



The Yard Market - a Godalming secret

For two friends it all clicked when they viewed an unusual location hidden behind the High Street. Fashion Stylist, Kirstie Smillie went to find out more.

I knew they'd be lovely. Having recently celebrated their first anniversary, Laura Goddings and Danielle Giornandi opened the barn doors to the Yard Market just over a year ago. Having met at the school gates, Laura has always lived locally whereas Danielle, originally from Los Angeles, California, moved here from London five years ago. The mood was right to set up an environment to showcase and sell creative talent with the feel-good factor of sustainability and reduced packaging.

A constant draw for locals is the Earth Conscious Corner, a no waste refill station where prices start at 20p for 100ml of washing up liquid. Take your own containers, weigh and fill them, and pay for what you pump. The most popular Lime hand soap, 40p/100ml, smelt almost edible. The area is growing organically with their customers, and at present Danielle is sourcing more local body products from independent makers. Apart from a few containing beeswax, most of the products are vegan, cruelty free, paraben and palm oil free and all are British made.

Modern and contemporary, the items on sale are made by talented UK makers, 80% local, who love what they do but need the exposure that the Yard offers.

Personally, I love the silver jewellery by Alison Sloan at Ned + Sloan, a solid silver bangle is £50 and the funky rings, of which I have a few, start at £35. The copper tubing utensils unit, £59, by husband and wife team at Copper Bow, stands out for the kitchen and fine line drawings by Charlotte Stamouli, can be personalised with your choice of background colours.



"We complement each other as Danielle is the tech expert and I work on the creative side, although we do a bit of everything in reality, says Laura"

Danielle, top and Laura, above.

Big plans to excite and interact with customers are in motion including a pop-up market linked with local deli, The Godalming Food Company, who sit in front of them on the High Street.

Activities are advertised via their website www.yardmarket.uk or their Facebook page at www.facebook.com/yardmarketgodalming/events/, but there are already details in the diary for Colour Your Own Christmas Cards with resident artist Sarah Jane Vickery on 26th November and Giant knitting workshops on 7th, 14th and 28th November.

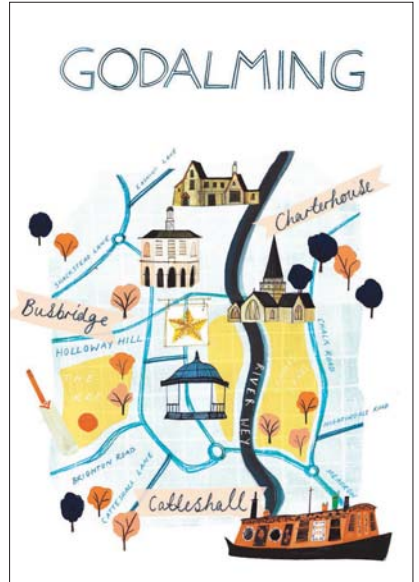
For early festive preparation it's a great location if you are looking for something a little different. The personalised maps by children's book illustrator, Katie Hickey, start from £25 where you can add a named location. A set of four interchangeable brass stud earrings, £20 by Just Mono. Cloud Nine offer giant scatter cushion knit kits, which also comes with a candle and some hot chocolate, £39.99. And a recent addition to the family is Toucan Toucan, with non-gender PJs in playful prints, certified cotton and no extra frills.

The closest car park is in South Street GU7 1AJ, follow the steps towards the High Street. Look right and you will see the brightly painted exterior... it's hard to miss. Or if you are in the High street, locate the Pepperpot, since 1814 the iconic town symbol, and look out for the Yard Market boards to the right of Hamptons. It's close, just a little secret, hidden away.

Dog friendly too, resident Maru and Mimolette are there to welcome you.



Check out my website for more present ideas from the Yard. www.kirstiesmillie.com



Top: Liberty Fall dolls, £34; Candles, from £9 Copper Bow, Line Drawings, from £35 Charlotte Stamouli; Sterling silver Tiny Things, from £30 Ned + Sloan.
 Above and right: Giant Knit Kits, £39.99; Kids PJs, from £22 Toucan Toucan; Hand Drawn maps, from £25 Katie Hickey.
 Left and below: Pumps and re-fill bottles from the Eco Corner; Coconut Bee products, from £8; original art by Cedar's Yard.



The Yard Market
 Rear of 99-103 High Street,
 Godalming GU7 1AX
 Tel: 01483 418774
www.yardmarket.uk
 Open Mon-Sat 9.30-5pm

Late night shopping dates
 in December. Gift Vouchers
 available.