

TAT LONDON



TAT

Charlie Porter started Tat London in 2016. She worked on it while she was a stylist at House & Garden Magazine. After three and a half years at House & Garden, she left to work full-time on Tat. Initially, it was primarily an online marketplace, filled with everything from 18th Century Spanish portraits to 70's eggs cups. But with Charlie's lust for the world of interiors not completely satisfied, she felt the need to develop an online editorial platform where she could interview, review and shout about other brands, people & places in the industry and beyond.

Every week, we send out a newsletter with links to new articles on our website and the new pieces of Tat. The newsletter is the first place to find out about any new stock on Tat.

-

'The interiors stylist Charlie Porter has a well-curated website, including an excellent blog, She writes wonderfully: it's like being in a room with an original, clever friend who also makes you laugh'

-

India Knight, Sunday Times, April 2021





TAT LONDON STOCK

Charlie Porter's favourite place in the world is an untouched jumble shop. Although there is always a delight in seeing the well-curated antique shops that we are fortunate surround us in the UK. A jumble shop for her has been a lifelong love. So with this love, she created Tat. Initially dealing in the curious, Charlie thought these pieces that had clearly fallen out of fashion deserved a second glance. She soon realised there was a very niche market for this, so she now buys everything. Tat can be home to all manner of things, from an 18th Century Still life to a 90s Candlestick. She deals particularly in smalls, or as she puts it, 'the finishing touches'. We add new stock to the website every week, and those signed up for our newsletter are the first to be notified. It usually goes out on a Thursday and Friday, with links to our new articles on the blog and the Job Board.

'Charlie Porter has built up a cult following thanks to her knack for sourcing affordable antiques. The paintings on her website will add character, depth and charm to any space'

Phoebe McDowell, The Times, January 2021

THIS & TAT BLOG

The blog's mission is to shine a light on people in the interiors & design industry, the people who help make the world around us a more beautiful place to be. We speak to designers, hoteliers, chefs & architects to give the readers of the Tat blog an insight into their creative minds, homes & favourite products.

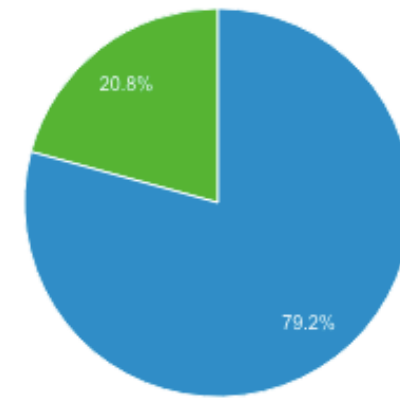
Unique Users A Month - 20K +

Age Range - 25 - 65

Location - 70% UK Residents
20% US Residents

1.  female

2.  male



'Being featured by Charlie on TAT opened so many doors for us and brought us to the attention of a lot of important people in our industry. We found that our instagram engagement and website traffic went up dramatically in the months following our appearance and that this also translated into additional PR and sales.'

Hector Coombs, Co Founder Of Shame Studios



Tat London
Lifestyle

OUT & ABOUT - SIT DOWN & SCROLL

We must all have a fondness for mobiles, one of the first toys we had any interaction with. I have yet to shake my attachment for them,...



Tat London
Tete-a-Tat

TETE A TAT WITH ZOE CHAN

It's always a strange sensation when you've been in someone's house before meeting them. Well, that was the sensation as I sat down next...



Charlie Porter
Knock Knock

KNOCK KNOCK WITH GABBY DEEMING

A Tour Of Gabby Deeming's Home



Matilda Sturley
Lifestyle

BEAUTIFUL PLUM GUIDE UK GETAWAYS

You may have seen our Beautiful Airbnb's guides in the past, where we round up unique homes across the UK from the Airbnb site. Well,...



Tat London
Shopping

THE BEST OF PAPIER

Diaries & Notebooks All The Trimmings Guest Book, £50 Koyo Notebook, from £16.99 Le Moderne Notebook, from £16.99 Painterly...



Matilda Sturley

LABOUR AND WAIT IS A TOP SHOP

The rain held off momentarily for my visit to Labour and Wait. I wandered passed the wisteria-covered buildings of Marylebone before...



Tat London
Shopping

SHOPPING: TABLE TALK

The act of gathering around the dining table with friends and family is a tale old as time, so finding the perfect table for your home is...



Tat London
Knock Knock

KNOCK KNOCK WITH RUSSELL LOUGHLAN

Russell's work on Dolphin House has been a delight to follow on Instagram. I was chuffed to bits when he said he was keen to participate...



Tat London
Tete-a-Tat

TETE A TAT WITH MARTIN BRUDNIZKI

Martin Brudnizki grew up in Stockholm; his mother was a visual merchandiser, and his father a civil engineer. Here starts a mix that L...

THIS & TAT

NEWSLETTER

TAT LONDON



Turkey On A Boat
by Kristina Avdeeva, Sea Soul Diary

Have A Read



Tat Meets Rowena Morgan-Cox
Founder Of Palefire

Have A Read



This & Tat By Amechi Mandi



Our Choice Of The Best Al Fresco
Dining For This Weekend

On average, we do four Newsletters a month. We feature homes, interior designers, shops and plenty more. We want it to be a place where people will be introduced to new and exciting brands while also shining a light on those people who have helped form the industry we love.

We have around 6,500 subscribers to our Newsletter and an 80% open rate. The Newsletter is where most of our sales are from. After the Newsletter goes out, we start to push the articles featured through our social media channels. We have found that this two-pronged attack has an incredible reach for articles, with around a minimum of a thousand views in the first weeks of its being published.

' Tat London's fortnightly newsletter from "online jumble shop" owner CharliePorter is teeming with imagination and inspiration. There are interviews with interior designers, chats with vintage dealers and some deliciously eclectic secondhand homeware.'

Pandora Sykes, The Times

JOB BOARD

Charlie Porter started the Job Board a few years ago. In her late 20's Charlie was made redundant from her job in the charity sector. She knew she wanted to get back into the interiors world but had no idea how to go about it. She started with a recruiter, who, although incredibly nice and helpful in their way, sent her on some very peculiar job interviews. One with a luggage company and another selling office furniture, not what she had in mind, and even if she had got them, they wouldn't have been a good fit. Through family in the industry, she heard of a job on Pimlico Road, just where she wanted to be. She constantly felt guilty about this backroad in, so when she started Tat, she thought it would be an excellent way to repay the favour and create a job board. It has now run for three years. Since February, we have monetised it, so there is now a charge of £75 (inc VAT); this includes a place on the job board, sharing the job on our Instagram stories and sharing it in our newsletter. We aren't as flashy as many out there. But we believe our followers on Instagram, visitors to the site and subscribers to our newsletter are a good fit for those wanting people passionate about the design industry.

[Click here to see our Job Board!](#)

Over the years we've tried everything, newspapers, agencies, internships, the apprenticeship scheme, university job boards, Instagram, even the shop window, but we all know nothing works better than word of mouth ~ and now Tat London's Jobs Board

Christopher Howe, Founder of HOWE

TAT

CURRENT VACANCIES

If you have a job that you would like to be featured please click [here](#)

Jonathan
Cooper

[View Job Description](#)

Atelier Ellis

[View Job Description](#)

SOANE
BRITAIN

[View Job Description](#)

GW
DESIGNS

[View Job Description](#)

SALVESEN GRAHAM
INTERIOR DESIGN & DECORATION

[View Job Description](#)



[View Job Description](#)

BLITHFIELD
www.blithfield.co.uk

[View Job Description](#)



[View Job Description](#)

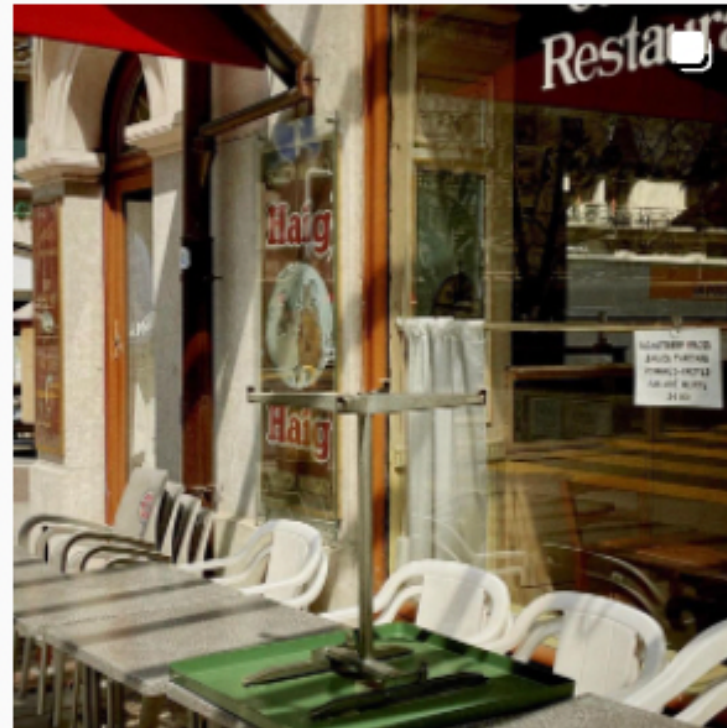
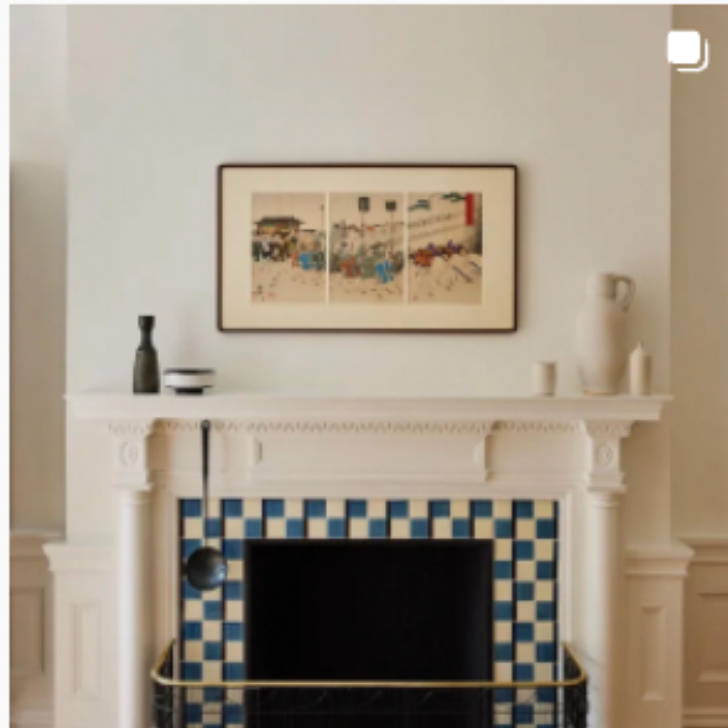


Instagram



2,115 posts 192K followers 2,281 following

Tat London



Instagram is a perfect tool for the design industry to open itself to a bigger market. The Tat Instagram is playful and vibrant while also trying to achieve its primary aim - give a platform to those we think are doing an excellent job in interior design. Whether it be the grandest of hotels to someone's outhouse, we like to shout about it, and our followers love to see it.

We have helped young designers have a leg up in their career; we have pushed the work of more established designers who may have yet to open themselves up to social media. It has become a place where many gain their design knowledge and has helped start them off on their lifelong love affair with the industry.

Tat Instagram has been named by the Times, Vogue and House & Garden as one to follow for interiors inspiration, helping gain highly thought of followers from the world of journalism, fashion, film and of course interiors.



'Being featured on Tat London Instagram & website was not only an honour and joy but crucially, as someone launching a business, it gave me the exposure & confidence I could have only dreamed of.'

Georgie Stogdon, Designer & Founder of Curios

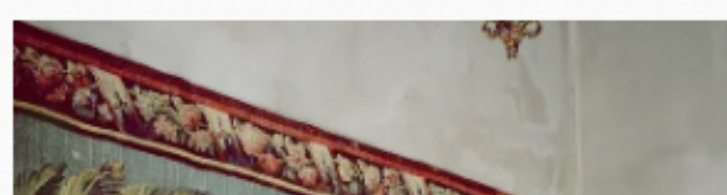
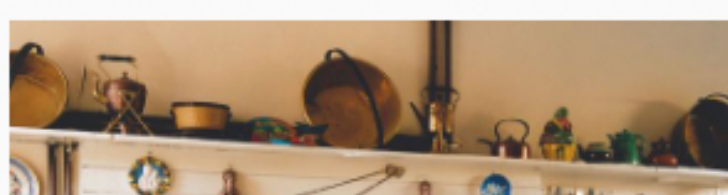
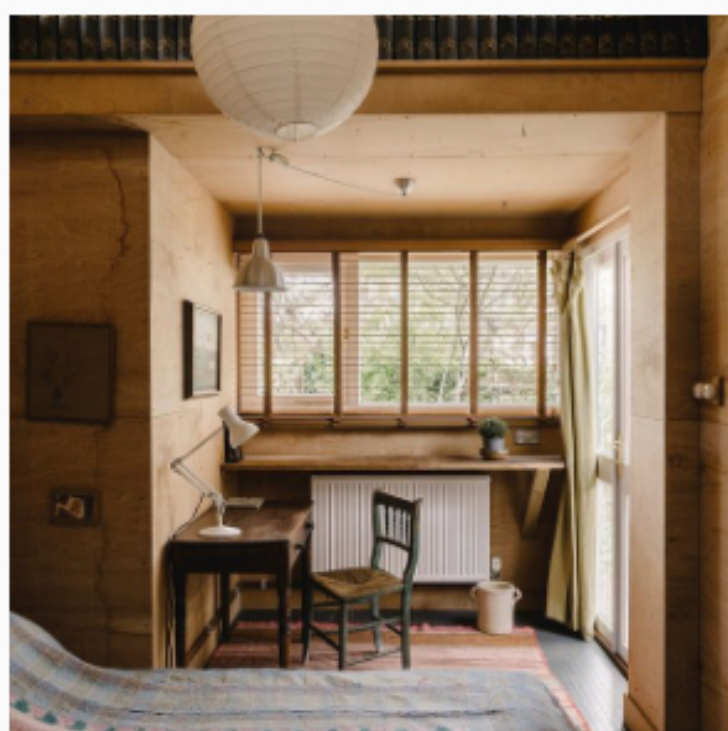
Average Likes - 3K

Tat Followers Comprise of 85% Women, Aged 25 +

Average Content Interactions - 19,779

Average Views On Stories - 5K +

Total Followers - 156K



TAT LONDON



Contact

-

Website - www.tat-london.co.uk

-

Email - charlie@tat-london.co.uk

-

Email - tildy@tat-london.co.uk

-

Instagram - [@tat.london](https://www.instagram.com/tat.london)

-

Instagram - [@the.charlie.p](https://www.instagram.com/the.charlie.p)

-

phone - 07951546482