

# Trade Fairs A/W/17/18

The international trade shows play a major part in our coverage of events; many may ask, 'Are they worth it?' We think they certainly are! As buyers can find a host of diverse collections and get to meet designers and makers, whilst exhibitors have time to connect with each other and talk

## The British Trade Shows

For our second report on the trade shows and exhibitions for autumn/winter 2017 we move to the UK to visit the four major, separate and very different, events.

*Pure* and *Scoop* were both located in west London, the city's traditional home of fashion. At Olympia *Pure* presented a wide selection of products, mainly mid-market brands, covering young trends (*Spirit* Hall), and ladieswear and menswear, both clothing and accessories. *Scoop*, a more high-end contemporary show, was in the modern Saatchi Gallery and presented mainly ladieswear with no dedicated accessory area. A handful of quality headwear designers have exhibited at *Scoop* over the years but there has not been a large enough concentration of accessories

to attract specialist buyers. However, someone broke the mould this year with fashionable occasionwear hats and was overjoyed at the response.

The final show in London, *The London Designer Exhibition*, takes place during London Fashion Week. This season the static event was moved once again to a contemporary space a few doors from Somerset House in the Aldwych.

Last but not least *MODA UK* takes place at the NEC, a dedicated exhibition centre in Birmingham located beside the international airport. The show covers clothing, shoes and accessories for both men and women. The summer edition in August always works well as the UK retains a strong culture of dressing for events, for both horseracing and special 'occasions'. Therefore everyone is 'singing from the

same hymn sheet'; however, the winter show in February is often a mix of seasons, with many of the headwear companies displaying last minute summer products for buyers, with a fairly minimum showing of winter. There is an accessory area, but in February it is presented with (Christmas) party and occasionwear, which really doesn't sit well beside felt hats for a winter wardrobe.

## Pure London

12th - 14th February  
Olympia, Kensington  
[www.purelondon.com](http://www.purelondon.com)

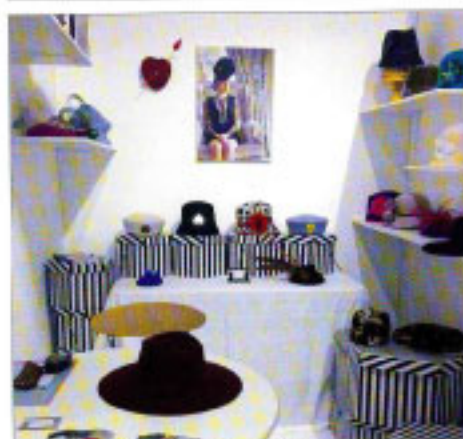
*Pure* was located at Olympia occupying two adjacent halls of ladies, men's and young 'spirited' fashion, with the interlinking balconies on the upper floor housing the accessories and shoes. It is



The catwalk show taking place in the young 'Spirit' area of the show



Kusan's stand at Pure London



The stand of milliner 'Lucille Nesbitt' showing her A/W collection



Seeberger was one of the busiest stands this season at Pure London

position. This is such a shame as they are a hard-working UK knitwear company who make an extremely good product at very competitive prices. One new Chinese company called **Zhuozhou Xusheng Hats** were also showing along this balcony; they presented a large collection of felts at lowish prices but with a 200-of-a-style minimum order. Finally a new milliner, **Lucille Nesbitt**, who trained with Rose Cory in London, and was busy each time we passed. Overall *Pure* did not seem overly busy, although most of the hat exhibitors were satisfied with the orders

taken.

If you are thinking of showing at *Pure London*, the balcony overlooking the main ladieswear hall (the original *Pure* balcony) and the space between the two balconies is always busier; the second balcony overlooking the Spirit Hall always seems quiet.

We spoke to **Lucille Nesbitt** a week or so after the show following her first exhibition at *Pure London* and she told us: "*Pure* was my first major show and I thoroughly enjoyed my time. My collection attracted a varied assortment

of visitors, including the buyers from Fenwick Bond St., the millinery buyer from Hoopers Department stores and a member of the royal family from Dubai. Some of the other exhibitors have since asked me to make hats to complement their handbags. Therefore I'm very pleased with the outcome. In fact I have just returned from Dubai after a successful meeting with a princess from the Al Maktoum royal family, where I will be collaborating with her on a collection of headwear for Muslim women in the United Arab Emirates. Overall, *Pure* was a pretty costly experience; however, the show certainly opened doors for my label, and I would really like to thank Louise Brooks (milliner) Leicestershire, Rose Cory and Edwina Ibbotson for tutoring and believing in me. Thank you all so much."

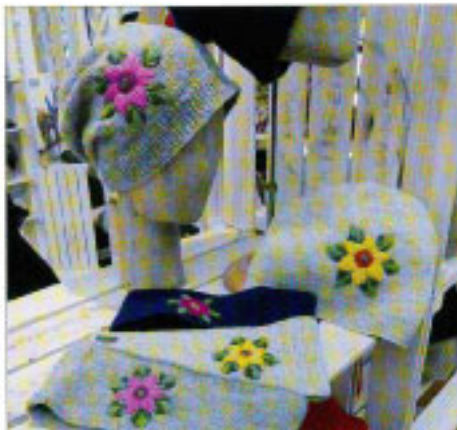
#### EXHIBITORS AT PURE

- Alex Cappelli Italy [www.alexappelli.com](http://www.alexappelli.com)
- Alpachura France [www.alpachura.com](http://www.alpachura.com)
- Highland 2000 UK  
Email: [highland2000@btconnect.com](mailto:highland2000@btconnect.com)
- Kopka Accessories Germany  
[www.kopka-accessories.com](http://www.kopka-accessories.com)
- KuSan UK [www.kusan.co.uk](http://www.kusan.co.uk)
- Lucille Nesbitt UK [www.lucillemillinery.co.uk](http://www.lucillemillinery.co.uk)
- Max & Ellie UK [www.maxandellie.com](http://www.maxandellie.com)
- Seeberger Germany  
[www.seeberger-hats.com](http://www.seeberger-hats.com)
- Victoria Ann Millinery UK  
Email: [victoriaannmillinery@gmail.com](mailto:victoriaannmillinery@gmail.com)
- Zhuozhou Xusheng Hats China  
[www.xushenghats.com.cn](http://www.xushenghats.com.cn)

#### KNITWEAR



Highland 2000 presented a comprehensive range in a mix of alpaca and 100% British wool



Embroidery was a popular addition to the fleece-lined hats and headbands from Kusan

#### DRESSY HATS



Sinamay heart-shaped occasionwear hat trimmed with Swiss braid from Victoria Ann



Small sinamay pillbox in autumnal tones of pink and mauve from Max & Ellie

#### SCOOP LONDON

Laylaleigh



Leigh Johnson of Laylaleigh making her debut at Scoop



Small felt berets smudged with gold, with a jumbled feather trim from Laylaleigh

#### Scoop London

12th – 14th February  
Saatchi Gallery, Sloane Square  
[www.scoop-international.com](http://www.scoop-international.com)

This season **Laylaleigh** selected the international trade show *Scoop* to launch her first wholesale collection. Leigh Johnson told us, "*Scoop* is renowned for launching British independent brands so it was a privilege to be selected to exhibit. The show was scheduled a week prior to London Fashion Week therefore *Scoop* and *Pure* were the first shows to present our A/W collections. During the three days we made contact with some amazing independent boutiques as well as buyers from national and international department stores. The venue was stunning, as was the mixture of art and fashion brands. We met some great designers and made some brilliant new contacts and are currently in talks with buyers from China and the Far East." The Laylaleigh collection retails at between £195 - £345.

#### EXHIBITORS AT SCOOP

- Laylaleigh UK [www.laylaleigh.co.uk](http://www.laylaleigh.co.uk)