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People can start out by having a full-time job and just take a stall at the weekend. It is an easy and cheap entry point

Anna Kleanthous, antique dealer



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Traders are thriving and people come from all over the world

Jewellery dealer Kitty Verity



“

Portobello is an education. Just being here is phenomenal

European sculpture and works of art dealer Matthew Holder

What can be done to get the word out that Portobello remains an important antiques hub? Many of the Portobello dealers work throughout the week promoting their businesses – whether at fairs or via social media platform Instagram.

Portobello Group, for its part, is planning a new marketing strategy to help promote the street and is working up a five-year plan to ensure its success.

But the property company has other issues to deal with: costs are rising and although it did not pass on the recent 50% increase in business rates this year, it has to make commercial decisions.

“We stomached that burden of rates increases but if there are empty spaces we have to fill them, otherwise we would have to put the rents up,” Ryan Todd says.

Plans to increase trading for traditional antiques dealers from a Saturday to Thursday-to-Sunday is the next challenge. Todd believes more dealers will come around to this idea because the “younger generation is more flexible”.

“We seek a bright future for the independent retailers of this idiosyncratic street,” he says. “There’s a future for antiques but this will depend on the demand from dealers and their flexibility.”

Portobello Road Market continues to evolve but as long as the new generation of dealers follows through on its promise to fight for a place in the neighbourhood, antiques will remain at its heart for many more years to come. ■

[antiquesportobelloroad.com](http://antiquesportobelloroad.com)

**Main image:**

Portobello Road Market in west London.

Image courtesy of [PortobelloRoad.co.uk](http://PortobelloRoad.co.uk)

## Timeline

### 1860s

The market began when the area developed after the opening of the Metropolitan Railway’s Notting Hill (now Ladbrooke Grove) station in 1864.

### 1870s

Market traders known as ‘costermongers’ sold fresh fruit and vegetables brought from wholesale markets at Covent Garden, Billingsgate and Smithfield.

### 1920s

Discharged First World War soldiers and sailors sought to earn a living by trading. Second-hand clothes, shoes and ornament stalls began to appear alongside the traditional food stalls.

### 1940s

Antiques started to appear when dealers needed to find a new home after Islington’s Caledonian Market closed.

Source: Royal Borough of Kensington and Chelsea

## STALL HOLDERS

There's still Time to BOOK these June Antiques & Collectors Fairs

**Ardingly**  
INTERNATIONAL

**Tues 20 & Wed 21 June**

Tuesday 9am - 5pm £20 (Tues ticket allows entry on Weds) Wednesday 8am - 4pm £5  
South of England Showground,  
Ardingly, WEST SUSSEX RH17 6TL

**Runway Monday**  
AT NEWARK

**Monday 26 June**

8am - 10am £10 • 10am onwards £5  
Drove Lane, Newark,  
NOTTINGHAMSHIRE NG24 2NY

**Shepton Mallet**  
WEEKEND

**Fri 30 June - Sun 2 July**

Friday 12noon - 5pm £10 (Fri ticket allows entry Sat & Sun) Saturday 9am - 5pm £5  
Sunday 10am - 4pm £5  
Royal Bath & West Showground,  
Shepton Mallet, SOMERSET BA4 6QN

\*Visit [www.iacf.co.uk](http://www.iacf.co.uk) for further details



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