

INSTA ANTIQUES

We asked three antiques dealers the best way to find and buy antiques on Instagram

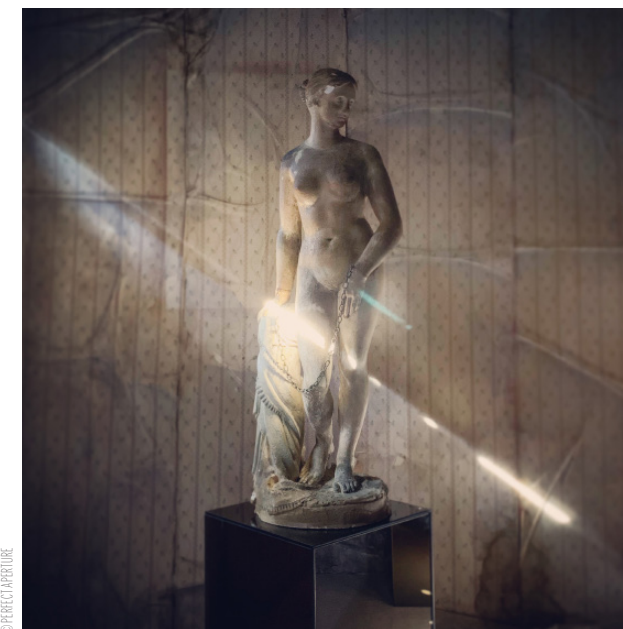
Antiques hunting is now open to all, with even the most traditional dealers selling online and, more recently – due to its visual ethos – doing a huge amount of business on Instagram. But how do we navigate this platform to find the perfect piece? We quizzed dealers James Gooch of Doe & Hope, Chloe Rymer of Molly & Maud's Place and Caryl Tincknell of Violet Grey Decorative to help you hit Instagram's virtual store and snap up a unique treasure.



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WE ASKED JAMES, CHLOE AND CARYL THE FOLLOWING QUESTIONS:

Every antiques dealer now seems to be on Instagram. When did you notice this trend?
How long have you been selling on the app?

What do you do to get yourself noticed on the platform?
How often do you post, and is it at a specific time each day?

If I want to buy an antique piece, which hashtags should I follow?
I've seen the perfect piece on my feed and I have to have it. What next?

In the comments below the post I see that someone else likes it too! How do you decide who you'll sell it to?
Is there a time limit on sending payment?

And how do I pay?
Will you give me a delivery date?

I love the piece – should I post about it?



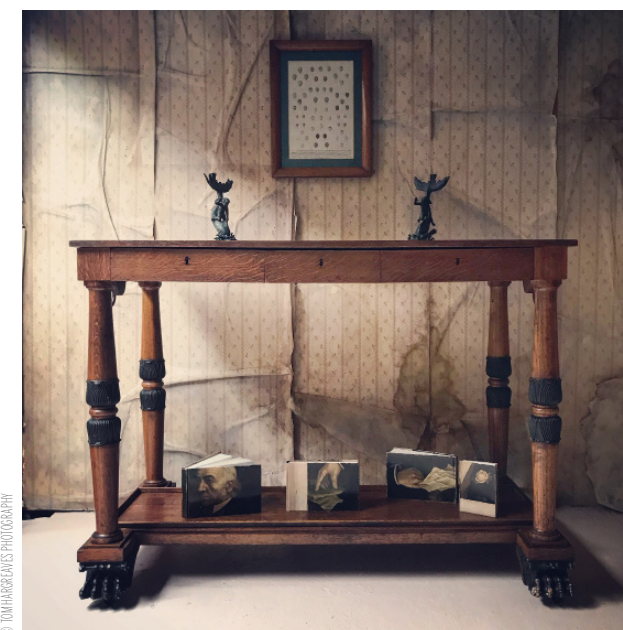
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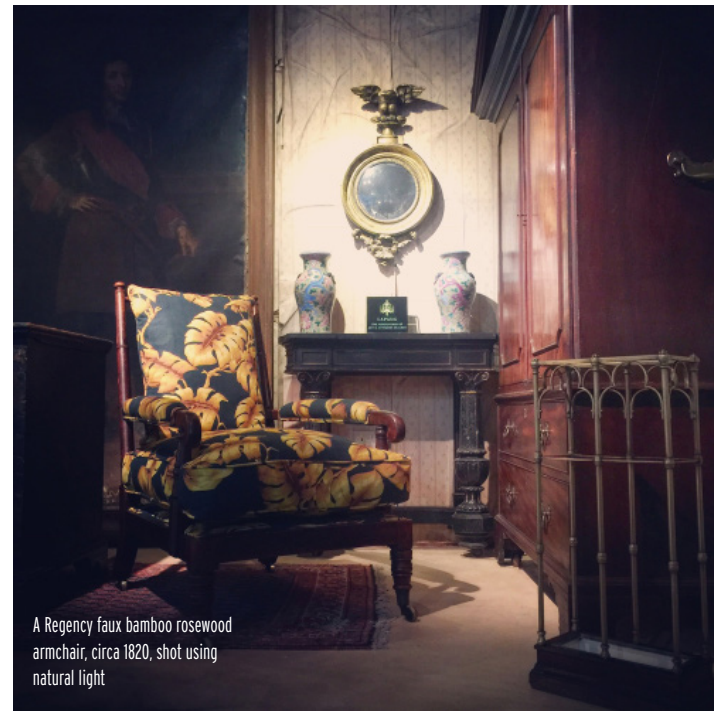
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james gooch

doeandhope.com, @doeandhope



Doe & Hope's photographs on Instagram have a distinctive atmospheric style



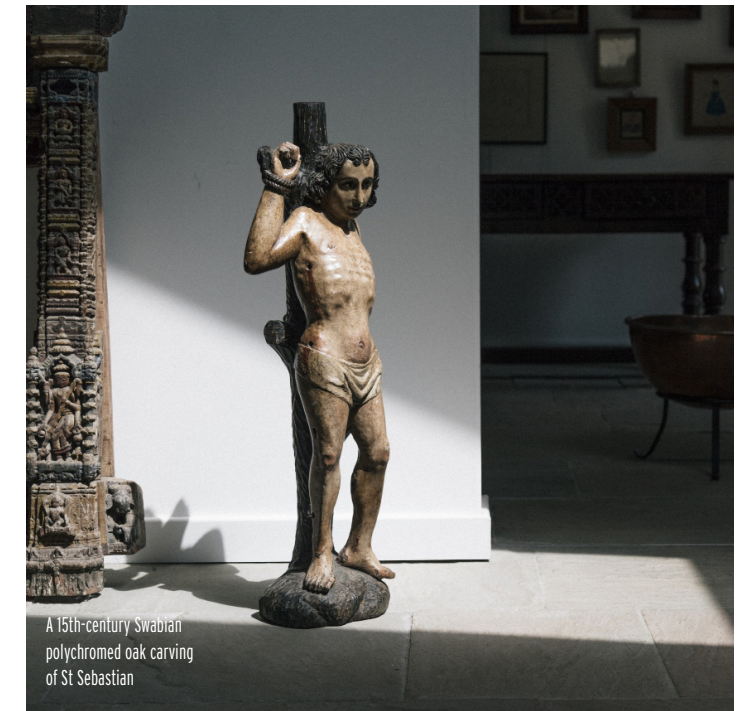
A Regency faux bamboo rosewood armchair, circa 1820, shot using natural light

chloe rymer

mollyandmaudsplace.co.uk, @mollyandmauds



Molly & Maud's Place feature decorative antiques, like this 19th-century button-backed chair



A 15th-century Swabian polychromed oak carving of St. Sebastian

I've seen a noticeable upturn from 2017 where nigh on every dealer is now using Instagram, as it's so visual.

○ I started in 2014 when it was a lot slower and no way near as integral to both buying and selling as it is now.

○ I stick to a very rigid format so every client knows my photographs instantly; they have a recognisable style and I only use natural light. I also don't post personal photos of family or holidays, it's strictly for my latest finds.

○ I post perhaps twice daily. Usually in the afternoon or early evening. I don't like it when the feed is clogged up by a user posting too many pictures at once.

○ To be honest, I don't use hashtags but the obvious ones are #antiques and #antiquesforsale.

○ You need to send a direct message as soon as you can or call the number on the dealer's page. Or you may notice that the dealer has Insta shopping enabled on their page – you'll find a small shopping basket. When you click on the image, you'll see the price and the link to the items page on

the dealer's website where you can purchase the item right away (at least on my page!).

○ Sales have to be first come, first served, and sometimes it's a matter of seconds. It's tough letting people down. A comment or a 'like' does not reserve the piece – it has to be agreed from the dealer's side that the piece is reserved or sold to you.

○ It's general etiquette to pay within three days. Dealers need the cashflow to go and find the next item, so quick payment is always favourable.

○ I accept bank transfer, Paypal, cash on collection, card payments and if you really must – cheque!

○ I always ask if there's a preferred date or dates for delivery. If it's a larger piece it will go with my UK driver and he'll be in touch about a date; if it's a smaller item it'll be packed and sent with a tracking number to arrive on a date that suits the buyer.

○ Do post about your piece. Seeing items at their final destination (at least for now!) is always nice for dealers.

As a millennial, social media has been firmly on my radar since school, so we had social media pages very shortly after starting the business. Instagram is the perfect platform for the antiques trade as it's so visual being a photo-sharing app.

○ It's always been a great tool for driving people to our website, however I would say it's only been in the last year that we've been making regular sales directly through it.

○ How to stand out on Instagram has to be the million-dollar question! Every antiques dealer seems to be using it, which means there are some seriously cool accounts out there. I think quality photography and, of course, interesting items are important.

○ I would love to say we post every day, but finding interesting things to post about that regularly can turn into a full-time job. I love Instagram and like to keep it as an enjoyable part of our business, therefore we probably only post three to four times a week.

○ With hashtags, it depends on what you're looking to buy. Most of our pieces have #decorativeantiques and #antiquedealersofinstagram, but we also get a bit more specific depending on the type of item it is, period, finish and so on.

○ To make a purchase, you need to find out if the item is still available and, of course, how much it's going to hurt your bank balance. The best way to make initial contact on Instagram is usually to send a direct message.

○ Sales are always first come, first served.

○ Payment terms vary from business to business, but usually you should arrange this as soon as possible.

○ Card, bank transfer, cheque, Paypal – you name it, we'll probably accept it!

○ We have an excellent courier and do some of our own deliveries, so we're usually able to get your purchases to you very quickly.

○ Definitely post about your piece! And be sure to tell everyone where it came from. ➡➡

Do: Turn on notifications for your favourite dealers, so you can see what they post as soon as they post it.

Don't: Dawdle. If you're unsure, ask the dealer to reserve the item for a couple of hours to give you some thinking space.

Do: Interact and join in the conversation. Instagram is a great community.

Don't: Use someone else's image without giving credit.



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A pair of 19th-century Medici urns from Violet Grey, who specialise in vintage garden antiques

caryl tincknell

violetgrey.co.uk, @violetgreydecorative

I noticed French dealers were selling online first, since 2015.

- I've been selling online now for two-and-a-half years.
- It takes time to build up followers on Instagram; you need very good product photographs.
- I usually post twice a day – not always products but garden-related items – but I don't post at a specific time.
- Hashtags relating to what I do are #gardenantiques, #gardendecor, #antiquedealersofinstagram, #urn, #planters.
- If somebody is interested in an item on my account, they

should send me a direct message. I then answer questions about it and agree a price.

- I always work on a first come, first served basis with sales.
- To secure the item, we ask for payment straight away, and send the customer an invoice via email.
- We take all credit cards and also offer bank transfer.
- I will agree a delivery date before we send the invoice.
- I love it when customers are delighted with their purchase and post about it!



Do: Make sure you see detailed photographs, and be aware of any cracks or losses. A good dealer will mention them to you.

Don't: Dither. If you want to secure the item, make your mind up quite quickly as delays can cause the dealer to lose other sales.