

pure
L O N D O N

17-19 July 2022 | Olympia London



PURE IS BACK

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

purelondon.com

Fashion | Ready-to-wear | Accessories | Jewellery | Footwear | Network | Trade | Learn | Inspire



INTRODUCTION

POLAND AT PURE LONDON

The Polish fashion industry is one of the most important sectors of the Polish economy, consisting mainly of small enterprises that have made significant progress in recent years.

With over 13,000 clothing manufacturers and growing exports, Poland facilitated 28 brands to attend Pure London, providing a space for entrepreneurs to establish new business contacts and maintain existing ones.

There was an overarching theme of sustainability

through these Polish brands, with many reporting the increased requests from buyers to source sustainable and ethical products.



MARIOLA KURKIEWICZ, HYVE AGENT PARTNER FOR POLAND

said, “Pure London is a must on the Polish fashion industry agenda. This edition was very special, supported by the Ministry as part of their Go To Brand Programme, with a national stand and vast Polish representations – not only exhibitors, but also dedicated trade manufacturers. Exhibitors made new contacts and the event was inspirational, forecasting new trends with creative discussions among fashion professionals. Finally face-to-face meetings could take place, much longed for by the industry!”

We are delighted that some of the samples of clothes made by Polish designers were chosen by independent fashion professionals to be shown on the catwalk during the show.

Overall, the feedback from exhibiting companies has been good; a huge thank you to the organiser for attracting professional visitors, perfect organisation onsite and support. Some Polish companies as well as a few trade manufacturers have already confirmed their interest in the next edition of Pure London.”



QUOTES



ECO LEINEN – DOMINIKA KOWALSKA

This is our first time exhibiting. The diversity is amazing, and the people are wonderful.

I did not know what to expect from Pure London, but I am stunned! The designers exhibiting are great and I was so inspired by the catwalk. I am a designer – so it's been a great experience. We have spoken to so many wonderful visitors and made some great connections with buyers, starting to build a network of contacts who we will stay in touch with. We also work with Australia, USA, and Belgium markets.

Our expectations of trade shows are very high now, Pure London has set the bar for us – we will come back next season! The connections you can make here, as a brand, a producer and a designer are amazing – there are so many different services. It is great that a lot of brands are eco-friendly and sustainable, and we are raising awareness around that. I came here for networking and hope to expand to other countries and other markets now – I am just starting out, but this experience has inspired me!

We would not have been able to be here had we not had the support from Poland, and there are a lot of Polish exhibitors because of the support we have all received.

is that it's quite big, and we have had some good conversations with retailers.

We have felt really supported by Poland to be here.

MARLU – MALGORZATA JAROSINSKA

This is our first time at the show and exhibiting in London. It's been good – my first impression



RE:SIN – EWA KRAJEWSKA

The buyers at Pure London are interested in our product and they appreciate what we are doing, we have made some

excellent contacts. We love being here and seeing all the sustainable products that brands have to offer. I would recommend Pure London to other brands and would consider this has been a good show for us.



Embassy
of the Republic of
Poland in London

COUNSELLOR ANDRZEJ KRĘŻEL, HEAD OF ECONOMIC SECTION AT THE EMBASSY OF THE REPUBLIC OF POLAND IN LONDON

Amazing turnout of 28 fantastic Polish companies at a key UK fashion trade show in London! They showcased stunning womenswear

and footwear, as well as accessories, including beautiful amber jewellery, hand knitted adornments, and much more!

Poland's fashion industry has developed in recent years, pushing forward with innovation and creativity and brands have greatly benefited from the Ministry of Economic Development and Technology's Go To Brand fashion promotional programme.

COMPANIES

PURE LONDON WAS DELIGHTED TO WELCOME THE FOLLOWING COMPANIES FROM POLAND:

PURE WOMENSWEAR

BALLERINAS'SECRET
Hermetic Square
Hey Popinjay
I LOVE GRAIN
La Fenice
MałaMi
Marlu
Ministry of Economic Development and Technology
Movelle
NOSUGAR
Nudyess
Panapufa
Paola
Passion – Free Your Senses
Paulina Kalenik
Pinokio
Rebel Skin
ReinKreacja
Soul Label
Vicher
YOLO LOOK

PURE ACCESSORIES

Karen Accessories
Militu
RedHot & No More Bags
Baby
RESIN
SocksandSandals

PURE ACCESSORIES DESIGN LAB

Oucollie

PURE FOOTWEAR

Kacper Global

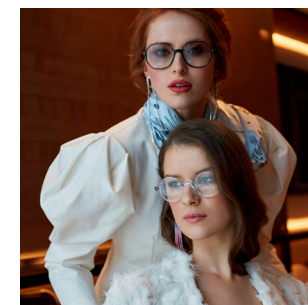
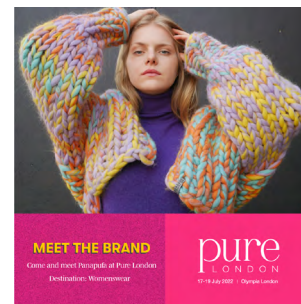
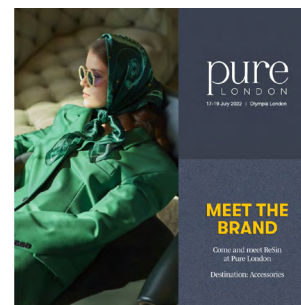
PURE JEWEL

Kamena sc

“We’ve had lots of positive interest and I think it has been a good show so far. I would definitely recommend Pure London to other brands and producers.

We’ve felt very supported by Poland – we couldn’t have been here without the support. I’m really pleased with the mix of buyers and retailers here, and overall, I’m glad to be here. This is our first trade show ever, and a good chance to test our approach and we’ve made some good contacts.”

Tomasz Czyzenski -
Nudyess



ReSin, Panapufa and Vicher

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.



“We were very excited to be back at Pure London this season, a key and international market leading fashion event

in the UK, especially as we were showcasing the largest participation of Polish fashion brands Pure London has ever had. It was a pleasure working with the Polish Ministry, the Polish Embassy in the UK and our agent partner to ensure our visitors were able to see the Polish fashion potential and trend-led collections as well as creating a platform for brands to connect and build relationships with UK buyers. Across the 28 fashion brands showcased

in this season of Pure London, we have very positive feedback on the orders and connections they made across the 3 days of exhibiting and would recommend Pure London to other brands. This is just the start of an exciting journey with growing the Polish fashion market in the UK and at Pure London.”

Melissa Ramage, European Development Manager
Melissa.Ramage@hyve.group



pure
LONDON

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, European Development Director
 +44 (0)203 545 9773