FRACTIONAL GALLERY

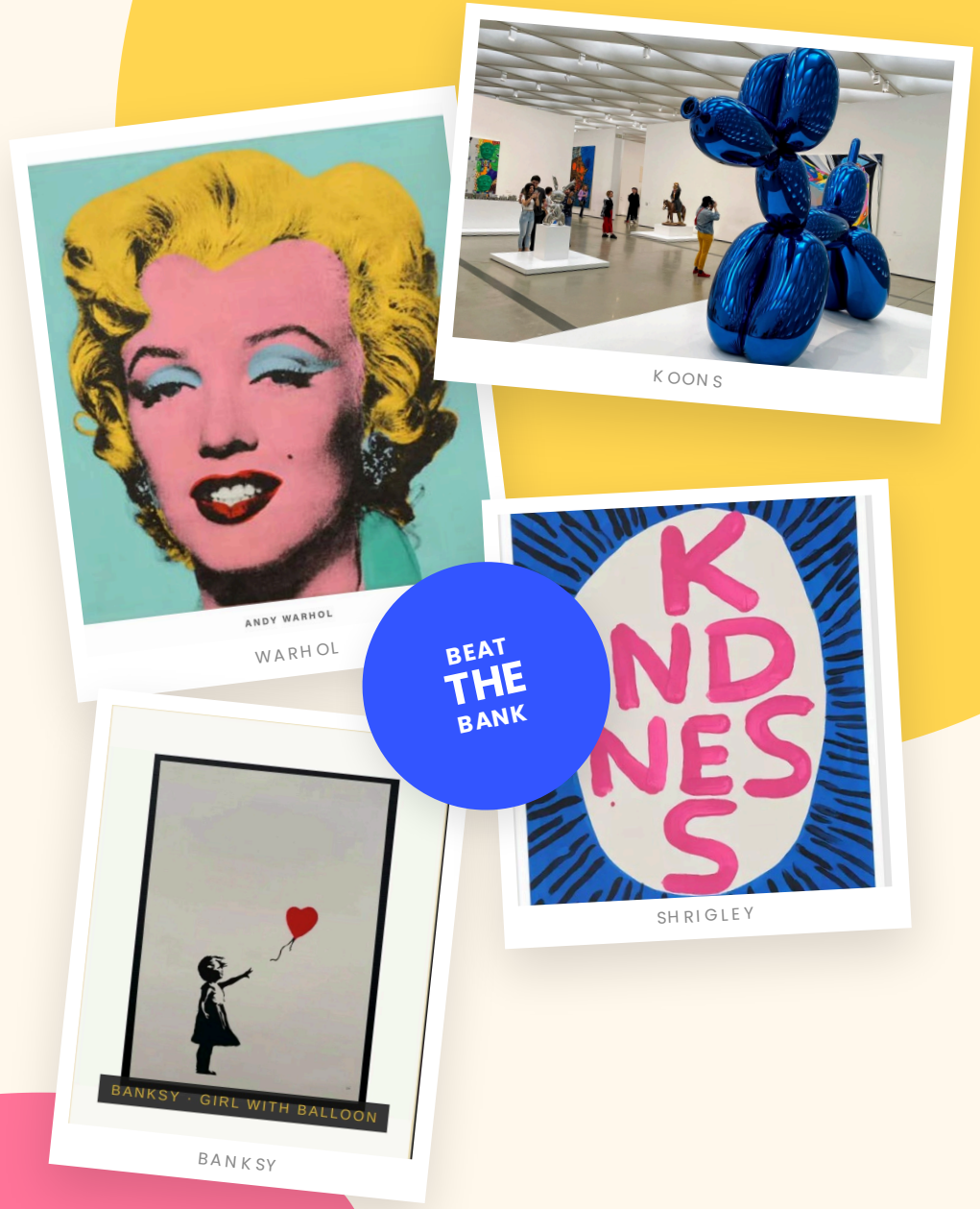
THE ART INVESTOR'S GUIDE · 2026

Make your money work harder.

Why the world's smartest money has been quietly buying art for 300 years, and how you can start from just **£2,000**.

14-16% A YEAR AVERAGE

FROM £2,000



ZANE HARLOW · 2026 FEATURED ARTIST

Art that belongs in the room where decisions get made.

A collective of artists who share one signature and choose to disappear behind the work. No face. No biography. Only the thing itself. Early pieces have already sold.

Exclusively through Fractional Gallery. Buy at the start of the story, before the auction houses do.

ZANE HARLOW · TOO LATE

ZANEHARLOW.COM

WHO WE ARE

We exist to open the art world.

For centuries, art investing belonged to the very wealthy. We started Fractional Gallery to change that. We are art specialists, investment advisors and former auction-house and gallery professionals, all under one roof.

We find the art, check it, store it, value it and sell it for you. You don't need to know the difference between a Basquiat and a Banksy. **That's our job.**

14-16%
Average annual returns our clients have seen

100+
Years of combined experience in art and investment

60+
Five-star reviews from our clients

YOU DON'T NEED A FORTUNE. YOU NEED ONE CONVERSATION.

Own the whole artwork. From £2,000.

When we started, the art world had a closed door. You needed £100,000 just to be taken seriously. We changed that.

Full title. Full control. Your name on the provenance. Hang it on your wall, or keep it in our fully insured storage while it grows in value. No syndicates, no waiting lists.

100% YOURS OUTRIGHT

12 mo. TYPICAL HOLD

THE MONEY BIT

Your bank is paying you peanuts.

Cash in a savings account barely keeps up with the price of a weekly shop. Art plays a different game. Our clients have averaged **14-16% a year, year on year.**

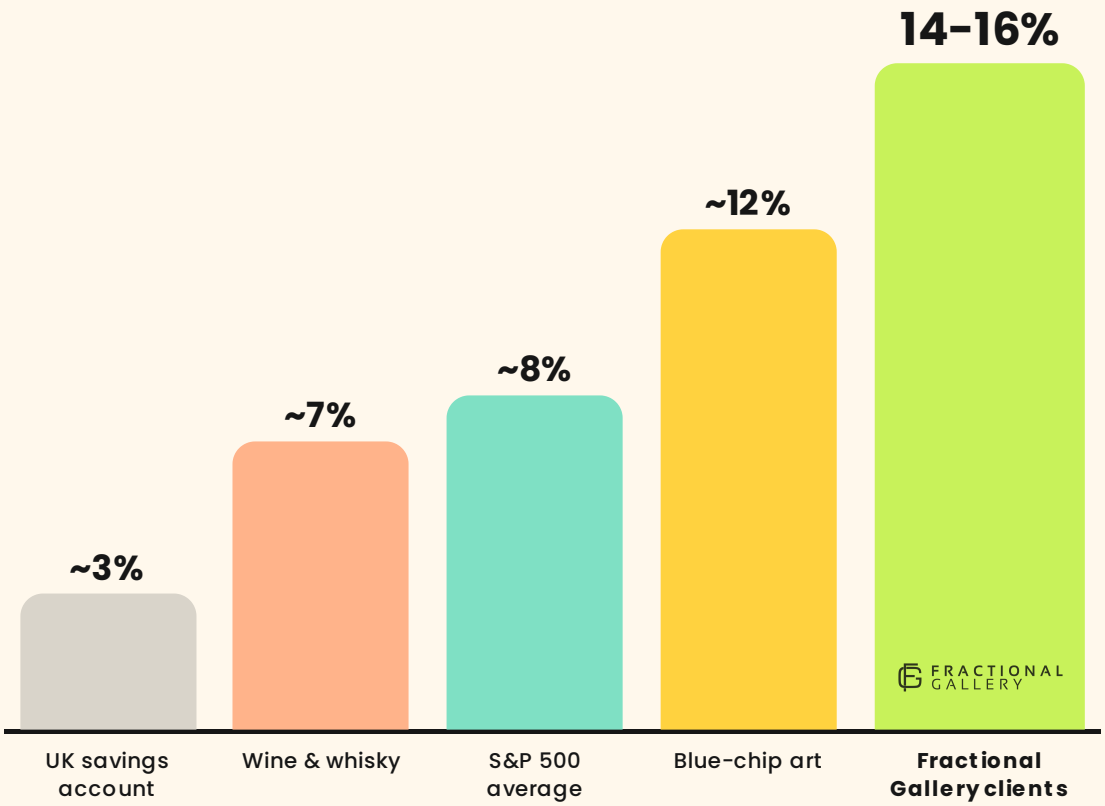
£10,000 LEFT ALONE FOR 5 YEARS

In savings at 3%
£11,593

VS

In art at 15%
£20,114

TYPICAL ANNUAL RETURNS



A SAFE HAVEN FOR OVER 300 YEARS

Wars. Crashes. Pandemics. Art kept going.

Banks have collapsed, currencies have crashed and stock markets have rolled up and down like a rollercoaster. Through all of it, great art has kept its value and kept on rising. It is one of the oldest stores of wealth humans have ever built.

1744
Sotheby's opens in London. The auction market is born.

1766
Christie's follows. London becomes the capital of art.

1980s
Pop art goes mainstream. Warhol turns soup cans into fortunes.

2008
Banks fall over. The art market bounces back within two years.

2020
The world locks down. Online art sales go through the roof.

Today
Tens of billions traded every year. And now it's open to you.

WHY ART?

Six reasons the smart money loves art.

01
It's real
A physical thing you own. It can't be wiped by a server crash, frozen by a bank or ruined by a CEO scandal.

02
It travels
A Picasso in London is worth the same to a buyer in Hong Kong. Art speaks every language and trades in every currency.

03
It marches to its own beat
Art doesn't follow the FTSE or the price of oil. When markets wobble, blue-chip art has historically held steady.

04
It beats the bank
While savings lose value to inflation, our clients have averaged 14-16% a year. That's money working, not sleeping.

05
They're not making more
Picasso, Warhol and Basquiat aren't painting anymore. Supply is fixed. Demand keeps growing. You can guess the rest.

06
It's history you can own
Museums, billionaires and governments compete for great art. That cultural pull is what keeps values climbing.

TWO WAYS TO WIN

Blue-chip safety. Emerging upside.

THE STEADY ONE

Blue-chip art

- The household names: Banksy, Warhol, Hockney, Hirst, Basquiat
- Decades of auction history
- Buyers waiting in every major city
- Sold through Sotheby's, Christie's and Phillips

THE EXCITING ONE

Emerging artists

- Artists we sign and manage exclusively, like Avery Walsh and Zane Harlow
- Lower entry prices, bigger growth potential
- We build their careers with exhibitions, PR and millions of views every week
- You buy in before the auction houses can

"With blue-chip art, the market sets the price. With our emerging artists, we build the value."

WHERE MOST INVESTORS START

You've heard of Banksy. That's the point.

Everyone knows the name, whether they follow art or not. That's exactly why he's the perfect place to start. You're buying an artist with:

- Global recognition
- Established demand
- Years of auction history
- An international resale market

When it's time to sell, you're not convincing anyone who the artist is. **The demand is already there.**

FUN FACT
In 2018 Girl with Balloon shredded itself seconds after selling for £1m. Three years later the shredded version sold for £18.6m.

REAL ART. REAL SALES.

Real returns.

Recent sales at the world's biggest auction houses. This is what happens when you buy the right art at the right price.

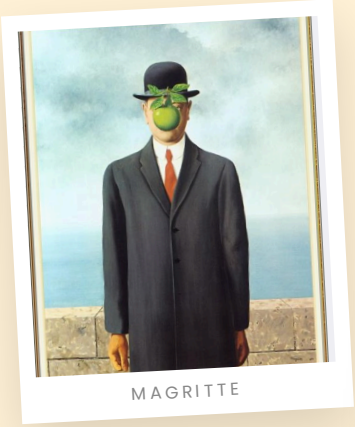
DON'T JUST TAKE OUR WORD FOR IT

★ ★ ★ ★ ★

60+ five-star reviews.

Many from first-time investors who started small and have gone on to build bigger portfolios with us. Look us up and see what our clients actually say.

PICASSO



MAGRITTE

IN THEIR OWN WORDS

What our clients actually say.

Verified, five-star and written by real investors. Most of them knew nothing about art when they started.

Haley Harris Jones ★★★★★

"I have been with the company for just over three years now, since I first met Richard and Sam. I have always found them easy to deal with and have never had any concerns. I own a number of pieces by Andy Warhol and Zane Harlow. Before meeting them, investing in art wasn't something I had ever really thought about, but it's turned out to be one of the best investments I've made. I've seen some really good returns over the last three years and I'm very happy with how things have gone. I certainly wouldn't have thought three years ago that art would become such an important part of my investments, but I'm very glad I got involved."

Verified Customer | Order ID: art

Andy Payne ★★★★★

"What a great company to deal with, so easy from start to finish. Went to their event in Dubai last week, nice to see some Banksy art and the art from Zane Harlow. And of course I know have one from each of Zane's The Season. Which I have already hung in my villa and they look amazing. Many thanks Andy "

Verified Customer | Order ID: Art

Fractional Gallery ★★★★★ REVIEWS.io

Great company to deal with. I've been investing with them for the past 18 months and one thing I really appreciate is how they keep me updated every step of the way. I always know what's happening with my portfolio and never feel left in the dark.
Best of all, I've made a profit. A couple of the pieces have performed far better than I ever expected, and it's been refreshing to see my money working much harder than it ever did sitting in the bank earning poor interest rates.
I would happily recommend them to anyone looking to invest in art.
Julie Dunston

Julie Dunston — 9:09 AM · 16 Jul, 2026

Fractional Gallery ★★★★★ REVIEWS.io

I invested with them two years ago without knowing anything about art, and since then I've sold four pieces for a strong profit.

What stood out from the start was the level of communication. I've always been kept updated and fully in the loop, which gave me real confidence as I learned more about the market.

The returns have exceeded my expectations, with one of the emerging pieces increasing by 40%.

I'm now investing further and really like the new collection from Zane. I'd highly recommend Richard, Joe, Sam, and the rest of the team.

Stan

Stan Hope — 7:37 AM · 13 Jul, 2026

EVERY REVIEW VERIFIED

THE EASIEST INVESTMENT YOU'LL EVER MAKE

You invest. We do the work.

01
We find it
Our network unlocks private sales and works most collectors never get to see.

02
We check it
Every piece is verified for authenticity and comes with a certificate of provenance.

03
We look after it
Secure, fully insured storage with regular valuations so you always know where you stand.

04
We sell it
Auction, private sale or our gallery network. We time the sale to get you the best price.

What you do
- Have one conversation with us
- Choose your artwork
- Watch it grow
- Tell us when you want to sell

What you don't do
- Bid at auctions or chase dealers
- Worry about transport or insurance
- Spend years studying art history
- Lose sleep over the stock market

WHERE YOUR ART ACTUALLY GETS SOLD

A network built to sell.

25+ GALLERIES SUPPLIED

Art goes up in value when people compete to buy it. The more buyers, the better the price. A high-street gallery is limited by who walks through the door. We aren't.

CHANNEL ONE

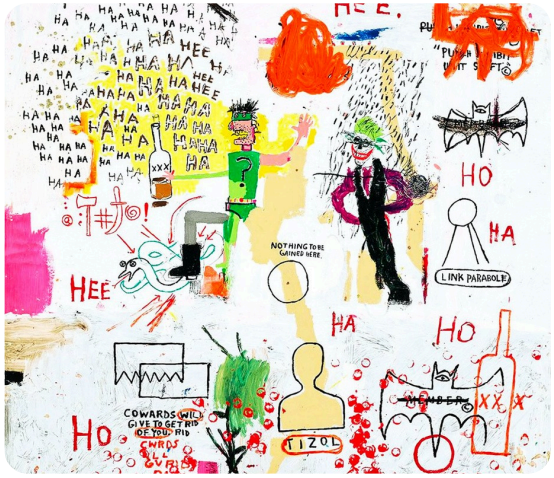
Our gallery network

We supply more than 25 galleries with art to sell. Every one is another shop window for your artwork and another route to a buyer.

CHANNEL TWO

Walls that sell

Our art hangs in offices, hotels, five-star restaurants, golf clubs and private members' clubs, in front of exactly the right people.



CHANNEL THREE

Events & exhibitions

Private viewings, collector evenings and public exhibitions all year round. The right buyers, the right room, the right moment.

OUR PLACE IN THE MARKET

We didn't join the art world. We rewrote it.

Traditional galleries built £20,000 minimums and waiting lists. We built a £2,000 doorway and a plan to sell.

	Traditional galleries	Fractional Gallery
Minimum investment	£20,000+	**From £2,000**
Art on offer	Whatever's on the wall	**Blue-chip and emerging**
Emerging artists	Re-sell only	**We manage their careers**
Storage & insurance	Your problem	**Included**
Selling your art	Wait for footfall	**25+ galleries and global buyers**
Marketing reach	A mailing list	**3-4 million views a week**

OUR SHOP WINDOW TO THE WORLD

3–4M views. Every single week.

Art moves on visibility. The more eyes on a piece, the more demand it creates, and the more demand, the higher the value. A Mayfair gallery relies on footfall. Our shop window is open 24 hours a day to millions.

Instagram

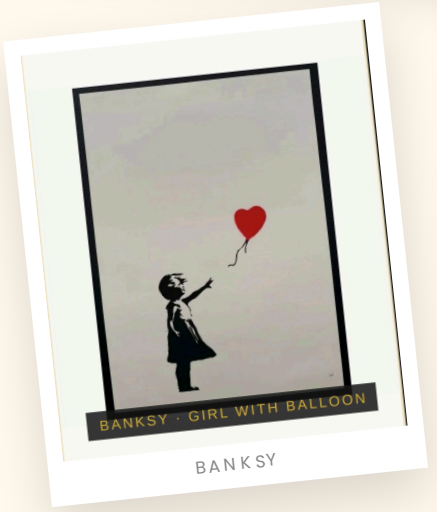
The showroom. Where collectors discover new works every day.

TikTok

Where the next generation of collectors is born.

YouTube

The stories behind the artists and the market.



LET'S GET STARTED

The next great investor story is yours.

Whether you have £2,000 or £200,000, the door is open. One conversation is all it takes.

01
Have a chat
A quick call with one of our team. No jargon.

02
Pick your art
We show you options that fit your goals.

03
Watch it grow
We handle everything, right through to the sale.

FRACTIONAL GALLERY

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By appointment