

NEWS

Positive vibe continues at Scoop

Day 2 of the trade show saw another strong influx of buyers and healthy order volumes at the Saatchi Gallery.



By Isabella Griffiths

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The second day of boutique trade show Scoop continued with strong footfall and an upbeat vibe, with most brands reporting a consistent stream of buyers and good business. Unusual and distinct products seemed to be key on buyer's agendas, with new exhibitors in particular commenting on the high calibre of buyers – both domestic and international - the show attracted.

"It's my first time at Scoop and I've been really impressed with the quality of the stores I have seen at the show. I've had so much interest in the brand, it's the been the perfect platform for me and given me a lot of exposure," says Punam Gudka, founder of quirky jewellery label SB London.

This was mirrored by Jenny Iannelli, marketing manager of German hosiery brand Item6, which also made its debut at the show. "Scoop has been fantastic for us, we've had so much interest today, and it's been great to see that there are still shows around where buyers actually put down orders. We are really looking to push our presence in the UK market, and the quality of accounts and contacts we have picked up here has been absolutely worth it," she says.

Caroline Ekstrom, owner of Oldstrom agency, whose labels included By Malina and Dea Kudibal, also confirmed the upbeat mood. "We've had another busy day today, and I'm glad to see that buyers are really serious and are committing to the collections with healthy orders and a good representation of the collections in-store. I've seen many key clients and picked up a number of new accounts, so it's been a really positive day. Scoop is a key show for us and the location and setting is always great," she says.

Designer Dahlia Razzook, founder of the eponymous brand, also reported a renewed sense of confidence in buyers this season. "It's my third time at Scoop and this has definitely been the most focused season I have experienced. Buyers are here to find new labels, and if they love it, they buy it; they are committing a lot more this season, which is very encouraging given the generally uncertain climate. In this respect Scoop has been brilliant for me," she says.

Over at Innocenza agency, which brought a number of labels to the show, including own label In.no, Ilse Jacobsen and Gestuz, it was a similar story. "I've seen really strong accounts today, including Selfridges and a number of international stores, and we haven't really stopped all day. I've found that buyers have been a lot more upbeat than expected, and the show had a great buzz to it," says owner Sofia Strazzanti.

Scoop runs until Tuesday 14 February at the Saatchi Gallery in London. For more information visit [www.scoop-international.com](http://www.scoop-international.com)

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