

I have been with ALMFF since the inaugural Faire, the first 5 years as a demonstrating vendor. My business partner and I sold goat milk soap and brought goats to faire to demonstrate milking.

I was a newbie to vending at a Faire. We had lots of help and encouragement both from the Vendor Coordinator and other vendors.

Things got much simpler when I figured out that there was a spectrum that ran from peasants to nobility and ultimately to the Crown. My place was on the high end of peasant, bordering on Merchant, as I made my own products but was doing well enough to come to the Faire with my wares. That made developing my garb and booth space much more intuitive. My garb came together fairly easily when I started to think about what I would have been doing and what that required. I was in a goat yard milking or boiling soap over an open fire. Rough clothes with an apron to wipe my hands. For Faire, my best clothes with the apron to indicate my station, especially since there would be goat milking involved.

You have to decide whether you are more peasant or Merchant. Once you know that, it is much easier to know whether a piece of garb will help you portray that role. I will tell you that travellers who come to our Faire want to be part of the experience of a Market faire and your sales will improve the more you encourage that - even calling customers "m'lord" and "m'lady" is a good start. Watch other vendors and how they interact with the public and you'll soon get the knack.

I attach pictures of my garb and the booth for reference. I am always glad to answer any questions.



