

# PURE ORIGIN

**One show  
Two seasons  
Unrivalled opportunity**



**AW 19/20  
22-24 July 2018**

**SS 20  
10-12 February 2019**



[purelondon.com/origin](http://purelondon.com/origin)

pure  
ORIGIN

# Pure Origin is the gateway for international manufacturers to break into the UK market.

A market with the strongest presence, within Europe, of multiple retailers and department stores that develop their own label ranges. Pure Origin will also be seen by brands as the ultimate destination to source new manufacturers.

- Pure Origin is efficient, consistent & time saving
- Pure Origin enables you to view the trends first
- Pure Origin takes place next to the biggest UK fashion trade show - Pure London, giving the opportunity to manufacturers to meet not only the best retailers but also UK and international brands

## Welcome to Pure Origin

This season Pure London is proud to introduce its new sourcing section, Pure Origin. Aimed at uniting fabrics, global manufacturers, buyers and brands in London's busiest fashion trade hub, Pure Origin will bring together all aspects of fashion sourcing and manufacturing under one roof.

No other show in the UK offers sourcing and brands together and the appetite for a connected and efficient way of doing business was clear for us to see.

Pure Origin will offer a unique opportunity for connected and efficient business by facilitating easy access to global suppliers and fuelling networking and trade. Over 150 manufacturers and fabric suppliers from around the world will be exhibiting from Turkey, Portugal, Italy, Morocco, Egypt, Spain, Bangladesh, China and Vietnam.

Pure Origin takes place in collaboration with WGSN and Coloro. WGSN will offer visitors an exclusive and insightful presentation of the key manufacturing future trends for AW18-AW19. Coloro will demonstrate its intuitive, intelligent and universal colour system which is set to revolutionise the way the creative and fashion industry works with colour.

In addition, Pure Origin will host a rich seminar programme where leaders in the industry will gather to discuss the future of manufacturing. Innovation, sustainability, fabrics of the future, reshoring, and the impact of Brexit on the fashion supply chain are just a few of the topics set to be discussed by experts and industry leaders within the Origin section of Pure London, the UK's only fashion and sourcing trade show linking manufacturers, fabric suppliers, designers, logistics, brands and retailers.

## Join the Pure Origin line-up

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Brands exhibiting in 2018 include:

- Oxford Blue
- Aspara Silks
- LaGofra
- Confenix
- Zeynar Textile

### Who visits Pure Origin?

The Pure Origin VIP BUYERS PROGRAMME is a unique marketing plan designed to target the highest caliber buyers from key players of the global fashion industry who will receive VIP benefits before and during the event. A personalized itinerary will be created for each buyer to ensure they have 1-2-1 time with manufacturers specially chosen to meet their buying needs.

Visitor sample list:

- ASDA
- Marks & Spencer
- Matalan
- M&CO
- Arcadia
- Asos
- F&F
- The Woolmark Company
- Harvey Nichols



## Promoting your brand all year round

### PR support and press coverage

Our PR agency's dedicated relationships with leading fashion publications provides our manufacturers 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 manufacturers 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 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.

### 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.



Facebook Reach

**777,821**



Instagram Impressions

**248,833**



LinkedIn Impressions

**51K+**

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LONDON

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# Enquire about a stand for AW19/20 & SS20

## Pure Origin

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In collaboration with:

**WGSN**  
CREATE TOMORROW

**coloro**  
The Color Code

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