



**HIDDEN GEM**

**EMMA JANE KNIGHT**

Drapers loved this elegant, classic capsule travel collection from a British brand making its trade show debut. The Mongolian cashmere collection includes 11 pieces and three accessories designed to be mixed and matched. Soft, easy to wear and luxurious, the styles that caught the eye were a timeless cross-stitch jacket with crystal buttons (£163), a lined fluted skirt (£181) and a single-breasted blazer (pictured, £509).

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**BESTSELLER**

**KELSI DAGGER**

Buyers have been drawn to ankle boots this season, with small details providing key points of difference. Flat boots with mock snakeskin uppers have been popular (£52), as have lace-up boots with studded details (£52). Shearling has sold well, particularly lined boots (below, £52). Snakeskin-effect brogues (below, centre) and tasseled loafers (bottom), both £48, have also proved a hit.

07711 370914 kelsidaggerbk.com



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**ANTIPODIUM**

Crowds and people coming together and dispersing provided the inspiration for the autumn 16 collection from Antipodium, marking its trade show debut and being represented by agency Style Fuel. A parka in a crowd-scene print jacquard (above, £283) stands out, alongside faux fur bomber jacket (top, £249), a crêpe chine dress (£140) and a printed polyester a crêpe de chine pleated skirt (£145).

020 3735 9322 antipodium.com

*Are trade shows still relevant?*



**Karen Keenan**  
Director of  
womenswear  
boutique  
Magpie & Bear  
in Bath

"Trade shows are still very relevant. You need to touch and feel the clothes. Buying online can be dangerous as you don't know what you're getting. You need to see it to see the quality."



**Claire Wright** Founder/CEO at  
women's fur brand The Soho Furrier

"I show at both editions of Scoop, and this is the only show that I show at. However, I'm now at a crossroads because I have just signed Egomark as a distributor, which will put me into its London showroom and also take me out to Milan to show nearby at trade show White."



**Bryony Richardson** Owner of women's and  
kidswear brand Bryony & Co

"We are a small brand and we need to get in front of buyers and the press. However, when we are big enough, I would like to show the collection to buyers in a different, small presentation."

**Wayne Cupid**  
Key account  
manager of  
footwear group  
Millennial Brands,  
showing Kelsi  
Dagger

"Trade shows are still relevant but for different reasons than before. They are good for new business, international accounts and boosting brand awareness but they aren't the busy order-writing exhibitions of the past."

