

PURELY SUSTAINABLE.

Join Pure London as we launch Purely Sustainable for our February 2023 show.

Sustainability in fashion has become a top priority for designers, brands, buyers, and shoppers. As the UK's leading trade fashion buying event, Pure London is launching Purely Sustainable, a sector of the show dedicated to sustainability and created to help the fashion community navigate this growing priority, push for progress, and support the industry in its sustainability journey.

Rather than tell brands and retailers how to be sustainable, through Purely Sustainable we will support you on your individual journeys, recognising that the shift to sustainability is not an easy one, with many challenges. Progress is achieved in different ways and at different paces for each business, however every brand has a responsibility to create change through collaboration and community, and Purely Sustainable is driving this progress.

Purely Sustainable intends to do this in three key ways:

- **Showcasing:** Increasing access to brands and suppliers working in more sustainable ways through exhibitors
- **Education:** Using content streams to inform and inspire change
- **Collaboration:** Bringing in strategic partners who can assist the community on this journey



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To support this focus on sustainability, Pure London has appointed a Sustainability Advisor, Olivia Pinnock, a respected journalist and expert on sustainable fashion. Olivia said,

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I'm thrilled to be working with Pure London to help them implement a sustainability strategy that will make a difference at the show and beyond. If we want to achieve true systemic change for fashion, it involves every part of the industry playing a role.



Pure London has always served as a meeting point for the industry, and this year, across Pure London and the newly launched Fashion Source, sustainability will be at the fore, with a curated selection of conscious exhibitors. With the global ethical fashion market expected to grow from \$6.35 billion in 2019 to \$8.25 billion in 2023, Purely Sustainable will raise the profile of ethical and sustainable fashion across the entire event, helping lower the industry's carbon footprint and invest in a better future. Purely Sustainable's conscious focus will enable customers to shop their values across womenswear, accessories, footwear and jewellery.

Purely Sustainable will officially launch at the AW23 edition of Pure London.

purelondon.com

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PART OF PURELY
SUSTAINABLE.**

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