

Pop-up with us in Elephant Park London

SOLO
CRAFT
FAIR

ABOUT OUR SHOP

The SoLo Craft Fair Shop is located in Elephant Stores London, overlooking the newly developed Elephant Park with its award winning fountains and lush green spaces. The shop shares a unit with a café/wine bar and bicycle repair shop bringing in a diverse range of clientele.

This zone 1 London location is bustling with young professionals, creatives, students, and young families.

The area is full of new restaurants, bars and cafes, with a fully packed calendar of events throughout the year.



CONTACT US

www.solocraftfair.com

info@solocraftfair.com

SoLo Craft Fair, Elephant Stores
14 Ash Avenue, London, SE17 1GQ

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

The SoLo Craft Fair shop is newly fitted with modern display furniture that showcases our trader's products to their maximum potential. We have clothing rails, peg boards, print stands, card spinners, jewellery holders and more, all with a contemporary wood finish. We take great care in displaying the products in our shop to keep the display looking fresh and interesting.

Our shop is flooded with natural light thanks to our large bifold doors which can be opened up on to the terrace in summer. The terrace itself is often busy with customers enjoying coffee or cocktails from Little Louie café who we share our space with. We occasionally host events on the terrace too, such as workshops or pop-up craft stalls, which add to the bustling atmosphere.



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The SoLo Craft Fair shop is fully staffed by our friendly and knowledgeable team 7 days a week.

We're open 10 - 4pm on Mondays and 10 - 6pm Tuesday - Sunday.



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.

In November 2021 SoLo Craft Fair extended the business to include the pop-up shop in Elephant Stores London, and they expanded the SoLo team.

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 60 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.



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



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

Our Fees

We charge a rental fee, as well as a 10% commission on sales.

Please note that from March 2023 this commission will be increasing to 15% so we can absorb VAT costs without increasing rent prices, keeping costs down for traders.

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 here is an example of our current fees which work out as little as £3.22 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.

<http://www.solocraftfair.com/join-our-solo-craft-fair-shop>

Regular space (approx. 2x2ft)

1 month - £130

3 months - £350 (£116.66 per month)

6 months - £620 (£103.33 per month)

12 months £1,200 (£100 per month)

Greetings Card Only Space

1 month - £75

3 months - £175 (£58.33 per month)

6 months - £310 (£51.66 per month)

12 months - £600 (£50 per month)



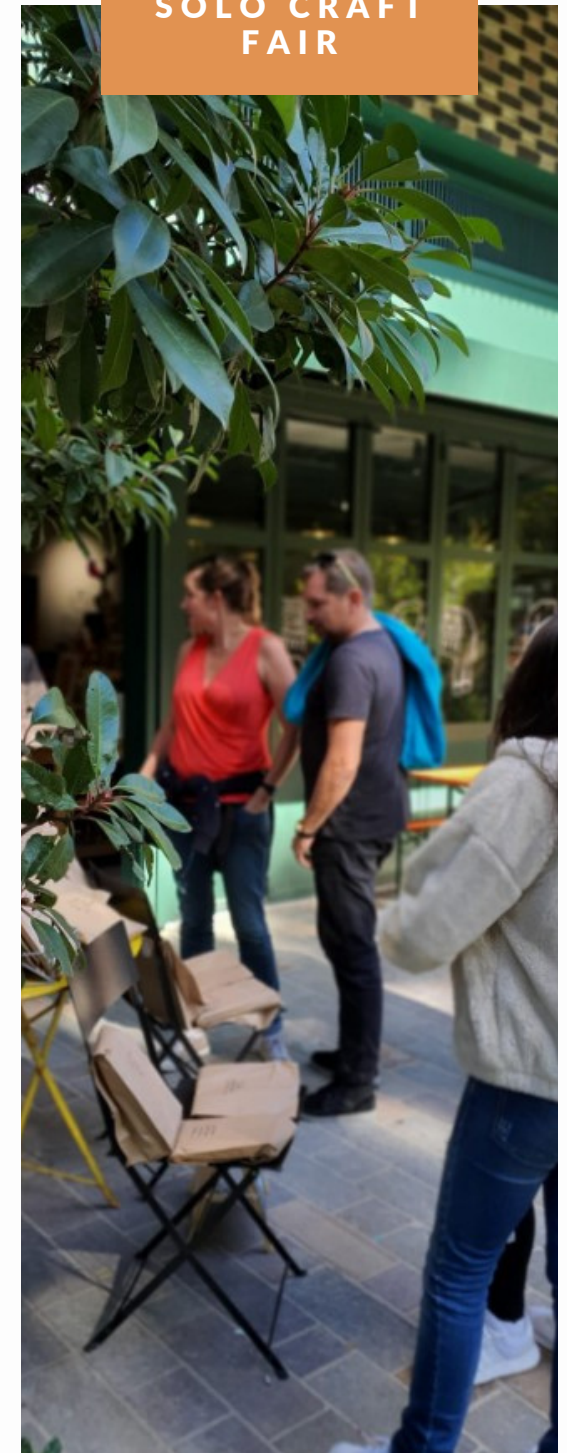
When we send out our acceptance to trade email, we will provide you with a secure payment link. In order to secure your space in the shop you will need to pay within 72 hours of receiving the email. If the payment deadline is missed we are not able to hold the space for you as it's a very popular opportunity.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

- Your products in a fully staffed shop open 7 days a week (10-3 Mondays, 10-6 Tuesday – Sunday)
- Approximately 2x2ft space (or pre-agreed quantity of items) within the shop
- Tissue paper, bags and protective packaging at point of sale
- A mid-month and end of month itemized sales report
- 1 x product listed in our online shop (for traders booking for 3+ months)
- Business listing on our website
- The chance to network at our makers events at Elephant Stores, such as our Maker's Coffee Mornings
- Minimum 1 x Instagram grid feature per month
- Minimum 1 x Instagram story feature per month
- Minimum 1 x Facebook feature per month
- Product rotation at least once a month to make sure each trader has their products in prime locations
- The chance to restock or exchange your products throughout the month to maximise your sales

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How much space you get in the shop

Each trader gets approximately 2x2ft space in the shop, and your products will be split up and spread out throughout the shop depending on where we think they will sell best. We will be responsible for the product display, making sure each trader has some of their stock in a prime location throughout their trading period. Below is a list of product types and the maximum quantity you are allowed for each based on you selling only one category.



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Product Type / Quantity

- **Cards 100**
- **Non Framed Print 35**
- **Framed Prints 10**
- **Notebooks 30**
- **Small Ceramics (under 10cm) 30**
- **Med Ceramics (under 20cm) 25**
- **Large Ceramics (under 30cm) 15**
- **Candles 30**
- **T Shirts 35**
- **Jumpers 15**
- **Aprons 30**
- **Tea Towels 30**
- **Tote Bags 30**
- **Pouches/purses etc. 30**
- **Jewellery 35**
- **Beauty Products (individual) 30**
- **Smaller accessories (keyrings, Christmas tree decorations, scrunchies) 35**
- **Diffusers 20**
- **Cushions 4**
- **Gift boxes 20**

You are welcome to bring products in more than one category, but you need to split your product quantities accordingly. For example if you sell products in 3 different product categories (cards, aprons and tea towels for example), and you want to split your stock evenly, you will need to divide the maximum product quantities by three. Here's how it would work out:

Maximum quantity for cards = 100
 $\div 3 = 34$ (rounded up)

Maximum quantity for aprons = 30
 $\div 3 = 10$

Maximum quantity for tea towels = 30
 $\div 3 = 10$

So in total you would bring 34 cards, 10 aprons and 10 tea towels.

Your responsibility as a trader

Our team works hard to keep the shop running smoothly, and with 60 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 and end of month sales report so you know what has sold and what to replenish. To replenish stock, just drop us an email to us know when you will be coming in with your new stock.



How do I get paid?

Getting paid is simple! At the end of every 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 10% 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 three security cameras inside the shop, and Elephant Park has it's own team of security guards who we are able to instantly contact from the shop via our security radio. In the event of large scale incidents such as fire or flood, our own insurance will cover costs.



Can I bring my own display structures 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 60 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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Our current lease at Elephant Stores is confirmed until November 2023 so 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:

<http://www.solocraftfair.com/join-our-solo-craft-fair-shop>

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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