

SCOPING OUT SCOOP

The London trade show was "less buzzy" but "quality" buyers made up for a lack of crowds

Words by GRAEME MORAN and KIRSTY MCGREGOR

There was a calm but positive mood at the autumn 16 edition of womenswear trade show Scoop, held on January 31 to February 2 at London's Saatchi Gallery on the King's Road.

Some of the attendees Drapers spoke to felt the show had lost a bit of its buzz this season, and visitors ebbed and flowed rather than flocking to stands in busy crowds.

But buyers praised the show's ever-evolving selection of brands - a mix of

established and emerging international clothing, footwear, accessories and lifestyle product - as well as its "inspiring" light and airy gallery location, set against the backdrop of the Saatchi art collection.

Exhibitors were equally positive, particularly about the opportunity to meet new and existing "quality" buyers, most of whom were UK independents.

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HIDDEN GEM

PCNE

Italian brand PCNE, or Printed Colours Namable Embroidery, launched in the UK last season and has 10 stockists. Its in-house prints are showstoppers, as seen here (above left to right) as a wrap and pleum detail dress (€194/€147), black maxi dress (€439/€333), and floral and polar bear print skirt (€189/€128) with matching cardigan (€158/€120).

020 7627 0333



HIDDEN GEM

SOS (SAVE OUR SKINS)

British fake fur brand SOS (Save Our Skins) debuted at Scoop with agency TCA Showroom. Each style comes in a cropped gilet, cropped jacket, mid-jacket and long coat shape. Highlights include the Colour Splash range in bright shades. The Endangered Species range mimics the fur of polar bears and pandas (centre, left). Parkas feature a removable fur gilet lining (left). Prices with a mark-up of 2.8 range from £12.50 for a fake fur pompom hat to £111 for a long jacket.

020 3432 6385 saveourskins.co.uk

HOW IS SCOOP FOR YOU?

Amber Wood
Director at sales agency Emslie Creative

"We've seen mostly new buyers, which is good, and a couple of brand new stores that are launching and are here for new brands. We've only seen UK buyers here so far. Scoop is good but there is always a cost involved in trade shows."



Ian Campbell-Smith
Founder of Palladio Associates sales agency

"Scoop is a really good show - we write lots of orders here. It's great that it isn't clashing with any other shows this season, as I think that would have made a difference. We're seeing a mix of new and existing customers, which is great."



Janine du Plessis
Owner of Jaxdu in West Dulwich

"Scoop was very much needed in the UK - a quality trade show. But it doesn't seem as buzzy this season. I come here for two labels mainly and then have a browse for new brands, but it is all quite expensive. I'm looking for something that's a bit different and a bit special."



Susanna Holm
Womenswear sales manager for UK and Ireland for J Lindeberg

"Scoop always pulls in a good amount of high-level buyers and nice independents, and it has been the same this season. It has been steady. We have found people have been really drawn to our prints and focusing on outerwear too."



**HIDDEN GEM****MOS MOSH**

Best known for its jeans offer, Danish trouser-focused brand Mos Mosh has expanded its tailoring and outerwear range for autumn 16, allowing stores to buy into a full Mos Mosh outfit for the first time. Highlights include a slouchy, boy oversized cropped-sleeve striped blazer jacket (below left) that comes with matching waistcoat and tailored trousers, a minimalist shawl-collar blazer (below right) with matching side stripe tuxedo-inspired trousers and a woolly striped cropped collarless jacket. Prices range from £27 for a T-shirt to £115 for a coat. 07779 332345 mosmosh.com

**BESTSELLER****MARC AUREL**

German label Marc Aurel made its debut at Scoop with new sales agent Diane Sykes. Among the bestsellers from the autumn 16 range are a 100% cotton jumper with embellished neckline (above; right, £40), a long V-neck viscose blouse (£42), a patchwork rabbit fur gilet (£73) and a long-line classic parka with blue rabbit fur hood trim (above, £150). 01424 439747 marc-aurel.com

**HIDDEN GEM****VILAGALLO**

Spanish label Vilagallos bold use of fabric, embroidery and embellishment made it a standout collection at Scoop, perfect for buyers looking for something different. Fabrics and details, such as unusual tweeds, special weaves and colourful wools, update wardrobe staples. Tops, skirts and jackets are trimmed with tassels or pom-poms. Classic coat shapes are updated with contrasting panels, some in patterned jacquard or striped rabbit fur. Prices range from £30 for silk scarves to £133 for a coat trimmed with rabbit fur.

020 7633 9888 vilagallos.es

BESTSELLER**LES FILLES D'AILLEURS**

Buyers made a beeline for this classic 1940s-style midi-dress (right, £110) at French brand Les Filles d'Ailleurs' stand. We predict that a wrap, black brocade version will also prove popular. Among other potential bestsellers are this monochrome check midi skirt (below, £100). It comes with a matching, reversible jacket (not pictured, £110). +33 140 380 550 lesfillesdailleurs.com



Are trade shows still relevant?



Lucy Walsh
**Founder of sales agency
 The Brand Ambassadors**
 "Yes, they are definitely still relevant. We talk to buyers via social media a lot but you can't see the quality of the fabrics unless you actually touch them. Most serious shops will go to exhibitions because they can't afford not to. At the last Scoop I picked up stockists from Glasgow to Devon - I wouldn't have got those accounts not being at a trade show."



Cheslie Schwitzer
**Account manager at
 Claret Showroom**
 "Trade shows are important, but I think people are being more selective about which ones they are going to."



Simon Burstein
**Founder of The Place
 boutique in London**
 "For me trade shows are not for writing orders - but then at The Place, we sell just three or four brands. I come because it's interesting to see what is influencing people."



Stuart Coombe
**Director, Trip
 Agencies**
 "Yes, trade shows are still relevant and we're hoping they will become more so because retailers have to get away from the high street and become more unique - [visiting trade shows] is the only way they are going to do that."



Tristan Lucazeau
Head of sales at brand Parka London
 "Over the last four years the return on trade shows has declined. But in the UK they are relevant, as UK buyers make the effort to attend domestic shows. Internationally it's pretty poor as fewer UK buyers travel. I've even been doing Skype appointments - it doesn't work for everyone, but it's beginning to take off."



BESTSELLER

SECOND FEMALE

Danish brand Second Female is strong on knitwear. It predicts this relaxed-fit blue jumper (above, £46), in a mix of kid mohair, wool, polyamide and elastane, will be a hit for autumn 16. It also expects to do well with waistcoats, such as the Sambola (right, £60). For dresses, Second Female has moved away from its favoured wrap to more shift shapes (around £35). **07970 486112 secondfemale.com**



BESTSELLER

TOUPY

Alongside the brand's signature silk blouses and tops in a huge variety of simple block colours, buyers at Scoop focused on French label Toupy's new season prints and patterns. Bestsellers included a top that patchworks together different prints in vertical panels (above left, €50/£38), and another that combines prints for the front, back, arm and pocket panels (€50/£38). Another favourite was the Judith, a new long boxy dress shape (above right, €88/£67). **07779 332345 toupy.fr**