

pure  
LONDON

16-18 July 2023 | Olympia London



REGIONE SICILIANA



# FESTIVAL OF FASHION

A REVIEW OF SICILIAN EXHIBITORS  
AT PURE LONDON JULY 2023

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

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# BACKGROUND



## SICILY AT PURE LONDON

The Sicilian Region is always looking for premium shows that will

help Sicilian companies to export their garments and products. Pure London is an important show to facilitate this aim, allowing the Sicilian Region to showcase the range of

brands on offer. Sicily is proud to support the export of unique designs to buyers all over the world.



## ALESSANDRO BIASIOTTI, HYVE'S AGENT FOR ITALY



said, "We work closely with the Sicilian Region, and are committed to supporting them for international events. We are very proud of the Sicilian companies we have on board here at Pure London. It is important to support them abroad, as they are so special, colourful and unique, with a hint of historical heritage.

I am very happy with this event; we've seen many new customers. I am

aware of the responsibility we have, promoting the Sicilian Region, as they are seen as a beacon and important leader of fashion. I am looking forward to bringing more brands across next year – we have the potential to double the number of companies exhibiting."





Click to watch



“

We choose Pure London  
because it's a celebration of  
fashion.

**MANDFIRA**

“

We have met  
a lot of buyers

**MANDFIRA**

“

It's a very good starting  
point for us to promote  
our products.

**FIOR D'ARANCIO**

“

The buyers we have met  
are of high quality, its going to  
be very successful for us.

**FIOR D'ARANCIO**



# SOCIAL AND PRESS

## SOCIAL SHOWCASING

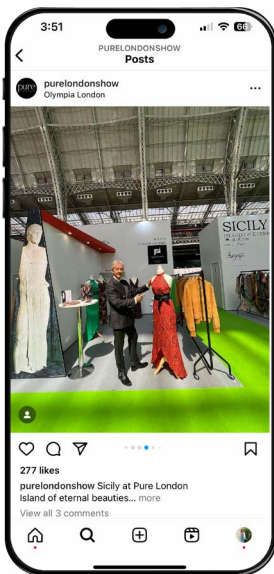
Social media is a vital marketing platform, so we use it to reflect who we are as a brand and what we're doing to push boundaries. Vibrance and diversity is present throughout our

content, from celebrating global exhibitors to exploring key themes.

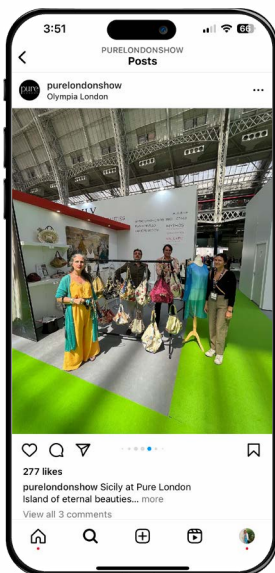
At Pure London, we take pride in showcasing our talented exhibitors from all over the world both at the in-person event and just as importantly, on social media.

- 📸 178k accounts reached
- 📺 39k followers
- 📌 219.4k monthly post reach
- 🌐 5k+ followers

\*stats accurate as of June 2023-July 2023



# Featured on PURE LONDON SOCIAL CHANNELS





Robert Sapwell



“It was great to showcase Regione Siciliana at Pure London. As a key international market leading fashion event in the UK, international participation at Pure London is so important.

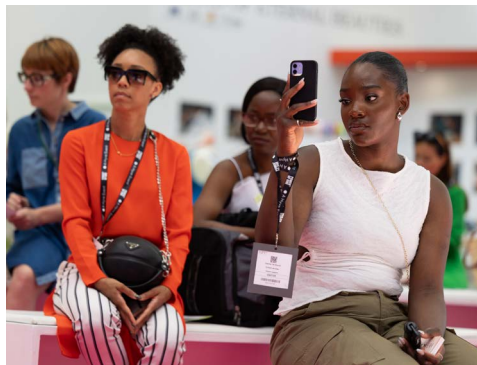
The brands represented at the show displayed Sicily’s rich history and cultural importance, and they were able to connect with their peers and meet the significant number of buyers attending the show. The feedback received from these brands has been very positive, from their experience at the show, conversations with buyers and building relationships with their fellow brands exhibiting as part of the Sicilian region. It was also wonderful to see a selection of the region’s designers take part and be showcased on our Pure Catwalk.



Italian fashion is world-renowned and the opportunity to present this to the UK market is invaluable; it was very pleasing to again work with Regione Siciliana, and I am looking forward to seeing more regional and national participation from Italy at Pure London over the next few years.”

**Robert Sapwell, International Development Director, Pure London**

Robert.Sapwell@hyve.group



## SEE YOU NEXT SEASON

Have you heard the fantastic news hot off the press yet? JATC will now unite with Pure London at Olympia London where the entire fashion community will be able to experience a fully transformed show all under the same roof in the heart of London.'

Click the link below to read more on  
Pure London & Just Around The Corner  
Uniting from February 2024

[READ MORE](#)



11-13 February 2024 | Olympia London

Organised by



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