

pure ORIGIN

10-12 February 2019

Pure Origin Post Show Summary

One year on from its grand opening at Pure London AW18/19, Pure Origin has enjoyed impressive growth. The sourcing show, which runs alongside Pure London, aims to unite fabric suppliers, manufacturers, buyers and brands, bringing every element of the fashion industry under one central London roof.

This makes Pure Origin a one of a kind show; no other trade show in the UK offers this combination of sourcing and finished product in one venue, and as Origin continues to grow, it's clear that the appetite for this unity is ever present.

Pure Origin offers the unique opportunity for buyers and suppliers to conduct business in an easy and efficient environment, facilitating access to global suppliers and fuelling networking and trading. Over 150 manufacturers, fabric suppliers and fashion solution businesses from around the world exhibited in February 2019, with 118 international exhibitors from countries including India, Italy, Portugal and Turkey. The UK contingent was also strongly represented, with 32 British based businesses exhibiting at February's show.

As Pure Origin continues its upwards trajectory, the on-site content offering was better than ever. The dedicated Pure Origin stage featured a rich seminar programme, consisting of 14 educational sessions along with a brand-new catwalk feature, showcasing the fabric trends for the SS20 season. Alongside this, Pure Origin also contained a SS20 trends installation featuring colours and fabrics based on trends developed by Unique Style Platform.

With July's edition around the corner, take a look at the incredible growth and success Pure Origin enjoyed at it's last edition.



A handwritten signature in white ink that reads "Martin Arnold".

Martin Arnold
PORTFOLIO DIRECTOR, FASHION

AW19/20 Visitors

10,200+

Pure Origin Exhibitors

150

Partners



Exhibitor testimonials

“London is a hub for fashion and Pure Origin is where we can meet different companies from worldwide.”

Jovita Balseviciene
SOLUTION CONSULTANT, LECTRA

“We wanted to expand more into London and Pure Origin looked like a great platform, we know it’s a quality show and it has surpassed and exceeded expectation. Having it all under one roof definitely helps and enables us to make those connections and contacts.”

Steve Marshal
FOUNDER, MARSAHAL PACKAGING

“We’ve been speaking to designers, retailers, even other garment manufacturers that we might be able to do some collaborations with so it’s really worthwhile.”

Jess
STEAD MCAPLIN

Visitor testimonial

“Today I am meeting up with a previous manufacturer that we actually use and found from Pure Origin last year, we have used them for a few collections, which is really good because we wouldn’t have found them any other way.”

Anish Vinayak
FOUNDER/ BUYER, ONEOFF CLOTHING

“Sedex is proud to be part of Pure Origin and be at the forefront of the fashion trade industry’s leading discussion about responsible sourcing in fashion. At Sedex we understand that driving responsible and ethical business practices is key to managing a truly successful supply chain, and Pure Origin allows us to highlight this to the fashion community.”

Jessica McGoverne
COMMUNICATIONS AND MARKETING MANAGER,
SEDEX

AW19/20 Show in Numbers Visitors

Pure Origin Exhibitors

150



Unique attendees to Pure Origin

40%

Visitors that have influence on purchasing

77%

Visitors that attend the show to discover new suppliers

71%

Visitors that attended the Pure Origin catwalk and speaker sessions

45%

Would make future orders at Origin

68%



Top 10 countries that visitors came from:

- United Kingdom
- Italy
- Ireland
- Turkey
- Spain
- France
- Greece
- Germany
- Portugal
- India

Pure Origin in the Press

Total Circulation

87+ million

Total coverage

178

Pieces of international coverage

77

Pieces of post-show coverage

100+

Pre-show coverage

126



Press in Attendance

ATTIRE
Accessories

The Business of Fashion
BOF

boutique.
BUSINESS SOURCE FOR FASHION RETAILERS

COLLEZIONI
INTERNATIONAL FASHION MAGAZINES

FOR ALL THE FASHION BUSINESS
Drapers

FAB UK
MAGAZINE

FASHION CAPITAL
HANGING IT ALL TOGETHER FOR THE FASHION INDUSTRY

FASHION
NETWORK


FashionNerd

THE
INDUSTRY
.FASHION

just-style

METRO

SPORTSWEAR
INTERNATIONAL

THE NEW YORK TIMES
STYLE

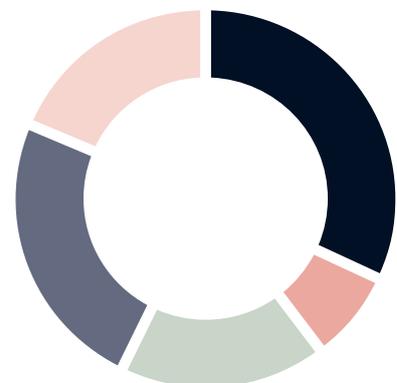
trendstop

WGSN
CREATE TOMORROW



Total number of press in attendance

103



- 33 UK Trade
- 8 International trade
- 18 Consumer
- 25 Bloggers
- 19 Other

A World Class Content Agenda

Like its sister show, Pure London, Pure Origin takes a content-first approach to the show, offering visitors and exhibitors alike access to market leading speakers and essential industry insights.

Located within Pure Origin, the dedicated Origin Stage offered insight into innovation, sustainability, fabrics of the future, the impact of Brexit and much more across the three days. On top of the educational seminar sessions, Pure Origin benefitted from a dedicated trend-based catwalk feature and a SS20 trends installation this season, to add even more value to the show.



The Pure Origin stage

New for AW19/20 was the Pure Origin catwalk. Held on the Origin Stage three times a day across the three-day show, the Pure Origin catwalk featured the latest in fabric and colour trends for SS20. Piecing together looks from fabrics sourced by Pure Origin exhibitors, this unique feature gave us a preview of things to come at Pure London in July.

18

Pure Origin speakers

8

Pure Origin catwalks

112%

increase in Pure Origin stage visitors YOY'



SS20 Trends Area

The Pure Origin SS20 Trends Area featured the upcoming trends for the SS20 season. Displaying a range of fabrics and colours, provided by Pure Origin exhibitors, the Pure Origin trends area gave an insight into the materials that we'll be seeing in collections at Pure London in July. Featuring dedicated Pure Origin trends, put together by Unique Style Platform, the trends feature was the main focal point at the heart of Pure Origin in February.