



SCOOP IN THE WEST

OLYMPIA WEST, KENSINGTON
16-18 JULY 2023

SMEdenmark



EMBASSY OF DENMARK
The Trade Council



Funded by
the European Union

About Scoop

This July, contemporary designer women's wear show, Scoop returns to the Olympia West in Kensington to celebrate its 23rd show and will take place from the 16th – 18th July 2023.

Launched in February 2011, by Karen Radley, Scoop has developed into one of London's leading fashion trade shows, encompassing an edited line up of premium women's fashion, as well as luxury home, beauty, lifestyle and selected men's collections.

Recognised by designers, fashion buyers and industry experts as the UK's leading fashion trade show, Scoop is an exclusive edit of sought-after fashion collections and emerging international designers, many of whom select Scoop as their only trade platform.

With an impressive line-up of the finest premium collections, Scoop is famed for its unique aesthetic. Carefully curating over 250 designer labels around outstanding works of contemporary art, Scoop offers visitors a unique and bespoke buying environment to discover a host of the new season collections.



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Why Exhibit at Scoop?

- Leading show in the United Kingdom focusing on international contemporary fashion collections.
- Olympia West in West London.
- Reach more than 4000 targeted buyers.
- UK and international buyers are sourcing new contemporary brands and collections.
- Designers will be showing alongside similar prestigious contemporary fashion, luxury home, beauty and lifestyle brands.
- Opportunity to enter directly onto the UK market.



Why go with us?

- The Trade Council in London and SMEdenmark are organising a greater Danish participation at Scoop by identifying relevant Danish designers to exhibit at the show.
- By signing up to Scoop through us and qualifying for Brexit funding, designers will achieve a considerable discount when at least seven designers sign up.
- The Trade Council and SMEdenmark will also facilitate the planning and preparation of the show and support throughout the show.
- Scoop will screen each designer before participation.



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Prices:

- Price per rail 1.775cm (h) x 1.83cm (l):

5800 DKK

- Price for a **set** of a large console 110cm (h) x 170cm (w) x 60cm (d) and a small console 75cm (h) x 120cm (w) x 60cm (d)

5800 DKK

By ordering at least 2 rails or 2 sets of consoles, you will also get a table, 2 chairs and 1 mirror.

Please note, you can mix and match the above packages as you wish. However the cost cannot exceed 25000 DKK.

The above costs all include:

- 3 days + 1 day set up
- Furniture, rails/consoles & individual brand sign
- Full marketing and PR support
- Listing in official show guide
- Support in booking one-to-one meetings with potential buyers or partners



Contact & Sign up Details

To participate, fill out the last page and send to:
Trade Advisor, Danish Embassy

Carina Vester Simonsen

Email: carsim@um.dk, Mobile: +44 (0) 78 2470 7113

Or Head of International Trade and Relations,
SMEdenmark Jens Kvorning

Email: kvorning@SMVdenmark.dk, Mobile: +45 30 59 06 86



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Registration:

- ☐ **1 display unit – 5800DKK**
- please choose 1 of the following: ☐rail or ☐console
- ☐ **2 display units – 11600DKK**
- please choose 2 of the following: ☐rail(s) and/or ☐console(s)
- ☐ **3 display units – 17400DKK**
- please choose 3 of the following: ☐ rail(s) and/or ☐console(s)
- ☐ **4 display units – 23200DKK**
- please choose 4 of the following: ☐rail(s) and/or ☐console(s)

Company:

Date:

Contact Person:

Signature:

E-mail:

Additional Participants:

