



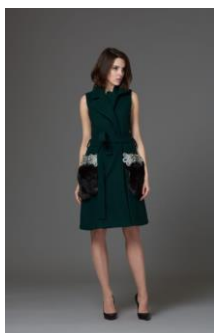
pure ORIGIN

AW20

9 – 11 February 2020

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Executive Summary

Your objectives:

- To open new accounts with appropriate target audience
- To enter the UK market and create visibility for your Company
- To network with the appropriate audience to create business opportunities and develop relationships
- Utilise Pure London's marketing and sponsorship opportunities to **increase country exposure in UK fashion market**

How Pure London can help you achieve your objectives:

- Pure London offers you a **market-leading platform to connect with key retailers** in the UK
- **40%** of our visitors **do not attend any other trade shows** so you will only see them at Pure
- Over **64%** of our visitors **place orders** with brands they meet at the show
- **17,000 visitors** attend the show per year with **78%** of them having **direct buying power**
- Affordable marketing and sponsorship packages to **support your brand exposure** both before and after the show

What does this mean for you?

- ✓ An **engaged audience of senior decision makers** from brands, independent retailers, multiples and department stores and discuss how you might work together in future
- ✓ Full **coverage of your brand** prior to the show on the Pure London website, with your own **personalized exhibitor profile** which can be used by buyers to help them prepare for their visit.

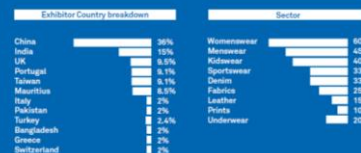
Review of Pure Origin July 2018

- Over 160 exhibitors from 14 different countries, including Associations and country pavilions from China, India, Bangladesh, Mauritius, Portugal, etc
- Over **11,000** retailers attend the show each season, 31% were unique to Pure Origin
- 69% of attendees main objective was to meet new suppliers
- 84% of visitors believe exhibitions are the most important channel to meet new suppliers
- Pure Origin exhibitors and sponsors benefited from extensive social media and marketing coverage before, during and after the show.
- 3 days of seminar content with industry leaders such as Thea Speechley, Caryn Franklin and Country showcase to UK senior decision makers i.e. Country Focus: Mauritius Products Made with Care
- 78% of our visitors have direct **purchasing responsibility**

Visitor information



Exhibitors



Why Pure Origin?

Pure Origin is not just a three day show, we take your experience beyond your stand to ensure you reach the markets which are right for you, all year round.

- Be at the very heart of our **exclusive festival of fashion**
- Backed by **industry leaders** WGSN, Drapers and more
- **Promotion of your company** from the minute you confirm your collaboration with Pure
- Expert marketing team who are **winners of the AEO awards 2017 & 2018 for the 'Best Use of Social Media'** who will help you **reach further** than ever before
- Over **160,000** global industry decision makers on our database
- **Powerful social media** reach, and 300,000 unique users from around the world on our website.
- **Extend** your reach **to millions** and position yourself alongside award-winning, successful businesses through our media and **fashion association collaborations**
- **Strong** links with leading press such as **Vogue, Grazia, Collezioni** and many more

Pure Origin Attendee Universe

- Joules – Global Head of Technical
- John Lewis- Sustainability Manager
- Marks & Spencer – Technical Manager
- M&CO – Head of Buying
- Next- Fabric Technologist
- Topshop (Arcadia)– Technical Manager
- Selfridges- Technical Manager
- Topman (Arcadia)– Head of Sourcing
- Asos.com – Sourcing Director
- Debenhams – Head of Sourcing
- Bohoo – Assistant Buyer
- Lippy– Garment technologist
- Harvey Nichols – Size & Fit Executive
- Sweaty Betty- Design Assistant
- House of Fraser- Junior Buyer
- River Island- Technical Manager
- Victoria Beckham- Head of Production
- N Brown Group- Director of Sourcing
- John Zack Ltd / Zaza Gabo Ltd-Company Director
- Christopher Raeburn-Designer
- Charles Tyrwhitt- Technical Manager

next

SELFRIDGES&CO

John Lewis

boohoo.com
TWENTYFOUR | SEVEN | FASHION

Fenwick

MATCHES
FASHION.COM

VICTORIA BECKHAM

HARVEY NICHOLS

ASOS
discover fashion online

DEBENHAMS

MARKS &
SPENCER

HARVEY
NICHOLS

M&Co

RIVER ISLAND

New for 2019

Pure Origin is constantly expanding and our list of manufacturers and fabric suppliers continues to grow. Excited to be introducing denim this season, Pure Origin aims to provide a curated edit of the best denim suppliers, manufacturers and labs from across the globe.

The brand new Pure Origin website navigation will offer a more straightforward approach, making it even easier and more accessible for buyers to discover your company. Company's will now appear in clearly defined sectors that help best describe their services.

Introducing Grip

Pure Origin is also very excited to introduce the new app which will work as a matchmaking feature. It will enable buyers and brands to find the business contacts and connections within the Pure Origin ecosystem, to make sure you're connected with the industry 365 days/year.



New for 2019

Focusing on delivering the best content possible, the new Pure Origin content programme will deliver key insights on the industry, more knowledge to work with and news to keep up with content programme will give you more insight on the industry, more knowledge to work with, more fashion to be inspired by and more Pure Origin.

Catwalk Sponsorship

Have your brand feature on the catwalk!

This is your chance to have your brand walk the catwalk in front of key buyers attending the show.

Season on season our catwalk sessions have seen a **29%** increased growth of visitors attending the sessions!

GOLD PACKAGE - £2500

6 models wearing 6 different outfits
8 shows in total

SILVER PACKAGE £1500

3 models wearing 3 different outfits
8 shows in total

BRONZE PACKAGE £1000

1 model
8 shows in total



Your Investment Summary

Deadline for EU rate: 22nd of August

- Standard rate per square meter £542
- **European rate per square meter £283**
- £399 Marketing package (compulsory for all exhibitors)

- 9sqm option, total investment: £2,946 (~~£5,439~~)
- 12sqm option, total investment: £3,795 (~~£7,119~~)
- 18sqm option, total investment: £5,493 (~~£10,479~~)

Shell scheme stand

Stand type	Card Rate	Basic promotion package	What does include?
Shell scheme full high	<ul style="list-style-type: none">• £283	£399 to add at the stand cost	<ul style="list-style-type: none">• Full stand build (shell scheme half high Full high Wall is 2.74 m), appropriate furniture – depending on dimension of the stand, Lighting, logo, carpeting



Questions?



To Book:

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