

Trade shows outline new concepts to win over visitors

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COMMENT  

Tradeshows including Panorama, Pitti Uomo and Scoop have revealed plans to introduce new concepts as they look to woo exhibitors and attendees next season.

Despite the uncertainty surrounding Brexit, tradeshow owners told Drapers they were optimistic about autumn 17 and are committed to delivering freshness into their next editions.

Jörg Wichmann, chief executive of Panorama Berlin, said he was feeling positive regarding the upcoming autumn season thanks to a slew of new exhibitors together with the introduction of new concepts and areas: "Due to the success of our plus-size fashion segment Hipstar, and the continuing demand for further exhibition space, we will expand this area by another hall that will be 14,000 sq ft.

"We will also present an area for lingerie for the first time and expect around 40 well known lingerie brands. For our denim and urban area, Nova Concept, we will get a number of new exhibitors such as Lee, Wrangler, Guess and Marciano."

In February London-based tradeshow Scoop is returning to the Saatchi Gallery on King's Road in Chelsea after holding its last edition, in July, as a one-off event at Old Billingsgate in East London.

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"The strapline for February is 'Scoop Comes Home', as we're returning to the Saatchi Gallery," said Karen Radley, the show's managing director and founder.

"We'll be returning with a brand-new take on the show, with collections curated in a completely new way and a huge number of new collections showing with us for the first time. We are also changing the layout of the show and designers are being re-located to sit amongst the art in situ."

New designers for the February edition include footwear brand Zaccys and jeweller Celia Brown.

Raffaello Napoleone, chief executive of Florentine menswear show Pitti Uomo, told Drapers that he expected the number of British buyers to be in line with previous seasons – 639 visited the last autumn edition.

He added that the organisers will introduce a new area to the show for next season: "We always try and invest in new sections, so we have decided to launch a fragrance and cosmetics area for men. We used to have fragrance producers around the show but now we have found a specific place for this segment of the market."

Meanwhile, Wichmann batted away any suggestion that Brexit might have a negative impact on attendance: "In terms of business I don't think that we will see an immediate effect. In the end nobody knows what Brexit really means, but as businesses need security it certainly does not really help."



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