



Scoop London joins forces with London Fashion Week for first edition this September

Scoop London has announced it will collaborate with London Fashion Week for its first edition this September. The link has been made to ensure UK and international buyers get the most out of their visits to the capital when searching for SS16 collections.

New show Scoop London will run at the Saatchi Gallery in Chelsea from 20-22 September while London Fashion Week will take up its new residence at Soho's Brewer Street Car Park from 18-22 September. Organisers of both events will work together on transport and fast-track entry for visitors.

All accredited buyers registered for Scoop London and the established August edition of Scoop will be ready-approved for fast-track entry

to the Designer Showrooms of LFW. Likewise, all London Fashion Week accredited buyers will automatically gain fast-track entry to Scoop London, which will feature a hand-picked selection of UK and international names including leading collections showing in Britain for the very first time.

Buyers will also be able to take advantage of free transport links between the two venues with a regular shuttle service running between Soho and the Saatchi Gallery on King's Road.

Caroline Rush, CEO of The British Fashion Council, comments: "We are delighted that Scoop London will take place during London Fashion Week SS16 as it's the first time both trade shows will coincide. From Chelsea to

Soho our aim is to be able to offer all designers the best buyers, press and industry professionals – consolidating London's position as the most vibrant and innovative fashion capital in the world."

The two shows will complement each other with Scoop London showing a completely different line-up of labels to London Fashion Week. With over 130 international designer collections and emerging British designers, Scoop London visitors can expect to see a carefully curated and eclectic mix of labels such as Karina IK, Cristina Diez, Chillerton Shoes, Kate Spade, My Name is Lolo, Giulia Barela, Fera Jewellery, Sweetie Jane, Mathilde Danglade, Heidi Higgins, Delan, WS Studio, BDBA, Forms Studio and Loxley England.