

“I believe a well curated selection of labels and knowing your customer is paramount”

KAREN RADLEY IS THE FOUNDER OF SCOOP INTERNATIONAL

Why did you decide to launch Scoop?

In a nutshell, I originally set up Scoop International in response to buyers. Indies have hugely busy roles seeking out labels for the season ahead and I wanted to supply a one-stop-shop in a beautiful location where they could view over 200 collections and write their orders. This would not only save them time but also introduce to them new labels. I am always keen to refresh Scoop every season with not only returning labels but new emerging labels on the market both from the UK and overseas.

What makes it different to other trade shows?

Scoop is a fusion where art, design and fashion meet. I know of no other trade show that provides fashion collections curated around wonderful pieces of art, which provides a wonderful and inspirational environment for buyers. Each label is hand-picked to create a lateral selection of womenswear, apparel, footwear, accessories and lifestyle labels to meet buyers' needs.

How has the womenswear industry changed in recent years?

I believe the consumer has become



far smarter and well educated with regards to womenswear and how they shop.

How have shows and brands reacted to this?

Brands should always be prepared to evolve to react to this market creating 'theatre' both in-store and online. Likewise they also have to reach out to a wider audience and research to ensure that they invite their key buyers to shows from bricks-and-mortar to e-commerce retail sites.

How can boutique owners stand out from the crowd?

I believe a well curated selection of

labels and knowing your customer is paramount for success. Visiting Scoop twice each year and covering the entire show over two days will help buyers seek out interesting labels - both from this country as well as overseas.

Where do you see the future of the industry heading?

The fashion industry is going from strength to strength. Despite popular opinion, Brexit has actually provided many opportunities for British designers. This is because international designers are looking to England and the rest of the UK for fresh design talent. It's an exciting time for British fashion.