

Rave reviews for Scoop London

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Exhibitors and buyers praised this weekend's Scoop London, the new premium womenswear event devised to dovetail with London Fashion Week.

The new three-day event has 150 collections on show at the Saatchi Gallery near Sloane Square.



Scoop London organiser Karen Radley

Organiser Karen Radley told Drapers: "I'm thrilled. We have seen a lot on our target international buyers on the first day, like Biffi and banner in Milan, Colette and Spree from Paris, and Globus in Switzerland. Half the Net-a-Porter team came on Sunday, and the rest are due in on Monday.

"Only 5% of our exhibitors showed with us at Scoop in August and then they had pre-collections. Here they have the main ones. Some 95% of what's here are new faces."

Drapers spoke to some of the exhibitors and buyers on the first day of Scoop London.



Mirabel Edgedale, agent for Three Floor London and Missoni

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“We showed at Scoop in August but this is better for us as it is a little bit more fashion and not so mainstream. We have appointments with Cricket from Liverpool, La Rinascente department stores for Italy and Etoile from Dubai. Sloane Square is a very good meeting point for international buyers and it is clever to have the taxis running between LFW and Scoop.”