

PURE LONDON IS BACK

17-19 July, 2022 | Olympia London



**FASHION | READY-TO-WEAR | TRENDY ACCESSORIES | JEWELLERY
EDGY FOOTWEAR | NETWORK | TRADE | LEARN | BE INSPIRED**

pure
LONDON

purelondon.com

Pure London is the UK's leading, largest and unmissable trade fashion buying event in a beautiful and architecturally significant venue in London, an appointment in the most influential retailers' diaries for over 70 seasons.

Catering to all buying needs, Pure London features a carefully curated line up of UK and International womenswear, accessories & footwear, and jewellery collections with sustainability at its heart.

40%

of our retailers do not attend any other trade shows

79%

of our visitors have direct purchasing responsibility

64%

of visitors place orders with Pure London exhibitors

* stats taken from Pure London 2019 & 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,
4 Funky Flavours

“

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

1

Womenswear

Discover elegant ready-to-wear collections, evening wear, resorts wear alongside cutting-edge urban styles and exciting contemporary designs. Indulge into the essentials for every modern woman's wardrobe and the new inspiring collections presented by new designers.



SHOW DESTINATIONS



2

Accessories & Footwear

An eclectic edit of British and International accessories as well as a selection of essential, trendy and classic shoe collections by new designers and established brands. Find everything to contribute to the individual's outfit and express identity and personality.



3

NEW Pure Jewel

New for July 2022 is Pure Jewel which celebrates the natural synergy between fashion and jewellery curating them side by side.

Our events regularly welcome top UK jewellery retailers, press and influencers who come to our shows for product inspiration and to source new collections for the seasons ahead.

Pure Jewel will showcase fine and precious jewellery, silver jewellery & branded jewellery from across the world with a focus on contemporary and sustainable designers.

In partnership with key industry associations such as the NAJ, and Jewellery Outlook, a global digital jewellery trade magazine and news website, Pure Jewel is the NEW destination area.



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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

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Jewellery Outlook
News, Views and Brand Building

Contact us:

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