

W W W B

WOMENSWEAR
BUYER

web-online.co.uk

APRIL 2016 / ISSUE 254 / £6.05

GOOD FOUNDATIONS

EYE FOR DETAIL

The latest accessories in the spotlight

BACK FOR GOOD

J Lindeberg's much celebrated return to his eponymous label

WIDENING THE NET

Damon Hill reveals the strategy behind Jayley's relaunch



The pick of a/w 16

With the buying season having come to an end, Isabella Griffiths picks some of her favourite labels for a/w 16.

SCOOPE BE ALPACA

Specialising in luxurious ponchos made from Peruvian alpaca, over 40 per cent of Be Alpaca's styles are handmade by artisans in the Andean mountains. Cozy ponchos in understated light greys and subtle, timeless patterns were among the bestsellers.



MODA RINO & PELLE

A key trend for this season, sheepskin coats featured everywhere, including outerwear specialist Rino & Pelle, which presented this fine example, amongst many other styles. The collection offers a vast diversity of looks, including stylish parkas and wool/cashmere coats, in a muted and neutral colour scheme.

MODA GIBSON & BIRKBECK

Scottish shirt brand Gibson & Birkbeck made its Moda debut with a quirky range of women's shirts and blouses. Prints were at the forefront of the collection, with everything from florals to animal motifs making an appearance and creating an eye-catching display on a white backdrop.



SCOOPE LONDON ANTIPODIUM

Under the new creative direction of designer Madeleine Press, Antipodium offered an appealing mix of wearable silhouettes, great quality textures and quirky prints, with the brand's coffee culture graphics among the standout items.



SCOOPE ROGUES

As the name suggests, Rogues specialises in quirky brogues and is now in its third season. Buyers loved the fact that the brogues were a little different and made a statement of their own, appealing to a vast variety of consumers as they can be customised with colour pop laces, or toned down for a more understated effect.



SCOOPE AG BY AG

Named after the initials of designer Anoesjka Gianotti, AG by AG presented an impressive mix of high quality handbags. The brand's bowling bag and briefcase totes in light pink and white were a particular favourite with buyers.



Humanoid

SCOOPE HUMANOID

Large knits and sheepskin coats really stood out at Humanoid this season, as well as its suede trousers. Greens, greys, blues and reds defined the wearable and stylishly understated collection.



SCOOPE LONDON KINGS OF INDIGO

Denim brand Kings of Indigo prides itself on delivering American classics with a Japanese eye for detail. Quality and sustainable innovation are key features – that, and the fact that each style is named after a king or queen of the past, which makes for an appealing touch.



SCOOPE LONDON NEUE LONDON

Neue London's latest collection for a/w 16 was based around the idea of floral camouflage. Named Camoufleurs, designer Alice Tibble has taken an original vintage jacquard and manipulated it to create an abstract, camouflage-like texture, with blouses and shirts among the key items in the range.



MODA STEFANEL

Also having made its first appearance at Moda, Stefanel's range offered clean and understated elegance while also being extremely wearable and versatile. This chunky coatigan was one of the many hero pieces.