

pure
LONDON

17-19 July 2022 | Olympia London



PURE IS BACK

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

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



INTRODUCTION

ROMANIA AT PURE LONDON

Romania brought 12 brands to Pure London, showcasing their designs across womenswear, accessories and shoes. This season marked their first catwalk show, with aspirations of reaching

a wider audience using this platform. Being one of the largest producers and exporters of apparel in Europe, Romania benefits from centuries-old traditions in clothing production, with ethical and sustainable practices in line with EU law. Romania has funding from the Romanian Ministry

of Economy to assist with a minimum of seven companies attending Pure London. This season, with 12 in attendance, their aim is to build connections with buyers, to develop a broader customer base.

LIGIA STAN, PRESIDENT OF ROMANIAN CONTEMPORARY JEWELLERY ASSOCIATION

said, “We have participated in Pure for eight years now, for both Spring/Summer and Autumn/Winter editions. We have funding from the Romanian Ministry of Economy, to bring a minimum of seven companies. This time we have had 12 companies bring their designs across womenswear, accessories, and shoes. We had a catwalk for the first time, and our designers were delighted with the response. We have made a lot of connections with buyers which have turned into orders and collaborations with

magazines. Next year, we are looking to make our presence on the catwalk even stronger and engage with the event PR earlier to ensure our brands are promoted. There is a lengthy process to issuing funding and getting companies on board, we need six months, so we need to work with the show organisers to promote it to our brands much earlier to ensure we get the funding in place to welcome as many great companies here as possible next season.”



QUOTES

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ANNE CARO

ANNE CARO

This is my first time exhibiting, our brand is still young at just one year old. We want to raise awareness of our brand as we only have an online presence so we are looking to find some agents who are more familiar with the local market.

We chose Pure London because of the location and the market, buyers in London are more

courageous when it comes to their style and fashion.

As my first time exhibiting, I am finding it to be a great learning curve, and it is great for networking too. We are making those connections between our brand and the buyers.

Overall, as a new brand, this event is exciting. I am enjoying being able to see other designers and seeing what is going to be popular next season.

CRISTINABACIO

CRISTINA BACIO

This is my first time exhibiting at Pure London. So far, it is a good experience, we have got some great contacts which we will continue speaking with.

My brand has a big presence online with customers all over the world, however we have none in the UK so we are hoping that after this event we will build those relationships in the UK market.

NISSA
your style, our story

ADRIANNA PONCU - NISSA MANUFACTURE SRL

We have been exhibiting since 2011, and this year have met with a lot of new buyers as well as meeting

our current clients and have opened a good number of new accounts.

We are very pleased with the mix of buyers. We have seen sustainability appear as a top consideration for them, and their customers - everyone is interested in the sustainability aspect of our garments.





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.



“Pure London has been an important opportunity for the Romanian brands, both new and regular to the show, to be able to reconnect face-to-face with UK retailers after more than 2.5 years away. Romania has been organising national participation for almost a decade with us and we hope to bring it to another level to mark the 10th year of partnership.

12 brands took part in the last edition, and the catwalk scene dedicated to Romania enabled them to showcase their collections to buyers looking for newness.

Our collaboration with Romania will intensify and we hope to offer an even more varied offer in the next editions in collaboration with the Romanian jewellery association supported by the Ministry of Commerce of Romania.”

Nihat Berktaş, European Development Manager, Pure London

Nihat.Berktaş@hyve.group



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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
European Development Director
+44 (0)203 545 9773