

PURE EDGE

Join Pure London as we launch alternative fashion collections with Pure Edge.

Firmly rooted in inclusivity and diversity and offering innovative, creative collections, Pure Edge launches at Pure London, the UK's leading trade fashion buying event, in February 2023. Standing firmly left of centre, Pure Edge exhibitors are independent, unapologetic and diverse, and proudly embrace difference in all its glory.

Pure Edge invites you to engage with next generation, bold collections that make a statement, embrace inclusivity,

and demand zero-judgement. Providing a new home for alternative, lifestyle collections from around the world, Pure Edge will inject some colour, confidence and creativity to Pure London. Bringing together designers, retailers, influencers and press from all over the world, and with the support of Pure London, Pure Edge is the newest addition to the Pure family, offering the ultimate platform for alternative lifestyle collections across womenswear, menswear, footwear and accessories.

Pure Edge will make key contributions including:

- Provision of multiple new brands who push social boundaries and challenge norms
- Outreach of content exploring 'difference in fashion and society'
- Merging of disruptive styles with traditional brands to create dynamic reaction
- Embracing style changemakers within the industry



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LONDON

Carole Hunter, who created LondonEdge, a dedicated platform for alternative lifestyle fashion, back in 2000, is now working with Hyve Group to bring Pure Edge into Pure London from February 2023 onwards. She said,

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Having worked with the alternative lifestyle fashion for 25 plus years, it's difficult to express how happy I am to be continuing to provide a platform for this special sector.



With a 'no-holds-barred' approach, Pure Edge collections will represent all lifestyles and perspectives with absolutely no judgement. Inspired by popular cultures, art, music, social movements, politics, the planet and subculture, the selection of collections will excite, make you think and stimulate your customers.

Pure Edge will officially launch at the AW23 edition of Pure London.

purelondon.com

**JOIN US AND
BE PART OF
PURE EDGE.**

Get in touch: Carole.Hunter@purelondon.com



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