



## New Flatiron Pop-Up Checks Your Bags While You Hit The Town

October 5, 2011

By Carly Sitzer

**NEW YORK (CBSNewYork)** – Finally, there’s someone in New York City that wants to deal with all your baggage.

We mean actual baggage – like suitcases. Cubby, the new pop-up in the Flatiron district, is checking your bags while you hit the town.

Shaun So, co-founder of Cubby, calls it an “urban personal logistics company.”

“If anybody wants to drop off their bag, they can come to our pop-up store,” he said. “Basically, they can leave it with us and we give them a claim ticket and they pay upfront.”

So said the inspiration for Cubby came from his wife, who usually carried several bags with her for work, which in then had to carry.



credit: Cubby: Facebook)

“My wife is an actor, and she basically carries 3 bags with her a day; one day, we met up and she was carrying all this crap, and we wanted to go to the bars on the Lower East Side,” he explained. “And I realized I had to carry all this stuff with me—because I’m going to carry it, not her - and I also had my own backpack. I was just like, ‘I wish there was a place I could put all this stuff.’”

To make time spent in the city even more convenient, Cubby also offers a courier service that will deliver your checked items at an added [fee](#). Additionally, So explained, there is a mobile application so that you can reserve ahead of time and save a dollar per bag.



credit: Shaun So/Cubby)

Although right now Cubby is only a pop-up shop, So said that in the future they hope to expand with locations not just in New York City but around the country and—eventually—around the world. Additionally, he plans to partner with hotels to work together and be able to serve as many consumer needs as possible.

“I see big things,” So said.

It’s our guess that any New Yorker who’s had to lug their belongings across town would say this *is* a big thing.

*Cubby is located at 303 Park Ave. South, until Oct. 31, from 8 AM – 12 AM daily. Prices to check bags begin at \$5, for more information check out [gocubby.com](http://gocubby.com).*