

TWO SCOOP SHOWS EVERY SEASON FROM SUMMER 2015



From summer this year an exciting new concept for Scoop will see not one but two shows taking place at the Saatchi Gallery each season. Show founder and managing director Karen Radley looks ahead to the next events in August and September, and explains the thinking behind the move.

Running four shows a season is a bold move for any exhibition. How did the new concept come about?

Karen Radley: Ever since the launch of Scoop there have been designers, labels and shoe collections we've wanted to bring to London who couldn't take part because we were too early for them. A lot of American and Italian designers, for example, just don't have their collections ready for the end of July or beginning of August. At the same time some of our higher end collections, and young British designers, had talked to us about moving the show later to run during London Fashion Week. These conversations have been going on for seasons, but with so many labels now wanting to be part of Scoop we started to feel that two shows could be the perfect solution.



"This will be a great addition to the London fashion exhibition scene and the timing of the new September show will ensure that its appeal will reach an even greater audience. London has been sorely lacking an exhibition of international standing in September and the brave move by Scoop London will resolve this."

IAN CAMPBELL-SMITH, DIRECTOR, PALLADIO ASSOCIATES

So how does the new schedule work?

KR: The first show of each new season, Scoop International will run on our existing dateline and feature a similar label profile to the show we have now, featuring primarily international contemporary collections. So the first Scoop International show for summer 2016 will take place on 2-4 August this year. The second show of each season will feature international designer collections, first and second lines and collections from emerging British designers, and will run during London Fashion Week. The first edition of this new show, Scoop London, will run at the Saatchi Gallery this year on 20-22 September 2015.

How will Scoop London be positioned in relation to London Fashion Week?

KR: Scoop has always been about showcasing collections which buyers can't see at other UK shows, and the same applies to the new show Scoop London. Scoop London will have a completely different line-up of labels to London Fashion Week, but one which could definitely appeal to LFW visitors. With Scoop London running during LFW, buyers won't have to add an extra date to an already packed diary, and will be able to see an even larger selection of new season's ranges whilst they're in the capital.

Is Scoop London targeted at a different type of buyer to the original Scoop International show?

KR: Every buyer that comes to Scoop International should put the dates for both shows in their diaries now! If you're stocking the labels we have at Scoop International this season you're guaranteed to find fabulous new collections at Scoop London, including amazing labels you may never have seen before. The fact that Scoop London will be taking place during London Fashion Week will also make it easier for international buyers to come to the show, as many of the key stores from Europe, the US and further afield only make it to London once each season.

Can you tell us anything about the line-up for the first Scoop London show?

KR: We'll be announcing our first key names over the next few weeks, but let's just say that my constant sourcing and overseas travelling over the past twelve months have been very productive and we're hugely excited about the new show. Watch this space!

"With Scoop London running during London Fashion Week, buyers won't have to add an extra date to an already packed diary"

2-4 AUGUST 2015 SCOOP INTERNATIONAL

20-22 SEPTEMBER 2015 SCOOP LONDON

NEW SHOW