

# VER

I shopped small at  
A South London  
Makers Market  
in Selfridges this Christmas

Market A South London  
Makers

Join us to discover London's most  
exciting small brands. Meet the  
makers in person, and shop their  
range of handmade products,  
just in time for Christmas.

Aver Insight

A South London Makers Market Christmas Pop-up in Selfridges, London

December 2021



# Overview

- A South London Makers Market showcases the best small businesses from around the UK at monthly curated markets and pop-ups
- Following a successful Selfridges debut early this year, they returned for a Christmas pop-up that took place between 1<sup>st</sup> to 5<sup>th</sup> December and featured 16 of London's most exciting makers, including Aver's Harriet Shaw and her tufted creations
- The pop-up offers independent brands of all shapes and sizes a platform to display their talents, and an opportunity to join a community of businesses supporting one another, while also promoting sustainable shopping



# About A South London Makers Market



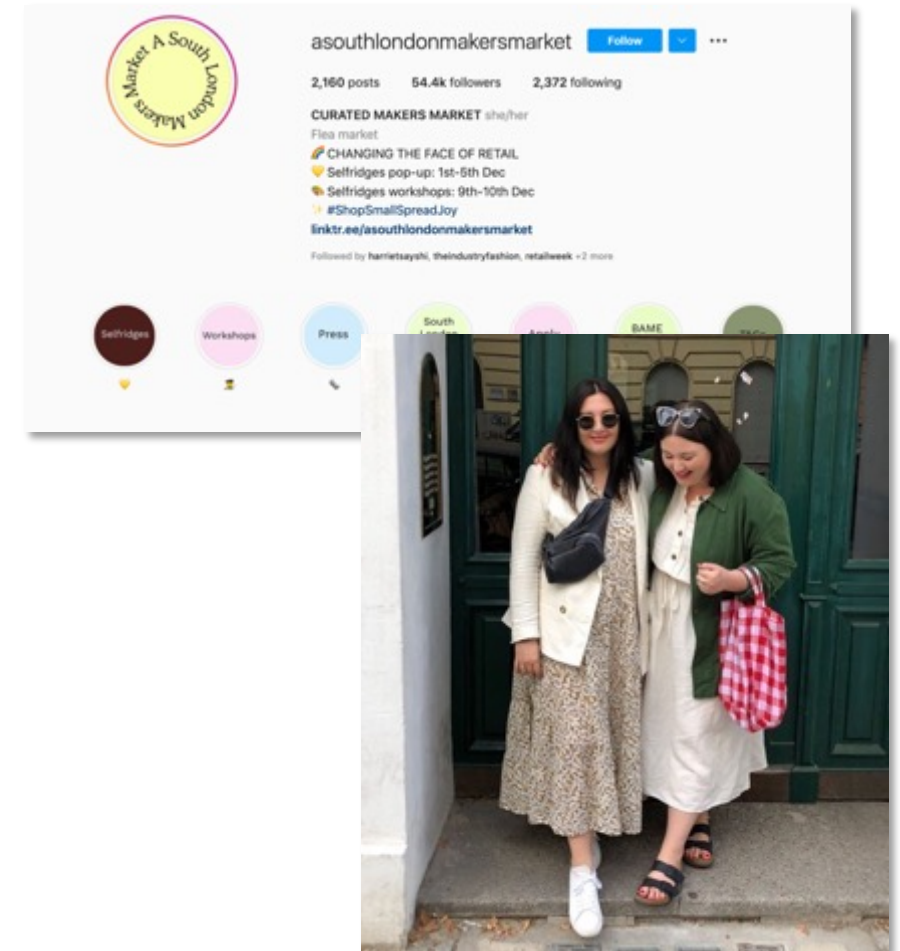
- Twin sisters, Liv and Daisy Tinker, founded A South London Makers Market in 2019 to celebrate the talented makers they discovered while decorating their south London flats
- Their Instagram account then transitioned into in-person markets for these independent brands with the aim of getting them in front of the local community
- As lockdown hit, they began hosting the brands online and casting their net wider than the south London scene, creating a global database for those looking to support local makers
- Over the past two years, their highly-curated markets have become synonymous with unrivalled design, exclusives and sell-out collections, creating an exciting shopping experience unlike any other
- At its core, their markets have two aims: to help small businesses reach new customers and, in doing so, promote a more sustainable shopping experience to create a sense of community



# Success in today's retail environment

A South London Makers Market has seen huge success in today's retail environment for several reasons:

1. The pandemic has caused people to reassess their relationship with shopping, triggering a shift towards supporting local, independent businesses
2. People also want to feel part of something bigger than themselves, and the sense of community generated by the markets offers this
3. Their markets place a strong emphasis on sustainability and ethical consumption, which are themes dominating discussions in retail
4. A South London Makers Market utilises social media retail, establishing virtual markets where individuals can shop from the comfort of their homes. This allows them to reach a global audience in ways not possible with traditional market models
5. The brand is run by two charismatic female entrepreneurs, whose energy spills over into every one of their markets



# Making headlines

The twins behind A South London Makers Market want to transform the way we shop

**HOUSE  
& GARDEN**

**The best independent  
fashion and interior brands  
to shop now, according to  
these experts**

**STYLIST**

Shop small from home today with A South London Makers Market



**The Women Turning Instagram  
Into A Virtual Fashion  
Marketplace**

**REFINERY29**



Small Business Stories: Campaign Shop Independent Special with founders Olivia and Daisy of A South London Makers Market and Natalie and Daniel Reynolds founders of Fred & Noah

Season 11, 24 Jun, 3:00 am  
0:00 58:30 SUBSCRIBE

**Shop (safely) at this Christmas  
market showcasing south London's  
craft makers**

**TimeOut**

# The Selfridges pop-up Christmas Market

The Oxford Street pop-up featured 16 of London's most exciting creative makers and small businesses, including jewellery, art, homeware, candles, accessories and more.

Each business had its own curated stand on which to showcase their talents. Additionally, each brand had an exclusive design purchased wholesale by Selfridges for sale online.





# The brands



**Keep Candles** – natural wax and essential oil candles designed for use as homeware after burning



**Harriet Says Hi** – hand-tufted rugs and other home decor inspired by food



**Laylo** – luxury wines in decorative boxes made from 100% recycled cardboard



**Monti** – contemporary stained glass creations exploring the female form



**Studio Saunders** – artisan stained-glass florist who creates everlasting bouquets of flowers and foliage



**BLOH** – handmade sculptured candles that bring an air of elegance



**Hermit London** – sustainable pyjamas made from repurposed luxury hotel bed linen



**Palm of Feronia** – crystal charged, natural skincare

# The brands



**Kit.a** – ‘make it yourself’ sewing kits including scrunchies, bags and frill collars



**Tula Louise** – soaps expertly designed to maintain healthy skin



**Sew Bella** – hand embroidered goodies including aprons, napkins and placemats



**Sondr London** – demi-fine jewellery specialising in made-to-order talismans



**Musée Roo** – beautifully handcrafted historical jewellery

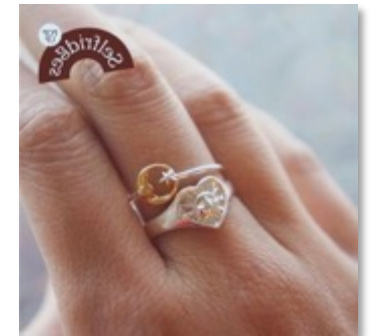
**Sarah Goodwin Design** – elegant prints and greeting cards all hand drawn



**Manom Jewellery** – Japanese inspired handcrafted jewellery



**Ellamae Statham** – illustrations and hand painted mirrors full of colour





# The market – main takeaways



The market had a curated feel and a sense that much thought had gone into selecting each of the brands.

The stands had a great flow between one another, with each stall complementing the previous offering.

The overall offering was varied and there was something for everyone.

With each of the makers hosting their stands, there was a real sense of enthusiasm and genuine passion for what these talented individuals. This made customers want to purchase their products.

There was a friendly, community atmosphere.





# A brand perspective – Harriet Says Hi



Aver's Harriet Shaw took part in the Christmas pop-up, displaying her collection of hand-tufted homeware items inspired by all things food and the quaint beauty of the dinner table.

Each piece was designed and crafted in her south London flat, using deadstock Axminster wool. From epic rugs depicting humorous tables scapes, to uplifting wall hangings and placemats to cheer-up your home, Harriet creates bold, nostalgic textiles that aim to make people smile.





# Q&A with Harriet Says Hi

## The benefits and drawbacks from a small business perspective

### Benefits

- The pop-up provided excellent exposure: not only does A South London Makers Market have a large local following, but Selfridges attracts significant footfall
- Many additional opportunities came from the pop-up outside pure sales, with individuals approaching about commissions and wholesaling, as well as being able to say Harriet Says Hi has an exclusive product stocked in Selfridges
- The pop-up created an opportunity to join a community of small businesses encouraging one another and building a network of supportive contacts

### Drawbacks

- Products did not necessarily sell as well as expected, but the exposure and additional opportunities of the event have been great
- Learned that you cannot measure success purely in sales and must look more broadly than this
- Selfridges has quite a niche audience that is not necessarily who Harriet Says Hi is targeting



# Global name supporting small brands

This pop-up is an example of a global brand supporting and cultivating the growth of small, independent businesses.

Supporting these local initiatives helps to encourage customers to make more responsible shopping decisions, and helps to shift mindset regarding consumption and ethical shopping.

Selfridges is using its platform to highlight a new retail model that makes new ways to shop part of the everyday retail experience, encompassed in its slogan 'Let's Change The Way We Shop'.



**SELFRIDGES**&CO



# The trend

Selfridges is not the first brand to support independent businesses, but is part of a much wider trend in retail.

Other examples include New Look launching '**The Collect**', where they gave eight bold up-and-coming brands pop-up spaces in their former Oxford Street shop, as well as John Lewis housing various **Curated Makers** pop-ups around the country.

Curated Makers pop-up  
in John Lewis in Trafford



New Look's 'The Collect' on Oxford Street

# The trend

Shaftesbury's '**Start Up With Seven Dials**' is another initiative to support independent retailers.

Billi London, a revolutionary 100% certified biodegradable tights brand founded by entrepreneurs, Sophie Billi-Hardwick and Marie Bouhier, was one of four female-led brands to be selected from a pool of 30 entrants in a competition organised by Shaftesbury. Each winner was given the opportunity to launch a pop-up retail space with operational support from Shaftesbury.

Billi London is the third brand in the space on Monmouth Street in Seven Dials, following Olive Jennings and Tihara Smith. The fourth, KATI KAIA, begins its residency early next year.





# Links to the brands featured in A South London Makers Market

- [Harriet Says Hi](#)
- [Sondor London](#)
- [BLOH](#)
- [Ellamae Statham](#)
- [Monti](#)
- [Palm of Feronia](#)
- [Hermit London](#)
- [Sew Bella](#)
- [Manom Jewellery](#)
- [Tula Louise](#)
- [Musée Roo](#)
- [Laylo](#)
- [Kit.a](#)
- [Sarah Goodwin Design](#)
- [Studio Saunders](#)
- [Keep Candles](#)

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