

PURE ORIGIN

One show
Two Seasons
Unrivalled
opportunity

AW 20/21
21-23 July 2019

SS21
9-11 February 2020

pure
ORIGIN

purelondon.com/origin

Organised by



Redefining Disruption

Bold in our approach and unapologetic in our creativity, in 2019 Pure Origin's Festival of Fashion will redefine disruption for the fashion community. Sharing strategic thinking, new technology, innovation and sustainable directional collections will enable your business to embrace the new world.

In this time of uncertainty Pure Origin will act as an agent of change helping you navigate the storm that is Brexit and bring you the answers to questions you've been too afraid to ask.

- + **Be Bold**
- + **Be Brave**
- + **Take a stand**
- + **Embrace the change**
- + **Challenge the status quo**
- + **Join the Power of One**

Intro

February 2018 saw the launch of Pure Origin, a unique garment and raw material sourcing event designed to bring each element of the supply chain together whilst addressing the biggest challenges and developments in sourcing and manufacture.

Covering everything from the integration between sustainability and speed to market, supply-chain transparency, fabric and technological innovation, Pure Origin is aimed at bringing together all aspects of fashion sourcing and manufacturing under one roof.

Pure Origin is where the UK meets the rest of the world. Welcoming over 17,000 visitors, it provides an international platform to over 150 exhibitors from 13 countries, including Italy, Greece and Portugal, for suppliers looking to break into the UK market; a market that boasts the strongest presence in Europe of multiple retailers and department stores who develop their own ranges. This unique show is the ultimate destination for UK brands to source new suppliers.

**Pure Origin
is efficient,
consistent
& time saving**

Taking place alongside Pure London, Pure Origin offers exhibitors the opportunity to be discovered by some of the biggest names in retail and design. No other show in the UK offers sourcing and brands in the same space, and the appetite for a connected and efficient way of doing business is clear to see.

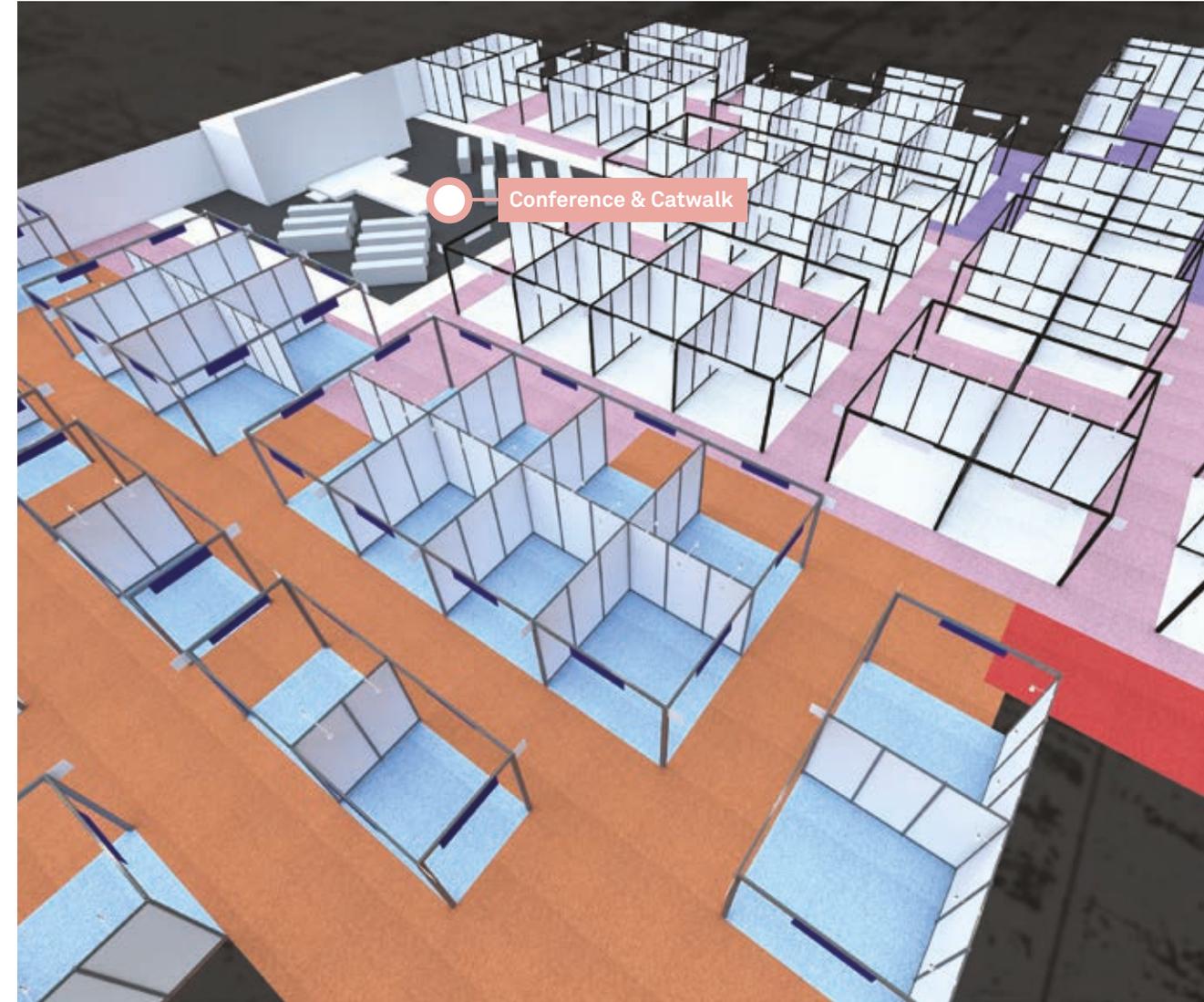
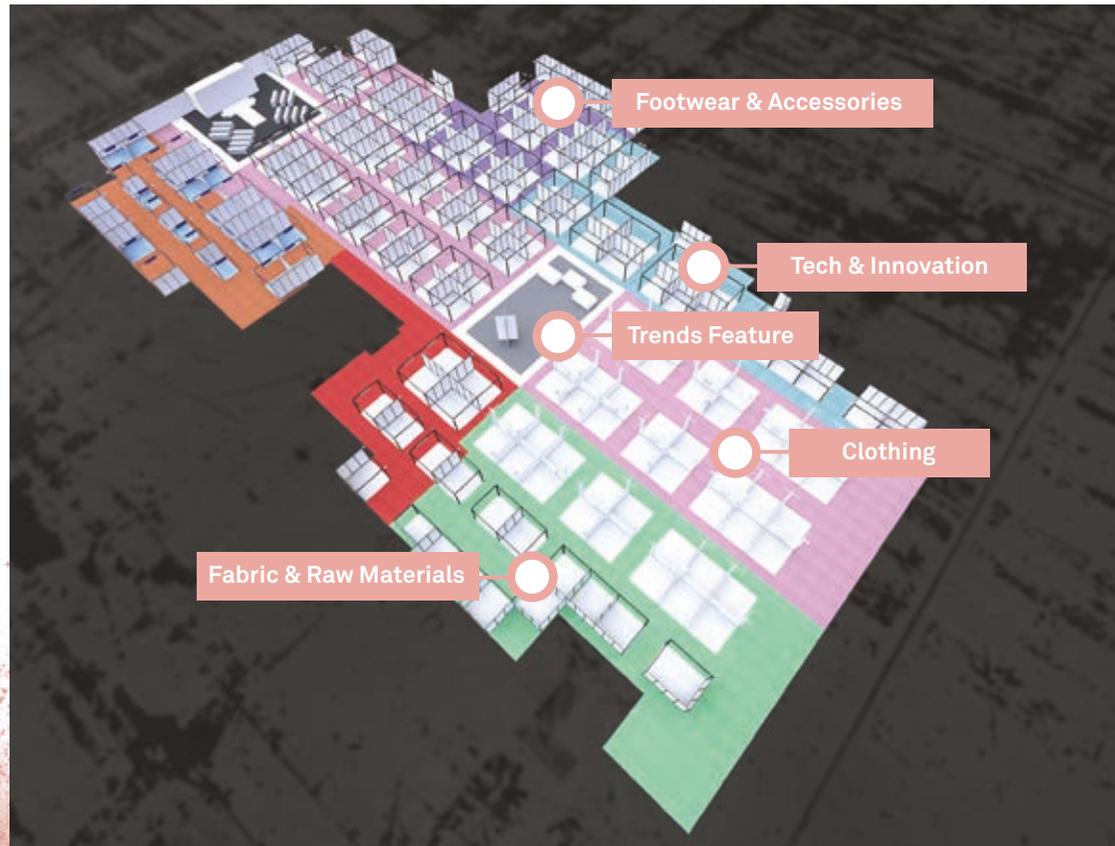
2019 will see Pure Origin continue its growth with a dedicated content programme as well as exclusive trend catwalks. This will offer exhibitors the chance to showcase their newest ranges and industry expertise direct to an active, purchase-ready audience. Investing heavily into the future of fashion and through the launch of the Power of One campaign, Pure Origin will be an advocate for change in the fashion industry, with sustainable and responsible sourcing at the top of the agenda.

**Show sectors
include:**

- Apparel
- Tech and Innovation
- Fabrics and raw materials
- Denim
- Footwear & Accessories
- Leather

New floorplan

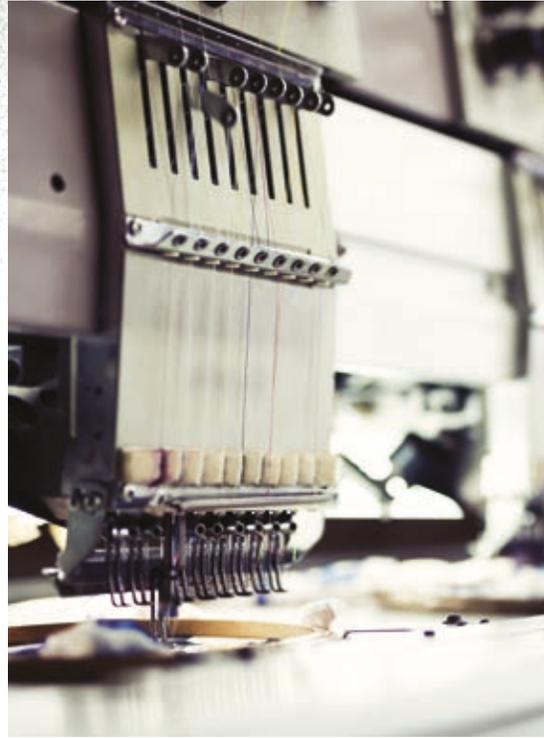
Introducing the new Pure Origin floorplan, aimed at providing a more streamlined experience with clear sector divisions, making sure your brand is positioned in the best way possible.





Apparel

The Pure Origin Apparel sector covers a wider audience within the industry, showcasing finished garments and new designs. With suppliers from the UK and across the globe, this is a truly international category.



Tech & Innovation

Software is taking over the future of fashion production processes. From wearable tech to leading innovative machinery and supply chain management technology, explore the endless possibilities of these new inventions.



Fabrics & Raw Materials

Explore the wide range of fibres and fabrics, from a selection of premium wool to the finest silk and cotton. Covering everything from intricate work such as embroideries and embellishments to classic basics in premium materials.



Denim

Explore the opportunities in denim. This new sector is aimed towards a denim industry that is both sustainable and forward-thinking and covers everything from denim suppliers to denim labs.



Footwear & Accessories

Encompassing everything from premium sourced materials, finished products and the latest trims and accessories, this growing category offers suppliers to showcase next season's collections to some of the industry's most exciting retailers and designers.



Leather

This new sector is aimed towards a leather industry that is both sustainable and forward-thinking. Offering a place for everything from leather suppliers to leather labs, this sector gives a place for leather suppliers to showcase their products and services to the fashion industry.

Show Guide Statistics



Visitors from over
50
countries worldwide
attend Pure Origin



Visitors with influence over
purchasing
66%



Visitors who believe that trade
shows are the most important
channel for sourcing
86%



Visitors that are there to
discover new suppliers
63%



Pure London visitors that
visit Pure Origin
67%

Promoting your brand all year round

PR support and press coverage

Our dedicated PR agency's relationships with leading fashion publications provides our brands with the opportunity to gain news and editorial exposure throughout the year to a captive readership of senior decision makers and buyers.

Marketing Materials

We provide a plethora of branded, ready-made 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 are on hand 365 days a year to promote and highlight Pure Origin exhibitors across Facebook, Twitter, Instagram & LinkedIn.

Lookbooks

Published and sent out digitally each month to a targeted audience of senior fashion buyers, the Lookbooks are curated edits of the Pure Origin exhibitor collections; a sneak preview of what visitors will be able to see live at the show.

Show Preview

Sent to all visitors ahead of the show, the Show Preview is jam-packed with images and information (including the A-Z exhibitor list) to help retailers plan their personal show itinerary and identify their must-see brands.

Show Guide

Upon entry to the show, every visitor receives a Show Guide, helping them to navigate their way around London Olympia with ease and locate the brands and sectors they'd like to visit.

Online Profile

The online profile enables exhibitors to promote key products to buyers before, during and after the show. Many retailers use the exhibitor profiles to help them decide who they'd like to see at the show and then later as a visual reminder to aid buying decisions. Last year the website received over 245,000 unique users.

Best Social Media Campaign 2018 & 2017



Facebook total reach

5,376,661



Twitter total impressions

472,900



Website new users each year

308,402

Sponsorship

Catwalk sponsor

Have your brand featured 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 30% increased growth of visitors attending the sessions!

→ GOLD PACKAGE

6 models wearing 6 different outfits
8 scenes in total

→ SILVER PACKAGE

3 models wearing 3 different outfits
8 scenes in total

→ BRONZE PACKAGE

1 model
8 scenes in total

Posters

Be the first thing the visitors see before entering the show! With over 10,000 visitors that walk through the doors at Pure your branded poster will be centre of attention.

Includes: 1x poster positioned at the entrance or inside the venue

National Hall Entrance

Get your brand in front of thousands as they enter the National Hall. Add your logo and stand number as the National Hall opens its doors to all key buyers and visitors at Pure London. Includes:

→ Your brand name and logo on a bespoke wall outside the new National Hall Entrance on Olympia Way

→ Artwork to be approved by Pure team before production

New for 2019

As Pure Origin continues to grow, 2019 holds some exciting developments. The show floorplan has been updated with an improved line-up of sector categories. Pure Origin will be divided into six exclusive new categories – apparel, technology and innovation, fabrics and raw materials, denim, footwear and accessories and leather. The new categories have been designed to make the connection between exhibitors and visitors more efficient than ever, giving you the visibility for a successful show.

More than just a show

In keeping with the Pure Origin future-facing approach, the show will continue to grow to include a three-day seminar programme which will discuss current developments and essential industry insights as well as dedicated catwalks, showcasing the trends for the season ahead. The new Pure Origin catwalk is inspired by and designed from materials, colours and the latest innovations exhibitors' have to offer, giving you the opportunity to showcase your newest ranges to the right audience, at the right time.



Who comes to Pure Origin

Companies:

- Asos
- Burberry
- Hunter Boots
- NEXT
- Marks & Spencers
- River Island
- John Lewis
- Selfridges
- Paul Smith
- JD Sports
- ASDA

Job titles include:

- Creative Director
- CEO
- Founder
- Senior Buyer
- Head of Design
- Garment Technologist
- Head of Technical
- Head of Sourcing
- Head of Sales
- Textile Agent
- Sourcing Analyst



Partners and Associations

In collaboration with:

FOR ALL THE FASHION BUSINESS
Drapers

FASHION
JOBS

COLLEZIONI
INTERNATIONAL FASHION MAGAZINES

ASBCI
ASSOCIATION OF SUPPLIERS TO
THE BRITISH CLOTHING INDUSTRY

CONSCIOUS
FASHION
CAMPAIGN

FASHIONUNITED

FF
FIBRE 2 FASHION.COM
WORLD OF GARMENT - TEXTILE - FASHION

iHKiB
ISTANBUL READY - MADE
GARMENT SUPPLIER ASSOCIATION

Sedex

ukft

UK Leather

UZBEKISTAN
TEXTILE
EXPO
2010
INTERNATIONAL EXHIBITION
OF TEXTILE AND FASHION INDUSTRY

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Department for
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