

pure
LONDON

17-19 July 2022 | Olympia London



PURE IS BACK

**A REVIEW OF ITALIAN EXHIBITORS
AT PURE LONDON SS22**

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INTRODUCTION

ITALY 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.

The theme at Pure London SS22 was inspired by a marble statue discovered on the island of Mothia,

called 'The Young Man' or 'The Charioteer'.

Celebrating the history, myths and cultural heritage of the Sicilian region, presenting images of the statue to Pure London visitors and buyers shows the rich history of craftsmanship in the region.



ALESSANDRO BIASIOTTI, HYVE'S ITALIAN AGENT

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."



QUOTES



GABRIELE DI MICELE - SYRTARIA

This is not the first time this brand is exhibiting, but it is my first time at Pure London. The buyers are nice and easy to speak to, showcasing the clothing. I have been

collecting contacts to build relationships with buyers. I think it has been a success and the designer is very happy.

The aim of us being here is to tell our brand's story, the inspiration behind our designs, and I feel like we have been able to do this face-to-face.



MARIA ARGENTO - PIKLA

I have not exhibited at Pure London before, but it has been successful and enjoyable. The reason we came here is to relate to our clients and tell our story directly to our

customers.

We have made lots of contacts that we will continue to liaise with, so for that reason I would say this event has been successful for networking and I will be attending again.



FERDINANDO PATERMO - PATERMO

This is my second time exhibiting at Pure London and it will not be my last. This year has been the best for collecting contacts, I am feeling surer in myself after attending the

first time, I know how to speak with the customers.

It has been great connecting with other brands as well as buyers. I have even been approached about collaborations with other exhibitors. I will most certainly be attending the next event to showcase our new collection.



CARMELO NICOTRA - SCOCCA

This is my first time attending Pure London and I love it, the location, the buyers and the colours. It is very beneficial to my brand, and I've made some

interesting contacts that I will continue to speak with after this event.

The best part of this event is being able to speak directly with our customers and see how other brands work and draw inspiration.



DANIELA NAPOLITANO - DANIE

This is a beautiful event; I am grateful to Sicily that we are able to exhibit at Pure London.

It is lovely that we can connect with other brands that are from our region; we all have the

same values and needs, to keep up with sharing our products to the UK market.

Pure London is a chance to get closer with retailers. International connections are difficult, but with events like this, it builds the bridge to assist with those sales.



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.

- 159k accounts reached
- 30.5k followers
- 160.9k monthly post reach
- 2.4k monthly views

*Stats accurate as of June 2021-July 2022.



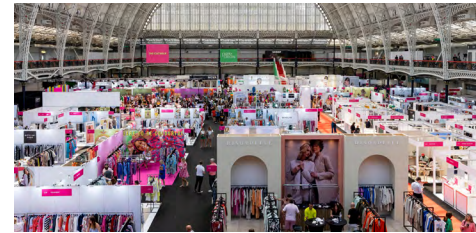
"It was great to showcase Regione Sicilia at Pure London. As a key and international market leading fashion event in the UK, international participation is so important.

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 Regione.

Italian fashion is world-renowned and the opportunity to present this to the UK market is invaluable; it was great to work with our Italian agents and Regione Sicilia and I am looking forward to more regional and national participation at Pure London."

Claudia Reeves, European Development Manager, Pure London

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L O N D O N

Organised by



“Thank you to all the international exhibitors that showcased their collections at Pure London. We hope to see you again soon at Pure London 2023.”

Rob Sapwell
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