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"Instagram is a really big force in the art world – it cannot be avoided. Leonardo DiCaprio recently purchased a piece on Instagram from a gallery that he has a relationship with. When you're busy, and you already use the app, why not?"



WHO TO FOLLOW

@jealous_london is a contemporary gallery and print studio in Shoreditch. They do artist takeovers on their feed, which I really like. The most recent art I bought from their account was a print by Lucy Gough (@lucy.gough) as a Valentine's present for my husband.

@creativedebuts work with young artists who are coming out of the best art schools in the country. They have a very diverse body of work: urban art, paintings, collage and photography. It's not expensive; the pieces range from £50 to £5,000.

@auc.art will be the first online auction house exclusively for graduate art. It's a new business model to help collectors find artists when they're starting out. The platform goes live in September and each auction will last a week, with only 49 lots available at a time.

@ginasodenartist is a photographer who sells a lot on social media (she's also my sister). It really helps if your medium lends itself to Instagram – she travels around the world photographing abandoned locations and has exhibited at Saatchi Gallery.

@sohohome is where you can find the pieces we have in the Soho House art collection. You can get big name artists like Willie Doherty for £200. If Soho House has it in their collection, it's a good artist to collect.

Insider tip "If you're searching for art using hashtags, avoid #affordableart. It has a connotation of not being very good and you should see it as a warning sign – #emerging artist is better."

