

Editorial Policy

Last updated: 30 June 2026

Our Mission

Shop Drop Daily exists to document, analyse and celebrate the world's most inspiring retail concepts, brand activations, pop-ups and physical brand experiences.

Our editorial mission is to help readers understand not only *what* brands are creating, but *why* those experiences matter and what they reveal about the future of retail, customer experience and physical brand building.

Editorial Independence

Our editorial decisions are made independently.

While we may feature projects created in collaboration with brands, agencies or partners, our editorial opinions remain our own. Sponsored content, commercial partnerships and paid collaborations will always be clearly identified.

We do not accept payment in exchange for favourable editorial coverage.

How Stories Are Selected

Stories are chosen based on editorial merit rather than commercial influence.

We consider factors including:

- Originality of the concept
- Innovation in physical retail
- Creative execution
- Customer experience
- Design quality
- Cultural relevance
- Strategic thinking
- Industry significance
- Global inspiration

We actively seek examples from established brands, emerging businesses, independent retailers, agencies and designers from around the world.

Research & Fact Checking

Every article is researched using publicly available information, official brand communications, interviews, event documentation and trusted industry sources where appropriate.

Before publication we aim to verify:

- Brand names
- Campaign details
- Locations
- Dates
- Agency credits (where publicly available)
- Quotations
- Publicly reported facts

Where information cannot be independently verified, we make reasonable efforts to confirm accuracy before publication.

Editorial Opinion

Many articles published on Shop Drop Daily include editorial analysis.

Insights, commentary and strategic observations represent informed editorial opinion and should not be interpreted as factual claims.

Updates

Retail experiences often evolve after publication.

Where significant factual information changes, we may update articles to improve accuracy, add context or reflect new developments.

Material updates may include:

- Corrected information
 - New project imagery
 - Additional credits
 - Clarified timelines
 - Updated links
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Corrections

Despite our editorial process, mistakes can occasionally occur.

If an error is identified, we will investigate promptly and correct verified factual inaccuracies as quickly as reasonably possible.

To report an error, please contact:

hello@shopdropdaily.com

Editorial Integrity

Our goal is to provide thoughtful, balanced and well-researched coverage that contributes positively to the global retail and brand experience community.

Accuracy, transparency and fairness remain central to every story we publish.