



Massive Two-Day Indoor Market – A Christmas Gift To Small Business

With bricks and mortar retail stores reeling from the impact of online shopping, an enterprising business woman is breathing new life into Christmas shopping with a massive pop up store in Melbourne.

Judith Treanor, founder of Temples and Markets, is bringing together over 50 of the most eclectic, interesting and diverse small businesses for the Cromwell Street Indoor Christmas Gift Extravaganza on 8 and 9 December.

“The key is to support small business. So much of our money goes offshore but there are so many interesting, innovative and creative people in this country who are coming together to create a unique curated shopping event,” Judith said.

“We have had interest from over 200 Melbourne small business owners ...and even some from other states who will travel to Melbourne for this event.

“We have amazing brands like Future Traditions, Eight Hour Studio, High Tees (whose owner is only just starting out on her small business journey), Gym Secrets

Clothing and LBD Designs selling clothing, jewellery, handbags, art, and homewares”

Judith wants to showcase handmade or unique ethically made and ethically sourced products to give consumers a different and memorable shopping experience.

“As a small business owner, I know how hard it is to compete in this age of Kmart mentality and mass-produced products. Then add in the cost of having a physical store and small business retailers are on the backfoot, despite having incredible products to offer,” she said.

“The next challenge is being dependant on outdoor markets. You are at the whim of the weather.”

Judith wants to encourage people to spend money with their local small businesses in the lead up to Christmas. “The bonus is you get to deal with someone face to face, hear the stories behind the products you are buying and support small business,” she said.

“Imagine if we all bought our Christmas presents from each other.”

With the support of STREAT, visitors can head across the road for food and coffee, supporting a local social enterprise helping young people.

The Cromwell Street Christmas Gift Extravaganza is free to enter, but visitors can donate money to Senhoa Foundation, who empower women rescued from human trafficking in Cambodia through training and work opportunities, and STREAT who offer disadvantaged youth aged 16-25 a supported pathway from the street to a sustainable livelihood.

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