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Streets AHEAD

Catalogue king Johnnie Boden celebrates 25 years by opening UK and US stores



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Premium EDITION

Scoop London, the new event that dovetailed with London Fashion Week, received a positive reaction from brands and buyers

Compiled by ERIC MUSGRAVE

The first edition of Scoop London brought together 150 collections pitched slightly higher than those at the established Scoop International fair in August.

"Only about 5% of our exhibitors were at Scoop International," founder Karen Radley told *Drapers*. "Those that were here in August were showing pre-collections; here they have the main spring 16 collections."

Although numbers were not huge, Radley's strategy of attracting international buyers who were in the capital for London Fashion Week appeared to work. Buyers from the Biffi and Banner boutiques in Milan, Colette and Spree in Paris, and Globus in Switzerland were among those seen. UK buyers included those from Net-a-Porter, Chatterton's in Old Amersham, Buckinghamshire, and Feathers in Knightsbridge.

Scoop London ran at the Saatchi Gallery on King's Road on September 20-22. A deal with LFW gave buyers registered at either event access to both. Exhibitors praised the free taxi service between Chelsea and the LFW venue in Soho.

MILENA & JANET: SEAMSTRESSES

Scoop London represented a soft launch for this new label from two Bulgarian-born sisters who run a factory in Stratford, east London, that manufactures for London Fashion Week designers. "We are not expecting many orders as the show is so late, but we are hoping we will pick up an agency to represent the collection," said Stephen Laundry, who is acting as a consultant. Wholesale prices run from around £150 for a skirt to £180 for a top and £315 for a dress made of PVC with laser cut-outs.



CLARET SHOWROOM

The London-based agency had 10 collections on show. "We have been doing the original Scoop show for five or six years and it's always busy. This edition seems to have more emerging brands and the collections look exciting, contemporary and slightly younger," said Cheshire Schwitzer (above right, with colleague Chelsea Rowland). "It's a good place to get new business, especially with international buyers, some of which we can refer to our Paris showroom."



STUDIO THIRTEEN

"We think this edition will be more international than the August Scoop," said Jordana Scott (pictured above right), of Studio Thirteen, which was showing Paris-based knitwear specialist Romy & Ray. "There seem to be quite a few Japanese and Italian buyers here, as well as UK boutiques like Chatterton's. This collection is fitting in with the others here that are a bit different and unusual. At the other edition the ranges are more commercial. Having this alongside LFW will hopefully get some fashion bloggers down to Scoop." Colleague Marie-Susanne Kann's knitted jumpsuit wholesales at £100.

Nadia Minkoff London



NADIA MINKOFF LONDON

Jewellery and accessories designer Nadia Minkoff has shown six times at Scoop International, but says: "While I do quite well with UK buyers, August is such a bad month to hold a show as the whole of Europe is on holiday." Of the new Scoop London, she said: "LFW is such a big thing; the tie-up is good. This is one of the best shows in Europe because there is nothing here that's not good. The Saatchi Gallery is nice to walk round and easy for buyers to work."

PALLADIO

The London-based agency brought 10 collections to the new Scoop, including nine it had shown at the August edition. "We have edited the collections down and brought the more fashion-forward elements," said Ian Campbell-Smith (pictured, below right, with co-director Shaun Sellings). "We are expecting to see a different level of buyers here and more international buyers. The event looks different and the assortment is completely different. It would be great if we get this to work because major fashion weeks tend not to have a trade event running alongside them."



BELL & FOX

Brighton-based accessories designer Sarah Edwards launched her Bell & Fox label for autumn 15. "I showed at Pure in August but it was a quietish fair," she told *Drapers*. "I have come to Scoop London to attract more premium buyers. There are some lovely businesses here and the whole show has a sense of luxury." The made-in-China leather line ranges from £13.50 for a purse to £105.50 for the largest shoulder bag.



MIRABEL EDGEDALE

The agent for Three Floor London and Missoni (centre) said: "We showed at Scoop in August but this is better for us as it is a little bit more fashion and not so mainstream. We have appointments with Cricket from Liverpool, La Rinascente department stores for Italy and Etoile from Dubai. Sloane Square is a good meeting point for international buyers and it is clever to have the taxis running between LFW and Scoop."



NIAMH O'NEILL

Well established in her native country, the designer of the year in the 2013 Irish Fashion Innovation Awards was at Scoop London to raise her UK profile. "The event is very well organised and it's a great mix of brands, all of which seem to have the same ethos," said O'Neill. "The space itself allows buyers to get a very clean and clear view of the collections."



RAINBOWWAVE

Isabel Hunter and Sabina Goth of Rainbowwave agency showed Bella Freud, Ancient Greek Sandals, Lamien and Mossca. Goth, right, said: "We show in New York and Paris but we have come here to get in touch with UK independents. It seems to have been well edited. And the location is really good and very handy for buyers. Not all of them want to come to our showroom in Camden."