

# pure LONDON

12-14 February 2023 | Olympia London



# SAY HELLO TO PURE LONDON

[purelondon.com](https://purelondon.com)

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Fashion | Ready-to-wear | Accessories | Jewellery | Footwear | Network | Trade | Learn | Inspire





Pure London is the unmissable UK trade fashion buying event. We attract thousands of influential fashion brands, buyers, and retail experts to Olympia London to see premium designer talent showcase their latest collections.

This is your chance to glimpse vibrant, trend-led fashion from a carefully curated line-up of UK and international brands across eight luxe destinations: Ready-to-Wear, Premium, Gen-Z, Body, Accessories, Footwear, Purely Sustainable, and Pure Edge.

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**40%**

of our retailers do not attend any other trade show

**79%**

of our visitors have direct purchasing responsibility

**64%**

of visitors place orders with Pure London exhibitors

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\* Statistics taken from Pure London 2019 and 2020.



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We really like our position at Pure. We strongly believe in the fact they combine brands together that attracts potential visitors to visit certain areas. And we really like the fashion shows! There's a lot of interest from the audience.

**MICHAEL SCHAKENRAAD**  
SALES DIRECTOR,  
‡ FUNKY FLAVOURS

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We've had a really good show, we've seen lots of new and existing customers which is great!

**JO BRIGGS**  
SALES MANAGER,  
SOFIE SCHNOOR





# READY-TO-WEAR

An edit of the season's most-wanted pieces, Ready-to-Wear sees emerging and established international designers present their latest collections. Head here for glamorous evening dresses, luxe streetwear, sharp tailoring, and a full spectrum of contemporary pieces.

# PREMIUM

Designed with elegance and longevity in mind, the collections on show at Premium are the work of distinctive high-end labels who all champion fine craftsmanship. This is where you will find coveted pieces that stand out.



# GEN-Z

Encapsulating the energy and mood of young fashion, Gen Z is your destination for of-the-minute, trend-led and ready-to-order fashion and street style collections from exciting new designers.



# BODY

A dedicated space for all things intimate, this is your glimpse of chic athleisure collections, lingerie, swimwear, hosiery and nightwear from vibrant international labels. From functional everyday styles to delicate luxury and high-performance sportswear, BODY covers it all.



# ACCESSORIES

Cast your eyes on the latest accessories with extra impact from coveted international designers – from trend-led scarves and headwear, to luxury leather goods and costume jewellery designed to elevate any look.



# FOOTWEAR

Contemporary footwear designs effortlessly capture the feeling of the season. This is the destination for must-have trainers, heels, sandals, boots, and accessories – presented by premium emerging and established international designers.





# PURELY SUSTAINABLE



Purely Sustainable curated selection of conscious exhibitors. Purely Sustainable helps you lower your footprint and invest in a better future while enabling your customers to shop their values across womenswear, accessories, footwear and jewellery. Experience the dedicated destination for sustainable brands and emerging ethical designers with a story to tell. Explore the sector wholeheartedly dedicated to ethical and sustainability for a brighter future.



# PURE EDGE

Standing firmly left of centre, Pure Edge exhibitors are independent, unapologetic and diverse, and proudly embrace difference in all its glory. Pure Edge will invite you to engage with next generation bold, collections that make a statement, that embrace inclusivity and demand zero-judgement. Providing a new home for alternative, lifestyle collections from around the world, stand by for Pure Edge to inject some colour, confidence and creativity to your visit.



# PURE JEWEL



The collective power of fashion and jewellery is huge. That's why we launched Pure Jewel, a section at the heart of Pure London dedicated to showcasing designers' collections of fine and precious jewellery.

Renowned jewellery retailers, press and influencers visit Pure Jewel to gather product inspiration and source all-new collections for the season ahead. It's an unmissable part of Pure London, curated with care for people in the know.

From maverick contemporary jewellers to nature-inspired gems, this is your destination for pieces that spark wonder from acclaimed international designers. You'll discover fine and precious jewellery, design jewellery, bridal jewellery, and watches, as well as sourcing essentials such as loose stones and gems.





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Jewellery is, for me, inextricably linked to emotions and the story that connects a person to a particular piece. Not only does jewellery have the power to elevate an outfit, it's also a slice of history that links to a specific memory or moment in time. I'm so looking forward to bringing fashion and jewellery back home, together, to celebrate the enduring connection between the two.

GLORIA SANDRUCCI  
EVENT DIRECTOR, PURE LONDON

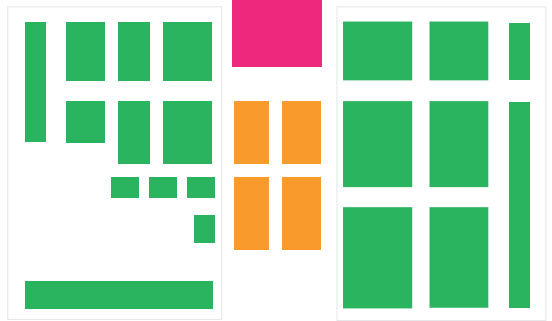
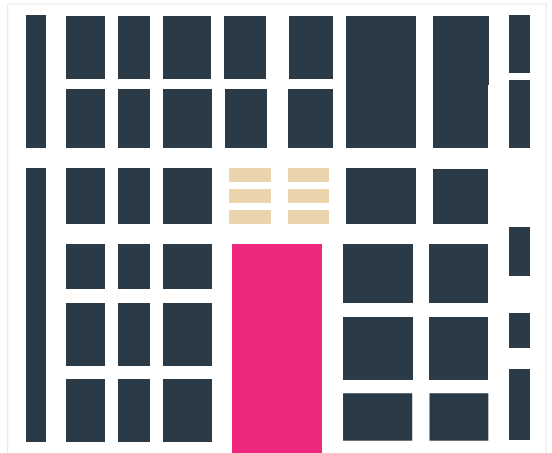
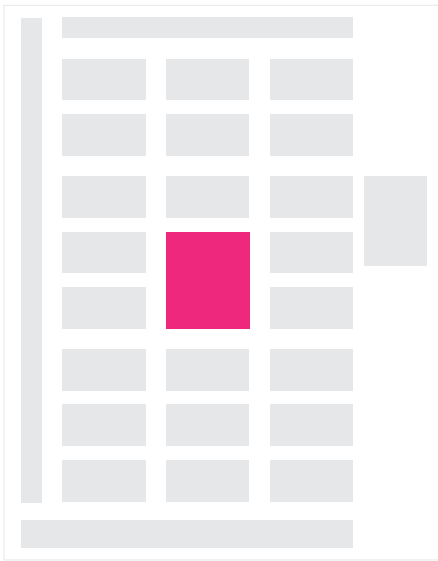


# FLOORPLAN

Grand  
Ground Level



National  
Ground Level



# Grand Gallery Level



- Catwalk
- Source Fashion
- Gen Z
- Ready to Wear
- Pure Body
- Premium Womenswear
- Purely Sustainable
- Pure Edge
- Accessories and Footwear
- Pure Jewel

# Promoting your brand all year round

## **PR support and press coverage**

Our dedicated PR agency has a network of strong and enduring relationships with leading fashion publications. With their help, your brand will gain year-round news and editorial exposure to a captive readership of senior decision makers.

## **Marketing Materials**

We provide a full spectrum of ready-made branded banners, logos and tickets for exhibitors to use to promote their involvement in the show to their current and prospective customers.

## **Social Media**

Our dedicated social media team is on-hand all year to promote our exhibitors across our Facebook, Twitter, Instagram and LinkedIn channels. With their strategic expertise, your brand will expand its reach across new and existing online audiences.

## **Online Profile**

The online profile allows you to promote your key products to buyers before, during and after the event. Many retailers use the exhibitor profiles to help them decide who they'd like to see at Pure London and then later as a visual reminder to aid buying decisions.

## **Show Guide**

Every visitor receives a show guide when they enter Pure London. It helps them to navigate their way around Olympia London with ease and locate the stands and sectors they'd like to visit.

## **TV & Social Content Studio**

Access Pure London's in-house TV & Social Content Studio before the event, where you can shoot style edits, collection previews, content production, brand videos and interviews.

Facebook  
total reach:

**1,253,526**

Twitter total  
impressions:

**1,359,234**

Website new  
users each year:

**319,245**

\*Correct as of Pure London 2019.





# More than just a trade show

The fashion industry is forever evolving. It waits for no one. At Pure London, we're dedicated to bringing you content 24 hours a day, seven days a week.

As a trade show with a difference, our approach is always content-first. Whether it's seminar sessions at our seasonal editions or digital editorial throughout the year, our content is designed to keep you one step ahead of the game.

Not one to be outdone, our content programs boast some big-name speakers; Kerry Bannigan – Conscious Fashion Campaign, UN, Patrick Grant, Brigitte Stepputtis, Jane Kellock and Jay Paul to name just a few.



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LONDON



Jewellery Outlook  
News, Views and Brand Building

**Contact us:**  
Gloria Sandrucci  
Event Director  
[Gloria.Sandrucci@purelondon.com](mailto:Gloria.Sandrucci@purelondon.com)