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BUSINE

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## HAPPY DAYS

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Building a brand  
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Talking to Pamela Shiffer



OLIVIA BURTON FOUNDERS LESA BENNETT AND JEMMA FENNINGS

## Olivia Burton prepares for global expansion

Independent British watch brand Olivia Burton will launch in US department store Nordstrom this May. Its fashion timepieces will be available in 45 of its stores across America as well as its e-commerce platform *Nordstrom.com*. The launch cements the brand's growth internationally with distribution partnerships also formed in Europe and the Far East. Olivia Burton was created in 2012 by Lesa Bennett and Jemma Fennings and has already experienced huge success in the UK.



## Young Ideas expands shop floor space with new casual collections department

Premium Derbyshire indie Young Ideas has expanded the sales space inside its flagship store and introduced a new casual department. The new retail area allows men and women to shop together for brands including Belstaff, Barbour International, Armani Jeans, 7 For All Mankind and American Vintage. Moreover, it has also made space in the rest of the store for a wider selection of designer

brands and a dedicated discounted sale room on the upstairs floor. The move is part of ongoing development for the indie, which moved to a historic former coaching inn in 2013. Owner Anne Wright comments: "We've seen a big increase in couples shopping together, especially now that we are open seven days a week. People see Young Ideas and The Greenman as a destination worth travelling to."

## Fashion trade show Scoop to move to Old Billingsgate Market for one season only

Fashion trade show Scoop has announced it will move locations for its July edition. The Saatchi Gallery has been home to the event since its conception in February 2011. However, with the impending Rolling Stones exhibition taking centre stage from April to September, Scoop organisers have decided to switch locations to Old Billingsgate Market for one season only. Buyers will see the iconic City of London venue dramatically transformed for the SS17 edition, with a new take on Scoop's trademark fusion of fashion and art.

