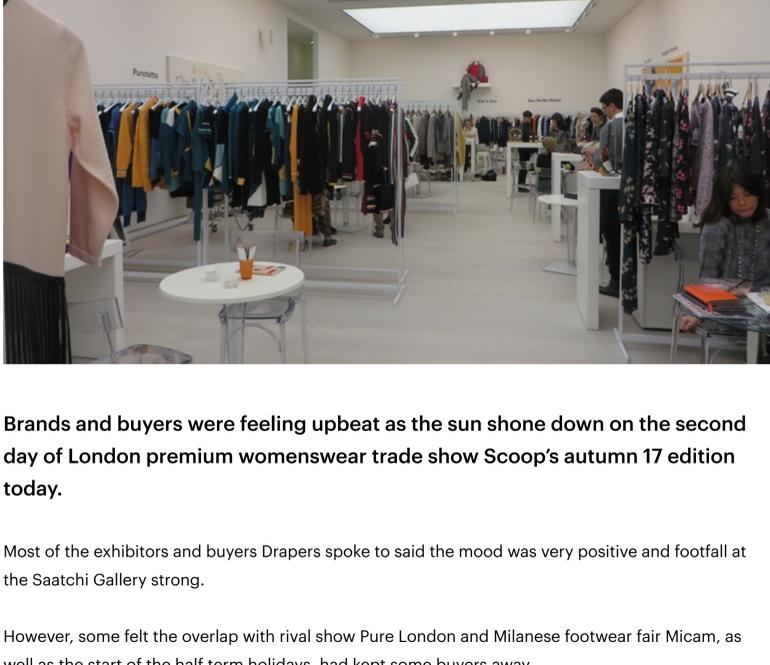




# Optimistic atmosphere continues on second day of Scoop

13 FEBRUARY 2017 • BY KAT SPYBEY



Brands and buyers were feeling upbeat as the sun shone down on the second day of London premium womenswear trade show Scoop's autumn 17 edition today.

Most of the exhibitors and buyers Drapers spoke to said the mood was very positive and footfall at the Saatchi Gallery strong.

However, some felt the overlap with rival show Pure London and Milanese footwear fair Micam, as well as the start of the half term holidays, had kept some buyers away.

But not to be deterred, a number of owners of independent stores took advantage of the school holidays to show their children the ropes as they looked around the collections on offer together. Others reported seeing plenty of fresh brands to diversify their offer.

Brands said they had had many successful conversations with independents from across the UK, who were happy to write orders, while departments store buyers from the likes of Galeries LaFayette and Fenwick of Bond Street also made an appearance today.



Scoop runs until 14 February.

### Views from the show

**Jo Francis, brand manager at Zone Two agency, showing Samsøe & Samsøe:**

This morning has been really busy and we've taken a lot of orders on the stand. I've seen at least three department stores as the buyers are back at work today. It tailed off a bit after lunch though as people leave to go and visit King's Road and maybe head over to Pure. We have also seen a lot of Scottish accounts. The buyers are still coming despite it being half term as they need the fresh ideas and the show is part of their calendar. There are quite a few people that have brought their kids along with them though.

**Nicoline Vis, sales account manager at Pom Amsterdam:**

It feels the same today as yesterday and has been good so far, there's a great atmosphere. We have written a lot of orders, probably about the same as we have for previous seasons at Scoop. I think half term is having an impact as people are taking their children away on holiday, so have maybe decided to go to other shows on a different date, or to go direct to the showrooms.

**Nicki Bergman, owner of Browns of Stockbridge:**

There's a great mix of brands here, both ones we know and new brands. We have found two or three new possible brands here today, and made one order.

**Cristiana Flippini, director at Egomark Fashion Agency which was exhibiting hat brand BKLYN, Bolongaro Trevor and Parajumper:**

We have had fewer orders and seen fewer people today. People don't buy a lot at exhibitions in the UK, they look and then buy at showrooms later. We are not that worried about it being a bit quieter though as we have still got some good accounts coming and people will still come to our showroom. We are mostly seeing independents. Micam being on at the same time does make a difference as we have customers that have gone to Micam instead of coming here, while half term is also keeping people away as they have to look after their kids.

**Stacey Wood, founder of premium brand King & Tuckfield:**

Today we have seen Galeries LaFayette and Garbstore which is great. We have seen more of the key people today than independents, and overall this floor [the ground floor] has been really positive, the show is really strong. The vibe has been really positive with the right calibre of accounts coming through the door. I think people are coming here in the mornings and then going to Pure in the afternoons.

**Marielle Wyse, founder of Wyse London:**

Yesterday was busier than today. People come here in the mornings and then go across to Pure in the afternoon, so it's quieter here after lunch. We have done a few orders today, but we did a lot yesterday. We have made six new clients over the two days so far and have seen a lot of existing clients. We have seen a lot of independents and Galeries LaFayette, that's the only department store. I do think half term might be keeping some people away. There are not as many international buyers as there could be, although we have seen Austrians and Italians.

**Julie Bradford, accessories buyer at Fenwick Colchester:**

There's a good mix of brands and newness which is great, but there could be more bag brands. We went to Pure this morning - we go there to see our current suppliers but this show is for 'the icing on the cake' and finding the brands that will attract people into the store.

**Leonie Howe, owner of Berties in Northampton:**

It's a great show and it's nice to see all the brands under one roof to pick up new names. We have written four orders this morning, and it's great to see the brands in context with one another. I actually preferred it at Old Billingsgate last season as it's more of a gallery here with smaller rooms and I liked the open air feel of it before.

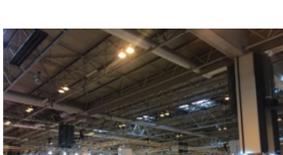
**Kirsten McClean, key account manager at Falke:**

While yesterday was really busy and successful, today has been a bit quieter. I think a lot of people have gone to Pure today though. We've seen Fenwick of Bond Street today. Half term has had an impact on footfall, and the show probably only needs to be two days really.

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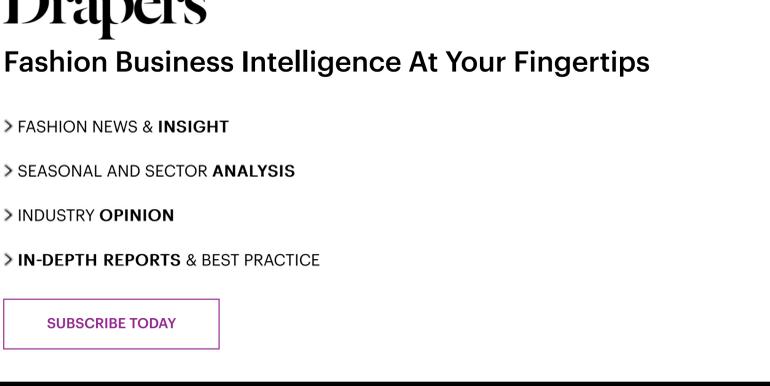
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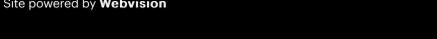
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