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INTRODUCTION

**GLORIA SANDRUCCI,
EVENT DIRECTOR,
PURE LONDON**



For Pure London's first show in two years we welcomed some incredible speakers and an exciting catwalk to provide you with the knowledge you need for a successful season ahead. We were delighted to be joined by high profile and highly respected names including ITV's, Mark Heyes, supermodel Arizona Muse and author and Vogue sustainability editor, Dana Thomas. If you missed anything, this report has been put together to offer

you a snapshot of the key messages and advice from The Catwalk stage so it can continue to inspire you.

As we recover from the disruption of the last two years, fashion retail is entering a new chapter and so is Pure London. We welcomed a new trend partner this season, Promostyl, who joined us from Paris to discuss the macro and micro trends to know about and you'll find them covered here too. Sustainability was

also a recurring theme across many talks. We believe sustainability is essential to the future of fashion and that's why we'll be launching Purely Sustainable at the show next season.

Much like this report, Pure London's future is global, educative, and inspiring, and myself and the Pure London team feel honoured to be a part of its journey. This is just the beginning.

**OLIVIA PINNOCK,
FREELANCE FASHION JOURNALIST,
LECTURER AND SUSTAINABLE FASHION ADVOCATE**



Pure London's exhibitors and visitors have been through unprecedented amounts of change in the two years since we were last able to meet. It's a real testament to everyone's expertise and resilience that we were able to welcome back so many of you to do business with us once again this season.

However, there is still more change to come. The climate crisis, the unstable geopolitical landscape and rapid developments in technology mean our world, and our businesses, are in flux.

This was a common theme across Pure's content programme of talks, panels and catwalk shows this edition. From an urgent call for sustainability from Dana Thomas and Arizona Muse, to a panel on what the rise in veganism means for the industry. We also explored how to make your physical and digital stores stand out from the competition with Alan O'Neill and Amy Hobson, and how to cope when it all feels too much with Roo Davies.

Change can be overwhelming but coming

together can help us feel less alone and embrace the world of possibility that also comes with it.

We hope you enjoy this report and that it helps you to face change with confidence. We look forward to hearing how your journey is going next season.



SUSTAINABILITY

KEYNOTE: DANA THOMAS

Journalist and author, Dana Thomas opened the programme of talks at Pure London with a call for fashion to have a net positive impact on the world.

She began by sharing some of the shocking statistics and stories she uncovered while researching for her book, *Fashionopolis*. From the impact of overgrazing from cashmere goats in the Himalayas to plastic microfibres now being found in human blood for the first time, she has said the fact she found most astounding was that the average garment is only worn seven times before being discarded and in China, it's around three times.

She emphasised that clean fibres and circular initiatives are key to making this change but added that it's no longer enough to just reduce impact, but fashion should work towards giving back to people and planet through the way it works.

"The future must be zero impact and even better, it should be net

positive. Net positive is the practice of putting back more than what you're taking. Fashion must be restorative, reparative and regenerative," she said.

She urged every fashion company to reduce, not offset their carbon footprint to help meet the Paris Climate Agreement, as well switching to preferred materials such as linen, hemp, organic cotton and lyocell as soon as possible.

Thomas went on to discuss digital IDs to communicate sustainability efforts to consumers who are demanding to know the impact of the clothing they buy. Digital IDs are being rolled out in numerous forms, from scannable chips to QR codes on labels, where brands can communicate more about a product than can fit on a traditional tag. This could include where the raw materials were sourced from, as well as where the final garment was assembled, any sustainability certifications linked to the item and care instructions to help customers extend the life of their purchase.



She emphasised that wording around sustainability needs to be clear for the average consumer. "Consumers want fashion to have integrity. They want to buy less but buy better. Communication is key to that," Thomas said.

As she drew her talk to a close, Thomas looked to a future where sustainability is even more embedded than it is today.

"What does fashion look like in ten years? There will be more choice for consumers. They'll be able to choose the sustainable option or not. They won't expect brands to be perfect, but they will expect them to be honest and transparent. They will love fashion, perhaps even more than they do now. It will be a healthy relationship. Sustainable fashion will be democratic and affordable. You have the power to make that happen."



DANA THOMAS AND ARIZONA MUSE IN CONVERSATION

Dana Thomas returned to the stage at Pure London on day two with supermodel and sustainability consultant Arizona Muse to discuss their passion for building a regenerative fashion industry.

“[Arizona and I] are on the same path in how to make fashion a greener industry and therefore life a greener endeavour,” said Thomas.

Thomas is the author of *Fashionopolis*, a book about the price of fast fashion and the future of our clothes. She is also the European sustainability editor for *Vogue*. Muse has fronted campaigns for Chanel, Dior, Louis Vuitton and Prada and covered numerous international editions of *Vogue*.

While modelling, Muse became curious about where her clothes

came from and begun researching.

“Everything I looked at led me back to farmers. I didn’t really think of my clothes as being farmed for me,” Muse told the audience.

Muse has since founded the charity *Dirt* which engages with brands to fund regenerative farming initiatives which improve soil health.

“Regeneration is the word that’s so exciting to me now. Sustainability means to sustain, to stay the same. We can’t do things the same as we have always been doing,” Muse said.

Muse and Thomas went on to discuss how fashion can become regenerative through compostable clothing. Currently, most garments or accessories do not biodegrade because they are made from plastics or include metal hardware. Toxic dyes in fashion are also presenting a problem for returning items to the soil. The duo wants to see designs that are made to biodegrade at end of life, or otherwise can be entered into circular systems to be reworn or recycled.

“Everything we make today needs to last for a long, long time, whether that’s becoming new products, or becoming soil,” Thomas said.

Improving soil health has numerous benefits from being able to support more life on land, to improving the amount of carbon that soil can absorb from the atmosphere, helping us tackle the climate crisis. “Regenerating soil is one of the most important things we can do to deal with the climate crisis,” Muse emphasised. She encouraged visitors to



understand more about farming, connect with the farmers who work in the fashion supply chain and improve their knowledge on what regenerative farming means.

The conversation finished on a note about how knowledge from indigenous people can be incredibly useful in helping the fashion industry think more regeneratively.

Muse said: “I found that listening to talks by indigenous people and reading books by indigenous people was one of the most transformational in my own journey with regeneration.” Many indigenous communities who farm the land have always been practicing regeneratively. “What indigenous people know is

so rare and valuable, and they’re willing to share it,”

Thomas discussed how the Industrial Revolution created an unfair business model based on extracting resources, exploiting cheap labour and making a small number of people at the top very wealthy which is still being practiced today. Conversely, she discussed how she discovered that many Native American tribes make decisions as a group by considering the impact of their decision today on the next seven generations. If their action today would have a negative impact on any future generation, they don’t do it. Thomas said: “We need to play a long game with everything we do in fashion, and life.”

THE VEGAN DEBATE

Veganism is on the rise.

Emily Gordon-Smith, content director at Stylus, revealed at a panel on day two of Pure London that there are 600,000 vegans in the UK today and 1 in 12 parents are raising their children vegan indicating that number could rise significantly and soon.

This presents a challenge for fashion, which is reliant on animal-based materials such as wool, leather and silk. As such, numerous new materials are coming to the fore.

“Veganism has put a challenge to the industry to innovate for new materials,” said Marilyn Martinez, project manager at the Ellen MacArthur Foundation, during the panel, which was hosted by Rachel Kan, founder of Circular Earth.

The panel listed several innovative new materials touted as vegan alternatives including Orange Fiber (a silk-like fabric made from orange skins), Piñatex (a leather-like material made from pineapple leaf fibres) and Mylo (a leather alternative made from mycelium).

However, they warned that some of these materials

and those like them still use plastics to make them more durable and many are not easily recyclable, presenting a challenge for the sustainability of such materials.

Gordon-Smith says that innovation is continuing and there are options just coming to the market that tackle this problem: “This is an area that’s moving so rapidly, you need to be keeping up with it. We’re so close to a true vegan alternative without use of synthetics,” she said.

Simultaneously, there are lower impact animal-based fibres being promoted in the sustainability sphere. Earlier in the schedule, Incalpaca took to the Pure London stage to share the work they do with alpaca wool which they say can be just as soft as cashmere but have a lower impact.

Incalpaca works in Peru to support alpaca farmers where it has been part of the culture for thousands of years. What’s more, the grazing habits of alpacas are gentler to the earth than other livestock as they don’t pull up the roots of grass. There is also no need to dye alpaca wool if using their natural colour such as white, grey, black and brown, which saves on

water and energy.

“We haven’t made ourselves more sustainable, we are sustainable by nature,” said Juan Pablo Rivera, director of Incalpaca. The company has been working towards achieving certifications to communicate its sustainability more clearly. It currently has five certificates relating to fair trade, carbon footprint and responsible production. It is in the process of getting certification related to animal welfare and harmful substances.



For some consumers, animal products will never align with their values but as the fashion industry needs to urgently address its impact, there is still work to be done on both animal-based materials and vegan alternatives.



RETAIL

NAVIGATING RETAIL NOW

The retail arena has been through an incredibly challenging couple of years. Several speakers at Pure London addressed how to do business today and business trends that have emerged during the pandemic.

Alan O'Neill, managing director at Kara Change Management, spoke on how retailers must differentiate themselves to avoid becoming another casualty of the high street. Amy Hobson, partner and social media trainer at SocialB, provided some great advice on strategy for digital marketing and Roo Davies, founder of The Mojo Coach, spoke on how to cope when you feel burnt out and overwhelmed as a business owner.

"The death of the high street is fake news," said O'Neill on day one of the show. "Physical stores are not dying, bad retailing is." While online shopping is certainly on the rise, O'Neill highlighted how it still only accounts for 20% of all product purchases and there is still space for physical shops.

His advice for retailers is to differentiate themselves across product, people and place. Product should focus on key brands and categories to establish a retailer as a "go-to" destination for them. Place should focus on experiences that engage all senses to drive footfall and positive brand sentiment. Finally, strong customer service is key to boosting sales through finding the right people and training them well.

The pandemic saw a surge in new businesses opening online stores and several physical retailers go online for the first time. Developing a strong strategy with specific, measurable, attainable, relevant and time-based goals attached to it is key to continuing this success, said Hobson on the final day of Pure London.

She also discussed what has changed in this area since the pandemic: "Community and community management has become even



more important," she said. Many consumers turned to online spaces for connection and community during the pandemic and those that did it well are now thriving.

She highlighted case studies of Mutha.hood,

a clothing brand built around empowering women and girls as a strong example who have built a following of 161,000 on Instagram. Mutha.hood regularly share relatable stories of everyday life as a mother and feature their customers wearing their

product. She also gave a mention to Fairlie Curved, an online store for women with fuller busts. Started in 2020, it already has almost 16,000 Instagram followers. Fairlie Curved regularly share styling tips and advice for their niche audience which drives strong engagement.

The ups and downs of the last few years can really begin to take its toll, especially on small business owners. "You might think your most valuable asset is your stock, or your premise, but your energy is one of your most important resources," said Davies.

In her talk on thriving in the face of overwhelm, Davies advised Pure visitors to tune in to their "mental chatter" to check how they're doing. If they find that their mind is filled with noise, they're undermining themselves or catastrophising, it might be time to redress your stress levels.

One of the techniques that Davies works on with her clients is the SPARK acronym which stands for structure, progress, accountability, realistic and kindness. When faced with burnout, it can be easy to feel rushed into tasks and skip over time spent planning and organising but putting

in place a structure can help everything become more manageable. This can also help with the next step, taking stock of your progress. Looking at achievements can motivate you and drive more positive feelings toward yourself. Accountability means partnering up with a friend or peer to check in with each other to get support and ensure you are taking the time to plan and reflect on what you achieved. Many of us can be overambitious, but when we set unrealistic goals or focus on a goal that is too far in the future, we can end up losing our way or feeling demotivated. Finally, kindness helps to change our inner voice by asking 'what would I say to a friend in this situation?' It's not an easy time to be working in fashion retail, but our Pure London content programme has you covered with expert advice.



FASHION

PROMOSTYL

TREND FORECASTING

Promostyl is the new, official trend partner of Pure London. Founded in Paris in the 1960s, today the agency also has offices in New York, Tokyo, Beijing, Shanghai and Guangzhou.

The team were on site to ensure our visitors are well prepared for the spring/summer 23 season.

Interview with Sébastien Renault, Artistic Director of Promostyl:

WHY DID YOU PICK THE THREE TRENDS THAT YOU DID TO PRESENT AT THE SHOW?

That was a conversation between Pure London and us because we think these are the biggest trends now. All of them are part of the super mega trend that is eco responsibility. These three trends illustrate this the most.

To buy ethical garments is important, but if they are also colourful it's much better because they make you feel good, and health is very important. Now, we need to be comfortable in our head and in our

physique. And, more garments are basic, and good quality, so the less you will consume. And loungewear is also the notion of comfort and practicality.

WHAT HAVE YOU SEEN AT THE SHOW?

What I saw confirmed the trends we imagined a couple of years ago. The colours, jewellery made with shell, the flower prints, inspiration from animals. The choice is good.

HOW DOES THE UK MARKET COMPARE TO WHAT YOU SEE IN FRANCE

Personally, you were a precursor in a lot of things. For example, suits for guys. Then, you have had a lot of countercultures: punk for instance. Paris is good in luxury, but we don't have style. We are good in luxury, but not ready-to-wear. You inspire us.

WHAT SETS PROMOSTYL APART FROM OTHER TREND AGENCIES?

We start with the consumer, and we explain why we are choosing this colour, why we are choosing these kinds of pockets. We are very clear. Other forecasters might have some sentences you can't quite understand and if they are wrong, they can say 'no, it's not really what I wanted to tell you, you have a wrong interpretation'. This is the difference. We are specific, we have detail, and we have a very scientific process.

TREND 1: ETHIC IS CHIC

Presented by Promostyl's artistic director Sébastien Renault and assistant creative director Malaika Ewande, the "ethic is chic" trend kicked off the first of three presentations across the event.

Renault and Ewande said that inclusivity and resale are key to reaching the Gen Z and Millennial audience who are seeking out purpose-driven brands.

Gen Z, those born after 1997, now make up 32% of the global population. Their research shows 62%

of Gen Z and millennials looks for second-hand before they shop for new so incorporating resale will be crucial for the future survival of businesses.

“Gen Z are very individual. They love to feel distinct from the rest of the world.



Second-hand, whether it's from a vintage store, online, places like Depop or peer-to-peer, offers them this. It also helps them lower their footprint,” Renault said.

Regarding the need for inclusivity, Ewande says the traditional segmentation of fashion needs rethinking: “It's not about having a ‘curve section’ it's about including larger sizes across your store. It's also about scrapping gender and giving consumers the power to tell their own story. They decide what is sexy, what is cool, what they can wear.”

Their key tips for targeting Gen Z consumers are

to use social media but do it with a sense of authenticity and spontaneity, use influencers, give them unique experiences, engage in a two-way dialogue with them and offer promotional codes.

TREND 2: A RETURN TO ESSENTIALS WITH AUDACITY AND GAITY

The second key trend for spring/summer 23 presented by Promostyl on day two looked at a return to the essentials with audacity and gaiety. “Summer 23 calls for the softness and calm that is missing today,” said Sébastien Renault, artistic director of Promostyl.

For different consumers and different market segments, this return to finding joy appears in different forms. For some utilitarian outdoor wear is allowing them to get back to nature with parkas, raincoats and cargo trousers in “cheerful, fresh and summery” colours.

Others are exploring new identities in the metaverse which is influencing the physical world of fashion too with metallics, draped satin that looks as though it is melting across the body and glittering fabrics.

In the luxury sector “it

is nature orientated and invites you to find your peace again and do so in a sustainable way,” Renault added. It manifests in beach and sea-inspired looks with fishing net crochet knits and sand ripple prints.

Streetwear focuses on hyper creativity with pop colours and kitschy sportsmanship. Renault said: “This new generation is very creative. There is a desire for the luminous, baroque, extravagant clothes, punk or even a touch of Western.”

TREND 3: LOUNGEWEAR THE NEW CASUAL

“I bet you thought when restrictions lifted, we would all go back to wearing our old wardrobes. The data suggests otherwise,” Sébastien Renault, artistic



director of Promostyl said on day three of Pure London for the trend forecaster's final presentation of the show.

Loungewear-inspired pieces were up 12% in fashion collections and 61% of female consumers say they are allocating more budget to loungewear.

The loungewear trend has been driven by the rise of working from home and the number of people who took up fitness activities such as yoga over lockdown and have continued to enjoy them.

However, Renault also said, “Loungewear is migrating into the street and is being worn outside.” Consumers are

mixing loungewear with sportswear and more formal pieces to create comfortable outfits that still look chic. “There is a casualisation of the dress codes,” he said.

As such, tracksuits are being updated with more tailored details such as darts, tapered legs and more structured waistbands. Soft, seamless underwear and “pillow slippers” made from rubber are the perfect accompaniment. Natural fibres, organic cotton and soft ribbed knits imbue this timeless look with sustainable credentials.

“Comfort is the backbone of fashion now,” concluded Renault.

THE CATWALK

Always a highlight on the Pure London schedule, the catwalk was back with a curated edit of five key trends for spring/summer 23, a special spotlight on Romanian brands and a set from feel-good fashion exhibitor, Jayley.

Post-pandemic, a sense of fun and over-the-top glamour is plentiful, alongside futuristic technical wear as society ventures into the metaverse. There's also room for our renewed love of nature with a focus on wellbeing and sustainability. These played out across the five

trends: Kidult, Sundial, Natural Nouveau, New Utilitarian and Tide Green.

KIDULT Tapping into our love for nostalgia, the kidult trend turns fashion into child's play. Crayon colours, fun fur, chunky sandals and acrylic jewellery dominate this trend. There's no such thing as too much colour here. Turn your wardrobe into a dressing up box!

NATURAL NOUVEAU There's still room for the beige trend that's blown up over the past few seasons though with the natural nouveau trend. Safari shades don't need to be dull though, laser cut

prints, cut-outs and open lacing spice things up by putting a bit of flesh on show. Lightweight summer knits also help make this trend a tactile one as much as a colour palette.

SUNDIAL The sundial trend comes straight from the 70s with hazy hues of yellow and burnt orange mixed with some flower power and arts and crafts revival. Crochet, flared trousers and tasselled jackets also made an appearance. The prairie dress gets an update with subtle cut outs for a new twist on what has become a wardrobe icon over the past few years.

NEW UTILITARIAN A punk revival of head-to-toe black, chunky metal hardware and underwear as outerwear takes on a futuristic twist straight out of Blade Runner with angular shapes and metallic touches. Complete with skinny dark sunglasses for the full effect.

TIDE GREEN Wash yourself in a sea of green by going head-to-toe in various shades from emerald to algae. Let loose flowing fabrics and lava prints create a soft look with a touch of fantasy; like a siren emerging from the sea.

MARK HEYES AND LYNNE MCKENNA ON STYLING FOR THE 50+ CONSUMERS

Mark Heyes swapped the ITV studio for the Pure London catwalk on day one of the show to offer his expert insights on what the 50+ woman wants from her wardrobe. The stylist and presenter, who is best known as being the fashion expert on Lorraine, was joined by fellow stylist Lynne

McKenna, who has also appeared as a fashion expert on Lorraine and has worked with celebrities including Emma Willis and Nicole Scherzinger.

The duo co-founded My Instant Stylist, a new subscription box aimed at a mature fashion consumer including products tailored to them and their taste. The platform also offers styling tips and advice to inspire confidence and feel good through fashion.

The pair highlighted how the pandemic has had a negative impact on many women's body

image due to low activity meaning a change in body shape, adopting more comfortable clothing without the chance to dress up for occasions. What's more, the high street has changed, and many women have lost their go-to stores from their local high street.

"We're all a voice that can help women feel more confident," McKenna said on the stage.

So, what do the star stylists look for when sourcing style that makes women feel fabulous? They picked a few key pieces from Pure London exhibitors and talked us through it...





She's not a fan of skirts

For many middle-aged women, skirts have connotations of what their mother's wore and find the can look too prim and proper. Loose fitting trousers are flattering and more aligned with their taste. Jumpsuits are also something a bit more fun that can provide instant style without having to overthink it.

She prefers to cover her arms

Many women have gone through body changes during menopause that can make them self-conscious. Many women in this age category prefer a covered upper arm, but don't be afraid of interesting details such as rouching or a tulip sleeve which are still flattering.

She likes to have fun with colour and print

Animal prints and floral prints, in particular, are proving popular. This season, Heyes says prints with a brush stroke or "artistic" style to them are doing well too. Clashing orange and pink is also proving a point. These women don't want to be shrinking violets.

A "fabulous fling on" is a versatile wardrobe piece

Whether it's a floaty kimono jacket or a more structured wrap around, the type of item that you can throw on top of anything for instant style is something women really appreciate in their wardrobe. There are several low cut, cropped styles on the market targeted towards younger

consumers that are intended to be worn with little underneath, but showing an older customer how to layer them over a maxi dress, for instance, can allow them to be on trend and comfortable.

She's not afraid of a bit of bling

Metallic fabrics, sequins and chunky metal accessories also go down well with this fashion savvy consumer. A touch of embellishment exudes confidence and accessories can transform an item into something more wearable. Belts are key for making tricky "oversized" items work for this consumer by cinching in the waist.

THE AW23/24 TREND ROUND UP WITH BDA LONDON

Terrie Isaac, head of creative, and Kayla-Christal Pretorius, assistant creative consultant, at creative agency BDA London gave us the low down on trends for autumn/winter 23/24 on the final day of Pure London.

THE KEY THEMES

Escapism: the current mood to lift ourselves out of our present circumstances continue into the latter part of next year for. The idea of escapism takes multiple forms from extravagant dressing to engaging with the metaverse.

Nature's embrace: Consumers are redressing their relationship with nature and seeing it as more of a symbiotic relationship. This is driven by sustainability issues and a counter-reaction to the fast-paced change of technology.

Consciously creative: The need to slow down is also present in this theme with a return to traditional craft and handmade pieces that have a one-off feel to them.

COLOURS

"Saturated Brights"

continue the trend for dopamine dressing but moves from rainbow brights to more tonal variations that still pack a punch. The "Toasted Earth" colour palette taps into nature's warmer shades inspired by clay and rock. On the other side of the colour wheel, multiple shades of purple come to the fore from luscious lilacs to futuristic UV reminiscent of Blade Runner. The final colour story for autumn/winter 23/24 has been dubbed "Tapestry Tones" by BDA London and includes historical hues inspired by regency-era oil paintings, arts and crafts.

FABRICS

With the ongoing move towards more sustainable materials, recycled and reclaimed fabrics remain top of this trend. Distressed wools with a rugged finish or stretched open knit detail will also be popular for a utilitarian, outdoorsy look. Even occasion styles come with a rebellious edge in what BDA London has dubbed "Matt Lustre", including crushed velvets in muted colours. Sheer fabrics also dominate as baring a little skin continues to be on trend.

PRINT AND PATTERN

"Amorphous" patterns that appear as if they're moving will be popular

come next autumn, including marble and magma effects. The perfect accompaniment to the "Tapestry Tones" colour trend is a tapestry floral giving a soft antique feel. "Delicate botanicals" will also be present though with a style closer to embroidery and illustrations. "Ombre Diffusions" in warm colour and "Earthen Textures" which mimic shadows, rock formations and shell patterns lean into the back-to-nature vibe. Finally, the "Linear" pattern trend offers bold, thick stripes, geometric shapes and zig zags for an antidote to the season's soft, curvaceous and feminine themes.

SILHOUETTE

The yearning for comfort lends itself to relaxed forms, and off-the-shoulder drapes for autumn/winter 23/24. However, styling will mix up clothing of different lengths and volumes for layered looks with intrigue. This lends itself well to mix-and-matching vintage styles and trends with more modern pieces. When the moment calls for it though, glamour goes hard and there's no such thing as "too much" so expect full lengths with plunging necklines or thigh-high splits or froufrou skirts and sleeves that get noticed.

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