



NEWS

Scoop: New Faces

WWB takes a look at some of the brands making their debut at the boutique trade show this weekend.



By **Isabella Griffiths**
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Boutique fashion trade show Scoop is kicking off this weekend, returning to its original home, the Saatchi Gallery in London, after a one-off summer stint at Old Billingsgate last season. The show attracts the cream of contemporary womenswear, independent designers, niche labels and high profile international designer brands across ready-to-wear, accessories, jewellery, footwear, perfumery and lifestyle products, offering an exclusively curated edit.

For its 17th edition, the brand once again showcases a wealth of newcomers to the show, sitting alongside an equally as impressive host of returning labels. WWB picks some of the key debutants not to miss.



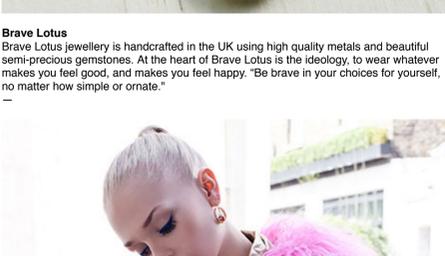
A-MM-E
A-MM-E is a luxury slow fashion label made in Britain and inspired in Italy. The brand focuses on timeless clothing for all seasons, all lifestyles and all attitudes with a mix of classic and contemporary styles - simple and yet always with some sort of subtle 'bling'.



Anecdote
Anecdote is a Dutch ready-to-wear brand founded in 2009 by Jetteke van der Wyck - van Beuningen. The collection is inspired by the designer's love of nature, passion for travel and appreciation for heritage. Anecdote designs feature strong colour palettes, a mix of textures and clean silhouettes.



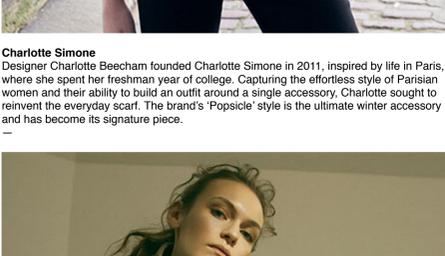
Brave Lotus
Brave Lotus jewellery is handcrafted in the UK using high quality metals and beautiful semi-precious gemstones. At the heart of Brave Lotus is the ideology, to wear whatever makes you feel good, and makes you feel happy. "Be brave in your choices for yourself, no matter how simple or ornate."



Charlotte Simone
Designer Charlotte Beecham founded Charlotte Simone in 2011, inspired by life in Paris, where she spent her freshman year of college. Capturing the effortless style of Parisian women and their ability to build an outfit around a single accessory, Charlotte sought to reinvent the everyday scarf. The brand's 'Popsicle' style is the ultimate winter accessory and has become its signature piece.



Fonnesbech
The ethos of Danish brand Fonnesbech is about good design. The label strives to create pieces for the small, long-lasting wardrobe as an antidote to endless consumption and the throw away culture of the Western world. With high-quality materials, craftsmanship and a responsible mindset, Fonnesbech is an innovative fashion brand re-launched in Copenhagen in 2014.



In.no
New women's knitwear brand In.no was founded by Sofia Strazzanti, owner of fashion agency Innocenza, and specialises in beautiful, UK made knit sweaters at a contemporary price point. In.no speaks to the contemporary woman who wants easy to wear knitwear that is on trend yet will work all year round. Soft palates of pastels and nudes feature within Edition 1, and the collection is crafted from carefully selected Italian wool blends.



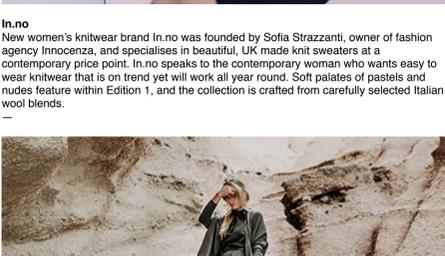
Karma of Charme
Italian footwear brand Karma of Charme has a unique Bohemian style with a focus on craftsmanship and authenticity. The brand started as a small family company and is now rapidly growing across the world. Based on the traditional moccasin boots worn by native Americans, Karma of Charme's boots have a 5 cm high built-in heel which gives an extra touch of elegance and length and make them very comfortable to wear.



Kinross Cashmere
Headquartered in Kinross, Scotland, the eponymous brand is known for its premium quality and strong social and environmental conscience. Rather than follow fleeting trends, the brand creates original products that are inspired by nature, modern in design and hand-crafted to endure. Pure, natural, soft and sophisticated, the luxury products offer effortless elegance and timeless style for everyday living.



Refined Delux
Synonymous with fine detailing and precious accents, Refined Delux brings to life everyday jewellery with flashes of intricate beading, antique metalics and a signature braiding technique with a fresh, modern edge. Each piece has a story and is handmade in the UK, always based on Sterling Silver and sometimes with a high Micron 9 Carat or Rose Gold Plating.



Woden
Danish sneaker brand Woden's DNA is based on functionality, anatomy and minimalism, using as many natural materials as possible. Featuring high quality leather and cork soles, outsoles and lasts are carefully designed to soothe the needs of urban feet.

Scoop takes place 12 to 14 February at the Saatchi Gallery in London. For more information, pre-registration and a full list of exhibitors visit www.scoop-international.com

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