# London’s eclectic comedy previews spotlight fresh talent ahead of Edinburgh Fringe



This summer, London offers a vibrant preview season for comedy and cabaret enthusiasts eager to catch leading and emerging performers before they take their new shows to the Edinburgh Festival Fringe. Several notable venues across the city are hosting exciting line-ups of ‘Work in Progress’ performances, making July an ideal time to experience some of the freshest comedy talent in the UK.

Pleasance Islington, the London counterpart of one of the Edinburgh Fringe’s most beloved venues, is staging an exceptional comedy preview season throughout July. Highlights include the Chortle Fast Fringe on 3rd July, which showcases thirty acts with three-minute previews each, featuring standout performers like the acclaimed Scottish comedian Marc Jennings, the multimedia drag sensation Cabbage the Clown, rising star Lulu Popplewell, and resident MC Barry Ferns. Other compelling shows include Rohan Sharma’s debut "Mad Dog" on 5th July—a fast-paced, multimedia exploration of truth and deception—and Ada & Bron’s "The Origin of Love" on 9th July, which blends character comedy, live music, and provocative themes. Amy Mason’s "Behold!" on 21st July offers a wild, humorous take on personal connection after a hacking incident, while Joz Norris presents "You Wait. Times Passes" on 23rd July, a show reflecting on ambition and closure by the creator of BBC Radio 4’s The Dream Factory. Tickets and further details are available on the Pleasance website.

The Rosemary Branch Theatre, set above a historic pub near Regent’s Canal, provides a charming backdrop to its award-winning comedy preview series. Their July programme includes "The Mayor and His Daughter: A Genuine Appreciation of Comedy" on 4th July—an inventive show where characters seek to heal their village through laughter inspired by Russell Howard’s Good News—and Lachlan Werner’s "WonderTwunk" on 20th July. Werner, praised by The Guardian as a "hilarious, extraordinary ventriloquist," invites audiences into a surreal circus world laden with stunts and minimal lip movement. Earlier in the summer, on 28th June, the venue hosted a special day of comedy previews curated by Mark Watson, showcasing six fresh acts gearing up for the Edinburgh Fringe.

Seven Dials Playhouse in the West End acts as a creative incubator for emerging talent, offering a strong preview schedule. Ted Milligan’s "United," performed on 2nd and 24th July, is a live mockumentary about the fictional football club Crubchester United and its struggle to rise from non-league obscurity after being purchased by a six-year-old billionaire. Then there is Cabbage the Clown’s long-awaited debut "Cinemadrome" on 5th July, which combines multimedia drag-clowning with cinematic parody and social commentary. Becky Umbers’ award-winning debut hour "Put That Cat Back In The Bag" on 17th July delights with its unique storytelling and witty observations inspired by the delicate art of hiding one’s inner weirdo.

The Museum of Comedy in Bloomsbury rounds off this diverse comedy preview landscape with an eclectic mix of performances. On 5th July, audiences can experience a dynamic double bill featuring Su Mi, a British Queer Malaysian alternative comedian and musician known for her compelling festival appearances, alongside Nikola McMurtrie’s work-in-progress. Later in the month, Douglas Widick presents "Paperclip" on 26th July, a one-person comedy musical that imagines Microsoft’s Clippy warning humanity about a bleak AI-driven future in a whimsical time-travel adventure.

In central London, Soho Theatre is renowned for its post-Fringe runs but this July is also hosting fresh shows. Jess Robinson’s "Your Song" runs from 1st to 4th July, offering audiences a humorous and musically talented celebration of Elton John’s hits, reimagined through the voices of iconic women such as Britney Spears and Amy Winehouse. With musical direction by Matthew Floyd Jones, Robinson’s show blends pitch-perfect impressions with comedic flair.

Together, these venues provide an excellent cross-section of contemporary comedy and cabaret, reflecting the creativity and diversity feeding into the Edinburgh Festival Fringe. For comedy fans in London this summer, these preview seasons are not just opportunities to see top-tier entertainment but also to engage with the evolving art form in an intimate setting before the wider festival spotlight.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.londondaily.news/where-to-see-the-best-edfringe-comedy-and-cabaret-shows-in-london-this-summer/)
* Paragraph 2 – [[1]](https://www.londondaily.news/where-to-see-the-best-edfringe-comedy-and-cabaret-shows-in-london-this-summer/), [[2]](https://www.pleasance.co.uk/events/type/Comedy)
* Paragraph 3 – [[1]](https://www.londondaily.news/where-to-see-the-best-edfringe-comedy-and-cabaret-shows-in-london-this-summer/), [[3]](https://www.rosemarybranchtheatre.co.uk/shows), [[7]](https://www.rosemarybranchtheatre.co.uk/show/mark-watson-presents-fresh-for-the-fringe)
* Paragraph 4 – [[1]](https://www.londondaily.news/where-to-see-the-best-edfringe-comedy-and-cabaret-shows-in-london-this-summer/), [[4]](https://www.sevendialsplayhouse.co.uk/whats-on)
* Paragraph 5 – [[1]](https://www.londondaily.news/where-to-see-the-best-edfringe-comedy-and-cabaret-shows-in-london-this-summer/), [[5]](https://www.museumofcomedy.com/whats-on/comedy/)
* Paragraph 6 – [[1]](https://www.londondaily.news/where-to-see-the-best-edfringe-comedy-and-cabaret-shows-in-london-this-summer/), [[6]](https://sohotheatre.com/events/jess-robinson-your-song/)
* Paragraph 7 – [[1]](https://www.londondaily.news/where-to-see-the-best-edfringe-comedy-and-cabaret-shows-in-london-this-summer/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.londondaily.news/where-to-see-the-best-edfringe-comedy-and-cabaret-shows-in-london-this-summer/> - Please view link - unable to able to access data
2. <https://www.pleasance.co.uk/events/type/Comedy> - The Pleasance Theatre in Islington is hosting a series of comedy previews ahead of the Edinburgh Festival Fringe. Highlights include 'Chortle Fast Fringe' on 3rd July, featuring 3-minute performances from 30 different fringe shows, with acts like Marc Jennings, Cabbage the Clown, Lulu Popplewell, and Barry Ferns. Other shows include Rohan Sharma's 'Mad Dog' on 5th July, Ada & Bron's 'The Origin of Love' on 9th July, Amy Mason's 'Behold!' on 21st July, and Joz Norris's 'You Wait. Times Passes' on 23rd July. Tickets and full details are available on their website.
3. <https://www.rosemarybranchtheatre.co.uk/shows> - The Rosemary Branch Theatre, an award-winning venue above a historic pub near Regents Canal, is hosting several comedy previews. Notable performances include 'The Mayor and His Daughter: A Genuine Appreciation of Comedy' on 4th July, where a village seeks to repair its community through laughter. On 20th July, Lachlan Werner presents 'WonderTwunk', a show blending stunts, sea-lions, sci-fi, and ventriloquism. Full programme and tickets are available on their website.
4. <https://www.sevendialsplayhouse.co.uk/whats-on> - Seven Dials Playhouse, a creative hub in the West End, is nurturing emerging performers with a series of comedy previews. Highlights include Ted Milligan's 'United' on 2nd & 24th July, a live mockumentary about a football club's journey from relegation to promotion. Cabbage the Clown's 'Cinemadrome' on 5th July offers a multimedia drag-clowning experience. Becky Umbers's 'Put That Cat Back In The Bag' on 17th July presents unique storytelling and observations. More shows and tickets are available on their website.
5. <https://www.museumofcomedy.com/whats-on/comedy/> - The Museum of Comedy in Bloomsbury is hosting an eclectic preview season. Highlights include Su Mi and Nikola McMurtrie's split bill on 5th July, featuring their work-in-progress shows. Su Mi is a British Queer Malaysian alternative comedian and musician, known for her performances at festivals like Glastonbury. Douglas Widick's 'Paperclip' on 26th July is a one-person comedy musical about Clippy, Microsoft's writing assistant, traveling back in time to prevent a techno-dystopia. Full listings and tickets are available on their website.
6. <https://sohotheatre.com/events/jess-robinson-your-song/> - Soho Theatre is showcasing Jess Robinson's 'Your Song' from 1st – 4th July. Robinson, renowned for her pitch-perfect impressions, reimagines Elton John's greatest hits through the voices of iconic women like Britney, Barbara, and Amy. With Musical Director Matthew Floyd Jones, the show is a humorous and fabulous celebration of Elton John's music. Tickets are available on their website.
7. <https://www.rosemarybranchtheatre.co.uk/show/mark-watson-presents-fresh-for-the-fringe> - On 28th June 2025, the Rosemary Branch Theatre hosted 'Mark Watson Presents Fresh For the Fringe', a full day of comedy previews curated by Mark Watson. The event featured six unique performers, including Amelia Hamilton, Mary O'Connell, Richard Hardisty, James Trickey, Lachlan Werner, and Lucy Pearman, each presenting their latest shows ahead of the Edinburgh Fringe. Tickets and more information are available on their website.