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*A spotlight on the
hottest new
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THE INSIDE SCOOP

We take a sneak peek at what to expect from the fashion and lifestyle-based London show this season

DOUBLE SCOOP

With two Scoop exhibitions to look forward to this season, here's what to expect from the first offering from the luxe London trade show

In brief

Show: Scoop

Venue: Saatchi Gallery, London

Dates: 2nd - 4th August, 2015

Website: www.scoop-international.com

Twitter: @ScoopLondonShow

From this summer onwards, an exciting new concept will see not one but two Scoop shows taking place each season at the Saatchi Gallery. The popularity of Scoop has seen a profuse number of brands wanting to join the Scoop family and now with this year's schedule extending to August and September, with plans to host four shows a season, an even richer selection of designers will have the opportunity to exhibit in London. The timetable has been devised to cater for overseas labels and their production agendas, as well as the high-end collections and young British designers who expressed an interest in Scoop running alongside London Fashion Week (LFW). The fact that Scoop London will be taking place during LFW will also make it easier for international buyers to come to the show, as many of the key stores from Europe, the US and further afield only make it to London once each season.

The first show of each new season, Scoop, will run on its existing dateline and feature a similar label profile to what is currently on offer, primarily international contemporary collections, and the confirmed dates for



summer 2016 collections will take place this year on 2nd - 4th August.

The second show of each season will feature international designer collections and emerging British designers, and will run during LFW. The first edition of this new show, Scoop London, will take place at the Saatchi Gallery this year on 20th - 22nd September, 2015.

Known for showcasing collections which aren't available to buyers at other UK shows, the same applies to the new show Scoop London. Scoop London will have a completely different line up of labels to London Fashion Week, but one which could definitely appeal to LFW visitors. With Scoop London running during LFW, buyers won't have to add an extra date to an already packed diary, and will be able to see an even larger selection of the new season's ranges whilst they're in the capital.

This August's Scoop is launching with sartorial fireworks. Karen Radley, founder and Managing Director of the exhibitions, says, "Spring/summer 2016 is a very exciting time for us, as we launch our brand new show, Scoop London. We're thrilled to be working with London Fashion Week – the collaboration is the perfect platform



to showcase an unmissable selection of contemporary and emerging designers from the UK and across the globe."

The UK is delivering an eclectic array of breath-taking collections, including footwear from Karina IK and Chillerton London, handbags from Loxley England, sunglasses from Finlay & Co., corsets from Vollers and womenswear from Gushlow & Cole and Evelin Vock. Europe too is presenting sensational lines; expect to see Polish fashion lifestyle brand RISK made in Warsaw, Belgian jewellery designer Mathilde Danglade, Paris's Delage with their range of handbags, Sweetie Jane's jewellery designs and Alina Marti's womenswear collection.

For more details and to register, visit www.scoop-international.com. [A](#)

