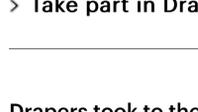




# The big question at Scoop autumn 17: Are prices rising?

14 FEBRUARY 2017 • BY [KIRSTY MCGREGOR](#), [KAT SPYBEY](#), [EMILY SUTHERLAND](#)



COMMENT

> [Take part in Drapers' pricing survey](#)

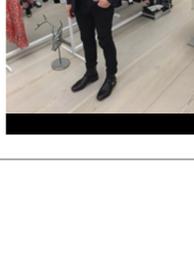
Drapers took to the aisles of London's premium womenswear trade show Scoop to ask whether brands are putting up prices because of the weakness of sterling.

**Janan Leo** *Creative director and founder, Cocorose London*



For autumn 17 we are keeping the prices the same. From the consumers' side, there's a lot of pressure already because of inflation and fashion isn't a necessity, so we're trying to maintain our prices, but we are keeping an eye on it and trying to get an idea about what is going on. Having a price change in the middle of the season is a cause for concern, so at the moment we are not considering that. For spring 18 we are watching it carefully. We could look to put it up for the spring – we are just going to wait and watch what happens.

**Robin Yates** *Founder, Nobis*



The drop in the value of the pound hasn't been good for us, but we've held strong and haven't raised our prices. We've swallowed the difference. The UK is a such a strong and dynamic economy that I'm sure the pound will recover and get stronger again. It might even return to an even stronger position.

**Julie Middleton** *Co-founder, Middleton Green, representing brands including Just Female, Second Female and Beatrice B*



We haven't noticed prices increasing, but [Italian brand] Beatrice B has switched from selling in euros to pounds [in the UK] this season. The euro is going up and down, so if a buyer can buy in sterling they know what it will retail at. I don't think people are talking about Brexit. We don't tend to work with that entry-level customer [who are more price-conscious], so it's not having as much of an impact.

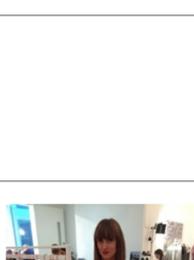
ADVERTISEMENT

**Jordan Eckersley** *Brand manager at Red Alert, representing Mackage*



I have seen 10%-15% price rises in some cases. Some people hedged and bought their currency in advance, but you have to have money behind you to do that – smaller, independent brands can't. Having said that, in the premium market it doesn't matter what the price is: if customers want it they want it.

**Lucy Walsh** *Managing director of The Brand Ambassadors, representing Woden and Mos Mosh*



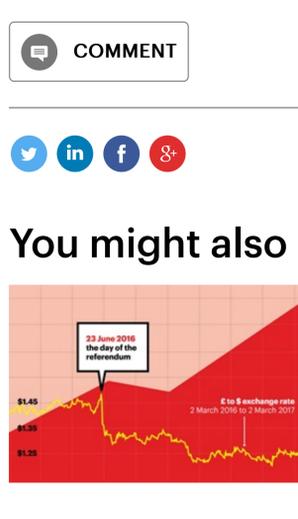
Mos Mosh is putting prices up, but not astronomically. It's a premium brand with commercial price points – it wouldn't make sense to put its prices up too high. Not all styles are going up: never-out-of-stock styles we are keeping the same. Because it's not an increase across the board, people know we're not being greedy.

TAGS [TRADE SHOWS](#) [BREXIT](#) [SCOOP](#)

COMMENT



## You might also like...



### Drapers Investigates: Survival strategies for rising prices

15 MARCH 2017 • [EMILY SUTHERLAND](#)  
Drapers digs into how the drop in the value of the pound is affecting the fashion industry.



### Pure London autumn 17: Everything you need to know

15 FEBRUARY 2017  
There was an air of optimism at the autumn 17 edition of trade show Pure London, as brands and buyers dusted themselves off.



### The big question at Moda autumn 17: Are prices rising?

22 FEBRUARY 2017 • [CHRISTINA SIMONE](#), [EMILY SUTHERLAND](#)  
Drapers took to the aisles of womenswear, menswear, and accessories at Moda.



### Scoop autumn 17: Everything you need to know

14 FEBRUARY 2017 • [EMILY SUTHERLAND](#)  
As London premium womenswear trade show Scoop draws to a close, Drapers looks back on the key moments of the event.



### Confident N Brown boss downplays challenges ahead

20 JANUARY 2017 • [KIRSTY MCGREGOR](#)  
N Brown Group's digital transformation will help to see it through tough trading conditions in the months ahead, chief executive says.

## Have your say

Comment

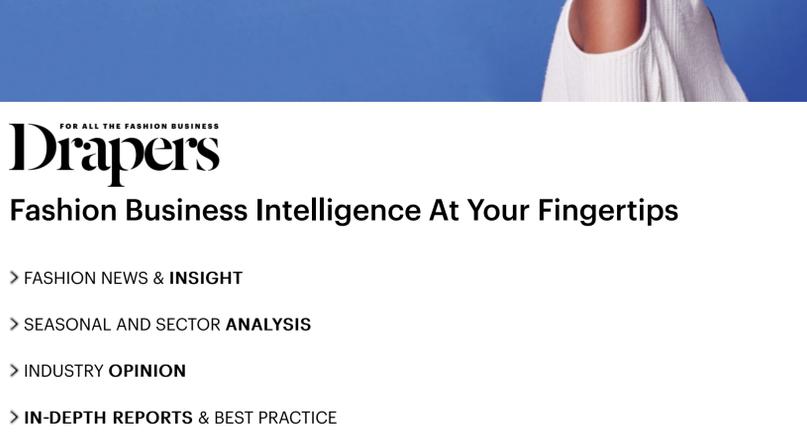
Post as  Anonymously  Donna Lambert

[SUBMIT COMMENT](#)

MOST POPULAR MOST COMMENTED

-  Analysis: Is Topshop losing its shine?
-  Next's womenswear product director exits
-  International Women's Day: Fashion's female trailblazers
-  John Lewis bonus cut to 6% to strengthen balance sheet
-  Mike Ashley 'enters race to acquire Agent Provocateur'
-  'I'm a treasure hunter' – talking brand strategy with Avenue 32
-  Image analysis tech to access mobile phone galleries
-  Retailer Insight: Belstaff chief champions gender pay equality

IN PRODUCT & TRADE SHOWS [TRADE SHOWS](#) [CATWALKS](#) [SEASON'S PREVIEW](#) [WOMENSWEAR](#) [MENSWEAR](#) [YOUNG FASHION](#) [FOOTWEAR](#) [LINGERIE](#)



## Drapers Fashion Business Intelligence At Your Fingertips

- > FASHION NEWS & INSIGHT
- > SEASONAL AND SECTOR ANALYSIS
- > INDUSTRY OPINION
- > IN-DEPTH REPORTS & BEST PRACTICE

[SUBSCRIBE TODAY](#)