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♥ 19-21 JULY 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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"What really matters right now is collaboration. We have to support one another as an industry, sharing knowledge, connecting buyers and brands, and creating opportunities that don't necessarily cost anything, but make a real difference."
Kimberly Hugonnet, Womenswear buyer, Printemps, Paris

"Thank you to Scoop for its excellent curation of fashion collections at Olympia in London. The attention to detail is outstanding."
Melanie Press, Owner, Press, London

"Scoop has been the best trade show we have attended in a long time. 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 EXHIBITOR

Scoop is always a really valuable place to buy. It gives you a strong overview of the season and allows you to see a lot of collections under one roof."
Deryane Tadd, Owner, The Dressing Room, St Albans

"I loved visiting Scoop International where we were able to see brands we already work with and new ones we have not seen before. We will definitely visit again"
Eleanor Taylor, Buyer Footwear and Belts, Oliver Bonas, London

Karen is a great curator fixing brands at the level we love for Harpers. It is always an eclectic lend, so that multi-brand boutiques can keep their individuality and find quality suppliers to work with."
Katy Solomons, Owner, Harpers, London

"We love the show because it is smaller than all the others and well curated. Most of the brands exhibiting offer a distinguishable style unlike most shows where there are too many brands offering very similar collections."
Josie Beeson, Owner, Abrahams Store, Kirkby Lonsdale

"It's always a joy to start my buying year with a trip to Scoop. I love the diversity of brand styles and welcome the inclusion of more accessory brands."
Karen Hockin, Owner, Liquorice Living, Tavistock

What's great about Scoop is that it allows us to preview collections ahead of our showroom appointments, as well as discover brands we wouldn't usually have the chance to see."
Gilly Aspey, Slate Clothing, Burford

"Scoop is a very well organised show, it was very easy to navigate around and see all the designers. Cant wait for the next one!"
Aamal Yousif Khalil Almoayed and Amina Al Atassi, Owners, Vogue, Bahrain

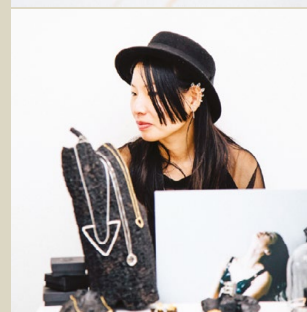
"I really enjoyed the show. The ambience was great, as always and I'm already looking forward to the next show."
Lisa Hempstock, Owner, Sister, Sheffield

"I thought it was one of the best Scoops I have been to. The brand selection was excellent; it had a true quality and identity about it. Truly a joyful and productive visit."
Rebecca Furbank, Managing Director, Anne Furbank, Buckden, Cambridgeshire

"The show has been fantastic — it feels elevated with a real premium edge, and the brand mix is extremely well considered with a strong balance of pricing. Newness is key, and this show absolutely delivers."
Pamela Shiffer, Owner, Pamela Shiffer, London

"We thoroughly enjoyed visiting Scoop on Monday. I think it was one of the best shows we've been to in a long time. Thank you so much, we're already looking forward to the next show!"
Alice Darby, Buyer, Agatha Boutique, Lincoln

"The show's been fantastic – I love the look and feel of it, and the branding this year is great."
Katie Gibbs, Owner, OSO Boutique, Salisbury



SHOW ENQUIRIES

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