

## GROUND LEVEL

### Womenswear

Womenswear is defined by new and exclusive brands showcasing the latest trends and movements within the fashion industry.

### Gen Z

Up-to-the-minute fashion and street style collections for short and forward orders, including young fashion and casual.

### Menswear

Featuring mid to high-end menswear fashion brands from apparel to footwear and accessories.



## GALLERY LEVEL

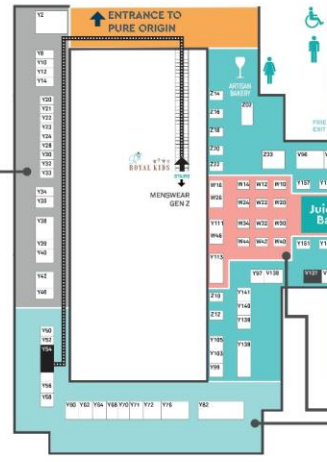
### Pure Origin

Bringing together all aspects of fashion sourcing and manufacturing under one spectacular roof at London's Olympia.



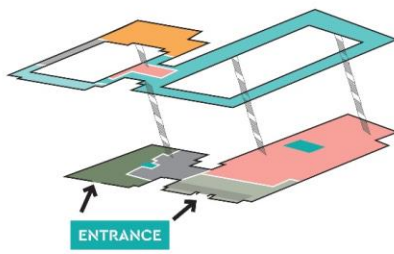
### Conscious

Together with Common Objective, Pure London introduces Conscious - a new sector dedicated to ethical and sustainable fashion.



### Pure Premium

Exclusive showcase of coveted designer pieces, distinctive brands and diffusion collections from Premium brands.



### Retail Solutions

Dedicated to helping brands successfully differentiate their businesses with in-store, online and logistical services.

### Footwear/Accessories

An eclectic edit of premium British and international footwear brands and accessories as well as emerging designers and established brands.

### Athleisure

This exciting, dedicated and ever growing Athleisure section showcases the latest ranges in activewear, yoga wear and more.

### Bubble

Catering for the style-conscious parents, this growing category includes everything from mini-me dressing to innovative designs.