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♥ 8-10 FEB 2026 ♥ OLYMPIA NATIONAL ♠

VENUE

OLYMPIA NATIONAL, KENSINGTON

Scoop brings the Scoop London show to Olympia National in Kensington. Within an iconic central London location, Scoop brings together, international contemporary designers who are looking to expand into the UK market, with key UK buyers who are sourcing established and emerging international brands.

REASONS TO SHOW

- Now the only show in London focusing on UK and International contemporary fashion collections
- Easily accessible central West London venue
- Hosting an audience of over 4,000 targeted buyers from over 45 countries every season
- With 75% of visitors are returning buyers and 25% first time buyers
- Scoop creates the opportunity to enter directly into the UK market
- Held at an optimum time each season as buyers are traveling less in this constrained economic climate

ABOUT SCOOP

Recognised by designers, fashion buyers and industry experts as one of the UK's leading fashion and lifestyle trade shows, Scoop offers visitors a unique buying environment to discover some of the most exceptional brands on the market.

Our exhibitor list is carefully curated each season to focus on emerging international designers and lifestyle brands, many of whom select Scoop as their only trade platform.

Launched in February 2011 by Karen Radley, Scoop has since developed from exclusively womens-wear-only to encompassing luxury homewares, beauty, lifestyle and men's collections.



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"Scoop has been the best trade show we have attended in a long time. The timing is perfect as the market looks for newness and brands that hit the spot from a pricing perspective. The quality of customers aligns with our expectations with the best UK boutiques attending! Scoop has a fantastic atmosphere, Karen certainly knows how to put on a great show. The energy is buzzing!"

Juls Dawson, Just Consultancies

"We have smashed it! It has been the best show yet and we have been coming for five years. Something has just clicked this year, it has been a great show! We have been busy every day with buyers - it's been non-stop!"

Hester Moore, Helen Moore

"We have been so busy, attendance has been a great. The show is beautifully curated, we have seen who we wanted to see and have been busy since the doors opened."

Jonathan Chamberlain, Inside Out Agencies

"I like that it is an intimate show. You can easily speak to new brands and brands you work with in a relaxed environment."

Alice Sordello, Galeries Lafayette Paris

"Thoroughly enjoyed the show, it's getting better and better."

Joanne Salmon, Ribbon Rouge, Dublin

"This is the best Scoop we have seen. It's a great show with a great buzz, energy, and selection. It's been so inspiring, with almost too much choice; something for everyone. I'll be leaving very happy!"

Pamela Schiffer, London

"First impressions say a lot - it was a magical fashion show!"

Roslyn Jones, Bowns Cambridge

"The show felt very fresh, new and exciting."

Saba Halder, Anthropologie UK

"It was definitely worth the travel to London. We have seen some lovely silhouettes and lovely brands."

Kimberly Hugonne, Helena Camelot, Printemps Paris

"Attending Scoop this July was a truly valuable experience. Scoop continues to be a key destination for discovering unique, design led jewellery collections which align with our vision at Fenwick."

Melanie Westwood, Fenwick Stores UK

"A professionally edited curation of UK and International designer collections. Scoop puts London back on the fashion map."

Melanie Press, Press London

"I was blow away by the show in terms of aesthetics and quality of designers."

Kate Gibbs, OSO Boutique, Salisbury

"The show has been brilliant, it goes from strength to strength."

Bernie Dunleavy, The Front Room, West Kirby

SHOW ENQUIRIES

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