, we also use a lot of grannie's dishes in our succulents and some of our artwork. You know trash to treasure is kind of our deal."* She shared that Thrift Wagon was the perfect outlet for her, combining her love of thrifting, repurposing, and working with people. With excitement, she spoke about different times on the truck when customers showed interest in thrifting, and she had the opportunity to share her ideas on how to repurpose items for their homes. Liza had little concern for sales figures, but instead, she experienced joy from sharing her knowledge of thrifting. She gushed with excitement as she talked about interactions with customers, *"we will tell them the 14 different ways they could use it, if they pick up an item and they're just kinda looking at it we tell them all the different ways they can use it in their house, so we definitely try to get customers not only ideas how to use our items, but also how to do something of their own."* She went on to give an example of an interaction with a young woman and her mother, who were planning the daughter's wedding; she said, *"I swear this weekend we helped her plan her whole wedding."* She went on and said, *"Our customers are really precious they will send us a picture of our item in their home."* Not only did Liza have

great camaraderie with her customers, but she shared that finding the items she repurposed was a social event too,

Actually, I got to know my mail lady, and she takes pictures of things that she sees on the curb, and then she will text me when she's on her route with a picture and the address, so it's fun, yeah so I can jump in the car and run to whatever street she says.

Liza and her partner participated in a few select events each year and spent a total of 30 days split between the fall and spring preparing for and attending events. Liza focused on her love of thrifting and the social activity with customers and other vendors in her interview. She was the only participant that did not mention entrepreneurial aspirations. In fact, she talked about her plans to scale back from her truck and simply rent a booth at the best events in the upcoming year. She explained,

You know I am at the point in my life, we have a second home to vacation, and we like to travel, and so I don't put as much time and effort into the trailer business as I should. Because I rather go out of town and be with family or go to that wedding, you know working weekends is the big thing, and I spent 29 years of my life trying not to work weekends, and now I have gotten into a business that works on weekends . . . We have just decided this year to sell the trailer and do smaller shows, so I can see us staying in another couple of years, but on a smaller scale. Our overhead, the only overhead we have involves storing the trailer, and the cost has gone up, and so we either need to do more shows, or we need to lower the overhead. And you know, we have just come to the time in our life where we have other things to pay attention to.

The pair planned to continue crafting things to sell and participate in markets for the next few years without their truck. She shared she was conflicted about giving up the truck, *"Our trailer is very eye-catching, and people remember it, so when we do shows, and we don't have our trailer we take our sign that has the trailer on it, a painting of the trailer on it . . . and you know it's just a great marketing tool because they remember it."*

Initially, I had thought Ellen, the co-owner of Dressing Room, was also not entrepreneurial in her motivations. She opened her fashion truck with her daughter and explained that their primary reason for starting their business was to have an activity they could do together that would allow them to spend more time with each other. After I observed Dressing Room's Facebook activity and some news stories linked to their webpage, it appeared that Ellen did not emphasize entrepreneurship in the interview, but it was important to the pair. Ellen shared that they do divide duties between them, *"[My daughter] does all the social media, she takes care of the webpage, she does all of that, she sends out the email blast . . . and I do the bookkeeping as of now. . . we each have our own jobs, but then we both work at the truck."* She also said that her daughter is the one who did most of the networking with other truck owners and corresponded with leaders in the American Mobile Retail Association. I think it is the division of tasks and Ellen being retired that gave an initial perception of the truck as a hobby and not an entrepreneurial venture.

### **Need for *Flexibility***

The need for flexibility in one way or another was a common motivation among all thirty-one respondents in this study. Two-thirds, nineteen, mentioned the need for flexibility of time obligations, scheduling, or required daily hours of operation; half, fifteen, stated flexibility of location or the ability to go to customers was important; and last, just under half, thirteen, shared the need for flexibility in financing both for the startup cost and ongoing overhead expenses. One or more of these factors influenced all participants' decision to circumvent traditional brick-and-mortar retail venues and opt for mobile retail (Table 4.3, page 48).

Time obligations require flexibility.

Participants from all career cohorts, except those just out of school, expressed other time obligations and the need for flexibility in scheduling as a contributing motivator for pursuing mobile retail. Flexibility included working around nine-to-five careers, young children, family obligations, and personal or family illness. The just out-of-school cohort did not mention the need for flexibility with respect to hours of operation. Nearly two-thirds, nineteen in total, mentioned flexibility of time obligation to be a perk of mobile retail.

*Escapist from nine-to-five.*

All eight participants who operate their mobile business as a hobby in addition to holding a full-time nine-to-five job opted for mobile in part to avoid the obligation of traditional retail hours of operation, typically 10 a.m.-6 p.m. or even as late as 9 p.m. This group typically ran their trucks over the weekend and, in some cases, a few evenings

a week. Ray and Amy had a lot of independence in their nine-to-five schedules that allowed them to juggle their time working on truck tasks throughout the week during downtime and between meetings. Ray explained, "*I have a lot of flexibility because in my job I am not busy every day, so I am able to do things for the business and stuff sometimes too. You know I'm busy, but at times I have a couple of hours where I can go and get something, or go pick up some supplies or whatever, and then come back.*" Similarly, working from home, Amy managed her time and shifted her attention from her corporate wellness position to an entrepreneur running a mobile home décor store. Amy explained an average day,

*I typically work afternoons for my job, but yesterday, for instance, I worked from four until eight, and I am very lucky that I work out of my home, I telecommute, so that makes it easier . . . so it definitely would not be as easy if I was still working in my corporate office, but since I can telecommute it makes it easier. I can answer an email between calls, or whatever it is, you know I just kind of balance it the best I can.*

Similarly, Heather checked in on her sales throughout her workday. In addition to operating Glambulance as a mobile thrift store, Heather also used several online and application-based selling platforms. She explained a typical day,

*When I get to work throughout the day, I receive notifications, there's an app called Posh Mark, and I receive notifications there too. Sometimes I'm sitting, and I'm sending items while I'm just working and doing every*



*other thing, and my items are selling, and that's the good thing about those websites, you just list them, and then people see them, they will just easily purchase them, and then you get an email saying, 'Yay, you sold an item' and so that works out.*

Julie, Danielle, Charlie, and Erin also mentioned multi-tasking and taking advantage of downtime while they were at work to check in on shipments and other day-to-day tasks of running a small business.

Chelsea worked a full-time job that she enjoyed, and she did not want to give up her career. However, she wanted the social and creative outlet of having a retail store. Owning a brick-and-mortar store was not a realistic option for a working mother of two. Chelsea explained that this all changed when she learned about mobile retail,

As all of these mobile boutiques were opening up, I have been really intrigued by them, and I thought it could be a neat opportunity to merge my love for retail along with my passion for business and to do something, to go out on my own and do something. And so that was the initial goal I was looking to do something that was just for me, something I could do on the side, and continue to scratch that itch for retail and business I guess.

In addition to the flexibility for the hours of operation offered by mobile retail, Chelsea opted for a streamlined startup. She found a turnkey truck and selected a curated collection of women's direct sales clothing. She explained this eliminated some of the legwork and allowed her to open her truck without investing countless hours in research and planning. Chelsea was even able to simply embellish the existing truck

wrap with her brand name, Painted Daisy. She was happy to have eliminated the time-consuming buildout and merchandise sourcing, and this allowed her to start working on the part she enjoyed, marketing and working with people.

*Retired hobbyist.*

Georgia was retired and worked on her truck seasonally while her partner operated the truck full-time. She explained that they were drawn to mobile retail for the flexibility in hours of operation, "*we also felt that the very traditional retail hours of a 10 a.m. to 6 p.m., and weekends, and evenings, and holidays, weren't what we wanted, we knew that the mobile enterprise would afford us the flexibility of doing our own hours.*" She went on to discuss their community and target market, she explained that it was tourist-centric, "*we cater to a resort region, just that summer market, the seasonal flux of it, and all that.*" For Georgia and the Couture Coach, mobile retail allowed for a nimble business that catered to seasonal variations of a resort region and the year-round residence. She liked that they could close for a day, or even a week if they had other demands, or from time-to-time, her partner could run the truck solo. She explained, "*Yeah so it is interesting because I've been commuting back-and-forth all year from Indiana our home base to Idaho, and she is back home running the store, and so I will be there in March, and I will take over at that time that I'm there. So, it has worked very well too.*" All the other retired participants shared this same sentiment. They were drawn to mobile retail because in contrast to brick-and-mortar, they could shut down for a few days, or even seasonally, without the burden of monthly rent or customer expectations to hold regular business hours.

*Mid-career career shift.*

It was common among respondents who opted for career shifts that led to mobile retail to require flexible schedules. All but two participants in this group mentioned some need for time flexibility was met by mobile retail operation. Monica was diagnosed with congestive heart failure while working full-time for N.A.S.A. She could no longer work full-time and opted to concentrate solely on her side gig, Glitz'n Glam Mobile Boutique. She explained that working for herself gave her the needed flexibility to work a lot when she felt great and back off when her health condition required her to rest. In Victoria's circumstance, it was a family illness that prompted her career shift. She was a mother of two active teenagers, and her husband suddenly was diagnosed with a rapidly progressing eye disorder leaving him unable to drive. Victoria explained that she had many extra daily responsibilities driving her husband to doctor's appointments and her children to all of their activities. She went on to say, *"I have a 16-year-old son, and he has a part-time job, we live [on the far side of town], and he is working at the zoo, so that is like a 45-minute drive, and so I'm often in the boutique truck, my son will say, 'You're going to drop me off in the boutique truck?'"* Later Victoria talked about how her son was initially embarrassed by the *"big purple truck,"* but eventually he came around to the novelty of mobile retail and even encouraged his friends to shop. She shared while she was the sole driver in her household, her husband took the lead with many other day-to-day tasks at home and with their children. Victoria continued,

*It's exhausting, I'm not going to kid you it is exhausting, but I do have the support from my family, so I cannot complain. My mom has helped me*

*out tremendously, and my husband he helps me out, even though he is visually impaired he loves to cook, he will make sure dinner is ready every night, and the kids are doing homework. I've been blessed. I'm not going to kid you I have been blessed, he's been really supportive.*

Maureen did not explicitly talk about the need for flexibility, either for consistent event scheduling or hours of operation. However, she shared that her business has ebbed and flowed over the years as she has concentrated on different interests. *"I am actually going through a rebranding, I have written a couple of workbooks and I have done workshops here at [State] College, and a few other organizations, I am also employing myself as an author, I have been doing speaking engagements and I'm redesigning my website so that it's taking up a lot of time."* Maureen posted on Facebook on August 28<sup>th</sup>, 2017, *"Mobile Soles Update: I've been away for a while! Making shoes, running a weekly workshop with teens teaching them to embrace their S.H.O.E.S. and their journey while making shoes. The most rewarding part of it all is that I'm impacting the lives of teens currently in the [City] detention facility. I'm walking in my purpose."* As I scrolled through Maureen's Facebook page, created in 2011, I saw times with a lot of activity promoting events, online sales, and fashion styling for special events like prom. During other periods, her feed went quiet for months at a time to later be picked back up again with a new focus. The structure of mobile retail allowed Maureen to have flexibility in operating her business over the years.

Flexibility of location.

Nearly half of all respondents, fifteen, stated that location flexibility was an essential component of their business operations, unique to mobile retail, they were able to change locations daily or travel directly to customers. Victoria lived in a large Midwestern city. She explained that the area she lived in was adjacent to a lower-income community and had been going through social turmoil over the past several years. She went on and shared that people from some of the more affluent communities in the greater metropolitan area would never come to her side of town to shop. She explained the current situation and the reality of customer patronage in her city,

But that's what I had to tell myself, 'if you have a brick-and-mortar you cannot always ensure people will come to you.' That was one of the biggest eye-opening things for me is that you cannot guarantee, I wanted customers from [the other side of town], and they are never going to drive from [there] to [my side of town] to shop at my store. So why not go to them? So, I like the idea that I can go wherever I want to.

Victoria explained that she is always "*hustling*" to find new events and parking places all over town. Maureen and Annie also found they had a section of customers that would not or could not come to traditional brick-and-mortar stores. To serve a greater customer base and people who would otherwise not have access to shopping at stores like theirs, both entrepreneurs opted for the mobile shopping option. Maureen was seriously injured while crossing the street with her children. During her recovery, Maureen reevaluated what she wanted to do with her life, and decided she wanted to cater to those who could not easily get out to the store for either mobility or health

restrictions. In the fall of 2011, The Heal Mobile opened intending to bring fashion to hospitals, nursing homes, or other places where customers did not have easy access to shopping.

In contrast, Annie started with a successful brick-and-mortar shop in her small town with no intentions of offering a mobile retail option. After opening her shop downtown, Annie began to receive requests from potential customers in surrounding rural communities asking her to bring her goods for pop-up shops. She explained her town was a hub for many of the surrounding smaller rural communities. Quickly she realized there was a vast untapped population of people who wanted to shop but were not interested in traveling to a bigger city to shop in her store. Annie started by renting a U-Haul truck to transport everything she needed to set up pop-up shops in the surrounding areas. She remarked, *"it got to be a lot of work setting them up and doing them."* Then she came across the idea of a mobile store in a step van, *"If we just had a truck I could just drive around everywhere, and it would already be set up it would be so much easier."* Since she opened Whisper Wagon, Annie has had events booked on the truck most weekends in addition to operating her brick-and-mortar store during traditional retail hours.

Grace started Hope Chest on the west coast in a brick-and-mortar location. The mission of her non-profit was to offer new clothing and life skills training for teen girls. She did not want to be limited by her location and wanted to expand her reach to teen girls across the country. Grace shared, *"We thought at first having a mobile truck, and going on a tour, per se would be a great way to do that because it is much more difficult*

*to open brick-and-mortar locations versus getting together one mobile unit and traveling.*" With the help and sponsorship of a major retail brand, Grace and her team of volunteers added a mobile shop and visited cities across the U.S.A. during summer tours.

Nathan and Michelle opted for mobile retail after struggling to reach customers from their brick-and-mortar locations. Mobility allowed them to try different locations without the commitment of a lease. John added mobile retail to his business strategy in an attempt to grow his business by taking his suits to college towns across the Midwest. Danielle and Bella operated online shops and added mobile to enhance their customers' experiences allowing them to "*see and feel*" merchandise without limiting their shops to a single sales venue.

Flexibility in startup and operating costs.

Over half of the participants mentioned they wanted to own a boutique. Many talked about researching the required startup investment and monthly bills for a brick-and-mortar in their town and how they were discouraged by the high overhead cost. In total, thirteen respondents mentioned the high cost of brick-and-mortar as a consideration or determining factor that led them to mobile retail. When Charlie was in the early stages of writing his business plan for Half Pipe, he quickly became discouraged, "*my sister is an urban planner, and she ran some numbers, and there was not a very viable location for me to do it. I mean the rent here, retail rent, is just astronomical here.*" Similarly, Rachel said, "*I looked into rents for a brick-and-mortar, and I had no idea, the rents were really scary.*" Ray mentioned he found places to rent for \$10,000 per month, adding, "*and that's in the bad area.*" The high overhead for brick-

and-mortar was a determining factor for six of the eight participants from the just out-of-school cohort. Grace and Annie were the exceptions because each started as brick-and-mortar shops and then incorporated mobile retail later to reach more customers.

#### Flexibility to Make a Change and Speedy Startup.

Many of the mobile retail owners reported a quick decision-making process after they decided to pursue mobile retail and set their plans into action almost immediately. Beth and Leah of Cherry on Top started selling clothes on Instagram as a hobby in September, quit their jobs in December, then decided to go mobile at a planning meeting over coffee, and purchased a truck off Craig's List the following week. Leah explained,

And I think one of the things we have talked about and been the most thankful in our business, owning a fashion truck is not something you can sit around and think about for a long time, it's a new concept, it's exciting, and if you are ready for it, you just have to run with it and tackle problems as they come. Because if we had sat around and talked about this for hours and hours thinking of issues and potential problems, I don't think we would have ever done it. I think the fact that we have just jumped in and had to figure it out as we have gone along has been really for the better of our business . . .

Beth followed, "*What if this fails?*" And then we got to a point, '*we won't let this fail.*'" The two continued to talk about the excitement and drive they had to be entrepreneurs and the need for taking each opportunity as they came while navigating the uncertain landscape of mobile retail. Leah continued,

*You have to be ready for change you can't be stuck in your ways when you own your own business, and one thing we agreed on is that as we*



*found something not working, no matter how much time we put into it, how much time, how much money we put into it, we have to change it, we have to do something different, otherwise that will be the beginning of our own demise, if it's not working it's not working.*

Beth added, "It can be hard to stomach, but it is rewarding too . . . And you learn something."

The pair also shared that while they took a risk and quit their jobs to go "*all in*" running Cherry on Top, they did have the support and steady income from both of their husbands. Like Beth and Leah, Kate was also a recent graduate and spent some time working in retail sales and buying after college. However, her situation was slightly different because she did not have a safety net from a partner with a second income. Kate explained that the timing was right for her to take a risk and fulfill her dream of working for herself,

*I just always wanted to own my own business, it was always my dream that I had since high school, I always worked a lot of retail, and it was always in the back of my mind, and then when I was moving I thought, 'oh this is the time to do it,' and it was a good time, well it was a good time and a bad time, it was a good time because I was young, I am young and I don't have a family, so I only have to support myself, and I think a lot of people thought that I was too young but I thought it was the best time because I only had to worry about myself, so I thought if I'm going to take a risk, now is the time to take it.*

Jenny was working a corporate job when she wanted to make a life change to have more time for her two young children. She recounted being ready to jump into mobile retail as soon as she learned about it, "*I really stumbled upon this concept.*" She went on to say, "*I brought the idea to my husband and I said, 'I need to do this,' and he was all about it, and we literally bought the truck on craigslist about a month later, we started refinishing it, and I quit my job a couple of months later, and then the street boutique was born.*" Similarly, Rachel decided to start her mobile yarn store after one coffee meeting with her friend Beth who became her business partner.

### **Desire for Creativity**

Hands-on creative.

*Truck buildout.*

Do it yourself, D.I.Y. retrofitting old potato chip trucks or pull-behind trailers was part of the draw for many participants who expressed a desire to be creative and enjoyed hands-on projects and problem-solving. Other participants resorted to D.I.Y. buildouts because it was the only option available. In total, twenty-three truck owners retrofitted their trucks, often with the assistance of friends and family. Four truck owners created plans and passed the designs to a contractor for the buildout, and four others found turnkey trucks already equipped for selling on the road.

Amy had a background in theater and had done some set building, and Charlie was planning to start a master's degree at Savannah College of Art and Design. They were both problem solvers and liked challenges that required out-of-the-box thinking to achieve an end goal. They thoughtfully crafted their trucks for the specific merchandise

sold. Charlie was excited to share all the details of his buildout process, *"I did it myself, it was a big part of this whole thing, stripping the whole thing out, building the fixtures, and doing the electrical, and the bus is solar-powered."* He continued to explain that through his truck he wanted to show people skateboarding was not just for *"punk kids."* For this reason, he explained, it was essential to create a beautifully crafted truck and ensure all aspects of his business gave a positive impression. To maintain his image, he added solar panels and offered discounts to kids who got good grades to show his support of the environment and community. I had a chance to visit Velvet Icing, and while I was on the truck, Amy was eager to point out several of the design details and specifics about the construction of the interior. She was proud of their attention to detail, and she pointed out how they caulked around all the shelves and how they thoughtfully attached other fixtures to the walls, the *"seamless finish"* was important to her. Erica and Nicole also took pride in the restoration of their Airstream trailer. They explained a typical reaction to their boutique, *"'Oh, whose is this, did your dad build this for you?' and we're like, 'No we did it' and then they're like, 'Oh my gosh you're such cool young girls.'"* The pair further explained that through their meticulous restoration, they have come to love and embrace the airstream culture. *"Everyone who has an airstream connects with each other. There's like websites and stuff where you can talk to people. And so, their saying is, 'live riveted,' for the airstream, and we kinda have played off of that and say, 'shop riveted,' so we say that, or hashtag that on our Instagram posts and things like that. That's kind of a unique twist on it."*

*Crafted merchandise.*

Other participants used their creativity to craft the merchandise sold on their trucks. Nathan designed clothes inspired by his mother in a retro office style. Michelle, Julie, and Holly and her husband designed graphic t-shirts. Liza and her partner upcycle shabby chic furniture and housewares. Rachel did not sell her creations. Rather, her truck is a part of a hands-on, creative activity. Knotty, the yarn mobile, allowed Rachel to teach and interact with other knitters and crocheters every time she was out in her truck.

*Creative and cutting edge in retail.*

Modern mobile retail started to emerge in 2011 following the food truck boom in 2008. Many of the participants in this study stated they were one of the first, if not the first retail truck in their area. With the emerging nature of this retail space, there were not yet clear-cut business strategies or guidelines to run a successful mobile boutique. Erin shared that doing something new and cutting-edge was appealing,

I always have been obsessed with wanting to own my own business, coupled with something different and new, and no one was doing it in [my city]. That is why I started, no one is doing it, it is unique, and that is going to give me time to grow and figure some things out, if you will, so when the wave comes, I'm already getting my money, and my business is growing and I'm ahead of the pattern . . . I like to think I'm ahead of my time, and usually, I am.

Similarly, Julie saw mobile retail in other parts of the country and wanted to bring the same novel shopping experience to her city. She explained, "*I am on the east coast,*

*so I was looking at it on the west coast, and they had tons of trucks, and I was like, 'we don't have that here' there aren't any in our area at all, especially in the town that I am from, I wanted to bring something new here, and I knew if I did that people would follow."*

Monica was not only cutting edge in her idea to go mobile but also in pursuing a new market previously untapped by mobile retail entrepreneurs. She saw an opening in the market to cater to her community. Monica shared, "*I was actually on Pinterest, and I was looking around, and I saw a fashion truck, and it hit me that I have never seen anything in any urban community that did anything like this. I woke up the next morning, and I said, 'I'm going to do it,' and the rest is history.*" I have continued to observe all of the active trucks as they post on social media. Since the time of her interview, I observed Monica going beyond retail to serve her community further. The hurricanes of 2017 impacted the area she lived in, and once the forecast showed imminent landfall of a severe hurricane, she used her platform of Glitz'n Glam Boutique to share updates and offer support. Through her Facebook feed, Monica posted tips on how to sort and protect important documents, and she also collated lists of available local resources for aid during and after the storm.

Amy lived in a city where several mobile boutiques had popped up over the past few years. One morning she was out for coffee with her girlfriends when a fashion truck pulled up out front. She said they had a great time shopping on the truck, and this sparked an idea, "*I want to see if there is one for home décor?*" She clarified she had never been all that into shopping for clothing, but she loved home décor. With a little research, she realized that there was not a mobile home store in her city and not even

one in the surrounding states. After discussing her idea with her husband and then bouncing the concept off a few friends, Amy started to make plans to open Velvet Icing. She was eager to be the first truck in her area to bring home décor to the road.

Victoria was drawn to mobile retail because there were no set procedures for operating mobile businesses, she liked the freedom to try out new products and new sales strategies, she shared, "*I like the idea that it's different, I like the idea that I can change whenever I want to because it's my business.*" Many of the other retail truck owners held similar sentiments to the ones stated above; they saw an opportunity to create a new type of retail venue in their area and found excitement and drive being pioneers in a modern take on mobile retail sales.

While respondents generally framed their motivations in individualistic terms of personal choice the importance of the larger context of cultural change within which they were operating also became apparent. The emergence of the contemporary form of mobile retail was bracketed by the economic downturn of 2007; a job market that respondents often perceived did not offer them much job security, autonomy, or the chance to use their creative talents to the fullest; and limited their flexibility to meet personal health and family demands as easily as did having a mobile truck business. Respondents credited this entrepreneurship model with being more affordable and less risky than traditional brick-and-mortar stores. In addition, they shared this venue offers a space for personal autonomy, flexibility, creativity, and meaningful social interaction with customers and in their communities.

## **Conclusion**

Most participants across all life stages and backgrounds mention one or a combination of the following as primary motivations for pursuing mobile retail, a desire for autonomy through entrepreneurship, a need for flexibility, and aspiration for creativity. Most of the participants also mentioned social interaction as either a secondary motivation or a welcomed unforeseen outcome. Also, participants were sorted into four career cohorts where clusters of characteristics emerged. First, all the participants in the just out-of-school cohort had strong desires to work for themselves and did not have the financial means to support a brick-and-mortar store. Next, the mid-career career shift group were all unhappy in their jobs or, for some reason out of their control, they were unable to continue working their nine-to-five careers. The third group, escapists, were looking for creative or leisure outlets from their nine-to-five careers. They had an array of financial or other personal reasons for why they were not interested in running their mobile operations full time at this point. Last, retired hobbyists craved social interaction and regular daily activities to challenge them and keep them busy after retirement. For this group, mobile retail was less about making a profit but rather it was an activity to fill their time.

All respondents emphasized individualistic understandings of their motivations for becoming mobile retail operators but many of them also credited others with providing them with knowledge and support in developing the "*strategies of action*" they used as entrepreneurs (Swidler, 1986). They drew cultural material from the generalized culture and put it together in a new hybrid form. They synthesized separately developed cultural forms such as the truck, personalized sales, curated collections, social media,

marketing and sales, pop-up shops, partnering with brick-and-mortar stores, and even opening brick-and-mortar stores. This creative activity took place within the context of what Swidler (1986) referred to as "*unsettled times*" of cultural and economic change.

### **Changing Landscape for Employment and Retail**

There have been several broad social and economic changes across the U.S. over the past several decades. These changes have precipitated greater job insecurity, inconsistent work hours, fewer benefits, and pay that does not add up to a living wage for an increasing number of people. This uncertainty among workers has elicited a variety of different responses. One response to these shifts in employment opportunities and the shock waves felt after the 2008 recession was the emergence of a new style of gourmet food trucks followed by the first modern mobile retail trucks reportedly opening in the summer and fall of 2011. The concept of street vending, door-to-door sales, and other forms of mobile retail have fallen out of favor in the U.S. over the last half-century. The resurgence of street vending in the 2010s is an example of one among many responses to changes in contemporary economic and social conditions. Based on my respondents' accounts, there were many reasons to pursue street vending from mobile retail trucks. Many shared they could satisfy their desire for entrepreneurship through running mobile businesses. Others said mobile retail offered them the flexibility to work in addition to full-time careers or around the demands of family life. Also, they noted that mobile retail offered flexibility in their locations of operation and cost of overhead, and they shared this allowed for them to serve locations and populations that would otherwise be out of reach. Many participants stated that



these factors allowed them an alternative path to negotiate the current changes in the retail landscape.

A quick history of department stores and malls may help further understand the current changes in the U.S. retail environment. In the early 1900s, downtown department stores across the U.S. were hubs of social activity, offering shopping, dining, and other leisure activities. Local families often owned early department stores. After WWII, an increasing number of local department stores started to expand from downtown areas to the suburbs. Also, at this time, there was a shift in American consumers' attitudes toward consumption. Postwar consumers had "*a new consumer ethic based on spending, not the rural values of thrift and saving* (Howard, 2015)." In the 1980s large regional and even bigger national department store chains continued to buy local department stores, which led to a few nationally recognized chains dominating the market. Two-thousand-five saw one of the final and largest mergers of Federated and May Company resulting in Macy's becoming the name of many department stores across the country. Parallel to mega department store mergers at the end of the twentieth and beginning of the twenty-first-centuries discount superstore started to emerge (Howard, 2015; Horstacsu 2015). Superstores offered a one-stop shopping experience spanning groceries, clothing, tires, and many other categories of household items. Howard mentions "*power centers*" with clusters of big box stores springing up across the U.S., captivating American consumers and directing traffic away from the now "*dinosaur*" malls of the twentieth century. "*Just as mom-and-pop stores battled department stores*

*in the late nineteenth century, department stores faced Wal-Mart at the end of the twentieth century (Howard, 2015)".*

The emergence of the gig economy and self-employment on the rise.

The Bureau of Business and Labor Statistics predicts the forms that employment takes are changing, "*Nonagricultural self-employed jobs are projected to increase from almost 8.6 million in 2014 to nearly 9.2 million in 2024 (Bureau of Business and Labor Statistics).*" Millennials make up a large portion of the new self-employed job segment. Many people assumed that the recession of 2008 spurred changes in employment. However, economic historian, Lewis Hyman, explains that the stage was set by decisions made since the end of WWII. He says in 2008, "*we suddenly became aware (Hyman 2018)*" of the economic changes that took place over the past 40 years. Hyman went on to say it was over these 40 years that the workforce shifted to favor temporary workers who did not have benefits or security in their position. He stated that it is not Uber and other application-based jobs that prompted the gig economy, but rather we had just noticed the trend that has been developing for 40 years (Hyman 2018). The gig economy is another term for a temporary workforce that includes contract workers, consultants, freelance workers, and day laborers. These workers do not have full-time contracts tying them to a firm.

Shifts in the retail landscape.

Changes in the retail landscape have shifted consumers to preference shopping at mega shopping clubs, such as Sam's Club and Costco, and increasingly online through Amazon and many other e-commerce platforms (Hortacsu 2015). Throughout his

interview, Ray repeated, "*traditional retail is dead*," as he referred to shopping malls and strip malls. However, he was confident his strategy of meeting his customers' needs at the moment and where they were in his mobile truck would offer a successful alternative retail venue. He explained that selling on the truck is his advantage over Amazon at the moment, but he also acknowledged he could not compete with Amazon. Ray felt that his mobile truck, Sidelines, offered customers an extraordinary shopping experience to supplement their other shopping habits. Amy, Michelle, Erin, and others talked about how they saw local boutiques and malls failing in their communities. They all expressed a similar sentiment that consumers preferred shopping online rather than going to the mall.

Is mobile retail the answer?

The participants in this study were trying to find a way to navigate different livelihood strategies and shifts in the current retail landscape. Some were drawn to mobile retail as a hobby or for social interaction, others for a side gig to earn extra money or as an outlet from the day-to-day grind of nine-to-five employment, and some relied on mobile retail and other entrepreneurial activities for their sole income. Common among the participants in this study were Individualistic interpretations of their motivations. This is shown through their desire to be creative and personal drive to forge their own path. These highly individualistic traits represent a cultural repertoire they have constructed from pieces of knowledge found in the generalized culture. They have put them together in a way that helps them to explain their behavior to themselves and

others. Mobile retail has emerged as one type of entrepreneurial response to the current labor market.

Many participants commented that mobile retail is less risky than brick-and-mortar in the current unfavorable traditional retail environment. The mobile setting also offered intimate connections with customers and personal service that had been lost as traditional retail declined. However, many participants also reported that there were struggles every day. Like traditional retail, they had to deal with constantly changing trends and fickle customers that always wanted something new. Mobile retail fell out of favor over the last 50 years in the U.S. and now the reemergence has been met with roadblocks through rules and regulations making daily operations and access to customers challenging in many communities. Chapter five will discuss the realities of owning and operating mobile retail businesses and how the participants in this study construct cultural toolkits for navigating mobile entrepreneurship and managing their day-to-day lives. Details will include their routines and habits, how they handled challenges, and the varied patterns in strategies they employ to negotiate their paths in what many describe as a tumultuous time for retail owners in the U.S.

## CHAPTER 5: NAVIGATING THE INS AND OUTS OF OPERATING A MOBILE RETAIL BUSINESS

The following chapter further explores a day on the truck, including daily operations, routines, time management strategies, and the challenges and benefits of mobile retail reported by respondents. The chapter will also cover back-office operations, securing places to park, acquisition of merchandise, managing social media, relationships with clients, selling on the truck, networks, and other support systems, and anything else involved in the daily operations of mobile retail trucks.

### **A Day on the Truck**

Many of the participants in this study reported work routines that started the moment they woke up, followed by multitasking throughout the day, and continued into the evening as they wrapped up unfinished tasks and strategized for the next day. It was common for the mobile retail owners in this study to start by checking emails and monitoring social media activity first thing in the morning, sometimes even from bed. Gretchen, who ran Rolling Rack full-time, shared a typical morning,

*So maybe first thing in the morning when I get up, I check emails, and then if there are fires to put out, I do that, usually look at posting stuff on social media, and get the email together, that is usually Monday morning. And then, if there's anything new that is coming through UPS, I have to enter inventory and print out barcode tags. Once it's tagged, it needs to be hung up and steamed, and the hangers need to be switched out, I don't*

*like to use plastic hangers. So that all needs to get ready and organized. I search the Internet, send out emails, try to connect with people and schedule events, fill out applications, and then I guess there's also ordering the products.*

Gretchen's report of tasks during a typical morning was similar to many other participants. She also mentioned that Mondays were typically scheduled as "office days," which was common among respondents and sometimes varied to include Tuesdays. Sara, Amy, and Bella had almost identical responses for their workflow throughout the week. Amy shared, "historically, sales on Mondays and Tuesdays are the slowest." This was consistent with several others who explained that their time was best used to prioritize Monday and Tuesday for back-office work, planning, and processing inventory. Bella shared her typical beginning of the week preparation process.

*Usually Sunday and Monday, I use to do all of my ordering and to schedule social media posts for the week. At the beginning of the week, I will sit down and schedule everything out, so that way those posts will release the places I'm going to be set up, that way people can find me, and I do a lot of inventory, and just really the boring backside of stuff that needs to get done for the website and things like that. I also have a mobile app, so anything that really needs to be touched up, I do things like that at the beginning of the week, or try to at least.*

Erin and all the other participants who ran their businesses in addition to full-time jobs also mentioned similar morning routines either done before work or continued during downtime at work. Laughing, Erin shared, *"sometimes I'm at work, and I don't have a lot to do, and I will just use that time to do business stuff, although I shouldn't, I do, just being honest with you."* Like Erin, Heather mentioned *"sneaking"* in personal work during her nine-to-five job. Amy and Ray explained their jobs offer a lot of autonomy concerning time management, and they were able to fit in personal work between other tasks.

Julie ran her truck part-time, Victoria and Kate both operated their trucks full-time, and they all shared that their entrepreneurship could start to consume their lives, and it was challenging to put an end to their workday. Julie shared a typical day,

*The thing about it is I typically work my day job from 8:00 a.m. to 6:00 p.m., and then on Fridays, I'm off at noon. I'm kind of struggling with my personal life because I do go to Golds Gym after work, and I get home probably about eight, so from about 8:30 p.m. to about midnight. I dedicate that to my business. And that could be marketing, posting stuff, or getting shipping ready to ship it out, like things that have been already purchased online.*

Similarly, Kate mentioned while she loved the freedom and autonomy that working for herself afforded, she found it difficult to put her work down, create boundaries, and have an official end for her workday. For example, she shared, *"it would sometimes be nice to be done at five and cook dinner and have a normal night."* Victoria and Julie shared

the challenges they faced in leading a balanced life, that the constant demands on their time were not always healthy and contributed to an unbalance between work and life. Victoria gave an example of a frequent remark from her husband, “*my husband calls my laptop the other husband, it sleeps in the bed with us. He says I'm addicted. I say I'm not I just love my work, and I want it to be great.*” She went on to say,

*I'm always doing it, to be honest, it's all day. Like now, in the morning and after I take my kids to school, I am really on the computer maybe from about seven until five, all day, making calls, and then sometimes after that. When I feel that I've accomplished something, then I can get off and step away for a bit. It's every day all day, and I'm googling on my phone whenever I am at home pretty much.*

All the participants in this study, except for four, shared this same sentiment to varying degrees. At the same time, there was a common sentiment of love and fulfillment for the work on their mobile trucks and that it was a fair tradeoff for their busy schedules. Simultaneously, many who acknowledge life balance challenges most greatly valued the autonomy and flexibility offered by mobile retail entrepreneurship.

Sara, Liza, and Georgia, three of the four retired participants, and Monica, who had shifted to mobile retail mid-career, spoke differently about the time obligations of their mobile businesses. They all shared that they loved the work and that it kept them busy. Liza dedicated a few weeks a year to preparing for sales and attending events. She took Thrift Wagon to ten or fewer select events per year, the least of any truck owner. Sara and Georgia said that they could put their mobile operations on hold to enjoy leisure



time with their family, and Monica shared that she could easily adjust her workload as her health condition required. Sara remarked that during her research and planning stages other local truck owners warned her of the retail truck owner's life being all-consuming. In contrast, she explained her experience to be very different, and in doing so she acknowledged that her life stage and financial security allowed for her contradictory outlook. Sara elaborated,

*Like when I'm home at two or three o'clock in the day, I'm like "woohoo" you know I have a lot of time. And other days I don't work I may still be making calls, or I may just take a day off [from my truck], and I do something completely different, I have an elderly mom that I take care of and sometimes she requires my care for doctor's appointments or things like that, so I can just simply put my business on hold, I do carry a cell phone with me and I've got email, so there are phone calls coming in I can deal with that along the way. So, I feel that balance I can really handle. And I should probably say this as a business for me is amazing, and yes, I want to make some money, but this is not my primary business, I am paying my bills with my pension now, so if I was [Kelly] or if I was [Bella] I might look at it through a different lens of, 'this is my business, and I have to make a go of it,' you know it's just slightly different. And it's the goal of mine, it's a personal goal, but if I was really doing it, I think I would do it more, I think I would really hustle and really go out because I knew that's where my electricity bill was from, or this or that.*

Charlie and Grace mentioned they experienced a lot of variability in their businesses throughout the year leaving them with months of downtime or shifting priorities in their operations. Grace spent all winter planning her summer tours for her truck Hope Chest. Charlie opted only to attend special events typically held in late spring through fall.

This section continues with a further look into a mobile retailer's daily routine starting with the unique and crucial task of finding a place to park, followed by product sourcing, the shopping experience, and finally the physical labor required to operate a shop on wheels.

### **Finding a Place to Park**

Finding parking was an ongoing and daily task for almost all the mobile retail owners in this study. Many spent a significant part of their time off the truck securing new parking locations and scheduling events. These mobile entrepreneurs used connections with friends, family, professional networks, and customers to find new instrumental partnerships and leads for places to park. In a few cities, truck owners joined together to organize events and secure parking locations. Several others became discouraged by regulations and gave up on finding places to park on their own. To bypass restrictions, many opted to participate in special events where organizers invited vendors and took care of all required permits, or they partnered with local businesses allowing them to set up on private property where permits were not required.

Hitting the Pavement.

Heidi was adamant that continuously surveying for new parking spaces was key to her business's survival. She learned the necessity of “*never getting comfortable*” with her route from witnessing another mobile retailer's struggles. Heidi shared,

*I'm always looking for spots, and I am always looking for events as well, some events are good. I notice with the other woman who has a truck here in town, and you know again we are good friends now, but she got really comfortable in her spots, and then all of a sudden, her spots started to go away. Either the property manager doesn't want the truck there anymore, or it could be so many different variables why places stop or go away. And you know I have watched her struggle, and you know it's because she got a little bit lazy about finding spots.*

Heidi made a habit of driving around during her downtime, and she continually networked to find new places to park. Almost all the other respondents shared that finding parking was always at the forefront of their thoughts as they went about their daily tasks, drove around town, and networked in their communities.

A group will draw a crowd.

The mobile entrepreneurs in this study came from various cities across the United States. However, three cities had clusters of trucks where collaboration was abundant and leveraged for mutual benefit. Ten participants reported there were organized groups of trucks in their community, and they regularly partnered at events and shared event leads. Four truck owners in other communities also reported collaborating locally

with one or a small group of other trucks but there was no specific group affiliation. Charlie was from a community with one of the highest numbers of mobile retail trucks for a single community in this study. His product assortment was different from the others in town, and he sold skateboards, skate apparel, and accessories. He found significant benefits when he collaborated with other mobile vendors. Charlie shared it could result in leads for new events and often boost the sales for all involved when a group was set up together. Charlie explained,

*It's a nice little community, I mean, I am the only guy in the community, but there are probably ten or fifteen other women in the area where we share events with each other like, 'hey there's this festival in [my town] this weekend the organizers are looking for more trucks if you guys want to come, here's how much it is' or, 'Hey I'm thinking about doing this does anyone want to do it with me?' Because honestly if you can get other mobile retailers with you, you will have better sales . . . If you can be around other trucks, doing the same thing selling, just for some reason, it makes it easier to make sales."*

Kate was from the same community as Charlie, and she shared a similar experience. “. . . we do work together a lot. So, when I first started, there were probably ten of us, and we would put on these big events together, and that was awesome, and now there are only about five . . .” She elaborated that some trucks closed, others transitioned to brick-and-mortar, and she was unsure about the rest. The remaining trucks became very close and now have a rapport of several years working together. She went on and shared that

not only were sales better working together, but the camaraderie with the other truck owners was special. Kate elaborated,

*It is fun to work together. It is always better, you know, a person may not stop for one truck, but if they see two, they're more likely to stop. So, it is always nice to be parked with someone else, and I don't always park with people, but we do make a point to do it every now and then.*

Bella came from another community with a large cluster of trucks. Bella shared that she had a coffee meeting with Kelly about a year after she opened Bella Bell Boutique. Kelly was the owner of the longest-running truck in town and a well-known figure in the national mobile retail scene, but she was not interviewed for this study. Bella went on and said they hit it off immediately and started to brainstorm ideas for collaboration, *"let's make a few things that we can do together."* She continued, *"The first thing we came up with was Truck Shop Saturday. We were mimicking the food truck Friday here. So, once a month in City Park, we take all of the trucks, and we all set up there on Saturday."* With excitement, she shared that the previous Saturday was their most successful event to date, with over fifteen-hundred people visiting their mobile shopping event. She was amazed in just four months, starting in November of 2017, their event had gained so much local interest. Not only was this event great for business, but it also started to bring the rapidly emerging mobile retail community together and spurred more collaboration and event sharing. She went on and described the evolution of their experience,

*After we started truck shop Saturday, more of the trucks were playing well and very friendly with one another, and there has been a lot of sharing of events. And so, I get that constantly. Basically, I have a few favorites that I will always call, 'Hey, do you want this? Otherwise, I'll pass it along to [another friend].' So just doing that, it has been really good too because when you're going to those corporate buildings, if there's more trucks, there is a better chance that people will come out to shop than there would be if it's just you by yourself. There has been some networking going on. We all know each other, and most people play nice and fair. There has been a lot of sharing of events, and that really helps us all.*

Similarly, four other truck owners reported collaborating with one or a few trucks in their community. Heather, the owner of Glambulance, shared she networked with a few other trucks on the route she took during her day job. She said her relationship with these other trucks in town had paid off and led to more events. Heather explained, *"sometimes you meet people, and they introduce you to other people, and they're all just entrepreneurs, so there like, 'we have this event, we love your truck.'"* Similarly, Heidi met another mobile boutique owner at an event shortly after opening Bohemian Boutique. They became friends and worked together to find and secure new parking locations. Heidi shared, *"We meet for coffee regularly, and she only lives a mile away from me, so we will talk about different places and different stops, and we will go together looking for spots."* Jenny and Ellen had a collection of established parking

locations in their communities, and both shared they reached out to newer mobile retailers to share parking locations and collaborate at events. Jenny reported working with another truck was mutually beneficial, and she was happy to help a new truck owner find parking. She elaborated, *“we do a lot of stuff together because we have the same target market, and our stuff is so different it's very complimentary, so I do a lot of events with her, and I have brought her into a lot of things.”* Ellen also shared the same sentiment that as an established truck she should help new trucks find places to park when possible, stating, *“You know you just have to help each other out.”* In total, thirteen participants mentioned they collaborated for events with other trucks in their communities, either as part of large groups of trucks or one-on-one with another mobile business. Four other mobile boutique owners mentioned they would like the opportunity to partner with other trucks, but there were not any in their community. Erika shared that she and Nicole *“[wished] there were other mobile boutiques in their community.”* She continued, *“I think it would be great [to work with another truck], because we wouldn't really see it as a competition, we see it as a way to collaborate and make a fun event together.”* The pair had put some effort into collaborating with other local food trucks without much success. Ten participants, or nearly one-third, reported they prefer to set up solo. Ray, Danielle, and Michelle all shared experiences of collaborating with *“less organized trucks”* in the past and now preferred to set up solo. Gretchen and Maureen have relationships with other local trucks for business and moral support but do not typically collaborate for events. This may be attributed to the strong

desire for autonomy among participants. For three, Grace, Liza, and John setting up in collaboration with others was not applicable to their business structure.

Table 5.1 Parking and Event Partnerships with other Mobile Retailers

		Engage in Partnership or Wish to Partner			Prefer Solo Set Up		
		Partner with an Organized Group of Trucks	Partner with a Single Truck	Wish Other Trucks were in Town	No Interest to Partner with Other Trucks	No other trucks in town Not Interested in Partnership	Event Partnership is Not Applicable*
Career Cohort	Just out of School (10)	3		2	2	1	2
	Career Shift (9)	2	2		4	1	
	Escapist (8)	3	1	2	2		
	Retired Hobbyist (4)	2	1		1		
<b>Total</b>		10	4	4	10	2	2
		18			13		

\*Grace sets up for charity events partnering with youth homes or other local charities and John uses his truck to promote his brick-and-mortar shop. Partnering with other mobile business is not applicable for either of these mobile operations.

Customers helped find new parking spots.

Mobile retail was a new and novel concept in most communities and customers helped share this new way to shop with their friends. Once tapped into a particular customer group five respondents found word-of-mouth referrals led to more parking opportunities. Chelsea started parking Painted Daisy at an elementary school. Over the next few weeks, other teachers heard about their friends shopping on a truck at the end



of the school day, and they requested for her to visit their schools too. Chelsea explained,

*The school market is a really good place for me, and teachers love Lula Roe. And the idea to shop it in a mobile setting has been huge, so I've actually gone to three different schools over the past few weeks, and whenever a school finds out that I was at the previous school, then they want to have me at their school, so you know someone sees me somewhere and then they want me to go to their business too.*

Similarly, Rachel, Jenny, Ellen and Sara reported some of their regular stops came about by customer demand. Sara shared, "random shoppers come in off the street and say, 'You should come to my office.'" They both reported that many of these stops became places they visited quarterly or even monthly.

Since mobile retail was a new concept in many cities a common sentiment among mobile retail owners was that there were "no bad events," instead, every event was an opportunity to share mobile retail with new customers and network for future events. Erin shared an experience that led to one of her most lucrative events.

*I paid fifty dollars to attend [a market], and I might just have made that fifty dollars back because I sold one or two pairs of shoes, but I may meet some great people from the market. So, markets are usually a really good way to meet people organically, just to kind of see what you are doing, 'oh, this is really cool, and you know what, all my girlfriends really love*

*shoes.’ Last year one of my biggest events was one a young lady invited me to, she is a sorority girl, and she invited me to a picnic. When I tell you, I cleaned house at the picnic, I did. You just never know who you’re going to meet. You never know who you’re serving, yeah.*

Erin stressed the importance of networking with customers. While they were on the truck, she chatted with them about other places they shopped frequently. Once she had established a rapport with regular customers, she would ask if they felt comfortable making an introduction between her and other shop owners. These introductions would often lead to mutually beneficial partnerships with a complimentary brick-and-mortar shop in town. Erin's partnerships with local brick-and-mortar shops are discussed further in a later section.

Conflict, conflict avoidance, and partnership with brick-and-mortar.

Most of the mobile retail truck owners in this study reported they actively try to be courteous in the way they interacted with local brick-and-mortar shops. Fourteen truck owners said they intentionally refrained from parking near other businesses where they could cause unintended friction with the competition. Heidi shared a common sentiment for showing respect to other business owners,

*I would never be going to a strip mall where there is another boutique, you know. I will not do direct competition like that, you know. Because I’m mobile, why would I do that? I probably would not appreciate it if I*

*had a brick-and-mortar if the mobile fashion truck came up every other week. I would not like that, so why would I do that.*

Ray, owner of Side Lines, shared he went out of his way to avoid direct competition with any other sports stores, *"I know a guy, he is in the mall, so I don't go in that area. Because I know him, and I don't want to take his business away . . . I will go to a sports bar that's three or four miles away. I respect his area. You know, I would not want someone doing that next to me."* Nathan, owner of classic Couture, similarly shared, in addition to wanting to keep good relations with other business owners, he believed as part of his peddling license he must stay two-hundred feet away from other businesses. In his community, city officials and other business owners welcomed Nathan's mobile boutique. The local mall invited Classic Couture to set up in the parking lot. Nathan reported that the typical reaction of other business owners in the mall was that the mobile trucks in the parking lot drew business to the mall rather than deterring business from the traditional stores. Only four participants mentioned some sort of incident where brick-and-mortar shop owners were confrontational and caused their operation to shut down for the day. Erica and Nicole of Fashion Allie frequently attended fairs and other special events. At first, they received a lot of negative feedback from other vendors who complained their Airstream trailer *"took up too much space,"* or they *"[obstructed] the view"* of another table. The pair reported that they were able to overcome negative relations with other vendors once the others realized Erica and Nicole were not the competition, and in fact, their oversized Airstream drew customers to the surrounding booths.

Erin from Junk in the Trunk emphasized her effort toward being respectful of other businesses. She shared she created relationships and partnered with many other businesses for special events. She leveraged her product assortment, shoes, and other accessories when she approached other local boutiques with similar target markets. She built relationships and created a mutually beneficial arrangement with other boutique owners who otherwise would be competition. Erin elaborated, “. . . *because I sell shoes and accessories, I will find a boutique owner that sells clothes that has a similar market, and I will just schedule a pop-up with her, you know, ‘Can I sell to your customers?’ Those boutique pop-ups do work very well.*” Erin used her professional networks, friends, and loyal customers to connect with other local business owners. She elaborated,

*I will have a friend or good customer and then she has two other boutiques where she frequently shops like she is a regular at this place, a known customer. And then I would have her take me to the boutique where she always shops and introduces me, and then I would just turn on my own charm, ‘hey, how are you doing? I’m Erin. I really like your stuff!’ and then if I think it’s a good fit because I have been places where I did not think my shoes would mesh well with the clothes because you always want to be strategic about where you go. So, it’s just building relationships.*

Erin went on and explained that part of what she thought made her relationship-building a success was that she genuinely liked to support other local businesses. She explained that she went out of her way to frequent local shops as a customer. Erin would also seek

out similar partnerships with local coffee shops and salons. She reported great success holding happy hour events at salons. Like Erin, other mobile boutique owners found creating relationships with contrasting shops drew new customers and was mutually beneficial. At least three of the mobile clothing boutiques frequently partnered with home decor stores.

#### Regulations and Permits Were a Barrier to Securing Places to Park.

In this study, the mobile retail owners employed various strategies to navigate regulations and permitting to secure productive parking locations. Participants reported that in many cities the regulations and required permits were out of date and not relevant when applied to the evolving forms of street vending practiced by participants in this study. Georgia shared an issue that is common among many mobile entrepreneurs, *“keep in mind most of these [regulations] were actually written and have not been updated or revised since the 1960s, so they would say, ‘No.’”*

Setting up on private property or attending special events was an approach used by all thirty-one participants to avoid complicated or unsuited permits and regulations. In these instances, the event organizer secured and paid for the necessary permitting, or the property owner gave parking authorization. Examples of these events and locations included local markets, fairs, community celebrations, grand opening parties, grocery stores, coffee shops, restaurants, bars, breweries, other boutiques, art museums, schools, office buildings, and strip malls. After they initially tried to negotiate problematic city ordinances, nine participants shifted their strategy from popping up around town to exclusively parking on private property or attending special events. Liza

of Thrift wagon started her business on the premise of attending flea markets and craft shows and never attempted to set up solo where permits would be required.

Another approach used to avoid permitting was relationship building, and thirteen participants employed this strategy to gain access to lucrative parking spots. Six other participants opted to fly under the radar, either to avoid city ordinances or because the city did not have suitable ordinances. Five truck owners were required to comply with local food truck regulations because alternative classifications more suited to their businesses did not exist. These participants believed they were closer to a brick-and-mortar boutique than a food truck and struggled to comply with the set regulations. Of the thirty-one respondents fourteen struggled with parking regulations hindering their desired setup locations and overall business structure, another fourteen has some struggles but were able to work within the parameters set by local municipalities, and three did not have any issues with permits or securing parking locations. Annie and Nathan lived in small communities that were both welcoming to their mobile retail businesses, and Liza never had an opportunity to experience issues with parking regulations because she opted from the beginning to only attend events. Eight participants were actively working to influence local regulations and permitting nine other participants said they were too busy, or it was not worth the effort to try to influence local policies. In conjunction with the challenges and constraints encountered by participants, there were also reports of various advantages allowed by the mobility of a boutique on wheels.

Table 5.2 Parking Regulations, Attitude Towards Parking Regulations, Parking Selection

		Issues with Parking Regulations			Attitude Towards Parking Regulations			Work to Change Regulations		Parking Strategy			
		Significant Issues with Regulations	Some Issues Able to Work Within Regulations	No Issue With Parking Regulations	Follow the Rules	"fly under the radar"	Ask for Forgiveness	Not Worth It or Too Busy	Actively Trying	Locations Permit NOT NEEDED	Use Permits	Leverage Relationships	Events Only
Career Cohort	Just out of School (10)	6	3	1	1	4	2		6	10	6	6	2
	Career Shift (9)	2	6	1	5	2	2	3	1	9	5	4	2
	Escapist (8)	4	4		7			4		8	3	2	5
	Retired Hobbyist (4)	2	1	1	2			2	1	4	3	1	1
<b>Total</b>		<b>14</b>	<b>14</b>	<b>3</b>	<b>15</b>	<b>6</b>	<b>4</b>	<b>9</b>	<b>8</b>	<b>31</b>	<b>17</b>	<b>13</b>	<b>10</b>

Circumvent locations or events where permits were required.

Selling at special events or on private property was reported to be a welcomed option by all mobile retail truck owners. Charlie and nine other participants opted for this selling strategy to attend special events exclusively. Charlie explained that there were many benefits to solely attending events, *"I am there under their permitting, and I don't have to do any marketing to get people there."* He went on to say these events draw bigger crowds than he would on his own and, *"customers are coming in the mindset that there's going to be vendors, so they have already brought money."* During his first season taking Half-Pipe out around town, he purchased costly permits to park near skate

parks. He shared not only did the permits cut into his profitability, but he also failed to consider the finances of his target market. Explaining, *“one of the snags I hit was my demographic is kids aged fifteen to nineteen, and those are often customers that don’t have money or don’t have it on them.”*

From day one, Liza knew who the target market for Thrift Wagon was, *“twenty-somethings, young thirties, and hipsters.”* She also knew the best place to reach them was at a specific set of upscale flea markets and events held throughout the year. She focused on ten special events during the year where she was able to sell all the merchandise they produced. Liza preferred to pay entry fees to participate in specific events where she was not required to obtain permits, generate and pay for marketing and outreach, and where she knew her target customer would be well represented. Danielle was also very selective and only attended a few targeted events since she opened The Runway Studio, her brick-and-mortar boutique, and salon. During the fall, spring, and mild summer months, she was a regular vendor at her local First Wednesday Art Walk and a few other annual events. Heather selected only to attend special events, but her motivation was a bit different. She explained because of her career in law enforcement, caution was necessary when choosing places to set up Glambulance to ensure she would not compromise her full-time job by violating any parking regulations.

Heidi had a regular circuit around town with weekly, bi-weekly, monthly, and seasonal stops, including farmers markets, art fairs, local markets, and retirement communities. Julie, Erin, and Maureen followed very similar practices. Erica and Nicole operated under the premise that being on private property omitted them from required



permitting. However, in their community, there were regulations that mandated individual peddlers' permits every time they would set up anywhere on private property or not. They felt that the mobile retail model was a novel concept not considered in the current regulations' structure. The pair opted to take a risk and ask for forgiveness if they were reprimanded for parking on private property without the required permits. Erica and Nicole's conflict with parking is further discussed later in this chapter in *"flying under the radar."*

#### Relationship building.

Thirteen participants mentioned that relationship building was essential for securing parking. Monica shared those relationships allowed her to sidestep the need for securing permits. She built relationships with people in her community and other business owners to gain access to parking spaces in convenient locations for her customers to shop. Monica shared that her background and education helped her understand her city's regulations and gave her the confidence to operate on her terms.

*I have a Master's in business, and that has helped me a lot, at least enough to help me know the ins and outs and to kind of, how to get around certain things, like when it comes to the permits. I just don't agree with cities charging. For example, in one place that I go and sell at, I paid the business owner forty dollars to park in a parking lot, whereas the city would charge me five hundred dollars, and that is the only location I can post at. But I can post up at the restaurant, leave and go to another place, and then come back to the restaurant, you know, go*

*different places and I don't have to pay a thing. I think my business degree has helped me find out ways to get around regulations and things.*

Monica emphasized that she was different from other truck owners. She continued to talk about the importance of relationship-building to circumvent costly regulations and permits that inhibited her ability to conduct business. Monica Elaborated,

*I did not do what most other fashion trucks do, go down and get the city permits and all of that. I actually build relationships . . . I park at different business locations. I park on dead-end streets and at apartments . . . You know the prices that the city will charge you are crazy, and a lot of the times the cities lock you into one location only. You know what's the point of being a mobile business if you can't be mobile? So, I will call someone and say, 'Hey, do you mind if I park in your yard? If you let me park in your yard, I'll give you a couple of free outfits.' Or a lot of times I'll go to business owners, which works great because my customers will patronize the other business as well. So, I will park in the parking lot of a restaurant, and while they're waiting to get something from me, they may go in and get something to eat.*

Like Monica, Gretchen, Erin, and others also used relationships with other retailers to secure parking spots in lucrative locations otherwise off-limits. Gretchen explained how she “steps around” regulations,

*I have a friend in the decorating business, so we park in her driveway and sell outback. The people see our truck and know we are there, but then we don't do anything out front. It is all through her business. We have to figure out how to step around the regulations. Every city is different. You have to check to see what the city requires.*

*Similarly, as an entrepreneur, Erin went out of her way to build relationships with other business owners, and she was eager to promote other local businesses. She explained that partnering with other boutiques was a way for her to avoid regulations and also helped to support other local establishments. Erin detailed,*

*My way around it, and other people who do what I do here in Dallas, we don't dance around it, but we do private parties, we set up events in parking lots and get permission from whoever owns the parking lot, and I work with local boutique owners . . . because I sell shoes and accessories I will find a boutique owner who sells clothes that has a similar market, and I will just schedule a pop-up with her, you know, 'Can I sell to your customers' those boutique pop-ups do work very well.*

Monica, Gretchen, Erin, and all the other participants who built relationships with other businesses shared that the relationships were mutually beneficial, drawing more customers to the area than any single business could do on its own.

Victoria, the Beauty Bus owner, struggled to find places to park in the community near her home. In the surrounding municipalities, she used a variety of different permits

to park in many locations. In her community, she had to rely on relationships and partnering with other businesses to set up shop for the day. She shared,

*I was trying to get a permit [to park in my community], and they don't have anything even for food trucks . . . If I wanted to set up in a park or something like that, I can't do it, they don't have anything that recognizes any type of mobile business. So basically, if I want to do anything I need to partner up with another business, maybe their anniversary or a grand opening. So, let's say a nail shop is about to open, and they have a grand opening event. I can go there, and we can partner up. [During the event] I would be able to park in that lot where other times I can't do that.*

Fly under the radar.

Flying under the radar was a tactic used by six participants for a variety of different reasons. Four of these participants reported flying under the radar by “*not making waves*” or following the rules. In contrast, one mobile retail duo saw flying under the radar as not asking for permission, instead “*asking for forgiveness*” if city officials later disapproved of their business tactics.

For Kate, “*flying under the radar*” meant following the rules carefully and never pushing the limits of what was allowed in her community. She shared that the regulations left many “*gray areas*” where other trucks in her community took liberties to park in places not explicitly excluded. In contrast, Kate opted to never draw attention to herself by potentially pushing these limits. She was diligent in maintaining all the proper permits and followed all local regulations. She explained,

*I'm just kind of doing what my permit allows me to do and not really making any waves. I am not fighting to be downtown in the historic district. Maybe if there were more of us, we could work together to make that happen, but yeah, I'm kind of just getting away with what I know I'm allowed to do, and I don't want to jeopardize losing my permits by pushing for more, or by doing anything outside of what I'm legally allowed to do.*

Jenny, Holly, and Victoria hit barriers because there were no regulations for mobile retail in their communities, and this left them without a set of rules to follow. They explained that *"flying under the radar"* was essential, and they feared if they pushed the limits and parked in high traffic or lucrative locations, their actions might elicit new harsh restrictions. Victoria opted to only park on private property or travel to neighboring communities that had set regulations to follow. Jenny and Holly were both located in the same Western community. They shared the same frustration because early in their mobile careers, they could park relatively freely in the community. As more trucks emerged in the area, city officials were *"newly aware of mobile retail"* and started to disapprove of mobile businesses parking downtown. However, there were no official regulations creating a *"grey area"* and making the navigation of sanctioned parking a challenge. Jenny shared her experience regarding the changing view of mobile retail in her community,

*You know the downtown market has always been really strong for me. I was one of the first boutique trucks to park in the downtown area, and I*

*would park by Union Station, it's a very central Business District, over the lunch hour. I have had such great success parking down there for the last several years, but now the city is cracking down on us with parking regulations and isn't allowing us to be there.*

Both Jenny and Holly explained that their city had not put forth an official decision for a set of regulations. In the meantime, neither wanted to push their luck and potentially elicit an unfavorable outcome by parking downtown without official approval. Jenny continued,

*Everything is just moving really slowly with getting approvals. We are just not getting the response we need, and it's affecting our businesses. There is a handful of us that really rely on that downtown foot traffic for great day-to-day exposure. And so, without that, that is a big challenge. Long story short, our community is so new that city-to-city regulations are so different, and cities just don't know what to do with us.*

Both Jenny and Holly, along with several other trucks in their community, about fifteen in total, started to work with and pressure the city to create favorable regulations for mobile retail truck owners. They desired to park in the downtown business district because there was a lot of foot traffic during the day and very few brick-and-mortar retailers mitigating conflict with previously established businesses. Jenny and Holly were frustrated because the city had been pushing off their evaluation request for over a year. With frustration, Holly shared, *"we are just waiting. We are a low priority on their list,*

*pretty much. There are other things that they are worried about.*" Neither Holly nor Jenny had a clear understanding of why the city was reluctant to allow trucks downtown. They suggested that city officials may be worried about traffic flow or potential conflict with other businesses. Both Holly and Jenny believed their mobile businesses could operate within the current business environment downtown and, rather than cause conflict or competition, would elevate the overall environment creating interest for patrons and would draw more business for all. Most mobile retailers in this study shared a common sentiment, products sold on mobile retail trucks were not lower quality than brick-and-mortar shops, and mobile retail did not diminish order in communities. Alternatively, they thought mobile retail supported positive social and economic growth in communities.

When Erica and Nicole initially started Fashion Allie, they queried the city to determine the required permits and regulations they would need to follow. There was not a category for mobile retail, so they were asked to comply with the same regulations as food trucks or sidewalk vendors. In addition to their business license, the city required them to apply for a new permit every time they wanted to set up and sell. Nicole explained, *"basically, they told us we would have to apply for one every time we did anything that was not an organized event that has insurance, and you would have to apply two days in advance, and it would be seventy-five dollars every time."* For the pair, these regulations were too stringent and did not allow for the spontaneity of mobile retail. She went on and said, *"but we have never done that, and we have never run into a problem, knock on wood."* They shared they opted to *"fly under the radar"* to avoid

parking restrictions and costly permitting. The six individuals that opted to “fly under the radar” or ask for forgiveness came from the just out of school cohort (4) and the career shift cohort (2). Another similarity among this group is all six relied solely on the income generated by their mobile businesses.

Inaccurately grouped in with food trucks.

Erica and Nicole, Katie, Julie, and Erin all expressed frustration when grouped with food trucks by city officials. Food trucks were familiar to many people, both city officials and customers alike had clear expectations and understood the concept of a food truck, but they struggled to grasp what a modern mobile retail business encompassed. Erin of Junk in the Trunk shared her obstacle of being lumped in with food trucks as she explained the regulations did not fit what she was doing, and city officials did not understand the concept of her mobile business.

*I wish that I was able to, for example, if it was a nice day, just go somewhere at a happy hour and just park, and people could just come aboard and shop. That would be awesome. However, permits and things like that keep us from ‘peddling’ here, it’s called a peddler permit that they want you to have, but the rules and regulations around the peddler permit center around food, so there is technically no permit for what we do . . . So, my way around it, and other people who do what I do here, we don’t dance around it, but we do private parties, we set up events in parking lots and get permission from whoever owns the parking lot, I have*



*been to different parks before and recreation centers, and outside of that,  
I work with local boutique owners.*

Julie shared there was confusion about the type of business she conducted, and city officials lumped her in with food trucks or denied permitting, assuming she was not a legitimate business, likening her to someone who sold out of a trunk. She explained, *“they just needed to see it.”* She shared that sometimes she made headway if she was able to show officials her physical truck. Educating city officials, other local businesses, and customers on the ins and outs of mobile retail became a common task for most entrepreneurs in this study.

### **Sourcing and Product Assortment**

Like finding parking sourcing merchandise was an ongoing task for most participants in the study. The mobile retail truck owners carried an array of merchandise assortments on their trucks and employed many different strategies for sourcing the items they sold. The most frequent venues for sourcing goods were regional and major wholesale markets, including Magic, *“the most comprehensive fashion marketplace in the U.S.”* (MAGIC, 2019), trusted sales representatives, local artisans, self-made goods, local wholesale markets, product-specific expos, and online wholesale clearinghouses. Twenty-seven of the thirty-one participants sold clothing, and of these all but two also sold other merchandise. In addition to apparel, twenty-seven sold accessories, fifteen sold mugs, water bottles, or other small trendy impulse items, ten sold small home accessories like candles, throw blankets, or pillows, and four sold other specialty items, shoes, skateboards, makeup, and yarn. Of the four non-clothing retailers, two sold home

furnishings and accessories, one sold shoes, purses, and jewelry, and the last sold yarn along with knitting and crocheting supplies. Ray and Charlie took their passion for, sport and skateboarding respectively, to influence their product assortments. Ray sold apparel including t-shirts, jerseys, and socks from many professional sports teams and he also carried trinkets and household items with sports logos. In addition to skateboards Charlie carried apparel, sunglasses and hats that were popular within the skate culture community. He joked that if Justin Bieber wore it his customers would love it.

Table 5.3 Product Assortment

		Clothing	Accessories and Jewelry	Impulse Items (Mugs, Water Bottles, magnets . . .	Home Accessories	Home Furnishings	Makeup	Shoes	Skateboards	Yarn
Career Cohort	Just out of School (10)	10	9	6	2					
	Career Shift (9)	8	8	3	1		1			1
	Escapist (8)	6	6	4	4	1		1	1	
	Retired Hobbyist (4)	3	4	2	3	1				
<b>Total</b>		27	27	15	10	2	1	1	1	1

Table 5.4 Product Sourcing

		Online with Trusted Representative	Regional Markets*	Magic Fashion Trade Show	Local Wholesale Markets	Self-made	Local Artists	Product specific EXPO/REP	Online Wholesale Hubs (China)	Flea Market	Discount Stores	Multi-Level Marketing (MLM)	Other**
Career Cohort	Just out of School (10)	6	5	4	2	1	1	1	1				2
	Career Shift (9)	3	5	1	3	2	3	2	2			1	
	Escapist (8)	6	5	2	1	2	1	2		1	1	1	1
	Retired Hobbyist (4)	2	2	1	1	1	1	1		1	1		2
<b>Total</b>		<b>17</b>	<b>17</b>	<b>8</b>	<b>7</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>5</b>

\*Regional Markets included Atlanta, Denver, Dallas, Los Angeles, and New York

\*\* One respondent sourced products from Donations, Estate Sales, Private Label Agreement, Roadside Junk, and World Travel.

Trade shows and trusted representatives.

All but five of the study participants said they traveled to wholesale events once or a few times a year. Erica and Nicole of Fashion Allie and Ray of Sidelines were located near major regional wholesale markets and could frequently shop throughout the year. Seventeen in total traveled to these destination markets across the country Atlanta, Denver, Dallas, Los Angeles, Las Vegas, and New York. Just over half, seventeen participants mentioned the importance of building relationships with trusted sales representatives at markets to continue buying merchandise remotely throughout the year, either directly with the representative or from specific product lines online. Ten participants stressed the importance of putting their eyes on products and feeling the quality in their hands. Danielle shared her sourcing strategy, *“I like meeting [the*

*representatives] face-to-face, so I know who I'm talking to when I call, and I like feeling the fabric and all that other stuff."* Laughing, she went on and said, *"I try to go once a year, I mean not to all [shows] once a year, I mean I pick and choose which one I want to go to. It depends on where I want to vacation because I work one or two days, and then I vacation for two days."* Danielle was not alone in linking vacation time with sourcing trips. Many others also shared this tactic for sneaking in leisure with business trips.

When I asked Erin where she sourced her shoes for Junk in the Trunk, she exclaimed with excitement, *"I go to the one and only Magic in Las Vegas! Magic is the biggest trade show for fashion."* Eight participants included Magic in their sourcing scheme, and many, like Erin, described their first visit with a sense of pride or accomplishment for reaching a milestone in their business. Beth and Leah of Cherry on Top recalled the excitement of their first trip to Magic, and throughout the story, they laughed as they reflected on how silly they looked,

*We were still working our full-time jobs, but we did not work on Mondays, and we were like 'We have to go, we have to go, we can't not go, we are starting this business, this is so important we need to do it. We had twenty-four hours, we left to fly out to Vegas at 4:00 a.m., and we got there, and we literally had one day at the trade show. It was the greatest and most overwhelming day we have ever had. You know we showed up there, and we were like, 'we want to look so cute, and we want all of these other vendors and boutique owners to take us seriously.' So, we were in party skirts, crop tops, and wedges, and we get there, and everyone is in*

*leggings and flats with these rolling briefcases, and we were like, 'what is wrong with all of these people, no one looks cute for this,' and then we realized it's because it is exhausting, you have to carry all of these magazines from all of these vendors with their line sheets. By the end of the day we were practically in tears at the airport in Vegas, absolutely exhausted, 'why did we wear these clothes?' It was so impractical. I literally bought sweatpants at the Vegas Airport for forty-five dollars . . . It was kind of a disaster, but we found our first pieces, and we loved them, and it was so wonderful, and after we survived that buying trip, we were like, 'Okay, we can do this.'*

Other participants shared that they were not yet ready to visit Magic, but it was an event they looked forward to incorporating into their sourcing plan once their business reached a particular sales volume or some other set of goals.

Seven participants had local wholesale markets nearby, allowing them to visit throughout the year. Both Gretchen of Rolling Rack and Erica and Nicole of Fashion Allie had experience working on the wholesale side at their local markets before becoming customers buying stock for their mobile shops. Erica and Nicole lived near a prominent regional market and had the opportunity to intern at the market as students. Nicole explained that her experience as an intern was valuable, *"I actually knew about going to the market and about buying clothes for a boutique . . . so I knew how to get there and what you did when you order stuff, and that can be complicated if you've never done that."* Gretchen ran a wholesale clothing company before she opened her mobile

operation. She used her contacts and knowledge as she transitioned to buying for Rolling Rack at the same local markets where she used to sell. Ellen, Jenny, Heidi, Georgia, and Ray also had access to local markets where they purchased much of what they sold on their trucks or supplemented from other sourcing outlets.

Self-made or original designs.

Six mobile retail truck owners made or designed some portion of the merchandise sold on their trucks. All four career cohorts were represented, with two from the mid-career career shift and escapist groups and one from the retired hobbyist and just out-of-school groups. Nathan and Michelle both made career shifts and opted to start creating designs to sell directly to customers. Nathan started Classic Couture as an outlet for creativity after leaving his career designing for a major brand. In addition to his designs, over time he began to incorporate other ready-to-wear clothing, accessories, and goods from local artists that complemented his aesthetic. Michelle owned and operated her brick-and-mortar boutique, Seaside Paradise, for twenty-four years when she started to incorporate her graphic design and branding skills. She developed mermaid-themed graphic tees and accessories as a strategy to set her business apart from others in the community. These designs helped her gain a following as she transitioned from her brick-and-mortar location to selling on the bus. She remarked that having her designs also brought some advantages, *“I think the best thing is that I have my own line, so I’m a little bit more flexible, I can go better places, I can go to places that are handcraft only.”*

Julie and her husband worked together to create added value to the products they sold through monogramming and other embellishments. They used embroidery and cut vinyl to embellish T's, mugs, tote bags, and other accessories. Julie and her husband both worked full-time jobs, and she explained how they work together to complete all the custom orders,

*[My husband] can cut and help with some of that, that takes some of the load off of me to not always have to do it. We work different schedules, he is the night shift, and I am the day, so he is home during the day, and once he sleeps for about seven hours, he can get up and start doing some stuff during the week.*

In addition to custom pieces, Julie sold clothing that targeted her customers' esthetic. She shared that she consistently selected a particular style, and her customers knew what to expect from her esthetic and quality. Julie stocked Wandering Wardrobe with a mix of trendy clothing for special occasions and everyday wear. She gleaned a lot of information on her customer's preferences from her private Facebook group. The group had many active shoppers, and this platform gave her the opportunity to presell styles before she stocked her inventory.

Thrift Wagon stocked upcycled household items created by Liza and her partner. Upcycle, is defined by Merriam-Webster, *“to recycle (something) in such a way that the resulting product is of a higher value than the original item.”* For example, Liza and her partner attached several discarded doorknobs or drawer pulls to a piece of reclaimed barn wood to create a shabby chic coat rack or added a fluffy pillow to a vintage suitcase

for a unique dog bed. Other items on the truck included old furniture given a facelift with paint and new upholstery, and succulents planted in an array of unconventional vessels. They were both retired and enjoyed the hunt for discarded items to repurpose and the creative outlet of repurposing the items for the truck. Liza explained that her partner was the creative genius behind their creations, *"she's kind of one of those wacko artists where she will make one thing, and then in the next eight hours she will make ten more, and then she won't do anything for a couple of days, and then she'll stay up until two in the morning the next time we're trying to get something out."* Liza primarily found items to upcycle at flea markets or on the side of the road. In addition to the pieces they created, Liza incorporated some other staple items that looked vintage or shabby chic, including plush crocheted throws and candles. In addition to ready-made household items, Liza also added jewelry she found at a local discount shop. She shared that much of the jewelry at the discount store looked like junk, but she skillfully pulled out a few quality pieces that looked chic when merchandised with her eclectic assortment. Amy's truck also featured home décor and furnishings; she sourced most of her stock from vendors and added a few self-made items. She loved the opportunity to create custom items when she had time. Amy operated her mobile boutique as an escape from her job and enjoyed the ability to be creative, adding custom pieces when she could without the obligation to stock her whole truck with self-made goods.

As Holly and her husband neared college graduation, they started looking for a reprieve from the laborious haul of selling their designs on the craft fair circuit. The pair came across the concept of mobile retail, and with that their bus Street Style was



inspired. This permanent mobile venue allowed them to easily share their designs with customers around town and beyond. The pair produced graphic t-shirts with local scenery and art, other fashions, and household items including decorative pillows and graphic wall art. They also partnered with other local artists to sell their artwork, jewelry, clothing, and household on commission. Also, Holly and her husband incorporated vintage clothing and accessories they had accumulated before Street Style opened. They used these vintage items to fill out their specific lifestyle esthetic crafted across their growing brand, including a second mobile truck and a permanent brick-and-mortar location.

#### Local artisans.

Goods from local artisans were stocked on six mobile retail trucks. Nathan, of Classic Couture, Holly of Street Style, Rachel of Knotty, and Georgia of Couture Coach, highlighted handcrafted items by local artists as an ongoing part of their product assortments. They reported having excellent working relationships with the artists and shared these unique items helped to draw customers to their trucks. When Holly and her husband first opened Street Style, they stocked their truck with work from eleven artists in their community. Holly shared that they regularly scouted for new artists and others reached out to them; they now represented fifty artists across their three locations. She went on and talked about how their relationships with other local artists had grown, in addition to expanding their merchandise selection, they also found friends and people to staff their growing business. Holly elaborated, *“We started adding people we met, I mean it’s awesome how it happened, people just came into our life really, they*

*were the perfect fit, they were artists and new to Colorado and wanted to meet people, and it was just the perfect opportunity for a part-time job."*

Similarly, Nathan had positive relationships with the artisans, and he shared a temporary pop-up location with a friend who was a jewelry designer. Together they shared responsibility for staffing the shop. He also partnered with various other designers depending on the type of event he was attending, including bowtie, graphic t-shirt, and fascinator designers. Rachel had a designated grid wall in her truck to display yarn from a featured fiber artist rotated monthly. She explained there were perks to having new artists each month, *"it lets me have new things, it lets me test out the yarns that people like. So, this past fall, we added two new lines because they were trunk show yarns that people loved. So that lets us test the waters for what may or may not be good sellers."* Similarly, Georgia had a segment of their truck they called the *"trunk department"* it was a collection of high-end pieces made by regional artists. Georgia explained that having these pieces on consignment allowed *"wobble room"* to expand their selection without the commitment of high price merchandise. She said they enjoyed *"finding people who have really cool stuff,"* and the commission items accounted for fifteen to twenty percent of their business.

Michelle of Seaside Paradise and Amy of Velvet Icing also incorporated some items from local artists. However, they both talked about the difficulty of working with some artists. Michelle shared, in the beginning, she was eager to incorporate a variety of work from local artists, but they were *"difficult to work with,"* and *"the more [my designs] started taking off, the less artisans I used, and the less consignment I had to do."*

She now limited her inventory to just a few artists and frequently rotated the selections on consignment. Amy said she was always on the lookout for great local pieces. She explained, *“there is an ebb and flow, right now we don’t have much local stuff because I just haven’t found anything randomly that fit me and fit the aesthetic of the truck.”* For instance, she shared she previously stocked a local candle company, but the labels did not display well on the shelf, *“all of the different scents still have the same label, they all look the same, and no one was taking the time to smell the difference scents until I pointed it out.”* Amy switched to a national brand of candles that displayed better on the shelf and encouraged more customer interaction.

Sourced merchandise online.

In addition to the common practice of purchasing online through trusted sales representatives or with established brand relationships, three participants shared that they regularly bought directly from China through large online sales hubs. Bella, Monica, and Maureen all reported ordering directly from China had some risks regarding quality and reliability. Yet, they still all found the risk worthwhile because of the vast selection and low price point of the merchandise. Bella started out buying online through wholesale hubs. She shared her typical buying practices, *“I do mostly online, when I first started online, I did a lot of research, I found a couple of wholesale hubs that had several websites on them . . .”* She went on to explain over time she also added other vendors and refined where she purchased from online, *“. . . Eventually, I went to the Dallas market where my eyes were opened to several new brands that I had never known. Now a lot of those brands that I purchase from came from online once you find one you*

*discover ten more and so on. So now I just have a pool that I draw from."* Maureen primarily purchased online, unlike Bella, she did not have a set group of vendors for sourcing merchandise. She shared her experience ordering online, *"It is hit or miss. A lot of the vendors that I frequent rarely have the same thing. I rarely restock. It is always something different."* She went on to say sometimes she was pleased with the quality of the merchandise, and other times the merchandise looked nothing like the picture or description for both style and quality. Maureen explained that she jumps from vendor to vendor seeking different looks, always paying attention to pop culture influencers. She went on to say,

*I listen to the kids. My daughter and her friends and I love E!, E! News, and anything that has to do with the Kardashians and the Housewives, I look at what's influencing the culture today, and I try to incorporate that into the items that I purchase. So, if there are scarves or jewelry or handbags or anything that looks like something that would be featured on any of the latest TV shows, or things like that, I try to incorporate those.*

Monica also closely followed the trends that she thought might peak her target customers' interest. She explained the importance of channeling their desires as she selected merchandise, she shared,

*So, I know that my customers like anything see-through, sheer, short, tight, um, blingy, things that are going to be eye catchy, you know. And*

*too, we don't get a lot of bad weather here, but you know if it's going to be cold, I know I could sell tracksuits, sweaters, and things like that I know they will wear based on the weather.*

Also, she shared a common tactic she used to promote the looks she carried on her truck, *"If I can find a picture with a girl and a model that has a big butt, not trying to be funny but I'm serious, that is enough to sell an outfit."* Monica went on and said her customers were very price-sensitive, *"the average [price for an outfit] is twenty-five to forty dollars . . . I know that me charging sixty dollars is just not going to fly."* She explained this was the reason she opted to shop online for lower prices knowing that she may tradeoff for lower quality merchandise, but she had a goal to offer inexpensive club outfits to her customers. In addition to inventory sourced online, she also purchased from wholesalers in Los Angeles who had more consistent quality.

Unique sourcing venues.

Five participants sourced merchandise from unique venues. Grace ran Hope Chest as a charity for teen girls and would partner with major retail brands that donated a wide variety of clothing to stock her truck. Three other participants thrived on hunting for the perfect items, Georgia was always looking for something special to bring back from her world travel, Heather frequented estate sales for her secondhand product assortment, and Liza was giddy when she found *"roadside junk"* she could transform into a reimagined treasure. John spent years forging relationships and relentlessly asking suit sales vendors to take a chance on his business and create a line of private label suits made to his specifications and display his brand Dapper Dash.

Tailor merchandise selection for target customer.

Many participants started their mobile boutiques with a particular product in mind and lofty ideas that they knew what customers wanted, or they felt that their refined taste would win over anyone who entered their truck. Nathan shared the evolution in the design esthetic for Classic Couture,

*It's just all about the customer experience, and it's all about customer service. It's about listening to the customer. Before I open the business, I had an idea of what [Classic Couture] was as a brand. It was really starchy business professional clothing, and when I got out on the truck that was not what women wanted. Working women did not wear blazers and slacks and really starchy things to work. You know they appreciated the tapered and the vintage look, so that's sort of what it morphed into, it went from this really starchy super business, super professional, to now this vintage, and that's what people respond to. So always listen to your customers, and whatever they say, do it. If they want a graphic-T, give them a graphic-T.*

Nathan continued to elaborate on his strong dislike for graphic tees. *"I always said I would never carry graphic tees because it was just not my image. And then I went to the festival, and I had someone else's locally made graphic tees, and literally sold out of all of them, so my thing was, 'okay, okay I need to make T's and keep that money for myself.'" Nathan's assortment of graphic tees featured a vintage typewriter, witty*

sayings, and other vintage-inspired images. He felt these designs stayed true to his brand and gave customers what they wanted.

Like Nathan, Ellen, Erin, Sara, Nicole and Erica, and Ray all shared they modified their inventory selection based on customer preferences. Ellen lived in a community that was lacking any other shopping opportunities. Early on, customers started to ask for red formalwear for a yearly local charity event, and others regularly requested sizes extra-small and extra-extra-large. On both accounts, Ellen added to her product assortment and increased her customer following. Erin, Sara, and Ray mentioned that they made some initial purchases they regretted. They further explained that they refined and targeted their product assortment after getting to know their customers. Sara set out with an intention to stock higher price items for middle-aged women, and in a short time she shifted to mix in lower-priced merchandise to boost sales. Nicole and Erica's initial inventory assortment was vintage prom dresses they inherited. Quickly, the pair realized that they needed to incorporate everyday apparel into their sales strategy to maintain sales all year. Carrying both boutique clothing and formalwear proved to be a confusing concept for customers, and ultimately, they transitioned to solely stocking everyday fashion apparel. In addition to modifying his product line, Ray also refined the types of events he attended. He shared, *"we are going to do away with the flea markets because we are trying to make our brand stick out a little bit more."* Ray went on and explained, *"people just want deals at flea markets,"* and that was not the type of merchandise he wanted to carry. Julie and Danielle frequently polled customers or offered items for presale before purchasing new inventory items. They both explained that they used this

strategy to ensure they stayed on target with their customers' desires and were not left with an abundance of unwanted inventory.

### **Frequency and Seasonality of Mobile Events**

In this study, the mobile retail owners reported ebbs and flow in their business throughout the year, some elected to operate all year, and others concentrated their mobile events seasonally. On one end of the spectrum Kate, from Paper Mache Cart, operated year-round and set up for five or more events weekly, and in contrast, Liza attended only about ten special events in the Spring and Fall combined. Eighteen participants reported operating seasonally and only took their trucks out when the weather was favorable. In some climates, this was limited to Spring and Fall, and in others, it was only necessary for a short hiatus during the coldest winter months. Of the eighteen seasonal operators, eleven employed alternative sales strategies including, online, brick-and-mortar pop-ups, or private parties, during the off-seasons. Thirteen mobile entrepreneurs operated their trucks year-round, and all but three of these were in climates without snow. These three trucks did not initially plan to operate in the winter but found demand and success when they continued to schedule events through the winter. Participants who operated seasonally also shared that their months of operations varied year to year depending on how cold and snowy the winter was or if there was extreme heat in the summer.

Seasonal verses year-round operation.

Nearly sixty percent, eighteen of the mobile entrepreneurs, reported they operated their business seasonally. Most of the seasonal operators booked events from



Spring through Fall. Three participants, located in regions with hot summers, opted consistently to hold events in the Spring and Fall with occasional Summer events when the weather permitted. Nathan of Classic Couture explained, “. . . *it is very glorious to be mobile, but then you have a lot of other things that kind of affects what you do too. If it's under sixty degrees, forget it, you're not shopping inside of a truck, and if it's over eighty, forget it, no one shopping inside the truck either, so you know you have to find that sweet spot.*” Liza and her partner were both retired and operated Thrift Wagon as a hobby, and the pair selected specific events they knew would be lucrative, leaving them with the most limited window of operation to a few weeks in the Spring and Fall. Grace, the youngest entrepreneur and founder of Hope Chest, had a different approach from all of the others. She exclusively held mobile events in the summer when she was on break from school. Hope Chest was a non-profit, and Grace organized two to three-month-long tours where she traveled from coast-to-coast hosting mobile events where she provided teens in need with new clothing.

Thirteen mobile entrepreneurs operated their mobile boutiques throughout the year. While they operated all year, the frequency of events varied greatly. Danielle attended one or two regular events each month, and Monica scaled her activity depending on her health, compared with Rachel, who scheduled Knotty for events most weekends and one to three weekday evenings. Rachel laughed and said, *"the only time I can't really go out is if it is raining really hard, I have a really old truck, and she is not great in the rain."*

Event frequency.

Event frequency varied across all career cohorts and among seasonal and year-round vendors. Among respondents the most common event frequency was one or two times a week, this included ten or nearly one-third of truck owners. The remaining respondents ranged from a few special events a year to five or more mobile shopping events weekly. Special events (3), one or two monthly events (1), two or three monthly events (3), three or four weekly events (5), four to five weekly events (6), five or more weekly events (1). The two remaining participants had great variation in their event schedules depending on their fluctuating health needs. The following section will cover a deeper look into the nuance of event frequency (Table 5.5).

John of Dapper Dash, and Danielle of Roaming Runway, started their mobile shops setting up a couple of times a month, and now both transitioned to permanent brick-and-mortar locations. Danielle elected to open a permanent location after some mechanical issues took her truck off the road. She shared, *“I was like, ‘I have got to have another way for my customers to come to me’ and I do have some customers that can’t get on the truck because they are handicapped.”* John's experience was different; his alma mater invited him to open a temporary pop-up shop. Despite the original intention of being a short-term pop-up, Dapper Dash stayed in place on campus for three years. As his business grew and target customers evolved, John decided it was time to move to a trendy shopping district downtown. At the time of his interview, he had been in his new permanent location for one year. Both Danielle and John took their trucks out occasionally. Danielle shared she attended one or two regular monthly events and set

Table 5.5 Event Frequency for Mobile Trucks

				<b>Varies with Health</b>	<b>Select Special Events</b>	<b>Monthly 1-2</b>	<b>Monthly 2-3</b>	<b>Weekly 1-2</b>	<b>Weekly 3-4</b>	<b>Weekly 4-5</b>	<b>Weekly 5+</b>
<b>Career Cohort</b>	Just out of School (10)	All Year	6					3		2	1
		Seasonal	4		2			1		1	
	Career Shift (9)	All Year	4	1						3	
		Seasonal	5	1				1	3		
	Escapist (8)	All Year	3			1	1	1			
		Seasonal	5				2	1	2		
	Retired Hobbyist (4)	All Year									
		Seasonal	4		1			3			
<b>TOTAL</b>			<b>31</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>10</b>	<b>5</b>	<b>6</b>	<b>1</b>

Table 5.6 Sales Venue

		Mobile Retail Truck*	Online Sales From Business Webpage	Social Media Sites (SMS)**	Brick-and-Mortar	Semi-Permanent Pop-up	Digital Sales Platforms***	Custom Mobile Phone Applications
Career Cohort	Just out of School (10)	9	8	4	5	1	1	1
	Career Shift (9)	9	7	5		1	2	
	Escapist (8)	8	7	6	1		1	1
	Retired Hobbyist (4)	4	1			2	1	
Total		30	23	15	6	4	5	2

\* John from Dapper Dash did not sell from his truck, he only used it for promotional purposes.

\*\*Instagram and Facebook

\*\*\* Four unique digital sales platforms were used by five participants, Poshmark (2), Shoptiques (2), eBay (1), Etsy (1). One participant use Poshmark and eBay simultaneously

up for a rare special event, and John now only used his truck for promotional events. Both said that their trucks became extensions for their brick-and-mortar shops rather than prominent sales venues, and now their trucks served as sources for community outreach and advertising.

Nearly one-third of all respondents held events one or two times weekly, the most common event frequency reported. This event frequency included, seventy-five percent of the retired hobbyists, thirty percent of the just out-of-school cohort, one-quarter of the Escapists but only eleven percent or one of nine members of the career

shift cohort. Five of these ten respondents opted to only hold events on the weekend with the other half combining weekend and weekday sales events.

In total eight mobile entrepreneurs exclusively held events on weekends. Erin, Heather, and Charlie had full-time careers in addition to their mobile boutiques, and they all said their mobile shops were outlets for their creativity. Heather and Erin both added boutique ownership as a means to satisfy their love for shopping and fashion. Erin lived in a climate conducive to year-round operation, while Heather and Charlie shut down during the winter because of heavy snow and extreme cold. Balancing personal life and work was essential to Erin and Heather, and both aimed to take their mobile boutiques out only two to three times per month. Erin explained,

*I would say my goal is to be out in my truck three times in a month, if I'm traveling or if I'm in a wedding, or even if I'm just tired, I skip a weekend. I would say once a month I try to do something big. I try to make it twice a month, but I really should be out every weekend doing something, but I just have to balance my life.*

Erin went on and shared that her love for travel was just as strong as her desire to be an entrepreneur, sometimes causing conflict when she felt torn between putting a full effort into her mobile business and enjoying travel or leisure time with friends. Similarly, Heather shared she must maintain balance in her role as a single mother of her two young boys. She insisted that one day each weekend be dedicated to her family, and this left the other day to take Glambulance on the road most weekends. Charlie also shared a concern for balancing his career, mobile entrepreneurship, and his personal life.

Similarly, Nathan, Annie, and the pair Holly and her husband typically set up for mobile events only on the weekend. They all had physical locations where customers could shop throughout the week. Annie had two permanent brick-and-mortar shops, and Nathan had a semi-permanent pop-up where customers could shop Monday through Friday. Holly operated Street Style full-time while her husband assisted when time allowed around his nine-to-five obligations. She spent Monday through Friday at their brick-and-mortar location, then on the weekends, with the assistance of her husband and their employees, they took out both of their mobile shops to an array of events in their community and surrounding areas. The pair had continually adapted their sales strategy from initially starting Street Style as a single mobile truck that operated throughout the week, adding a second truck, and now a brick-and-mortar shop with regular hours.

Erica and Nicole were in the process of transitioning into full-time mobile entrepreneurship since their recent graduations. Erica and Nicole had been limited to weekend events as they juggled full and part-time jobs and school. The pair reported that they planned to start booking regular events in the upcoming spring to set up for several days or even weeks in the same location. Erica explained,

*Right now, we're sort of in a transition period, and we have been only doing stuff on the weekends. We are transitioning and trying to partner with businesses where we can park in their parking lot and be open during their business hours. So hopefully, we will move from business-to-business each month, and then during the week, we can be open for two*

*to three weeks at a time at each location and then still travel to our main events in between.*

Nicole continued, *"it's like we have either got to go full force or keep doing part-time and still have another part-time job. So, our plan is, we have two spots to be at in April and one in March, lined up, Erica will quit her job, and we're going to go to it full-time."*

The flexibility to operate solely on weekends allowed Erin, Heather, and Charlie to hold full-time employment while pursuing side gigs in sales. Over time Holly and her husband, Annie, and Nathan adapted their sales strategy and moved to operate their brick-and-mortar locations throughout the week, and their mobile shops on the weekends, to meet the growing demands of their customers. Erica and Nicole were planning to ease through the transition from part-time entrepreneurs while in college to full-time self-employment with Fashion Allie.

Five mobile entrepreneurs held events most weekends, in addition to one weekday event most weeks. Julie and Ray were both well established in their careers, and they each had reached a point where they had achieved some flexibility and autonomy in their positions. Together with their spouses, Ray operated Sidelines, and Julie operated Wandering Wardrobe. Both couples attended events most weekends. They both had found ways to take advantage of the flexibility built into their nine-to-five jobs and had regular circuits of venues where they set up during the week for an additional one or two events monthly. These weekday locations included military bases, universities, and various businesses.

Georgia and Sara were both retired and had considerable flexibility in their schedules. They both scheduled events on the weekend and throughout the week and had a goal of booking two events most weeks. Georgia shared the responsibility of operating Couture Coach with her business partner, which allowed her to travel and spend time at her vacation home in the winter. Georgia reported that this year her business partner continued to operate year-round doing business from a temporary location downtown in an artsy area. The Couture Coach pop-up was open two to four days a week for limited hours each day.

Similarly, Ellen and her daughter started Dressing Room with the intention of attending events most weekends and organizing one or two events, typically house parties, during the week. In their third year of operation, Ellen's daughter broke her ankle during their summer selling season and could not assist Ellen on the truck. Ellen recounted a conversation with her daughter, *"we've got to do something because if we don't, people are going to forget about us."* By this time, Ellen had retired, which allowed her more time to dedicate to the business. The pair decided to regroup and opened a temporary pop-up shop in a vacant storefront downtown. At the time of her interview, the store was open six days a week, and they were committed to a year-long lease ending in June 2017.

Five mobile truck owners typically held events three or four days a week. They had variability in their schedules and typically planned events on Saturday and or Sunday and then one or two additional events during the week. Chelsea and Amy both had careers that offered even more flexibility than Julie and Ray, which allowed them to



attend more events throughout the week. Chelsea explained each week could be very different depending on the types of events she booked. She did a combination of events in the late afternoon or evening throughout the week and often during the day on the weekends. Chelsea explained,

*I do some home pop-ups, I usually save those for Thursday nights, but most of the stuff I am doing is with other businesses. So, last week, for instance, a couple of other trucks, Velvet Icing and Bella Bell Boutique, we're at [City Place], which is a big business complex, and we were there for the employees. So, it's just different things like that. On Friday, this week, I'm going to [St. Elisabeth's] Hospital, and I'll be parked there for a few hours.*

Chelsea also shared that she had excellent luck parking at elementary schools on weekday afternoons and a myriad of events with other local mobile entrepreneurs on the weekends. Amy worked her full-time position from home, offering her a lot of independence and freedom to schedule weekday-daytime pop-ups around town at coffee shops, salons, and business parks. Michelle, Victoria, and Gretchen all had career shifts that led them to open and operate their mobile boutiques full-time. Like Chelsea and Amy, this group of mobile boutique owners had a lot of variation in their schedule, and they traded the demands of full-time employment for balancing children and busy family life.

Six other mobile truck owners typically held events every weekend and two to three times a week for a total of four or five weekly events. This group was comprised

of the just out of school cohort (3) and the career shift cohort (3). Heidi, Jenny, and Rachel left full-time careers, and, Beth and Leah, and Bella recently finished college when they opened their mobile shops. They all reported they worked equivalent to a full-time workweek, or more, working for themselves. Characteristic of this group, Bella elaborated on a regular plan for an ordinary week,

*Typically, the truck will run Tuesday through Saturday or Sunday, or sometimes Wednesday through Sunday, depending on the week. Usually Sunday and Monday, I use to do all of my ordering and to schedule social media posts for throughout the week.*

Bella went on and shared that on the weekend, she tried to attend more prominent events that could last all day. She explained her preparation was different for weekend events.

*At a festival or something that's going to be more extensive hours, I will take the truck, and I have different setup measures that I go through to do that. I have a big platform that I can put on the back of my truck rather than just a few steps. It makes it look bigger and a little bit nicer.*

Similarly, Beth and Leah, and Jenny reported that the events they attended also varied throughout the week. On weekdays they typically set up for shorter durations, during the lunch hour, at an evening happy hour, or special event. On the weekend, they aimed to book larger venues like fairs or markets where they were not the only attraction. Jenny shared a variety of events she typically attended each week.

*I do have an employee that helps with events as well, just kinda depends on how many events we have that week, whether we divide and conquer, or if one of us is out of town, the events always take priority, so whether that is a lunch stop at an office building, that would be maybe from eleven to two in the middle of the day, or a house party from seven to ten in the evening. Sometimes we will have both of those in one day, sometimes we will have maybe three evening house parties in one week, or maybe a weekend house party that is a Sunday brunch type of thing, or there may be a festival or a market that is from nine in the morning to six in the evening on a Saturday.*

Rachel and Heidi had a similar rhythm to their schedule, and they were located in climates conducive to operating year-round. They typically set up at smaller venues during the week and bigger events on the weekend. However, they both had many regular reoccurring events. Heidi attended a variety of weekly and bi-weekly markets, and Rachel partnered with an assortment of breweries, coffee or tea shops, and cafés where she hosted weekly or monthly knitting nights. Heidi shared her logic behind scheduling and that one of her most lucrative locations was a weekly market.

*I am there every Thursday. All of my other markets, I am there every other week, so I don't get stale. Like I have two different markets that I go to on Saturdays, so I exchange them out, one of the markets is only on the first and third Saturday, so on the second and fourth Saturday, I am at a different market.*

Rachel's events were regular throughout the week but varied on the weekend with a few annual fairs that she traveled several hours to attend.

Kate, a member of the just-out-of-school cohort, was the only mobile entrepreneur that consistently took her mobile boutique out five days every week most weeks of the year. She had a series of regular bi-weekly stops at local grocery stores, farmer's markets, and other events scheduled with complimentary retailers or random downtown pop-ups to fill out the week. Kate stressed that she treated Paper Mache Cart as a full-time job, and she shared that she was always hustling to fill her schedule. During her first couple of years on the road, she took a short hiatus during the snowy winter months. In her third year, she tried out a temporary pop-up at a shared art and retail space, and the past two winters, she had been able to continue her regular mobile circuit throughout the winter.

Maureen of Heel Mobile, and Monica of Glitz & Glam, started their mobile businesses holding events several days a week. At the launch of her mobile business, Monica was working full-time, taking her truck out in the evenings and on weekends, but in contrast, Maureen started Heel Mobile as a full-time endeavor. Maureen shared,

*In the beginning, it was really like a part-time job. I was working twenty to twenty-five hours a week. Because being in Florida it is always warm, and the weather is good, so there are a lot of events for people to party and go out. So, I would literally go out, leave work, drop off my vehicle, pick up my trailer with truck included, and go out and start selling. On the*

*weekends, pretty much, sunup to sundown, because I take care of two or three surrounding counties.*

Over time their health and changing life demands contributed to an alteration in event schedules for both. Monica left her full-time job after she became ill. She went on and explained,

*I have congestive heart failure, so I don't try to wear myself out like I used to because it is not good for my health. I take more breaks now. When I was working two jobs, I did more, but I take way more breaks now. And so now it is pretty much when I feel like it, or if there's something like a big concert coming to town or something like that, I'll definitely go out.*

At the time of her interview, two years after she started, Monica took her truck out considerably less, and now she focused on special events in town when she knew setting up “*would be worth it.*” Similarly, Maureen had scaled back her operation too. At the time of her interview, she explained she continued to have health issues related to the accident that ultimately led her to open Heel Mobile, she had new demands from her family life, and she was pursuing some teaching and other local community outreach opportunities. Monica and Maureen would go weeks or months without holding a mobile retail event and then have a period of time where they held several events in a month.

## **The Mobile Retail Shopping Experience**

All the participants in this study shared that shopping on mobile trucks elicited a different experience for customers than other current mainstream retail venues. They reported that customers described shopping on the trucks to be fun, exciting, or an exceptional experience. Others observed that their interactions with customers became much more intimate than a typical sales associate customer relationship. Also, many shared interactions could be customized to suit individual customers' needs, sometimes even offering private shopping opportunities. Truck owners who came to mobile retail from online selling platforms enjoyed the possibility of personal connections and gained the ability for customers to see, feel, touch, and experience merchandise before making purchases.

“It’s about the experience.”

Chelsea found a niche in her town catering to young moms. She created a relaxed and fun shopping environment where her target customer felt comfortable trying on clothes and socializing with her and other customers. She had a curated selection of clothing from a national multi-level marketing company with a strong following of young moms. She elaborated,

*Most who come in get excited just about the atmosphere, I play some music, it's very casual, you know some of the trucks have different customers that they're appealing to, you know we have a couple of trucks that are more high-end Fashion, others are more of the early twenties crowd, whereas my truck is more for the moms, so to be able to have a*

*truck that caters to that, that's a crucial piece, I think up until this point there wasn't a truck that catered to thirty-something moms, they were left out of the equation when it came to mobile boutiques. They don't necessarily feel comfortable going into some of the younger trucks, or they didn't really feel that their style was represented, this gives them an opportunity to be part of this trend.*

Several mobile boutique owners talked about the importance of creating an exceptional customer experience aboard their trucks. Erin explained she aimed for a luxury shopping experience, and she pampered her customers, intending to leave a lasting impression. She hoped customers would share these exceptional experiences with friends and propagate a free word-of-mouth marketing strategy.

*I definitely try to make my boutique warm and welcoming. Because I feel like when you go into stores like Gucci or Louis Vuitton, it's like, 'Oh ma'am, would you like some champagne, have a seat in this comfortable chair.' You know that kind of thing, offering water to my customers when they're on my bus. Because you want people to feel comfortable, and you know I shouldn't call it a marketing scheme or a marketing tactic but, it is the personalized service that some people miss that I create, and they're going to tell their friends about it. And that for me it's free advertising.*

Similarly, Ray from Sidelines shared that creating an “experience” was his number one selling strategy, and it is what sets his mobile sports store apart.

*We like to make it an experience, not just shopping. It's an experience. So, we will set a football net up, we will set the basketball goal up in the back of the truck, and we will also do raffles . . . And it's not just shopping we have a big-screen T.V., a thirty-two-inch T.V. screen on the truck where we can be watching games, different football games, we can also watch DVDs of sports. We also have the football toss and the basketball toss. You know some music is going, some football music, baseball music, whatever, it's always sports-related. We tie it all into sports. So, when the people come for the experience, it really is, they are able to come inside of the truck and look around, they are able to talk to us, and not only that we know about sports. My wife knows about sports, I know about it, and the people that work with us know about sports, that is one of the mandatory things that we have when we hire someone, you must know something about sports, or we will teach you about it. That's the deal.*

Ray and his wife interacted closely with everyone who entered Sidelines, and they shared their love and enthusiasm for sports as customers shopped. Ray explained they were less like salespeople, but instead, they were fellow sports fans sharing in the excitement of the big game. Similarly, Gretchen and Heidi both enjoyed “goofing off” with customers. Heidi described her favorite type of customer interaction.

*The conversation has nothing to do with the things that I'm selling, and they are trying clothes on, and I get people laughing, you know. I love*



*goofing off, so I goof off when I'm working, and women really respond to that because they know I am not a hard sell. And if something doesn't look good on somebody, I will tell them, 'Here let's try this,' and you know I have had many women buy stuff from me, and they thanked me for making them feel pretty, or I will redress them in something that maybe they would never be wearing, 'Just for shits and giggles try this on' you know, and that kind of a thing. I'm just more personable with people, and I am not a saleswoman at all.*

The truck creates an intimate experience.

Georgia explained that she and her business partner are both outgoing yet still sensitive to individual customers' desire for interaction. She was fascinated by the connections they made with customers on their truck. She shared with excitement, *"here's the other thing that's really quite interesting because we are in a very intimate space by nature the intimacy of conversations and the relationship building is quite intriguing."* Georgia continued,

*It is very, very personal, and we make it really fun. I mean, I cannot tell you the amount of times people will just kind of hang out, and then two other women will be walking in, and we do an introduction, and then they will start a dialogue. We are always looking for that connectivity, and we are very relational. You don't get that experience online, of course.*

She felt this intimate experience was what drew her customers to shop with her in person rather than shopping from home “*online in pajamas.*” Georgia and her partner paid particular attention to the music they selected, the “*foodies*” they shared, and the overall ambiance they tailored for each event. She believed it was crucial for women to have spaces to gather, talk, and share ideas and that through their attention to detail on Couture Coach, they offered a perfect venue for creating an intimate gathering space. “*You know there aren't too many other places where women can get that sisterhood. Just by cosmetics, we are feeding that innate instinctual thing that we all do. It's kind of a bonding, primal thing that we are all wired with. So, I feel that we have really honed that.*”

Ellen shared a similar observation interacting with customers on her big purple truck versus in her extended pop-up downtown. “*It is a different environment on the truck.*” When prompted to share more about her experience with customers on and off the truck, she elaborated,

*The store that we have is five rooms, people come in, and I chat with them, and then they wander throughout the store, and I do not want to follow them all over the place. In the truck, you are in the truck with them, so you can have a conversation, and you can show them where all kinds of nooks and crannies and things are, they just don't realize how much we have on the truck until they actually get in there and see what we have.*

Annie operated her mobile shop and brick-and-mortar boutiques simultaneously, and she echoed Ellen as she described the same vibe on and off her truck “*It's just a different*

*shopping experience because it's more intimate. We're pretty much right there on top of you in the truck, so it works out really well."*

Meet up with customers.

Going out of their way for customers was common among almost all the participants. Five participants mentioned meeting up with regular and even random customers. Regular customers knew they could reach out to Gretchen or Erin if they needed a birthday gift or if they had a special event coming up. Gretchen laughed, *"I do it for some of them just because I think it's a nice way to say thanks, and they feel special that way."* Between events, Erin met up with regular customers in the evening at her secure parking garage. Erin added, *"I think that's awesome because that means they trust you, and they want to support your business, and I think that's awesome, so we just set up a time and get together. Yeah, it's just awesome."* Besides meeting select customers, Maureen joked about being flagged down on the highway by someone eager to shop. She shared,

*I was driving on the highway, and I got a phone call, it was this lady that actually passed me on the highway, and she says 'I really need to shop right now can you meet me at the exit?' and I did, I pulled over and got out and met her in this parking lot and she bought four pairs of shoes, she was obviously dealing with something I think she might've been emotionally shopping.*

Sara found it was necessary to mitigate customers' apprehension and so made herself available to them after sales. In the event someone needed to exchange for a different size or return an item she met up with the customer at a convenient time and location. Julie also aimed to make transactions easy for her customers, so she offered free deliveries to local customers who purchased through Facebook. These five participants went beyond typical retail interactions and exploited their mobility to meet their customers' needs.

See, feel, and touch.

Earlier in the chapter, during the discussion of sourcing, many mobile retail owners shared they preferred to "*see, feel, and touch*" merchandise before they added new styles to inventory. Similarly, customers liked to do the same. Mobile retail offered a solution for five participants who started selling online but wanted a way for customers to interact with the merchandise before making purchases. Danielle of Roaming Runway, and Bella of Bella Bell Boutique, started selling to customers through e-commerce shops. Much of their sales came from regular customers and grew through word-of-mouth, and in both cases, customers began to request in-person shopping opportunities. Leah and Beth of Cherry on Top started selling through Instagram, and Heather of Glambulance, also used social media along with other platforms, including eBay and Posh Mark, to sell merchandise. They also started to wonder if they could offer customers direct interaction with the merchandise to boost sales. All of these online sellers did not see brick-and-mortar retail as a viable option for a myriad of reasons, startup capital, cost of rent, the time required to operate, and fixed location. Instead,

they were led to mobile retail as a feasible alternative to bring their goods directly to customers.

From the onset of her business, Chelsea of Painted Daisy started with mobile retail sales to allow her customers to see, feel, and touch her merchandise and differentiate herself among other consultants in a trending multi-level marketing brand. She stocked LuLaRoe typically sold in a direct sales model through social media platforms and home sales. Chelsea explained selling in-person set her business apart and allowed her to create an exceptional experience in addition to meaningful interactions with customers. She shared, *“especially with LuLaRoe, people are excited to be able to touch it, touch and feel it, but a lot of people buy it online. The material can be different with the same style grouping, and people are just excited to see it and to be able to shop it, and I think that, and in combination with the fitting room onboard, sets me apart.”* She continued to explain that there was a segment of other entrepreneurs selling LuLaRoe on mobile retail trucks, and this included subgroups and support networks just for mobile LuLaRoe salespeople. Chelsea reported she was the only one in the area selling LuLaRoe in a mobile truck, which allowed her to have little direct competition in her community.

"Customers don't realize they can come on the truck."

Six participants mentioned that customers were still unfamiliar with the concept of mobile retail, and as a result, these customers would not venture onto the truck without being invited or coaxed aboard. These mobile retailers explained they created a *“runway”* to guide customers inside. Erin shared her struggle to entice customers to enter her bus,

*I have people say to me, 'I can come inside?' 'Oh yeah, come in!' and then, 'I thought you just had a whole bunch of boxes in there.' I'm like, 'No, this is a boutique,' and to help people understand in certain situations. I will put up a tent on the side of my truck. I will put a table out for people, and it'll seem just a little bit more inviting, 'Oh, shoes,' and that will stop people and then I'll say, 'there's more on the bus,' and 'oh I can go inside.' So, I have had to create kind of like this runway, if you will, so I have taken this long carpet and put it in front of the door and put out a big sign that has 'come in,' like you almost have to herd people into the door, so I understand the struggle.*

Kate from Paper Mache Cart, and Nicole and Erica from Fashion Allie, also shared they arranged elaborate displays to draw people onto their trucks.

Charlie had the same challenge getting people to come aboard his mobile skate shop. He shared, *"the barrier to entry is the number one hardest thing . . . I just never anticipated that. I didn't quite understand it, but people are just not comfortable just walking up and walking into a van."* He continued to explain that he completely overlooked this aspect while he thoughtfully crafted the former bread truck into a mobile shop. Looking back, he shared he would make some changes to the overall design,

*I would design the exterior of the bus differently. I would open it up a lot more, like, for example, right now I walled off the back and it has a standard house door on it, it opens, and it has stairs to come down. But in doing that, I only have a basic doorway size entrance for people to*

*actually enter and to see what's inside the bus. And I just think, just the design of it, just making it more open, so people know what's inside of it, and you can see what's inside of it when you're outside of it and feel more comfortable walking into it.*

Ellen found it was not that customers were unaware they could come aboard the Dressing Room, rather potential customers assumed the merchandise on the truck would be poor quality and not worth checking out. She explained their struggle, *"we would set up right across the street from the beach, but nobody stopped at the store, and again I think the reason being is that because they thought we were a T-shirt truck, that is what I got from the opinion, 'Oh wow I didn't realize you had these kinds of clothes here.'"* Like educating city officials, many of the participants shared this was another instance where mobile retail's emergent nature created a challenge. They needed to educate potential customers about the offerings and procedures of modern mobile retail boutiques. The mobile retailers in this study created elaborate displays outside their trucks with merchandise and signs inviting customers onto their trucks. Often the setup would line a path or *"runway"* to the back steps of the mobile shop encouraging potential shoppers to enter.

### **"It's Physical"**

For many, mobile retail's overall physical nature was an unexpected element of operating on the go compared to a permanent brick-and-mortar location. Fifteen participants mentioned the physical demands of operating their mobile business were a challenge. Heidi shared that while she enjoyed the freedom and creativity of working

for herself, she also knew her time as a mobile entrepreneur was limited. She illustrated her experience,

*It is a lot of work, and it is hard on my body. I am not a thirty or forty-year-old now, you know I do not look like a fifty-four-year-old Woman, but my body sure as hell feels it, either my hands hurt or my feet hurt, I have tennis elbow going on right now, it is always something, and I am not going to be able to do this for years and years.*

She went on and said, if someone made her an offer to buy the business turnkey, she would consider selling, but she was also content with the prospect of running Bohemian Boutique for a few more years. Erica and Nicole shared their experience lugging their bulky generator into place. Erica started, *“our specific struggle would be the generator, it is really hard for us to lift by ourselves when it has gas in it...”* Nicole continued, *“we are about to buy a new one...”* and then Erica elaborated, *“yeah, we are about to buy a new one, so that is kind of stressful because it’s going to be really expensive, but it’ll be way better obviously long term, we had just bought one off craigslist the first time, and it wasn’t very expensive. That’s a struggle.”*

Holly, who ran a brick-and-mortar in addition to her mobile shop, said, *“everything is like doubled, very physical.”* Rachel shared a similar sentiment as she contrasted her mobile shop with a traditional brick-and-mortar yarn store,

*Here’s the difference in what I do and a regular yarn shop. In a regular yarn shop, UPS will deliver their product to their shop, then they unpack*



*the box, put some tags on it, and then put it on the shelf. I have to go pick up the box at my P.O. Box, bring it home, unpack it, put tags on it, repack in a bag to bring into the truck and then display it. So, I touch and move everything twice as much as a regular yarn shop does. And I find it really funny because I get customers who say, 'Oh, I would love to do this when I retire,' it's a lot more physical work than you would ever imagine. And then setting up and tearing down the truck, it's a half an hour to do, half an hour set up, and then half an hour teardown.*

Gretchen, Chelsea, and nine others toyed with the prospect of transitioning to brick-and-mortar shops to eliminate the heavy lifting and other challenges related to stocking and operating their mobile retail shops. Gretchen shared, *"I go back and forth, I think I am happy right now with the truck as it is, but sometimes I think, 'oh it would be so much easier to just have a store.'" She laughed and continued, "It's a lot of work. It is a lot of physical work. You know hauling stuff around."*

Similarly, the physical nature of the job led Ellen and her daughter to open a brick-and-mortar while her daughter was recovering from a broken leg and unable to complete the demands of their mobile operation. Beth and Leah's interview was conducted over speakerphone while taking a break from putting the finishing touches on the interior of their new brick-and-mortar location set to open the following month. Like the others, the physical demands were one of their considerations when they decided to open a permanent location. In addition to Ellen and her daughter, and Beth and Leah, five other

mobile entrepreneurs who mentioned something similar to *“mobile retail is physical,”* have opened brick-and-mortar locations in the years since the interview.

### **Social Media and Technology**

Social media was integral to almost all mobile retail operators in this study for marketing their operations and connecting with customers. Their strategies and profile makeup varied with participants using some combination of Facebook, Instagram, Twitter, Pinterest, Snap Chat, and YouTube. All thirty-one respondents had business Facebook accounts and everyone except Liza had an Instagram account. There was a wide range of involvement across these major social media platforms. Leah and Beth started with a sophisticated Instagram campaign that they grew to over ten thousand followers. Following their success online, the pair opted to open Cherry on Top Mobile boutique to meet the demands of their growing customer base. Similarly, Nathan enthusiastically shared his view of social media as a part of his business, *“Yeah, I do it all the time, all day every day, it’s the only way to do it.”* Many participants tried to post weekly, and others only posted when they had upcoming events. Some mobile retail owners struggled with the constant pull of social media to keep content fresh and build their following. Three mobile entrepreneurs moved to outsource the laborious task of keeping up with the demands of social media.

Table 5.7 Social Media and Webpage Usage

		Instagram						FACEBOOK						Web Page									
		Post Frequency					Instagram Sales	Post Frequency					Facebook Sales	Private Facebook Group	Active Twitter Users*	Active Pinterest Users*	Snap Chat*	Active YouTube*	Webpage Sales	Email Sign Up	Calendar of Events	Landing Page Only	No Web Presence
		Two or More Daily	Daily	Weekly	Less than weekly	Sporadic		Two or More Daily	Daily	Weekly	Monthly	Sporadic											
Career Cohort	Just out of School (10)	3	1	3	2	1	2	1	1	7		1	2	1	6	6	3	1	8	5	5	2	
	Career Shift (9)	1	2	3		3	1	1	3	2	1	2	5	3	1	1			7	4	3	3	
	Escapist (8)	2	1	3	2			1	3	2	2		6	3	1				7	3	4		1
	Retired Hobbyist (4)			2		1			1	1	1	1							1	2	1		2
<b>Total</b>		6	4	11	4	5	3	3	8	12	4	4	13	7	8	7	3	1	23	14	13	5	3

\* Twitter (16) total open accounts, Snap Chat (3) total open accounts, Pinterest (13) total open accounts, YouTube (7) total open accounts

## **I Need to Spend More Time on Social Media**

Social media production and monitoring often required as much or more time and attention as event preparation, setup, and operation. Several of the mobile entrepreneurs shared that social media upkeep demanded a significant part of their workweek. For these entrepreneurs, Facebook, Instagram, Twitter, and in some cases, Snap Chat, YouTube, or Pinterest were direct conduits of communication with current customers and to reach potential new customers. The pressure to keep up with social media interaction elicited guilt for some who felt there was always more they could do to engage with and grow their virtual communities. Erin reflected on her social media activity,

*I need to be better at it, and I will be honest. I need to do better. What I will say, is I do it more so when I have an event when I want people to come out. I will be like, 'Hey, I'm here, check out the shoes,' and that's when I'll do that, but oh my gosh I should do it more because that is when it is more effective.*

Erin elaborated on her struggle to keep up with the demand to maintain a strong social media presence while she also worked a full-time job.

*I would say I probably spend anywhere from on the low end one hour a day, so I would say in a week anywhere from seven hours to twenty hours, sometimes I'm at work, and I don't have a lot to do, and I will just use that*

*time to do business stuff, although I shouldn't, I do. (Laughing) just being honest with you.*

Like Erin, Chelsea also worked full-time in addition to operating The Painted Daisy. She shared she was *“still growing these channels,”* she explained, that at the time of her interview, she could not take an active role to spur social media engagement, but still, she was slowly working to build a social media following. She reported, *“every day I have new followers, especially when I am out and about, I notice a bunch of new likes on my page.”*

Nicole, half of the Fashion Allie duo, shared that creating time to curate each post was a struggle, yet she believed maintaining an active social media presence was vital. She explained they had yet to attain their goal, *“I feel like we would like to be Instagramming once a day . . .”* She went on and explained there were additional barriers to being mobile and not having a physical location to meet up with Erika, *“. . . well, it's also hard because the airstream is parked at my parents' house with all the clothes.”* Erika chimed in and shared she hoped as they transitioned to full-time mobile entrepreneurship, they would be able to devote more time to social media activity and engagement.

Amy, Jenny, and Kate all transitioned to outsourcing the social media component of their business. Amy, who also worked part-time, explained, *“keeping up with social media is like a third job for me.”* Amy started Facebook and Instagram accounts for Velvet Icing to document her truck's renovation and the formation of her business concept. She went on and said, *“you have to stay up on it because you need the*

*exposure.” In order to maintain a high level of quality and post frequency, Amy opted to hire a college student to maintain her social media accounts. Jenny operated her truck full-time, and similar to Amy found maintaining her social media account to be too cumbersome. Jenny shared, “Instagram and social media is a really big portion, and I have now outsourced all of that to my employee. She is really responsible for most of the pictures. We do a lot of that together, but she is responsible for all the content on the social media side, and that in itself is a pretty big job.” Jenny reported that adding the social media position to Fashion Way allowed her to concentrate on other aspects of her business without compromising the crucial component of customer engagement through social media. “Now that I have kind of outsourced all that, it has been nice because she can devote herself to it. So, we have definitely gotten a lot more traction with just more posting, we have sold a lot of things, and the interest is a lot higher,” she followed up by sharing, “I do think there is a lot more that can be done for sure.”*

### **Digital Media Strategies for Customer Connections**

Private Facebook Groups.

Private Facebook groups offered seven participants a dynamic portal to connect with their customers. Private groups allowed for more consistent connectivity with group members. For example, many participants stated that their Facebook analytics showed only a tiny fraction of their total followers were “served” daily posts by the Facebook algorithms. Facebook groups function differently than Facebook pages with fewer viewing caps. Matt Hicks, from corporate communications at Facebook, explained the difference between groups and pages on the company's official Facebook page,

*While Pages were designed to be the official profiles for entities, such as celebrities, brands, or businesses, Facebook Groups are the place for small group communication and for people to share their common interests and express their opinion. Groups allow people to come together around a common cause, issue, or activity to organize, express objectives, discuss issues, post photos, and share related content (Hicks, 2010).*

Mobile retailers used Facebook groups to drive sales, predominantly by sharing posts for pre-sales, new merchandise, live sales, product promotions, and upcoming events. Across the groups, a few lifestyle posts consisted of memes, fashion how-to guides, and holiday wishes. One group had occasional posts that shared unrelated community fundraisers. Another group did not have a sales focus; instead, the members shared posts related to their common interests of knitting and crocheting.

Julie of Wandering Wardrobe and Michelle of Seaside Paradise were active daily in their Facebook groups; they interacted with customers, got feedback on merchandise, and made sales. Julie elaborated on the operation of her group.

*I have a Facebook page, and my Facebook page is not as big as my closed group. So, what I did was I created a closed group, and when people would go in, I would say, 'Hey, you're going to be the first to see the clothes before they hit the rack on the truck.' And I guess that kind of closed area really sparks people's interest, so it is growing now. I think I have about twenty-six hundred people that are in there now. So, I will post stuff and say, 'This is about to hit the store. Tell me if you want it. If*

*so, comment under it.' Typically, before some things even get put on my truck, they are gone because they will purchase all of them in the pre-sale, sometimes they'll even purchase it before I get it in stock, I will say that it is coming, and people will say, 'Oh I want it,' and then I have to order more. It's the little details. You have to make sure you manage and that you're getting all the people that are commenting up under there.*

Julie attributed her success and active following to her ability to build relationships in her virtual group. Followers knew to expect a specially curated collection of merchandise with consistent quality. Besides, members enjoyed perks like early access to new products with pre-sales and the opportunity to give feedback with pre-order polls. She said the polls helped her decrease the risk of overbuying a style that would not sell. Her following continued to grow to over thirty-five hundred members. Similarly, Michelle was also active daily in her Facebook group. She often posted live videos sharing a day in a boutique owner's life, new design ideas, upcoming events, and views from around her store or on-site with her bus. Michelle had captured social media's viral nature to grow her Facebook group to over ten thousand mermaid-loving members.

Chelsea, Bella, and Victoria also leveraged private Facebook groups to connect with customers and typically posted most weeks and more frequently leading up to events. Among these three participants, posts typically consisted of products and upcoming event advertisements, with a sprinkling of lifestyle posts or memes. Chelsea incorporated the LuLaRoe Facebook selling model into her sales strategy by hosting live



weekly selling events. Victoria added in occasional posts promoting local charity events or fundraisers.

Digital newsletters.

A common gripe among almost all the participants was the ever-evolving algorithms that determined and limited the frequency and visibility of posts made available to followers. Rachel, of Knotty, Gretchen, of Rolling Rack, and Ellen, of Dressing Room, elected to write regular newsletters to maintain consistent and reliable engagement with their customers. While they also used Facebook, Instagram, and other social media platforms, these three respondents found emails were the most consistent way to ensure all followers who wanted to see the content actually got the opportunity to see it. Gretchen and Rachel sent out regular emails each week that included VIP promotions, new merchandise pictures, and event schedules. Also, Gretchen shared fashion or lifestyle tricks and tips, and Rachel added how-to guides for knitters and crocheters. Rachel shared her weekly process.

*My business partner writes the newsletter. Usually, Sunday nights and Monday, she's working on it over lunch. Tuesdays, I have to go take pictures of what we are highlighting. And then we will send it out Tuesdays, and she writes it, and I am the second person checking it, and I put all of the calendars in.*

The Dressing Room email did not have a regular release schedule; instead, they sent out blasts when they had promotions or events to share. The Knotty emails reached five-

thousand subscribers, Rolling Rack over one-thousand, and the Dressing Room reached several hundred.

Innovative Technology.

*Digital applications.*

Heather of Glambulance, and Bella of Bella Bell Boutique, used custom mobile phone applications as an additional avenue to engage customers and sell merchandise. In both cases, the applications were available in the apps store and appeared with each company's logo. Heather used a company called *Five Mina* to host and create her application. She explained,

*They create apps, so you have to pay them like anything else. If you want to have an app, they look at what you have, and what you wanted to be a vendor of, and then, of course, they have to approve it. So, then they approve it and explain it to you, they will give you up to ten listings, and then there's these ratings like how many people click on your link, how many people are interested, how many people look into your app, how many people downloaded, it is a free download, so you basically just have to get people interested in it and to downloaded and to look inside your store.*

Heather's application allowed her customers to view and purchase merchandise from their mobile phones. Bella's application was more interactive, and when a customer opened the application, there were five buttons across the bottom of the screen with a

stylized photo of Bella above that covered most of the screen. The first button, "Loyalty," allowed customers to track points earned from previous purchases and see upcoming rewards and promotions. The next button was "Truck + Events" it allowed customers to follow the truck's current location and view upcoming events. Each event was a live link to a map application for easy access to directions. The middle button was "Shop," which linked to Bella's sales website, and customers could also reach the website if they clicked the "Browse Around" banner over the main photo of Bella. The fourth button was "Book" it directed customers to a form to request a future event. The last button "More" offered, "Gallery," "Share with A Friend," "Talk to Us," "Social," "YouTube," "About Bella Bell," "Messages," "Mailing List," "Submit Photos," and "Call Us." Bella found the application developer after she listened to an interview with another mobile boutique owner who shared her experience developing her unique application. She contacted the interviewee, who then directed her to the developer. Bella elaborated,

*I reached out to them and told them what it is that I do and what I needed in the app, just to see if that was something they could come up with, and it absolutely was, and it was definitely one of the best investments I have made, next to the website. I am able to send push notifications and things like that just to let people know where I'm going to be, and when I have new arrivals, and things like that.*

*Virtual selling platforms.*

Heather, Bella, Jenny, Gretchen, and Georgia used online selling platforms to display their merchandise. Heather originally started selling on eBay nearly a decade ago

and Posh Mark several years before opening her mobile shop. Across both platforms, she had more than ten-thousand followers and hundreds of sales. Heather reported that she could make two-hundred dollars or more a week from these selling platforms. Bella also used Posh Mark in addition to selling on her truck and when she closed her shop in 2018, she used it to liquidate her remaining merchandise. Gretchen co-owned an Etsy shop with a friend who also sold jewelry on her truck with a commission-based sales agreement. Georgia and Jenny subscribed to Shoptiques, an online hub for small boutiques to sell merchandise in a central location. Georgia explained the concept,

*The company takes the commission percentage, and we decided to do that for our online store just to get our feet wet in that arena. They help to manage our online store, we ship. However, they help us market. We are probably going to wean ourselves away from them because now we've got it, and we can do it ourselves. And we don't want to giveaway that commission anymore, but they have provided us an international audience, which you know it's pretty cool.*

Shoptiques had strict guidelines for image quality and aesthetics, which created a constant feel across all the different shops. When customers shopped through Shoptiques they could select to view the particular boutique page they were interested in or search by item category and see merchandise from all the shops hosted on Shoptiques. These search features allowed small boutiques to get exposure and gain clients worldwide. Since the original interview in the spring of 2017, Georgia's partner took over the business and opened an independent online boutique.

## Support & Networks of Truck Owners

The mobile retail owners in this study found support from a variety of sources, including family and friends with an emphasis on husbands, local and national mobile retail associations, local and national networking groups, and local small business associations. Several mobile entrepreneurs transitioned to the role of offering support for other up-and-coming truck owners.

### Family

Family support ranged from husbands, parents, or children acting as cheerleaders with little involvement in the business to others who were instrumental in the mobile businesses' daily operations. Twenty participants mentioned they relied on family for support. Jenny's family was eager to spread the word about her innovative business venture anytime they got a chance. Bella's parents were not involved in the day-to-day operations of her business, but they were advocates for her and connected her to other businesspeople for advice. Others had teen children who helped behind the scenes, Maureen's son helped with tech support, and Gretchen and Julie's children assisted with inventory prep. Annie, Amy, and Grace shared their families were actively involved in their mobile endeavors. Grace elaborated, *"My family has definitely been very supportive. They were constantly driving me to where I needed to be, and you know my family has all gone on tour with me several times."* She continued to explain that because her business's premise was to be a charity, she had to rely on volunteers; her siblings, parents, and other extended family members offered to fill several positions. Annie's father was retired and available to help drive Wisper Wagon to events or staff either of

Table 5.8 Support and Networks

				Local Businesses		Mobile Retail Organizations					Support Individuals					Groups and Organizations			
				Small Businesses	Local Trucks	Facebook Truck Groups	"Lets Talk about Trucks" Facebook Group	"Can I Park Here" Podcast	American Mobile Retail Association (AMRA)	"Fashion Truck Tribe" Facebook Group	Family	Husband	Friend	Employees	Career/Life Coach	Local Groups	Networking Groups	Small Business Association (SBA)	
Career Cohort	Just out of School (10)	Single owner	5	10	3	7	5	6		1	7	2	2	6		3	3	1	
		Partnership	5																
	Career Shift (9)	Single owner	8	8	6	6	6		4	3	6	4	4	2	3	5	2	2	
		Partnership	1																
	Escapist (8)	Single owner	5	7	4	6	6	3	2	3	4	4	2	2		3	3	2	
		Partnership	3																
	Retired Hobbyist (4)	Single owner	1	3	3	2	1	1	2	1	3	2	3		1	1	1		
		Partnership	3																
	TOTAL			31	28	16	21	18	10	8	8	20	12	11	10	4	12	9	5

her two brick-and-mortar stores when needed. In addition, she said her mom, who worked full-time as a professor, would often stop by in the afternoon to “help out.” Amy's siblings, in-laws, and parents helped build out her mobile boutique, and her mother continued to offer help maintaining the books and made refurbished pieces to sell on the truck. On the day I visited Velvet Icing, Amy’s parents stopped by the event to check if she or her husband needed lunch and to inquire about the day's business.

Husband as the “*secret weapon*.”

In total, twelve husbands were credited with offering support for mobile retail businesses. Four participants shared that their husbands became “*secret weapons*” during events to their surprise. Gretchen shared her husband’s unexpected role,

*And actually, I do need to give credit to my husband because he drives it and parks it. He goes to all the festivals that we do, and he is kind of the wingman; you know, if a woman comes up and she has a boyfriend or husband, he will sit there and keep them occupied so the ladies can shop. It works really well. We did not know that it would work, but it just kind of happened because he is very chatty, and he would just talk to the guys and give them something to do, and I was like, ‘Oh hey, this is working really well, make sure you talk to these guys.’ Or ‘keep those kids happy so that mom can shop.’ And I’m always surprised, I can tell a lady, ‘that looks really nice on you,’ but it doesn’t mean much coming from me because they think I just want to sell it. But if he says that it's totally different, then they will buy it. It's funny, I don't know it's just having a*

*man tell you, 'That looks good, you should get it' or if they just think, 'oh, he will be honest.' It's just funny (laughing). It's just the psychology of it. I don't know.*

Victoria, Amy, and Julie were also frequently accompanied by their husbands at events, and they all reported similar scenarios where their husbands influenced the dynamic of the shop, complimented shoppers and entertained those who accompanied their customers. In addition to working events, each of these husbands also played active roles in other parts of the mobile businesses. Julie's husband helped create monogrammed merchandise, Amy's husband maintained their truck and helped with other business details as time allowed with his full-time job, and Victoria's husband took the lead to manage their household with two busy teenagers.

Many others gave their husbands credit for being supportive of their business endeavors. Four mentioned their husbands helped with some part of the business, Jenny logistics, Sara keeping the books, Chelsea tech stuff, and Liza driving to events. Five others mention their husbands supported the "idea" of being a mobile entrepreneur but were not at all involved in the operations. Erika shared, *"my husband is far removed from what I do. He doesn't understand it, you know what I mean, he supports it in the idea of starting it and all of that for sure, but I don't really talk to him about my business, you know what I mean."*

### **Friends Offered Support**

Friends offered support in different ways; eleven mobile retail owners reported they received support from friends; seven had friends who provided support by helping



staff the trucks during events, assisting shoppers, and covering bathroom breaks. Erin stated that having an extra set of hands and eyes is essential for large events. She enticed her friends to help with the offer of discounted or free shoes, and she was careful not to ask the same friend to help too often. Erin detailed her experience,

*As far as daily operations or anything like that, I handle all of that, but when I am on the truck, I have friends that work for free, and I love them dearly. I have about three different friends, and I kind of rotate, so one person doesn't get burnt out; it's fun, but it is work, right. We all have nine-to-five jobs, so we get off work, and we don't want to have to work some more, but I do have three different friends, and they all work for free, I give them all discounts on shoes, and they have all had their free pair of shoes.*

Monica and Victoria both recruited friends who thrived from the social nature of mobile retail events. Monica shared, *"Sometimes I will have friends that will come out and help just because, it's just like a beauty salon, girls want to sit around and get the gossip, so they will come out and hang around, and we will talk, it just depends on the location."* Victoria shared a similar account of the social aspect of mobile retail being a draw for her friends.

*We just have a good time doing stuff together. We're just talking to the crowd, and at a festival, it's just our type of getaway. We take turns working the truck and going in and enjoying the festival. So, it's not just*

*always working, 'Hey, you got the truck?' And our husbands come down, and we just have a good time going to different events and meeting different people.*

In addition to social interaction, three friends of mobile retailers were motivated to lend support as part of a reciprocal arrangement to sell their goods or promote their business. Liza shared that the physical nature of setting up and tearing down their booth was too much work for her and her partner to do on their own. In order to manage the hard labor associated with working an event, the pair elected to share their booth space. Liza explained a typical arrangement, *"sometimes these friends will come to help me in exchange for setting up some space to sell their own stuff in my location. So, I pay for the space, but they will set up a little corner, and they will sell their stuff, and in turn, they help me pack things up and organize and sell."* Gretchen employed a similar tactic with a friend who had a jewelry shop on Etsy, an online sales venue for crafters. Victoria partnered with a friend eager to promote her new fashion styling business, and so she offered free styling advice and assistance to Victoria's customers on the truck in hopes that some would sign up for further styling services with her. In line with her styling advice for customers, Victoria's friend also lent input as Victoria selected new stock for her truck. Erica and Nicole and Sara also polled friends or asked for guidance when selecting new styles.

In addition to staffing events, friends also offered parking locations. Monica's friends shared leads for prime locations, and others provided permission to park in their driveway or at the end of their street. Ellen and her daughter secured one of their most

lucrative parking spots through a family friend; however, this arrangement was complicated and only lasted for their first two years. Ellen described the arrangement,

*So it was a friend, and she was not charging us anything, and [there is] a walking trail where we were set up, and she came back after the first year and said, 'You know if you guys want to set up again for another year go ahead,' we just did not want to take advantage of her, you know she was doing us a favor because we had just started the business and everything else, and we just did not want to take advantage of her.*

Ellen and her daughter did not ask to return to their lucrative parking location for a third year because they wanted to avoid overstaying their welcome or putting a strain on their friendship. This decision ultimately led the pair to open a semi-permanent location downtown where Ellen could efficiently operate on her own while her daughter recovered from a broken foot.

### **Virtual Support Hubs**

The American Mobile Retail Association (AMRA).

The American Mobile Retail Association (AMRA), a national organization that offered support and guidance for mobile retail startups and operations, grew out of the first regional Mobile Retail Association, originally the West Coast Mobile Retail Association (WCMRA). Stacey Steffe and Jeanine Romo, Le Fashion Truck's co-owners, claimed to open the first modern fashion truck and were credited with spearheading WCMRA and later AMRA. On the AMRA home page Steffe and Romo post, that "AMRA

*is a growing group of mobile retailers in the U.S. working in collaboration with the same goal - to bring recognition and growth to the innovative industry of mobile boutiques and services (Steffe & Romo, 2012)."*

AMRA webinars.

Steffe and Romo Started Le Fashion truck in January of 2011, and by June 2012, they started to offer a series of webinars in partnership with WCMRA and by June 2013 through AMRA. Webinar titles included '*How to Launch a Mobile Retail Business,*' '*How to Operate a Mobile Retail Business,*' and the course series '*Mobile Retail Mastery.*' Initially, webinars were two-to-three hours long, and admission was one-hundred-twenty-five dollars per person. In April 2016, they updated the format to one-hour sessions for thirty-five dollars per person. Based on reports from participants, at least in the earlier years of mobile retail, Steffe and Romo offered one-on-one consultations at an increased price based on specifics covered and the session's duration. Six owners mentioned consulting with Steffe and Romo as they started to explore the possibilities of opening their businesses. Rachel, Georgia, Gretchen, and Heidi had the opportunity to visit Le Fashion Truck in L.A. during their early exploration stages. Georgia and Rachel went on to complete some of the AMRA webinar modules.

AMRA membership.

About one-quarter, eight participants, opted to join and pay for the AMRA yearly membership. Five participants found varying value in the resources offered by AMRA during their startup phase but did not continue membership after the first year. Rachel reflected on her discontent,

*We were members for the first year. The struggle with membership is that all the stuff you need you don't get until you're a member, but you can't be a member until you have opened your truck. So, it makes no sense whatsoever, they have vendors that they would like you to use, but you need those vendors when you're starting; once you've got that, you already have vendors.*

Similarly, Ray and Ellen mentioned they did not think there was much benefit of AMRA membership to justify the cost beyond the first year. Georgia maintained her membership for a few years while she would periodically consult with Steffe and Romo. Heather and Maureen were the only mobile entrepreneurs that had maintained AMRA membership. Maureen reported that her activity fluctuated from year to year and that she had been less active over the past year. Heather described her involvement more as a conduit to share the status of East Coast mobile retail back to Romo rather than relying on AMRA for support.

Erin of Junk in the Trunk said she was eager to join AMRA but could not justify allocating funds to something with an unknown return on investment. She explained,

*I would love to even just be a part of the mobile retail association in general, I just, how do I say this, um, I don't have a larger profit margin, no I need to reword that, at the moment I do not make enough money to pay for all of the associations, I cannot afford to not have a return, so for me to have a retail association, and do you know there is not one in Dallas, how would I benefit from this retail association? So, I don't have*

*the funds at the moment to just giveaway, I would rather join the Chamber of Commerce first, and those Chamber of Commerce have events and local networking events, they put you out there and help advertise for you.*

Erin acknowledged Steffe and Romo likely would help boost her business, but she struggled to justify the price they required for their services. Ellen and Heidi voiced that they were troubled by the idea that some people were marketing themselves as experts and charging other eager entrepreneurs to share their insight.

Let's Talk About Fashion Trucks! and Can I Park Here?

Astral Riles and Nache Snow were friends who shared a love for entrepreneurship and a drive to help other entrepreneurs succeed. In June of 2014, the pair started findafashiontruck.com with the goal *“to tap into this niche market with the hopes of it taking off fast!”* Ultimately, they wanted *“to bring more exposure to the growing fashion truck industry (Snow & Riles, 2015c).”* Their site had a directory of all the current fashion trucks across the U.S. they could identify and add listings at the request of new mobile boutique owners. The following spring, Let's Talk About Fashion Trucks!, a private group on Facebook, launched. A few weeks later, the first episode of their podcast, Can I Park Here? aired. The podcast now totals over eighty episodes spanning three seasons. The about section of their Facebook page shared an overview:

*This group intends to be a networking & educational point of reference for aspiring AND current fashion truck / mobile boutique owners. We*

*prefer that postings be informative, as well as inquisitive. We hope that this discussion group will be encouraging, fun, and extremely helpful for small business owners who seek a connection with other like-minded individuals in the fashion truck world. Our goal is to foster a page where every post informs the reader of some new element they were possibly unaware of (Snow & Riles, 2015a).*

Over half of the participants, eighteen mentioned belonging to this private Facebook group, and ten listening to the podcast; also, the podcast featured nine participants as guests over the three published seasons. The private Facebook feed consisted of excited new truck owners posting progress pictures as they built out their mobile shops and questions like, *“where do I find a generator?”* or, *“tell me the pros and cons of a pull-behind trailer versus an old bread truck?”* or, *“I’m looking for . . . anyone know where to find it?”* or, *“how do you deal with difficult customers?”* Many of the questions centered around buildout and startup or other challenges as they came up for the first time for the new mobile entrepreneurs. Jenny remarked, *“It’s like a central spot for us to collaborate and communicate,”* she said this was the only Facebook group where she was an active member. Heidi explained her interaction in the group, *“It was a very useful tool when I was starting out, you know, because anybody could ask a question on there and then people will respond, you know you will get responses within a matter of minutes.”* She went on and said, *“But I don’t really go on it that much anymore.”* Nathan shared the same opinion, *“it was very helpful in the beginning,”* and now he opted for other groups with communities of more experienced shop owners.

Ellen also mentioned after operating her truck for several seasons, she sees her role shifting to share the tricks and tips that she learned over time. She shared a recent scenario,

*I found these awesome stairs for my truck, researching stairs some of the girls are having to get them custom-made, and I finally found a set, and I put a comment on there, but a woman from South Carolina called me and said, 'Where did you find those stairs?' So, I told her where to go. It's like help each other out, help a sister out.*

Similar to Heidi, Nathan, Ellen, and many of the other truck owners mentioned the podcast and Facebook groups were most helpful in the beginning stage of mobile ownership. Several also mentioned now that they had working knowledge, they would pop into Facebook groups from time to time and comment on posts offering the insight they learned through their experience.

Erin of Junk in the Trunk frequented the Facebook page and gushed over the podcast,

*Those ladies are the reason I kept going . . . Listening to their podcast was very, very helpful to me. Now I will be honest I don't listen much anymore, but in the beginning stages, like that first season, I was ingrained because there was so much good information on how to do things and how to work it. You know their Facebook group; I have watched that Facebook group grow huge.*



Bella also shared she found great value in the podcast. In fact, a guest from the podcast prompted her to make a custom smartphone application of her own. She reached out to the guest to learn more and got contact information for the developers. Chelsea mentioned the insight she's gained *"has been great."* With her busy lifestyle, full-time job, and family, she learned and prepared for her new business by listening to the podcast as she planned her business.

Fashion Truck Tribe was another frequently mentioned Facebook community founded and moderated by Emily Benson of The Fashion Truck Mobile Boutique. Like Steffe and Romo, she also claimed to be the first modern fashion truck. Also, similar to Steffe and Romo, Emily had transitioned from truck owner to marketing herself as a consultant and educator for other aspiring mobile truck owners and traditional boutique owners. Just under one-third, eight participants, mentioned involvement with the Fashion Truck Tribe. Fashion Truck Exchange was another Facebook community for mobile retailers, and two participants mentioned membership in this group.

### **Life Coach or Career Coach**

Career coaches were instrumental in the professional trajectory of four participants who opted to pay for their services. These participants leveraged assistance from business coaching at different stages of their business development. Rachel sought the advice of a life coach when she was not happy in her job. Ultimately, her life coach's insight led her to realize she wanted to own a yarn shop, and after further exploration, the concept of mobile proved to be the best route. Georgia was in the early planning stages for her mobile business when she had several one-on-one coaching sessions with

mobile retail experts Stacey Steffe and Jeanine Romo first to determine if mobile retail was the best path and then tips and tricks for starting a successful mobile retail business. Michelle and Victoria sought guidance from career coaches after their businesses operated for some time and felt like they needed a nudge to bring their sales to the next level. Both explained that without a clear path, they felt overwhelmed. Victoria said she had an idea of where she wanted to go with her business but on her own could not string the steps together to achieve her goals. She consulted with her cousin, who was a practicing business coach, *"I was telling her I wanted to do something different, so then she helped me with a guide, chart of things to do, and she helped me in figuring out what to do."* Victoria went on and shared that in their first meeting, they *"put pen to paper"* and *"really looked at the numbers."* In addition to making a plan and setting goals for her business, Victoria's cousin challenged her to be more assertive, directing her to ask for what she needed to achieve the goals she had set. Michelle contracted the help of the East Coast mobile retail expert Emily Benson. Through Emily's coaching, Michelle learned to schedule blocks of time for each task and commit to deadlines. She now worked on designing her T-shirts during two specific weeks each season rather than trying to multitask all year. Emily also prompted her to streamline all duties between her two employees. Michelle shared this had worked great, *"Between the three of us now, I have one girl that just does shipping, one girl that runs one of the busses, and I run the other."* Michelle went on and said she was now able to enjoy downtime away from her business because *"tasks are not piling up."* Emily also gave Michelle advice on her sales strategy and how to leverage social media. For these four participants' coaches

played an important role in prompting new business ventures or boosting the entrepreneurs to the next level for their business.

Throughout her interview, Erin mentioned she needed more time to focus on Junk in the Trunk in order to take her business to the next level. She also thought that coaching from an experienced mobile retail operator could be the catalyst she needed.

Erin lamented,

*And one of the things that I admire about Emily is that she is taking everything that she has learned and turning it into a class for mentoring and all of that. But I can't afford it, I cannot afford Emily for one-on-one time, I do not have two-thousand dollars for you to coach me once a month, but it would be invaluable, it would be invaluable, and I'm sure it's worth her time, she is very, very, bright and smart, and she could probably help me get to the next level, but I just can't afford it right now. I could give her two-thousand dollars, but I need six tires, six tires, or a new class.*

Erin struggled to justify spending money on coaching because she felt as a part-time entrepreneur, she may not be able to execute all of Emily's suggestions. Throughout her interview, Erin expressed this was an ongoing struggle. She talked of her dreams of operating Junk in the Trunk full-time but was not willing to transition to full-time until she could "replace her salary." Then she would cycle back to the idea that she needed to devote herself full time to Junk in the Trunk if she ever wanted to take it to the next level.

Mentoring others.

Just over one-quarter, or eight mobile entrepreneurs, in this study shared they began to cultivate unofficial mentoring roles for new or prospective mobile retail owners. Georgia described herself as a cheerleader for mobile retail. She shared that while customers were shopping, they would often express interest in opening a truck of their own. Georgia went on to say,

*They have come on board and, 'how do we do this?' or, 'I don't even know where to start' or, 'oh my god, I'm fifty-years-old, and this is a dream of mine, I want to change what I'm doing.' So many people are just looking for something just different, and they want to do it, but what is the one thing that gets in the way, fear. And so, I love getting a hold of those people and sharing absolutely everything. On our business cards, we both have our names and our direct cell phone numbers, 'call me with any question, I will give you every bit of information I possibly have'. . . Oh, and there's actually been some people who have come back and said, 'this is what we did, we did it, we are out there,' so that is cool.*

Ellen and Heidi expressed a similar sentiment for wanting to share what they learned with others to grow the mobile retail industry. Several River City mobile retailers also stepped into a mentorship role which is discussed in more detail in a section below.

Maureen opened Heel Mobile in fall 2011, the same year Emily Benson opened The Fashion Truck, and Stacey Steffe and Jeanine Romo opened Le Fashion Truck. Like these industry leaders, she also turned to paid mentorship as a revenue stream, offering

one-on-one guidance to other novice mobile entrepreneurs. Maureen shared her interaction with one of her mentees, *“I meet with her occasionally over the phone, and we have our sessions, kind of like a support group because she is also one of the first in her area, and she just launched about a year ago.”* None of the other participants mentioned mentorship as a significant source of revenue. Rachel shared that operating a mobile retail truck full-time led to weekly solicitations for mentorship and advice. There was no way she could run her business and share her knowledge with everyone who inquired. Confident in her expertise, she recently started to respond, *“I’d love to talk to you. I charge fifty dollars an hour.”* She reported with surprise, *“some people have accepted the offer.”* Rachel is adamant that owning and operating a mobile business *“is not a hobby”* and requires full-time attention for success. For this reason, she did not plan to grow her mentoring services but sees small business consulting as a possibility if something changed and Knotty was no longer her focus.

### **Local Support, Networking, and Small Business Associations**

The mobile entrepreneurs in this study drew from a mix of organized and informal networking and support opportunities in their communities, both local and virtual. Most participants, twenty-eight, made a point to network with other small and or local businesses, including cafés, coffee shops, bars, breweries, salons, home goods stores, and other complimentary boutiques, often to create reciprocal relationships where both businesses could draw from the others’ customers. These relationships were often informal, with participants making cold calls, emailing, or surveying the block before setting up for events and introducing themselves to the local business owners. In

cases where local businesses found mobile retailers to foster foot traffic and business in their establishments, they formed new and ongoing collaborations.

Twelve participants mentioned support from their participations in local groups with five belonging to more formal groups. Julie and Amy belonged to local women's groups, Kate had regular meetups with a few other business owners she met at networking functions early on, Jenny belonged to a book club of current and former retailers, and Gretchen still drew on the networks she formed during her time as an apparel wholesaler. These relationships were centered around business operations, development, problem-solving, and even emotional support. Nine respondents belonged to local business networking organizations.

Twenty-one participants mentioned they found support from other mobile retail owners virtually through Facebook groups. Sixteen participants reported they met up with other local mobile retailers to share ideas and support each other. Among these respondents six belonged to organized local mobile groups; eight shared camaraderies in unofficial groups, and two were close with one or two other local trucks.

Small business associations (SBAs) were instrumental for five participants. Four used their local SBA for guidance in crafting their initial business plan, two found continued networking to be instrumental in their business, and one participant continued to take free classes to further her business skills. One participant initially participated in her local SBA and found the offerings did not support the nuance of her mobile business, *"they just don't understand."* Bella continued to explain that they often offered her advice or connections with other business people that just did not make

sense or help her business. Another participant was eager to use the support provided by her local SBA but could not attend daytime meetings. Erin shared,

*Well, I'm working at 11:00 a.m., so it's very tricky to make appointments, also you can make an appointment, but they don't see you for four months, but if I have a problem, I need help now, not in four months. It's the same thing as trying to get to the doctor. It's March, and I don't have an appointment until June. I'll be dead by June. It's kind of like this vicious cycle.*

Both full-time truck operators and those who also worked nine-to-five jobs were challenged to make time for networking and skill-building activities. Almost all the participants mentioned a desire to take more time for networking and professional development. However, as solo entrepreneurs, there was a common sentiment that this was a challenge, either a challenge because they did not have time or because it pushed them out of their comfort zone.

River city trucks and collective operations.

River City had the second-largest cluster of mobile retail trucks in this study. Based on participants' reports, there was the most interaction and support between mobile truck owners in this community. Chelsea had been in business for just about a year when she shared her take on the community among River City mobile retail owners. She elaborated,

*So, it has been really fun. I think, for the most part, everyone is really open to wanting to work together because, like I said, you have more foot traffic when there is more than one truck somewhere. And since we all carry such different stuff, there's not competition in terms of what we are offering. I have had very strong partnerships with Velvet Icing, which is the home décor truck, and then Kats Closet, she caters to more of the younger girl crowd. So, we will do the events together. Even this morning, I was talking to Amy from Velvet Icing, she was telling me about an event that she did this weekend, I told her about something I did, and then we shared contact information. Because I know if Amy's parked somewhere, that owner is already familiar with fashion trucks, and they're okay with that being outside. So, I can contact that person and say, 'Hey, I heard you recently had Bella Bell Boutique there. I would love to talk about an opportunity for me, are there some dates or times that would work for you?' So, we share information back and forth, and we talked about different events or things that we are going to. There is the summer movie series in the park this summer that I'm going to be doing, and they wanted a few more trucks, so I gave him the names of a few of the other trucks that would be good for him. So, we do stuff like that.*

Amy told a story that explained how her relationship with Bella evolved, *"Obviously at first when I was first starting out, she was like, 'Yeah this is an event that I'm going to do, maybe you should contact this person,' she was so, so, so helpful."* Amy continued and



told how their relationship now evolved from mentor-mentee to a mutual working relationship and even a friendship, *"She is amazing, and she is like my truck bestie, so we share events together, 'hey are you doing this?' or, 'hey, I'm doing this. Do you want to come along?' So, it has become a reciprocal thing."* She continued and explained how now she was taking a mentor role with Chelsea, who opened Painted Daisy just over a year behind her, *"And there is another truck, and I really like the owner, and I feel like I want to pass along the things that Bella did for me, I want to pass them on for this truck."* Similarly, Bella shared a parallel relationship with one of the first mobile trucks in River City; an interview was not conducted with this mobile retailer for the study.

Sara of VaVaVroom talked about the impact of her relationships with the established trucks in River City,

*I've met these gals, and it's fun to interact with them, and a real turning point in my business, I think, was when, you know, different trucks would call and say, 'oh we're going to have a pop-up, can you come?' and they started inviting me to go with them, not as the competitor but to be there, and I think that's really an important piece to mobile boutiques.*

She went on and stressed the importance of finding her unique niche. She also said she was conscious not to be too needy, and she did not want to be known in town as the new truck in River City continually asking questions. Instead, she shared she would ask the local trucks for some advice, but she often also reached out to other mobile retailers across the country.

Victoria voiced that she had a great working relationship with all the other trucks in River City and saw value in the big events they did together. Outside of large monthly events, she was close with one other boutique owner, that had a similar working relationship with the other River City trucks. They were friendly at events but did not share day-to-day events or socialize outside of a professional environment. Victoria was clear that she did not feel excluded by the other trucks, but instead, she liked to work on her own and keep her professional relationships professional. Together with her companion mobile boutique, she often partnered for events and strategized to find new, mutually beneficial business opportunities. Victoria's companion truck was not part of the study.

While all the River City trucks had an overall positive view of their camaraderie, Bella and Amy alluded to some conflict. Bella remarked, *"there are some free riders,"* and Amy shared, *"I would say the camaraderie with some trucks is more than others."* Bella elaborated that a few truck owners looked to others' schedules to find leads for businesses that were friendly to mobile retail. With irritation in her voice, she said, *"one truck went as far as parking there the day before you ago, and then they stole all of your sales, so then the next day, you don't make any money."* She went on and said that once she invited all the local trucks to share in Truck Shop Saturday, a monthly event, relationships got better, and now *"trucks are playing very friendly with one another, and there has been a lot of sharing of events."* Bella and her mentor spearheaded the idea for Truck Shop Saturday and were responsible for the initial and ongoing planning and orchestration of the event.

Another major Eastern city also had a concentration of mobile retail trucks, and two participants were from this region, Nathan of Half Pipe, and Kate of Paper Mache Cart. They reported doing events with one or several other trucks but creating a regular local mobile shopping event never came to fruition after initial efforts. Neither of the two trucks interviewed were part of the planning stage. However, like River City, Nathan and Kate reported that many trucks had clustered with one or two others and frequently did events together, and at large events, there was a sense of camaraderie among all the mobile retailers.

### **Conclusion**

This study includes sixteen solo females, three solo males, eight female partnerships, and four husband and wife teams. In the married partnerships, three of the wives took the lead for the business direction and conceptualization, and one was spearheaded by the husband. This study sampled for a range of types of motivations and constraints experienced by mobile retail truck owners. The analysis revealed that mobile retail is particularly appealing to females. As documented in chapter four, motivations included flexibility to deal with family obligations, an area where women tend to assume more responsibility, and positions that facilitated autonomy were supported by mobile retail operations. Many also had partners that made financial risk-taking possible and limited the need for outside investment capital. In this study, females operated just over seventy-seven percent of the mobile businesses, and an additional ten percent were female-male partnerships where the female was the

business lead. Just under thirteen percent of mobile retail operations in this study were primarily operated by males.

All participants reported that the daily tasks required to operate a mobile retail business included a continuum of duties from intellectual to more mundane physical tasks. First, their businesses required a high level of thought to conceptualize and achieve a cohesive brand identity through product assortments, overall esthetics, and a shopping experience that would draw their target customers. This first step, product assortment and esthetic, was almost always personal to the business owner and often even the business catalyst. The business owners rarely outsourced planning and development tasks. Only two participants, both solo females, did not take active roles in their inventory selection. Chelsea opted for a national multi-level-marketing clothing brand where the company sent random assortments, and Grace stocked her truck with donations from several national brands. While they did not select their inventory, both Chelsea and Grace spent considerable time intentionally crafting their brands to meet their target customers' needs.

Once participants set the initial concepts of their shop, their focus shifted to daily operations, including ordering and processing inventory, event scheduling and promotion, bookkeeping, and finally taking the truck out for events and interacting with customers. All but eight mobile operations relied on help to complete these duties, seven were female partnerships, and one was a full-time solo female. Support came in various forms incorporating full-time, part-time, as-needed employees and interns, family including husbands, parents, teen children, and paid friends, volunteers, or

collaborators. All but one of the eight female duos kept all operations in-house. Liza and her partner relied on their husbands to drive their truck and friends to help with the “heavy lifting” of setup and teardown, and these friends would trade their services for a small area to display their goods. Heide was the only solo entrepreneur that maintained all daily operations on her own. However, Heide said she did have security knowing she had people to call in an emergency, *“If I’m in town and something happens, my son can bail me out, my husband can bail me out, I have a mechanic that comes to my house, and he can bail me out.”* In most mobile operations, the owner was only assisted by those who helped and, for the most part, maintained close oversight of all tasks, mundane, creative, and higher-level operations. Both Jenny of Fashion Way and Michelle of Sea-Side Paradise reported their staff took significant roles in daily operations. Their strategy with employees was to *“divide and conquer.”* Jenny shared,

*I do have an employee that helps with events as well. Just kinda depends on how many events we have that week, whether we divide and conquer, or if one of us is out of town, the events always take priority, so whether that is a lunch stop at an office building, that would be maybe from eleven to two in the middle of the day, or a house party from seven to ten in the evening. Sometimes we will have both of those in one day, sometimes we will have maybe three evening house parties in one week, or maybe a weekend house party that is a Sunday brunch type of thing, or there may be a festival or a market that is from nine to six on a Saturday.*

Event staffing, and shop staffing in brick-and-mortar locations, were the most common areas where mobile entrepreneurs opted to employ help. When possible, many preferred to be the principal face of their business and took pride in cultivating the shopping experience as they interacted with customers. Events with high attendance required additional “*hands and eyes*” to manage the customer load; four used friends and three used high school students for occasional high traffic or extended hour events. All participants who had permanent brick-and-mortar locations employed a staff of one or more to cover their extended hours of operation. Kate of Paper Mache Cart, and Ellen of Dressing Room, were able to staff their operations while in temporary pop-up locations. In the later years of her business, Kate hired a part-time employee to assist. When asked if her employee worked on the truck, she quickly and almost defensively replied,

*Well, not on the truck, unless I have some type of obligation, I always want to be on the truck, but I have a part-time employee that helps me do admin and online things. But she is more behind the scenes. And she will help with our social media and things like that. But I really like to; I am kind of a control freak in terms of just interacting with my customers and seeing how they're responding to things. I really like to know my customer well, so I have not quite given up control with that yet, so I am always in the truck for now.*

Like Kate, most mobile retail operators desired to maintain oversight on most daily operations and certainly wanted to retain control over close interactions with

customers. Social media was used to interact directly with customers, it was one area where some participants were willing to relinquish some control. As discussed in the section covering social media, this was a task that overwhelmed many who thought they never were able to give it the attention required to cultivate and maintain a following. Social media curation and monitoring was a task outsourced by three, Amy, Kate, and Jenny. They shared that letting go of this task allowed them to concentrate on other areas of their business and allowed their employee to give consistent attention to social media.

Teen children played a role in assisting with the mundane task of inventory prep for four mobile businesses, Rolling Rack, Wandering Wardrobe, Beauty Bus, and The Heel Mobile. Also, Julie's teen helps staff Wandering Wardrobe during busy events. Maureen's son offered technical support, updating and maintaining the webpage for The Heel Mobile.

The participants in this study crafted their mobile retail business to fit their current life needs. Mobile retail allows for flexible hours of operation ranging from fulltime to parttime and even seasonal operations. These small business owners create a curated collection following their passion or guided by their target customer. Social media can be very time consuming but also acts as a direct conduit to connect with current customers and grow a following for their brands without costly marketing campaigns. Some of the mobile entrepreneurs in this study have found other innovative ways to engage their audience through private groups, special events, and newsletters. Family, friends, and virtual support networks were key for many to navigate owning and

operating modern mobile retail businesses. Some participants rely on the free labor of friends and family to operate their shops and others invest in business coaches or development courses to grow their businesses.



## CHAPTER 6: CONCLUSION

The final chapter will start with a brief review of the research purpose and study aims followed by a discussion of the research findings. Attention will be given to the findings of chapter four, where four common themes emerged among respondents including, a desire for autonomy, flexibility, creativity, and social interaction as motivating factors for pursuing mobile retail. Next, as outlined in chapter five, the daily activities of mobile retailers will be discussed, including the challenges they faced and the strategies they used to operate their mobile retail businesses. Further discussion will include the study's contributions for academic purposes and industry applications. Next, attention will be given to the study's limitations. Finally, the chapter will end with suggestions for future research opportunities.

### **Study Aims**

This study aimed to explore the emerging phenomenon of mobile retail trucks opening for business across the United States starting in the early 2010s. Thirty-one participants were interviewed, and the data collected was used to glean a further understanding of who mobile retailers are and the key motivations drawing these individuals to alternative retail spaces on wheels. This study was conducted using qualitative methods. While the findings cannot be generalized across the mobile retail industry, the data helps to gain insight into a previously unstudied group. A grounded theory approach was used to inform data interpretation and allowed the themes to emerge directly from the data. In addition to twenty-nine in-depth interviews, I had an

opportunity for participant observation with most of the River City trucks included in the study during one of their Truck Shop Saturday events. In addition to the participants included in this study, I was able to interact with several other mobile business owners at the event. Since my initial interest in mobile retail in the fall of 2014, I have followed over fifty mobile retailers on Facebook and Instagram, and in some cases, I joined private Facebook groups where there was regular content for members. I also listened to the entirety of the *Can I Park Here?* Podcast, eighty-three episodes airing from April 2015 to September 2018. I had the opportunity to speak with the podcast co-founders and a few other industry leaders before starting my research. Throughout my research, I monitored the American Mobile Retail Association (AMRA) webpage and [findafashiontruck.com](http://findafashiontruck.com), with a combined total of over four hundred mobile retail trucks registered. All of these interactions and observations helped me to gain a more robust picture of the American mobile retail landscape from 2014 to the present. From my cumulative observations and interactions, I believe the participants in my study have similar characteristics to this broader group.

## **Discussion and Research Findings**

### **Career Cohorts**

Early data analysis started to show participants clustering into four career cohorts. First, the youngest group consisted of ten participants who were “*just out of school*” and opted for mobile retail businesses because this path afforded autonomy and a low cost of entry. Seven participants had just finished bachelor’s degrees, two others recently completed master’s degrees, Bella had completed a few semesters of

community college, and Grace was about to graduate from college a few weeks after her interview. Nine of the ten were females in their twenties, and John, the only male, was in his early thirties. The second cohort grouped nine participants who left nine-to-five jobs stating they needed a “*career shift*,” This aspiration ultimately led them to mobile retail. Health concerns precipitated change for three, unfulfilling careers for four others, and Michelle and Gretchen needed a new sales strategy for their current retail businesses. Most of these participants were females in their thirties and forties, with the exception of Heidi in her fifties and Nathan the only male in the group in his thirties. The third cohort drew eight “*escapists*” who were looking for an outlet for creativity and leisure outside of their nine-to-five careers. In this group, six were females in the middle of their careers and two males, one at the beginning of his career and another nearing retirement. The final cohort comprised four women in their fifties and sixties who were not ready to slow down after retirement. Mobile retail offered these “*retired hobbyists*” the daily activity and social interaction they desired without a cumbersome time commitment.

While each career cohort emphasized different motivations, there are many common motivations across all cohorts. The degree and combination of each motivation varied among respondents, but a combination of two, three, or four of the following themes were shared by all respondents. The themes included a desire for autonomy through entrepreneurship; an aspiration for flexibility either in time, location, or finance; an outlet for creativity and problem-solving; and social interaction.

## **Autonomy**

All participants except Liza and her partner expressed a desire for autonomy through entrepreneurship. Among these thirty participants, there was a strong desire to forge their own path and learn through experience. Many were willing to take risks, but were quick to make course modifications when necessary or as their needs and aspirations changed. Beth and Leah shared their thoughts on starting a boutique with a unique business model, *"What if this fails?" And then we got to a point, 'we won't let this fail.'" Throughout their entrepreneurship journey, they used their autonomy to make quick decisions and grow their business. They started casually with freelance Instagram campaigns for other local boutiques. Then crafted their own social media brand that quickly grew into a mobile boutique in a vintage airstream trailer, with continued growth leading them to add a brick-and-mortar shop in less than two years. Seventeen of the participants in this study chose the path of entrepreneurship because they wanted to be their own boss. Gretchen shared that her workload was strenuous and maintaining drive as a solo entrepreneur was a challenge, but it was worth the hard work. She explained, *"It's more than a full-time job. I think I saw a quote that said, 'I will work eighty hours for myself, so I don't have to work forty hours for someone else,' that's kind of how I feel."* This was a common sentiment among participants who thrived from knowing their hard work brought a business they had dreamed of to fruition. Liza did not fit the same pattern as the rest of the participants. She opened her interview by stating, *"You know I have to tell you, it is a hobby more than it is a business."**

A history of family entrepreneurship played a role in inspiring seven participants to pursue entrepreneurship. These participants explained that the examples from their family members made them comfortable exploring entrepreneurship, gave them some insight into their businesses, and inspired their career paths. Bella shared it was helpful because her family had a network she could call on for business advice and services. Erin shared that as she watched her mother work for herself as a child, she was "*bit by the entrepreneurship bug.*"

### **Flexibility**

Mobile retail offered needed flexibility for all participants in a variety of ways. First, nineteen participants needed flexibility regarding time commitments or scheduling. Heather, Ray, and six other escapists operated their mobile businesses in addition to full-time careers. They could take care of their business obligations before, after, and sometimes even during their nine-to-five workday. Heather and Ray admitted they would take advantage of the downtime and answer emails or manage orders. Other participants were drawn to mobile retail because they did not have to maintain traditional daily retail hours throughout the week, and still others opted to operate their businesses seasonally as weather permitted. Also, unlike conventional brick-and-mortar businesses, mobile retailers could go to their customers without costly long-term leases. Victoria shared this allowed her to broaden her customer base to people that would not have traveled to her area of town. In addition, Annie and Charlie could visit rural communities that could not support a permanent local shop.

Flexibility also extended into business startups, and many participants shared that once they put plans into motion to open a mobile business, they were able to hold their first event in a few months. Finding and retrofitting trucks was not challenging for most, and a build-out of this scale was much less time-consuming and less costly than a permanent storefront. Mobile retail allowed for flexibility, not requiring a commitment to a lease, and was a practical venue for those who held irregular events. Mobile retail offered flexibility and a quick pivot for Danielle and Bella who wanted to bring their online businesses to customers, and for Michelle whose brick-and-mortar business plummeted after access roads around her shop were reconfigured.

### **Creativity**

Over two-thirds of participants shared that creativity was a driving motivator in their decision to open a mobile retail business. Charlie shared that one of his most rewarding parts was crafting the custom build-out of his mobile skate shop. He prided himself on the craftsmanship and attention to detail. Amy and the duo Beth and Leah also elaborated on the pride they took in designing and retrofitting their trucks. For others, mobile retail was an outlet to sell original designs; Michelle offered a line of mermaid-themed apparel, and Nathan designed a line of workwear inspired by his mother. In total, fourteen participants used mobile retail as an outlet for their hands-on creativity, and twelve expressed their creativity through business or marketing. Danielle and Erin shared their desire to be on the cutting edge and creative in their business strategies. Chelsea shared that mobile retail offered something she could do to *“continue to scratch that itch for retail and business.”*

## **Social Interaction**

Social interaction was an initial motivator for several participants and, for others, was a welcomed unexpected perk of mobile retail. Heidi shared after years of working for a graphic design firm she wanted to do something new, *"I just got to a place where I couldn't sit behind a computer anymore, and I needed to do something different. And I felt like I have a very gregarious personality, and I just needed to do something different."* Victoria said her mobile business exposed her to people and events across her community that she otherwise would not have experienced. For two mobile retail duos, Ellen and her daughter and Georgia and her close friend, the initial businesses were conceptualized as a means for the partners to spend more time together. Liza and her partner, along with many others, shared they had unique camaraderie with their customers and among other local retailers and business owners. In total, twenty-five participants stated that the social interaction offered by mobile retail was important to them.

## **A Day on the Truck**

Many of the participants in this study fell into similar routines once their mobile operations were open for business. It was common for them to multitask alongside other work or family obligations. Gretchen mentioned that some days her work started with checking emails and *"putting out fires"* from bed in the morning and continued with other tasks woven throughout her day. Victoria joked that her husband called her laptop *"the other husband"* as she often finished up tasks and prepared for upcoming events from bed in the evening. Similarly, Kate shared, *"it would sometimes be nice to be done*

*at five and cook dinner and have a normal night.”* Kate went on to explain that despite the time obligations she loved being an entrepreneur and working for herself, and in the end, the tradeoff of hard work for autonomy was the path that fit her. Finding parking, sourcing merchandise, preparing for events, cultivating a customer following, and setting up to sell added up to be time-consuming. All but four participants shared similar accounts of long work hours. Sara, Liza, and Georgia, three of the four retired participants, and Monica, who had shifted to mobile retail mid-career, expressed a love for their businesses, but also shared that they could step away for a day or even a month.

Finding and booking parking locations or events was a task at the forefront for the mobile entrepreneurs in this study. They employed many strategies, including networking with local businesses, querying loyal customers, partnering with other local trucks, driving around, and making cold calls. Typical parking locations included business parks, fairs, city markets, grocery stores, other boutique parking lots, business grand opening parties, breweries, bars, salons, coffee shops, elementary schools, craft fairs, farmers markets, and private home shopping events, among others.

Ten participants from three different communities frequently organized events together. Kate and Charlie came from the same community, and both remarked that they benefitted from sharing events with the group. Kate elaborated, *“It is fun to work together. It is always better, you know, a person may not stop for one truck, but if they see two, they’re more likely to stop.”* Similarly, Bella shared her local mobile retail community put on a monthly event called *“Truck Shop Saturday.”* She explained, *“We were mimicking the food truck Friday here. So, once a month in City Park, we take all of*



*the trucks, and we all set up there on Saturday.*” In total, fourteen participants partnered with other mobile businesses, some one-on-one and others in groups, an additional four wished they had other local trucks to partner with, twelve others were not interested in partnership, and the remaining two had operations that were not applicable for partnership.

Most participants shared that when selecting parking locations they were considerate of local brick-and-mortar establishments. Ray shared that he would never park close to another sports shop, and Erin remarked that she always made a point to introduce herself to nearby businesses before she opened to sell. Despite their best efforts, most reported a time when they had a conflict with another business.

A common struggle among mobile retail owners in this study was navigating local regulations. Many found regulations outdated or not applicable to modern mobile retail operations. Georgia explained, *“keep in mind most of these [regulations] were actually written and have not been updated or revised since the 1960s . . .”* Fourteen participants found significant roadblocks when seeking parking locations. Another fourteen had some issues but found ways to work within the constraints. The last three had no problems with parking regulations. Restrictions imposed by regulations shaped possible business venues. Seventeen participants regularly used permits to gain access to their desired parking locations, and ten others opted only to attend events where permits were not required. Attitudes towards regulations varied, eight participants were actively working to influence change in their local regulations, and nine others did not have time to try or thought their effort was not worth it.

Each mobile entrepreneur in this study had different goals for the number of events they booked: eighteen operated seasonally and the remaining thirteen held events year-round. As discussed above, the need for flexibility motivated all to pursue mobile retail, with nineteen explicitly mentioning the need for flexibility in their time commitment. Liza and her partner booked the fewest events at around ten per year. Nearly one-third, or ten participants, planned an event once or twice most weeks. The remaining respondents ranged from a few special events yearly to five or more weekly mobile shopping events. Special events (3), one to two monthly events (1), two to three monthly events (3), three to four weekly events (5), four to five weekly events (6), five or more weekly events (1). The two remaining participants had great variation in their event schedules depending on their fluctuating health needs.

In addition to securing parking and booking events, product assortment and sourcing was a top priority for many. Clothing, fashion accessories, and jewelry were among the most common items stocked, included on twenty-seven trucks. Nearly half carried impulse items, including mugs, water bottles, magnets, and other trinkets. About one-third stocked small home accessories, and two shop owners carried home furnishings. Four truck owners selected other unique items, including shoes, skateboards, makeup, and yarn. The product selection was often special to the entrepreneur and created the brand identity or direction for the business. Rachel's passion for knitting and crocheting led her to open her yarn truck Knotty and gave her a space to share her hobby and create community. Charlie wanted to share his love of skateboarding with local youth, and his truck, Halfpipe, allowed him to travel to several

surrounding communities. With Thrift Wagon, Liza used her hobby of dumpster diving and design to create shabby chic housewares. While they all sold the same merchandise category, each of the twenty-seven participants who sold clothing and accessories crafted unique product lines for their target market. Monica stocked lower-price club clothes; Bella fast fashion for teens and young adults; Danielle and Julie quality clothing for professional women; and Ray jerseys, tee shirts, and hats for sports fanatics, to name a few.

Once the product assortment was determined, the mobile entrepreneurs needed to secure sourcing strategies. The two most common practices were purchasing with a trusted representative online or at regional markets with seventeen participants opting for each. Eight participants emphasized visiting Magic, one of the most prominent apparel tradeshow in Las Vegas. Self-made merchandise and products crafted by local artisans were each stocked on six retail trucks. Six others found product-specific expos for things like shoes, fairtrade items, yarn, and skateboards. Flea Markets, discount stores, and multi-level marketing companies were each the choice of two shop owners. Estate sales, private label agreements, roadside junk, and world travel were each unique sourcing strategies for individual participants. Grace took a different approach than all the rest; she operated as a nonprofit and relied on clothing donations from a few national clothing brands targeted toward teens.

Mobile retail offers flexibility, autonomy, and creativity, allowing entrepreneurs to create a business that fits their needs and lifestyle. All the study respondents expressed that mobile retail offered some aspect of flexibility that they needed, either

time commitment, location, or financing. Flexible time commitments allowed participants to work around busy schedules, accommodating their families and, in some cases, other full-time jobs. Having the flexibility to go to customers helped to overcome the challenges of the changing retail landscape and the high cost of long-term commitments of conventional brick-and-mortar leases. The low startup cost offered a unique opportunity for young entrepreneurs just out of school to start a business, people in the middle of their career to seek a side hustle, and retired entrepreneurs who wanted to continue working but maintain family and leisure balance. All but one participant shared a desire for entrepreneurship, and over half wanted to work for themselves. Nearly seventy-five percent used their mobile business as a creative outlet, either in hands-on crafting or in innovative business strategies.

### **Infrastructure Makes It Possible**

Mobile retail shop owners rely both on physical infrastructure and digital infrastructure to operate their businesses. All of the participants in the study relied on the local infrastructure, roads and highways, that allowed them to travel from place to place and get to their selling locations. None of the participants mentioned a struggle or any issues regarding local infrastructure that might compromise transporting their retail trucks. Michelle did have an issue with her local roads while operating her brick-and-mortar store, and these changes are what led her to abandon her traditional sales model and move to a bus that she could park around town.

Digital infrastructure was key for all mobile retailers in this study. All the participants had access to high-speed internet and relied on smartphones for many daily

business activities. New technologies that were accessible through smartphone applications and web SaaS applications offered many affordable and accessible business tools. Square, Clover, Vend, or Lightspeed are all examples of inventory management and payment processing systems participants used on the go through their smartphones or computers. Other daily tasks were also aided by other applications and software services. For example, MailChimp, and Constant Contact were used to manage email lists and content across multiple social media sites. New smartphone apps made graphic design easy; through apps like Canva and Adobe express, participants could make sophisticated marketing layouts and edit photos. These applications provided easy-to-use tools and did not require extensive training like previous graphic design software. Built-in smartphone cameras also eliminated the need for sophisticated and expensive SLR cameras for most participants. Back-office operations like financial tracking could be completed through QuickBooks or other bank transactions through mobile banking applications.

Additionally, participants were able to use online sales platforms that already existed, and this is another type of infrastructure that allowed them to easily sell to customers in a trusted atmosphere. Platforms like Shoptiques, Etsy, eBay, and Poshmark are online sales venues where the companies have created a common place for sellers and buyers to connect. These sales platforms take care of the online infrastructure and payment processing. Once participants create an account, they can easily add pictures and item descriptions and take payment from customers. These sales platforms allowed

sellers to have access to a broad customer group without the expense of web development and extensive marketing.

All of these technologies played into the participants' desire or need for flexibility and autonomy in their businesses. Most of the software services and smartphone applications listed above had either low monthly fees or fees were associated with each use, and some even offer free versions with limited access. Before these digital innovations, business owners would have to invest in expensive payment processing, inventory management software, accounting software, and marketing solutions. Some of these old services were expensive, required training, and may have required lengthy contracts, which would have been prohibitive to entrepreneurs who wanted to run a seasonal business, had a low startup budget, or had irregular sales. These new technologies allowed the participants in the study to run their mobile retail businesses alongside full-time careers and around the demands of busy family life and other leisure activities. Some used these tools to scale to a full-time business model, while others operated their businesses part-time, and others sporadically. Additionally, participants came from a wide range of backgrounds and knowledge bases. Through these digital applications, they were able to gain the resources and skills needed to complete many business operations without time-intensive training and expense.

### **Study Contributions**

This study of modern mobile retail entrepreneurs, a group that emerged after 2010, explores a previously unstudied group. Entrepreneurs have used small mobile operations as a means to sell their goods for centuries, and this latest iteration aims to

bring street vending back as a legitimate venue for sales in the twenty-first century. *“Street vending is an ancient and important occupation found in virtually every country and major cities around the world (Bromley, 2000, p. 1).”* There are some historic accounts of rolling stores in the U.S. where converted flatbed trucks or old school buses were used to run weekly or monthly routes bringing all sorts of items, including flour, sewing supplies, tools, groceries, and anything else you could expect from a general store (Hinson, 2004; South, 1973). Rolling stores were common across the U.S. from 1930-1960, and even earlier operations were pulled by horses, many examples come from the rural south. Historic accounts often come from historic or family records, not academic research. In these historic examples, the mobile operation served as general stores bringing household provisions on a predictable schedule. Modern mobile retail entrepreneurs differ by offering curated collections of products to serve a specific target customer. These entrepreneurs also share similar motivations to those who opened food trucks after the 2008 recession. Both groups were looking for alternatives from costly rent and long leases, and the ability to go directly to their customers (Anenberg & Kung, 2015; Hernández-López, 2011). This research can also build on the findings of recent entrepreneurial research exploring the role social media plays in entrepreneurship, examples include networking, customer relations, advertising (Olanrewaju et al., 2020; Schaupp, 2014; Secundo et al., 2021), and a strong brand image (Kantorová & Bachmann, 2018). The data collected can be used to begin to fill this gap in retail and entrepreneurship research. The findings of this study could have real-world applications for those considering opening a retail business or others looking for an

alternative retail space. This research can also be added to retail courses to show an alternative retail venue that offers flexibility and lower startup cost. Mobile retailers face challenges navigating local regulations, finding places to park, balancing work and life, and the physical nature of mobile retail operations. However, mobile retail offers solutions for entrepreneurs who want to operate businesses part-time or without the expense and commitment of traditional leases. This form of retail offers an alternative path during a time when many local retail operations are struggling to stay open.

It is important to note this study did not include mobile food trucks and is specific to non-food mobile retail. There is a significant amount of research on the new sophisticated food trucks that emerged as a response to restaurant closures after the economic downturn of 2008, where some restaurant owners and chefs pivoted to smaller mobile operations.

### **Study Limitations and Future Research**

Being a preliminary study, there are limitations. The study sample cannot serve to generalize across all mobile entrepreneurs but is only representative of this sample. In addition, all interviews took place in a short duration in the spring of 2017. This qualitative study uses grounded theory, allowing themes to emerge directly from the data. This is beneficial for a subject area previously unstudied and allows for further questions to unfold and create a path for future research. Over the years since the initial interviews, I have continued to follow many participants through social media, and some participants have businesses that look very similar to the time of their interviews while others have changed. Some participants maintained mobile retail businesses years after



their initial interview, others opened brick-and-mortar shops, and some operated their mobile businesses for a short time and then closed their businesses. Further follow-up interviews could illuminate the reasons behind these changes and possibly start to show expectations for business trajectories. Further research could examine the types of businesses that continued to operate in mobile trucks and which ones evolved or closed. There is also interest in understanding the financial viability of mobile retail businesses. Since 2017 there have also been many advancements in social networking sites like Facebook, Instagram, and Snapchat, in addition to new platforms like TikTok, further research could explore the influence or impact these platforms have on mobile retail. Last, all of the participants in the study reported using smartphone applications and web SaaS applications to assist in running their businesses, and further research could look into the use of these applications and platforms for both mobile retail and traditional retail entrepreneurs.

Modern mobile trucks were popularized by two mobile businesses in 2013 Le Fashion Truck, on the West Coast, and The Fashion Truck, on the East Coast; both businesses laid claim to being the first fashion truck. Stacey Steffe and Jeanine Romo were co-owners of Le Fashion Truck and founders of the West Coast Mobile Retail Association (WCMRA) which later grew into the American Mobile Retail Association (AMRA). They were active in promoting mobile retail, created webinars, and consulted with prospective and active mobile retail owners who wanted to gain business insight. Emily Benson, the owner of The Fashion Truck and creator of Fashion Truck Tribe, also aimed to grow mobile retail as a new type of boutique selling strategy hosting support

groups and one-on-one consultations. Since 2013 hundreds of mobile retail businesses have opened across the country, some as side hustles for a season or two, others as full-time retail establishments, and some as a steppingstone to brick-and-mortar or other business opportunities. Mobile retail offers flexibility, autonomy, and creativity allowing entrepreneurs to create a business that fits their needs and lifestyle. Entrepreneurs engaging in mobile retail have an opportunity to curate collections of merchandise and bring their goods directly to their customers. In contrast to the ideas put forth by Ritzer (2013), mobile entrepreneurs are not looking to “*McDonaldize*” customers' experiences making it systematic, speedy, and efficient (Ritzer, 2013). Rather they are looking to create unique experiences with curated collections of merchandise. By design, these small venues create an intimate shopping experience that stands out among big box stores and online shopping as a novel way to shop. It will be interesting to see how mobile retail continues to evolve.

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## APPENDIX 1

### Instruments

#### Interview Schedule

##### INTRODUCTION

1. What experiences led to your interest in opening a Retail Truck?
  - How did you come up with the idea for your truck?
  - How did you select the type of items you sell?
2. Tell me about your experiences operating your truck, what drives you to take it out each time?

##### DAILY OPERATIONS

3. What does a typical day look like for you?
  - How much time do you spend working on your truck a week, what does your division of responsibility look like (actually ate events, preparing for events, paperwork, other responsibilities)?
  - What of the part of daily operation do you enjoy most/most satisfying?
  - What of the part of daily operation are the most difficult?
  - How do you select the location where you set up, do you follow any unwritten rules/norms for seniority?
4. Does anyone assist you with the daily truck operations?
5. Do you collaborate with other vendors?
  - If so how?
  - What types of businesses do they have?
6. Do you belong to any retail truck associations? If so what is it called and what are the main reasons for your involvement?
7. How do you communicate with customers?
  - What is your marketing strategy?
  - How do they know where you will be parked?
8. Tell me about your experience with your mobile POS system?
  - Do you have problems with customers trusting your mobile payment platform?
  - Why did you select the POS system you currently use?
  - Do you except checks?

##### GENERAL QUESTIONS

9. How are retail trucks received in your city, has this perception changed over time?

10. How do you think your customers feel about your shop?
11. What is it that you want your customers to take away from their experience at your shop?
12. What type of relationship do you have with local Brick and Mortar shops?
13. Do you have prior experience in business/sales?
14. What did it take for you to start up your truck, (financial, research, preparation)?
15. Is your truck a stepping-stone to eventually own a Brick and Mortar shop?

#### **REGULATIONS**

16. How have you dealt with regulations?
17. Have the regulations changed since you started?
18. Is your city receptive to consider the needs of vendors like you when creating/altering regulations?
19. What is your biggest challenge when it comes to regulations?
20. Do regulations help or inhibit the growth/potential of your truck?
21. Have you played a role in changing regulations?
22. Are fines just accepted as a business expense?

#### **CONCLUDING QUESTIONS**

23. What is your long-term goal for your business?
24. Is anything else that you would like to share that was not covered in this interview, OR are there questions that you think I should include in further interview with others?

## APPENDIX 2

### Consent form

#### CONSENT FORM TO PARTICIPATE IN A RESEARCH STUDY

**Researcher's Name(s):** Stephanie Link

**Project Number:**

**Project Title:** Mobile Entrepreneurship: An Exploratory Investigation Of Non-Food  
Mobile Retail Trucks and Entrepreneurs in the United States

#### INTRODUCTION AND OVERVIEW OF THIS STUDY

**This consent may contain words that you do not understand. Please ask the investigator or the study staff to explain any words or information that you do not clearly understand.**

You are being asked to participate in a research study. This research is being conducted to further understand mobile retail trucks and the motivations of the people who own and operate them. When you are invited to participate in research, you have the right to be informed about the study procedures so that you can decide whether you want to consent to participation. This form may contain words that you do not know. Please ask the researcher to explain any words or information that you do not understand.

You have the right to know what you will be asked to do so that you can decide whether or not to be in the study. Your participation is voluntary. You do not have to be in the study if you do not want to. You may refuse to be in the study and nothing will happen. If you do not want to continue to be in the study, you may stop at any time without penalty or loss of benefits to which you are otherwise entitled.

#### CONFIDENTIALITY

Like participants, responses will be grouped to not single out specific individuals responses. Individuals' names will not be used in this study.

In addition, if photographs, audiotapes or videotapes were taken during the study that could identify you, then you must give special written permission for their use. In that case, you will be given the opportunity to view or listen, as applicable, to



the photographs, audiotapes or videotapes before you give your permission for their use if you so request.

**WHAT ARE MY RIGHTS AS A PARTICIPANT?**

Participation in this study is voluntary. You do not have to participate in this study. You will also be informed of any new information discovered during the course of this study that might influence your health, welfare, or willingness to be in this study.

**WHO DO I CONTACT IF I HAVE QUESTIONS, CONCERNS, OR COMPLAINTS?**

Please contact Stephanie Link if you have questions about the research. Additionally, you may ask questions, voice concerns or complaints to the research team.

**WHOM DO I CALL IF I HAVE QUESTIONS OR PROBLEMS?**

If you have any questions regarding your rights as a participant in this research and/or concerns about the study, or if you feel under any pressure to enroll or to continue to participate in this study, you may contact the University of Missouri Campus Institutional Review Board (which is a group of people who review the research studies to protect participants' rights) at (573) 882-9585 or [umcresearchcirb@missouri.edu](mailto:umcresearchcirb@missouri.edu).

You may ask more questions about the study at any time. For questions about the study or a research-related injury, contact [Stephanie Link](mailto:Stephanie.Link@missouri.edu) at (573) 691-9377 or [Sacnb@mail.missouri.edu](mailto:Sacnb@mail.missouri.edu).

A copy of this Informed Consent form will be given to you before you participate in the research.

**Thanks for your time and help!**

**Print your name** \_\_\_\_\_ **Date** \_\_\_\_\_

**Your Signature** \_\_\_\_\_

## APPENDIX 3

### Data Form

	_____	Identification #
	_____	Date
General demographic information		
Age	_____	
Education	_____	
Race/Ethnicity	_____	
Household income	_____	Income from Truck _____
Occupation before starting your mobile retail truck		
_____		
Years of operation	_____	
Employees	NO	YES
Number of Employees	_____	
Additional Staff and their role/responsibilities		
1	_____	
2	_____	
3	_____	
4	_____	
5	_____	
<b>If there is anything you do not want to share there is no pressure to share it, this information just helps me to show I interviewed a real person.</b>		
<b>I really value all information you decided to share with me.</b>		

## APPENDIX 4

### Relevant Literature by Discipline and Publication

TITLE	AUTHOR/DISCIPLINE	TOPIC	PUBLICATION	LOC.	DATE
Street vending and public policy: a global review.	<b><u>Ray Bromley</u></b> Geography and Planning	Street Vending (History)	International Journal of Sociology and Social Policy	USA	2000
Regulating Vending in the Sidewalk Commons	<b><u>Kettles, G. W.</u></b> Associate Professor, Mississippi College School of Law	Regulations	Social Science Research Network	USA	2004
Pop-up retail's acceptability as an innovative business strategy and enhancer of the consumer shopping experience.	<b><u>Linda S. Niehm, Ann Marie Fiore, Miyoung Jeong &amp; Hye-Jeong Kim</u></b> Apparel, Events and Hospitality Management Iowa State University	Pop-Up Shops (Unique experience, customer perceptions)	Journal of Shopping Center Research	USA	2006
Invisible Businessman: Undermining Black Enterprise with Land Use Rules	<b><u>Stephen Clowney</u></b> <i>University of Illinois Law Review</i> <i>Assistant Professor Law U of Kentucky</i>	Regulations	University of Illinois Law Review	USA	2009
Marketing approaches to pop up stores: an exploration of social networking	<b><u>Ruth Marciniak</u></b> Business <b><u>Corinna Budnarowska</u></b> Services Management	Pop-Up Shops (SNS as marketing tool)	15th Conference of the European Association of Education and Research in Commercial Distribution	UK	2009

TITLE	AUTHOR/DISCIPLINE	TOPIC	PUBLICATION	LOC.	DATE
Public Markets as Community Development Tools	<b><u>Alfonso Morales</u></b> Urban and Regional Planning	Street Markets	Journal of Planning Education and Research	USA	2009
Psychographic characteristics affecting behavioral intentions towards pop-up retail.	<b><u>Hye-Jeong Kim</u></b> Consumer Affairs, Auburn University <b><u>Ann Marie Fiore &amp; Linda S. Niehm</u></b> Apparel, Educational Studies, and Hospitality Management, Iowa State University <b><u>Miyoung Jeong</u></b> Hospitality and Tourism Management, University of Massachusetts, Amherst	Pop-up shops (Unique experience)	International Journal of Retail & Distribution Management	USA	2010
'An area that governs itself': Informality, uncertainty and the management of street vending in New York City	<b><u>Ryan Thomas Devlin</u></b> John Jay College of Criminal Justice, City University of New York	Regulations	Planning Theory	USA	2011
LA's Taco Truck War: How Law Cooks Food Culture Contests	<b><u>Ernesto Hernández-López</u></b> University of Miami Inter-American Law Review	Regulations	The University of Miami Inter-American Law Review	USA	2011
<b>New Food Truck Advocacy: Social Media, Mobile Food Vending Associations, Truck Lots, &amp; Litigation in California &amp; Beyond,</b>	<b><u>Baylen J. Linnekin</u></b> B.A. (sociology), American University; M.A. (learning sciences), Northwestern University; J.D., Washington College of Law; LL.M. (agricultural & food law), University of Arkansas School of Law. Baylen is founder and executive director of Keep Food Legal, a nationwide nonprofit membership organization that advocates in favor of the rights of individuals to make their own food choices. <b><u>Jeffrey Dermer</u></b>	Regulations	Chapman's Journal of Law and Policy	USA	2011

TITLE	AUTHOR/DISCIPLINE	TOPIC	PUBLICATION	LOC.	DATE
	<p>B.A. (history), University of California-Los Angeles (UCLA); M.B.A., University of Southern California; J.D., University of Virginia; award in accounting, UCLA.</p> <p><b>Matthew Geller</b> B.A. (political science), California State University-Dominguez Hills; J.D., UCLA. Matt is the co-founder and CEO of the Southern California Mobile Food Vendors' Association (SoCalMFVA), a nonprofit membership organization that advocates for mobile food vendors throughout Southern California.</p>				
Marketplaces: Prospects for social, economic, and political Development.	<p><b>Alfonso Morales</b> Urban and Regional Planning</p>	Marketplaces	Journal of Planning Literature	USA	2011
The temporary store: a new marketing tool for fashion brands.	<p><b>Micaela Surchi</b> Department of Firm's Studies</p>	Temp Store (Marketing Tool)	Journal of Fashion Marketing and Management,	Italy	2011
The Mixed-Use Sidewalk: Vending and Property Rights in Public Space	<p><b>Annette Kim</b> Associate professor in MIT's Department of Urban Studies and Planning.</p>	Street Markets	Journal of the American Planning Association	USA	2012
Store experience and co-creation: the case of temporary shop.	<p><b>Tiziana Russo Spena</b> Marketing, Management and Economics <b>Angela Caridà</b> Economic and Management of Healthcare <b>Maria Colurcio</b> Management, Business Analysis and Economics <b>Monia Melia</b> Economics and Management of Healthcare</p>	Temp Store (Unique experience, co-creation of value)	International Journal of Retail & Distribution Management	Italy	2012

TITLE	AUTHOR/DISCIPLINE	TOPIC	PUBLICATION	LOC.	DATE
From Place to NonPlace: A Case Study of Social Media and Contemporary Food Trucks.	<b><u>Ginette Wessel</u></b> Department of Architecture, University of California, Berkeley, CA	Food Trucks (SNS)	Journal of Urban Design	USA	2012
Food truck vendors dig in for a piece of street turf against brick-and-mortar restaurants.	<b><u>Cohen, D. L.</u></b> Law	Regulations	ABA (American Bar Association) Journal	USA	2013
The pop-up store as a foreign operation mode (FOM) for retailers.	<b><u>Karine Picot-Coupey</u></b> Management	Pop-Up Shops (test new markets)	International Journal of Retail & Distribution Management	France	2013
Temporary retail in fashion system: an explorative study.	<b><u>Sabrina Pomodoro</u></b> Consumer Behavior	Temp Store	Journal of Fashion Marketing and Management	Italy	2013
Trade associations and the legitimization of entrepreneurial movements: Collective action in the emerging gourmet food truck industry	<b><u>Nicole Esparza</u></b> assistant professor at the University of Southern California Sol Price School of Public Policy. Her research focuses on social networks and collective action in the nonprofit sector. Her current projects include social movement dynamics in the affordable housing field and homeless services. <b><u>Edward T. Walker</u></b> assistant professor of sociology at the University of California, Los Angeles. <b><u>Gabriel Rossman</u></b> associate professor of sociology at the University of California, Los Angeles.	Food Truck (collective action)	Nonprofit and Voluntary Sector Quarterly	USA	2014
Mobile Food Trucks: California EHS-Net Study on Risk Factors and Inspection Challenges	<b><u>Brenda V. Faw &amp; Joyce L. Tuttle</u></b>	Regulations	Journal of Environmental Health	USA	2014

TITLE	AUTHOR/DISCIPLINE	TOPIC	PUBLICATION	LOC.	DATE
	project coordinators for the California EHS-Network (Environmental Health Specialists Network, part of CDC)				
Food fight! Immigrant Street Vendors, Gourmet Food Trucks and the Differential Valuation of Creative Producers in Chicago: Differential valuation of immigrant and “gourmet” vendors in Chicago.	<b><u>Nina Martin</u></b> Geography	Food Truck (New vs. old)	International Journal of Urban and Regional Research,	USA	2014
Information technology and product variety in the city: The case of food trucks	<b><u>Elliot Anenberg</u></b> Economist, Federal Reserve Board of Governors, Research Fields: Applied Microeconomics, Urban Economics, Real Estate, Industrial Organization, and Public Economics <b><u>Edward Kung</u></b> Assistant Professor UCLA Economics, Applied Microeconomics, Public Finance, Finance, Urban/Regional	Food Truck (Wireless communication)	Journal of Urban Economics	USA	2015
Food Safety Risk of Food Trucks Compared with Restaurants	<b><u>Angela C. Erickson</u></b> senior research analyst at the Institute for Justice, where she works with the strategic research team conducting original social science research	Regulations	Food Protection Trends	USA	2015
Revaluating urban space through tweets: An analysis of Twitter-based mobile food vendors and online communication	<b><u>Ginette Wessel</u></b> University of California, Berkeley, USA Doctoral candidate→intersections of information technology and urban environments using human-centered and data-driven approaches	Food Trucks (SNS)	New Media & Society	USA	2015

TITLE	AUTHOR/DISCIPLINE	TOPIC	PUBLICATION	LOC.	DATE
	<p><b><u>Caroline Ziemkiewicz</u></b>  Aptima, Inc., USA  researches visualization and cognition-driven visual analytics</p> <p><b><u>Eric Sauda</u></b>  University of North Carolina at Charlotte, USA  Professor of Architecture and Director of the Digital Arts Center</p>				
<p>The Cost of Creativity: An Economic Analysis of Mobile Vending Regulations.</p>	<p><b><u>Nora Wong</u></b>  Post-Graduate Fellow, New York City Law Department, Office of the Corporation Counsel.</p>	<p>Regulations</p>	<p>George Washington Law Review Arguendo</p>	<p>USA</p>	<p>2016</p>



## APPENDIX 5

### Literature Review Notes

Bromley 2000

Title	<b>Street vending and public policy: a global review</b>	
Discipline of Author	<b>Ray Bromley</b> → The State University of New York, Albany Geography and Planning (Geography, Public Administration, International Relations) specialize in interdisciplinary qualitative research, combining ethnography and recent history. Early work focused on street and market vendors in Latin America, on urban, regional and national planning bureaucracies in Latin America, and on neighborhood revitalization issues in U.S. inner cities	
Location	Around the world	
Definitions From Author	<u>Street vending</u> is simply the retail or wholesale trading of goods and services in streets and other related public axes such as alleyways, avenues and boulevards (pg. 1).	
Sample	25 years of research readings and observations	
Purpose	Focus on street trading differentiated from marketplaces	
Findings	Bromley has 11 arguments for and 16 against Street Vendors	
	<b>Arguments for Street vending</b> <ol style="list-style-type: none"> <li>1. Contribute to economic activity and competition</li> <li>2. Outlet for entrepreneurship</li> <li>3. Source of government revenue through taxes and fees collected</li> <li>4. Alternative livelihood options for those who otherwise would be without work (social safety net)</li> <li>5. "Laboratory for entrepreneurship"</li> <li>6. Low barrier for entry \$\$\$</li> <li>7. Expanded availability of services (time &amp; locations)</li> <li>8. Brings life to streets, more eyes on crime and draws tourists</li> <li>9. Low cost:             <ul style="list-style-type: none"> <li>. Ideal for seasonal events/needs</li> <li>. Feasible for new test ventures</li> </ul> </li> <li>10. Flexible hours &amp; locations:             <ul style="list-style-type: none"> <li>. Accommodate childcare obligations</li> <li>. Moonlighting</li> </ul> </li> <li>11. Self-help, grassroots initiative for poor hard working people</li> </ol>	<b>Arguments against Street vending</b> <ol style="list-style-type: none"> <li>1. Concentrated in congested areas, draws more vendors and more people causing further congestion</li> <li>2. Congestion can cause auto crashes and pollution from idle vehicles</li> <li>3. Block emergency vehicles and deliveries to permanent businesses</li> <li>4. Block emergency exits</li> <li>5. Divert sales from permanent businesses</li> <li>6. Unfair competition for permanent businesses, less overhead and able to skirt taxes</li> <li>7. Not accountable to customers they can relocate to new market</li> <li>8. Don't comply with health standards for food and drinks</li> </ol>

		<ol style="list-style-type: none"> <li>9. Less professional, they don't stand behind products</li> <li>10. Use of youth labor</li> <li>11. Illegal or undesirable types of sales</li> <li>12. Facilitate the sale of drugs and other illegal items, lead to crime and threaten civil society</li> <li>13. Increase congestion shields pickpockets and criminals</li> <li>14. Pedestrians irritated by aggressive vendors</li> <li>15. Loud and unsightly lead to disorder, vandalism and crime</li> <li>16. Lead to dysfunctional economy pulling labor away from productive jobs</li> </ol>
Conclusion	<p>Bromley states, "Both the arguments for street vending and the arguments against it have considerable validity. There is no clear, simple and absolute way of determining which set of arguments is correct (pg. 10)." He explains that many factors play into the perception of Street Vendors, location, type of sales, who the sales person is, and any concurrent events. Street vendor are found through out the world in all ranges of economic condition, they are not relegated to poor and developing countries. Often there is miscommunication or unclear regulation (both to the vendors and enforcers) leading to confusion and inconsistent implementation of regulations. Bromley explains that some businesses and communities create "virtual reality" street vendors to create novelty and a draw for tourist → could this also be similar to new fancy retail trucks?</p>	
Quote	<p>"Street vending is an ancient and important occupation found in virtually every country and major city around the world. Street vendors add vitality to the streetscape and contribute to economic activity and service provision, but many observers also associate them with congestion, health and safety risks, tax evasion and the sale of shoddy merchandise (pg. 1)."</p> <p>"When street vendors are heavily concentrated in a given street, that street acquires many of the characteristics of a marketplace, and it may be called a 'street market (pg. 4)."</p> <p>"Advocates for immigrants and minorities may also be particularly supportive, arguing that street vending offers alternative channels of upward social mobility for groups which have traditionally been excluded from the corridors of wealth and power (pg. 11)."</p> <p>"Most scholars who do research on street vending end up as advocates, developing strong links with their subjects and tending to identify with them</p>	

	(pg. 13).”  “Most business professors, bankers and public health workers have little knowledge of street vending, and they offer irrelevant services and inappropriate advice (pg. 19).“
Critique	Very interesting overview many aspects tie into pop-up shops and temporary store

### Kettles 2004

Title	<b><i>Regulating Vending in the Sidewalk Commons</i></b>
Discipline of Author	Associate Professor, Mississippi College School of Law
Location	LA
Definitions From Other Source	<b>Sidewalk vending</b> -The sale of products and services from public sidewalks. Those who engage in these sales activities—sidewalk vendors—usually operate in places with a high volume of foot traffic. The vendors sell a variety of goods, including <sup>22</sup> prepared food, videotapes, clothing, jewelry, and books. Some vendors operate <sup>23</sup> from wheeled conveyances, such as carts or suitcases. Others are less mobile: they might sell their wares from a blanket laid out on the sidewalk, or from a <sup>24</sup> cardboard box. (pg. 6) 22 Leslie Berestein et al., 1995 23 & 24 Alvarado Street inspection
Sample	30 interview (1) illegal vendors (2) individuals connected with legal vending (3) employees of city government, including law enforcement officers.
Research Questions	<ul style="list-style-type: none"> <li>• Should street vending be legal? What is being sold, by who, when?</li> <li>• Who is injured by street vending, who benefits?</li> <li>• What are the impacts on local businesses, crime, litter, and the feeling of social worth/ respect for groups?</li> <li>• How can regulations regulate with out squashing Sidewalk Vendors?</li> </ul>
Methods	Interview, textual analysis of LA Times, participant observations
Findings	<ul style="list-style-type: none"> <li>• Why street vendors do it→ own boss, flexibility, ability to cater to needs of children, to become a shop owner one day</li> <li>• DO users of <u>open access</u> properties have an advantage over <u>property owners</u>? <ul style="list-style-type: none"> <li>➢ NO: Amenities are different <ul style="list-style-type: none"> <li>-No shelter from the weather</li> <li>-Slim selection</li> <li>-No place to try on clothes</li> </ul> </li> </ul> </li> <li>• Street vendors did not situate their stands next to B&amp;Ms that would be direct competition</li> </ul> <p style="text-align: right;">New trucks addresses these problems</p>

	<ul style="list-style-type: none"> <li>• Elimination of street vendors in Lower East Side of NYC, and Maxwell Street Market in Chicago actually lead to decreases in rev of B&amp;Ms → Street vendors may help to draw foot traffic</li> <li>• When vendor stay in the same place they too want to keep the area nice, forcing vendors to “move on” frequently may cause and decline in their interest to keep an area clean</li> <li>• Street vending does not lead to more crime rather, “eyes on the street” help to deter crime in the area.</li> </ul>
Conclusion	In an effort to regulate street vending in LA many regulations were put into place. These regulations were unattainable for many leaving only the most successful able to comply. Many vendors have strong traditions of street vending so regulations don’t deter them. B&Ms had a lot of power to veto street vending near by this puts pressure on vendors to keep neat and tidy, additionally many vendors have regular customers so also have an interest in keeping the street clean. The researches suggest that the partial legalization of vending may be a result of a cultural shift with so many immigrants changing the perception of street vending that is typical of their own cultures, “Perhaps sidewalk vending will, over time, go the way of salsa. Once it was an exotic condiment rarely consumed by Americans. Today it is a staple familiar and welcome at tables all across the country. Who would want to exclude it? (pg.45)”
Quote	<p>“Some social scientists have examined vending, but generally only in 8 the context of developing countries [(pg. 8).” From Cross 1998]</p> <p>“For a few, it is a way to get a grasp on the bottom rung of the ladder of economic success (pg. 26).”</p>
Critique	This article was written before modern retail truck became prevalent. It is interesting because the new trucks solve many of the inconveniences linked to street vending

Niehm et al. 2006

Title	<b>Pop-up retail’s acceptability as an innovative business strategy and enhancer of the consumer shopping experience</b>
Discipline of Author	<b>Linda S. Niehm, Ann Marie Fiore, Miyoung Jeong &amp; Hye-Jeong Kim</b> → Apparel, Events and Hospitality Management Iowa State University
Location	USA
Definitions From Author	<p>What is a <b>pop-up store</b> (findings from qual interviews and lit review)</p> <ul style="list-style-type: none"> <li>. Pop-up stores generally involve one retailer rather than a group of retailers, as would be found in a trade show.</li> <li>. Pop-up stores are a way for promoting selected products or brands in a temporary location and on a smaller scale than trade shows.</li> <li>. Pop-up stores may be open in only one location, and are designed to be open a few days to a year.</li> <li>. Pop-up stores may not sell products on the premises, and the brands carried may be widely known or smaller, new brands.</li> <li>. Pop-up stores also allow customers to have unique, personalized interactions and experiences with the brand.</li> <li>. Pop-up stores employ brand representatives who have a lot of knowledge about the brand.</li> </ul>
Frameworks used	Fishbein and Ajzen’s (1975) Theory of Reasoned Action (TRA) was used as the framework for studying attitude and behavioral intentions towards pop-up

	retail.
Sample	<b>Qualitative</b> interview→18 participants from US <b>Quantitative</b> survey→n=1000
Purpose	<ul style="list-style-type: none"> <li>Identify consumers' a) level of awareness of, b) level of experience with, c) perceived benefits and concerns regarding, d) attitude towards, and e) intentions towards pop-up retail;</li> <li>Examine effects of consumers' demographic differences on a) level of awareness of, b) level of experience with, c) perceived benefits and concerns regarding, d) attitude towards, and e) intentions towards pop-up retail;</li> <li>Profile conditions (e.g., consumer benefits offered, past experience) that enhance attitudes and intentions towards pop-up retail; and</li> <li>Examine if conditions that entice consumers to visit pop-up retail vary based on demographic characteristics.</li> </ul>
Research Questions	How will customer react to pop-up retail, do participants with different demographic characteristics have different attitudes and behaviors toward pop-up stores
Methods	<b>Phase 1:</b> Qualitative phone interview with open-ended questions (20-30min) →coding for themes <b>Phase 2:</b> Quantitative online survey, survey questions were informed by qualitative interviews and literature review. →MANOVA and Regression
Findings	<ul style="list-style-type: none"> <li>The novelty aspect of pop-up stores has the greatest influence on the customers attitudes towards pop-up stores</li> <li>The finding of the study lead the researchers to believe that creating "novelty and an unique shopping experience" with influences customers overall ideas and loyalty for the brand (pg.25).</li> <li>Consumers have become apathetic to traditional marketing techniques, however the new approach taken by pop-up store can spark their interest.</li> <li>The researchers found that there is a growing population of consumers that are seeking "unique and novel shopping experiences," pop-up store are offer just this type of special experience.</li> </ul>
Further research	Deeper investigation into attitude and intention of consumers, are there cultural and regional influences or lifestyle preferences
Critique	<p>Both the qualitative interviews and quantitative survey ask participants to answer how they think they would respond to pop-up stores, it is difficult to know what their actual behaviors would be if they came in contact with a pop-up shop, or would they actually go out of their way to visit a pop-up after learning one was open near by.</p> <p>Pop-up store in this study are existing brand could the same benefit of novelty and uniqueness be an asset to draw customers to the new mobile shopping experience?</p>

### Clowney 2009

Title	<b>Invisible Businessman: Undermining Black Enterprise with Land Use Rules</b>
Author Discipline	<b>Stephen Clowney</b> <i>University of Illinois Law Review Assistant Professor Law U of Kentucky</i>

Summary	<p>Clowney (2009) states that zoning plays a role in inhibiting growth of entrepreneurship in black neighborhoods. He gives four possible ways to overcome these disparities one of which is promoting the growth of street vending (pg. 1087). He further explains that street vending could be a way for black entrepreneurs to learn the steps of business operations and eventually open a permanent location.</p> <p>Clowney cautions against operating illegal unlicensed street business and calls for new laws and regulations that promote street vending to open the door for entrepreneurs with little startup capital (pg. 1091-1092).</p>
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Marciniak and Budnarowska 2009

Title	<b>"Marketing approaches to pop up stores: an exploration of social networking"</b>
Discipline of Author	<b>Ruth Marciniak</b> → London Metropolitan University Londonmet Business School North Campus, Stapleton House UK <b>Corinna Budnarowska</b> → Bournemouth University School of Services Management Talbot Campus Poole Dorset, UK
Location	UK
Definitions From Other Source	<p><b>Entrepreneurial marketing</b>, (Morris et al., 2002,5)  <i>"An opportunistic perspective wherein the marketer proactively seeks novel ways to create value for desired customers and build customer equity."</i></p> <p><b>Guerrilla marketing</b> (Levinson, 1993).  <i>"Low cost, effective communications, cooperative efforts and networking; leveraging resources, using energy and imagination"</i></p> <p><b>Viral marketing</b> (Rice, 2001)  <i>"Involves word of mouth communicated via electronic media such as the Internet via its bulletin boards, chat rooms, email, complaint sites discussion groups and social networking sites such as Facebook, YouTube and Twitter."</i></p> <p><b>Word of mouth</b> (Mason, 2008, 207)  <i>"Activities that are likely to encourage consumers to talk about a product or company to their friend ... setting in motion a chain of communication that could branch out through a whole community."</i></p> <p><b>Buzz marketing</b> (Rosen 2000).  Consumer generated information dispersed through social networks by creating excitement</p> <p><b>Opinion leaders</b> (Rogers 2003),  People who are innovative</p> <p><b>Opinion seekers</b> (Bearden et al. 1989)  Susceptible to interpersonal influence</p>
Research Questions	<p>Why and how do brands use pop-up shops as a marketing tool?</p> <p>How have retailers used mobile technologies to market their brand?</p>
Methods	Literature review
Findings	<p>Pop-up stores are a marketing tool that is not only intended for profit generation</p> <ul style="list-style-type: none"> <li>. Pop-up stores help the brand to communicate their values</li> <li>. Allows brands to avoid high cost rent,</li> <li>. Offers consumers an <b>innovative &amp; discovery-driven</b> retail experience.</li> </ul>
Conclusion	Pop-up stores are nothing new but they have been getting more attention as

	<p>large brands have been employing them as part of new marketing strategies, for example Nike, Gap and Levis. SNS like Facebook and twitter allow these brands and other to communicate up to the minute locations and events, this creates a sense of novelty through discovery. The authors explain that these brands are utilizing entrepreneurial marketing (guerrilla, word of mouth, or viral) and targeting opinion leaders to create “buzz” around pop-up shops. They find that opinion leaders “openly communicate about brands” where opinion seekers spend a lot of time on SNSs where they collect information provided by opinion leaders. This all in turn creates a complex set of social interactions where customers promote the brand with out a expensive dedicated marketing campaign from the brand.</p> <p>Pop-up shops offer novelty for customers with ever increasing short attention spans in an otherwise mundane retail climate.</p>
Quote	“Just as, in the UK, ice cream vans pop up outside school gates evoking excitement and compelling children through offering them something that is limited, discovery-driven and of the moment, in today’s retail environment, pop-up stores attempt to evoke the same excitement.”
Critique	This is a conference paper and not a polished article, many of the ideas could have been expanded but there are many definitions and good ideas presented for further discussion.
Questions	The authors suggest that ice-cream trucks are a form of pop-up shop so by that definition are mobile retail trucks an off shoot of pop-up shops
Look into	A few interesting references noted but non scholarly

#### Morales 2009

Title	<b>Public Markets as Community Development Tools</b>
Discipline of Author	<b>Alfonso Morales</b> →is an assistant professor of Urban and Regional Planning at the University of Wisconsin–Madison. He is interested in pragmatism, marketplaces and food systems, and community economic development
Location	Chicago Maxwell Street Market
Sample	Chicago Maxwell Street Market
Purpose	Street Markets can be a tool for development
Research Questions	Who starts businesses in markets, how do they do it, and why?
Methods	Ethnography 1989-1992 Archival analysis, ethnographic and participant observation, and structured interview the research became a vendor at the market to gain trust of the other vendors
Findings	<ul style="list-style-type: none"> <li>• Public markets and street vendors have play an important role in the development of cities across the US changes in the 1940’s lead to more formal shopping and service locations (the proliferation of malls and shopping centers)</li> <li>• Markets impact in different areas: social, political, and economic</li> <li>• Markets are important for 3 reasons: place-making, employment, and entrepreneurship</li> <li>• Public markets contribute to quality of life and community, address food security, and contribute to community and economic development. Markets are a great place for small business to figure</li> </ul>

	<p>out their way and grow their business (business incubator).</p> <ul style="list-style-type: none"> <li>• Until the 1940's street vending was a occupation category on the US census</li> <li>• Street markets are an outlet for under-employed to earn money</li> <li>• Markets lower the barrier of entry</li> <li>• Regulation need to take into consideration "why do people vend?" regulations need to be flexible and evolve as needs change</li> <li>• Markets can elevate the city, growth of business and increases safety (more movement and action on the street)</li> </ul>
Conclusion	<p>Street markets are starting to come back into favor after a long decline since the 1940. Street markets offer a place for small business to thrive and in turn further elevate the surrounding community. There is a low barrier to entry for people interested in street vending, They can develop skills at a relatively low risk. Some street vendors are able to develop skills and ecru enough capital to open B&amp;Ms. Street markets foster community and and allow people form divers backgrounds to come to gather. All of these factors lead to a safer city (lower unemployment, increases awareness of what is going on on the street)</p>
Quote	<p>"knowing how and why merchants sell in public markets is an important step in understanding how to create regulatory frameworks that are adaptable to the needs of distinct types of vendors and that take into account differ- ent reasons for vending 428."</p> <p>"Chicago's Maxwell Street Market became a tool of municipal policy in the early twentieth century established to address unemployment, enhance food security, and incorporate new immigrants as part of a larger plan for economic development (437)"</p>
Questions	<p>Good question PG 429:  "1) basic demographics; (2) prior business experience; (3) labor market experience; (4) household composition and circumstances; and (5) vending business, including start-up, income, business organization, labor force, use of professional services, supply chain management, business changes, tax compliance, business problems, growth and change, aspirations for business, and so on."</p>

Kim et al. 2010

Title	<b>Psychographic characteristics affecting behavioral intentions towards pop-up retail</b>
Discipline of Author	<p><b>Hyejeong Kim</b>- The Department of Consumer Affairs, Auburn University  <b>Ann Marie Fiore</b>- The Department of Apparel, Educational Studies, and Hospitality Management, Iowa State University  <b>Linda S. Niehm</b>- The Department of Apparel, Educational Studies, and Hospitality Management, Iowa State University  <b>Miyoung Jeong</b>- The Department of Hospitality and Tourism Management, University of Massachusetts, Amherst</p>
Location	USA



<p>Definitions From Author</p>	<ul style="list-style-type: none"> <li>• <b>pop-up stores</b> generally involve one retailer rather than a group of retailers, as is usually found in a trade show;</li> <li>• <b>pop-up stores</b> are a way for promoting selected products or brands in a temporary location and on a smaller scale than trade shows;</li> <li>• <b>pop-up stores</b> may be open in only one location, are designed to be open a few days to a year;</li> <li>• <b>pop-up stores</b> may not sell products on the premises, and the brands carried may be widely known or smaller, new brands;</li> <li>• <b>pop-up stores</b> also allow customers to have unique, personalized interactions and experiences with the brand; and</li> <li>• <b>pop-up stores</b> employ brand representatives who have a lot of knowledge about the brand.</li> </ul>
<p>Definitions From Other Source</p>	<p><b>Market mavenism. Market mavens are:</b> [. . .] individuals who have information about many kinds of products, places to shop, and other facets of markets, and initiate discussions with consumers and respond to requests from consumers for market information (Feick and Price, 1987, p. 85). (pg. 139)</p>
<p>Frameworks used</p>	<p>Fisbein and Ajzen's (1975) theory of reasoned action</p> <p>Concept proposed to explore consumer innovativeness, shopping enjoyment, beliefs, and intention.</p>
<p>Sample</p>	<p>Survey using national sample with 869 usable responses</p>
<p>Purpose</p>	<p>To explore consumer innovativeness and shopping enjoyment in regards to attitudes and behaviors toward pop-up retail.</p>
<p>Research Questions/ Hypothesis</p>	<ul style="list-style-type: none"> <li>• H1a. Consumer innovativeness is positively related to hedonic beliefs regarding pop-up retail (i.e. novelty/uniqueness).</li> <li>• H1b. Consumer innovativeness is positively related to utilitarian beliefs regarding pop-up retail (i.e. facilitators of purchase decisions).</li> <li>• H1c. Consumer innovativeness is positively related to attitude toward pop-up retail.</li> <li>• H2a. MM is positively related to hedonic beliefs regarding pop-up retail (i.e. novelty/uniqueness).</li> <li>• H2b. MM is positively related to utilitarian beliefs regarding pop-up retail (i.e. facilitators of purchase decisions).</li> <li>• H2c. MM is positively related to attitude towards pop-up retail.</li> <li>• H3a. Shopping enjoyment is positively related to hedonic beliefs regarding pop-up retail (i.e. novelty/uniqueness).</li> <li>• H3b. Shopping enjoyment is positively related to utilitarian beliefs regarding pop-up retail (i.e. facilitators of purchase decisions).</li> <li>• H3c. Shopping enjoyment is positively related to attitude towards pop-up retail.</li> </ul>

	<ul style="list-style-type: none"> <li>• H4a. Beliefs regarding hedonic elements of pop-up retail (i.e. novelty/uniqueness) are positively related to attitude.</li> <li>• H4b. Beliefs regarding utilitarian elements of pop-up retail (i.e. facilitators of purchase decisions) are positively related to attitude.</li> <li>• H5. Consumer attitude toward pop-up retail is positively related to patronage intentions.</li> </ul>
Methods	Sample collected with online survey over 2 weeks
Data Analysis	SEM
Findings	<ul style="list-style-type: none"> <li>. Pop-up retail may be effective with consumer groups who are more innovative and consider shopping to be an enjoyable activity these customers are more likely to patron pop-up shops seeing's them as "appealing, interesting and pleasant (pg. 147)"</li> <li>. Pop-up shops should facilitate a relationship between consumer and the brand/shop</li> <li>. The number of people looking for new and interesting shopping experiences is growing and pop-up shops can be a good outlet for this consumer desire</li> <li>. Innovative consumers are attracted by unique and novel shopping experiences</li> <li>. Innovative customers spread information about new and unique shopping opportunities through word-of-mouth and should be targeted by pop-up shops</li> </ul>
Conclusion	Consumer who are innovators want new interesting places to shop they seek novelty and influence other to follow new trends and alternative shopping outlets.
Quote	<p>"The goal of pop-up retail should be to begin a long-term consumer relationship, resulting in growing emotional attachment to the firm's products, services, or brands (pg. 148)"</p> <p>"it is more important that pop-up retail offer consumers desired novelty/uniqueness of experience than facilitate purchase decisions. This intimates that pop-up should downplay or eliminate the selling aspect and focus on the relationship building aspect of the experience (pg. 148)."</p>
Figures/ Tables	Table 1 (pg. 137) questions to determine consumer innovativeness → Could be helpful when creating questions
Further research	Check out Florida Creative Class Many references to look into (circled on paper copy)
Critique	This article focuses on existing brands using pop-up shops as a tool for creating a connection with consumer and building brand loyalty. The novelty of pop-up shops draws innovative consumers who will spread positive commentary for the brand as a form of free marketing. However the pop-up or mobile shop in my study are not part of larger established brand and solely operate from a mobile location, their whole business is built on mobility.

#### Devlin 2011

Title	<b>'An area that governs itself ': Informality, uncertainty and the management of street vending in New York City</b>
Author Discipline	<b>Ryan Thomas Devlin</b> John Jay College of Criminal Justice, City University of New York

Summary	<p>Sometimes powerful organizations/groups have more power over street vendors the legal regulations. Informal structures and alliances often have more influence over the presence of street vendors, and who can vend <i>where</i> The laws (for street vending) are often complicated and hard to keep track of for both the VENDOR AND <i>POLICE</i> OFFICERS, often vendors will receive tickets for infraction that are not illegal</p> <p>Business Improvement Districts (BIDs) bully vendors, sometimes they hire officers to intimidate until they leave for new locations</p> <p>Enforcement of regulations are unpredictable</p> <p>Most street vendor organizations are only concerned with immediate local issues and have not been able to influence policies on a larger scale</p> <p>The Street Vendor Project (SVP) has taken influence from street vending association in the globally south where vendors are more organized. At the same time the leaders in the global South have hired Giuliani to advise on controlling street vendors.</p> <p><b><u>4 types of vendors:</u></b></p> <ol style="list-style-type: none"> <li>1. <b>Food vendors</b>- often immigrants</li> <li>2. <b>Military veterans</b>- US born, selling t-shirts and trinkets, accessories handbags and jewelry</li> <li>3. <b>Non-veteran general merchandise</b>- selling t-shirts and trinkets, accessories handbags and jewelry</li> <li>4. <b>First amendment vendors</b>- ethnically diverse groups, sells artwork, photographs and sketches</li> </ol> <p>Street vending is not particularly lucrative but many see it as their only option or as a path to owning a B&amp;M</p>
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Hernández-López 2011

Title	<b>LA's Taco Truck War: How Law Cooks Food Culture Contests</b>
Author Discipline	<b>Ernesto Hernández-López</b> University of Miami Inter-American Law Review

Summary	<p><b>This paper argues that, “cultural concerns for neighborhood identity motivated food truck regulations and their litigation (pg. 241).”</b></p> <ul style="list-style-type: none"> <li>• The authors argue that class and cultural norms play a roll in regulation enforcement. For year Mexican immigrants have operated loncheros/taco trucks near construction sites and in their own neighborhoods in and around LA. As gentrification starded in these areas the street vendors were pushed out though location specific ordinances.</li> <li>• Trendy food trucks catering to higher SES groups were seen to be more appealing and had greater acceptance.</li> <li>• Both loncheros and gourmet trucks challenged local regulations because the CA constitution states that vehicles are able to vend (as long as guidelines are followed) and individual municipalities cannot over rule unless for reasons of <b>safety</b>, in the cases of loncheros/taco trucks, they were unfairly regulated more often.</li> </ul> <p><b>New Wave</b> food trucks: “Labeled <b><u>gourmet, nouveau, or fusion food trucks</u></b>, these vendors use the similar vehicle format [at taco trucks].”</p> <p><b><u>Three ways new wave food trucks are different form loncheros/taco trucks:</u></b></p> <ol style="list-style-type: none"> <li>1. The food is different→fusion, or specialty food prepared by trained chefs</li> <li>2. Trucks frequently move locations and alert customers through different <b>social media</b> platforms</li> <li>3. Operate in <b>trendy areas</b> that cater to young adults, late night outside bars/night clubs, near college campuses</li> </ol> <p>“In material terms, food trucks provide economical food options, new sources of income, small business prospects, and the opportunity to socially revitalize sidewalks, streets, and public areas (pg. 267).”</p>
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Linnekin et al. 2011

Title	<p><b>New Food Truck Advocacy: Social Media, Mobile Food Vending Associations, Truck Lots, &amp; Litigation in California &amp; Beyond, The Food Fight: The Legal Debate over the Obesity Epidemic, Food Labeling, and the Government’s Involvement in What You Eat.</b></p>
Discipline of Author	<p><b><u>Baylen J. Linnekin</u></b>  B.A. (sociology), American University; M.A. (learning sciences), Northwestern University; J.D., Washington College of Law; LL.M. (agricultural &amp; food law), University of Arkansas School of Law. Baylen is founder and executive director of Keep Food Legal, a nationwide nonprofit membership organization that advocates in favor of the rights of individuals to make their own food choices.</p> <p><b><u>Jeffrey Dermer</u></b>  B.A. (history), University of California-Los Angeles (UCLA); M.B.A., University of Southern California; J.D., University of Virginia; award in accounting, UCLA. Jeff is Managing Partner of Dermer Behrendt, a Los Angeles law firm focused on protecting the rights of entrepreneurs and expanding choice in the food industry.</p> <p><b><u>Matthew Geller</u></b>  B.A. (political science), California State University-Dominguez Hills; J.D., UCLA. <b>Matt is the co- founder and CEO of the Southern California Mobile Food Vendors' Association (SoCalMFVA)</b>, a nonprofit membership organization that advocates for mobile food vendors throughout Southern California.</p>
Location	<p>LA,</p>

Definitions From Author	<b>Food Truck-</b> Soiled Linens
Sample	6 local food truck associations
Purpose	To explore the grow of the food truck phenomenon and how are food truck owners and associations navigating regulations
Methods	Researchers personal experience & Survey
Findings	<ul style="list-style-type: none"> <li>• The appearance of food trucks and the population served by them has quickly and dramatically changed.</li> <li>• Food trucks are now serving gourmet, made from scratch, innovative menus, many creates fusion selection of items otherwise expected at sit down restaurants.</li> <li>• Mike Prasad and his food truck Kogi were among the early adaptors of twitter as a form of marketing and to create community among customers.</li> <li>• Through social media trucks are able to communicate their ever-changing location with customers. The customers become great assets and partners for spreading awareness and promoting food trucks as they share their experiences on social media. In addition customers are able to voice their support for food trucks in their communities and in some cases advocate for new and revised regulations.</li> <li>• Friction and discontent with regulations often results from differing views for the use of public and private spaces.</li> <li>• Many B&amp;M owners and legislators feel that Food trucks have an unfair advantage because they do not pay taxes, in truth they do pay fees for licenses and parking</li> <li>• Why new found support of Food Trucks? <ol style="list-style-type: none"> <li>1. “Foodie” culture, many Americans are becoming more adventurous with their food choices</li> <li>2. Economic down turn makes expense of brick-and-mortar challenging</li> <li>3. Food is equal quality but cheaper for consumers then B&amp;M, customers also feeling pressure form recession</li> </ol> </li> <li>• Food truck regulations vary from city to city, in some places like Portland and Austin truck are relegated to designate lots.</li> </ul> <p><b>Regulations</b></p> <ul style="list-style-type: none"> <li>• Typically regulated by local governments so there are many divers location specific regulations, this allows trucks to flourish in some areas and struggle to thrive in other areas with overly restrictive regulations</li> <li>• Typically the same heath codes as B&amp;M restaurants apply</li> <li>• Vendors <b>do pay taxes and fees</b>, they are just different then B&amp;M</li> <li>• With the new popularity of “gourmet food trucks” and the strength of numbers with the SoCalMFVA there has been pressure to reconsider outdated regulations</li> </ul> <p><b>Social Media</b></p> <ul style="list-style-type: none"> <li>• Social media allows for trucks to communicate with customers and build a following among them <ul style="list-style-type: none"> <li>→Create loyal customer base for regular sales</li> <li>→Customer becomes instrumental part of marketing sharing their experience through SNS</li> <li>→Customers advocate for change and new regulations, they show that they support/want food truck in their communities</li> </ul> </li> </ul> <p><b>SoCalMFVA</b></p> <ul style="list-style-type: none"> <li>• First food truck association</li> </ul>

	<ul style="list-style-type: none"> <li>• Model for many other food truck association across the US</li> <li>• SoCalMFVA members consult with other food truck associations at the startup stage and to navigate/change regulations</li> </ul> <p><b>2012 Survey</b></p> <ul style="list-style-type: none"> <li>• Aim to gather basic data about FT association that have formed across the US</li> <li>• All 6 surveyed said Social media was very important</li> </ul> <p><b>Truck Lots</b></p> <p>The researchers believe that the future of food truck is going to be “truck lots” some cities have already started to trend in this direction, Austin and Portland.</p> <p>“We contend that the truck-lot model likely represents the future of the industry. The ability to put land to its highest and best use while reducing claimed externalities is a very promising value proposition (pg. 55).”</p> <p><b>Proposed Mobile Vendor Bill of Rights</b></p> <ol style="list-style-type: none"> <li>1. Limit regulations to matters of public safety and public health</li> <li>2. Prohibit regulations based on competition and aesthetics</li> <li>3. Equalize the right to operate on private property</li> <li>4. Shift taxation from indirect (county) model to direct (city) model</li> <li>5. Ensure reasonableness of commercial roadworthiness standards</li> <li>6. Require proof of licensing of for-profit event promoters</li> </ol>
Quote	<p>The approach running food trucks and the populations served by food trucks has change dramatically in the 2000’s and 2010’s,”The vast scope and dramatic pace of this change has been remarkable (pg. 36).”</p> <p>“The rise in the popularity of the so-called 'gourmet food truck' movement, spearheaded <b>by</b> the Southern California Mobile Food Vendor Association (SoCalMFVA) and its robust membership, and other high-profile mobile vendors, has driven the call to revisit these proposed regulations (pg. 46).”</p> <p>“We contend that the truck-lot model likely represents the future of the industry. The ability to put land to its highest and best use while reducing claimed externalities is a very promising value proposition (pg. 55).”</p>

### Morales 2011

Title	<b>Marketplaces: Prospects for social, economic, and political Development</b>
Discipline of Author	<b>Alfonso Morales</b> →is an assistant professor of Urban and Regional Planning at the University of Wisconsin–Madison. He is interested in pragmatism, marketplaces and food systems, and community economic development
Location	USA
Definitions From Author	<b>Marketplace</b> Common names include public markets, municipal markets, farmers’ markets, street markets, flea markets, craft markets, and swap meets. Among the functions performed are sales, promoting tourism, encouraging business formation, socializing and integrating the youth or the immigrant, and enlivening places...Settings include the public right-of-way, indoors in a variety of buildings, outdoors in parks, parking lots, or covered sheds, and elements of these integrated into market districts...Marketplaces promote multiple uses—social, political, and economic. Five elements intersect in identifying a marketplace: buyers, sellers, merchandise, a place, and, especially, a recurrent time or periodicity (pg. 4

Purpose	Summery of US research on market places with a focus on lit from 4 categories (political, economic, social, and health). The second half of the article focuses on potential research questions to achieve further understanding of current markets to inform policy makers planner and academics.
Findings	<p>Over the past several decades many communities have started to reinvent public markets after a lot of ups and downs during the 20<sup>th</sup> century.</p> <p><b>POLITICAL</b></p> <ol style="list-style-type: none"> <li>1. <b>Safe &amp; vibrant places</b>→“eyes on the street” and “public responsibility (pg. 5).”  “...markets begin to remake the image of places as welcoming and safe, thereby reducing the need for policing (pg. 5)”</li> <li>2. <b>Market Governance</b>→“Constitutional and organizational choices structure merchants’ behavior toward each other, consumers, and government. Good governance enables markets to embrace new goals and practices, responsive to opportunities and problems (pg. 5).”</li> <li>3. <b>Forging civil society</b>→ When community members shop at local markets their ideas toward the shopping experience change as they since a connection with the seller and the products instead of solely “hedonistic” intentions but to promote relationships that would lead further community building (pg. 5)</li> <li>4. <b>Regional impacts</b>→ “Markets are long-term investments, not just in particular neighborhoods but in the regional food system they help establish (pg. 6)”</li> </ol> <p><b>SOCIAL</b></p> <ul style="list-style-type: none"> <li>• Markets are places where people can gather to exchange goods, ideas and interact with each other. Markets can bring together people from divers backgrounds allowing for community building on a more “level playing field (pg7).”</li> <li>• Research on markets shows some variation in the roles of men and women in markets.</li> <li>• Socioeconomic status and economic history is more likely to lead someone to become a street vendor rather than race or ethnicity</li> </ul> <p><b>ECONOMIC</b></p> <p>“Markets can be exciting and historic cultural amenities. Besides becoming tourist destinations, markets can serve as cultural inspirations (pg. 6).”</p> <ol style="list-style-type: none"> <li>1. <b>Marketing, sales, &amp; income</b>→ There is an unwritten set of rules that merchants and customers all adhere to. <b>“...the incomes earned by merchants are considerable and important to their livelihoods (pg. 6)”</b></li> <li>2. <b>Business formation</b>→ The low cost of entry allows merchants to start businesses with little capital and then gives them a practical space to practice and learn business skill and in some cases they are able to grow their businesses to brick and mortar locations. While engaging in merchant activities vendors are able to create a network of collogues and support people to facilitate their business (pg. 6). <ul style="list-style-type: none"> <li>• North American Industry Classification System (<b>NAICS</b>) categories indicate relatively few people are employed in non-store retail (category 45439). However Morales stated that this sector may be very important for especial for those who are self-employed, people from different demographic groups, businesses in earlier stages of development and people with low skills levels or little expiree.</li> <li>• Vending can be a fulltime occupation of just part-time, and it play a</li> </ul> </li> </ol>

	<p>significant role in the individual income strategy or serve as extra income</p> <p>3. <b>Business organization &amp; expansion</b>→  (1) merchandise acquisition, (2) human resource questions, and  (3) operations (3 parts of org. and expan.)  Most vendors are only concerned with merchandise acquisition but as some continue to grow on the path to brick-and-mortar they add typical (more sophisticated) B &amp; M practices concerning human resource, and operations</p> <p>4. <b>Integration with the larger business environment</b>→  While many vendors and B &amp; M owners see each other as competition or a threat Morales states that the “spillover” created from increased business will out weigh the lose of revenue from competition. Markets can help in networking divers groups of people, diversify economic activities, and with add interest tourism will grow in market areas (pg. 7)</p> <p>5. <b>Other economic question</b>→  The cost for running markets comes from grants or merchant fees. Markets can be self-organized by merchants of have a spectrum of City organization/management. Markets are flexible outlets for other non-sales creative activities.</p> <p><b>HEALTH</b></p> <ul style="list-style-type: none"> <li>• Provide local “flavor” for food</li> <li>• Can bring food access to impoverished areas (food deserts) to achieve health goals and food equity</li> <li>• Environmental health→lower “miles” for hulling goods elsewhere</li> </ul> <p>Markets can either be private, public or hybrid and with in each of these categories they can operate with differing levels of governance more research is needed to further understand each of these areas.</p>
Conclusion	<p>Morales believes that market places are a place where communities can come together on equal footing and further community involvement and wellbeing. He stated that research has not be conducted on markets in many decades and further research in many aspects of markets would benefit planner and policy as well as community members and academics. Both qualitative and quantitative research is needed to achieve a full scope of knowledge about the intricacies of marketplaces.</p>
Quote	<p>“Marketplaces, locations where vendors gather periodically to sell merchandise, indoors or out, have been central to historical political, economic, and social revolution in the United States and remain central to the political, economic, and social prospects for people and places across the nation (Morales, 2011, pg. 3).”</p> <p>“Vibrant “third places” attractive to “creative” classes have been the subject of novelists, photographers, poets, and musicians (pg. 3).”</p> <p>“...the incomes earned by merchants are considerable and important to their livelihoods (pg. 6)”</p>
Further research	<p>Morales says that qualitative research is needed to further explore street vending in the US (pgs. 8-9).  “We need historical work on how markets emerge in different institutional environments, with respect to distinct cultural traditions, and in different spatial contexts (Morales, 2011 pg. 9).”</p>



Critique	<b>NOTE:</b> This article is about “marketplaces” there are some references to individual vendors. Most examples refer to farmers markets but many of the general comments refer to markets in general.
Questions	<b>What are prior to 2008 and most resent NAICS #'s?</b> *****Look up North American Industry Classification System (NAICS) non-store retail (category 45439) for more current numbers*****

### Surchi 2011

Title	<b>The temporary store: a new marketing tool for fashion brands</b>
Discipline of Author	<b>Micaela Surchi</b> → Department of Firm's Studies, University of Rome, Rome, Italy
Location	Italy
Definitions From Author	Temporary store (in Italy)=Pop-up store (in US, UK) <b>“Temporary stores</b> are distinguished by their exclusivity and style and by word-of-mouth promotion, which in itself helps to attract the curiosity of passers-by. They are invariably strategically located in high-traffic urban shopping areas, because the location is part of the packaging and the store itself becomes the product (pg. 260).” <b>“The nomad store</b> is unique in that it not a bricks-and-mortar shop but a van that transports a single brand display from location to location, to reach the target market (262).”
Sample	2 fashion brands in Italy → <b>Levis</b> and <b>Last Love</b> (emerging Italian brand)
Purpose	This paper explore the new phenomenon of temp stores in Italy And to understand the motivations of <b>Temp Store as marketing tool</b> to communicate brand values and create connection with customer
Research Questions	What are the motivations of brand that use temp stores?
Methods	Qualitative case study of 2 fashion brands → in-depth interviews and observations Interviews were unstructured with open-ended questions, content analysis of records and reports for planning and operating a temp store
Findings/ Conclusion	<ul style="list-style-type: none"> <li>. Due to the every increasing speed of change in the fashion industry temporary/pop-up stores have become a “strategic” tool for fashion marketing (pg. 257)</li> <li>. In both cases temp stores were used as a <b>communication</b> and <b>investigation</b> tool for the brands.</li> <li>. The goal of the temp stores was not to have onsite sales but rather to create a connection between the brans and consumers in hopes the site sale would break even with temp store expenses</li> <li>. Temp stores create hype because of their finite nature this leads to word of mouth communication about the brand</li> <li>. Tamp store allow brand to try out new location without the cost and commitment of expensive long term leases</li> </ul>
Quote	“The temporary store phenomenon can be seen as one aspect of a broader trend towards unconventional forms of brand promotion... The consumers of today are more aware and better informed, yet have less time at their disposal. Meanwhile, the development of social media and virtual communities has opened up many new modes of shopping behavior (pg. 262).”

	<p>“The temporary store exemplifies the distinctive character of unconventional promotion in one way in particular: it employs practically no overt methods of communication. Its emphasis on word-of-mouth is as innovative as the very store itself is. The short lifespan of temporary stores makes them by definition non-repeating events, characterized by multisensory involvement (pg. 263).”</p>
Further research	<p>More cases in other country to start to build a greater foundation for temp store research. This paper mentions that there is very little research on this topic for them to draw from</p>
Critique	<p>****Mention of “<b>nomad store</b> (pg. 262)” with example of PUMA****</p> <p>Similar to mobile retail the researchers state that there are few previous studies to build on making further research important.</p> <p>Temp store allow for a lower cost of entry and flexibility for brands, they are able to try out new locators and potential markets without making long-term commitments. Temp stores are used as a marketing tool and so the objective is to spread word of the established brand creating positive brand feeling through free word-of-mouth marketing. Similarly mobile retail seeks to benefit from low cost of entry and flexibility in sales location and markets, but in contrast being a business based on mobile sale they intend to make a profit form their mobile sales in addition to creating a buzz and spurring word-of-mouth advertising. Some mobile retail shops have opened stationary brick-and-mortar locations after proving viability in a particular market.</p>

#### Kim 2012

Title	<b>The Mixed-Use Sidewalk: Vending and Property Rights in Public Space</b>
Discipline of Author	<b>Annette M. Kim</b> Associate professor in MIT’s Department of Urban Studies and Planning. Her publications include <i>Learning to be Capitalists: Entrepreneurs in Vietnam’s Transition Economy</i> (Oxford, 2008).
Location	Ho Chi Minh City, Vietnam, and Sidewalks around the world
Sample	Case Study in Ho Chi Minh City, Vietnam
Purpose	<ul style="list-style-type: none"> <li>• What should sidewalks be used for, who should have access to them.</li> <li>• This article proposes that applying property rights theory to public space will aid understanding of what is happening in public spaces such particularly sidewalks</li> <li>• The goal is to help planners deal with the complex issue of public spaces</li> </ul>
Research Questions	<p>How do different groups use the sidewalk, and what purpose/meaning does this have for them?</p> <p>What dose each groups sidewalk use look like</p>
Methods	<p>Spatial ethnography and critical cartography</p> <p>“research methods would integrate the physicality of sidewalks with the sociology of sidewalks. I developed a spatial ethnography method that combines participant observation and interviewing with physical surveying and mapping (232).”</p>

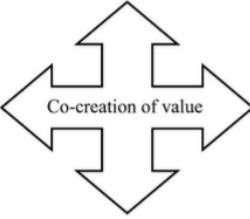
Findings	<ul style="list-style-type: none"> <li>• The use of sidewalks is often connected with socio-political conflict</li> <li>• New food trucks with gourmet chefs have change the customer base and the perception of street food</li> <li>• The artist of Rebar collaborated with planners in San Francisco, this is not typical, often alternative uses of side walks are greeted with conflict from planners and city officials (not just US but around the world)</li> <li>• Even when there are national /state/local laws much digression is up to the local police or others in a position to enforce restrictions of sidewalk use and vending practices ((229)</li> <li>• Ho Chi Minh City <ul style="list-style-type: none"> <li>• <b>City official</b> are concerned with traffic safety, improving public health and becoming a more modern world class city</li> <li>• <b>Vendors</b> say vending is part of their culture, they need to sell their good to make a living and there is demand for the low cost goods and service they sell</li> <li>•</li> </ul> </li> </ul>
Conclusion	Livelihoods around the world depend on sidewalk vending. Sidewalk activities including vending makes cities vibrant. The global south can offer planner examples to follow for successful integrated use of sidewalks. When planners are making decisions they need to consider the needs/desires of both local vendors and consumer, if they only consider the physical construction of public spaces they may completely over look the needs of the community and creates beautiful spaces that are not used.
Quote	<p><i>“While the contest for road space between automobile use and bicycling is well studied, sidewalks have received less scholarly attention despite significant conflict over this important public space. One could say the competition is between fast pedestrians versus slower or stationary uses: vending, eating, leisure, and recreation. (225-6)”</i></p> <p><i>“[s]idewalk vending is usually associated with immigrant and lower-income populations, but the recent trend in gourmet food truck entrepreneurs includes the participation of white-collar workers and nightlife enthusiasts (226).”</i></p> <p><i>“[T]he current struggles for public space are more precisely a conflict among groups with different livelihood practices emanating from their socioeconomic position. (229)”</i></p>
Further research	How to can sidewalk spaces become more flexible

#### Russo Spena et al. 2012

Title	<b>Store experience and co-creation: the case of temporary shop</b>
Discipline of Author	<p><b>Tiziana Russo Spena</b> → Adjunct Professor of <b>Marketing</b> at University Magna Graecia of Catanzaro, Catanzaro, Italy. PhD in <b>Management and Economics</b></p> <p><b>Angela Caridà</b> → Research Fellow at University Magna Graecia of Catanzaro, Italy. PhD in <b>Economic and Management of Healthcare</b></p> <p><b>Maria Colurcio</b> → Researcher and Assistant Professor of <b>Management</b> and Professor of <b>Business Analysis</b> at the Department of Business Economics,</p>

	University of Magna Graecia di Catanzaro, Italy. PhD in <b>Management and Economics</b> <b>Monia Melia</b> → PhD in <b>Economics and Management of Healthcare</b> , University Magna Graecia of Catanzaro, Catanzaro, Italy
Location	Italy
Definitions From Other Source	However, more consolidated contributions (Pellegrini, 2009; Zarantonello, 2005) have attributed to this phenomenon a more strategic aim according to a wide range of alternatives, including to: <ul style="list-style-type: none"> <li>. Create happenings;</li> <li>. Elicit emotions;</li> <li>. Start a new trend;</li> <li>. Test a brand;</li> <li>. Improve the impulse to buy; and</li> <li>. Provide physical presence for online or virtual firms (pg. 26).</li> </ul> (The source articles are in Italian)
Frameworks used	<b>DART</b> (pg. 29) The DART model for co-creating value with customers <b>Dialogue</b> Tools and policies developed at the point of sale to promote the development of conversation around the topic of interest and interaction <b>Access</b> <ul style="list-style-type: none"> <li>• Physical and organizational support for free and accessible information.</li> <li>• Tools, structures and actions to foster the fruition and enjoyment of the proposal and the point of sale.</li> </ul> <b>Risks/benefits</b> Physical and information support for the development of a win-win relationship. Tools, data, conversation and actions to allow the assessment of the proposal by the customer and by the company <b>Transparency</b> Physical and organizational support for correct and clear information. Tools, structures and actions that foster the assessment of risk/benefits by the customer.
Sample	5 temporary stores
Purpose	The is an exploratory study to gain insight into the emerging phenomenon of temporary stores in Italy and the co-creation of meaning of customers and brand representatives
Research Questions	Can the value co-creation inside the Temporary Shops be explained through the DARK models four key building blocks, dialogue, access, risk/benefits and transparency?
Methods	Qualitative multi-cases study, interviews and observations (June 2008-June 2009)

Findings	<p>The researchers find that temporary shops are a outlet were the DART model for customer interaction can be carried out successfully (pg. 36).</p> <p>Temporary shops are an interactive multi sensory experience for customers and allow them a unique and memorable experience with the brand. This type of marketing allows the brand to share their values with the customer and the customer is entertained by the social experience (pg. 35).</p> <p><b>Temporary Shops leads to</b> (pg. 35):</p> <ul style="list-style-type: none"> <li>. An enabler of an interactive dialogue between a firm and a consumer;</li> <li>. An interactive place through which the firm markets itself and shares information with the customer on products, technologies and risks;</li> <li>. An interactive and multi-sensory place where the consumer immerses him/herself in the brand experience; and</li> <li>. A “cognitive and experiential place” where firms and consumers build a relationship and an emotional exchange occurs.</li> </ul> <p><b>Value co-creation leads to</b> (pg. 35):</p> <ol style="list-style-type: none"> <li>1. A new experience for the firm;</li> <li>2. A new experience for the customer;</li> <li>3. Potential value co-created for the firm; and</li> <li>4. Potential value co-created for the customer.</li> </ol>
Conclusion	<p>Temporary store create a unique place were customers and the brand can create a share experience. Through dialog and transparence of brand beliefs/values a trusting bond is created and the two groups are able to partake in a value co-creation</p>
Quote	<p>“Understanding and enhancing the customer’s experience is becoming a critical theme in the retail marketing agendas of academics and practitioners (pg. 25)”</p> <p>“It satisfies both the firm’s need to synthesize and share its brand values in an original way as well as the consumer’s need for experience and socialization. As the results suggest, the interaction within these stores fosters dialogue with the customer beyond simple knowledge and information-sharing and leads to the development of a value experience dense environment. The success of the Temporary Shops is intimately bound with the presence of the consumer(s), who fills it with his/her unique meaning as a co-builder and co-creator of that space (pgs. 34-35).”</p>

<p>Figures</p>	<div style="text-align: center;"> <p><b>Dialogue</b> Tools and policies developed at the point of sale to promote the development of conversation around a topic of interest and interaction.</p>  <p><b>Transparency</b> Physical and organizational support for correct and clear information. Tools, structures and actions that foster the assessment of risks/benefits by the customer.</p> <p><b>Access</b> Physical and organizational support for free and accessible information. Tools, structures and actions to foster the fruition and enjoyment of the proposal at the point of sale.</p> <p><b>Risk/Benefit</b> Physical and information support for the development of a win-win relationship. Tools, data, conversation and actions to allow the assessment of the proposal by the customer and by the company.</p> <p><b>Co-creation of value</b></p> </div> <p style="text-align: right; font-size: small;">The investigat blocks of the co-cr</p> <p><b>Source:</b> Adapted from Prahalad and Ramaswamy (2004b)</p>
<p>Further research</p>	<p>Check out <b>Consuming Experience</b> Carù and Cova 2007 (book)</p>
<p>Critique</p>	<p>Many of the sources cited in this article were in Italian so eliminating them for further review</p>
<p>Questions</p>	<p>The findings of this research suggests that consumers have more trust and are more likely to purchase products because of the personal connection made with the brand representatives. In the case of mobile retail trucks that are not tied to a larger brand with fixed locations will owners have trouble gaining customer trust? For example will customers have resistance toward patronizing a truck that won't be available to resolve after purchase issues like product quality and gift exchanges? How do truck owner's deal with these scenarios?</p> <p>“All of the Temporary Shops investigated here included a basic distinction between the point of sale and the socializing area. This attention to space design encouraged consumers to have a multi-sensory experience. The store setting and use of multimedia tools combined to build a dynamic space by enhancing the sensory dimension related to the brand and product culture (pg. 31).”</p> <p>→Most Mobile shops communicate with customers through many social media avenues, is this a similar example where the shop owners are creating several ways to interact with the shop even when they are not at the location.</p> <p>Some mobile retail shops actually construct temporary/seasonal Brick and Mortar locations. Example seen through Instagram, <b>lost girl vintage, the fashion lane</b>, and <b>retro 101</b>. What are the reasons/motivations for B &amp; M temporary shops?</p>

Wessel 2012

<p>Title</p>	<p><b>From Place to NonPlace: A Case Study of Social Media and Contemporary Food Trucks</b></p>
<p>Discipline of Author</p>	<p><b>Ginette Wessel</b> →</p>
<p>Author</p>	<p>Department of Architecture, University of California, Berkeley, CA</p>
<p>Location</p>	<p>San Francisco Bay Area</p>

Frameworks used	Nonplace theory
Sample	Social Media users-30 Non social media users-28 Food truck operators-8
Purpose	This research examines the communicative power on social media on the relationships individuals have with the urban environment
Research Questions	Why do food trucks activate particular urban sites? What municipal regulations confront food truck operators and to whom do these regulations most serve? What factors make these trucks highly desirable? What characteristics define the customer's demographics? Are food trucks a fad or are they a long-term economically stable outlet for food sales?
Methods	Case study Questionnaire with likert ranking questions and direct observation
Findings	<p>Social media allows for a shift in the importance of cities as hubs for communication and economic prosperity, now communities and markets can be formed with out a fixed central location and the exchange of goods and services will remain but now they can be mobile and spontaneous locations and schedules.</p> <p>Through new forms of communication conducted through social media outlets communities can be fostered without the need for a fixed location.</p> <p>There are apps that track the location of food trucks (pg. 516)</p> <p>33% of SMU found out about the trucks through social media</p> <p>There was not difference in the perception of park atmosphere between the 2 groups</p> <p>NSMUs ranked elements of vegetation and pedestrian activity higher</p> <p>SMUs ranked the visual appearance of the trucks higher Quality of food was very important to both groups</p> <p>Twitter has a strong influence on SMUs patronage all but on said they would have not gone to the park if not for the food tuck</p>
Conclusion	<p>The new food trucks are seen as trendy and hip by patrons, they can prompt a sense of community in public spaces. Truck operators find mobile businesses to be more rewarding then brick-and-mortar because the lower overhead cost allow for flexibility in schedules, and the ability to experiment with the food and business plan.</p> <p>City planners need to look beyond physical space of central areas for community building and for paces of congregation. With the use of social media platforms groups can organize and gather in more divers locations tat are spontaneously selected among virtual communities or networks.</p> <p>A sense of community is created among the truck operators and customers they feel more connected to their urban spaces as they participate in locating</p>

	<p>and eating at food trucks</p> <p>New communications technologies and social media outlets allow for new ways a community building in cities where the traditional need for proximity is no longer a central factor.</p>
Quote	<p>“the communicative power of information technology has the capacity to transcend limits of time and space and construct a new spatial and temporal order (pg. 527).”</p> <p>“Whether communication occurs between vendor and customer or vendor and vendor, these members develop a distinct collective identity as a community of users with similar interests (pg. 529).”</p>
Critique	<p>I find it a clear limitation that only patrons of the food truck that stayed in the part to eat were interviewed, this was half or less of the total patrons, I think that there is so much more potential unknown information that it is very difficult to give much weight to the conclusions that were drawn (the researcher does state this as a limitation).</p> <p>This research seems to me to be a bit of a stretch for the importance of place making from the two groups, social media users and non-social media users. I think it is much more interesting to see how their attitudes towards the food trucks differ or the frequency of their patronage of the trucks</p>
Look Further	Retail truck apps?
Questions	Food trucks have tracking apps, do these exist for mobile retail?

### Cohen 2013

Title	<b>Food truck vendors dig in for a piece of street turf against brick-and-mortar restaurants</b>
Author Discipline	<b>Cohen, D. L.</b> ABA (American Bar Association) Journal, 99(11), 13.
Summary	<p>This article chronicled Entrepreneur Greg Burke and his experience negotiation restriction in Chicago for his food truck.</p> <ul style="list-style-type: none"> <li>• Restriction favor B&amp;M, 200ft buffer around other restaurants eliminates many desirable section of downtown “<b>anti competitive practices</b> designed to protect brick-and-mortar (pg. 13)”</li> <li>• Most regulations were “established well before the advent of today's sophisticated <b>gourmet trucks</b>--many of which have culinary-trained chefs cooking on board--at a time when street food was limited to hot dogs, ice cream and pretzels (pg. 14).”</li> <li>• Restaurant owner argue that they have higher fixed cost and taxes/fees</li> </ul> <p>Mention of <b>Southern California Mobile Food Vendors Association</b> formed in 2010 to help inform food truck owners and to gain strength in numbers to influence updated regulations</p> <ul style="list-style-type: none"> <li>• SCMFVA has become a mobile for food truck associations across the US and has guided other truck owners in other cities navigate/change regulations</li> </ul> <p>Many truck owners are new entrepreneurs who do not have capital necessary for B&amp;M so opt for mobile truck→<b>Path to B&amp;M</b></p>



Pomodoro 2013

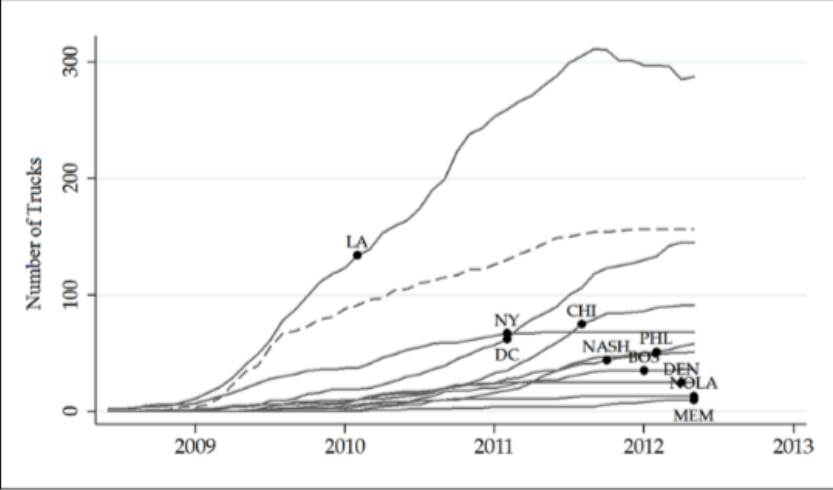
Title	<b>Temporary retail in fashion system: an explorative study</b>
Discipline of Author	<b>Sabrina Pomodoro</b> → Department of Consumer Behavior, IULM University, Milan, Italy
Location	Italy
Definitions From Author	"The temporary store is a store remaining open for a limited period of time, from a weekend up to one year, for a mean of one month (pg. 343)."
Sample	6 Temporary Stores open in Milan from April-September 2011
Purpose	To provided a preliminary typology for short-term fashion store in Italy
Methods	Qualitative exploratory study using grounded theory, in store observations , documents and materials, and photographs
Data Analysis	Data was coded and from similarities themes were formed
Findings	<p><b>Typologies:</b></p> <p><b>Concept Brand Store</b> (pgs. 347-348) Increase brand awareness and further develop brand image through memorable sensory experiences</p> <p><b>Community Store</b> (pg. 348) To reinforce existing emotional relationship the customer has with the brand. These shops facilitate "community and hangouts" with less emphasis on sensory experience, rather "socializing and leisuring together"</p> <p><b>Test Store</b> (pgs. 348-349) Test stores allow brand to try out new designs and markets with minimal monetary investments</p> <p><b>Sustainable Temporary Store</b> (pg. 349) Second hand, fair-trade shops and shops run by charity organizations have found temporary stores to be advantageous and cost</p> <p><b>Weapons for Guerilla marketing</b> (pgs. 344-345):</p> <ol style="list-style-type: none"> <li>1. Innovative</li> <li>2. Geographic location</li> <li>3. Time (centered around events)</li> <li>4. Exclusive of select merchandise</li> </ol>
Conclusion	Temporary shops can be a useful marketing strategy for many different types of retail brands, they can be used to build brand image, test new markets and create community, they are also advantageous for non-profit shops because they align with their ethical positions.
Quote	<p>"liquid modernity" (Bauman, 2000) redirect research away from the static structures of the modern world to a "liquefaction" of social structures, institutions, organizations. A shift occurs from a heavy and solid modernity as to a liquid, amorphous, fluid modernity, escaping and denying solidity, durability, fixity, permanence (pg. 341)."</p> <p>"As a result, mobility, liquidity and transience generate an obsession with novelty, which only the "plenitude of consumer choice" (Bauman, 2000, p. 89) can satisfy (pg. 341)."</p> <p>"Generally, for global fashion brands, the temporary store is aimed at increasing brand image, promoting new line and collections, in case by offering something limited, or else testing new international and strategic</p>

	<p>markets. On the other hand, for emerging and less prestigious brands, the temporary store is mostly used to get maximum visibility and test the market without a huge financial investment (pg. 344).”</p> <p>“The temporary store is then conceived not as a shop, but first of all as an event, which may be a themed night, an exhibition, a cocktail party, etc. Whatever the event is, the important thing is to provide an exciting and personalized experience. Thus, we can say pop-up stores fit in with the consumer demand for immediate gratifications, as well as the brand need for distinguishing itself in crowded markets (pg. 344).”</p> <p>“...the typical visitors of temporary retail are consumers demanding for novelty and seeking for unusual ways (pg. 344).”</p> <p>“Fashion brands choose also the formula of mobile pop-up stores – buses, kiosks, equipped vans – which move around to different locations. The strength of this format is to meet visitors in the streets, which become meeting places for consumers (pg. 345).”</p>
Questions	<p>This actually mentions mobile retail but in this case as an extension of existing brand. Could these typologies be applied to mobile retail?</p> <p>Was the novelty of mobile retail an aspect that sparked your interest?</p>

### Esparza 2013

Title	<b>Trade associations and the legitimization of entrepreneurial movements: Collective action in the emerging gourmet food truck industry</b>
Discipline of Author	<p><b>Nicole Esparza</b> → is an assistant professor at the University of Southern California Sol Price School of Public Policy. Her research focuses on social networks and collective action in the nonprofit sector. Her current projects include social movement dynamics in the affordable housing field and homeless services.</p> <p><b>Edward T. Walker</b> → is an assistant professor of sociology at the University of California, Los Angeles. His research interests include social movements, political sociology, and organizational theory. He is the author of <i>Grassroots for Hire: Public Affairs Consultants in American Democracy</i> and coeditor (with Caroline Lee and Michael McQuarrie) of <i>Democratizing Inequalities</i>.</p> <p><b>Gabriel Rossman</b> → is an associate professor of sociology at the University of California, Los Angeles. His research interests include the production of culture and economic sociology. He recently published <i>Climbing the Charts: What Radio Airplay Teaches Us About the Diffusion of Innovation</i> (Princeton University Press, 2012).</p>
Location	USA (11 cities with food truck associations)
Definitions From Other Source	<b>Trade associations</b> are voluntary membership associations with organizational members that arguably strive to restrain competition within their industry and serve as gatekeepers within their domain (e.g., Aldrich, Zimmer, Staber, & Beggs, 1994; Spillman, 2012). (pg. 145S)
Sample	11 cities with food truck associations across the US
Purpose	To further understand how local trade associations in the emerging gourmet food truck industry help to reduce uncertainty and augment industry legitimacy.
Research Questions	What is the role of trade associations in the emerging food truck industry?
Findings	Through changes in food truck data bases the researchers are able to show the growth of gourmet food trucks starting in LA after the economic downturn in 2007 coupled with the abundance of discarded lunch truck. Struggling chefs regrouped

	<p>and transformed these trucks into flashy new mobile eateries with unique and quality food.</p> <p>The researchers suggest that trade associations facilitate the growth of the burgeoning gourmet food truck industry by advocating for the necessary considerations need to promote innovation.</p> <ul style="list-style-type: none"> <li>• As a group food truck owners can act collectively as they deal with negotiating regulations and conflicts with brick-and-mortar establishments</li> <li>• As a group food truck owners are able to come together to develop a collective identity and also a support network.</li> <li>• Working together food truck owners are able to establish a set of guidelines for working alongside each other, internal conflict resolution and they may be able to leverage discounts of other perks as a larger collective.</li> </ul> <p>Twitter is a game changer for the mobile food industry. Previously food trucks would stick to a regular schedule at one or a few locations, now with up to the minute notifications communication with customer they are able to act spontaneous</p> <p>Twitter allowed for food truck owner to make a connection with customers, as they continued to follow truck they became fans. Truck owner are able to reach out to their fans for support in changing regulations and promoting the growth of the industry.</p> <p>Regulations differ from city to city and across different states, this creates challenges for the food truck movements as a whole. Local associations are still able to use each other as resources and support, often chapters will reach out to each other on twitter. The LA food truck association was the first established and is used as a model for many of the other local chapters across the country.</p> <p>Many local association focus on restrictive zones, it is difficult to have the same goals across associations because each has different needs based on the regulations they have to work with</p>
Conclusion	<p>The researchers believe that trade associations are very important to legitimate an emerging industry, as an official group forms they are able to define what the new industry is and together grow the industry.</p> <p>The researcher suggests several propositions for understanding trade associations in insurgent industries:</p> <ul style="list-style-type: none"> <li>• Trade associations for insurgent or disruptive industries will largely be oriented around conflict with incumbents.</li> <li>• Trade associations in social-movement-like industries will have much greater capacity than other industries to mobilize public support through social media.</li> </ul> <p>3a. Trade associations in “high status” fields will use awards to achieve sociopolitical legitimacy.</p> <p>3b. Trade associations that organize awards will increase social cohesion and solidarity in their fields.</p> <p>4. Trade associations are more likely to form in nascent industries that experience conflict over the commons, broadly construed.</p>

Quote	“The pace of such a transformation has been breathtaking, as the new field combines a well-worn cultural repertoire of American cuisine merged with motor transportation (pg. 156S).”
Figures	<p><i>Esparza et al.</i> <span style="float: right;">147S</span></p>  <p><b>Figure 1. Growth of gourmet food trucks and their trade associations.</b>  Note. Labels are placed at the time a metro formed an association. BOS = Boston, CHI = Chicago, DC = Washington DC, DEN = Denver, LA = Los Angeles, MEM = Memphis, NASH = Nashville, NOLA = New Orleans, NY = New York, PHL = Philadelphia. San Francisco is shown as a dashed line with no label as it still has no association.</p>
Further research	<ul style="list-style-type: none"> <li>• How are other new industries leveraging (or not) trade associations to further their legitimacy/growth?</li> <li>• Do trade associations limit heterogeneity in new industries as they promote more mainstream ideas rather than the most innovative?</li> <li>• How do key associations influence collective identity on a national scale (for example the LA food truck association)?</li> <li>• The gourmet food truck industry in new members are very active in their local trade associations, will this level of involvement change as food trucks become more mainstream?</li> </ul>
Critique	This is a very interesting article that illustrates the growth of the gourmet food truck movement. It is interesting that this started in LA and so did AMRA.
Questions	<ul style="list-style-type: none"> <li>• How has the LA chapter of the mobile retail truck association influenced the subsequent chapters and the formation of the AMRA?</li> <li>• Do mobile retail truck owners find membership in AMRA and local trade organizations beneficial? Why/why not?</li> </ul>
Look into	<p>****The researcher layout how they compiled data to create a list of food trucks (pgs. 146S-147S, 157S-158S)</p> <p>****Interesting: the first food truck association started in LA in Jan 2010. First mobile retail truck association in LA 2011.</p>

Picot-Coupey 2013

Title	The pop-up store as a foreign operation mode (FOM) for retailers
Discipline of Author	<b>Karine Picot-Coupey</b> → Graduate School of Management (IGR-IAE), University of Rennes 1, Rennes, France
Location	France

Definitions From Other Source	<p><b>Retail FOMs</b> refer to the “means by which retailers establish an operational presence in non-domestic markets” (Alexander, 1997, p. 278).</p> <p><b>Definition and features of a pop-up store.</b> A pop-up store is a temporary and short-term retail space that deliberately springs up and then closes rapidly (Kim et al., 2010; Surchi, 2011).</p>
Sample	13 companies, (16 interviews)
Purpose	To investigate the choice of the pop-up store as a FOM and its role in the retail internationalization process.
Research Questions	<p>RQ1. What are the characteristics of a pop-up store as a FOM?</p> <p>RQ2. What are the motivations for choosing it?</p> <p>RQ3. How does the pop up store as a FOM contribute to a retail store network’s internationalization process that is complicated and multi-faceted?</p>
Methods	Qualitative multi-case study. Purposeful sampling. Data collection, semi-structured interviews, secondary data, site visits
Findings	<ul style="list-style-type: none"> <li>. The goal of pop-up shops was to introduce the brand to foreign customers. However in contrast to previous research these shops were not always located in high traffic locations, sometimes they were in more unsuspected places (pg. 655).</li> <li>. The store design needed to be special and communicate the brand culture in a unique way (pg. 655).</li> <li>. Some shops set up n a strategic way because they planed to quickly transform into a permanent store (pg. 655).</li> <li>. Pop-up shops are unique so they can get a boost through media coverage, but they are often promoted through word-of-mouth (pg. 656)</li> <li>. When the shopping experience feels like an “event” customers respond well (pg. 666).</li> </ul> <p><b>Motivation 1.</b> Testing and adapting the brand and the retailer’s concept to foreign consumers who are unfamiliar with (pg. 656).</p> <p><b>Motivation 2.</b> Raising and sustaining the international profile of a retail brand (pg. 661).</p> <p><b>Motivation3.</b> Developing relationship networks with stakeholders in foreign markets (pg. 661).</p>
Conclusion	Like pop-up shops in general there is very little research on the topic of pop-up shops for foreign operations modes (pg. 644). Pop-up shops can be advantageous at the, “entry and expansion stage” for brands seeking foreign markets (pg.644).
Quote	<p>“Without an official list of retailers operating pop-up stores in foreign markets, the case-study companies were selected from a database that has been built up by the author since 2007, based on a systematic review of newspaper articles, internet alerts and retailer web sites (pg. 652)”</p> <p><b>(wording)</b></p> <p>“Above all, finding the right neighborhood or store location is critical to ensuring the success of a pop-up operation (pg. 665).”</p> <p>“...retailers have opportunities for innovative interior and exterior store design as well as creative merchandising in order to express distinctive brand values and offer consumers unique and memorable experiences (pg. 665).”</p>
Critique	Very systematic research and lit review → <b>Great research example</b> <b>Look at table for examples!!</b>

Look Up	The Japanese high-end fashion brand Comme Des Garçons is often presented as the initiator of the international pop-up store trend, as it opened its first store of this type in 2004 in an old warehouse in former East-Berlin for a period of just one year (pgs. 643-644)
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#### Faw and Tuttle 2014

Title	<b>Mobile Food Trucks: California EHS-Net Study on Risk Factors and Inspection Challenges</b>
Author Discipline	<u>Brenda Vanschaik Faw &amp; Joyce L. Tuttle</u> → <b>project coordinators for the California EHS-Network (Environmental Health Specialists Network, part of CDC)</b>
Summary	<p>The researchers conducted a study of 95 food trucks in California, “to identify risk factors associated with mobile food trucks and the challenges associated with inspecting these types of food operations (pg. 36).” They state that new food trucks with complex menus have been on the rise across the US since 2008, these establishments are popular with customers and they anticipate further growth in the. However the mobile nature of food truck makes health inspection during operation nearly impossible because unpredictable locations are costly and time consuming to track. Ninety of 95 trucks in the study had at least 1 health violation.</p> <p>The researchers conclude that gourmet food trucks create complex menus and need to be held to the same standards as brick-and-mortar locations, but do to their mobile nature regulation will be time consuming and expensive.</p>

#### Martin 2014

Title	<b>Food fight! Immigrant Street Vendors, Gourmet Food Trucks and the Differential Valuation of Creative Producers in Chicago: Differential valuation of immigrant and “gourmet” vendors in Chicago</b>
Discipline of Author	<u>Nina Martin</u> → Department of Geography, University of North Carolina at Chapel Hill
Location	Chicago
Definitions From Other Source	“‘peddler’ (City of Chicago, 1990: Section 4-244-020): ‘any individual who, going from place to place, shall sell, offer for sale, sell and deliver, barter or exchange any goods, wares, merchandise, woods, fruits, vegetables or produce from a vehicle or otherwise’ (pg. 1870).”
Sample	Immigrant vendors in 2005 & 2013 Food truck operations in 2013
Purpose	Immigrant street food vendors struggle and are regulated against while new fancy food trucks make quick headway, why?
Research Questions	<p>How is a creative city produced?</p> <p>How are the tools of local regulations used to produce and promote creativity?</p> <p>Whose creativity is legitimized, and whose is deemed unworthy of the term ‘creative’?</p>
Methods	<p>Focus group interview with 20 immigrant vendors 2005</p> <p>Open-ended interview with 18 vendors as they worked on the street 2005</p> <p>Survey of 102 street vendors 2005</p> <p>17 interviews with street vendors in 2013</p> <p>6 gourmet food truck vendors interviews 2013</p> <p>Relevant newspaper articles 1990-2012</p>

Conclusion	<p>“The case of street vending and food trucks shows how a city government unevenly distributes the right to the city through its regulatory powers. The right of the chefs and their customers to use the city for their economic gain and symbolic production is acknowledged more leniently (though still to a limited extent, owing to conflict with restaurateurs) than that of the immigrant vendors (pg. 1881).”</p>
Quote	<p>“Food trucks are presented as hip and cool, contributing to the consumption practices of young professionals (pg.1868).”</p> <p>“the creativity of the food truck operators is viewed by politicians as an exciting contribution to the street life of Chicago. The immigrant street vendors, by contrast, are viewed as a threat to public health, and a cause of traffic congestion and street litter (pg. 1871).”</p> <p>“In Chicago, the food truck movement is partly a product of the recession beginning in 2008. High-end restaurants faced slowdowns, causing some to close, lay off staff and seek new business opportunities (pg. 1873)”</p> <p>“Eating out at unique restaurants is a key part of the lifestyle and conspicuous consumption choices of this demographic, and food trucks are the latest fad. Therefore, food trucks are represented as important to Chicago’s status as a creative city (pg. 1874).”</p> <p>“The failure to pass a new ordinance is partly a result of the inability of vendors themselves to build a united front (pg. 1876).”</p> <p>“since the start of the Great Recession in 2008 the decline in jobs in manufacturing and services has led to even more workers trying their hand at street vending (pg. 1877).”</p> <p>“Women frequently work as street vendors because of the flexibility it affords in terms of childcare (pg. 1878)”</p> <p>“Street vending affords these workers greater control over the terms of their employment, which has many benefits. These include setting their own hours, deciding what to sell and selecting a location (pg. 1878.)”</p> <p>“While vendors have tried to represent themselves as hard-working entrepreneurs, the city has largely represented them as importing backwards economic practices from the developing world that pose a health risk to the public, and as tax evaders (pg. 1879)”</p> <p>“The gourmet food truck movement presents a foil to the immigrant vendors. While both are engaging in similar behavior, namely selling food on the street, their reception by aldermen could not be more different. The chefs are seen as trained professionals contributing to Chicago’s status as a world-class food destination and energizing the creativity of the city (pg.1880)”</p>
Questions	<p>There is a difference in local acceptance between gourmet food trucks and immigrant street vendor is their a similar difference with the new emerging mobile boutiques and other mobile retail/street vending?</p>

Anenberg 2015

Title	<b>Information technology and product variety in the city: The case of food trucks</b>
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Discipline of Author	<b>Elliot Anenberg</b> → Economist, Federal Reserve Board of Governors Research Fields: Applied Microeconomics, Urban Economics, Real Estate, Industrial Organization, and Public Economics <b>Edward Kung</b> → Assistant Professor UCLA Economics, Applied Microeconomics, Public Finance, Finance, Urban/Regional
Location	D.C.
Sample	200 truck in D.C. area that use twitter (189,550 tweets) From Sept. 2009-Aug. 2013 Data from Google trends search terms related to <u>smart phone</u> and <u>food truck</u>
Purpose	What impact does information technology have on food trucks
Research Questions/	<ul style="list-style-type: none"> <li>• Does access to information technology increase food truck patronage?</li> <li>• Can information technology reduce spatial frictions?</li> <li>• Do food trucks use information technology to capitalize on customers desire for variety?</li> <li>• Will food trucks increase overall food expenditures away from home?</li> </ul>
Methods	The twitter feeds of 200 trucks who use twitter were collected The tweets were analyzed for reason/time/frequency of communication
Findings	<p><b>The internet:</b></p> <ol style="list-style-type: none"> <li>1. Can supply people outside the city with city amenities, goods and services previously limited to those in the city</li> <li>2. Can help people in the city navigate all the available amenities for quality and to find their particular interests → This can both keep people aligned to people and activities within their own narrow interests <b>OR</b> bring people from diverse groups together to experience new things (pg. 60-61).</li> </ol> <ul style="list-style-type: none"> <li>• 38% of tweets contain location information</li> <li>• 69% of the days that a truck tweets there will be a location mention in one or more of the tweets</li> <li>• 2.3% of tweets indicate change of plan → the Researchers say that this implies that 1 out of 13 times there would be a change of plan, (possible even more frequently) The findings from their tweet analysis illustrated the high level of uncertainty with location and shows that twitter helps to mitigate customer risk or disappointment, “food trucks use Twitter to communicate the realization of locational uncertainty and that the degree of locational uncertainty is significant (pg. 65).” And “real-time updating of locational uncertainty is important (pg. 65)”</li> <li>• on average trucks visited 8 different locations with 2 being the least and 37 is the highest number of locations visited</li> <li>• A truck is least likely to visit a location that they visited recently and even less likely to visit the locations from the day before. There are patterns of visiting the same location 7, 14, and 21 later showing patterns to truck schedules</li> </ul>
Conclusion	<p><b>Five implication of technology and food trucks</b></p> <ol style="list-style-type: none"> <li>1. <i>Markets with greater access to information technology will have more food trucks.</i></li> <li>2. <i>The effect of technology should be stronger in markets with higher spatial frictions. While we do not model the source of the spatial friction, in practice one might expect these frictions to be higher in dense, congested areas.</i></li> <li>3. <i>Once information technology is available, food trucks will use it to communicate location information.</i></li> <li>4. <i>Food trucks will be less likely to choose recently visited locations in order to capitalize on consumer taste-for-variety.</i></li> </ol>



	<p>5. <i>Expenditures on food away-from-home (i.e. not the outside option) will be higher when more food trucks are in operation.</i></p> <p>Increases access to smartphones has coincided with the proliferation of food trucks. Having up-to-the-minute location information lowers the “special friction” allowing customers to make well-informed decision about the food trucks they want to visit and helps to avoid the disappointment of no-show and the hassle of location changes. Customers want variety when it comes to patronizing food trucks the results show a financial loss for truck on the second consecutive day in the same location. Food trucks add to the over all variety for dining in location heavy with B&amp;M restaurants, but even more in areas where B&amp;M locations were sparse. Food truck did not take away business form B&amp;M rather the expenditures on food away from home went up.</p> <p>The authors credit mobile technology for allowing food trucks to grow into the phenomenon they have become</p>																																	
Quote	<p>“The emergence of mobile communication technology is often cited as an explanation for the recent food truck phenomenon (pg. 62)</p> <p>“The benefit to being able to serve different locations is that consumers have a taste-for-variety in their day-to- day food consumption and so the food truck can avoid customers which have already been served recently (pg. 62).”</p> <p>“technology increases the profitability to operating as a food truck, and can push it from below brick-and-mortar to above brick-and-mortar for some parameter values (pg. 65).”</p> <p>the proliferation of new information technologies should increase the size of the food truck industry because it increases the profitability of the food truck business model (pg. 65).</p>																																	
Figures	<p style="text-align: right;"><i>E. Anenberg, E. Kung / Journal of Urban Economics 90 (2015) 60-78</i></p> <p style="text-align: right;">63</p> <table border="1"> <caption>Estimated data from Figure 1</caption> <thead> <tr> <th>Year</th> <th>Food Truck Industry Rev. (\$mil)</th> <th>iPhone Sales Rev. (\$mil)</th> </tr> </thead> <tbody> <tr><td>2003</td><td>950</td><td>-</td></tr> <tr><td>2004</td><td>970</td><td>-</td></tr> <tr><td>2005</td><td>980</td><td>-</td></tr> <tr><td>2006</td><td>990</td><td>-</td></tr> <tr><td>2007</td><td>1000</td><td>2000</td></tr> <tr><td>2008</td><td>1050</td><td>4000</td></tr> <tr><td>2009</td><td>1150</td><td>6000</td></tr> <tr><td>2010</td><td>1300</td><td>10000</td></tr> <tr><td>2011</td><td>1450</td><td>18000</td></tr> <tr><td>2012</td><td>1500</td><td>22000</td></tr> </tbody> </table> <p>Fig. 1. Annual U.S. food truck revenue and iPhone sales. Notes: This figure shows food truck industry revenue and Apple iPhone sales revenues from 2003 to 2012. Source: Samadi (2012).</p>	Year	Food Truck Industry Rev. (\$mil)	iPhone Sales Rev. (\$mil)	2003	950	-	2004	970	-	2005	980	-	2006	990	-	2007	1000	2000	2008	1050	4000	2009	1150	6000	2010	1300	10000	2011	1450	18000	2012	1500	22000
Year	Food Truck Industry Rev. (\$mil)	iPhone Sales Rev. (\$mil)																																
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2012	1500	22000																																
Critique	<p>This article did a good job of illustrating the parallel of smart phone technology and the proliferation of food trucks. More in depth research is still need to learn more about the phenomenon it is possible that some of the tweets could have been taken out of context without further knowledge of particular trucks and individual situations.</p>																																	
Look into	<p>Is it possible to do a Google tem frequency search for retail trucks (pg. 61)?</p>																																	

	<p>→<b>Google Trends</b> is a data service provided by Google that measures the level of search activity for a particular search term in a particular metro area, relative to all searches in that metro area. Thus, one can think of a Google Trends index for food trucks as a proxy for the size of the food truck industry in a city normalized by the city's population level (pg. 62)</p>
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#### Erickson 2015

Title	<b>Food Safety Risk of Food Trucks Compared with Restaurants 2015</b>
Author Discipline	<b>Angela C. Erickson</b> →senior research analyst at the Institute for Justice, where she works with the strategic research team conducting original social science research
Summary	<p>Previous research on the safety of food truck did not compare food truck safety to B&amp;M food safety. To create context for violations this study compares the <b>mobile/B&amp;M food violations</b> in 7 cities.</p> <p>The researchers suggest that it is people perception not fact that food trucks are not safe, also B&amp;M may try to feed this perception to keep regulation in their favor</p> <p>This study of 11,585 mobile vendor inspection reports and 183,102 B&amp;M inspection reports showed in 6 of the 7 studies that mobile vendors in fact had significantly less violations and it cities where violation degree was documented this area was less too. One city did not report a significant difference in violations between B&amp;M and mobile vending.</p> <p>The researcher suggest that the types of violations incurred by mobile vending should inform inspections protocol to address the more frequent problems</p>

#### Wessel 2015

Title	<b>Revaluating urban space through tweets: An analysis of Twitter-based mobile food vendors and online communication</b>
Discipline of Author	<p><b>Ginette Wessel</b> University of California, Berkeley, USA          Doctoral candidate→intersections of information technology and urban environments using human-centered and data-driven approaches</p> <p><b>Caroline Ziemkiewicz</b> Aptima, Inc., USA          researches visualization and cognition-driven visual analytics</p> <p><b>Eric Sauda</b> University of North Carolina at Charlotte, USA          Professor of Architecture and Director of the Digital Arts Center</p>
Location	Charlotte NC
Definitions From Author	<b>New wave vendors</b> are defined by their high-quality and often high- priced food served in stylishly branded and fully equipped catering trucks to patrons desiring a new type of outdoor food experience (pg. 3).
Sample	6 mobile food vendors
Purpose	To interpret emerging relationships among online communication and urban settings.

	It is important for planners to further understand the role digital communications has on daily spatial use current methods and frameworks need to be reevaluated to maintain relevance
Research Questions	How does information technology inform social practices in urban space and what new spatial and temporal relationships develop as a result?  How can we develop an accurate description of emerging activities in cities that combines real-time data with more qualitative forms of urban analysis?
Methods	Mixed Methods Qualitative → participant observations and interviews Quantitative → topic modeling and frequency analysis of tweets
Findings	Food trucks have increased since economic downturn of 2008 <ul style="list-style-type: none"> <li>• Low cost of startup</li> <li>• Loose regulations</li> <li>• Ease of social media communication</li> </ul> Professional chefs and gourmet food have lifted the stigmas associated informal street vendors of the historic “Roach Coaches giving New wave food trucks a new set of affluent customers  Social media platforms and GPS apps allow food trucks to communicate up to the minute locations and events with customers  New street vendor foster community in the neighborhoods that they sever, increasing access to food and creating jobs  New wave food trucks are able to use twitter to advertise upcoming events and accurately predict customer turnout prior to events.  While vendors schedules are flexible they tend to maintain a regular schedule at various locations with the addition of “special” one time events  Special events typically have many more tweet promotions than regularly scheduled appearances
Conclusion	Mobile food trucks can be very nimble and respond to customers shifting locations with “just in time” food delivery Twitter and other mobile communications platforms allow mobile food vendors to reach customers who are not connected spatially and beyond traditional word-of-mouth communication. Off beat locations are able to draw crowds that previously allocated to main street
Quote	“contemporary vendors use information technology to generate impromptu social settings in unconventional and often underutilized spaces (pg. 1).”
Critique	This article is very relevant to my research even though this researcher is more concerned with the interplay of communication technology and urban development and finding new methods for planners to research and plan urban spaces with the influence of mobile communication rather than the phenomenon of food trucks. It will be interesting to see if the retail operators use twitter and other social media in similar or different way for customer engagement

Title	<b>The Cost of Creativity: An Economic Analysis of Mobile Vending Regulations</b>
Discipline of Author	<b>Nora Wong</b> → Post-Graduate Fellow, New York City Law Department, Office of the Corporation Counsel.
Location	LA and NYC
Purpose	First, to show why regulations are important to maintain order in cities and to protect vulnerable populations. Second, to show how cities and mobile food vendors can work together for mutual benefits creating regulations that uphold order and safety as well as allow for entrepreneurial innovations.
Findings	<p><b>Why regulations are in place:</b></p> <ul style="list-style-type: none"> <li>• To protect vulnerable populations from exploitation</li> <li>• To protect vulnerable populations from health risks</li> <li>• Maintain order in congested areas of the city</li> <li>• To manage parking</li> <li>• To prevent an increase in pollution</li> <li>• Ensure mobile vendors don't have unfair advantage over or hurt B&amp;M</li> </ul> <p><b>Argument for Mobile vending (Food Trucks):</b></p> <ul style="list-style-type: none"> <li>• Increase tourism and boost overall economy</li> <li>• Stimulate growth in the city with new novel trends</li> <li>• Promote a city as creative→ Fun and innovative</li> <li>• Serve underserved populations because greater ability to access off beat areas</li> </ul> <p><b>Problem:</b> New food trucks are outside the box and don't fit the traditional street vending structure. It is expensive and time consuming for a city to have regulations that tailor to the nuances of each individual establishment so they often opt for blanket regulations that speed up the inspection/licensing process. In turn the new truck have a hard time thriving in the confines of current regulations</p> <p><b>What should truck owners do?:</b></p> <ul style="list-style-type: none"> <li>• Voice their ideas for new regulation proposals</li> <li>• Have a clear understanding of current regulations to use as a "roadmap for negotiation," challenge the local government on outdated or overreaching regulations that inhibit entrepreneurial advancement (pg. 13).</li> </ul>
Conclusion	There is a tricky balance between blanket regulations at a low cost that squander entrepreneurial innovations and the high cost of tailored regulations (case by case) that allow for new innovations to flourish. Cities need to determine if the benefits brought in by new innovative food trucks outweighs the expense of updating regulations or taking a more costly approach of individualized inspections.
Quote	"local governments and mobile food vendors have a range of complementary interests that extend from preserving the tradition of vending to educating the entrepreneurs of tomorrow. All of these interests are reasons to believe that local governments and vendors can work together to tailor regulations."

Critique	<p>This article is very interesting because it brings to light why some regulations exist and the expense to change them, rather than the idea that cities just don't want to innovate.</p> <p>Wong did not discuss regulation affecting non-food mobile vendors</p>
Questions	<p>What sort of regulation obstacles have you come up against?</p> <p>Have you been able to influence your local government to update/modify regulations?</p> <p>Are you able to work with local city offices?</p> <p>How does your city deal with/ perceive retail trucks, favorable or not?</p>
Look into	<p>The paper mentioned The City Vendor Review Panel In NYC as the authority that regulates food vendors. I wonder what their relationship is with mobile retail and also what similar agencies exist in other cities</p>

## APPENDIX 6

### Mobile Retail Truck Database Collected by the Researcher

\*Source: Findafashiontruck.com (FFT) American Mobile Retail Association(AMRA) Social Networking Sites (SNS)

\*\*Region designated from the US census

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
Frou Frou Mobile Boutique	Frou Frou specializes in women's and girls boutique-brand clothing and accessories while helping you to pull together your personal style. My vision is to offer fun, hip, and trendy clothing and accessories for the busy mom or woman in a very fun and convenient	Alabaster	AL	East South Central	<a href="http://facebook.com/iheartfroufrou">http://facebook.com/iheartfroufrou</a>	<a href="https://instagram.com/iheartfroufrou/">https://instagram.com/iheartfroufrou/</a>		FFT
Birmingham Fashion Truck	Birmingham Fashion Truck specializes in the latest trends in women's apparel and accessories.	Birmingham	AL	East South Central	<a href="https://www.facebook.com/BirminghamFashionTruck">https://www.facebook.com/BirminghamFashionTruck</a>	<a href="http://instagram.com/bhmfashiontruck">http://instagram.com/bhmfashiontruck</a>	<a href="https://twitter.com/BHMFashionTruck">https://twitter.com/BHMFashionTruck</a>	FFT
Wink Mobile Boutique	Wink Mobile Boutique features clothing and accessories at affordable prices for women on the go!	Birmingham	AL	East South Central	<a href="https://www.facebook.com/winkmobileboutique">https://www.facebook.com/winkmobileboutique</a>			FFT
The Ditsy Daisy	The Ditsy Daisy is a mobile boutique in Chelsea, Alabama that sells women's clothing & accessories.	Chelsea	AL	East South Central	<a href="https://www.facebook.com/TheDitsyDaisy/timeline">https://www.facebook.com/TheDitsyDaisy/timeline</a>	<a href="http://instagram.com/TheDitsyDaisy">http://instagram.com/TheDitsyDaisy</a>		FFT
Little Bit's Vintage	Little Bit's Vintage is a woman-owned, small business based in Huntsville, Alabama.	Huntsville	AL	East South Central	<a href="https://www.facebook.com/littlebitstvintage">https://www.facebook.com/littlebitstvintage</a>			FFT
Bottega Collection Women's Boutique	Bottega Collection is a mobile boutique in Mobile, AL. The boutique sells contemporary women's clothing and focuses on empowering ladies to 'Be the Light' while wearing the latest styles.	Mobile	AL	East South Central	<a href="https://www.facebook.com/bottegacollection">https://www.facebook.com/bottegacollection</a>	<a href="https://www.instagram.com/bottegacollectionboutique/">https://www.instagram.com/bottegacollectionboutique/</a>	<a href="https://twitter.com/bottegaco">https://twitter.com/bottegaco</a>	FFT
Blonde Grasshopper	We carry all the latest boutique styles for women of all sizes...Even the little ones!! We strive to give you the best service	Montgomery	AL	East South Central	<a href="https://www.facebook.com/BlondeGrasshopper/">https://www.facebook.com/BlondeGrasshopper/</a>			FFT
The BeYOUtiful Boutique	The BeYOUtiful Boutique on Wheels is Montgomery's first fashion truck. We love all things vintage and all things that sparkle	Montgomery	AL	East South Central	<a href="https://www.facebook.com/pages/BeYOUtiful-on-">https://www.facebook.com/pages/BeYOUtiful-on-</a>		<a href="https://twitter.com/byouon">https://twitter.com/byouon</a>	FFT

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
	as well as YOUNIQUE fashion finds for those who embrace creativity and fun. Book us for a private party, special event or a personal shopping experience.				<a href="https://www.facebook.com/Wheels/1564020263817865">Wheels/1564020263817865</a>		wheels,bYOUonwheels,	
Ritzy Mobile Boutique	Ritzy Boutique is a classy, chic boutique that loves to bring you expensively stylish fashion at an affordable price. Ritzy Boutique is for every women who dares to be grand, elegant, posh, high-class, luxurious.....RITZY!!	Benton	AR	West South Central	<a href="https://www.facebook.com/pages/Ritzy-Boutique/123365817838420?sk=timeline">https://www.facebook.com/pages/Ritzy-Boutique/123365817838420?sk=timeline</a>	<a href="http://www.instagram.com/ritzyboutique">http://www.instagram.com/ritzyboutique</a>	<a href="http://www.twitter.com/ritzy_boutique">http://www.twitter.com/ritzy_boutique</a>	FFT
Freckles & Sunshine	Freckles & Sunshine is a mobile boutique on a mission to help you find something lovely, give back to the community and SHINE from the inside out!	Cave Springs	AR	West South Central	<a href="https://www.facebook.com/frecklessunshine">https://www.facebook.com/frecklessunshine</a>		<a href="https://twitter.com/FrecklesInfo">https://twitter.com/FrecklesInfo</a>	FFT
Trinity Simone Mobile Boutique	Trinity Simone is Arkansas's first fashion truck!!!	Little Rock	AR	West South Central	<a href="https://www.facebook.com/trinity.simone.boutique">https://www.facebook.com/trinity.simone.boutique</a>	<a href="https://www.instagram.com/trinity_simone_boutique/">https://www.instagram.com/trinity_simone_boutique/</a>	<a href="https://twitter.com/trinity_simone">https://twitter.com/trinity_simone</a>	FFT
Lavish Lifestyle Boutique	{Lavish} is the place to shop for all the fun, trendy styles, without the boutique price! All of our clothing is priced under \$40, and we carry sizes S-3X.	Russellville	AR	West South Central	<a href="https://www.facebook.com/LavishYou">https://www.facebook.com/LavishYou</a>	<a href="http://instagram.com/lavishyou#">http://instagram.com/lavishyou#</a>	<a href="https://twitter.com/Lavish_You">https://twitter.com/Lavish_You</a>	FFT
The Pink Cadillac	Located in the plush Sonoran foothills of historical Cave Creek, the Pink Cadillac offers an eclectic collection of designer apparel, accessories, boots, jewelry and more to enhance your particular personality and flair. Keeping the inventory fresh makes your experience with us unique and fun while offering some of the hottest lines which are similar to what you would find at any upscale boutique but at far better prices.	Cave Creek	AZ	Southwest	<a href="https://www.facebook.com/pages/Pink-Cadillac-Boutique/131874910189918?fref=ts">https://www.facebook.com/pages/Pink-Cadillac-Boutique/131874910189918?fref=ts</a>			FFT
Girlfriends Bikinis	Girlfriends Bikinis is a mobile boutique in Arizona that sells swimwear and accessories.	Lake Havasu	AZ	Southwest	<a href="https://www.facebook.com/GIRLFRIENDSBIKINIS">https://www.facebook.com/GIRLFRIENDSBIKINIS</a>		<a href="https://twitter.com/girlfriendsxoxo">https://twitter.com/girlfriendsxoxo</a>	FFT
The Pink Trailer	The Pink Trailer is a mobile boutique in Mesa, Arizona.	Mesa	AZ	Southwest	<a href="https://www.facebook.com/ThePinkTrailer">https://www.facebook.com/ThePinkTrailer</a>			FFT
Bati'Mamselle Boutique	provides stylish, affordable clothing for everyone; all shapes and sizes.	Phoenix	AZ	Southwest	<a href="https://www.facebook.com/BatiMamselleBoutique">https://www.facebook.com/BatiMamselleBoutique</a>			FFT

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
Duchess Boutique & Makeup Artistry	Duchess Boutique & Makeup Artistry a traveling pop up shop and makeup artistry right at your front door or event!	Phoenix	AZ	Southwest	<a href="https://www.facebook.com/pages/Duchess-Boutique-Makeup-Artistry/14554203894124">https://www.facebook.com/pages/Duchess-Boutique-Makeup-Artistry/14554203894124</a>	<a href="https://instagram.com/duchessboutique/">https://instagram.com/duchessboutique/</a>		FFT
Flutterbye Unique Boutique	Flutterbye Unique Boutique is a Mobile Fashion Truck in Phoenix, Arizona that specializes in ethically made and cruelty free women's fashion along with hand crafted jewelry.	Phoenix	AZ	Southwest	<a href="https://www.facebook.com/Flutterbye-Unique-Boutique-1642413255975336/">https://www.facebook.com/Flutterbye-Unique-Boutique-1642413255975336/</a>			FFT
Kiss n Make Up Parlour	The Kiss N Makeup Parlour Specializes in Hair and Makeup services on the go for parties, corporate events, workshops, hen nights, weddings, photo shoots and private parties. My Mobile Beauty Parlour is within a Vintage 1961 Airstream equipped with everything needed for any service for your special event!! Its retro chic atmosphere can park outside your driveway and service you steps away from your home with out having to invade your home.	Rio Rico	AZ	Southwest	<a href="https://www.facebook.com/TheKissNMakeupParlour?ref=hl">https://www.facebook.com/TheKissNMakeupParlour?ref=hl</a>			FFT
Blackstop Boudoir by Paris Montana	Paris Montana started as an over-the-top bohemian jewelry flea market showcased in a vintage Airstream trailer turned vagabond blacktop jewel box boudoir. The mobile boutique sells v	Scottsdale	AZ	Southwest	<a href="https://www.facebook.com/ParisMontana">https://www.facebook.com/ParisMontana</a>			FFT
Boutique A Go-Go		Scottsdale	AZ	Southwest	<a href="https://www.facebook.com/boutiqueagogo">https://www.facebook.com/boutiqueagogo</a>		<a href="https://twitter.com/boutiqueagogo">https://twitter.com/boutiqueagogo</a>	FFT
The GoGo Gaga	The GoGo Gaga provides a carefully curated selection of clothing, shoes and accessories. No matter where it's bought, a lot of consideration is taken before purchasing merchandise. These pieces range from rare vintage items sought out at trade shows, to the current sought after trends that everyone wants to get their hands on. While we even add in local designers; that have been properly vetted as to make sure they uphold the image 'The GoGo Gaga' wishes to maintain. The	Scottsdale	AZ	Southwest	<a href="https://www.facebook.com/shopgogogaga">https://www.facebook.com/shopgogogaga</a>		<a href="https://twitter.com/shopGoGoGaga">https://twitter.com/shopGoGoGaga,</a>	FFT



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	main goal of "The GoGo Gaga" is that it's merchandise is up to date with trends yet unique enough that customers feel as though they found a true buried treasure. "The GoGo Gaga" maintains that the value of their customers is of the utmost importance.							
Riveted	Riveted provides hand selected items to create the style you want... Industrial, Modern, Vintage home goods.	Tucson	AZ	Southwest	<a href="https://www.facebook.com/rivetedstudio">https://www.facebook.com/rivetedstudio</a>	<a href="http://instagram.com/jennipagano">http://instagram.com/jennipagano</a>	<a href="https://twitter.com/jennipagano">https://twitter.com/jennipagano</a>	FFT
Smith & Western Mobile Boutique	Smith & Western Mobile Boutique are purveyors of the western lifestyle. The boutique sells western clothing, jewelry, vintage and good girl chic items.	Wickenburg	AZ	Southwest	<a href="https://www.facebook.com/smithandwesternonline">https://www.facebook.com/smithandwesternonline</a>	<a href="http://instagram.com/smithandwesternonline">http://instagram.com/smithandwesternonline</a>		FFT
Go Go Glam	GoGo Glam, a mobile shoe, handbag and accessory boutique.	Benicia	CA	Pacific	<a href="https://www.facebook.com/gogoglamtruck1">https://www.facebook.com/gogoglamtruck1</a>		<a href="https://twitter.com/gogoglamtruck">https://twitter.com/gogoglamtruck</a>	FFT
Hung Up Boutique	At Hung Up Boutique, you will find a fabulous, fashionable selection of clothing and accessories for every taste and any budget. We have clothes for your daily occasion, and are here to help you find the perfect fit. Get Hung Up on Fancy Tags!	Beverly Hills	CA	Pacific	<a href="https://www.facebook.com/pages/Hung-Up-Boutique/209563085812230?fref=ts">https://www.facebook.com/pages/Hung-Up-Boutique/209563085812230?fref=ts</a>	<a href="http://instagram.com/hungupboutique">http://instagram.com/hungupboutique</a>	<a href="https://twitter.com/hungupboutique">https://twitter.com/hungupboutique</a>	FFT
Big Chop Accessories Mobile Boutique	Big Chop Accessories Mobile Boutique is for a women who wants to look fly, fabulous and in charge! The boutique is filled with clothing, accessories, natural hair tees and so much more.	Brentwood	CA	Pacific	<a href="https://www.facebook.com/BigChopAccessories/timeline">https://www.facebook.com/BigChopAccessories/timeline</a>		<a href="https://twitter.com/BigCaccories">https://twitter.com/BigCaccories</a>	FFT
Birdie – Fashion on the Fly	Birdie – Fashion on the Fly has landed in Los Angeles! We are the latest Mobile Boutique Truck Experience. We have are a new way to boutique shop the latest trends and styles for every woman. We sell women's clothing and accessories! Birdie – Fashion on the Fly has something for everyone. We carry sizes Small to Size 3XL! We want every woman to be able to have the experience of boutique shopping. We keep up with the latest trends. We carry what is NOW and what is HOT and try to replicate the styles in or truck! Shop Birdie	Burbank	CA	Pacific	<a href="https://www.facebook.com/birdiefashionmobile">https://www.facebook.com/birdiefashionmobile</a>	<a href="http://instagram.com/birdiefashionmobile">http://instagram.com/birdiefashionmobile</a>	<a href="https://twitter.com/MobileBirdieFly">https://twitter.com/MobileBirdieFly</a>	FFT

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
	– Fashion on the Fly, and people will ask you “Where did you get that?”							
BIRDIE FASHION ON THE FLY	has landed in Los Angeles! The latest mobile boutique truck experience, this Birdie has something for everyone. Women's clothing and accessories in sizes small to size 3XL! We keep up with the latest trends and carry what is NOW and what is HOT!	Burbank	CA	Pacific	Birdie-Fashion on the Fly Mobile Boutique	@birdiefashionmobile	@mobilebirdiefly	AMRTA
Yarnover Truck	Yarnover Truck is your local yarn store on wheels, implementing the food truck business model and applying it to a mobile yarn boutique. The truck will make appearances at a variety of local events, including street fairs, craft fairs, art and music festivals, food truck events, and Fiber Festivals throughout Southern California. Additionally, the Yarnover Truck will be hosting its own events and available for private parties. Our goal is not only to sell yarn, but to increase awareness and provide needlearts education, with a focus on knitting and crocheting.	Burbank	CA	Pacific	<a href="https://www.facebook.com/YarnOverTruck">https://www.facebook.com/YarnOverTruck</a>		<a href="https://twitter.com/YarnoverTruck">https://twitter.com/YarnoverTruck</a>	FFT
Anenberg Truck	Anenberg is an lifestyle clothing brand from So. California. We specialize in graphic tees, hoodies and accessories for men from all walks of life.	California	CA	Pacific	<a href="https://www.facebook.com/LongLiveAnenberg">https://www.facebook.com/LongLiveAnenberg</a>			FFT
Hex	Hex mobile boutique sells timeless products for modern living. Stylish premium quality accessories to enhance your everyday technology.	California	CA	Pacific	<a href="https://www.facebook.com/ShopHex">https://www.facebook.com/ShopHex</a>	<a href="http://instagram.com/shophex">http://instagram.com/shophex</a>	<a href="https://twitter.com/shophex">https://twitter.com/shophex</a>	FFT
Kitty James	Kitty James is a mobile boutique that sells vintage and restyled clothing and accessories.	California	CA	Pacific	<a href="https://www.facebook.com/KittyJamesCollection">https://www.facebook.com/KittyJamesCollection</a>		<a href="https://twitter.com/lovekittyjames">https://twitter.com/lovekittyjames</a>	FFT
Peanut Butter & Jane	The Peanut Butter & Jane Children's Retail Boutique on Wheels™ was founded from a mother and daughter's shared love for fashion, bargain shopping, and teeny-tiny clothes.	California	CA	Pacific	<a href="https://www.facebook.com/PBandJaneLA">https://www.facebook.com/PBandJaneLA</a> , <a href="https://twitter.com/PbJane">https://twitter.com/PbJane</a> , <a href="http://instagram.com/pbandjanela">http://instagram.com/pbandjanela</a>	<a href="http://instagram.com/pbandjanela">http://instagram.com/pbandjanela</a>	<a href="https://twitter.com/PbJane">https://twitter.com/PbJane</a>	FFT

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Thatch Mobile Boutique	Thatch Mobile Boutique offers a constantly changing stream of unique, top-quality, hand-picked vintage clothing and accessories shipped worldwide to an ever-growing list of satisfied repeat customers. With over two decades of collecting, and work in the fashion arts, we here at THATCH have honed our eyes to develop the skills we are using on your behalf daily – to catch only the finest quality, collectible vintage gems from the 1950's to 1980's and offer them to you here via the convenience of the Internet. Let our passion for vintage fashion add timeless style to your wardrobe.	California	CA	Pacific	<a href="https://www.facebook.com/pages/Thatch-Vintage/165729080125879">https://www.facebook.com/pages/Thatch-Vintage/165729080125879</a>	<a href="http://instagram.com/thatchvintage">http://instagram.com/thatchvintage</a>	<a href="https://twitter.com/ThatchVintage">https://twitter.com/ThatchVintage</a>	FFT
The Beehive Cottage	The Beehive Cottage is a mobile boutique full of vintage & handmade goods.	California	CA	Pacific	<a href="https://www.facebook.com/pages/The-Beehive-Cottage/138882652833252">https://www.facebook.com/pages/The-Beehive-Cottage/138882652833252</a>			FFT
Struttin' Your Stuff Mobile Boutique	A 6x10 carto trailer with retro designs on the interior and exterior. I emphasize unique clothing for women and young girls. I offer hand illustrated flats, pumps and tennis shoes, hand illustrated custom jackets and vests, unique handmade items such as portrait pendants, custom painted ties, aprons, purses and hats. I also have lots of new clothing items in addition to vintage dresses from the 40's, 50's and 60's.	Carmichael	CA	Pacific	Struttin Your Stuff			FFT
La Bella Mobile Boutique	La Bella mobile boutique is located in the Stockton, Ca. Selling women's clothing, handbags, jewelry and handmade Glitzy Bella swarovski crystal trucker hats.The boutique carries sizes Small-3X.	Central Valley	CA	Pacific	<a href="https://www.facebook.com/labellamobileboutique">https://www.facebook.com/labellamobileboutique</a>	<a href="http://instagram.com/labellamobileboutique">http://instagram.com/labellamobileboutique</a>	<a href="https://twitter.com/labellamobile">https://twitter.com/labellamobile</a>	FFT
All About You Couture Mobile Boutique	All About You Couture is a fashion mobile boutique (On Wheels) and style resource for those looking for something unique and who believe that fashion means more than just following the leader. All About You Couture, brings together all things fashion	Chino	CA	Pacific	<a href="https://www.facebook.com/AAyCMobileBoutique">https://www.facebook.com/AAyCMobileBoutique</a>	@aaycouture	<a href="https://twitter.com/aaycouture">https://twitter.com/aaycouture</a>	FFT

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
	– including creative jewelry pieces and accessories.							
Rain Mobile Boutique	Rain Mobile Boutique is a fashion truck in Claremont, California that sells trendy women's clothing and accessories.	Claremont	CA	Pacific	<a href="https://www.facebook.com/shoprainboutiqueinc">https://www.facebook.com/shoprainboutiqueinc</a>	<a href="http://instagram.com/FashionForwardMobile">http://instagram.com/FashionForwardMobile</a>		FFT
THE WESTSIDE COLLECTIVE TRUCK	born in Northern California after the founder, Heather Roma Pollock, became obsessed with the brands she had been consulting at her company Westside Consulting. Focusing on handmade items and mostly made in California, The Westside Collective Truck is bringing you Heather's favorite items from Heather's favorite brands.	Colfax	CA	Pacific	The Westside Collective	@thewestsidecollective	twitter: westsidesocial	AMRT A
CALIFORNIA LIMITED	California lifestyle brand providing amazing limited edition graphic tees celebrating this golden state.	Costa Mesa	CA	Pacific	We love California	@calimited	@sorryimfromcali	AMRT A
May Martin	May Martin is a mobile boutique that sells women's fashion & accessories.	Costa Mesa	CA	Pacific				FFT
Organic Design by Aggelige	Organic Designs by Aggelige merges art and nature by using succulents and cacti to create unique arrangements within a variety of new, recycled and vintage containers. look no further than the airstream trailer to find an original hostess, thank you or "just because" gift.	Costa Mesa	CA	Pacific	<a href="https://www.facebook.com/designsbyaggelige">https://www.facebook.com/designsbyaggelige</a>	<a href="http://instagram.com/organicdesignsbyaggelige">http://instagram.com/organicdesignsbyaggelige</a>		FFT
Shangri-La Jewelry Boutique	The Shangri-La is an emporium of handcrafted alchemy and beyond. We feature over a dozen local and international artisans with an edited and curated selection of goods. We don't have a rhyme or reason, we just believe in beautiful and amazingly crafted things. Distinctive details, quality, and original pieces are our passion. Come in to touch, feel, and try on all of our jewels and create an up close and personal connection with our pieces. Jewelry shouldn't be intimidating and we are here to help ease the unknown.	Costa Mesa	CA	Pacific	<a href="https://www.facebook.com/TheShangriLa">https://www.facebook.com/TheShangriLa</a>		<a href="http://instagram.com/theshangrila">http://instagram.com/theshangrila</a>	FFT

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
Fina Boutique Fashion on Wheels	Fina Boutique Fashion on Wheels is a mobile boutique in Downey, California that sells women's fashion apparel and accessories.	Downey	CA	Pacific	<a href="https://www.facebook.com/finafashionwheels">https://www.facebook.com/finafashionwheels</a>			FFT
The Butler's Pantry	The Butler's Pantry is a mobile boutique offering the latest in home decor, kitchen gadget's and cookware. The Butler's Pantry is available for private parties and events.	Escalon	CA	Pacific	<a href="https://www.facebook.com/pages/The-Butlers-Pantry/144658062370046?ref=hl">https://www.facebook.com/pages/The-Butlers-Pantry/144658062370046?ref=hl</a>			FFT
DEAR DANGER	Fresno's first mobile fashion boutique and are a unique novelty shop with handpicked clothing brands and accessories.	Fresno	CA	Pacific	Dear Danger Mobile Boutique	@deardangermobil	@deardangermobil	AMRT A
JENNIFER LAUREN BOUTIQUE	a mobile and online boutique stocked with affordable and trendy fashion for the girl that loves to turn heads! Always ready to roll to private parties, corporate events or even to your home! The mini mobile boutique rests her wheels in Hermosa Beach, so if you see her catchin' some waves by the beach, come shop!	Hermosa Beach	CA	Pacific	Jennifer Lauren Boutique	@jenniferlaurenboutique	@_jenniferlauren	AMRT A
Wear on Wheels	Our exclusive mobile styling boutique unites west coast and east coast fashion. WOW is exclusive to designers such as Lauren Moshi, Viereck, Loveappela and many more... A mobile boutique providing one of a kind pieces to accent your wardrobe. WOW is not your typical mobile fashion boutique it's a unique experience that allows every woman to bring out her inner fashionista...	Hollywood	CA	Pacific	<a href="https://www.facebook.com/WearOnWheels">https://www.facebook.com/WearOnWheels</a>		<a href="https://twitter.com/wearonwheels">https://twitter.com/wearonwheels</a>	FFT
Jilly Bean Mobile Boutique	Jilly Bean Mobile Boutique is located in Hope Mills, NC. We travel to some parts of SC, Raleigh, Durham, & Fayetteville. Can't come to us we come to you. Host a party with all your girlfriends. Host gets 15% of sales to purchase from our store. So stop thinking about it, step aboard and shop at your convenience. Our goal is to make every woman feel great in what they wear and look good doing it.	Hope Mills	CA	Pacific	<a href="https://www.facebook.com/JillyBeanBoutique1">https://www.facebook.com/JillyBeanBoutique1</a>			FFT

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
FASHION ON THE RUN	features women's clothing and accessories. Shoppers can find something in every style and size, with sizes ranging from small to 3x. Fashion on the Run travels throughout the South Bay, stopping at various locations.	Lakewood	CA	Pacific	Fashion on the Run	@fashionontheruntruck		AMRTA
Randoms Traveling Boutique	Our mobile boutique features Swimwear/Clothing and accessories for all lifestyles. Keep an eye out for our airstream rolling down the California coast. Specializing in the ultimate fashion finds for all beach lovers.	Leucadia	CA	Pacific	<a href="https://www.facebook.com/randomstravelingboutique">https://www.facebook.com/randomstravelingboutique</a>			FFT
Lovely Girl Mobile Boutique		Lodi	CA	Pacific	<a href="https://www.facebook.com/lovelygirlmobileboutique">https://www.facebook.com/lovelygirlmobileboutique</a>			FFT
Blossom Vintage		Long Beach	CA	Pacific	<a href="https://www.facebook.com/blossomvintage">https://www.facebook.com/blossomvintage</a> , <a href="https://twitter.com/blossomvintage">https://twitter.com/blossomvintage</a>		<a href="https://twitter.com/blossomvintage">https://twitter.com/blossomvintage</a>	FFT
HAUTE BOX	based in Long Beach that travels to festivals, concerts, wineries, private events and quite honestly - wherever! Featuring womens & juniors tops, accessories, cool candles & diffusers.	Long Beach	CA	Pacific		@hautebox1		AMRTA
The Fashion Driven Truck	L.A.'s 1st Black-owned Fashion Truck! Keeping you fashionably conscious at every turn!	Long Beach	CA	Pacific	<a href="https://www.facebook.com/iStyleiSmile">https://www.facebook.com/iStyleiSmile</a>	<a href="http://instagram.com/thefashiondriventruck">http://instagram.com/thefashiondriventruck</a>		FFT
Aether Airstream	AETHER offers high-end technical outerwear with a clean modern design. AETHER strives to be a pure expression of form and function. By utilizing technologically advanced fabrics in a more sophisticated form, our collection offers sportswear for the outdoor enthusiast who wants function without sacrificing modern design and aesthetics.	Los Angeles	CA	Pacific	<a href="https://www.facebook.com/aetherapparel?fref=ts">https://www.facebook.com/aetherapparel?fref=ts</a>		<a href="https://twitter.com/AetherApparel">https://twitter.com/AetherApparel</a>	FFT
Alegria Bazaar by Paula	Alegria Bazaar is a unique space created to showcase and sell unique jewelry pieces. Alegria = ART+PASSION+QUALITY.	Los Angeles	CA	Pacific	<a href="https://www.facebook.com/AlegriaBazaarByPaulaCarlotto?fref=ts">https://www.facebook.com/AlegriaBazaarByPaulaCarlotto?fref=ts</a>		<a href="https://twitter.com/alegriabazaar">https://twitter.com/alegriabazaar</a>	FFT

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
Bath Petals	Founded in 2001, Bath Petals is a family-owned and operated business that specializes in creating the finest 100% natural and organic bath, home spa and fragrance products. Now in 2011, we are introducing Bath Petals Naturals, a new line of gluten-free and paraben-free skin and body care products for the whole family. Every product is hand-crafted with the finest quality pure essential oils, vegetable oils, butters, waxes and healing botanicals.	Los Angeles	CA	Pacific	<a href="https://www.facebook.com/bathpetals">https://www.facebook.com/bathpetals</a>		<a href="https://twitter.com/bathpetals">https://twitter.com/bathpetals</a>	FFT
Beat Cruiser	Los Angeles based mobile music store. We roll with the latest records, turntables, headphones, books, clothing, jewelry, and more. Beat Cruiser was created around the idea that music is more than just a single hobby or interest, but shapes an entire way of life. We are a music lifestyle store that operates as a mobile retailer out of a converted step van. You can find us cruisin' the streets of Los Angeles and beyond with the latest music products.	Los Angeles	CA	Pacific	<a href="https://www.facebook.com/BeatCruiser">https://www.facebook.com/BeatCruiser</a>	<a href="http://instagram.com/beat_cruiser">http://instagram.com/beat_cruiser</a>	<a href="https://twitter.com/beat_cruiser">https://twitter.com/beat_cruiser</a>	FFT
Beautiful Things LA	L.A.'s premiere mobile retail boutique, BT-LA wheels uniquely crafted and gorgeous accessories right to your neighborhood & all from a vintage Bluebird!	Los Angeles	CA	Pacific	<a href="https://www.facebook.com/btlabus/timeline">https://www.facebook.com/btlabus/timeline</a>	<a href="https://instagram.com/beautifulthings_la/">https://instagram.com/beautifulthings_la/</a>	<a href="https://twitter.com/BTLA_bus">https://twitter.com/BTLA_bus</a>	FFT
Beth's Beauty Bus	he first mobile retail beauty bus offering products for: skin care, hair, nails and sun protection. The minute you board BBB, you're keenly aware that this is not your ordinary department store cosmetics counter experience. Gone are the fake and deceptive florescent lights that distort true color. BBB serves up only Mother Nature's natural light and fresh air courtesy of a refreshing breeze. Only in this honest setting can your true beauty be nurtured.	Los Angeles	CA	Pacific	<a href="https://www.facebook.com/BethsBeautyBus">https://www.facebook.com/BethsBeautyBus</a>	<a href="http://instagram.com/bethsbeautybus">http://instagram.com/bethsbeautybus</a>	<a href="https://twitter.com/BethsBeautyBus">https://twitter.com/BethsBeautyBus</a>	FFT
Bikini Beach Box	Bikini Beach Box is the ONLY mobile retail boutique that sells Brazilian style bikinis & trend-setting beachwear. Operated by	Los Angeles	CA	Pacific	<a href="https://www.facebook.com/nataliezenabeachwear">https://www.facebook.com/nataliezenabeachwear</a>	<a href="http://instagram.com/nataliezenabeachwear">http://instagram.com/nataliezenabeachwear</a>	<a href="https://twitter.com/nzbeachwear">https://twitter.com/nzbeachwear</a>	FFT

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
	Raquel and Brazilian bikini designer, Natalie Zena of NatalieZenaBeachwear.							
Blu Sugar Mode		Los Angeles	CA	Pacific	-	<a href="http://instagram.com/blusugarmode">http://instagram.com/blusugarmode</a>		FFT
BLVD LOVE	BLVD LOVE is a mobile boutique in Los Angeles that sells hand picked clothing & accessories for the free spirited and fashion minded. We provide a unique shopping experience to the modern fashionista on a time crunch and a budget.	Los Angeles	CA	Pacific	<a href="https://www.facebook.com/blvdlove">https://www.facebook.com/blvdlove</a> , <a href="http://instagram.com/blvdlove">http://instagram.com/blvdlove</a>	<a href="http://instagram.com/blvdlove">http://instagram.com/blvdlove</a>		FFT
Boho Chic Traveling Boutique	Boho Chic Traveling Boutique is L.A.'s first very unique home furnishings boutique on wheels. We also offer candles, vintage clothing & many one of kind items and interior styling.	Los Angeles	CA	Pacific	<a href="https://www.facebook.com/bohochictravelingboutique">https://www.facebook.com/bohochictravelingboutique</a>			FFT
Dig Thriftique	Dig Thriftique is a mobile thriftique bringing you local designer and vintage pieces.	Los Angeles	CA	Pacific	<a href="https://www.facebook.com/DigThriftique">https://www.facebook.com/DigThriftique</a>	<a href="http://instagram.com/digthriftique">http://instagram.com/digthriftique</a>	<a href="https://twitter.com/DigThriftique">https://twitter.com/DigThriftique</a>	FFT
Ises K. Jewelry Truck	Ises K. Jewelry Truck is a mobile boutique that sells jewelry & accessories in the Los Angeles, California area.	Los Angeles	CA	Pacific	<a href="https://www.facebook.com/IsesKJewelry">https://www.facebook.com/IsesKJewelry</a>			FFT
JD Luxe Fashion Truck	JD Luxe is	Los Angeles	CA	Pacific	<a href="https://www.facebook.com/JDLUXEFASHION">https://www.facebook.com/JDLUXEFASHION</a>		<a href="https://twitter.com/jdluxefashion">https://twitter.com/jdluxefashion</a>	FFT
Le Fashion Truck	Le Fashion Truck is a mobile boutique – a store on wheels. Setting up shop in various locations throughout Los Angeles since January 2011, Le Fashion Truck features clothing and accessories by emerging designers for the woman on the go! Shop handmade jewelry, handbags, accessories and more aboard the pink truck. We even included the dressing room!	Los Angeles	CA	Pacific	<a href="https://www.facebook.com/lefashiontruck">https://www.facebook.com/lefashiontruck</a>	<a href="http://instagram.com/lefashiontruck">http://instagram.com/lefashiontruck</a>	<a href="https://twitter.com/lefashiontruck">https://twitter.com/lefashiontruck</a>	FFT
Maven Boutique LA	Maven Boutique LA is a boutique on wheels that travels the streets of Los Angeles delivering fair trade clothing and goods	Los Angeles	CA	Pacific	<a href="https://www.facebook.com/mavenboutiquela/timeline">https://www.facebook.com/mavenboutiquela/timeline</a>	<a href="http://instagram.com/mavenboutiquela">http://instagram.com/mavenboutiquela</a>		FFT
Michael Stars Mobile Curbside Boutique	Michael Stars redefines contemporary clothing with luxury essentials that embody the modern California lifestyle.	Los Angeles	CA	Pacific	<a href="https://www.facebook.com/michaelstars">https://www.facebook.com/michaelstars</a>	<a href="http://instagram.com/michaelstarsinc">http://instagram.com/michaelstarsinc</a>	<a href="https://twitter.com/michaeltarsinc/">https://twitter.com/michaeltarsinc/</a>	FFT



Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
Popsikle Shop	Welcome to Popsikle Shop! We handpick all our previously loved clothing with your inner flower child in mind. Visit us & bring the good vibes our way!	Los Angeles	CA	Pacific	<a href="https://www.facebook.com/PopsikleShoP">https://www.facebook.com/PopsikleShoP</a>		<a href="https://twitter.com/PopsikleShop">https://twitter.com/PopsikleShop</a>	FFT
Selvedge Dry Goods	Selvedge Dry Goods offers a mix of affordable vintage, eco-friendly and locally made products for your wardrobe and home.	Los Angeles	CA	Pacific	<a href="https://www.facebook.com/SelvedgeDG?ref=ts&amp;fref=ts">https://www.facebook.com/SelvedgeDG?ref=ts&amp;fref=ts</a>	@selvedgegoods	<a href="https://twitter.com/selvedgegoods">https://twitter.com/selvedgegoods</a>	FFT
Shoe Fetish Truck	Shoe Fetish Truck is L.A.'s 1st Mobile Shoe Boutique, established the summer of 2012 by self-proclaimed shoe fanatic Tiffany Stewart. Tiffany came up with the idea for this chic mobile shoe boutique as a spin-off of the latest trend in Fashion Trucks emerging all over the U.S. This fabulous boutique on wheels will carry the hottest most current styles in women's shoes and accessories, bringing trendy affordable merchandise directly to the fashionista's of LA. Shoe Fetish Truck will travel Los Angeles and surrounding cities giving women all over the opportunity to experience this chic new concept in shoe shopping. This adorably unique boutique puts a spin on shoe shopping making the experience even more enjoyable.	Los Angeles	CA	Pacific	<a href="https://www.facebook.com/pages/Shoe-Fetish-Truck/348816485166738">https://www.facebook.com/pages/Shoe-Fetish-Truck/348816485166738</a>		<a href="https://twitter.com/ShoeFetishTruck">https://twitter.com/ShoeFetishTruck</a>	FFT
Shop Truck LA	Shop Truck LA takes the food truck concept and applies it to clothing by offering customers premiere clothing brands at discount prices. With less overhead than the traditional department store or high-end boutique, Shop Truck LA is able to pass this savings onto the customer. And in these tough economic times, what could be better? From dresses, to shirts, to accessories, Shop Truck LA has it	Los Angeles	CA	Pacific	-			FFT
Skullastic	At Skullastic, we design and manufacture create-your-own notebooks, school supplies, and clothing that playfully pick at the scabs of education and put the "cool" back in "school". 10% of what we earn	Los Angeles	CA	Pacific	<a href="https://www.facebook.com/skullastic">https://www.facebook.com/skullastic</a>		<a href="https://twitter.com/skullastic">https://twitter.com/skullastic</a>	FFT

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
	every day benefits education, schools and students. We're also big on fundraising for schools, so if your school needs cash...give us a call.							
Sneakerbox Truck	Sneakerbox is part of a retail culture that seeks to innovate the recycled idea of "brick and mortar" sneaker retailing. Simply put—think of a food truck minus the food and throw in the kicks and apparel.	Los Angeles	CA	Pacific	<a href="https://www.facebook.com/Sneakerboxtruck?ref=ts&amp;fref=ts">https://www.facebook.com/Sneakerboxtruck?ref=ts&amp;fref=ts</a>	http://instagram.com/sneakerboxtruck	https://twitter.com/sneakerboxtruck	FFT
Tango With Love	also carry unique gifts from Buenos Aires. Our Tangomobile is popular for booking private parties and special events.	Los Angeles	CA	Pacific	<a href="https://www.facebook.com/tangowithlove">https://www.facebook.com/tangowithlove</a>		https://twitter.com/tangowithlove	FFT
The Fashion Coach	trendy fashions for females. Shop clothes, jewelry, purses and so much more! This boutique on wheels is outfitted with the latest trends that will keep your look fresh and current.	Los Angeles	CA	Pacific	<a href="https://www.facebook.com/TheFashionCoach">https://www.facebook.com/TheFashionCoach</a>		https://twitter.com/TheFashionCoach	FFT
The Flower Truck	The Flower Truck in L.A. is the ORIGINAL mobile flower shop. We roll around town and sell flowers and "to go" vases for a spur of the moment gift or a pick me up for yourself. We do events and parties, and are there when you need a quick birthday or hostess gift, "I'm sorry" present, "I did this for no particular reason", or just feel the need for some fresh cut flowers. We can also do an elaborate custom arrangement for you or your business.	Los Angeles	CA	Pacific	<a href="https://www.facebook.com/pages/The-Flower-Truck/106379702771466?ref=ts&amp;fref=ts">https://www.facebook.com/pages/The-Flower-Truck/106379702771466?ref=ts&amp;fref=ts</a>		https://twitter.com/theflowertruck	FFT
THE LIBRARY STORE ON WHEELS	A carefully curated collection of fun and eclectic gifts and goods. A portion of sales supports the Los Angeles Public Library.	Los Angeles	CA	Pacific	The Library Store	@thelibrarystore	@librarystore	AMRT A
THE SPORTS CAVE	mobile sports themed apparel and novelty item retailer offering more than 70 different NFL, MLB, NBA, NCAA and NHL licensed sports themed items from T-shirts to Christmas ornaments representing professional and college teams.	Los Angeles	CA	Pacific	The Sports Cave	@thesportcave310	@thesportcave310	AMRT A
Zelda Rose Mobile Boutique	Zelda Rose Mobile Boutique is a traveling store designed to bring shopping to you. Based in Los Angeles, our unique shopping experience offers clothing, jewelry,	Los Angeles	CA	Pacific	<a href="https://www.facebook.com/ZeldaRoseMobileBoutique">https://www.facebook.com/ZeldaRoseMobileBoutique</a>		https://twitter.com/zeldarosela	FFT

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
	handbags and much more. We even have delicious organic dog treats (samples available for the pet on the go) and beautiful pet collars. You can find us at many local, outdoor events or book us for a private party.							
Eye Candy Mobile Boutique	Eye Candy is a mobile/fashion boutique selling woman's apparel and accessories.	Madera	CA	Pacific	<a href="https://www.facebook.com/pages/Eye-Candy-Mobile-Boutique/140387272802884?hc_location=timeline">https://www.facebook.com/pages/Eye-Candy-Mobile-Boutique/140387272802884?hc_location=timeline</a>		<a href="https://twitter.com/eyecandytacy">https://twitter.com/eyecandytacy</a>	FFT
Alibu Fashion Truck		Malibu	CA	Pacific	<a href="https://www.facebook.com/pages/ALIBUtique/485254998190062?sk=timeline">https://www.facebook.com/pages/ALIBUtique/485254998190062?sk=timeline</a>			FFT
Classy Closet	Were a mobile fashion and accessories truck out of Manteca. We carry regular and plus sizes, hats scarfs, jewelry, ect. Were going to be doing events all around California so look for updates from us. as well as office or home parties.	Manteca	CA	Pacific	<a href="https://www.facebook.com/pages/Classy-Closet-Truck/654102444618537?fref=pb&amp;hc_location=profile_browser">https://www.facebook.com/pages/Classy-Closet-Truck/654102444618537?fref=pb&amp;hc_location=profile_browser</a>			FFT
JAYCEE LANE BOUTIQUE	Two fashion loving girls from Cali. One little truck, endless possibilities! Specializing in home parties across the Central Valley.	Modesto	CA	Pacific	Jaycee Lane Boutique	Jaycee Lane Boutique		AMRT A
Out Of My Kloset Boutique	Out Of My Kloset Boutique is a new company catering to all Women and their desire for fashion. Out Of My Kloset's style is sophisticated with a little vintage edge.	Moreno Valley	CA	Pacific	<a href="https://www.facebook.com/pages/Out-Of-My-Kloset-Boutique/112654595521104">https://www.facebook.com/pages/Out-Of-My-Kloset-Boutique/112654595521104</a>		<a href="https://twitter.com/OutOfMyKloset">https://twitter.com/OutOfMyKloset</a>	FFT
Pekok Within	PEKOK WITHIN is a Mobile Boutique on wheels, bringing to you the hottest hip unique fashion finds, that let you explore the art of P E K O K I N G. Be Scene Through Fashion. Find Your Inner P E K O K.	Newport Beach	CA	Pacific	<a href="https://www.facebook.com/pekokwithin">https://www.facebook.com/pekokwithin</a>	<a href="http://instagram.com/pekokwithin">http://instagram.com/pekokwithin</a>	<a href="https://twitter.com/pekokwithin">https://twitter.com/pekokwithin</a>	FFT
La Pink Boutique	La Pink Boutique is the Central Valley's first boutique on wheels!! Bringing fashion to you and offering a variety of stylish and unique women's clothing and accessories, as well as handmade baby items all at affordable price points. La Pink Boutique is	Oakdale	CA	Pacific	-	<a href="http://instagram.com/LaPinkBoutique">http://instagram.com/LaPinkBoutique</a>		FFT

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
	available for private parties and public events.							
Just Because Mobile Boutique	Just Because Mobile Boutique offers fashionable ,affordable women’s clothing shoes and accessories. Size Small-3X	Oakland	CA	Pacific	<a href="https://www.facebook.com/pages/Just-Because-Boutique-Fashion-Truck/145534368813311">https://www.facebook.com/pages/Just-Because-Boutique-Fashion-Truck/145534368813311</a>			FFT
Runaway Runway	Runaway Runway was launched by clothing designer Gayle Shea and entrepreneur husband, Henry Shea, in January 2012. The truck features 20 different designers of women’s contemporary clothing, shoes, purses, resort wear and jewelry. Designs like Beaulah leather jackets, Flying Monkey jeans, Dolve Vita Joust booties and more are all on deck for as much as 50% below retail.	Orange County	CA	Pacific	<a href="https://www.facebook.com/runawayrunway">https://www.facebook.com/runawayrunway</a>		<a href="https://twitter.com/shoprunaway">https://twitter.com/shoprunaway</a>	FFT
Waves of Attire	True to our beach chic nature, what you can expect from Waves of Attire is high-quality, well-designed pieces that maintain a one-of-a-kind feel. Waves of Attire is a place where every girl can be a	Orange County	CA	Pacific	<a href="https://www.facebook.com/wavesofattire">https://www.facebook.com/wavesofattire</a>	<a href="http://instagram.com/wavesofattire">http://instagram.com/wavesofattire</a>	<a href="https://twitter.com/wavesofattire">https://twitter.com/wavesofattire</a>	FFT
The Pink Flamingo	The Airsteam Boutique “The Pink Flamingo” is a fully mobile curbside service provided by iBlingz (a custom rhinestone clothing shop based in Exeter Ca,	Pismo Beach	CA	Pacific	<a href="https://www.facebook.com/iblingz/timeline">https://www.facebook.com/iblingz/timeline</a>			FFT
Curb Your Style	Curb Your Style is a mobile fashion truck, bringing the newest & hottest fashion trends to a curb near you.	Rancho Cucamonga	CA	Pacific	<a href="https://www.facebook.com/pages/Curb-Your-Style/1443906849169062?fref=photo">https://www.facebook.com/pages/Curb-Your-Style/1443906849169062?fref=photo</a>		<a href="https://twitter.com/CurbYourStyle">https://twitter.com/CurbYourStyle</a>	FFT
GINGER'S BOOTY	A mobile thrift and craft boutique created to bring thrifty treasures to you.	Rancho Cucamonga	CA	Pacific	Gingersbooty	@gingersbooty	@gingersbooty	AMRT A
Fashion in Motion Mobile Boutique	Fashion in Motion Mobile Boutique is a mobile boutique in Sacramento, CA that sells women’s fashion apparel and accessories.	Sacramento	CA	Pacific	<a href="https://www.facebook.com/pinkfashionbus?ref=ts&amp;fref=ts">https://www.facebook.com/pinkfashionbus?ref=ts&amp;fref=ts</a>	<a href="http://instagram.com/fashioninmotion14">http://instagram.com/fashioninmotion14</a>	<a href="https://twitter.com/pinkfashionbus">https://twitter.com/pinkfashionbus</a>	FFT
Gypsy Mobile Boutique	Gypsy Mobile Boutique is Sacramento’s First Mobile Boutique! Gypsy Mobile Boutique sells trendy women’s wpparel, including clothing made in the USA, local clothing designs, and local handmade jewelry & accessories.	Sacramento	CA	Pacific	<a href="https://www.facebook.com/gypsymobileboutique">https://www.facebook.com/gypsymobileboutique</a>		<a href="https://twitter.com/GypsyBoutique">https://twitter.com/GypsyBoutique</a>	FFT

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
Mylove For Vintage	Image source: Truck owner	Sacramento	CA	Pacific	<a href="https://www.facebook.com/MyloveForVintage">https://www.facebook.com/MyloveForVintage</a>			FFT
On The Ave		Salinas	CA	Pacific	<a href="https://www.facebook.com/ShopOnTheAve">https://www.facebook.com/ShopOnTheAve</a>		<a href="https://twitter.com/OnTheAve831">https://twitter.com/OnTheAve831</a>	FFT
Early Byrd Boutique	Early Byrd Boutique fashion truck is a one-stop-shopping experience offering gals vintage and vintage inspired, new and trendy and fabulous thrift finds.	San Diego	CA	Pacific	<a href="https://www.facebook.com/EarlyByrdBoutique">https://www.facebook.com/EarlyByrdBoutique</a>	@earlybyrdboutiquefashiontruck	<a href="https://twitter.com/Earlybyrdboutiq">https://twitter.com/Earlybyrdboutiq</a>	FFT
Ing's Bling-Mobile Jewelry Boutique	ING'S BLING Mobile Jewelry Boutique is stocked with a wide assortment of beautiful, unique, stylish jewelry and accessories to fit you and you're ever changing wardrobe. Price friendly and something for everyone!	San Diego	CA	Pacific	<a href="https://www.facebook.com/IngsBling">https://www.facebook.com/IngsBling</a>			FFT
Julius and Company	Julius and Company is a textile company offering handmade goods for men and tabletops.	San Diego	CA	Pacific	<a href="https://www.facebook.com/Juliusandcompany">https://www.facebook.com/Juliusandcompany</a>		<a href="https://twitter.com/JuliusAndCo_">https://twitter.com/JuliusAndCo_</a>	FFT
Steps to Steelo	Steps to Steelo offers a unique selection of pieces to fashion forward women. We specialize in women's apparel, jewelry, and accessories from local designers and not-so-local designers. With our Steelo on wheels, affordable fashion comes to you – your party, your company, your local events. Steps to Steelo promises you a shopping experience you won't forget!	San Diego	CA	Pacific	<a href="https://www.facebook.com/pages/Steps-to-Steelo-A-Fashion-Truck/266475450155239?ref=hl">https://www.facebook.com/pages/Steps-to-Steelo-A-Fashion-Truck/266475450155239?ref=hl</a>		<a href="https://twitter.com/stepstosteelo">https://twitter.com/stepstosteelo</a>	FFT
Stop Shop Roll SD	Stop Shop Roll SD is a mobile boutique on wheels selling women and men's accessories and necessities all under \$100!	San Diego	CA	Pacific	<a href="https://www.facebook.com/StopShopandRoll">https://www.facebook.com/StopShopandRoll</a>			FFT
Therapie Boutique Truck	Therapie Boutique offers Style on the Go for women of all ages. Operating out of a fab rehabbed RV, Therapie Boutique, is ready to roll to your party, company, or event. Therapie Boutique: A unique shopping experience on wheels!	San Diego	CA	Pacific	<a href="https://www.facebook.com/TherapieSD">https://www.facebook.com/TherapieSD</a>		<a href="https://twitter.com/TherapieSD">https://twitter.com/TherapieSD</a>	FFT
Curbside Couture	Curbside Couture curates unique on-location fashion events showcasing collections from the San Francisco Bay Area.	San Francisco	CA	Pacific	<a href="https://twitter.com/curbsidecouture">https://twitter.com/curbsidecouture</a> , <a href="http://instagram/curbsidecouture">http://instagram/curbsidecouture</a>	<a href="http://instagram/curbsidecouture">http://instagram/curbsidecouture</a>		FFT

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
Garden Party	Image source: Truck owner	San Francisco	CA	Pacific	<a href="https://www.facebook.com/gardenpartysf">https://www.facebook.com/gardenpartysf</a>			FFT
Gorilly Mobile Showroom	Gorilly Mobile Showroom provides shoppers with a more convenient way to see products from many of San Francisco's best up-and-coming lifestyle product manufacturers before buying them online.	San Francisco	CA	Pacific	<a href="https://www.facebook.com/GorillyShowrooms">https://www.facebook.com/GorillyShowrooms</a>		<a href="https://twitter.com/GorillyShowroom">https://twitter.com/GorillyShowroom</a>	FFT
JasyB Boutique Truck	is a mobile boutique on wheels. We offer one of a kind hand selected fashion items for women on the go...come shop the truck or visit us online! JasyB's objective is to bring unique items to the marketplace!	San Francisco	CA	Pacific	<a href="https://www.facebook.com/JasyBTruck?ref=ts&amp;ref=ts">https://www.facebook.com/JasyBTruck?ref=ts&amp;ref=ts</a>		<a href="https://twitter.com/JasyBTruck">https://twitter.com/JasyBTruck</a>	FFT
K-9 Unit San Francisco	K-9 Unit San Francisco, the first known Mobile Dog Boutique in all of California. We carry high quality dog products such as dog leashes, dog collars, dog apparel, dog accessories, water/food pet bowls and reusable "to go" water bottles, organic spa essentials, toys, biodegradable "poop bags" and SO much more! In our Barkery you will find high quality HEALTHY dog treats including local and organic options, bully sticks that are made in the USA and more! We also feature a variety of items made right here in San Francisco by local artisans.	San Francisco	CA	Pacific	<a href="https://www.facebook.com/k9unitsanfrancisco?ref=ts&amp;ref=ts">https://www.facebook.com/k9unitsanfrancisco?ref=ts&amp;ref=ts</a>		<a href="https://twitter.com/k9unitsf">https://twitter.com/k9unitsf</a>	FFT
La Lacquerie Mobile Nail Salon	At La Lacquerie, we indulge fabulous ladies with a full-service mani and pedi experience at your office or home. Our salon currently serves the San Francisco Bay Area. We offer three different options to bring salon services to you!	San Francisco	CA	Pacific	<a href="https://www.facebook.com/lalacquerie">https://www.facebook.com/lalacquerie</a>		<a href="https://twitter.com/lalacquerie">https://twitter.com/lalacquerie</a>	FFT
Perfect Piece Mobile Boutique	Perfect Piece is a San Francisco based retail truck. We offer the latest fashion in jewelry and accessories. This boutique on wheel travels all over the city making it more convenient for customers to shop. We are also available for special events and parties.	San Francisco	CA	Pacific	<a href="https://www.facebook.com/PerfectPieceSF">https://www.facebook.com/PerfectPieceSF</a>		<a href="https://twitter.com/PerfectPieceSF">https://twitter.com/PerfectPieceSF</a>	FFT
Pretty Parlor a GoGo	Pretty Parlor a GoGo is a mobile beauty boutique. San Francisco's first ever mobile beauty boutique. We come to you!	San Francisco	CA	Pacific	<a href="https://www.facebook.com/PrettyParlorAGoGo">https://www.facebook.com/PrettyParlorAGoGo</a>		<a href="https://twitter.com/prettyparlorsf">https://twitter.com/prettyparlorsf</a>	FFT

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
	Offering full body waxing, facials, makeup and hairstyling, nail art, spray tanning, and all things pretty. We are available for small parties and events.							
The Petaler	From weekly arrangements designed to accent and elevate a room, to events large and small, The Petaler provides a distinctive touch to a variety of clients and occasions. Identifying a client's vision and drawing cues from a given space, we craft arrangements that uniquely blend textures and palettes to enhance the surroundings. Seasonality informs and inspires our work, and we love exploring the beauty of less common floral elements. The Petaler composes arrangements to pique one's curiosity while reminding us how evocatively beautiful a flower can be.	San Francisco	CA	Pacific	-		<a href="https://twitter.com/ThePetalerSF">https://twitter.com/ThePetalerSF</a>	FFT
Top Shelf Boutique	Top Shelf Boutique rolled out in May of 2012 as San Francisco's first fashion truck. The boutique sells women's clothing and accessories.	San Francisco	CA	Pacific	<a href="https://twitter.com/topshelfstyle">https://twitter.com/topshelfstyle</a> , <a href="http://instagram.com/topshelfstyle">http://instagram.com/topshelfstyle</a>		<a href="http://instagram.com/topshelfstyle">http://instagram.com/topshelfstyle</a>	FFT
Classic Loot	We are San Jose's first vintage mobile boutique on wheels. We are a team made up of hunters ,gatherers, crafters, & designers with a keen eye for vintage jewelry, we go all around the San Francisco Bay Area to find the finest curated collection of vintage loot and make it available to you.	San Jose	CA	Pacific	<a href="https://www.facebook.com/shopclassicloot">https://www.facebook.com/shopclassicloot</a>	<a href="http://instagram.com/classicloot">http://instagram.com/classicloot</a>	<a href="https://twitter.com/classicloot">https://twitter.com/classicloot</a>	FFT
MOVING PETALS	the Bay Area's first flower market on wheels, traveling around town and conveniently bringing you fresh flowers and unique arrangements at an affordable price.	San Jose	CA	Pacific	Moving Petals		@movingpetals	AMRTA
Stables	Stables are hand-crafted wire sculptures made from a single wire accentuated by a Tillandsia. They are constructed without the use of adhesives or welding. The structures embody a unique aesthetic by	Santa Barbara	CA	Pacific	<a href="https://www.facebook.com/Stables">https://www.facebook.com/Stables</a>		<a href="http://instagram.com/stablesantabarbara?ref=badge">http://instagram.com/stablesantabarbara?ref=badge</a>	FFT

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
	balancing weight and space in an organic form.							
NOA SWIMWEAR	Brazilian brand based in Santa Monica, California. Suits are carefully designed in California to fit women's curves and make her feel pretty and confident whether on the beach or by the pool. Handmade in Brazil with the best material, shape and medium coverage on the bottom, Noa Swimwear pieces are exclusive and show the best of the Brazilian style!	Santa Monica	CA	Pacific	Noa Swimwear	@noaswimwear	@noaswimwear	AMRT A
Threads for Teens	Threads for Teens is a 501(c)(3) non-profit organization dedicated to improving and empowering teenage girls through the gift of clothing.	Santa Rosa	CA	Pacific	<a href="https://www.facebook.com/ThreadsforTeens">https://www.facebook.com/ThreadsforTeens</a>	<a href="https://instagram.com/threadsforteens/">https://instagram.com/threadsforteens/</a>	<a href="https://twitter.com/threadsforteens">https://twitter.com/threadsforteens</a>	FFT
Luckie Pennie	Luckie Pennie is a traveling boutique in Southern California operated by Sara Amir & Heather McKenzie.	Southern California	CA	Pacific	<a href="https://www.facebook.com/pages/LUCKIE-PENNIE/500478380031337">https://www.facebook.com/pages/LUCKIE-PENNIE/500478380031337</a>	<a href="http://instagram.com/luckie.pennie">http://instagram.com/luckie.pennie</a>	<a href="https://twitter.com/LUCKIE_PENNIE">https://twitter.com/LUCKIE_PENNIE</a>	FFT
Foot Candy Shoes Mobile Boutique	Find your favorite designer shoes, Christian Louboutin, Manolo Blahnik, Jimmy Choo, Tory Burch and more all under one roof!	St. Helena	CA	Pacific	<a href="https://www.facebook.com/FootcandyShoes.USA">https://www.facebook.com/FootcandyShoes.USA</a>		<a href="https://twitter.com/Footcandyshoes">https://twitter.com/Footcandyshoes</a>	FFT
The Habitat Factory	At The Habitat Factory we provide a curated selection of handcrafted finds for you to have, to hold and to love, for generations to come.	Ventura	CA	Pacific	<a href="https://www.facebook.com/TheHabitatFactory">https://www.facebook.com/TheHabitatFactory</a>	<a href="http://instagram.com/thehabitatfactory">http://instagram.com/thehabitatfactory</a>	<a href="https://twitter.com/habitatfactory">https://twitter.com/habitatfactory</a>	FFT
BLENDZ Apparel	BLENDZ Apparel is a Mobile Store offering a wide variety of Name Brand Clothing.	Victorville	CA	Pacific	<a href="https://www.facebook.com/MVR.Inc.Rico/timeline">https://www.facebook.com/MVR.Inc.Rico/timeline</a>	<a href="https://instagram.com/blendzboardshop">https://instagram.com/blendzboardshop</a>	<a href="https://twitter.com/BLENDZApparel">https://twitter.com/BLENDZApparel</a>	FFT
BLOOMSBURY ROAD	Boho style, local artists/designers & one of a kind pieces are just a few of the things that fill the truck. Bloomsbury Road is all about having fun with friends and fashion. Private events, street parties and local events. Available for Girls night out, bachelorette parties & ladies brunch.	Woodland Hills	CA	Pacific	Bloomsbury Road	@bloomsburyroad	@bloomsbury_road	AMRT A
Bridal Boutique on Wheels	Bridal Boutique on Wheels offers one of a kind accessories and more!	Colorado Springs	CO	Mountain	<a href="https://www.facebook.com/BridalBoutiqueOnWheels">https://www.facebook.com/BridalBoutiqueOnWheels</a>			FFT



Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
HEMPLEMENTS	A mobile boutique specializing in items made of industrial hemp.	Colorado Springs	CO	Mountain	Hemplements			AMRT A
The Walk-In Boutique	Based in Colorado Springs the big pink truck offers the latest in Women's fashion. Affordable and stylish clothing in a fun, energetic atmosphere. We will travel outside of our local area, do private shopping parties and events.	Colorado Springs	CO	Mountain	<a href="https://www.facebook.com/TheWalkInBoutique">https://www.facebook.com/TheWalkInBoutique</a>		<a href="https://twitter.com/thewalkintruck">https://twitter.com/thewalkintruck</a>	FFT
Thrift Junkie Vintage	Thrift Junkie Vintage Boutique is a vintage mobile boutique in Colorado Springs, CO. One stop destination for customers in need of rad, unique affordable vintage clothing	Colorado Springs	CO	Mountain	<a href="https://www.facebook.com/ThriftJunkieVintageBoutique/?fref=ts">https://www.facebook.com/ThriftJunkieVintageBoutique/?fref=ts</a>	ThriftJunkieVintage Boutique		SNS
Dapper & Dame	"Dapper & Dame is a mobile fashion boutique experience for both men and women based in Denver, Colorado. We offer on-the-go s	Denver	CO	Mountain	<a href="https://www.facebook.com/dapperndame/timeline">https://www.facebook.com/dapperndame/timeline</a>	<a href="https://instagram.com/dapperndame/">https://instagram.com/dapperndame/</a> ,	<a href="https://twitter.com/dappern dame">https://twitter.com/dappern dame</a> ,	FFT
Denver Fashion Truck	Denver Fashion Truck is a mobile boutique offering a variety of products that include handmade fashion and accessories, small works of art, vintage items and modern lifestyle gifts, to name a few.	Denver	CO	Mountain	<a href="https://www.facebook.com/pages/Denver-Fashion-Truck/325217857578426">https://www.facebook.com/pages/Denver-Fashion-Truck/325217857578426</a>	<a href="http://instagram.com/denverfashiontruck">http://instagram.com/denverfashiontruck</a>	<a href="https://twitter.com/denfashiontruck">https://twitter.com/denfashiontruck</a>	FFT
Judith & Joe	Judith & Joe is mobile boutique based out of Denver that specializes in vinyl records, lifestyle accessories, men's fashion, women's fashion and charitable brands.	Denver	CO	Mountain	<a href="https://www.facebook.com/JudithAndJoe">https://www.facebook.com/JudithAndJoe</a>	<a href="http://instagram.com/judithandjoe">http://instagram.com/judithandjoe</a>	<a href="https://twitter.com/JudithAndJoe">https://twitter.com/JudithAndJoe</a>	FFT
Patterns & Pops Mobile Boutique	Pops of color & pretty patterns are what you're going to find on the Patterns & Pops Mobile Boutique. And! The best part is, if you're not local you can shop P&P online at <a href="http://www.patternsandpops.com">www.patternsandpops.com</a> . Follow owners, Lindsay Naughton & Brittany Brennan, on Instagram & Snapchat (@patternsandpops) as they take to the streets of Denver in their colorful fashion truck "	Denver	CO	Mountain	<a href="https://www.facebook.com/patternsandpops">https://www.facebook.com/patternsandpops</a>	<a href="https://instagram.com/patternsandpops/">https://instagram.com/patternsandpops/</a> ,	<a href="https://twitter.com/patternsandpops">https://twitter.com/patternsandpops</a>	FFT
The Street Boutique, A Fashion Truck	The Street Boutique was founded by owner. Lindsey Trees. Lindsey brings the latest trends straight from the fashion markets of LA, Vegas and NYC. Her goal is for each customer to discover their inner fashionista – and most importantly for	Denver	CO	Mountain	<a href="https://www.facebook.com/DenverStreetBoutique">https://www.facebook.com/DenverStreetBoutique</a>	<a href="http://instagram.com/denverstreetboutique">http://instagram.com/denverstreetboutique</a>	<a href="https://twitter.com/DenStreetBoutique">https://twitter.com/DenStreetBoutique</a>	FFT

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	consumers to realize that high fashion doesn't have to come at a high price. Fashion is all about adapting to trends, finding what works for you...and keeping an open mind.							
TinCan Couture	TinCan Couture is a mobile jewelry boutique that travels around the greater Denver area. Our mobile fashion jewelry boutique is set in a charming vintage 1950's compact trailer with all the bells and whistles. We are a one-stop shop for fashion jewelry and the best part is we come to you!	Denver	CO	Mountain	<a href="https://www.facebook.com/pages/TinCan-Couture-Mobile-Jewelry-Boutique/167532073340921">https://www.facebook.com/pages/TinCan-Couture-Mobile-Jewelry-Boutique/167532073340921</a>			FFT
Tour de Fashion	Tour de Fashion is a mobile boutique that sells local and unique apparel and jewelry.	Denver	CO	Mountain	<a href="https://www.facebook.com/pages/Tour-de-Fashion-CO/106836336149706">https://www.facebook.com/pages/Tour-de-Fashion-CO/106836336149706</a>		<a href="https://twitter.com/tourdefashionco">https://twitter.com/tourdefashionco</a>	FFT
Objects of Affection	Objects of Affection is a mobile boutique that carries handmade jewelry, vintage home decor, art and more!	Falcon	CO	Mountain	<a href="https://www.facebook.com/pages/Objects-Of-Affection/71231155309">https://www.facebook.com/pages/Objects-Of-Affection/71231155309</a>			FFT
Exception Equestrian		Parker	CO	Mountain	<a href="https://www.facebook.com/pages/Exceptional-Equestrian/319825324699599">https://www.facebook.com/pages/Exceptional-Equestrian/319825324699599</a>		<a href="https://twitter.com/exceptionalEQ">https://twitter.com/exceptionalEQ</a>	FFT
SWEET MANA	an eco-friendly company with a mission to create high quality botanical products for body & home. With true inspiration & respect for the Polynesian Islands, the "Spirit of Aloha," the beauty of Mother Nature and the powerful force of attraction, Sweet Mana blends luxurious combinations of exotic flowers, rich nut butters & aromatic plant essences with the purest level of love & positive intention. Well-being on the planet one body, one mind, one soul & one home at a time.	Vail	CO	Mountain	Sweet Mana Aloha		@sweetmanajamie	AMRTA
Bazaar à Gogo	Bazaar à Gogo is a mobile retail truck featuring globally sourced accessories, traveling the New York metropolitan area.	Greenwich	CT	New England	<a href="https://www.facebook.com/pages/Bazaar-%C3%A0-Gogo/575131709225698?ref_type=bookmark">https://www.facebook.com/pages/Bazaar-%C3%A0-Gogo/575131709225698?ref_type=bookmark</a>	<a href="http://instagram.com/bazaaragogo">http://instagram.com/bazaaragogo</a>	<a href="https://twitter.com/BazaarAGogo">https://twitter.com/BazaarAGogo</a>	FFT

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
VINTANTHROMBILE	Connecticut's first vintage mobile boutique. Shop clothing, shoes and accessories for men, women and children.	New Haven	CT	New England	Vintanthromodern Vintage			AMRT A
Vintanthromodern Vintage	What Does "Vintanthromodern" Mean?	New Haven	CT	New England	<a href="https://www.facebook.com/thevintanthromobile">https://www.facebook.com/thevintanthromobile</a>		<a href="https://twitter.com/vintanthromod">https://twitter.com/vintanthromod</a>	FFT
Curbside Fashion Truck	Well, it started out as just a little ole' 23 foot Step van that had to be ripped out, tricked out, then "Walla" it turned into a pretty little boutique-on-wheels! Yes! pretty unique and exciting, Huh?! This mobile boutique is filled with the latest, hip-est, trends and styles, including clothing, jewelry, accessories, cosmetics, special gifts and more at extremely affordable prices ranging from \$20 to \$100! Even more exciting, the GlamourHolic Curbside Fashion Truck reigns as the 1st Mobile Fashion AND Beauty Truck of its kind serving the DMV metro area!	Washington	DC	South Atlantic	<a href="https://www.facebook.com/GlamourHolics">https://www.facebook.com/GlamourHolics</a> , <a href="https://twitter.com/curbsidefashtrk">https://twitter.com/curbsidefashtrk</a>	<a href="http://instagram.com/curbsidefashiontruck#">http://instagram.com/curbsidefashiontruck#</a>	<a href="https://twitter.com/curbsidefashtrk">https://twitter.com/curbsidefashtrk</a>	FFT
Curvy Chix Chariot	Curvy Chix Chariot mobile boutique will supply women sizes 14-24, with the latest fashionable and trendy styles in clothing, handbags, and accessories. Donna passion to help meet the needs and concerns of the growing plus size market can be seen the minute you meet her. She has conducted research and has found that plus size women are looking for a new way to shop and buy the latest fashions and trends at affordable prices.	Washington	DC	South Atlantic	<a href="https://www.facebook.com/CurvyChixChariot">https://www.facebook.com/CurvyChixChariot</a>	<a href="http://instagram.com/curvychixchariot#">http://instagram.com/curvychixchariot#</a>	<a href="https://twitter.com/CurvyChixStyle">https://twitter.com/CurvyChixStyle</a>	FFT
FashN Stop	An innovative rendition of the 21st Century Mobile Business, FashN Stop embodies the very culture of the modern FashNista. Hip and trendy but never tacky, relevant yet never boring, FashN Stop consistently delivers the latest in ladies clothing, shoes, and accessories at attainable prices. Dedicated to professionalism and service, FashN Stop never ceases to delight ladies, young and old alike across Maryland,	Washington	DC	South Atlantic	<a href="https://www.facebook.com/pages/FashN-Stop/138171406358108?fref=nf">https://www.facebook.com/pages/FashN-Stop/138171406358108?fref=nf</a>		<a href="https://twitter.com/fashnstop">https://twitter.com/fashnstop</a>	FFT

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
	Delaware, and Florida. Welcome To A New Way To Shop, Welcome to FashN Stop, Where We Bring The Latest Style And FashN To You!							
Gypsy de la Lune	Gypsy de la Lune is a labor of love, born from a deep appreciation for finely curated vintage clothing and accessories. Created in 2011, we've collected vintage treasures from around the country to bring the best possible pieces to our clients in the Washington, D.C. area and beyond.	Washington	DC	South Atlantic	<a href="https://www.facebook.com/gypsydelalune">https://www.facebook.com/gypsydelalune</a>		<a href="https://twitter.com/gypsydelalune">https://twitter.com/gypsydelalune</a>	FFT
Little White Fashion Truck	Now parked in the streets of DC/ Baltimore/Annapolis areas and Nashville.....The Little White Fashion Truck is setting out to innovate and reinvent the way you shop!!! With nothing but fun and fashion in mind, the LWFT is a retrofitted vintage step truck outfitted to travel urban areas selling beautiful, moderately priced, and unique fashion and jewelry. You may find this truck parked outside your local gym, grocery store, favorite restaurants and bars, concerts, beaches, college campuses....pretty much anywhere there is a parking space.	Washington	DC	South Atlantic	<a href="https://www.facebook.com/LittleWhiteFashionTruck">https://www.facebook.com/LittleWhiteFashionTruck</a>		<a href="https://twitter.com/LWFashionTruck">https://twitter.com/LWFashionTruck</a>	FFT
Nollypop Mobile Boutique	Nollypop Mobile Boutique is a one of a kind, full service, climate controlled Accessory & Gift Shop. In an adorable, fully renovated, vintage camper, we can set up shop anywhere!	Washington	DC	South Atlantic	<a href="https://www.facebook.com">https://www.facebook.com</a>			FFT
Saivita Flower Truck	Saivita creates custom floral designs for weddings, special events, corporations, restaurants, and much more. We also serve our beloved retail clients by way of a mobile shop and are proud to be DC area's very first flower truck! Whether for an epic affair or an intimate setting, our arrangements are handcrafted to meet your floral needs, with emphasis on quality, beauty, and a unique edge.	Washington	DC	South Atlantic	<a href="https://www.facebook.com/saivitafloraldesign">https://www.facebook.com/saivitafloraldesign</a>	<a href="http://instagram.com/saivita#">http://instagram.com/saivita#</a>	<a href="https://twitter.com/dcflowertruck">https://twitter.com/dcflowertruck</a>	FFT

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StyleRide Boutique	StyleRide Boutique is a fresh concept in shopping: stylists bringing affordable women's fashions and accessories to the busy customer in a modern fashion truck. The StyleRide Boutique owners and stylists Cindy Perkins and Jen Nemerow have combined their love for fashion and extensive business experience to create the first boutique on wheels servicing the Washington, D.C. and Virginia market.	Washington	DC	South Atlantic	<a href="https://www.facebook.com/pages/StyleRide-Boutique/263229367135916">https://www.facebook.com/pages/StyleRide-Boutique/263229367135916</a>		<a href="https://twitter.com/stylerideboutiq">https://twitter.com/stylerideboutiq</a>	FFT
The Board Bus	The Board Bus is a mobile board shop featuring top quality skateboards and components, as well as apparel and art. We currently serve the greater Washington DC area, including Northern Virginia and Suburban Maryland.	Washington	DC	South Atlantic	<a href="https://www.facebook.com/theboardbus?fref=ts">https://www.facebook.com/theboardbus?fref=ts</a>		<a href="http://www.twitter.com/theboardbus">www.twitter.com/theboardbus</a>	FFT
The G Truck	The G Truck is Southern Maryland's first vintage mobile boutique. The G Truck will feature new and gently used fashionable designer clothing and accessories at affordable prices. The G Truck will have trendy and eclectic designs for the savvy shopper. The G Truck is a chic cozy boutique that will feature top designers and vintage pieces as well. So ladies come check out The G Truck and have fun shopping for designer fashions, handbags, shoes, jewelry and much more!	Washington	DC	South Atlantic	<a href="https://www.facebook.com/thegtruck">https://www.facebook.com/thegtruck</a>	<a href="http://instagram.com/thegtruckllc#">http://instagram.com/thegtruckllc#</a>	<a href="https://twitter.com/Thegtruck">https://twitter.com/Thegtruck</a>	FFT
The Strut Truck	is a spin-off of our online boutique where you can shop for all the same items that is on our mobile Fashion Truck. Browse through our store and shop with confidence because we pride our selves on carrying top quality boutique style fashion that will keep you coming back for more. Strut DC stocks a variety of items from handpicked Trendy Dresses, Shoes, Handbags and Accessories.	Washington	DC	South Atlantic	<a href="https://www.facebook.com/thestruttruck?fref=ts">https://www.facebook.com/thestruttruck?fref=ts</a>		<a href="https://twitter.com/TheStrutTruck">https://twitter.com/TheStrutTruck</a>	FFT
The Thread Truck	A boutique on wheels for the fashionista on-the-go. The Thread Truck is making its way the DC/MD/NoVa area.	Washington	DC	South Atlantic	<a href="https://www.facebook.com/TheThreadTruck">https://www.facebook.com/TheThreadTruck</a>		<a href="https://twitter.com/thethreadtruck">https://twitter.com/thethreadtruck</a>	FFT

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Grassroots Mobile Boutique	Grassroots is a family-owned specialty gift shop located in Newark, Delaware. We have been in business since 1975 and have won many local awards including Delaware Today Magazine's Best of Delaware Contest and Newark Post Best of Newark. In addition, we have been nominated for NICHE Magazines Top 100 Retailers of American Craft. The store is owned by Marilyn Dickey and her two daughters, Kristin and Joanna, help to run the business.	Newark	DE	South Atlantic	<a href="https://www.facebook.com/GrassrootsShop">https://www.facebook.com/GrassrootsShop</a>	<a href="http://instagram.com/grassrootsshop">http://instagram.com/grassrootsshop</a>	<a href="https://twitter.com/grassrootsshop">https://twitter.com/grassrootsshop</a>	FFT
Passionista Fashion Truck	Passionista Fashion Truck's goals are:	Wilmington	DE	South Atlantic	<a href="https://www.facebook.com/PassionistaFashionTruck">https://www.facebook.com/PassionistaFashionTruck</a>	<a href="http://instagram.com/passionistafashiontruck">http://instagram.com/passionistafashiontruck</a>	<a href="https://twitter.com/PassionistaTRCK">https://twitter.com/PassionistaTRCK</a>	FFT
La Fashion Coach	La Fashion Coach provides clothing from a wide range of upscale and local designers at a reasonable price. The mobile boutique sells lightly worn and new clothing to those who are too busy or just looking for a new way to buy clothing.	Atlanta Beach	FL	South Atlantic	<a href="https://www.facebook.com/pages/La-Fashion-Coach-LLC/170256116452417">https://www.facebook.com/pages/La-Fashion-Coach-LLC/170256116452417</a>	<a href="http://instagram.com/lafashioncoach904">http://instagram.com/lafashioncoach904</a>	<a href="https://twitter.com/LaFashionCoach">https://twitter.com/LaFashionCoach</a>	FFT
FIERCE FINDS MOBILE BOUTIQUE	33-foot elevated online & mobile boutique with high-end finishes that provide an exclusive shopping escape. Selling rare finds but on trend women's clothing, swimwear and accessories. Fierce Finds Mobile Boutique features upcoming designers as well as popular labels and can be booked for business marketing opportunities, events, festivals and private parties. Find the mobile boutique anywhere from Palm Beach to Miami Beach.	Boca Raton	FL	South Atlantic	fiercefindsmobileboutique	FierceFinds	FierceFindsMobileBoutique	AMRTA
The Trendy Truck	The Trendy Truck is a mobile boutique started by a mother/daughter duo with a passion for all things fashion. The Trendy Truck, set to be in motion by September, will travel all around the South Florida area offering the latest trends in women's clothing and accessories.	coral springs	FL	South Atlantic	<a href="https://www.facebook.com/TheTrendyTruck">https://www.facebook.com/TheTrendyTruck</a>	<a href="http://instagram.com/thetrendytruck">http://instagram.com/thetrendytruck</a>	<a href="https://twitter.com/TrendyTruck">https://twitter.com/TrendyTruck</a>	FFT

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
CarriElle's Closet and The Pink Glambulance	CarriElle's Closet and The Pink Glambulance has been serving up style for all size curves since 2013. We specialize in new and pre-owned upscale apparel and accessories for petite to plus women at a price we all can afford. Designers range from Anthropologie and Lily Pulitzer to Prada and Chanel.	Delray Beach	FL	South Atlantic	<a href="https://www.facebook.com/pages/CarriElles-Closet-and-The-Pink-Glambulance/591617354211841?fref=ts">https://www.facebook.com/pages/CarriElles-Closet-and-The-Pink-Glambulance/591617354211841?fref=ts</a>	http://instagram.com/pinkglambulance		FFT
SHOP VINTAGE WITH LISA	the place for trendsetters and free-spirited girls. One-of-a-kind Voho Belle clothing is our forte, so hurry up and get to browsing. Most pieces are embellished with vintage lace, pearls or crochet.	Delray Beach	FL	South Atlantic	Vintage with Lisa	@shopvwl	@vintagewithlisa	AMRTA
Barefoot Gypsy Boutique	Barefoot Gypsy Boutique is an Online & Mobile Boutique with a wonderfully eclectic collection of whimsical and bohemian inspired apparel, jewelry and home accents. We hope to inspire wanderlust, philanthropy and adventure!	Gulf Breeze	FL	South Atlantic	<a href="https://www.facebook.com/barefootgypsyboutique">https://www.facebook.com/barefootgypsyboutique</a>	http://instagram.com/barefootgypsyboutique	https://twitter.com/BarefootGypsy27	FFT
Kara's Kloset	Kara's Kloset is an Online & Traveling Mobile Boutique, introducing a fun new innovative way of shopping with unique stylish affordable fashion.	Jacksonville	FL	South Atlantic	<a href="https://www.facebook.com/karakloset14">https://www.facebook.com/karakloset14</a>			FFT
Sally Ann		Jacksonville	FL	South Atlantic	<a href="https://www.facebook.com/shopsallyann">https://www.facebook.com/shopsallyann</a>	http://instagram.com/sallyannk	https://twitter.com/sally_ann	FFT
SynSha' Fashions Motique	SynSha' Fashions caters to women looking for a line to keep up with their busy lifestyles. Founder Shawana "Ms. Shi" Richar	Jacksonville	FL	South Atlantic	<a href="https://www.facebook.com/SynShaSuiteFashions/">https://www.facebook.com/SynShaSuiteFashions/</a>	https://instagram.com/synshasuite	https://twitter.com/synshasuite	FFT
Bohemian Summer Travel Boutique	Bohemian Summer Boutique is an Online Store & Pop Up Boutique Featuring Homemade Products, Handmade Jewelry & Clothing Inspired By The Island Bohemian...find us at Festivals, Markets, Private Events and Concerts or host your own Girls Night Out and receive 25% off for life!	Jupiter	FL	South Atlantic	<a href="https://www.facebook.com/BohemianSummerBoutique?fref=ts">https://www.facebook.com/BohemianSummerBoutique?fref=ts</a>	https://instagram.com/BohemianSummerBoutique/		FFT

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
Diamond Goddess Boutique	The Diamond Goddess Mobile Boutique is tearing up the highways to get to you. We sell the hottest, sexiest and trendiest club fashions for a night out on the town. We also carry sexy stilettos, clutch bags and a ton of accessories to take your sexiness to another level. Book us for a sip & shop experience and we even provide FREE mimosa's, we will also come to you in a rush if you have a fashion emergency! Want even more selections?? visit us on the web: <a href="http://www.diamondgoddess.net">www.diamondgoddess.net</a> .	Melbourne	FL	South Atlantic	<a href="https://www.facebook.com/adiamondgoddess">facebook.com/adiamondgoddess</a>		<a href="https://www.instagram.com/adiamondgoddess">instagram.com/adiamondgoddess</a>	FFT
La Boutique Mobile	La Boutique Mobile is an actual Boutique operating out of a Truck, originally under the name La Boutique on Wheels*, it is in fact South Florida's very first Fashion Truck. Enjoy a unique shopping experience as you browse through a selection of over 450 trendy affordable fabulous fashion finds, from Boho Chic to Feminine Classic Styles for women ages 15-55, from sizes XS to XL.	Miami	FL	South Atlantic	<a href="https://www.facebook.com/laboutiquemobile">https://www.facebook.com/laboutiquemobile</a>	<a href="http://instagram.com/laboutiquemobile/">http://instagram.com/laboutiquemobile/</a>	<a href="https://twitter.com/laboutiquetruck">https://twitter.com/laboutiquetruck</a>	FFT
Lo Nomada	LoNómada is more than a chic boutique. It's a Traveling Experimental Art Center composed by Fashion, Films, Photography, Music, Artwork and Surprises.	Miami	FL	South Atlantic	<a href="https://www.facebook.com/pages/Dcapsule/323712673054">https://www.facebook.com/pages/Dcapsule/323712673054</a>		<a href="https://twitter.com/lonomada">https://twitter.com/lonomada</a>	FFT
Sassy Chick Fitness	Sassy Chick Fitness, aka The SASSmobile, is a true-to-life mobile boutique... offering a convenient shopping experience, fully equipped with air conditioning and a fitting room. We specialize in ladies' fitness apparel, lounge-wear and accessories.	Miami	FL	South Atlantic	<a href="https://www.facebook.com/sassychickfitness?f=ts">https://www.facebook.com/sassychickfitness?f=ts</a>	<a href="http://instagram.com/sassychickfitnessmiami">http://instagram.com/sassychickfitnessmiami</a>		FFT
The Miami Fashion Truck	The Miami Fashion Truck carries unique products made by hand in our Candy Couture store. We promise to satisfy your candy craving with the sweetest, trendiest jewelry around. Every item is made with care and attention to detail.	Miami	FL	South Atlantic	<a href="https://www.facebook.com/MiaFashionTruck?f=nf">https://www.facebook.com/MiaFashionTruck?f=nf</a>		<a href="https://twitter.com/MiaFashionTruck">https://twitter.com/MiaFashionTruck</a>	FFT
Boutique on the Go	Boutique on the Go is a mobile boutique that sells women's fashion apparel & accessories, offering sizes ranging from small to 3x.	Miami Gardens	FL	South Atlantic	<a href="https://www.facebook.com/boutiqueonthegomi">https://www.facebook.com/boutiqueonthegomi</a>	<a href="http://instagram.com/boutiqueonthego">http://instagram.com/boutiqueonthego</a>	<a href="https://twitter.com/BoutiqueOnTheGo">https://twitter.com/BoutiqueOnTheGo</a>	FFT



Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
2wanderingisters	Clothing store	Ocala	FL	South Atlantic		2wanderingisters		SNS
Blue Betty Traveling Boutique	Blue Betty Traveling boutique features hand picked, hip & unique fashion accessories at affordable price points. Blue Betty can be found parked at various spots in and around Orlando for on-the-spot shopping.	Orlando	FL	South Atlantic	<a href="https://www.facebook.com/BlueBetty66/info">https://www.facebook.com/BlueBetty66/info</a>			FFT
The Rolling Rack	Shop our collection of women's clothing and shoes and rejuvenate your wardrobe. The look and feel of our clothing will give confidence to any woman's style. From casual to sophisticated, we provide quality apparel!	Pompano Beach	FL	South Atlantic	<a href="https://www.facebook.com/therollingrack.fl">https://www.facebook.com/therollingrack.fl</a>	<a href="http://instagram.com/therollingrack">http://instagram.com/therollingrack</a>	<a href="https://twitter.com/rollingrackusa">https://twitter.com/rollingrackusa</a>	FFT
30A Gear Truck	The new 30A Gear Truck sells beach apparel & accessories, in addition to official 30A Gear and is South Walton's very first Fashion Truck!	South Walton	FL	South Atlantic	<a href="https://www.facebook.com/Scenic30A">https://www.facebook.com/Scenic30A</a>			FFT
Indi Loves Harlie	Indi Loves Harlie is a clothing company designed to give back.	St. Augustine	FL	South Atlantic	<a href="https://www.facebook.com/pages/Indi-Loves-Harlie/43340016602">https://www.facebook.com/pages/Indi-Loves-Harlie/43340016602</a>			FFT
Sparkle by Madison	Looking for something fun and different to do with your girlfriends? Now you can! Gather a group of your galpals for a one-of-a-kind shopping experience that pulls right up to your door! The Sparkle by Madison Mobile Boutique is stocked with trendy clothing, jewelry and accessories all individually priced under \$30! We offer music, wine service (by request), comfy seating, a fitting room, and the convenience to shop without having to leaving your home or office!	Tallahassee	FL	South Atlantic	<a href="https://www.facebook.com/Sparklebymadison">https://www.facebook.com/Sparklebymadison</a>		<a href="https://twitter.com/Sparklelith">https://twitter.com/Sparklelith</a>	FFT
White Tent Runway Mobile	White Tent Runway Mobile Boutique, our boutique to go, caters to the "on the go shopper". We bring the boutique to you and your audience inside a 37ft mobile unit complete with cocktails and horderves! This is truly a unique shopping experience. The WTR mobile boutique is available for	Tampa	FL	South Atlantic	<a href="https://www.facebook.com/WhiteTentRunway">https://www.facebook.com/WhiteTentRunway</a>		<a href="https://twitter.com/whitetentrunway">https://twitter.com/whitetentrunway</a>	FFT

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
	private parties, corporate functions, and girls night out!							
Tutti Frutti Boutique	Tutti Frutti Boutique is a mobile fashion truck that sells colorful accessories such as Necklaces, Bracelets, Hair Accessories, Bags, T Shirts and more fun stuff! Tutti Frutti Boutique's commitment is to offer a fun, colorful and high quality product.	Weston	FL	South Atlantic	<a href="https://www.facebook.com/tuttifruttiboutique">https://www.facebook.com/tuttifruttiboutique</a>		<a href="https://twitter.com/tuttifruttiboutique">https://twitter.com/tuttifruttiboutique</a>	FFT
The Rolling Runway	The Rolling Runway is a mobile boutique rollin around Athens, GA in a vintage, but newly restored, 1963 Airstream. It sells women's boutique clothing year round and specializes in prom/formal dresses during prom season.	Athens	GA	South Atlantic	<a href="https://www.facebook.com/therollingrunway">facebook.com/therollingrunway</a>	<a href="https://www.instagram.com/rollingrunway">instagram.com/rollingrunway,</a>	<a href="https://twitter.com/rollingrunway">https://twitter.com/rollingrunway</a>	FFT
Dixie Avenue	Dixie Avenue carries only Southern brands. Whether jewelry and accessories, art and handmade signs, or pancake mixes and homegrown jams... All of the products we carry are made by Southern artisans or small businesses established in the Southeast.	Atlanta	GA	South Atlantic	<a href="https://www.facebook.com/dixieavenue">https://www.facebook.com/dixieavenue</a>	<a href="https://www.instagram.com/dixieavenue">http://instagram.com/dixieavenue</a>	<a href="https://twitter.com/dixieavenue">https://twitter.com/dixieavenue</a>	FFT
GG's Fashion Forward	GG's Fashion Forward is a trendy mobile boutique that specializes in fashionable trend setting clothing and accessories for the women of Atlanta.	Atlanta	GA	South Atlantic	<a href="https://www.facebook.com/GGsFashionForward">https://www.facebook.com/GGsFashionForward</a>	<a href="https://www.instagram.com/ggsfashionforward">http://instagram.com/ggsfashionforward</a>	<a href="https://twitter.com/GGsFashion">https://twitter.com/GGsFashion</a>	FFT
Go-Go Chic	Go-Go Chic is a mobile retail store that offers affordable name brand clothing that is hand selected by the owner (Karla). Go-Go Chic is Georgia's 1st mobile boutique. You will find new, gently used, and vintage name brand clothing at affordable prices. We carry sizes 0-3x	Atlanta	GA	South Atlantic	<a href="https://www.facebook.com/GoGoChic">https://www.facebook.com/GoGoChic</a>			FFT
Heels on Wheels	Heels on Wheels (H.O.W.) is a mobile resale boutique owned & operated by HS Style, Inc. It is Atlanta's first upscale thrift store on wheels! H.O.W. hosts private parties and will be setting up shop in various locations throughout Atlanta.	Atlanta	GA	South Atlantic	<a href="https://www.facebook.com/HonestlySpeakingStyle">https://www.facebook.com/HonestlySpeakingStyle</a>	<a href="https://www.instagram.com/honestlyspeakingstyle/">http://instagram.com/honestlyspeakingstyle/</a>		FFT
Simply Shic Fashion Truck	Simply Shic is a mobile boutique located in Atlanta, Georgia. We offer uniquely	Atlanta	GA	South Atlantic	<a href="https://www.facebook.com/SimplyShicBoutique">https://www.facebook.com/SimplyShicBoutique</a>	<a href="https://www.instagram.com/simplyshicfashiontruck/">https://www.instagram.com/simplyshicfashiontruck/,</a>		FFT

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
	curated on trend, new, vintage clothing and accessories for both women and men.							
Southern Bohemian	Southern Bohemian is a mobile boutique in the Metro Atlanta area that sells women's clothing and accessories.	Atlanta	GA	South Atlantic	<a href="https://www.facebook.com/southernbohemian">https://www.facebook.com/southernbohemian</a>		<a href="https://twitter.com/southernbtruck">https://twitter.com/southernbtruck</a>	FFT
Dreamer Mobile Boutique	Dreamer Boutique is Dublin's 1st Mobile Boutique! The boutique features clothing and accessories for women on the go! Servicing Middle Georgia & surrounding areas. Contact Dreamer Mobile Boutique for your private party needs.	Dublin	GA	South Atlantic	<a href="https://www.facebook.com/pages/Dreamer-Mobile-Boutique/269334413197589?sk=timeline">https://www.facebook.com/pages/Dreamer-Mobile-Boutique/269334413197589?sk=timeline</a>			FFT
The Fashion Bustique	The Fashion Bustique brings the latest women fashions and trends to our customer's doorstep, Corporate Events or wherever we are welcome. We offer a variety of stylish and unique clothing and accessories, designed and created by us and/or local designers. We specialize in revamping old gently worn items and turn it into something more trendy and CHIC!!	Marietta	GA	South Atlantic	<a href="https://www.facebook.com/TheFashionBustique">https://www.facebook.com/TheFashionBustique</a>			FFT
Sara Jane Children's Boutique	Sara Jane Children's Boutique is Savannah's first Fashion Truck . We have just become more convenient for all our customers. Wherever you may be we will be coming to a neighborhood near you and setting up shop! Stay tuned for our schedule and how you can host a trunk show in your neck of the woods. As always we look forward to seeing you soon- whether it be at our 37th Street location or our new Sara Jane boutique fashion truck.	Savannah	GA	South Atlantic	<a href="http://www.facebook.com/sarajanekids">http://www.facebook.com/sarajanekids</a>		<a href="https://twitter.com/sarajane kids">https://twitter.com/sarajane kids</a> , <a href="http://instagram.com/sarajanekids/">http://instagram.com/sarajanekids/</a>	FFT
sealovehawaii	sealovehawaii is a mobile beach boutique on the Beautiful Island of Oahu. Outfitted with a changing room and gorgeous fashion from a variety of different designers, the truck offers stylish and unique women's clothing, beachwear and accessories.	Oahu	HI	Pacific	<a href="https://www.facebook.com/pages/sealovehawaii/1542496739309404?sk=timeline">https://www.facebook.com/pages/sealovehawaii/1542496739309404?sk=timeline</a>	<a href="http://instagram.com/sealovehawaii">http://instagram.com/sealovehawaii</a>		FFT
THE DIVA INSIDE	a boutique that specializes in fun and affordable fashion jewelry, accessories and clothing in a unique and different way of shopping; in the summer, shop the	BOONE	IA	West North Central	The Diva Inside		@thedivainside	AMRT A

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
	boutique's Travel Trailer Mobile Boutique. In the winter, the boutique is located in a residential area.							
Hill Vintage and Knits	vintage clothing and yarn shop. We specialize in women's and men's vintage clothing as well as shoes and accessories. In addition to vintage we carry a wide array of yarn, notions, and classes.	Des Moines	IA	West North Central	<a href="https://www.facebook.com/HillVintage">https://www.facebook.com/HillVintage</a>			FFT
PRETTY LITTLE GREEK	a mobile boutique that has a goal to outfit an aesthetically pleasing atmosphere with fashion while promoting sisterhood and self-awareness.	INDIANAPOLIS	IA	West North Central	Pretty Little Greek	@prettylittlegreekboutique	@prettylittlegreek	AMRTA
GOTTA B COUNTRY	a western store and radio show, covering the country with style. Mixing the traditional with the unique, and the meek with the brave...blurring the line between modern & retro. Letting your fashion soul find what it means to you when you just Gotta B Country.	OSEGE	IA	West North Central	Gotta B Country		@gottabcountry	AMRTA
Blond Genius Boutique   Fashion on the Fly	Voted Top Women's Clothing Store in DSM "Best Of 2011, 2012, and 2013".	West Des Moines	IA	West North Central	<a href="https://www.facebook.com/BlondGenius/timeline">https://www.facebook.com/BlondGenius/timeline</a>	<a href="https://instagram.com/blondgenius165/">https://instagram.com/blondgenius165/</a>	<a href="https://twitter.com/blondgenius/">https://twitter.com/blondgenius/</a>	FFT
STB Boutique Fashion Truck	STB started in 2010 in a garage with upcycled products from recycled t-shirts, sweaters, and whatever else owner Megan could find. Megan ventured into elastic hair ties and headbands, even adding handmade Bullet Bling Jewelry to the mix. In 2013, the kids boutique clothing and accessories were added to STB, carrying kids petti rompers, leg warmers, diaper covers, dresses, and a few women's accessories. In 2014, more requests for women's clothing, accessories, and shoes came in and, following her longtime dream to have her own clothing store, STB Boutique.com launched in October 2014. In 2015, still working in the garage, things grew tremendously and in March, STB Boutique Fashion Truck was born!	ID	ID	Mountain	Stitches to Britches		@stitchestobritches	AMRTA

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
Indigo In Motion	IndigoINMOTION, a mobile boutique, is paving the way in Idaho and she is in high gear featuring designer consignment clothing and accessories.	Idaho	ID	Mountain	<a href="https://www.facebook.com/IndigoInMotion?ref=br_tf">https://www.facebook.com/IndigoInMotion?ref=br_tf</a>		<a href="https://twitter.com/INDIGOInmotion_">https://twitter.com/INDIGOInmotion_</a>	FFT
Violet A Mobile Boutique	Women's apparel and jewelry. Violet is a mobile boutique in the spring and summer, we have moved in doors for the winter. We have combined forces with	Sandpoint	ID	Mountain	<a href="https://www.facebook.com/pages/Violet-A-Mobile-Boutique/155148634681601?id=155148634681601&amp;sk=info">https://www.facebook.com/pages/Violet-A-Mobile-Boutique/155148634681601?id=155148634681601&amp;sk=info</a>	<a href="http://instagram.com/shopcolorfullife#">http://instagram.com/shopcolorfullife#</a>	<a href="https://twitter.com/Shopcolorfulife">https://twitter.com/Shopcolorfulife</a>	FFT
The Little Black Fashion Truck	People ask, "What is it?" No it's not a taco truck..... It's a mobile boutique. We specialize in women's clothing, accessories, and bags. Everything women love to make them feel more beautiful. (Shoes may be coming to a truck near your location soon :) We sell quality items for the girls on a budget, because lets face it, we're all on a budget and love saving money. A unique service provided to every customer where you will always receive stellar service and have your individual fashion needs met that works best for you and your lifestyle.	Twin Falls	ID	Mountain	<a href="https://www.facebook.com/LittleBlackFashionTruck">https://www.facebook.com/LittleBlackFashionTruck</a>	<a href="http://instagram.com/littleblackfashiontruck#">http://instagram.com/littleblackfashiontruck#</a>		FFT
Lipstick Gypsy	Lipstick Gypsy is a small, grass roots, family owned and operated, design company. Founded by Robin Krall (Lead Gypsy) and her two grown daughters (sister gypsies). Robin being the creative force and inspiration of the LG team. She, her daughters, and family travel the country peddling their vintage and handmade goods in carefully selected vintage/antique markets, shows, and various venues.	Wilder	ID	Mountain	<a href="https://www.facebook.com/lipstickgypsy1965">https://www.facebook.com/lipstickgypsy1965</a>	<a href="http://instagram.com/lipstickgypsy">http://instagram.com/lipstickgypsy</a>	<a href="https://twitter.com/Lipstickgypsy">https://twitter.com/Lipstickgypsy</a>	FFT
FASHION IN MOTION	a mobile shopping boutique that understands the needs of today's busy women that enjoy the unique styles that can only be found in small boutiques and local shops yet can't find the time to frequent these stores. Fashion In Motion brings the latest trends in apparel, jewelry and accessories right to your door, and	Chicago	IL	East North Central	Fashion In Motion Truck			AMRT A

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
	only stock merchandise that is personally hand-selected and admired, including items from many Chicagoland artists that are "hard to find."							
Little Fox Tribe	Little Fox Tribe is a company committed to promoting artisans abroad. We work with our artisans to create unique handmade products for conscious consumers. The truck sell purses, shoes, jewelry, home goods and special order items.	Chicago	IL	East North Central	<a href="https://www.facebook.com/LittleFoxTribe/littlefoxtribe/timeline">https://www.facebook.com/LittleFoxTribe/littlefoxtribe/timeline</a>	<a href="http://instagram.com/littlefoxtribe">http://instagram.com/littlefoxtribe</a>	<a href="https://twitter.com/LittleFoxTribe">https://twitter.com/LittleFoxTribe</a>	FFT
Lost Girls Vintage	Sarah & Kyla of Lost Girls Vintage carry pearl snap Western shirts, leather oxfords, jackets, briefcases and more. Ladies can also look forward to shopping a range of vintage designer items including dozens of Ferragamo's iconic flats in a variety of colors and purses from Coach and Dooney & Bourke.	Chicago	IL	East North Central		lostgirlsvintage	LostGirlsVtg	FFT
The Bus Shop	The Bus Shop is a mobile vintage store operating out of a renovated school bus.	Chicago	IL	East North Central	<a href="https://www.facebook.com/pages/The-Bus-Shop/164299130431852?sk=timeline">https://www.facebook.com/pages/The-Bus-Shop/164299130431852?sk=timeline</a>			FFT
Sew Moving	Sew Moving is a mobile retail truck selling high quality cotton quilting fabrics. We also stock patterns, thread and notions.	Lake County	IL	East North Central	<a href="https://www.facebook.com/SewMoving">https://www.facebook.com/SewMoving</a>			FFT
Fashion In Motion Truck	It began with a gift of a sweater that Gina received from a girlfriend in Annapolis, MD. When it was discovered that the purchase was made off of a "mobile fashion truck", Gina was intrigued and began looking for the nearest one to her in Chicago. There wasn't a fashion truck in the entire state of Illinois! With the help of partner Dominic Balbi, extensive renovations were made to a step van and Fashion in Motion opened it's "truck doors" in May of 2013. This business model serves many time-starved women who enjoy the shopping experience of "boutiques" but do not have the time or access to shop these type stores. You will find the Fashion in Motion truck at a	Libertyville	IL	East North Central	<a href="https://www.facebook.com/FashionInMotionTruck">https://www.facebook.com/FashionInMotionTruck</a>	<a href="http://instagram.com/FashionNMotion#">http://instagram.com/FashionNMotion#</a>	<a href="https://twitter.com/FashionMotion">https://twitter.com/FashionMotion</a>	FFT

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	variety of locations throughout the Chicagoland area. See the "Find Us " tab on our website and discover the unique shopping experience for yourself!							
ITTY BITTY FASHION TRUCK	a mobile retail boutique that travels in and around Springfield to local events, festivals and various street side locations. Three sisters representing modern women in their 20's, 30's and 40's and excited to bring something new and different to their hometown!	SPRINGFIELD	IL	East North Central	Itty Bitty Fashion Truck	ittybittyfashiontruck		AMRTA
Bizzy's Mobile Boutique		Indianapolis	IN	East North Central	<a href="https://www.facebook.com/BizzysMobileBoutique">https://www.facebook.com/BizzysMobileBoutique</a>	<a href="http://instagram.com/BizzysMobileBoutique#">http://instagram.com/BizzysMobileBoutique#</a>	<a href="https://twitter.com/FollowBizzy">https://twitter.com/FollowBizzy</a>	FFT
Boho Pretty	Boho Pretty is a Mobile & Online Boutique bringing you all of the latest trends in women's clothing. Our mission is to provide trend-setting and unique pieces at a price that won't hurt your pocket book's feelings. We strive for quality products and superior customer service. We are dedicated to creating the most positive shopping experience online and via our little vintage camper turned chic boutique.	Indianapolis	IN	East North Central	<a href="https://www.facebook.com/BohoPretty">https://www.facebook.com/BohoPretty</a>	<a href="http://instagram.com/bohpretty">http://instagram.com/bohpretty</a>	<a href="https://twitter.com/bohpretty">https://twitter.com/bohpretty</a>	FFT
Genie's Closet	Genie travels the world to find fun, fashionable, flattering clothing and accessories from near and far. Shop her closet and find your own Genie Glam style!	Indianapolis	IN	East North Central	<a href="https://www.facebook.com/ShopGeniesCloset">https://www.facebook.com/ShopGeniesCloset</a>		<a href="https://twitter.com/geniescloset">https://twitter.com/geniescloset</a>	FFT
Girly Chic Boutique	Girly Chic Boutique is a one stop shop for women and girls. Located in the heart of Broad Ripple, it is a neighborhood boutique where shoppers can always find something special. We specialize in clothing, accessories, fragrance and gifts. We carry limited amounts of everything so you won't see something you purchased from us on everyone else.	Indianapolis	IN	East North Central	<a href="http://www.facebook.com/girlychicboutique">http://www.facebook.com/girlychicboutique</a>			FFT
Retro 101 Pop-Up Shop	Indianapolis' 1st Boutique on Wheels (a.k.a. Fashion Truck) rolled out in the Fall of 2012. We feature new, on trend fashions at affordable prices. On the bus, you will	Indianapolis	IN	East North Central	<a href="https://www.facebook.com/shopRETRO101">https://www.facebook.com/shopRETRO101</a>		<a href="https://twitter.com/SHOPRETRO101">https://twitter.com/SHOPRETRO101</a>	FFT

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	also find great handmade items from local artists and crafters.							
Urban Frenzy Mobile Boutique	Urban Frenzy Mobile Boutique brings a new style of shopping to Indy. Selling women's vintage, new, custom, and gently used clothing for women, young adults & teens sizes 0-3x, shoes, jewelry, and accessories.	Indianapolis	IN	East North Central	<a href="https://www.facebook.com/UrbanFrenzyMobileBoutique">https://www.facebook.com/UrbanFrenzyMobileBoutique</a>			FFT
Yessiree Petunia Mobile Vintage	Yessiree Petunia Mobile Vintage offers a lovingly curated selection of vintage clothing, housewares, accessories, and upcycled vintage plugs for stretched ears.	Indianapolis	IN	East North Central	<a href="https://www.facebook.com/YessireePetuniaVintage?fref=ts">https://www.facebook.com/YessireePetuniaVintage?fref=ts</a>		<a href="https://twitter.com/YessireePetunia">https://twitter.com/YessireePetunia</a>	FFT
Hot House Market	Influenced by the latest fashion trends,, 60's & 70's bohemian fabrics, mid century modern design, and shabby chippy farmhouse decor, Hot House Market brings you pretty little things from the past that mix fabulously with today's modern style. Owners Doug and Carrie Rosen offer the best eclectic mix of vintage clothing, shoes, boots, accessories, furniture, art, glassware, dishes, and décor for your home at reasonable modest prices.	Lafayette	IN	East North Central	<a href="https://www.facebook.com/pages/Hot-House-Market/140776222614753">https://www.facebook.com/pages/Hot-House-Market/140776222614753</a>		<a href="https://twitter.com/hothousemarket">https://twitter.com/hothousemarket</a> , <a href="https://instagram.com/hothousemarket">https://instagram.com/hothousemarket</a> ,	FFT
Glam Mobile Boutique	Glam Boutique is a new twist on the boutique shopping experience...a fashion truck that can bring the latest trends in fashion and accessories to you! Glam Boutique will be available for home parties, community events, and corporate events.	Noblesville	IN	East North Central	<a href="https://www.facebook.com/GlamMobileNoblesville?fref=ts">https://www.facebook.com/GlamMobileNoblesville?fref=ts</a>			FFT
Luxe Wagon Mobile Fashion Merchants		northern indiana	IN	East North Central	<a href="https://www.facebook.com/luxewagon">https://www.facebook.com/luxewagon</a>	<a href="http://instagram.com/luxewagon">http://instagram.com/luxewagon</a>	<a href="http://twitter.com/luxewagon">http://twitter.com/luxewagon</a>	FFT
The Rusty Crown by Bambini's	Whether we are visiting your home or festival, The Rusty Crown is loaded with limited women's trendy clothing, bold-face jewelry & glorious accessories. Shopping our mobile boutique is always a treasure finding event that you will love!	Washington	IN	East North Central	<a href="http://www.facebook.com/Bambinis1">http://www.facebook.com/Bambinis1</a>	<a href="http://www.instagram.com/Bambinis218emainst">http://www.instagram.com/Bambinis218emainst</a> ,	<a href="http://www.twitter.com/Bambinis1">http://www.twitter.com/Bambinis1</a>	FFT
Bizi Bee Boutique	Twenty-something equestrian, Bizi Ferguson, decided that pursuing a typical "desk job" was not for her after she	Leawood	KS	West North Central	<a href="https://www.facebook.com/bizibeeboutique">https://www.facebook.com/bizibeeboutique</a>	<a href="http://instagram.com/bizibeeboutique">http://instagram.com/bizibeeboutique</a>	<a href="https://twitter.com/bizibeeboutique">https://twitter.com/bizibeeboutique</a>	FFT



Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
	graduated from KU. Being recognized for her fashion/equestrian blog, The Bizi Bee, in SmartPak and other publications, she decided to combine her love of fashion and horses and create a traveling boutique!							
Glamour Girl Essentials	You are bound to find something you love in-store OR on the mobile boutique. Who can go without fabulous clothing for all sizes and gorgeous jewelry? Both the store and mobile boutique is filled with fabulous clothing, gorgeous jewelry, trendy handbags, unique decor and gifts. Now offering personalized on the spot tee shirts through Glam Graphics.	Parker	KS	West North Central	<a href="https://www.facebook.com/GlamourGirlEssentials">https://www.facebook.com/GlamourGirlEssentials</a>	<a href="https://instagram.com/glamourgirl essentials">https://instagram.com/glamourgirl essentials</a> ,		FFT
Ginger Lily Boutique	Ginger Lily Boutique is the newest shopping hot spot at Clifton Square Shopping Village, located in the heart of Wichita's College Hill Historic District. From handbags and one-of-a-kind clothing to unique jewelry—there is something for everyone, at a price point anyone can appreciate.	Wichita	KS	West North Central	<a href="https://www.facebook.com/GingerLilyBoutique">https://www.facebook.com/GingerLilyBoutique</a>	<a href="http://instagram.com/gingerlilyboutique">http://instagram.com/gingerlilyboutique</a>	GingerLilyTruck	FFT
Sandi's Styles	Sandi's Styles is a Fashion Boutique on Wheels. I bring the fashion to you. I know life is busy with jobs, kids and everyday chores. I want to make things simple and fun for you. I will bring the fashion right to your door for your own private shopping party. I offer affordable fashion for all sizes and ages. Everyone should be able to find something for themselves or a gift for someone special. The best part is nothing is over \$50!	Eminence	KY	East South Central	<a href="https://www.facebook.com/pages/Sandis-Styles/145955722109249">https://www.facebook.com/pages/Sandis-Styles/145955722109249</a>			FFT
Betty Jeffries Mobile Boutique	Betty Jeffries is a design driven women's apparel brand. Betty Jeffries' mission is to provide career women with quality, comfort and pristine apparel that is timeless and beautiful.	Louisville	KY	East South Central	<a href="https://www.facebook.com/pages/Betty-Jeffries-KY/421546124576454?sk=timeline">https://www.facebook.com/pages/Betty-Jeffries-KY/421546124576454?sk=timeline</a>	<a href="https://instagram.com/bettyjeffriesky/">https://instagram.com/bettyjeffriesky/</a> ,	<a href="https://twitter.com/bettyjeffriesKY">https://twitter.com/bettyjeffriesKY</a>	FFT
Curb Appeal Mobile Boutique	Curb Appeal Mobile Boutique is Baton Rouge's first mobile boutique! We'll be rolling early spring 2015! Private Parties Available.	Baton Rouge	LA	West South Central	<a href="https://www.facebook.com/CurbAppealBR">https://www.facebook.com/CurbAppealBR</a> ,			FFT

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
Flower ME Around	We offer clothing and accessories that are trendy, fashionable, and unique. The boutique will have gift sets and fresh cut flowers of the day. We are that one "STOP" that offers quality and convenience. Be sure to look out for the rolling Boutique in an area near "YOU"	Baton Rouge	LA	West South Central	<a href="http://www.facebook.com/flowermearound">www.facebook.com/flowermearound</a>	<a href="http://instagram.com/flowermearound">http://instagram.com/flowermearound</a>	<a href="http://twitter.com/flowermearound">http://twitter.com/flowermearound</a>	FFT
Civilian Style Mobile Boutique	The Civilian Style Mobile Boutique brings you free spirited fashion and bohemian styles on the cheap. Shop new, vintage and upcycled clothing online and in a unique boutique on wheels.	Lafayette	LA	West South Central	<a href="https://www.facebook.com/Civilianstyleboutique">https://www.facebook.com/Civilianstyleboutique</a> <a href="https://plus.google.com/+JenniferCraftCivilianStyle/posts">https://plus.google.com/+JenniferCraftCivilianStyle/posts</a>	<a href="http://instagram.com/civilianstyle">http://instagram.com/civilianstyle</a>	<a href="https://plus.google.com/+JenniferCraftCivilianStyle/posts">https://plus.google.com/+JenniferCraftCivilianStyle/posts</a>	FFT
BOSTON SPORTS APPAREL CO	supplies the highest quality sports design and artwork to the New England marketplace.	Boston	MA	New England				AMRTA
Lola's Urban Vintage Mobile Boutique	One of Boston's first mobile retailer, LOLA's is literally hitting the street of Boston. Owner, Nicole Lyons, Artist and Entrepreneur, is taking her chic, edgy designs to a broader audience. Lola's is literally "Where Street Meets Chic"!	Boston	MA	New England	<a href="https://www.facebook.com/lolasurbanvintage">https://www.facebook.com/lolasurbanvintage</a>		<a href="https://twitter.com/LolasUrbanVin">https://twitter.com/LolasUrbanVin</a>	FFT
Sully's Fashion Truck	Sully's Brand is Boston's first and finest sports fan brand. Sully's began our operations in 1999 and we are looking forward to another exciting decade serving the nation's best fans.	Boston	MA	New England	<a href="https://www.facebook.com/believeinboston?fref=ts">https://www.facebook.com/believeinboston?fref=ts</a>		<a href="https://twitter.com/SullysBrand">https://twitter.com/SullysBrand</a>	FFT
THE FASHION TRUCK	Boston's favorite mobile boutique featuring the chicest women's apparel and accessories, all for under \$100.	Boston	MA	New England	The Fashion Truck		<a href="https://twitter.com/thefashiontruck">@thefashiontruck</a>	AMRTA
Mermaids on Cape Cod	Make a SPLASH! on Cape Cod~ our mobile boutique is filled with all things Cape Cod, Nautical, Sea Spectaculars, Jewelry, Accessories, Clothing, and "Mer-MADE on Cape Cod". We have the shore thing to make your ocean loving heart wave with delight!	Cape Cod	MA	New England	<a href="https://www.facebook.com/MermaidsCapeCod">https://www.facebook.com/MermaidsCapeCod</a>		<a href="https://twitter.com/TheMermaidsCC">@TheMermaidsCC</a>	FFT
ARTichoke	ARTichoke sprouted as an idea from a sketch book in 2008 and blossomed into the launch of our brand name in 2010. Since then, we created a mobile boutique which travels throughout Massachusetts	Eastham	MA	New England	<a href="https://www.facebook.com/artichokecapecodhttps">https://www.facebook.com/artichokecapecodhttps</a>		<a href="https://twitter.com/artichokecc">https://twitter.com/artichokecc</a>	FFT

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	and we own a brick-and-mortar boutique in Eastham, MA. You can find our apparel throughout the US, Canada and all the way to Costa Rica, keep your eyes peeled because you never know where you can find us on our big GREEN bus.							
The Chic Stop	The Chic Stop, located in southern MA, is a walk-in closet on wheels! Bringing fashion, fun & sparkle straight to your door! At The Chic Stop you'll find a variety of dresses, accessories, jewelry, shoes. The Chic Stop also aims to be a 'vehicle' for other entrepreneurs, we search high & low for fabulous gifts made right in New England.	Raynham	MA	New England	<a href="https://www.facebook.com/shopchicstop">facebook.com/shopchicstop</a>		,twitter.com/shopchicstop,instagram.com/shopchicstop	FFT
Glee Gifts	After 10 years as a brick and mortar, Glee Gifts has transition to a boutique on wheels.	Worcester	MA	New England	<a href="https://www.facebook.com/gleegifts.usa/timeline">https://www.facebook.com/gleegifts.usa/timeline</a>		<a href="https://twitter.com/gleegal">https://twitter.com/gleegal</a> , <a href="https://plus.google.com/u/0/102439534527212124145/posts">https://plus.google.com/u/0/102439534527212124145/posts</a> ,	FFT
Hobo The Original	Hobo The Original is a lifestyle brand founded on the principles of creativity, originality and quality. Based in Annapolis, celebrating 20 years of heritage and still privately owned, Hobo has a passion for the past and an eye to the future. Hobo's heritage-hip brand philosophy builds innovative design and purposeful function into each and every one of its signature products.	Annapolis	MD	South Atlantic	<a href="https://www.facebook.com/HoboBags">https://www.facebook.com/HoboBags</a> , <a href="https://twitter.com/hobothoriginal">https://twitter.com/hobothoriginal</a>		<a href="https://twitter.com/hobothoriginal">https://twitter.com/hobothoriginal</a>	FFT
Go-go Retread Threads	Go-go's Retread Threads is a mobile resale clothing store that will be out and about all over Baltimore and the surrounding areas. We buy and sell gently used, fashion forward and vintage women's (and some men's) clothing.	Baltimore	MD	South Atlantic	<a href="https://www.facebook.com/GoGosRetreadThreads?fref=ts">https://www.facebook.com/GoGosRetreadThreads?fref=ts</a>			FFT

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Side Dish	The other trucks are food, while Side Dish offers only accessories; a true no-calorie treat that fills the void in Baltimore's mobile retail specialty shops. Side Dish's collection of designs is thoughtfully curated, balancing a variety of styles with affordability. Customers can shop a unique assortment of designs from the latest trends in contemporary fashion jewelry and accessories, the classically modern jewelry collection of ECB Vintage and select, handmade designs by Tracey Beale Jewelry.	Baltimore	MD	South Atlantic	<a href="https://www.facebook.com/sidedishmobile">https://www.facebook.com/sidedishmobile</a>	<a href="http://instagram.com/sidedish_mobile">http://instagram.com/sidedish_mobile</a>	<a href="https://twitter.com/SideDishMobile">https://twitter.com/SideDishMobile</a>	FFT
Tin Lizzy Mobile Boutique	Tin Lizzy, the mobile boutique, is a 1997 Grumman Step Van given a new life as a traveling shop. Specializing in fair trade and sustainable women's apparel, accessories and gift items, every purchase from Tin Lizzy brings ethical fashion to you. There is a story behind every product and we want to share it with you!	Baltimore	MD	South Atlantic	<a href="https://www.facebook.com/shoptinlizzy">https://www.facebook.com/shoptinlizzy</a>	<a href="http://instagram.com/shoptinlizzy">http://instagram.com/shoptinlizzy</a>	<a href="https://twitter.com/shoptinlizzy">https://twitter.com/shoptinlizzy</a>	FFT
Urban Pearl	Urban Pearl is a Mobile Boutique Truck bringing unique and trendy styles to the streets of Baltimore and Harford Counties. Private bookings available for parties, fundraisers and corporate events.	Baltimore	MD	South Atlantic	<a href="https://www.facebook.com/shopurbanpearl">https://www.facebook.com/shopurbanpearl</a>		<a href="https://twitter.com/shopurbanpearl">https://twitter.com/shopurbanpearl</a>	FFT
Pot & Box	Pot & Box specializes in fresh floral design & horticultural decor.	Ann Arbor	MI	East North Central	<a href="https://www.facebook.com/pages/pot-box/190005808861">https://www.facebook.com/pages/pot-box/190005808861</a>	<a href="http://instagram.com/potandbox">http://instagram.com/potandbox</a>	<a href="https://twitter.com/potandbox">https://twitter.com/potandbox</a>	FFT
Sloane Street Style	Sloane Street Style is the first mobile fashion truck in Detroit! All American Made or responsibly sourced women's fashion, jewelry and accessories.	Detroit	MI	East North Central	<a href="https://www.facebook.com/SloaneStreetStyle">https://www.facebook.com/SloaneStreetStyle</a>			FFT
The Traveling Pants Company	The Traveling Pants Company is a mobile boutique established in 2015, servicing Southeast Michigan. A mobile boutique operates like a food truck, only we sell trendy, fashion forward clothing, unique accessories and wearable art. There is even a dressing room with a full-length mirror!	Detroit	MI	East North Central	<a href="https://www.facebook.com/TheTravelingPantsCompany">https://www.facebook.com/TheTravelingPantsCompany</a>	<a href="https://instagram.com/travelingpantsdet/">https://instagram.com/travelingpantsdet/</a>	<a href="https://twitter.com/TheTPC_Detroit">https://twitter.com/TheTPC_Detroit</a>	FFT

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ANGELIC SOAPS & GIFT	a unique small business located in Grand Blanc, MI and offers an awesome selection of handmade gifts made in the USA. Angelic Soaps and Gifts soaps are handcrafted from scratch by hand using the "Cold Processed" method and uses the finest herbs and exotic butters and oils that will cleanse, moisturize, condition, and renew the skin.	Flit	MI	East North Central	Angelic Soaps and Gifts		@AngelicSoaps	AMRTA
Angelic Soaps and Gifts	Angelic Soaps and Gifts is a unique small business located in the USA, in Grand Blanc, Michigan. Angelic Soaps and Gifts off	Grand Blanc	MI	East North Central	<a href="https://www.facebook.com/pages/Angelic-Soaps-and-Gifts/100947708399">https://www.facebook.com/pages/Angelic-Soaps-and-Gifts/100947708399</a>	<a href="http://instagram.com/angelicsoapsandgifts">http://instagram.com/angelicsoapsandgifts</a>	<a href="https://twitter.com/angelicsoaps">https://twitter.com/angelicsoaps</a>	FFT
Girl's Gone Thrift	Girls Gone Thrift is the most Fabulous traveling thrift shop to hit the streets with amazing treasures and unbelievable fashion finds from Everywhere!	Holly	MI	East North Central	<a href="https://www.facebook.com/GirlsGoneThriftTruck">https://www.facebook.com/GirlsGoneThriftTruck</a> , <a href="https://twitter.com/GirlsGoneThrift">https://twitter.com/GirlsGoneThrift</a>		<a href="https://twitter.com/GirlsGoneThrift">https://twitter.com/GirlsGoneThrift</a>	FFT
Hey Daisy! Style Shed	The Hey Daisy! Style Shed features a constantly changing, eclectic mix of fabulous clothing, amazing accessories, and great gifts.	Howard	MI	East North Central	<a href="https://twitter.com/shopheydaisy">https://twitter.com/shopheydaisy</a>		<a href="https://twitter.com/shopheydaisy">https://twitter.com/shopheydaisy</a>	FFT
318 Boutique	318 Boutique 'On Wheels' offers a shopping experience for the woman who wants a closet full of unique, trendy styles at affordable prices, all through the convenience of a traveling, mobile boutique! We have a dressing room with a full length mirror so you can comfortably try-on clothes; and also offer a variety of accessories including jewelry, scarves, headbands and more! It's just like shopping at a traditional brick and mortar boutique—if you fall in love with something, you can take it home with you! No need to place orders. We accept all major credit cards (Visa, Master Card, Discover and American Express) and cash.	plymouth	MI	East North Central	<a href="http://www.facebook.com/318boutique">www.facebook.com/318boutique</a>	<a href="https://instagram.com/318boutique/">https://instagram.com/318boutique/</a> ,		FFT
Madison Boutique	Madison Boutique features clothing and accessories for the woman on the go! Sizes for clothing range from small to large. We have a dressing room with a full length mirror so you can comfortably try on	Plymouth	MI	East North Central	<a href="https://www.facebook.com/madisonboutique">https://www.facebook.com/madisonboutique</a> ,			FFT

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	clothes. We also have a variety of accessories including jewelry and handbags. We accept all major credit cards (Visa, MasterCard, American Express, Discover), PayPal and Cash.							
Fig Leafs' Boutique	Fig Leafs' ... "Why Go Naked..." est 2000. Fig Leafs carries unique current, funky clothing and accessories for women ages 20ish to 60! Yep it's true! We believe in having fun clothing that won't make you feel frumpy!!! We shop major apparel markets in the U.S.	Duluth	MN	West North Central	<a href="https://www.facebook.com/pages/Fig-Leafs-ClothingBoutique/125709024169958">https://www.facebook.com/pages/Fig-Leafs-ClothingBoutique/125709024169958</a>			FFT
Elk Heart Design	When you shop Elk Heart design you'll never walk into the same shop twice. Elk Heart Design is a traveling boutique you can find in Minnesota and surrounding areas. I fill my 1965 Camper with unique vintage treasures, repurposed decor, and handmade designs from local artist. Come see what Elk Heart Design is all about-visit our traveling boutique shop in Minnesota or contact us to find out how we can bring our treasures to you, wherever you are.	Minneapolis	MN	West North Central	<a href="https://www.facebook.com/pages/Elk-heart-design/347893075296311?ref=ts">https://www.facebook.com/pages/Elk-heart-design/347893075296311?ref=ts</a>			FFT
Flaunt Accessories Truck	Flaunt gives a unique and fun shopping experience surrounded by friends and family. Actual merchandise is tried on and bought at the show, there is no ordering or waiting. Clothing and accessories are customized for each season and new pieces are added at each trunkshow, making each show truly unique and exciting.	Minneapolis	MN	West North Central	<a href="https://www.facebook.com/FlauntTruck">https://www.facebook.com/FlauntTruck</a>		<a href="https://twitter.com/Flaunt_truck">https://twitter.com/Flaunt_truck</a>	FFT
Pie Essentials, a Slice of Naughty	Pie Essentials is the first mobile erotic boutique peddling panties, pasties and other "pie" essentials. How about a ri	Minneapolis	MN	West North Central	<a href="https://www.facebook.com/pages/Pie-Essentials-a-Slice-of-Naughty/304962756280733?ref=ts&amp;fref=ts">https://www.facebook.com/pages/Pie-Essentials-a-Slice-of-Naughty/304962756280733?ref=ts&amp;fref=ts</a>		<a href="https://twitter.com/PieEssentials">https://twitter.com/PieEssentials</a>	FFT
The Uncommon Loon	The Uncommon Loon is a Minneapolis-based thrift boutique operating out of a mini school bus. Besides traveling around to local festivals and events, we host private (and free to rent!) parties!	Minneapolis	MN	West North Central	<a href="https://www.facebook.com/uncommonloonmn">https://www.facebook.com/uncommonloonmn</a>	<a href="http://instagram.com/theuncommonloon">http://instagram.com/theuncommonloon</a>	<a href="https://twitter.com/uncommonloonmn">https://twitter.com/uncommonloonmn</a>	FFT

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Uniquely Attainable	Uniquely Attainable – repurBUS is a home decor store located within a renovated school bus. The bus parks all over the Twin Cities area.	Minneapolis	MN	West North Central	<a href="https://www.facebook.com/UniquelyAttainable">https://www.facebook.com/UniquelyAttainable</a>		<a href="https://twitter.com/UniquelyAttain">https://twitter.com/UniquelyAttain</a>	FFT
Village on the Go	Arc’s Value Village is the Twin Cities’ best thrift store. Our goal is a great shopping experience.	Richfield	MN	West North Central	<a href="https://www.facebook.com/arcsvaluevillage">https://www.facebook.com/arcsvaluevillage</a>		<a href="https://twitter.com/arcsvaluevillage">https://twitter.com/arcsvaluevillage</a>	FFT
Lady Lucille Mobile Boutique	We carry a variety of Retro inspired clothing and accessories for women who are inspired by and live the Pin-Up culture.	St. Paul	MN	West North Central	<a href="https://www.facebook.com/longlonglucy">https://www.facebook.com/longlonglucy</a>	<a href="http://instagram.com/thelonglonglucy?ref=badge#">http://instagram.com/thelonglonglucy?ref=badge#</a>	<a href="https://twitter.com/ladylucille">https://twitter.com/ladylucille</a>	FFT
The Fashion Mobile	I know what you’re thinking – “Just what the heck is The Fashion Mobile?” Is it a store? Is it a delivery van? Is it just a big turquoise truck? Or is it something else? Well, the answer is all of the above. The Fashion Mobile is Minnesota’s first mobile boutique. Essentially we are retail store inside of a truck!	Stillwater	MN	West North Central	<a href="https://www.facebook.com/TheFashionMobile">https://www.facebook.com/TheFashionMobile</a>		<a href="https://twitter.com/Fashion_Mobile">https://twitter.com/Fashion_Mobile</a>	FFT
Style A Go-Go	Style A Go-Go is an online shop and mobile boutique. The owner Kim, sells her hand-crafted & hand-picked merchandise. Edie, the truck – a la Edie Sedgwick, the 1960’s fashion icon – was a FedEx truck in her previous life. Thankfully, she has been reincarnated into a shop-on-wheels and she couldn’t be happier about it! Now, Edie houses fashionable garb and trendy accessories for you and your home.	Twin Cities	MN	West North Central	<a href="https://www.facebook.com/StyleAGoGo?ref=hl">https://www.facebook.com/StyleAGoGo?ref=hl</a>		<a href="https://twitter.com/wheresgogo">https://twitter.com/wheresgogo</a>	FFT
Stadium Shoes	StadiumShoes.com is an ecommerce footwear boutique geared towards branded fashion casual flip flops, sandals, sneakers, socks and more. Stadium Shoes website includes news, notes, reviews and sales alerts. StadiumShoes.com is also home to the retail shoe truck. The shoe boutique on wheels idea was created to make shoe shopping as easy as grabbing a hot dog from your favorite street vendor. The online shoe store, shoe truck and warehouse are all based in Columbia, Missouri.	Columbia	MO	West North Central	<a href="https://www.facebook.com/StadiumShoe">https://www.facebook.com/StadiumShoe</a>	<a href="https://plus.google.com/+StadiumShoesColumbia/posts">https://plus.google.com/+StadiumShoesColumbia/posts</a>	<a href="https://twitter.com/StadiumShoes">https://twitter.com/StadiumShoes</a>	FFT

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Bizbee Boutique	Bizbee Boutique is an airstream trailer bringing couture to you! Set up around Kansas City area or at horse shows in the Midwest and the South. Private events too!	Kansas City	MO	West North Central	<a href="https://www.facebook.com/bizbeeboutiquellc">https://www.facebook.com/bizbeeboutiquellc</a>			FFT
MoVi Modern Vintage Mobile Boutique	MoVi is Kansas City's unique destination for modern vintage clothing, accessories, and housewares. Housed in a 1962 Airstream, we carry a well edited and artfully curated product selection. We pride ourselves in scouring the country for one of a kind vintage pieces to call your own. Our vintage garments have been MoVified... (re)designed to create unique and modern clothing for our fashion forward clientele.	Kansas City	MO	West North Central	<a href="https://www.facebook.com/shopMoVi">https://www.facebook.com/shopMoVi</a>			FFT
TYPO Truck by TYPOGRFX		Lawson	MO	West North Central	<a href="http://www.facebook.com/TYPOGRFX">www.facebook.com/TYPOGRFX</a>		<a href="https://twitter.com/GRFXcreative,typotosha">https://twitter.com/GRFXcreative,typotosha,</a>	FFT
Miki's Closet by ScholarShop	Miki's Closet is a new mobile boutique that's expanding the fun, fashion, and fundraising efforts of The Scholarship Foundation of St. Louis and ScholarShop retail stores, taking bold fashion statements to the streets of St. Louis with upscale clothing, shoes, jewelry, and accessories for men and women.	St. Louis	MO	West North Central	<a href="https://www.facebook.com/ScholarShopSTL/">https://www.facebook.com/ScholarShopSTL/</a>	<a href="https://instagram.com/scholarshopstl/">https://instagram.com/scholarshopstl/</a> ,	<a href="https://twitter.com/scholarshopstl">https://twitter.com/scholarshopstl</a>	FFT
Rack and Clutch	a mobile boutique that brings an ultra-hip, hard-to-find collection of jewelry, accessories and clothing to the streets of St. Louis and its surrounding cities. The carefully curated selection of items from independent designers all over the US combined with seasonal standouts from their favorite collections makes for an unparalleled shopping experience!	St. Louis	MO	West North Central	<a href="https://www.facebook.com/pages/Rack-Clutch/206922532751492">https://www.facebook.com/pages/Rack-Clutch/206922532751492</a>		@rackandclutch	FFT
Retropolitan Fashion Truck	Retropolitan is a bright pink mobile retail boutique offering retro, vintage, and contemporary designer resale clothing and accessories.	St. Louis	MO	West North Central	<a href="https://www.facebook.com/pages/Retropolitan-Fashion-Truck/147603962094361">https://www.facebook.com/pages/Retropolitan-Fashion-Truck/147603962094361</a>			FFT



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The Fashion Lane	Fashion + accessibility + a retrofitted delivery truck = The Fashion Lane – St. Louis’ newest mobile retailer!	St. Louis	MO	West North Central	<a href="https://www.facebook.com/thefashionlanetruck?fref=ts">https://www.facebook.com/thefashionlanetruck?fref=ts</a>	<a href="https://instagram.com/thefashionlanetruck/">https://instagram.com/thefashionlanetruck/</a>	<a href="https://twitter.com/fashionlanestl">https://twitter.com/fashionlanestl</a>	FFT
Uptown Ellie Mobile Boutique	We are Mississippi’s first mobile fashion boutique providing a unique shopping experience for the woman on the go. Based out of Newton, MS, We bring high quality, affordable clothing from the runway to your driveway! Chique. Affordable. Unique. We specialize in women’s apparel and accessories at prices you will love! We strive to make your shopping easy and fun. Book us for your next event or private party!	Newton	MS	East South Central	<a href="https://www.facebook.com/Uptown-Ellie-Boutique-791363810971172/">https://www.facebook.com/Uptown-Ellie-Boutique-791363810971172/</a>	<a href="https://www.instagram.com/uptownellie/">https://www.instagram.com/uptownellie/</a> ,		FFT
Gypsy Jule	Urban...Rustic...and Contemporary	Apex	NC	South Atlantic	<a href="https://www.facebook.com/GypsyJuleMisfitMercantile">https://www.facebook.com/GypsyJuleMisfitMercantile</a>	<a href="http://instagram.com/gypsyjulemisfitmerc">http://instagram.com/gypsyjulemisfitmerc</a>	<a href="https://twitter.com/GypsyJuleMerc">https://twitter.com/GypsyJuleMerc</a>	FFT
Hazel Twenty Mobile Boutique	Hazel Twenty is Asheville, North Carolina’s first Mobile Boutique. We feature premium denim, and women’s clothing and accessories. Find us around town in Asheville, NC and also at our headquarters located at 15 Possum Trot Rd, Asheville, NC 28806, or shop online at <a href="http://www.hazeltwenty.com">www.hazeltwenty.com</a> .	Asheville	NC	South Atlantic	<a href="https://www.facebook.com/HazelTwentyBoutique">https://www.facebook.com/HazelTwentyBoutique</a>	<a href="http://instagram.com/hazeltwenty">http://instagram.com/hazeltwenty</a>	<a href="https://twitter.com/HAZELTWENTY">https://twitter.com/HAZELTWENTY</a>	FFT
Sadie Mae’s Mobile Boutique	We are a vintage camper turned retail store; specializing in bringing our customers regionally made fashion accessories, some vintage items and other decor. We will be located mostly in North/West Asheville but check in to see where to shop that day! We are open for festivals and other fun events! Or private shopping parties. Feel free to contact us with any great event ideas!	Asheville	NC	South Atlantic				FFT
Circa 360	Circa 360 is Charlotte’s 1st Mobile Boutique. Boho Chic with a Classic Twist.	Charlotte	NC	South Atlantic	<a href="https://www.facebook.com/circa360style">https://www.facebook.com/circa360style</a>	<a href="http://instagram.com/circa360style#">http://instagram.com/circa360style#</a>	<a href="https://twitter.com/circa360style">https://twitter.com/circa360style</a>	FFT

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
Jordanos – Motor Couture	The Jordanos Motor Couture is an upscale mobile boutique that sells contemporary men’s & women’s fashion. Jordanos aspires to bring a true variety of fabulous, wearable, cutting edge clothing to the Charlotte arena with a tasteful eye. A portion of all sales benefit “Project Reover”, a Charlotte based, recognized 501(c)3 non profit organization that supports and promotes opportunities that enhance the lives of children within the autism spectrum and their families.	Charlotte	NC	South Atlantic	<a href="https://www.facebook.com/shopjordanos">https://www.facebook.com/shopjordanos</a>		<a href="https://twitter.com/shopjordanos">https://twitter.com/shopjordanos</a>	FFT
MirrorMirror Accessories Boutique	MirrorMirror is based in Charlotte, NC. We are a mobile accessories boutique, with the latest fashion, vintage and handmade jewelry. We are available to you and your friends, we offer private, wedding, girls nite out, corporate and charity events or just as a gift. MirrorMirror is a unique shopping experience its where your image comes first. Contact me to plan your event.	charlotte	NC	South Atlantic	<a href="https://www.facebook.com/MirrorMirrorMobileBoutique/?fref=ts">https://www.facebook.com/MirrorMirrorMobileBoutique/?fref=ts</a>	,http://www.instagram.com/mirrormirrorclt,		FFT
Dear Hearts	Dear Hearts is a renovated 1966 Shasta camper that provides a rotating supply of new and vintage menswear, women’s clothing, jewelry and life accessories.	Durham	NC	South Atlantic	<a href="https://www.facebook.com/shopdearhearts">https://www.facebook.com/shopdearhearts</a>	http://instagram.com/dear_hearts	<a href="https://twitter.com/dear_hearts">https://twitter.com/dear_hearts</a>	FFT
L Squared Style Truck	rom designer denim to flirty dresses you are sure to find that special piece your closet longs for....Whether sophisticated or rocker chic...L Squared is a distinctively different boutique.	Mooresville	NC	South Atlantic	<a href="https://www.facebook.com/L2DowntownMville/timeline">https://www.facebook.com/L2DowntownMville/timeline</a>		<a href="https://twitter.com/Shop_LS_squared">https://twitter.com/Shop_LS_squared</a>	FFT
Bikini Bus	Bikini Bus, LLC recently launched its first bus – an innovative new venue that revolutionizes the way women purchase swimwear. The Bikini Bus, wrapped in brilliant colors of the sea with a distinctive letter B on all sides, rolls up to homes, businesses and special events to bring stylish, quality merchandise directly to the consumer, making swimsuit buying a unique and exciting year-round experience. Specializing in designs from Brazil and	North Carolina	NC	South Atlantic	<a href="https://www.facebook.com/BikiniBus">https://www.facebook.com/BikiniBus</a>	@BikiniBus	<a href="https://twitter.com/bikinibuss">https://twitter.com/bikinibuss</a>	FFT

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
	Miami, the Bikini Bus also carries Havaiana flip flops, San Diego hats, versatile cover-ups, and fashion jewelry that complement the wide selection of bikinis, tankinis, and one-piece suits available for sale.							
The Go Girl Shoppe	The Go Girl Shoppe is a traveling shop selling fun eclectic accessories and treasures. We are located in Raleigh, but travel all around North Carolina bringing a new shopping experience to our customers!	Raleigh	NC	South Atlantic	<a href="https://www.facebook.com/pages/The-Go-Girl-Shoppe/277049965713301">https://www.facebook.com/pages/The-Go-Girl-Shoppe/277049965713301</a>			FFT
Curvaceous Closet	Curvaceous Closet is a mobile boutique that sells Trendy Designer Women's Clothing without the designer price tag. It's one-stop shopping for YOU and ALL of your girlfriends! I carry sizes from 4-24! So you can all shop together!	Weddington	NC	South Atlantic	<a href="https://www.facebook.com/curvaceousclosetNC">https://www.facebook.com/curvaceousclosetNC</a>		<a href="https://twitter.com/CurvaceousNC">https://twitter.com/CurvaceousNC</a>	FFT
Drift Mobile Boutique	Who doesn't love the coolness and convenience of the food truck? We took that same concept and applied it to our passion for fashion. We carry all the top fashions and must have basics. We can even customize our inventory to match your event. You can book Drift for: Special events, fundraisers (we will donate a portion of the proceeds to your event), personal/private shopping parties, birthdays, sorority events, bachelorette parties, etc...	Wilmington	NC	South Atlantic	<a href="https://www.facebook.com/DriftMobileBoutique">https://www.facebook.com/DriftMobileBoutique</a>			FFT
Pink Culture Truck		Winston-Salem	NC	South Atlantic	<a href="https://www.facebook.com/PinkCultureTruck">https://www.facebook.com/PinkCultureTruck</a>		<a href="https://twitter.com/PinkCultTruck">https://twitter.com/PinkCultTruck</a>	FFT
Good Life Clothing	Good Life Clothing started out of the trunk of a car and moved to a mobile store (The BIG O'NE). You can find Good Life Clothing being worn and represented throughout	Omaha	NE	West North Central	<a href="https://www.facebook.com/pages/Good-Life-clothing/34466784564478?ref=stream">https://www.facebook.com/pages/Good-Life-clothing/34466784564478?ref=stream</a>		good_life402	FFT

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
	the entire state of Nebraska, and all over the USA.							
Niche Boutique	We're a mother and daughter duo that have lived in the Lakes Region for most of our lives. The concept for a mobile business was initially to create a food truck establishment. When Beth realized that boiling water was to be her greatest contribution, that's when the lightbulb went off. With over 45 years of combined retail experience and a love of shopping – Niche Boutique was created.	Lakes Region	NH	New England	<a href="https://www.facebook.com/nicheboutiquenh?ref=hl">https://www.facebook.com/nicheboutiquenh?ref=hl</a>	http://instagram.com/nicheboutiquenh	https://twitter.com/NicheBoutiqueNH,	FFT
Street Chic	We are a women's boutique specializing in affordable apparel and accessories, from many different designers and locations. There's always something fun and unique to shop for within your budget. We started out as a boutique on wheels, which led us to our flagship storefront on Main Street in Boonton, New Jersey. Stop by and find something to LOVE!	Boonton	NJ	Middle Atlantic	https://www.facebook.com/StreetChicMB/			SNS
Via Rove	Via Rove is New Jersey's premier curbside boutique offering a unique shopping experience. Our selection is curated with a spotlight on trending fashion & must-have pieces.	Hoboken	NJ	Middle Atlantic	<a href="https://www.facebook.com/ViaRove?fref=ts">https://www.facebook.com/ViaRove?fref=ts</a>	http://instagram.com/viarove	https://twitter.com/ViaRove	FFT
Shop Pray Love		Manasquan	NJ	Middle Atlantic	<a href="https://www.facebook.com/ShopPrayLove">https://www.facebook.com/ShopPrayLove</a> ,			FFT
Style Haven Boutique	Style Haven is a sanctuary of style. A place where you can find curated vintage, previously loved pieces and indy artist. We also offer style services such as Alterations, Personal Shopping, Closet Makeovers and Wardrobe Styling. Wardrobe Enthusiast Corin Wright created Style Haven. Corin runs the daily operations of the business	Montclair	NJ	Middle Atlantic	https://www.facebook.com/Stylehavenboutique/	shopstylehaven	@ShopStyleHaven	SNS
Penelope Traveling Boutique	Penelope Traveling Boutique is the Jersey Shore's first mobile boutique truck. Offering an eclectic mix of designer, sample sale and one of a kind clothing and accessories, all from the back of a 12 foot	Navesink	NJ	Middle Atlantic	<a href="https://www.facebook.com/PenelopeNJ">https://www.facebook.com/PenelopeNJ</a>	http://instagram.com/penelopenj88		FFT

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
	box truck. Sizes XS to XXL. New merchandise daily. Book the boutique truck from your next event! We park / you shop!							
The Runaway	The Runaway is the East Coast's leading women's clothing mobile boutique. We dress the woman who is always on trend, but too busy to shop, offering a highly curated collection of modern-day apparel and accessories.	New Jersey	NJ	Middle Atlantic	<a href="https://www.facebook.com/shoptherunaway">https://www.facebook.com/shoptherunaway</a>	http://instagram.com/shoptherunaway	https://twitter.com/ShopTheRunaway	FFT
The Style Cruiser	The Style Cruiser is inspired by the idea of a spectacular walk in closet where all of the racks and shelves are filled with wonderful and incredible fashion to wear. We are all about empowering and encouraging everyone to embrace their own style and become their own version of a trend setter. Our goal at The Style Cruiser is to create an enjoyable and exciting environment where women can let their hair down and enjoy a personal and comfortable shopping experience.	New Jersey	NJ	Middle Atlantic	<a href="https://www.facebook.com/thestylecruiser">https://www.facebook.com/thestylecruiser</a>	,http://instagram.com/thestylecruiser #	https://twitter.com/thestylecruiser	FFT
Sense of Style Boutique	Sense of Style Boutique is a chic contemporary boutique catering to the fun, fearless, and feminine fashionista of all sizes.	North Brunswick	NJ	Middle Atlantic	<a href="https://www.facebook.com/senseofstyleboutique/timeline">https://www.facebook.com/senseofstyleboutique/timeline</a>			FFT
Free to Wander Boutique	FREE TO WANDER IS A MOBILE FASHION BOUTIQUE OFFERING A UNIQUE ARRAY OF WOMEN'S FASHION PLUS A VARIETY OF LOCALLY SOURCED, HANDMADE JEWELRY. WE ARE BASED OUT OF SOUTH JERSEY BUT SERVICING THE TRI-STATE AREA FOR SPECIAL EVENTS AND PRIVATE HOME SHOPPING PARTIES.	Willingboro	NJ	Middle Atlantic	<a href="https://www.facebook.com/freetowanderboutique?ref=ts&amp;fref=ts">https://www.facebook.com/freetowanderboutique?ref=ts&amp;fref=ts</a>	http://instagram.com/freetowanderboutique	https://twitter.com/freetowanderbou	FFT
Nomadic Fashion Truck		Albuquerque	NM	Mountain	<a href="https://www.facebook.com/pages/Nomadic-fashion/356156697823504">https://www.facebook.com/pages/Nomadic-fashion/356156697823504</a>	http://instagram.com/nomadicfashiontruck	https://twitter.com/itsbarbiebaby	FFT

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
Cheeky Chicks	Cheeky Chicks is a swanky mobile boutique housed in a restored 1970 Airstream trailer. Hair, nails and your favorite accessories, handbags, popits and clothing. Not only do we have a great shop in Mesilla but you can schedule an at home shopping party where we will bring all the goodies to you. Sure you can go to the mall but wouldn't it be more convenient if the hottest looks just showed up on your doorstep today? Dresses, denim, handbags, jewelry...we've got it.	Mesilla	NM	Mountain	<a href="https://www.facebook.com/cheekychickslc">https://www.facebook.com/cheekychickslc</a>			FFT
The Shoe Chick	The Shoe Chick is a mobile store specializing in Premium Resale Women Shoes, purses, etc. The Shoe Chick Store supports Mariah's House, a charity organizing to rescue Human Trafficking victims.	Las Vegas	NV	Mountain	<a href="https://www.facebook.com/THESHOECHICKSTORE?ref=ts">https://www.facebook.com/THESHOECHICKSTORE?ref=ts</a>			FFT
Biggest Little Fashion Truck	A beautiful boutique on wheels, watch out food trucks Reno has its first Fashion Truck. Bringing the style to you, we can be found cruising the Midtown District, local small and large events, farmers markets, special events, and of course following the food truck craze.	Reno	NV	Mountain	<a href="https://www.facebook.com/pages/Biggest-Little-Fashion-Truck/55746890428552">https://www.facebook.com/pages/Biggest-Little-Fashion-Truck/55746890428552</a>		<a href="https://twitter.com/BLFTreno">https://twitter.com/BLFTreno</a>	FFT
End of the A	End of the A mobile boutique is operated by two girls from Rockaway Beach NY. Both Beth and Tara have a mutual goal to see Rockaway represented the way that it should be...a beautiful place to visit or live and a community filled with resilience and hope.	Belle Harbor	NY	Middle Atlantic	<a href="https://www.facebook.com/EndOfTheA">https://www.facebook.com/EndOfTheA</a>	<a href="http://instagram.com/endofthea">http://instagram.com/endofthea</a>	<a href="https://twitter.com/EndOfTheA">https://twitter.com/EndOfTheA</a>	FFT
Celebrities Mobile Boutique	Celebrities Mobile Boutique travel from state to state keeping Women, and Men up to date with the latest trends. We also have professional makeup artist.	Bronx	NY	Middle Atlantic	<a href="https://www.facebook.com/CelebritiesMobileBoutique">https://www.facebook.com/CelebritiesMobileBoutique</a>			FFT
EMERGENCY MOBILE THRIFT SHOP	A retired ambulance converted into a mobile thrift shop, the interior is remodeled and has the appearance and feel of a quaint little shop in the east village where you can find many treasures for	Bronx	NY	Middle Atlantic	<a href="http://www.facebook.com/emsthiftshop">www.facebook.com/emsthiftshop</a>	@emtsjan		AMRT A

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
	women, men and children: clothing, accessories, sunglasses, shoes, cosmetics, scarves, belts, watches, small furniture, office supplies, cd's, music, books, kids apparel, games, and much more. Some pieces are lightly used and others are new with tags.							
Gypsy A GoGo NY	Gypsy A GoGo NY is a mobile boutique in Brooklyn that sells women's clothing, handcrafted jewelry, Italian leather purses, home goods, and more.	Brooklyn	NY	Middle Atlantic	<a href="https://www.facebook.com/GypsyAGoGo">https://www.facebook.com/GypsyAGoGo</a>	<a href="http://instagram.com/gypsyagogy">http://instagram.com/gypsyagogy</a>	<a href="https://twitter.com/gypsyagogy">https://twitter.com/gypsyagogy</a>	FFT
La Poubelle Vintage	La Poubelle Vintage was launched in 2009 by Brooklynite Laura Lanz-Frolio as an Etsy shop specializing in one-of-a-kind vintage fashions sourced from around the Northeast. In March of 2013 we reached our Kickstarter campaign goal to launch a mobile vintage shop. We spent months renovating a 1968 Shasta Airflyte camper trailer and turning it into a traveling boutique filled with vintage goodies for men and women. Find our trailer parked around NYC and beyond, we post our location daily on Instagram and Twitter.	Brooklyn	NY	Middle Atlantic	<a href="https://www.facebook.com/LaPoubelleVintage">https://www.facebook.com/LaPoubelleVintage</a>	<a href="http://instagram.com/lapoubellevintage#">http://instagram.com/lapoubellevintage#</a>	<a href="https://twitter.com/poubellevintage">https://twitter.com/poubellevintage</a>	FFT
Ooo La La Boutique	: The Ooo la la Fashion truck is a mobile boutique filled with clothing, accessories and so much more. Fashion is not just in a store front or at mall, fashion is on four wheels too!	Buffalo	NY	Middle Atlantic	<a href="https://www.facebook.com/oolalafashiontruck">https://www.facebook.com/oolalafashiontruck</a>			FFT
Lola's Lookbook	Lola's Lookbook is a fashion-forward Boutique On Wheels serving Long Island. Lola's Lookbook aims to bring you trendy clothing and accessories at affordable prices. Born out of a passion for finding unique pieces, Owner Laura's goal is to prove you don't have to break the bank to look fabulous! With editorial, wholesale, and retail experience under her belt, Laura's eye for fashion will bring together the most sought after styles of the season. When you shop the fashion truck expect to	Long Island	NY	Middle Atlantic	<a href="https://www.facebook.com/LolasLookbook">https://www.facebook.com/LolasLookbook</a>	<a href="http://instagram.com/lolaslookbook#">http://instagram.com/lolaslookbook#</a>	<a href="https://twitter.com/LolasLookbook">https://twitter.com/LolasLookbook</a>	FFT

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
	receive one-on-one attention and unparalleled customer service. Laura knows that when you look your best you also feel your best. Through styling, experience, and passion Laura will help you discover your very best self!							
Pagio Jewelry Designs "The Pagio Truck"	Pagio Jewelry Designs is owned by artist/jewelry designer, Paola Giordano. It is an independent jewelry business based on Long Island, NY. All of the pieces are designed, and fabricated by Paola, and are one of a kind- due to the unusual cuts and selections of the stones/materials used. The pieces are made from semi-precious stones and various metals such as sterling silver, brass, copper, and pewter. Pagio Jewelry Designs pieces are sold in galleries and stores across the USA and elsewhere, and are found at fine art shows, indie shows, and other events. Paola expanded the business in June 2014, but refurbishing an old Fed Ex truck into what is Long Island's first mobile art gallery. "The Pagio Truck" primarily carries Paola's pieces, but she also carries the work of other amazing artists. "The Pagio Truck" is a fine craft gallery that specializes in carrying one of a kind art work, that is made by the artists solely, and is not mass produced. All of the art is made in the USA.	Long Island	NY	Middle Atlantic	<a href="https://www.facebook.com/pages/Pagio-Jewelry-Designs/120174653534?ref_type=bookmark">https://www.facebook.com/pages/Pagio-Jewelry-Designs/120174653534?ref_type=bookmark</a>		<a href="https://twitter.com/PagioJewelry">https://twitter.com/PagioJewelry</a>	FFT
Arden Reed Tailor Truck	Arden Reed is a Men's Bespoke Suiting Brand for the ambitious man. The Tailor Truck will drive to your neighborhood, 3D scan your body and personally style you in less time than it takes to get coffee.	New York	NY	Middle Atlantic	<a href="https://www.facebook.com/ardenreed">https://www.facebook.com/ardenreed</a>	<a href="http://instagram.com/Arden_Reed#">http://instagram.com/Arden_Reed#</a>	<a href="https://twitter.com/Arden_Reed">https://twitter.com/Arden_Reed</a>	FFT



Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
Bucco Couture Mobile	From the executive office to the golf course and everywhere in between, we help you stay a step ahead by providing you with world-class bespoke custom and ready-to-wear garments in the convenience of your home or office. Our master tailors have more than 70 years combined experience and create each garment with luxury fabrics from companies including Barberis, Zegna, Loro Piana Holland & Sherry and Pal Zileri. We come directly to you at your home or office to conveniently provide you with the highest level of service. A full set of measurements is taken by an experienced clothier who will then help you select fabrics and styling to best fit your lifestyle. We keep you looking great without or without the suit.	New York	NY	Middle Atlantic	<a href="https://www.facebook.com/buccocouturemobile?ref=hl">https://www.facebook.com/buccocouturemobile?ref=hl</a>	<a href="http://instagram.com/buccocouture">http://instagram.com/buccocouture</a>	<a href="https://twitter.com/buccocouture">https://twitter.com/buccocouture</a>	FFT
Chic Rattle & Roll	Having made appearances at festivals and events from Manhattan to the Jersey Shore, all the way up to the race track at Saratoga Springs, Chic Rattle & Roll had an eventful and exciting first year. As the 2013 winter season approached, Danielle & Lisa hung up the truck keys to start yet another exciting new chapter in their lives, both buying homes and moving to the Northern New Jersey suburbs.	New York	NY	Middle Atlantic	<a href="https://www.facebook.com/chicrattleandroll">https://www.facebook.com/chicrattleandroll</a> , <a href="https://twitter.com/chicrattleandroll">https://twitter.com/chicrattleandroll</a>	<a href="http://instagram.com/chicrattleandroll#">http://instagram.com/chicrattleandroll#</a>	<a href="https://twitter.com/chicrattleandroll">https://twitter.com/chicrattleandroll</a>	FFT
Le Suite Boutique		New York	NY	Middle Atlantic	<a href="https://www.facebook.com/Lesuiteboutique">https://www.facebook.com/Lesuiteboutique</a>	<a href="http://instagram.com/lesuiteboutique">http://instagram.com/lesuiteboutique</a>	<a href="https://twitter.com/LeSuiteBoutique">https://twitter.com/LeSuiteBoutique</a>	FFT
Local Color Truck	Local Color NYC is a pop up shop housed in a retrofitted delivery truck. The goal of the boutique is to feature and promote art, home goods, accessories, and apparel from independent designers all over the New York area.	New York	NY	Middle Atlantic	<a href="https://www.facebook.com/pages/Local-Color-Truck/359383145557?sk=timeline">https://www.facebook.com/pages/Local-Color-Truck/359383145557?sk=timeline</a>	<a href="https://instagram.com/localcolortruck/">https://instagram.com/localcolortruck/</a>	<a href="https://twitter.com/localcolortruck">https://twitter.com/localcolortruck</a>	FFT

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
Mobile Soles	Mobile Soles is a shopping experience catering to today's busy woman. Bringing fashion forward, delivering items to your doorstep. We're a unique boutique on the go! We are licensed to service all of New York State with hopes of meeting every shopping need. A value added feature is the ability to purchase online as well.	New York	NY	Middle Atlantic	<a href="https://www.facebook.com/MobileSoles">https://www.facebook.com/MobileSoles</a>		<a href="https://twitter.com/mobilesolesbfo">https://twitter.com/mobilesolesbfo</a>	FFT
Mobile Vintage Shop	New York's first mobile vintage shop. Where everything inside is always \$10 or less. Featuring handpicked vintage clothing and accessories, books, vinyl, art and handmade organic soaps.	New York	NY	Middle Atlantic	<a href="https://twitter.com/MobileVintagebk">https://twitter.com/MobileVintagebk</a>			FFT
SUNS TRUCK	SunsTruck is a mobile retail truck providing boutique name brand, and vintage dead stock sunglasses, sunblock and after sun lotions.	New York	NY	Middle Atlantic	Suns Truck		@thesuntruck	AMRTA
SunsTruck Sunglasses	Inspired by the food-truck generation, SunsTruck is a sunglass store on wheels – an eye-opening and innovative mobile retail experience. Launching Summer 2014, SunsTruck can be found at the sunniest spots in and around New York City, including Coney Island's The Mermaid Parade, Brooklyn music festivals, by the waves of Rockaway, and everything in between – wherever fun can be found, look for SunsTruck.	New York	NY	Middle Atlantic	<a href="https://www.facebook.com/thesuntruck">https://www.facebook.com/thesuntruck</a>	<a href="http://instagram.com/thesuntruck">http://instagram.com/thesuntruck</a>	<a href="https://twitter.com/thesuntruck">https://twitter.com/thesuntruck</a>	FFT
The Nomad Truck	Nomad is NYC's wandering fashion boutique offering a handpicked selection of ladies' fashions from the back of a retrofitted delivery truck.	New York	NY	Middle Atlantic	<a href="https://www.facebook.com/thenomadtruck">https://www.facebook.com/thenomadtruck</a>	<a href="http://instagram.com/thenomadtruck#">http://instagram.com/thenomadtruck#</a>	<a href="https://twitter.com/thenomadtruck">https://twitter.com/thenomadtruck</a>	FFT

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
The Styleliner	New York Native and purebred entrepreneur, Joey Wolffer created the Styleliner in June Of 2009. Prior to the Styleliner, Wolffer began her career as a jewelry designer for Meems LTD, providing accessories for several High Street stores in the UK and later became a jewelry designer for Nine West as well as Trend Director for all of Jones Apparel Group. Wanting to take her career to the next level, but not wanting to open a conventional boutique, Joey became a pioneer in the world of mobile accessories. Following in the footsteps of her maternal great-great-grandfather who started one of today's leading retailers in the UK, Marks and Spencer and her father whose legacy remains in Wolffer Estate vineyard and stable on the South Shore of Long Island, Joey is proving that the apple doesn't fall far from the tree. Joey travels the world finding limited-edition pieces that she then curates aboard the Styleliner, creating a unique shopping experience. While Joey loves a good globetrot, her favorite days are still spent riding her horse and laughing at her Jack Russell/Chihuahua, Chili P with her husband Max.	New York	NY	Middle Atlantic	<a href="https://www.facebook.com/TheStyleliner">https://www.facebook.com/TheStyleliner</a>	<a href="http://instagram.com/joeywolffer_thestyleliner#">http://instagram.com/joeywolffer_thestyleliner#</a>	<a href="https://twitter.com/thestyleliner">https://twitter.com/thestyleliner</a>	FFT
Vagabondia Vintage	My goal here at Vagabondia is simple: I strive to offer carefully selected, unique items that not only help make a statement, but that inspire creativity and sustainability in all its forms. From vintage and recycled clothing and accessories, to repurposed art and handcrafted stationary, there's something for every style and any occasion in the Vagabondia treasure trove.	New York	NY	Middle Atlantic	<a href="https://twitter.com/VagabondiaVTG">https://twitter.com/VagabondiaVTG</a>	<a href="http://instagram.com/vagabondiaavintage#">http://instagram.com/vagabondiaavintage#</a>		FFT

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
Re-Chic Boutique	ReChic Boutique is a store on the go! You never know what you might find in our boutique. There is always something new to see! We love our new, affordable fashions, jewelry and accessories but what we really love are our rechic'd items. Clothing that has been re-purposed, re-created or re-fashioned. This what we really love to work on. We find those unloved pieces and find ways to recycle and showcase their new chic style. Don't be surprised if you stumble upon some home decor or furniture that has been re-purposed as well.	Poughkeepsie	NY	Middle Atlantic	<a href="https://www.facebook.com/corrinne.pahlck/timeline">https://www.facebook.com/corrinne.pahlck/timeline</a>	<a href="http://www.instagram.com/shoprechiboutique">http://www.instagram.com/shoprechiboutique,</a>	<a href="http://www.twitter.com/boutiquerechic">http://www.twitter.com/boutiquerechic</a>	FFT
Bella V Mobile Boutique	Bella V Mobile Boutique is bringing a new, unique and exciting shopping experience to the Capital District. We carry women's apparel & accessories at affordable prices, guaranteed to satisfy your fashion needs. Whether you are a bold fashion forward diva or the conservative Bella...we got you! We carry sizes ranging from Small – XXL. If you have any special size request, please let us know and we will try our best to accommodate. You never have to leave our truck feeling unsure about your purchase for our mobile boutique is equipped with a dressing room and a full size mirror.	Troy	NY	Middle Atlantic	<a href="https://www.facebook.com/bellavmobileboutique/timeline">https://www.facebook.com/bellavmobileboutique/timeline</a>	<a href="http://instagram.com/bellavmobileboutique">http://instagram.com/bellavmobileboutique</a>	<a href="https://twitter.com/BellaVMobile">https://twitter.com/BellaVMobile</a>	FFT
Rockeverywear Fashion Truck	Rockeverywear is Taking Fashion To The Streets with Akron's First and ONLY Fashion Truck!! Find us at your local fair, concert series in and around the city, tailgating at your favorite teams game, private parties and at all sorts of events throughout the year!	Akron	OH	East North Central	<a href="https://www.facebook.com/REWFashionTruck?ref=ts">https://www.facebook.com/REWFashionTruck?ref=ts</a>		<a href="https://twitter.com/rockeverywear">https://twitter.com/rockeverywear</a> , <a href="http://instagram.com/rockeverywear">http://instagram.com/rockeverywear</a>	FFT
Truck Shop	Truckshop is Ohio's 1st fashion boutique on wheels, founded in summer 2013 by Chicago native Ashley Volbrecht. The fashion boutique is primarily based in Cincinnati, Ohio but travels around the Midwest. We carry a curated collection of	Cincinnati	OH	East North Central	<a href="https://www.facebook.com/shopthetruck,shopthetruck">https://www.facebook.com/shopthetruck,shopthetruck</a>	shopthetruck	shopthetruck	FFT

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
	tops, dresses and statement jewelry all for \$65 or less.							
Fresh Brewed Tees	Fresh Brewed Tees prints & sells cool eco-friendly apparel. We love Cleveland. Licensed by the NFLPA & MLBPA.	Cleveland	OH	East North Central	<a href="https://www.facebook.com/freshbrewedtees">https://www.facebook.com/freshbrewedtees</a>	<a href="http://instagram.com/freshbrewedtees">http://instagram.com/freshbrewedtees</a>	<a href="https://twitter.com/FreshBrewedTees">https://twitter.com/FreshBrewedTees</a>	FFT
The Wondering Wardrobe		Cleveland	OH	East North Central	<a href="https://www.facebook.com/WonderingCLE">https://www.facebook.com/WonderingCLE</a>	<a href="http://instagram.com/wonderingwardrobe_cle">http://instagram.com/wonderingwardrobe_cle</a>	<a href="https://twitter.com/FashionTruckCLE">https://twitter.com/FashionTruckCLE</a>	FFT
Pursuit Suitmobile	Our dream from Day One was to make the process of buying a suit as simple as possible, and the Suitmobile does just that. Stocked with an edited assortment of reasonably priced and great-looking suits, shirts, ties and accessories for the modern guy, the Suitmobile is ready to come to your next event	Columbus	OH	East North Central	<a href="https://www.facebook.com/pursuityourself">https://www.facebook.com/pursuityourself</a>	<a href="http://instagram.com/pursuityourself">http://instagram.com/pursuityourself</a>	<a href="https://twitter.com/pursuityourself">https://twitter.com/pursuityourself</a>	FFT
The Boutique Truck		Columbus	OH	East North Central	<a href="https://www.facebook.com/TheBoutiqueTruck">https://www.facebook.com/TheBoutiqueTruck</a>	theboutiquetruck	Boutique_Truck	FFT
THREAD on Wheels	The THREAD retail stores and fashion truck carries curated women's and men's designer clothing. THREAD on Wheels is available for	Columbus	OH	East North Central		shopthread	THREADonline	FFT
Joey Eric Fashion Truck	Joey Eric Fashion Truck is an Urban Chic Boutique on wheels! Our boutique was launched in 2002. The fabulous idea of going mobile was birthed in 2014. We offer a fabulous variety of clothing, jewelry and accessories. If you love comfy denim shorts... We've got ya covered. You'll fall in love with our hand distressed vintage shorts.	Dayton	OH	East North Central	<a href="https://www.facebook.com/pages/Joey-Eric/116557643789?sk=timeline">https://www.facebook.com/pages/Joey-Eric/116557643789?sk=timeline</a>	<a href="https://instagram.com/joeyericfashiontruck">https://instagram.com/joeyericfashiontruck</a>	<a href="https://twitter.com/joeyeric">https://twitter.com/joeyeric</a>	FFT
Thrift Cult Clothing	Thrift Cult Vintage travels the suburb in a 1963 AirStream, transporting shoppers and Airstream fanatics alike to the wonderful world of vintage apparel and accessories.	Ohio City	OH	East North Central	<a href="https://www.facebook.com/pages/Thrift-Cult-Clothing/231335560214346">https://www.facebook.com/pages/Thrift-Cult-Clothing/231335560214346</a>			FFT
CARGO ROOM	a mobile boutique crafted out of a concession cargo trailer. Based out of Oklahoma City, one of the perks of having a boutique on wheels...the show can go on	OKLAHOMA CITY	OK	West South Central	Cargo Room	@shopcargoroom	@shopcargoroom	AMRT A

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
	the road anywhere! Cargo Room offers a variety of women's apparel and accessories.							
JONQUE MODE	Oklahoma City's largest and only vintage Airstream-brand mobile boutique featuring women's apparel, accessories and gifts and is the result of Owner Eden Turrentines' 25 years of personal experience in retail, combined with a desire to bring a sense of fun and adventure to the shopping experience. Showcasing "on trend" clothing that appeals to a broad age range, she brings her personal stylist background with an eye toward value and a broadly accessible price!	OKLAHOMA CITY	OK	West South Central	Jonque Mode	@jonquemode	@jonque_mode	AMRTA
Goldilocks Mobile Vintage Boutique	Image source: Truck owner	Portland	OR	Pacific	<a href="https://www.facebook.com/goldilockspdx">https://www.facebook.com/goldilockspdx</a>			FFT
Lodekka	Located in a 1965 Bristol Lodekka double decker bus, the shop offers dresses along with everything a girl needs to put together a smashing outfit! There a few accouterments for boys, too!	Portland	OR	Pacific	<a href="https://www.facebook.com/lodekka">https://www.facebook.com/lodekka</a>	<a href="http://instagram.com/lodekka">http://instagram.com/lodekka</a>	<a href="https://twitter.com/lodekka">https://twitter.com/lodekka</a>	FFT
Menagerie		Portland	OR	Pacific	<a href="https://www.facebook.com/menageriepdx">https://www.facebook.com/menageriepdx</a>	<a href="http://instagram.com/menageriepdx">http://instagram.com/menageriepdx</a>	<a href="https://twitter.com/menageriepdx">https://twitter.com/menageriepdx</a>	FFT
Wanderlust Vintage	Wanderlust Vintage is the brainchild of Vanessa and Dan Lurie. They started their business in September 2010 from a love of vintage and handmade and being inspired by the over 600 food carts here in Portland Oregon.	Portland	OR	Pacific	<a href="https://www.facebook.com/pages/Wanderlust/134751369885921">https://www.facebook.com/pages/Wanderlust/134751369885921</a>	<a href="http://instagram.com/shopwanderlust">http://instagram.com/shopwanderlust</a>	<a href="https://twitter.com/ShopWanderlust">https://twitter.com/ShopWanderlust</a>	FFT
Unexpected Treasures	Unexpected Treasures LLC is an online boutique that also owns a traveling fashion truck known as uTreasures Boutique. We specialize in selling a variety of clothes, accessories and shoes. (Note: a majority of our merchandise is located on our mobile boutique.)	Mansfield	PA	Middle Atlantic	<a href="https://www.facebook.com/UnexpectedTreasures12">https://www.facebook.com/UnexpectedTreasures12</a>			FFT

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
Colorful Life	Colorful Life, is a nomadic boutique that carries contemporary clothing and accessories for women. A place to find romantic styles in beautiful prints and textures.	Philadelphia	PA	Middle Atlantic	<a href="https://www.facebook.com/shopcolorfullife">https://www.facebook.com/shopcolorfullife</a>	<a href="http://instagram.com/oolalafashiontruck/#">http://instagram.com/oolalafashiontruck/#</a>	<a href="https://twitter.com/oolalaboutique">https://twitter.com/oolalaboutique</a>	FFT
Smak Parlour	Deliciously glam, glittery, one-of-a-kind boutique and online shop where girly meets rock 'n roll. Clothing, accessories, housewares...everything for your sparkling life! Smak Parlour is the pink Philadelphia boutique in Old City.	Philadelphia	PA	Middle Atlantic	<a href="https://www.facebook.com/smakparlour">https://www.facebook.com/smakparlour</a>	<a href="http://instagram.com/smakparlour#">http://instagram.com/smakparlour#</a>	<a href="https://twitter.com/Smakparlour">https://twitter.com/Smakparlour</a>	FFT
Style Truck	A truck turned into a women's clothing store! Have fashion, will travel. We love a girls night out and welcome opportunities to team with other vendors for events or festivals.	Philadelphia	PA	Middle Atlantic	<a href="https://www.facebook.com/StyleTruck">https://www.facebook.com/StyleTruck</a>		<a href="https://twitter.com/styletruck">https://twitter.com/styletruck</a>	FFT
Broke Little Rich Girl	BLRG got started when I decided to open up my own boutique. I wanted a brick and mortar that I could add my own touches to and fill up with clothing and accessories for the women of Pittsburgh. As part of my research I visited boutiques around the country and noticed that many of the shops always seemed to be waiting for people to come to them – not my thing! That's how my boutique on wheels, Broke Little Rich Girl, was born. I made a choice, instead of having people come to me, I would go to them. Broke Little Rich Girl Inc. is a renovated bread truck, yes bread truck, filled with women's clothing and accessories and it's complete with a dressing room and hardwood floors! When you step into my mobile store on wheels you'd never guess that you were inside of a truck that once carried construction materials! I carry trendy, but classic, with occasional vintage inspired pieces that will fit the styles of women ages 18 – 45. The inventory is constantly changing and I feature some pieces from local designers. I	Pittsburgh	PA	Middle Atlantic	<a href="https://www.facebook.com/pages/Broke-Little-Rich-Girl-Inc/139993502857100?ref=photo">https://www.facebook.com/pages/Broke-Little-Rich-Girl-Inc/139993502857100?ref=photo</a>		<a href="https://twitter.com/BLRGINc">https://twitter.com/BLRGINc</a>	FFT

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
	hope you will enjoy the experience and the selection.							
Roadie Fashion Truck	Roadie is traveling fashion truck and pop up event. Roadie combines the life of a bohemian on the road with vintage and contemporary wares, music, and community.	Pittsburgh	PA	Middle Atlantic	<a href="https://www.facebook.com/pages/Roadie-Fashion-Truck/209572499053164">https://www.facebook.com/pages/Roadie-Fashion-Truck/209572499053164</a>			FFT
The Vintage Valet	Inside The Vintage Valet shoppers will find unique pieces of clothing that are on trend with vintage inspiration. Crochet,lace,pastel colors and floral prints can be found inside the truck. The clothing can be described as romantic, feminine and whimsical. From color block dresses to crochet peplum, come see the feminine styles inside Pittsburgh's fashion truck!	Pittsburgh	PA	Middle Atlantic	<a href="https://www.facebook.com/thevintagevaletllc">https://www.facebook.com/thevintagevaletllc</a>			FFT
Alice & Hamish Children's Mobile Boutique	Alice & Hamish is a children's mobile boutique located in Scranton, PA (NEPA). We carry stylish clothing, unique toys, and adorable essentials for children ages 2T-8. Please follow us on social media or visit our website for our schedule! Contact us to book the truck for a private shopping party or for your child's birthday party!	Scranton	PA	Middle Atlantic	<a href="https://www.facebook.com/aliceandhamish">https://www.facebook.com/aliceandhamish</a>	<a href="https://instagram.com/aliceandhamish/">https://instagram.com/aliceandhamish/</a>	<a href="https://twitter.com/aliceandhamish">https://twitter.com/aliceandhamish</a>	FFT
Boujie Empire	Boujie Empire is an online store and mobile boutique. We provide concierge shopping services at your home or business. We also	wexford	PA	Middle Atlantic	<a href="https://www.facebook.com/BoujieEmpire/">https://www.facebook.com/BoujieEmpire/</a>	<a href="https://www.instagram.com/boujieempire/">https://www.instagram.com/boujieempire/</a> ,	<a href="https://twitter.com/BoujieEmpire">https://twitter.com/BoujieEmpire</a>	FFT



Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
	do girls night out, birthday parties, bachelorette parties, fashion shows and vendor events. Our inventory includes women's clothing, shoes, hats and accessories and also made to order crochet and upcycled items.							
shops moore	we are a unique mobile & online boutique. the smooore.designs swaggin' wagon can be caught at local events with all of our trendiest threads or you can host a party for Sophia to come to you! what could be better than shopping at your own home with your best friends?! nothing. let us know what we can do to make you the trendiest gal on the block. thanks for your support and happy shopping. :)	Anderson	SC	South Atlantic	<a href="https://www.facebook.com/shopsmooredesigns">https://www.facebook.com/shopsmooredesigns</a>	shopsmoore		SNS
smooore.designs	smooore.designs is a unique online & mobile boutique that offers affordable fashion that comes straight to you. The boutique is a treasure box full of fashion inspiration, accessory ideas, and knowledgeable staff ready to assist	Anderson	SC	Middle Atlantic	<a href="https://www.facebook.com/shopsmooredesigns/timeline">https://www.facebook.com/shopsmooredesigns/timeline</a>	<a href="http://www.instagram.com/shopsmoore">http://www.instagram.com/shopsmoore</a> ,		FFT
Rolling Rack Boutique	Rolling Rack Boutique is a fun, unique and one-of-a-kind shopping experience! A shop-o-holic's dream, the boutique delivers high style without the sticker shock!	Charleston	SC	Middle Atlantic	<a href="https://www.facebook.com/pages/Rolling-Rack-Boutique/291894824154210?ref=tn_tnmn">https://www.facebook.com/pages/Rolling-Rack-Boutique/291894824154210?ref=tn_tnmn</a> , <a href="https://twitter.com/ShopRollingRack">https://twitter.com/ShopRollingRack</a> , <a href="http://instagram.com/rollingrackboutique">http://instagram.com/rollingrackboutique</a> ,	<a href="http://instagram.com/rollingrackboutique">http://instagram.com/rollingrackboutique</a>	<a href="https://twitter.com/ShopRollingRack">https://twitter.com/ShopRollingRack</a>	FFT
Boutique Poulet	Boutique Poulet is Columbia's new mobile hub of up-cycled and experienced fashion. We personally curate a stylish collection of clothing, accessories and up-cycled gifts for those men and women who crave uniqueness and simplicity. In store, you'll find everything from vintage dresses to killer graphic tee's – silk ties to brand name bags, all packed into our singular shopping environment.	Columbia	SC	South Atlantic	<a href="https://www.facebook.com/boutiquepoulet">https://www.facebook.com/boutiquepoulet</a> ,			FFT

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
Fashion-Forward Mobile Boutique	Fashion-Forward Mobile Boutique sells women's fashion apparel, accessories and shoes in South Carolina.	Columbia	SC	South Atlantic	<a href="https://www.facebook.com/FashionFowardMobileBoutiqueLlc">https://www.facebook.com/FashionFowardMobileBoutiqueLlc</a>	<a href="http://instagram.com/FashionForwardMobile">http://instagram.com/FashionForwardMobile</a>	<a href="https://twitter.com/FFMobileBtq">https://twitter.com/FFMobileBtq</a>	FFT
Olive + Estelle	Olive + Estelle is Chattanooga, Tennessee's first and only mobile, women's boutique. We carry unique clothing that you won't find at your typical big box stores. We love color and pattern and specialize in making women feel powerful and beautiful in what they are wearing!	chattanooga	TN	East South Central	<a href="https://www.facebook.com/oliveandestelle">https://www.facebook.com/oliveandestelle</a>	<a href="https://instagram.com/oliveandestelle/">https://instagram.com/oliveandestelle/</a>	<a href="https://twitter.com/OliveandEstelle">https://twitter.com/OliveandEstelle</a>	FFT
CC Belle's Gertie	CC Belle is a fashion truck in Jefferson City, TN that sells women's clothing, handbags and accessories.	Jefferson City	TN	East South Central	<a href="https://www.facebook.com/shopccbelle">Facebook.com/shopccbelle,Facebook.com/shopccbelle,</a>			FFT
Roadside Revival	Roadside Revival is a mobile boutique that goes wherever on the road and also does pop-up and special events. The owners of the boutique are lovers of vintage, modern and classic styles, and staple pieces living a gypsy lifestyle out of a rare double door 64 Boles Aero Estrellita vintage trailer.	Knoxville	TN	East South Central	<a href="https://www.facebook.com/Roadside-Revival-871356019604718/timeline">https://www.facebook.com/Roadside-Revival-871356019604718/timeline</a>		<a href="https://twitter.com/RevivalRoadside">https://twitter.com/RevivalRoadside</a> , <a href="https://plus.google.com/u/0/107521791793527886151/posts">https://plus.google.com/u/0/107521791793527886151/posts,</a>	FFT
Vagabond Roaming Boutique	The Vagabond Roaming Boutique Knoxville's very first mobile fashion boutique! The mobile boutique sells new women's clothing, accessories and jewelry, handmade pieces by emerging and local designers and a highly curated vintage collection. All at budget-friendly prices in an intimate space.	Knoxville	TN	East South Central	<a href="https://www.facebook.com/thevagabondtruck">https://www.facebook.com/thevagabondtruck</a>	<a href="http://instagram.com/thevagabondtruck">http://instagram.com/thevagabondtruck</a>	<a href="https://twitter.com/shop_vagabond">https://twitter.com/shop_vagabond</a>	FFT
Closet Confessions	Closet Confessions Mobile & Online Boutique caters to today's fashion forward female. With our selection of edgy, trendy, and unique women's apparel & accessories your inner stylist is sure to surface.	Memphis	TN	East South Central	<a href="https://www.facebook.com/ClosetConfessions">https://www.facebook.com/ClosetConfessions</a>			FFT
K'PreSha Mobile Boutique	K'PreSha Mobile Boutique sells men's and women's clothing and specializes in local products.	Memphis	TN	East South Central	<a href="https://www.facebook.com/KPreShaBoutique/timeline">https://www.facebook.com/KPreShaBoutique/timeline</a>		<a href="https://twitter.com/KPreShaBoutique">https://twitter.com/KPreShaBoutique</a>	FFT

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
The Henny Penny Mobile Boutique	The Henny Penny Mobile Boutique houses a well curated collection of ladies fashion and a unique shopping experience. Brought to you in a 30 foot step van complete with 2 dressing rooms, the Henny Penny comes to you! Memphis's first fashion truck can be found collaborating with other local businesses, at local festivals and artist markets, or even in your very own driveway. Take a peek around this spiffy little website and check our schedule to see where we'll be rolling up next!	Memphis	TN	East South Central	<a href="https://www.facebook.com/hennypennymemphis">https://www.facebook.com/hennypennymemphis</a>	<a href="http://instagram.com/hennypennymemphis">http://instagram.com/hennypennymemphis</a>	<a href="https://twitter.com/HennyPennyMem">https://twitter.com/HennyPennyMem</a>	FFT
Pichardo Mobile Boutique	Travel is dear to us at Pichardo Boutique and it shows in our business plan. In November 2013 we opened our first mobile boutique allowing us to create pop up shops around the country. We're currently on the streets of Bethesda, Silver Spring, Potomac and Rockville and at events throughout the DC metro and Baltimore.	Milan	TN	East South Central	<a href="https://www.facebook.com/PichardoBoutiqueLLC?ref=hl">https://www.facebook.com/PichardoBoutiqueLLC?ref=hl</a> , <a href="https://twitter.com/PichardoBoutiq">https://twitter.com/PichardoBoutiq</a>	<a href="http://instagram.com/pichardoboutiq">http://instagram.com/pichardoboutiq</a>	<a href="https://twitter.com/PichardoBoutiq">https://twitter.com/PichardoBoutiq</a>	FFT
Blush Boutique	Blush is one of a kind and, yet, continually evolving. We offer a wide variety of styles and sizes of clothing, shoes and accessories at prices you wouldn't find in an average boutique. From our cutting edge private labels to recognizable designers to our own personal fashion line, there is always something new at Blush. We receive 80+ new styles a week with shipments of new items every day!	Nashville	TN	East South Central	<a href="https://www.facebook.com/blushboutiques">https://www.facebook.com/blushboutiques</a>	<a href="http://instagram.com/blushboutiques">http://instagram.com/blushboutiques</a>	<a href="https://twitter.com/blush_boutiques">https://twitter.com/blush_boutiques</a>	FFT
e. Allen Boutique	e.Allen offers designer collections for women, luxury denim, fine boots and shoes, handcrafted jewelry and gifts. But that's not what sets us apart. We specialize in wardrobe styling and teach our customers not only what to wear but also how to wear it. We empower you to mix collections and maximize your investment in quality clothing to create a style unique to your life each and every day.	Nashville	TN	East South Central	<a href="https://www.facebook.com/eallenboutique">https://www.facebook.com/eallenboutique</a>		<a href="https://twitter.com/eallenboutique">https://twitter.com/eallenboutique</a>	FFT

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
Haus of Yarn	Your local yarn shop on wheels. Haus of Yarn to go will be traveling to locations across middle Tennessee delivering our amazing selection of products — and Meg's know-how — wherever it roams!	Nashville	TN	East South Central	<a href="https://www.facebook.com/HausOfYarn?ref=hl">https://www.facebook.com/HausOfYarn?ref=hl</a>		<a href="https://twitter.com/HausofYarnTN">https://twitter.com/HausofYarnTN</a>	FFT
Honeybean Boutique	Honeybean is an independent retail shop on wheels! Born in August 2011, Honeybean is Nashville's first mobile retail shop. We've scoured the internet for the best handmade products to line our shelves and now we want to bring all of that goodness to you!	Nashville	TN	East South Central	<a href="https://www.facebook.com/honeybeanboutique">https://www.facebook.com/honeybeanboutique</a>		HoneybeanShope	FFT
K. McCarthy Fashion Truck	K. McCarthy is a mobile boutique that sells high end clothing & focuses on helping women feel effortlessly fabulous. We take the hassle out of shopping by bringing classic, yet on trend, apparel to you.	Nashville	TN	East South Central	<a href="https://www.facebook.com/kmccarthyfashiontruck">https://www.facebook.com/kmccarthyfashiontruck</a>		<a href="https://twitter.com/kmccarthytruck">https://twitter.com/kmccarthytruck</a>	FFT
Moto Moda	Moto Moda is a mobile boutique based in Nashville, TN and operating out of a 1972 Airstream Argosy trailer. We carry a carefully curated collection of ever-changing merchandise. Moto Moda is motor fashion.	Nashville	TN	East South Central	<a href="https://www.facebook.com/motomodashop">https://www.facebook.com/motomodashop</a>			FFT
Sisters of Nature	Sisters of Nature is a Nashville-based mobile boutique housed in a lovely converted 1954 mint green camper featuring vintage + handmade goods. All our product lines are sourced locally and made by hand. As if that doesn't make Sisters of Nature unique enough we also run on solar power, use 100% recycled or eco friendly papers, and proceeds from every purchase help impoverished women both locally and internationally. Sisters of Nature is known for its array of perfectly eclectic gifts including home goods, bath & body products, accessories, and paper goods.	Nashville	TN	East South Central	<a href="https://www.facebook.com/sistersofnature">https://www.facebook.com/sistersofnature</a> , <a href="https://twitter.com/SistersofNature">https://twitter.com/SistersofNature</a>		<a href="https://twitter.com/SistersofNature">https://twitter.com/SistersofNature</a>	FFT
The Trunk Nashville	Nashville's fully modular retail space designed to showcase designers of men and women's clothing, jewelry and	Nashville	TN	East South Central	<a href="https://www.facebook.com/thetrunknashville">https://www.facebook.com/thetrunknashville</a>	<a href="http://instagram.com/thetrunknash">http://instagram.com/thetrunknash</a>	<a href="https://twitter.com/thetrunknash">https://twitter.com/thetrunknash</a>	FFT

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
	accessories and unique gift items. The Trunk now showcases a plethora of local Nashville accessory designers!							
Two Old Hippies	have created a fun lifestyle shop, where you will find a wide range of music inspired men's, women's and children's clothing. In addition to our bohemian hippie chic clothing, we also carry a unique selection of jewelry, gifts, boots, accessories, bags, guitars, mandolins, ukeleles, and much more. Live music too.	Nashville	TN	East South Central	<a href="https://www.facebook.com/twooldhippies/timeline">https://www.facebook.com/twooldhippies/timeline</a>		<a href="https://twitter.com/twooldhippies/">https://twitter.com/twooldhippies/</a>	FFT
Van Loo's Traveling Boutique	Van Loo's Traveling Boutique is a fashion truck in Nashville that sells women's fashion apparel.	Nashville	TN	East South Central	<a href="https://www.facebook.com/pages/Van-Loos-Traveling-Boutique/408981652525725">https://www.facebook.com/pages/Van-Loos-Traveling-Boutique/408981652525725</a>			FFT
Traveling Trendz	Home Parties, Charity Events, and Fund Raisers, Trendy clothing & accessories, sizes small to 3 x, Everything is under \$44!	Amarillo	TX	West South Central	<a href="https://www.facebook.com/travelingtrendzmobilboutique?ref=hl">https://www.facebook.com/travelingtrendzmobilboutique?ref=hl</a>			FFT
Adelante Curb Service	Adelante Boutique is a retrofitted Airstream that carries hundreds of fashions, fun shoes, great jewelry and furniture often vintage-inspired but always with a distinctly modern twist.	Austin	TX	West South Central	<a href="https://www.facebook.com/AdelanteAustin">https://www.facebook.com/AdelanteAustin</a>	<a href="http://instagram.com/adelanteaustin">http://instagram.com/adelanteaustin</a>	<a href="https://twitter.com/AdelanteAustin">https://twitter.com/AdelanteAustin</a>	FFT
Bootleg Market Airstream	Bootleg Market Airstream is a global peer-to-peer shoe marketplace where you can buy, sell, obsess and stalk shoes!	Austin	TX	West South Central	<a href="https://www.facebook.com/BOOTLEGMarket">https://www.facebook.com/BOOTLEGMarket</a>	<a href="http://instagram.com/bootlegmarket">http://instagram.com/bootlegmarket</a>	<a href="https://twitter.com/bootlegmarket">https://twitter.com/bootlegmarket</a>	FFT
GYPSETTER TRAVELING BOUTIQUE	A Rock n Roll-Gypsy Soul inspired retail store on wheels featuring women's apparel and accessories.	Austin	TX	West South Central	Gypsetter Traveling Boutique, LLC	@gypsettertraveling		AMRT A
Magnolia Pearl	Magnolia Pearl is a mobile boutique that sells handmade Artisan Clothing & Accessories.	Austin	TX	West South Central	<a href="https://www.facebook.com/magnoliapearlclothing">https://www.facebook.com/magnoliapearlclothing</a>	<a href="http://instagram.com/magnoliapearl">http://instagram.com/magnoliapearl</a>		FFT
Pink and Silver Fashion Truck	Pink & Silver is a mobile boutique bringing fashion to the streets Austin. Our boutique offers carefully selected unique clothing and accessories from local designers combined with with each seasons' biggest fashion trends. We are out on the streets 5-7 days a week at local events and business.	Austin	TX	West South Central	<a href="https://www.facebook.com/pages/Pink-and-Silver-Fashion-Republic/662729523806484">https://www.facebook.com/pages/Pink-and-Silver-Fashion-Republic/662729523806484</a>	<a href="https://instagram.com/pinkandsilverfashion/">https://instagram.com/pinkandsilverfashion/</a>		FFT

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
Small Room Collective	Small Room Collective is a mobile mercantile & gallery space built in a gutted, hand-reconstructed 1963 Airstream Globetrotter, affectionately known as Bob Mapplethorpe, functioning as a gallery-shop-by-day and a studio-home-by-night. We feature art, pressed vinyl, apparel and small goods from independent makers and shakers as well as vintage clothing gathered on our travels across the U.S.	Austin	TX	West South Central	<a href="https://www.facebook.com/smallroomcollective/timeline">https://www.facebook.com/smallroomcollective/timeline</a>	<a href="http://instagram.com/smallroomcollective#">http://instagram.com/smallroomcollective#</a>	<a href="https://twitter.com/SRCtrailerways">https://twitter.com/SRCtrailerways</a>	FFT
The Airstream Boutique	The Airstream Boutique is a collection of Austin artisans. Local. Handmade. Vintage. Jewelry. Clothes. Art. Bath and Body. Gifts.	Austin	TX	West South Central	<a href="https://www.facebook.com/airstreamboutique">https://www.facebook.com/airstreamboutique</a>			FFT
The Gypsy Couture	unique Traveling Boutique based in San Antonio, Texas. Serving all of the hill country. They strive to offer very unique and trendy clothing and accessories you can't find anywhere else.	Bulverde	TX	West South Central	<a href="https://www.facebook.com/pages/The-Gypsy-Couture/152533435652">https://www.facebook.com/pages/The-Gypsy-Couture/152533435652</a>		<a href="https://twitter.com/thegypsycouture">https://twitter.com/thegypsycouture</a>	FFT
WILD BLEU	Southern Vogue. Texas Femme. Handcrafted leather, modern day heirlooms, feminine silhouettes, and tinges that nod to our decadent wester heritage.	Clarksville	TX	West South Central	Wild Bleu	@wildbleu	@shopwildbleu	AMRTA
Curbside Chic	Curbside Chic is a mobile boutique that offers the latest in women's fashion apparel and accessories.	College Station	TX	West South Central	<a href="https://www.facebook.com/CurbSideChicMobileBoutique?hc_location=timeline">https://www.facebook.com/CurbSideChicMobileBoutique?hc_location=timeline</a>	<a href="http://instagram.com/curbsidechic">http://instagram.com/curbsidechic</a>		FFT
Couture in A Can	a women's mobile boutique offering personal styling, girlfriend shopping parties, and events.	Dallas	TX	West South Central	<a href="https://www.facebook.com/coutureinacan?fref=ts">https://www.facebook.com/coutureinacan?fref=ts</a>		<a href="https://twitter.com/coutureinacan">https://twitter.com/coutureinacan</a>	FFT
Goody2Shoes Mobile Boutique	We are the first mobile shoe boutique in Dallas, TX. We offer the hottest shoes and accessories for trendy fashionistas!	Dallas	TX	West South Central	<a href="https://www.facebook.com/goody2shoesbtq">https://www.facebook.com/goody2shoesbtq</a>	<a href="https://www.instagram.com/goody2shoesbtq/">https://www.instagram.com/goody2shoesbtq/</a> ,	<a href="https://twitter.com/Goody2Shoesbtq">https://twitter.com/Goody2Shoesbtq</a>	FFT
Haute Wheels	Shop Haute Wheels is a fashion truck located in Dallas, Texas. Our mobile boutique features women's contemporary clothing, jewelry and accessories.	Dallas	TX	West South Central	<a href="https://www.facebook.com/shophautewheels/timeline">https://www.facebook.com/shophautewheels/timeline</a>			FFT
LuxeLiner	LuxeLiner is a mobile boutique that sells women's fashion apparel & accessories.	Dallas	TX	West South Central	<a href="https://www.facebook.com/pages/LuxeLiner/464018163629847">https://www.facebook.com/pages/LuxeLiner/464018163629847</a>		<a href="https://twitter.com/LUXELINER">https://twitter.com/LUXELINER</a>	FFT

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My Rolling Closet	My Rolling Closet is a mobile fashion boutique that brings vintage inspired items but with a modern touch. We want to bring convenience to our	Dallas	TX	West South Central	<a href="https://www.facebook.com/MyRollingCloset">https://www.facebook.com/MyRollingCloset</a>			FFT
Strut	Strut is a mobile boutique that sells Women's clothing, shoes, and accessories.	Dallas	TX	West South Central	<a href="https://www.facebook.com/shopSTRUT">https://www.facebook.com/shopSTRUT</a>	<a href="http://instagram.com/shopstrut">http://instagram.com/shopstrut</a>	<a href="https://twitter.com/SHOPSTRUT">https://twitter.com/SHOPSTRUT</a>	FFT
Sugar Derby	Sugar Derby's mission is to find new homes for the coolest and most deserving vintage items.	Dallas	TX	West South Central	<a href="https://www.facebook.com/sugarderby">https://www.facebook.com/sugarderby</a>			FFT
The Gypsy Wagon	The Gypsy Wagon strives to carry gifts and home items that are handmade, that are produced with recycled or sustainable materials, and that are made by people and companies who care. The clothing items resemble more of the "boho" trend and state of mind.	Dallas	TX	West South Central	<a href="https://www.facebook.com/TheGypsyWagon">https://www.facebook.com/TheGypsyWagon</a>	<a href="http://instagram.com/thegypsywagon">http://instagram.com/thegypsywagon</a>	<a href="https://twitter.com/thegypsywagon">https://twitter.com/thegypsywagon</a>	FFT
The Silver Soul	When you enter the 1966 Safari Airstream, home to Molly Sharp's new line The Silver Soul, you're overcome by the treasure trove of dynamic personalities.	Dallas	TX	West South Central	<a href="https://www.facebook.com/thesilversouljewelry/timeline">https://www.facebook.com/thesilversouljewelry/timeline</a>	<a href="http://instagram.com/thesilversoul">http://instagram.com/thesilversoul</a>		FFT
The Urban Cottage		Dallas	TX	West South Central				FFT
The Vintage Mobile	The Vintagemobile is the only mobile vintage store in Texas! The boutique sells authentic vintage dresses, t-shirts, pearl snap shirts, tour shirts, cowboy boots, belts, sunglasses and many other unique vintage treasures.	Dallas	TX	West South Central	<a href="https://www.facebook.com/vintagemobile">https://www.facebook.com/vintagemobile</a>		<a href="https://twitter.com/vintagemobile">https://twitter.com/vintagemobile</a>	FFT
Junkalicious Wheels	Junkalicious Wheels brings upcycled, reclaimed, handmade, altered, vintage, blinged out JUNK to you!!!	Fort Worth	TX	West South Central	<a href="https://www.facebook.com/Junkaliciousonwheels">https://www.facebook.com/Junkaliciousonwheels</a>			FFT
Height of Vintage	Height of Vintage is Houston's First Vintage Mobile Shop.	Houston	TX	West South Central	<a href="https://www.facebook.com/HeightofVintage">https://www.facebook.com/HeightofVintage</a>	<a href="http://instagram.com/heightofvintage">http://instagram.com/heightofvintage</a>	<a href="https://twitter.com/heightofvintage">https://twitter.com/heightofvintage</a>	FFT
Park Boutique		Houston	TX	West South Central	<a href="https://www.facebook.com/parkboutiquehouston">https://www.facebook.com/parkboutiquehouston</a>	<a href="http://instagram.com/parkboutique">http://instagram.com/parkboutique</a>	<a href="https://twitter.com/ParkBoutique">https://twitter.com/ParkBoutique</a>	FFT

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Punch Drunk Fashion Truck	Punch Drunk Fashion Truck is a vintage postal truck revamped into an upscale mobile boutique. The truck carries an array of the most coveted styles out of LA, Miami, London and New York	Houston	TX	West South Central	<a href="https://www.facebook.com/punchdrunkfashiontruck">https://www.facebook.com/punchdrunkfashiontruck</a>	<a href="http://instagram.com/punchdrunkfashiontruck">http://instagram.com/punchdrunkfashiontruck</a>	<a href="https://twitter.com/punchdrunktruck">https://twitter.com/punchdrunktruck</a>	FFT
Shoe Bar	Shoe Bar Houston is a mobile shoe boutique in and around the Greater Houston, TX Area. The boutique brings the latest fashions from Steve Madden, ZiGi NY, Chinese Laundry, French Connection, BCBG Generation, Boutique 9 and more.	Houston	TX	West South Central	<a href="https://www.facebook.com/pages/Shoe-Bar-Houston/197085647019683">https://www.facebook.com/pages/Shoe-Bar-Houston/197085647019683</a>	<a href="http://instagram.com/shoebarmobile">http://instagram.com/shoebarmobile</a>	<a href="https://twitter.com/shoebarhouston">https://twitter.com/shoebarhouston</a>	FFT
SWEET BABY PEARL'S ECO EMPORIUM	local company in Houston, TX rocking the cloth diapering and natural parenting world! Working with a group of doulas, breastfeeding instructors, childbirth educators, baby wearing experts and many, many more to offer education and support to families everywhere looking for a natural way of parenting. Cloth diapers, natural soaps & lotions, reusable snack bags, homeopathic remedies, baby carriers and much more. A successful online retailer rolled out a new traveling boutique to serve ALL of greater Houston and conveniently bring the merchandise to the customer!	Houston	TX	West South Central	Sweet Baby Pearls			AMRT A
Urban Izzy Mobile Boutique	Urban Izzy is a boutique on wheels located here in Houston, TX. We are the same concept as a food truck, but we don't sell food, we sell local artist creations and unique boutique finds. When you see our rolling boutique around town, hop onboard and check us out!	Houston	TX	West South Central	<a href="https://www.facebook.com/urbanizzy">https://www.facebook.com/urbanizzy</a>	<a href="http://instagram.com/urbanizzy">http://instagram.com/urbanizzy</a>	<a href="https://twitter.com/Urbanizzy1">https://twitter.com/Urbanizzy1</a>	FFT
Rhinestone Gypsies Vagabond Boutique	Rhinestone Gypsies Boutique that offers fashion forward, funky, and on trend items. Hippie, Trailer Park Fabulous, Gypsy Style, They've got it ALL!!	Merkel	TX	West South Central	<a href="https://www.facebook.com/RhinestoneGypsies">https://www.facebook.com/RhinestoneGypsies</a>	<a href="http://instagram.com/rhinestone_gypsies_boutique">http://instagram.com/rhinestone_gypsies_boutique</a>	<a href="https://twitter.com/Rgypsies">https://twitter.com/Rgypsies</a>	FFT
Nikki G's Mobile Couture	Nikki G's Mobile Couture is located in the Texas Hill Country, in between Austin and San Antonio in New Braunfels, TX. We are a Boutique on Wheels, selling Trendy	New Braunfels	TX	West South Central	<a href="https://www.facebook.com/NikkiGsMobileCouture">https://www.facebook.com/NikkiGsMobileCouture</a>			FFT



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	Clothing, Jewelry, Accessories, & More. "I Stop, You Shop". We park the Truck at Public Events, Festivals, Sorority Events, Home Shopping Parties, Business Collaborations with Hair Salons, Nail Salons, etc. We can even bring the Truck to your Office during your lunch hour! Gather a group of ladies who are ready to get their shop on, and Nikki G's Mobile Couture will come to Y-O-U!							
Lakshmilove Mobile Boutique	Lakshmilove Mobile Boutique sells fashion apparel, jewelry and accessories, including carefully curated brands such as: Tolani, Darir and Wabags.	Plano	TX	West South Central	<a href="https://www.facebook.com/lakshmilove.online">https://www.facebook.com/lakshmilove.online</a>			FFT
POOCH HOUSE	The Pooch House is a retail truck specializing in boutique-style pet items with carry private label TPH Couture. Pet clothing, toys, treats, and accessories!	San Antonio	TX	West South Central	The Pooch House	@thepoochhouse		AMRT A
Wildcatters	Based out of the San Antonio area, We offer Unique clothing, home décor, jewelry, and so much more!	San Antonio	TX	West South Central	<a href="https://www.facebook.com/wildcattersboutique/">https://www.facebook.com/wildcattersboutique/</a>	wildcattersboutique		SNS
Trunk Show Mobile Boutique		Sugar Land	TX	West South Central	<a href="https://www.facebook.com/pages/Trunk-Show-Mobile-Boutique/290775081019671">https://www.facebook.com/pages/Trunk-Show-Mobile-Boutique/290775081019671</a>		<a href="https://twitter.com/TrunkShowMobile">https://twitter.com/TrunkShowMobile</a>	FFT
Velvet Chandelier	Velvet Chandelier is a wonderland for gypsy sophisticates, vintage lovers, re-lovers of relics and lovers of funky junk. The mobile boutique sells repurposed antiques, shabby chic pieces, vintage inspired clothing, funky home decor & accessories, vintage and hand crafted jewelry and original artistic designs. They even offer personalized pieces and monogrammed vintage pieces.	Wills Point	TX	West South Central	<a href="https://www.facebook.com/velvetchandelier">https://www.facebook.com/velvetchandelier</a>	<a href="http://instagram.com/velvetchandelier">http://instagram.com/velvetchandelier</a>	<a href="https://twitter.com/velvetchandie">https://twitter.com/velvetchandie</a>	FFT
Mineral and Matter		Salt Lake City	UT	Mountain	<a href="https://www.facebook.com/MineralandMatter">https://www.facebook.com/MineralandMatter</a>			FFT
Moore & Giles	Founded in 1933 in Lynchburg, Va., Moore & Giles is dedicated to designing and developing the most innovative and	Forest	VA	South Atlantic	<a href="https://www.facebook.com/mooreandgiles/time">https://www.facebook.com/mooreandgiles/time</a> <a href="https://www.facebook.com/mooreandgiles/time">ine</a>	<a href="https://instagram.com/mooreandgilesleather">https://instagram.com/mooreandgilesleather</a>	<a href="https://twitter.com/mooreandgiles">https://twitter.com/mooreandgiles</a>	FFT

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	luxurious natural leathers for the high-end hospitality, aviation and residential interior design industries. In January 2007, we introduced a collection of luxury leather bags and accessories as an additional avenue to showcase the inherent beauty and timeless appeal of our natural leathers. Sold at fine retailers across the country and online on the Moore & Giles Web site, this collection, just like our leather offerings, is constantly evolving.							
Highway 12 South	Highway 12 South is fashion boutique for both clothing and accessories. We carry our own private label as well as a few carefully selected vendors that accent the individual style of our designs.	Norfolk	VA	South Atlantic	<a href="https://www.facebook.com/Highway12South">https://www.facebook.com/Highway12South</a>	<a href="http://instagram.com/highway12south">http://instagram.com/highway12south</a>		FFT
Clavillè Fashion Truck	Clavillè Fashion Truck is a mobile boutique based in Richmond, Virginia. Our fashion truck offers the latest trends in women's fashion and accessories. You can find our traveling boutique around town at local businesses and festivals, or you can book the truck for a private party with your girlfriends!	Richmond	VA	South Atlantic		clavillefashiontruck		SNS
Style Delivered	Style Delivered sells products that are unique, as well as, hand-crafted and from eco-friendly, fair trade artists. Customers can sport scarves sewn from recycled t-shirts, purses made from mosquito netting, and belts built from recycled tire inner tubes, etc. I choose the artists not just because of their back story, but because I love them as works of art and would wear everything myself!	Richmond	VA	South Atlantic	<a href="https://www.facebook.com/pages/Style-Delivered/362654297078327">https://www.facebook.com/pages/Style-Delivered/362654297078327</a>	<a href="http://instagram.com/style_delivered">http://instagram.com/style_delivered</a>	<a href="https://twitter.com/LisaFratkin">https://twitter.com/LisaFratkin</a>	FFT
STYLE RIDE BOUTIQUE	a fresh concept in shopping: stylists bringing affordable women's fashions and accessories to the busy customer in a modern fashion truck. The StyleRide Boutique owners and stylists Cindy Perkins and Jen Nemerow have combined their love for fashion and extensive business	VA,	VA	South Atlantic	Styleride-Boutique		@styleridebotiq	AMRT A

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
	experience to create the first boutique on wheels servicing the Washington, D.C. and Virginia market.							
The Living Room	The Living Room is a rolling vintage shop that sells the best vintage and goods from local artists & designers.	Bellingham	WA	Pacific	-	<a href="http://instagram.com/shopthelivingroom">http://instagram.com/shopthelivingroom,</a>		FFT
Crimson & Clover Mobile Boutique	Crimson & Clover is the first mobile clothing boutique to open in Western Washington featuring NEW contemporary clothing/acc	Edmonds	WA	Pacific	<a href="https://www.facebook.com/CrimsonAndCloverStyle/timeline">https://www.facebook.com/CrimsonAndCloverStyle/timeline</a>		<a href="https://twitter.com/crimsonandclov">https://twitter.com/crimsonandclov,</a>	FFT
Crimson & Clover Mobile Boutique	Crimson & Clover is the first mobile clothing boutique to open in Western Washington featuring new contemporary clothing & accessories. The boutique carries affordable fashion forward pieces and select designer jeans.	Edmonds	WA	Pacific	<a href="https://www.facebook.com/CrimsonAndCloverStyle">https://www.facebook.com/CrimsonAndCloverStyle</a>		<a href="https://twitter.com/crimsonandclov">https://twitter.com/crimsonandclov</a>	FFT
Posh Locker	Posh Locker is the first mobile fashion boutique in Thurston County rolling around in a refurbished 1974 step van.	Olympia	WA	Pacific	<a href="https://www.facebook.com/poshlockermobile/timeline">https://www.facebook.com/poshlockermobile/timeline,</a>			FFT
Closet Space	Closet Space is a boutique-on-wheels comprised of unique and affordable fashions for women, with a flagship store location in Port Townsend.	Port Townsend	WA	Pacific	<a href="http://instagram.com/shopclosetspace">http://instagram.com/shopclosetspace</a>			FFT
Fashion Bar	Offering a variety of fashionable items from seasonal clothing to statement jewelry and handbags, Fashion Bar's rotating menu of must have items under \$100 will not disappoint the wide variety of Seattle Shoppers.	Seattle	WA	Pacific	<a href="https://www.facebook.com/ShopFashionBar">https://www.facebook.com/ShopFashionBar</a>	<a href="http://instagram.com/shopfashionbar">http://instagram.com/shopfashionbar</a>	<a href="https://twitter.com/shop_fashionbar">https://twitter.com/shop_fashionbar</a>	FFT
J Project Clothing	The J Project mobile boutique travels the great state of Washington, bringing handmade wears, clothing, crocheted lovelies, unique jewelry and most favorite fashionable pieces directly to a curb near you!	Seattle	WA	Pacific	<a href="https://www.facebook.com/JProjectClothing">https://www.facebook.com/JProjectClothing</a>			FFT
Kippy Ding Ding	The Kippy Ding Ding is an adorable vintage shop on wheels that scoots around the	Seattle	WA	Pacific	<a href="https://www.facebook.com/thekippydingding">https://www.facebook.com/thekippydingding</a>			FFT
Lika Love	Lika Love is a mobile clothing boutique that carries women's apparel, handbags, jewelry and accessories. Lika Love carries apparel from size from small to extra large.	Seattle	WA	Pacific	<a href="https://www.facebook.com/Likalovefashion">https://www.facebook.com/Likalovefashion</a>	<a href="http://instagram.com/likalovefashion">http://instagram.com/likalovefashion</a>	<a href="https://twitter.com/LikaLoveFashion">https://twitter.com/LikaLoveFashion</a>	FFT

Name	Description	Location	State	Region**	Facebook	Instagram	Twitter	Source*
My Violette	My Violette Mobile Boutique is stocked with various clothing lines, gorgeous accessories, hats and scarves, bags and belts, shoes and jewelry, and more. The boutique also features the owner's personal line of locally produced knitwear.	Seattle	WA	Pacific	<a href="https://www.facebook.com/myviolette">https://www.facebook.com/myviolette</a>			FFT
Swank A Go-Go	npretentiously fashionable"!	Spokane	WA	Pacific	<a href="https://www.facebook.com/SwankSpokane">https://www.facebook.com/SwankSpokane</a>		SwankGirl	FFT
Carovana Mobile Boutique	Carovana is an unique mobile shopping experience located in a 1979 vintage camper with everything from home accessories, furniture, jewelry, unique finds, linens, candles, accessories and more.	Walla Walla	WA	Pacific	<a href="https://www.facebook.com/MyCarovana">https://www.facebook.com/MyCarovana</a>			FFT
Haulin' Sass	Haulin' Sass is a blend of the new and the vintage, from the shabby chic to the retro. Sassy home decor and fashion accessories hauled in a 1967 Fireball trailer from wine country in Walla Walla, WA.	Walla Walla	WA	Pacific	<a href="https://www.facebook.com/HaulinSass?ref=ts&amp;ref=ts">https://www.facebook.com/HaulinSass?ref=ts&amp;ref=ts</a>		<a href="https://twitter.com/HaulinSass">https://twitter.com/HaulinSass</a>	FFT
Coast to Coast Mobile Vintage Shop	Coast to Coast Mobile Vintage is a traveling vintage shop with per.so.nal.it.y! Planted in a re-imagined 1976 Serro Scotty lovingly known as Babygirl, this culture brand on wheels is your second chance at re-visiting your teenage bedroom back in 1993 😊	Anywhere, USA			<a href="https://www.facebook.com/coasttocoastvintage">https://www.facebook.com/coasttocoastvintage</a>	<a href="http://instagram.com/_coasttocoastvintage_">http://instagram.com/_coasttocoastvintage_</a>	<a href="https://twitter.com/_CoasttoCoast_">https://twitter.com/_CoasttoCoast_</a>	FFT

## **VITA**

Stephanie Link was born in St. Louis, Missouri, and grew up across Midwest, living in Missouri, Wisconsin, and Minnesota. She earned a B.F.A. in Fashion Design and Product Development from Stephens College in Columbia, Missouri. She then attended the University of Missouri-Columbia and completed an M.S. in Textiles and Apparel Management in 2013 and a Ph.D. in Rural Sociology in 2022 under the advisement of Dr. Mary Grigsby.