

17/07/2017 / [FASHION](#)

Strong Scoop kicks off s/s 18

BY [ISABELLA GRIFFITHS](#)



Boutique trade fair Scoop delivered another strong edition for s/s 18, with exhibitors praising the attendance of high-calibre independents as well as store buyers from the UK and overseas, while visitors applauded the show once more for its curated and exclusive selection of established and niche designer labels in the unique art space setting.

Buyers from Hoopers, La Rinascente, Galeries Lafayette, Harvey Nichols, Fenwick, Yoox, Net-a-porter, Donna Ida, The Mercantile, Psyche, Henrik Vibskov and Fortnum & Mason were all in attendance, scouring the different galleries for ready-to-wear, footwear, accessories and lifestyle products.

"We've had a really busy show so far, and have seen the majority of the store and boutique buyers on our wishlist, and are still expecting some this afternoon and tomorrow. The show works really well for us, as it allows us to show our repositioned brand to key buyers and the wider industry, and the setting is – as always – just spectacular," says Valerie Lavocat, womenswear international sales director for Cacharel.

This is mirrored by James Preston, owner of Mr and Mrs P Agency, which represents scarf brand Mii at the show. "We've been consistently busy and it's been a great platform for the label as we are building it in the UK. I love the show, the mood and atmosphere is always upbeat and positive, and I think as an event it brings us all together in the industry," he says.

Cory Burke, owner of Last Agencies, which showcases Danish footwear brand Woden for the second time, confirms this view. "We've had pockets of quiet, but I think that's generally as buyers have been moving through the gallery. Overall, we've made some very good contacts and have opened a number of accounts that we were after, so in terms of exposure Scoop has delivered for us once again," he says.



New for this season was the introduction of The Salon, a gallery dedicated exclusively to designer accessory and lifestyle labels. Antwerp Avenue, which made its debut, praised the space and clean look, as well as the level of business generated at the show. "It's our first time at Scoop, and it's been a fantastic experience so far. We've attracted a lot of buyer contacts and interest, and we've even been signed up by a London showroom, so in terms of making ourselves known to the UK industry this has been invaluable. And we are so impressed with the space and unique setting of the gallery," reports Jessica de Block, the brand's founder.

Scoop continues until Tuesday 18 July at the Saatchi Gallery in Chelsea.

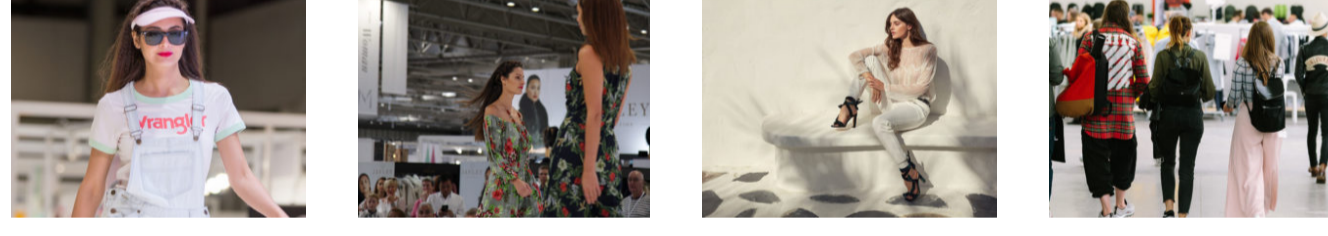
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