

Trade with us at Brixton Village

The second SoLo Craft Fair shop is located at 97 Granville Arcade in the iconic Brixton Village. The shop plays host to 50 different small businesses each month, selling everything from art to homeware to fashion to kids' items. Brixton Village is a vibrant hub of diverse culture. Strolling through the market, you'll experience a melting pot of languages and a burst of colours, creating an electrifying, welcoming atmosphere with palpable energy and entrepreneurial spirit. Vendors encompass eateries, food and green grocers, as well as independent retail. It's a sensory delight where you'll always uncover something new to explore, from art and performances to music, dance, and talks – there's always something happening in Brixton Village.



CONTACT US

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**SOLO CRAFT
FAIR**

**The SoLo Craft Fair
shop is fully staffed
by our friendly and
knowledgeable team
5 days a week.**

**Our open hours:
Weds - Mon
11-6**



**Giving small
creative businesses
a platform to reach
new customers and
thrive in a pop-up
retail environment**

About Us

SoLo Craft Fair founders Catherine and Rebecca met at a temp job back in 2007, instantly becoming friends. After months of working together, they both embarked on travels around the world, losing contact. It was only in 2015 when Rebecca was scoping out markets to sell her artwork for Drawn Together Art, she bumped into Catherine selling her London Lily products. This meeting reignited their friendship, leading them to trade at markets together, and that Christmas, the idea to form SoLo Craft Fair budded!



'As makers and traders ourselves, we understand the time, effort and love that goes into running a small creative business. We believe that creatives should be able to thrive in the current economy, and it's our goal to help them'

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Catherine and Rebecca went on to run craft markets all over South London at various venues, ranging from local town halls and pubs to large-scale events like Winter Wonderland and Sky Garden.

In November 2021 SoLo Craft Fair extended the business to include their first shop in Elephant Stores London, and they expanded the SoLo team. In September 2023 they opened their second shop in the heart of Brixton village.

Everyone who works at SoLo is a maker or creative, and the whole team is dedicated to supporting small creative businesses and helping the community thrive.

Become a SoLo Craft Fair Trader

We have 50 makers trading at the shop each month with a great diversity of products. Our product range includes jewellery, accessories, fashion, candles, ceramics, art prints, cards, beauty products, homeware and lots more. We're unable to accept large items such as furniture, but we're open to most product categories and we're always on the lookout for unique products we've never seen before.

Many of our traders use this experience of having their products in a brick and mortar shop as a stepping stone to get into wholesale. It's a great way to trial a different type of retail, separate from selling online or at markets.

We always recommend popping into the shop if you're considering trading with us, so that you can get a feel for the space and decide if it's a good fit for your brand.



- *handmade or vintage products*
- *quality craftsmanship*
- *unique products*
- *great branding*
- *dedication to sustainability*
- *professionalism*

We accept creative traders of all kinds, but here are some of the things we love to see in a small creative business:



Our Fees

We charge a rental fee, as well as a 15% commission on sales. Traders can book to have their products in the shop for 1, 3, 6 or 12 months at a time, with longer bookings benefitting from lower monthly costs.

We prefer our traders to book for at least three months as we find that it gives them the best chance to analyse sales and experiment with their stock to find out which of their products perform best in the shop.

Our prices vary depending on the season, but to the right is an example of our current fees which work out as little as £3.86 per day for a regular space.

These prices will be discounted in the quieter months (Jan-Feb) and increased for the Christmas period. You can head to our website for our updated current prices.

<https://www.solocraftfair.com/join-our-shop-in-brixton>

Card only spaces:

- 1 month - from £45 - £80
- 3 months - from £110 - £175
- 6 months - from £210 - £300
- 12 months - £505

Regular Spaces:

- 1 month - from £90- £150
- 3 months - from £260 - £375
- 6 months - from £500 - £600
- 12 months - £1010



When we send out our acceptance to trade email, we will provide you with a secure payment link. In order to secure your space in the shop you will need to pay within 72 hours of receiving the email. If the payment deadline is missed we are not able to hold the space for you as it's a very popular opportunity. Please be sure to check your junk mail so you don't miss our offer.

We do not offer payments on an instalment plan, so you will need to be able to pay the fee in full before you trade with us.

What's Included in the Rental Fee

- Your products in a fully staffed shop open 5 days a week (Mondays - Sunday, 11-6).
- Approximately 2x2ft space (or pre-agreed quantity of items) within the shop.
- Tissue paper, bags and protective packaging at point of sale.
- A fortnightly and end of month itemized sales report.
- Business listing on our website.
- The opportunity to network at our makers events, such as our Maker's Coffee Mornings.
- Minimum 1 x Instagram feature. This will be a story, post or reel.
- Product rotation at least once a month to make sure each trader has their products in prime locations.
- The opportunity to restock or exchange your products throughout the month to maximise your sales.



How many products can you have in the shop?

your products will be split up and spread out throughout the shop depending on where we think they will sell best. Our team will be responsible for the product display, making sure each trader has some of their stock in a prime location throughout their trading period.

Every trader has a limit on how many products they can keep in the shop, based on what they sell. The guide on the next page will help you figure out how many items you can stock at once. We're unable to store extra stock for traders, so you'll need to stick to the numbers in the guide.

In the first column below, you'll see the type of product, and in the next column, you'll find the maximum number of that item allowed in the shop. This number depends on what you're selling.

For instance, if you're selling jewellery, you can have a maximum of 35 jewellery items in the shop. But if you also want to also sell scrunchies, you can divide your stock between the two categories as follows:

The maximum number allowed for scrunchies is 50. So, if you want to split your stock evenly, you could have 18 jewellery items (rounded up from 17.5) and 25 scrunchies. This means you're using 50% of your allowance for jewellery and 50% for scrunchies.

However, you don't have to split your items equally; you can decide the ratio however you like.

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At the end of this guide, there are five examples showing how different traders have split their items across categories.

Not sure how to work out percentages? Just follow this example:

To calculate 20% of 35 using a calculator, you can follow these steps:

1. Enter 35 (or the maximum allowed amount of the item you're selling)
2. Multiply by 20% or 0.20. (or whatever percentage you want to stock)

$$35 \times 0.20 = 7$$



Beauty, candles and fragrance	
Diffusers	20
Candles	30
Individual beauty products, moisturisers, perfumes , bath bombs, soap bars, etc)	35
Small beauty products (lip balms, nail varnish etc.), incense, individual wax melts	50
Beauty gift sets	20
Jewellery & accessories	
Makeup bags and pouches (includes glasses cases, pencil cases etc.)	30
Individual jewellery items	35
Hairclips, scrunchies, broaches, pins	50
Jewellery boxes	20
Clothing and bags (adult and children)	
Bulky clothes (jackets, coats, robes, etc)	15
Non bulky clothes (T shirts, dresses, skirts, thin kimonos etc)	30
bags (rucksacks, satchels, etc)	30
Tote bags	35
Hats, gloves, scarves, belts, wallets, sunglasses	35
Kids	
Large toys, stuffed animals etc.(over 30cm)	20
Small toys, stuffed animals etc. (under 30cm)	35
Bibs and muslins	35
Art	
Framed prints (all sizes)	10
Unframed prints (up to A2)	40
Cards and stationary	
Notebooks	30
Bookmarks	50
Wrapping paper	50
Cards	100
Home & Kitchen	
Tea towels	30
Aprons	30
Oven gloves	25
Chartcuterie boards	25
Coasters (Individual)	50
Picture frames	10

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Napkin sets	35
Tablecloths	15
Large ceramics (vases, plant pots, large bowls) over 30cm	15
Medium ceramics under 20cm (plates, bowls, small plant pots and vases etc)	25
Small ceramics under 10cm (mugs, candle holders, ornaments, tricket trays etc)	30
Blankets	8
cushions (with inserts)	6
cushion covers	30
Miscellaneous and seasonal	
Christmas decorations	50
Craft Kits	30
Jigsaws	30
Crochet flowers	50



Product Ratio Examples

Product Type	Max. Quantity	Percentage	Total
Example 1			
Framed Art	10	10%	1
Unframed Prints	40	30%	12
Tea Towels	30	30%	9
Cards	100	30%	30
Example 2			
T shirts	30	25%	8
Beanies	35	25%	9
Jackets	15	40%	6
Tote bags	35	10%	4
Example 3			
Candles	30	50%	15
Diffusers	20	20%	4
Individual wax melts	50	30%	15
Example 4			
makeup bags	30	40%	12
tote bags	30	20%	6
cushions	6	40%	3
Example 5			
Lip balms	50	25%	25
Soap bars	35	25%	9
bath salts	35	25%	9
beauty gift sets	20	25%	5



Your responsibility as a trader

Our team works hard to keep the shop running smoothly, and with 50 makers trading at the shop every month we have a heavy admin load, so it's really important to us that our traders respect our deadlines, communicate efficiently, and read all of the information we provide. In order to trade with us you will need to:

- **Have public liability insurance**
- **Send us a spreadsheet with all of your product details (we'll explain how to do this once you've confirmed your booking with us)**
- **Clearly price and code all of your products before dropping them off at the shop**
- **Drop off and pick up your products in person between the 27th - 3rd of the month (you can restock throughout your trading period via post)**
- **Respond to our emails within a timely manner**
- **Do not bring more products than the maximum quantity**
- **Restock your products when they are running low**



FAQS

How will I know what has sold?

We will send out a mid month sales report so you know what has sold and what to replenish. To replenish stock, just drop us an email to arrange a time to come in. You'll receive your final monthly sales report (along with payment) within 2 weeks after the end of the month.



How do I get paid?

Getting paid is simple! Within two weeks from the end of the month we'll send you a commission report via email. This is an itemized report of all the products you've sold throughout the month showing your gross and net total. There will also be an invoice attached showing our 15% commission that we will deduct from your payment. All you need to do is provide us with your bank details and we'll send payment directly to you within two weeks of the end of the month.



What is your cancellation policy?

If you decide you no longer want to participate in the shop 7 or more days before the start of your trading period, we will refund 50% of the cost for the first month, and 100% of the cost of the following months you've paid for. If it is less than 7 days until the your trading period begins, there will be no refund on the first month. If you've booked a block booking of multiple months, you will be refunded minus the cost of one full month.

FAQS



How do I code and label my products?

We will send out full details upon acceptance into the shop on how to do this. But we will ask for a spreadsheet with product code, name, price, quantity and description. The product code will be the initials of your name followed a number. E.g. Solo Craft Fair would become SCF001, SCF002 etc. Please do not deviate from this code by adding extra letters or symbols. You will need to label all your products clearly with price and this product code before they are dropped off.



What happens if something gets broken or stolen?

You should already have Public Liability Insurance in place to protect yourself as a trader. This If something is broken or stolen you will need to get in contact with your insurance provider to put in a claim. We take security very seriously and we do our best to look after your products. We have two security cameras inside the shop, and Brixton Village has it's own team of security guards who we are able to instantly in case of an emergency. In the event of large scale incidents such as fire or flood, our own insurance will cover costs.



Can I bring my own display props for my products?

We will provide all displays so no need to bring your own. But if you really want to bring your own displays we can only accept small plywood structures to keep the appearance of the shop as uniform as possible. If you are unsure if your display item will be suitable, please email us with a photograph to check.

FAQS



Can I extend my trading period once I'm in the shop?

Yes – if there is space available we will offer you the opportunity to extend your trading period. Please note that places fill up extremely quickly, so it's always best to enquire about extending as early as possible to avoid disappointment.



Can someone drop off/collect my items on my behalf?

Yes – we ask that the first drop off is done in person so that we can check your products and make sure they are all labelled and priced correctly, but this can be done by someone else on your behalf. After the first drop off you can restock via post.



What sells best in the shop?

We find products that are priced between £15 - £40 sell the best in the shop. Presentation is very important - we prefer stock not to be wrapped in plastic if this can be avoided and smart labelling with important information helps towards more sales (for example if your jewellery is gold plated - make sure this is advertised).

FAQS

Do I need to help staff the shop?

Our shop is fully staffed by our lovely team so you'll only need to come in to drop off your products, stock up and collect your products at the end of your trading period.



Can I display information about my brand/products?

As your products will be split and displayed throughout the shop, we do not display business cards/display boards with the products. With 50 makers in the shop we find that having lots of flyers and business cards can make the shop look untidy. We encourage traders to have all their brand/product information on their product labels. If you're stuck for room on your label, a QR code is a good way round this. We are also happy to have your business cards behind the till to hand out to customers when they ask.



Can I bring my own branded bags/packaging for point of sale?

We supply our own paper bags, tissue paper and protective packaging for fragile items. It's not possible for us to include any extra items at point of sale because we have lots of traders, making the logistics and storage of such items difficult. If your product comes with a box, it will need to be displayed with the product on the shelf.

*Apply
today*

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If you're interested in being part of our pop-up, please apply today so you don't miss out on this opportunity.

To apply, please head to the link below where you'll find a short application form to fill in:

<https://www.solocraftfair.com/join-our-shop-in-brixton>

Please make sure to regularly check your emails (including junk mail!) so you don't miss our response.

We can't wait to hear from you!

The SoLo Team x



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