

**WOMENSWEAR STAGE TIMETABLE**

**SUNDAY AUGUST 1**

**9.30am**  
Show opens

**10.30am Catwalk**  
**Future Talent Catwalk:** The best of Graduate Fashion Week  
**Womenswear Catwalk Show:** 10 inspirational and contemporary scenes from collections across Pure

**11.00am**  
**Complimentary Champagne Tea Party in Premium:** celebrate the launch of this sophisticated new section in the opulent Pillar Hall **NEW**

**11.15am**  
**Drapers:** Essential buying advice for maximising profit from spring 11 trends

**12.00pm**  
**10 Things I Wish I Knew:** Jessica from Drapers asks Deryane from the award winning Dressing Room for her ten unmissable tips for retailers **NEW**

**1.30pm Catwalk**  
**Future Talent Catwalk:** The best of Graduate Fashion Week  
**Womenswear Catwalk Show:** 10 inspirational and contemporary scenes from collections across Pure

**2.00pm**  
**Champagne Tea Party in Premium area:** celebrate the launch of this new high-end section in the opulent Pillar Hall **NEW**

**2.30pm**  
**Visual Merchandising Workshop** from London College of Fashion **NEW**

**3.00pm**  
**WGSN Buyers Edit:** Inspirational trends for Womenswear Spring/Summer 2011

**5.00pm Catwalk**  
**Future Talent Catwalk:** The best of Graduate Fashion Week  
**Womenswear Catwalk Show:** 10 inspirational and contemporary scenes from collections across Pure

**6.00pm**  
Show closes

**MONDAY AUGUST 2**

**9.30am**  
Show opens

**10.30am Catwalk**  
**Future Talent Catwalk:** The best of Graduate Fashion Week  
**Womenswear Catwalk Show:** 10 inspirational and contemporary scenes from collections across Pure

**11.00am**  
**Complimentary Champagne Tea Party in Premium:** celebrate the launch of this sophisticated new section in the opulent Pillar Hall **NEW**

**11.15am**  
**Drapers:** Essential buying advice for maximising profit from spring 11 trends

**2.00pm Catwalk**  
**Future Talent Catwalk:** The best of Graduate Fashion Week  
**Womenswear Catwalk Show:** 10 inspirational and contemporary scenes from collections across Pure

**2.30pm**  
**Zandra Rhodes: Past, Present and Future.** Vogue.com interviews Zandra about her inspirations **NEW**

**3.00pm**  
**Complimentary High Tea with Zandra in Premium area**

**3.30pm\***  
**WGSN Buyers Edit:** Inspirational trends for Womenswear Spring/Summer 2011

**4.00pm**  
**10 Things I Wish I Knew:** Jessica from Drapers asks Jan Shutt from Sunday Best for the top tips that she'd wish she'd known when starting out in retail **NEW**

**4.30pm**  
**Localisation:** Make your indie work better by tapping into opportunities in your local area, from Kurt Salmon Associates

**5.00pm Catwalk**  
**Future Talent Catwalk:** The best of Graduate Fashion Week  
**Womenswear Catwalk Show:** 10 inspirational and contemporary scenes from collections across Pure

**6.00pm**  
Show closes

**TUESDAY AUGUST 3**

**9.30am**  
Show opens

**10.30am Catwalk**  
**Future Talent Catwalk:** The best of Graduate Fashion Week  
**Womenswear Catwalk Show:** 10 inspirational and contemporary scenes from collections across Pure

**11.00am**  
**Complimentary Champagne Tea Party in Premium:** celebrate the launch of this sophisticated new section in the opulent Pillar Hall **NEW**

**11.30am**  
**WGSN Buyers Edit:** Inspirational trends for Womenswear Spring/Summer 2011

**1.00pm**  
**Drapers:** Essential buying advice for Maximising profit from spring 11 trends

**1.30pm Catwalk**  
**Future Talent Catwalk:** The best of Graduate Fashion Week  
**Womenswear Catwalk Show:** 10 inspirational and contemporary scenes from collections across Pure

**2.00pm**  
**Visual Merchandising Workshop** from London College of Fashion **NEW**

**4.00pm**  
Show Closes

**YOUNG FASHION STAGE TIMETABLE**

**SUNDAY AUGUST 1**

**9.30am**  
Show opens

**11.15am**  
**Trends: Indies versus the High Street.** Latest distinctive and commercial trends modelled on the catwalk, with insight from leading fashion gurus from the world of TV, online, high street and independent retailing **NEW**

**12.00pm**  
**Ethical trends for SS11, with the Ethical Fashion Foundation**

**12.30pm Catwalk**  
**Young Fashion Catwalk Show:** The unmissable, hottest young fashion collections from across Spirit and Label sections

**1.00pm**  
**Buy your way through the recession:** A panel of respected young fashion buyers from department stores, branded multiples and leading independents debate the most effective buying strategies given the challenges of the current trading climate **NEW**

**2.30pm Catwalk**  
**Young Fashion Catwalk Show:** The unmissable, hottest young fashion collections from across Spirit and Label sections

**3.00pm**  
**Trends: Indies versus the High Street.** Latest distinctive and commercial trends modelled on the catwalk, with insight from leading fashion gurus from the world of TV, online, high street and independent retailing **NEW**

**5.00pm**  
**Networking drinks & DJ** - celebrate the first day with drinks and music on the catwalk stage. Special guest DJ to be unveiled!

**6.00pm**  
Show closes

**MONDAY AUGUST 2**

**9.30am**  
Show opens

**12.00pm Catwalk**  
**Young Fashion Catwalk Show:** The unmissable, hottest young fashion collections from across Spirit and Label sections

**12.30pm**  
**Trends: Indies versus the High Street.** Latest distinctive and commercial trends modelled on the catwalk, with insight from leading fashion gurus from the world of TV, online, high street and independent retailing **NEW**

**1.30pm**  
**The tricks and techniques of youth marketing:** Capture the attention of this elusive consumer group, with help from Gareth Jones, editor of Marketing, Will Rigg, Design Director, Fly 53, and Dale Hicks from Manchester Fashion Network **NEW**

**3.30pm**  
**Trends: Indies versus the High Street.** Latest distinctive and commercial trends modelled on the catwalk, with insight from leading fashion gurus from the world of TV, online, high street and independent retailing **NEW**

**4.00pm Catwalk**  
**Young Fashion Catwalk Show:** The unmissable, hottest young fashion collections from across Spirit and Label sections

**5.00pm**  
**Bench presents Black Cherry live on stage plus networking drinks**

**6.00pm**  
Show closes

**TUESDAY AUGUST 3**

**9.30am**  
Show opens

**11.30am Catwalk**  
**Young Fashion Catwalk Show:** The hottest young fashion collections from across Spirit and Label sections

**12.00pm**  
**How to harness the power of the internet:** Join web developers and fashion e-tailors as they give you the smartest ways of creating a cost-effective online offering that compels consumers to spend with you **NEW**

**2.30pm Catwalk**  
**Young Fashion Catwalk Show:** The unmissable, hottest young fashion collections from across Spirit and Label sections **NEW**

**3.00pm**  
**Trends: Indies versus the High Street.** Latest distinctive and commercial trends modelled on the catwalk, with insight from leading fashion gurus from the world of TV, online, high street and independent retailing **NEW**

**4.00pm**  
Show closes

BRAND NAME	STAND	NEW	BRAND NAME	STAND	NEW	BRAND NAME	STAND	NEW
<b>PURE PREMIUM</b>			Fantombrand	K92	N	Nelly Bichet	L12	
Anonymous by Ross + Bute	PH5	N	Faustine G	L16		Nica London	J219	
Antik Batik	PH1	N	Fiorelli	J194		Nina Des Criquets	L12	N
Bensimon	PH1	N	Firmato Ego	J181		No Tail Jewellery	J162	
Best Behavior	PH6	N	Fluff	K22		Nobel Leather	K34	
Betty Jackson Two	PH3		Fox Jewellery	J129		Nour	J101	
Bohento	PH9	N	Fraas	J134		Nouv-elle	J165	
Gisele Paris	PH15	N	French Connection Jewellery	J64		Oceanus	K76	N
Hilda Maha	PH9	N	French Connection Watches	J64		OGJM	J62	
Jucca	PH10/PH11	N	Gabriella	J95		Olga Berg	J39	
Katarina Rimarcikova	PH9	N	Gaby's	J95		Oliver Sander	J121	
Maliparni	PH10/PH11	N	Gemini	J122		Orelia	K15	
Mardi Jeudi	PH6	N	Gina Stewart Cox	J20	N	Owen Barry	K66	
Miquella	PH12	N	Ginta	J57	N	Paca Peca	K51	N
Patrizia Pepe	PH10/PH11	N	Gipsy	K103		Pachacuti	L5	
Pirnia Collections	PH4		Girls and Pearls	K28		Pamela Mann	K89	
Single	PH1	N	Glen Prince	K11		Pantherella	K95	
Stefanel	PH7/PH8	N	Glen Urban	K11		Pantone	K87	
Valérie	PH2	N	Golunski	J218		Parcel	K82	
<b>ACCESSORIES</b>			Goodlookers	J161		Passigatti	J98	
100 Meters	J155	N	Goose Island	J94		Patrick Cox	J40	
Abbacino	J12		Gorjus Handbags	K23		Pavoni	J181	
About Eyes	J136		H.L.A London	K38		Penelope & Parker	J2	
About Face	J136		Hansson	K64	N	pia rossini	J156	
Acompany	J223		Helen Kaminski	J87		Pomegranate	K33	N
Adele Marie	J29		Helen Rochfort	K93		Powder	J204	
Alandra	J143		Hempleman Collection	J47		Precious	J170	
Ali & Lou	J125		Hobo International	J36		Puntotres	J31	
Alison Van Der Lande	J9		Hultquist - Copenhagen	K7		QQBear	K22	N
Ally Capellino	J41	N	Hunki Dori	J187		Quintessential	J145	
Amber	J121		Icon Watches	J146		Raffaello Bettini	K52	N
Ameko	J82		illex bags	K30/K26	N	Red or Dead	J206	
Amet & Ladoue	K59		Irregular Choice Handbags	K91		Ri2k	J84	
Ana Konder	L10		Italica of Italy	J88		Rinaldo Codello	J176	
Andean Comfort	J167		IXLI	K36		Rist	J14	N
Angie Gooderham	J5		Jackie Brazil	J118		Ritzzy Crystal	K57	
Anna Lou of London	J23		Jago	K70	N	Rivaldo Codello	J176	
Anouk	J73		Johnny Loves Rosie	J190		Rivaldo Codello	J176	
Ashiana	J1		Juno	J160		Rodeo Belts	J85	
Autruche	J121		Kahena	L17	N	Rose Black Accessories	J105	
Azuni	J15		Kangol	K97		Rosie Fox	J129	
Barbara Easton	J173		Kapre	J163		Ruby + Ed	J65	
Be	J62		Kashmir House	K29	N	Ruby Brown	K80	
Bettina	K52	N	Kate Sheridan	J197		Ruby Rockitt	K79	
Bibi	J109		Kay West	K17		Rukhsana Jewellery	K72	
Big Metal	J177		Kazuri	J216		Sam Ubhi	J69	
Black Tangerine	K67	N	Kiki	K19	N	San Diego Hat	K19	N
Blank Accessories	J75		Kirse	K63		Seeberger	J42	
Blee Inara	K31	N	Kleshna	J13		Shabana Khan	K31	N
BlingDeenie Jewellery	K81		Konplott	L1		Shira Leah bags	K25	
Blondie Mania	J191		Krystal	J130		Sight Station	J174	
Bobby Pin	J48		Laguna	J59		Silver Service Jewellery	J45	
Bobelle London	K8		LeJu	J81		Silver Willow	J188	
Boo!	J70		Lettuce	K38		Skive & Toole	J195	
Bronté	J121		Lido Collection	J43		Smith & Canova	J90	
Buff Casual	K88	N	Littleearth	K6		Sobral	J118	
Bugatti	K78	N	Loop NYC	K82		SOL-ID	J183	
Bulaggi	J120		Lotusfeet Accessories	K32		Sposa by Passigatti	J98	
Bulatti	J43		Louifrey	J171	N	Steel Watches	J162	
Calvin Klein Accessories	J51		Louise Hempleman	J47		Stephen Collins	J25	
camel active	K78	N	Loungefly	K24		Storm London	K91	
Capiz	J144		Lovely Day	J135		Strata	J141	
CATHs	J135		Lowie	L2		Streamline Luggage	K25	
Cats	J66		Lua	J184		Sukie Lau	J149	
Cellia De Burcourt	J119	N	Luca Della Lama	K18	N	Sunshine Fashion Accessories	K74	
Celine Reberl	J121		Lucas Jack London	J19		Suzy Smith	J223	
Cha Cha's House of Ill repute	K19	N	Lucky Team	L12	N	Taguabella	J216	
Charlotte Reid	J215		Lulu Australia	J179		Tamara Fogle	J79	
Chartage	J144		Maison Boinet	L12	N	Taurus	J125	
Cheet	J62		Makki	J131		Thai Origins	K4	
Chlan	J9		Makki for men	J131		The Real Pearl Company	J103	
Ciccia	J128		Mala Leather	K62	N	Tintamar	K68	
ck Calvin Klein Accessories	J51		Malissa J	J186		Topazglow	J127	
Claudia Canova	J90		Manouk Bijoux	J153		Torba	J137	
Claudia Canova	J91		Marta Ponti	J164		Tun	J62	N
Codello	J176		Martick Jewellery	J59		Tutti & co	J157	
Codello Men	J176		Martine Wester	J67		Ukwenza	K20	
Comfort Station	J53	N	Mary Frances	K6		Uomo by Passigatti	J98	
Coralia Leets	K31	N	Matt and Nat	J52		Urban Knit	K87	
Croxé	K65	N	Mauka	K77	N	UrbanCode	J28	
Cuir Et Terre	L12		Melinda Maria	K31	N	V.I.P Design	J192	
Danatella Rossi	J125		Mezi	J49	N	Vendula London	J138	
David Jones	K40		Mia Lia	K71	N	Very Sisters	K73	N
Dayree Designs	K19	N	Mida	K42	N	Vivien Sheriff Millinery	J77	
Designsix	J60		Milans	J93		Watch Out UK	J186	
Disaster Designs	J48		Mint	J104		Watch This Space	J133	
Dollydagger	K85	N	Miranda Konstantinida	L1		Whatever it takes	K91	
DONNS Diamond Jewellery	J68		Mischa Barton	J78		Wonderweave	K25	
DYRBERG/KERN	J8		Miss Budd	J155	N	Wrap	J141	
D-Zyne	J186		Miss Chic	J122		Wren	K24	
Echo Design	J21		Modalu London	J30		Zandra Rhodes	J206	
Ecua Andino	J167		Modern Talking	K29	N			
ELEGANT EMPORIUM	J170		Moodywood	K75	N			
Elite	J125		Mr	J50				
Enhance Accessories	K54	N	My Hat	J214	N			
Etnika	J148		My Way	K78	N			
Fantasia Sud	K69	N	Nadia Minkoff	J61				
			Nashelle	K48				

BRAND NAME	STAND	NEW	BRAND NAME	STAND	NEW	BRAND NAME	STAND	NEW
<b>FOOTWEAR</b>			Sixtyseven	Fo26		Catherine André	C48	
Air4men by Caprice	KFo140	N	Spot-On	Fo47		Catwalk Collection	C27	
Alegria	Fo136	N	Steve Madden	Fo16		Cazz	B92	
Alima	Fo86		Storm Footwear	KFo108		Charli	B19	
Amigluv	Fo131	N	Suzani	J24		Charming	B63	
Angel Alarcon	KFo133	N	Switchflops	Fo19		Chica Boutiques	C29	
Arche	KFo135		Tamaris	Fo45	N	Chicandara	K9	
Art	Fo10		Teresa Cambi	KFo105		Coco Barclay	B107/B113	N
Ash Footwear	Fo46		Terra Plana	KFo109		Cocomenthe	F1	
Atelier Do Sapato	Fo64	N	Thierry Rabotin	KFo127		Color Fashion	B61	
Audley	Fo74		Timeless	Fo56		Completo	E10	
Betula & Newalk	Fo104	N	Tony Mora	Fo60	N	Cozzi by Signature	A116/B119	N
Beyond Skin	Fo69		UNISA	KFo139		Cristina Gavioli	F16	N
Birkenstock	KFo141		Unifed Nude	KFo112		CRISTINAEFFE	mf	N
BK-Y	KFo140		Unze Couture	Fo67		Cut Loose	A70	
Blink	Fo39		Unze London	Fo67		D.EFFECT	C9	
Bourgeois Boheme	Fo102	N	VT Collection	Fo106		Daniella	G61	
Bourne	KFo138		Vanilla Moon	KFo129		Darling	B54/C53	
Brenda J	Fo50		Vic	KFo123		DDP	C114	N
Bronx	Fo39		Victoria	KFo139		Derhy	C75/C81	
Butterfly Twists	KFo104		Vidoreta	KFo133		Des Petits Hauts	E52	
c.doux	Fo86		Vienty	Fo30	N	Diego Reiga	B8	
Caprice	KFo140	N	VivoBarefoot	KFo107		Diza by ALPRJON	A39	N
Cara	Fo15		Wonders	KFo137		Double One	C114	N
Chie Mihara	Fo79		XTI	Fo67	N	Drapers	C2	
Chinese Laundry	Fo71		Y.E.S Footwear	Fo28	N	Dunque	G9	N
Chocolate schubar	Fo96		Zala Collections	Fo63		Earth Couture	A56	
collegien	KFo101	N	<b>WOMENSWEAR</b>			Ekta	C46	
Coolway	Fo130		A Right Charlie	F91		Elegance	E12/ F11	
Derniere Version	Fo98	N	Aanchal Chandra	G72	N	Elemente Clemente	D54	
Diavolina	Fo58		Abit	A36		Elisa Cavalletti	E28	
Dkode	Fo94		Actuelle	A111	N	Eliza & Ethan	G86	N
Eject	Fo7		Adini	C93		Ella	B93	N
El Naturalista	Fo36		ADZ	B107/B113	N	Ella Boo	E51	
Ella Shoes	KFo98		After Six	F54		Emreco	E54	
Emma Go	Fo76	N	Aftershock	D62		Emu Australia	C30	
Esino	Fo66		Aganzi	A82		escorpion	E20	
Fiona McGuiness	Fo72		Aiceen Bodkin	D45		Esprit	D11/D17	
Fly London Footwear	Fo33		Alberto Makali	F63		Essenc Designs	A126	N
French Sole	Fo3		Alexis N	D53		Essenc Fashion	A126	N
Frye	Fo70		Alfredo Vaez	G95		Eva Tralala	E29	
Georgia	J24		Almost Famous	C63/C69		Ewa I Walla	E17	
Gino Ventori	Fo45	N	Amari	B27		Faun	B72	N
Gumbies	KFo102		Amazing Woman	G29		FDJ	F4	
Holster	KFo105		amishi	B34		Fee G	B38/C37	
Ipanema	KFo123		Anatheg	C38/D37		Fever	B62/C61	
Irregular Choice	Fo1		Andre Ungaratto	C20		Fille Des Sables	G30	
J Shoes	KFo117		Andrew Majtenyi	C11		Flamenco	B71	
JR Collection	Fo50		Andrew Marc	D18	N	Flax	G19	
kbbl	Fo103		Ann Balon	E84/F87		Fleur De Sel	C119	N
Khrio	Fo65		Ann Balon Occasions	E84/F87		Fragile	G40	
Koolaburra	Fo59		Ann Balon Tuscany	E84/F87		Fran & Jane	B11	
Krambamboline	Fo103		Anna Mora	F17		Fred Sabatier	F19	
Laidback London	Fo59		Anna Scholz	A88		Fullcircle	D51	
Loint's of Holland	Fo66	N	Anna Scholz Black Label Collection	A88	N	Gabriella Knight	B89	
London Rebel	Fo22		Anna Scott	D4		Garella	F30	
Looky	Fo84	N	Anoushka G	E68/F71		GC Fashion & Accessories	B107/B113	N
Love from Australia	Fo83	N	Anoushka G Couture	E68/F71		Giggle	A84	
Luichiny	Fo112	N	Apostrophe	E62/F61		Gle Onelondon	B107/B113	N
Ma Goblan	Fo35		Arianna	C18		Gloria Estellés	F72/G71	
Manas Design	Fo9		Arturhio Lino	E10		Goat	C54	
Marco Tozzi	Fo55		Article 23	B1		Goodone	B107/B113	N
Marian	Fo68		Aryn K	A42		Goose Island	A100	N
meher kakalia	Fo81		Aurea Vita	G11		Gringo	C107	
Melissa	Fo5		Aventures Des Toiles	C116	N	Grizas	G17	
Mephisto	KFo132		B.e Quality	A101	N	Gun and Sparrow	B107/B113	N
Mexicana	Fo25	N	Backstage	G16		Gustav	D20	N
Miezko	KFo122		Bamboo Silk	E90/E94		Hannah Joe	C22	N
Mikaela	KFo133		Bandolera	B37		Hannah S	F93	
Minnetonka	Fo42		Bellaju	A65		Heather	G46	N
Miss L Fire	Fo13		Berek	B95/B99	N	heteroclitte	F51	
Moda in Pelle	Fo75		Bestow Elan	B107/B113	N	Hippi Chic London	A94	
Mugnai	Fo82	N	Beth Jordan	F12		Ian Stuart London	E66	
Nacho Rivera	Fo77	N	Bianco Levrin	G70		Iconoclast	A64	N
Neosens	Fo10		Bibico	B1		Ilse Jacobsen	D52	
Onesole	KFo106		Biffe Kai Rand	D29		Imagine New York	F108	
Paez	Fo101	N	Blank	C17		Indiwoman by Individual	B64	
Palladium	Fo37		Bluerouge	B116		Inside Out	F52	
Patricia Blanchet	Fo35		Boheme	C126		Intown	D30	
Pedro Anton	Fo68		Bohemia	A99		Invite	F54	
Perfect by VT	Fo106	N	Bottletop	B1	N	InWear	C4/D9	
Phildon	Fo56		Brainfree Eco Fibre Fashion	A44		Irresistible	F57	
Platino	Fo97		Brandtex	A116/B119	N	Isabel de Pedro	D19	
Plomo	Fo78	N	Brodie	A72		Ispirato	F64/G63	
Poetic Licence	Fo1		Brunella	F17		Issue New York	F66/G65	
Pretty Ballerinas	KFo110		by Ti Mo	D40		Jackpot	C4/D9	
Prophecy	Fo7		Cabotine	F62		James Lakeland	E3/E9	
Ras	Fo86		Camela-Me	F4		Jensen Woman	A116/B119	
Rascal Shoes	Fo48		Cannisse	G1		Johann Brun	E47	
Ravel	Fo61		Capri Clothing	F52	N	John Charles	C90/E93	
Redfoot	KFo108		Carling	A28		John Smedley	A62	
Redfoot Mens	KFo108		Carloplik	C38/D37		Jonny Q	B126	
Ria	Fo17	N	Caro Boutique London	A63		Joules	D38	
Riva Shoes	KFo136		Carole Fakiel	C115	N	JP Evis & Haris	B93	N
Rockport	Fo24		Cashmere Silk Company	B87	N	Kali Orea	B43	
Sanita Clogs of Denmark	KFo119	N	Cashmere Spirito	A91		Kamouflage	G39/G45	
Shellys	Fo13		Cashmere Studio	C45		KARJE	B107/B113	N
Sistermoon	Fo56					Kate Cooper	F10	

