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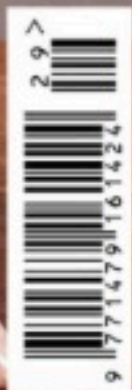
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NEWCOMERS SWING INTO SCOOP

Multiple brands made their UK debut at Scoop's spring 18 edition this week

Words by **EMILY SUTHERLAND** and **JILL GEOGHEGAN**

Contemporary womenswear trade show Scoop returned to the Saatchi Gallery on London's King's Road on 16-18 July for its spring 18 edition. The gallery's "From Selfie to Self Expression" exhibition formed the backdrop to collections from more than 250 fashion brands. Exhibitors and brands alike seemed typically pleased with the gallery's bright, minimalist spaces, and praised the layout.

A new room called The Salon, for accessories and jewellery brands, was added for this edition.

The mood was generally positive, although a few exhibitors complained of a quieter first day. The show's launch coincided with the Wimbledon men's final, which was shown on a screen outside the gallery. The buzzy ground floor felt busier than the first and second floors, but sunshine on the second day helped boost footfall. The show drew good-quality buyers from around the UK and exhibitors praised the calibre of visitors to their stands, particularly from independent boutiques.

This season, Scoop fell on different days from fellow trade show Pure London (to be held on 23-25 July), which posed a potential challenge for buyers based outside of the capital. Some buyers from Northern Ireland said they would have preferred shows on the same day, but those from closer to the capital said having them on separate weekends gave them more time to focus on the collections (box, p50).



DENIM HUNTER

Danish label Denim Hunter made its UK show debut at Scoop this season. The brand, which is part of DK Company, has a never-out-of-stock system for its bestselling jeans styles, including skinny and straight leg. It has an express collection that drops new styles to retailers every two months, and Denim Hunter also produces jackets, shirts and tops to be worn with its jeans.

Prices range from £27 for jeans to £60 for jackets.

020 3432 6385 denim-hunter.com

ANAHIDE SAINT ANDRE

French label Anahide Saint Andre was exhibiting at a UK trade show for the first time and is looking for its first UK stockists. The brand was founded in 2012 and focuses on reversible and layering pieces made from silk. The main range is made in France and for spring 18 the label has launched a sub-brand with the same name: a less expensive collection made with cotton and silk.

Prices range from £87 for tops to £262 for dresses in the main collection, and from £50 for tops to £130 for dresses in the sub-brand. 01453 411311 anahidesaintandre.com



ALL PRICES ARE WHOLESALE

MORV LONDON

The brainchild of Israeli designer Morvarid Sahafi, Morv combines pretty, feminine pieces with a message of female empowerment. Showing at Scoop for the first time, the brand uses factories that employ women who have been victims of trafficking or domestic abuse, and a percentage of profits are donated to women's charities. The message of empowerment extends into the collection itself: prints include the faces of prominent suffragettes. Key pieces include midi-length print dresses and a wrap dress in blue velvet (below) and silver lamé.

Prices range from £110 for dresses to £300 for a sequinned leather jacket. 020 7627 0333 morvlondon.com



KIREI

For spring 18, Kirei has launched more trans-seasonal pieces. The brand previously focused on lightweight products for summer, but has introduced long sleeves in shirts, dresses and tops, and heavier fabrics to ensure the collection is suited to the UK and Irish weather all summer long. Bestsellers include white embroidered Bardot tops and lightweight cropped jeans. Prices range from £22 for tops to £66 for dresses. 020 7221 6663 kireiclothing.com

COLORS OF CALIFORNIA

Italian footwear brand Colors of California wants to increase its number of UK stockists and was showing at Scoop for the first time. The busy stand proved a hit with buyers at the show, who were won over by the brand's maximalist approach, which included heavily embellished flats, ribbon laces on canary yellow embroidered flatform trainers, chunky soles, metallic finishes and sequinned espadrilles. The colourful designs will appeal to customers looking to stand out from the crowd.

Prices range from £12 for flip-flops to £35 for embroidered sneakers. +39 055 68189 colorsofcalifornia.it



ALICE & TRIXIE

Showing for the first time at Scoop this season, New York brand Alice & Trixie is celebrating its 20th anniversary this year. The resort-orientated label has a "handful" of UK stockists and is looking for more - both independents and department stores. Bestsellers include silk tops (pictured), dresses and wide-leg culottes in strong patterns and vibrant colours. For spring 18 the label is branching out into cotton for the first time with a range of lace-edged Bardot tops. Prices range from around £120 for tops to £150 for dresses. +32 472 733 587 aliceandtrixie.com



HORROCKSES

Big in the 1950s – it was then worn by the Queen – Horrockses is back on the wholesale market and looking for UK stockists. The UK-made brand draws on the 1940s and 1950s with its use of bold, bright prints, including floral motifs, geometric patterns and a quirky lobster on a pin striped background. Pieces are given a modern twist with new shapes, such as cropped tops, shoulder cut-outs and wide-legged culottes. Look out for the midi-skirts and prom dresses.

Prices range from £22 for tops to £51 for dresses.
020 7633 9888 palladioassociates.com



MKT STUDIO

French label MKT Studio has secured the licence to produce Universal Music band T-shirts from the 1970s for spring 18. The label is also working with Disney to celebrate Mickey Mouse's 90th anniversary next year. Standout items include the Parisian label's own graphic print sweatshirts and shirts for next season.

Prices start at £17 for T-shirts and range up to £140 for suede jackets.
07779 332345 mktstudio.com

RAGYARD

Also showing at Scoop for the first time is Ragyard, which puts a fresh spin on everyday staples such as hoodies and T-shirts by using embroidery and patches. Black T-shirts receive peacock-feather embroidery and reclaimed military jackets are given a new lease of life with dramatic patches. The collection also includes sequinned dresses, and T-shirt dresses that have bird and floral decorations from top to bottom.

Prices range from £37 for a sweatshirt to £45 for an embroidered T-shirt dress.
07950 355201 ragyard.com



THE BIG QUESTION

SHOULD PURE AND SCOOP BE ON DIFFERENT DATES?



Juls Dawson
Co-founder, Just Consultancies

"It's good that it's on at a different time from Pure. It gives buyers time to look around properly and they aren't rushing as much. Hopefully [one show] will be enough of a draw to attract people to London."



Michelle Johnson
Owner, Zee & Co in London

"It doesn't really affect me as I always come to Scoop over Pure. I tend to pick up new brands here and it suits my brand mix better."



Emma Vowles
Owner, Busby & Fox in Devon

"I normally go to both Pure and Scoop, so it's much better for me that they are on different weeks – I don't have to cram everything into one day. Scoop is great, as I can see existing brands as well as picking up some new ones."



Julia Jaconelli
Owner, Courtyard in Guildford

"It's good that Pure and Scoop are on different days – it gives me more time. I can spend a couple of days at Scoop, which is how long it takes me to see it properly, before focusing on Pure the following weekend."



Nancy Hamilton
Owner of Gerrards in Reigate, Surrey

"We do both, but I'm glad Scoop is before Pure, as that's where we do the bulk of our buying. Pure is more for accessories for us. Scoop is great, as it is curated and beautifully laid out."



Jayne Vaughan
Owner, Belle Diva in Birmingham

"At first, I was a bit annoyed that Pure and Scoop were going to be across different days. But now I'm at the show I think it's better: I can focus more on each show and not worry about what's happening at the other one."