

pure
LONDON

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PURE IS BACK

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

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INTRODUCTION

TURKEY AT PURE LONDON

As a group, Turkey has been attending Pure London since 2017. With easy access to high quality raw materials and young and dynamic fast fashion design, their aim was to provide more information

about Turkish export and Turkish brands to global buyers.

iHKiB helped brands and companies attend and subsidised the costs by 70%. They took care of the application process, enabling them to apply to iHKiB, split their payments into manageable

instalments and then attend Pure London.

Their goal at Pure was to create a starting point and give a launch for Turkish brands and companies, and support them in every step with government support.



FIDE KARAKOYUNLA - INTERNATIONAL FAIRS SPECIALIST AT IHKIB

“We come to Pure London every six months; it is the only exhibition we attend in the UK. This exhibition is really important for us, the first after Covid, and after Brexit, and we are pleased.

We have had 198 meetings and 24 orders across our 9 companies.

We are going to about 24 exhibitions in the year, in the US, Paris, Germany and Australia and are

always looking for new exhibitions, we only select the biggest and most popular exhibitions, and we must have the confidence that they will deliver enough buyers for us to participate. We think Pure London provides just what we are looking for.”



EFSUN GOKPER - FONEM

This is our third season exhibiting here, it is the first show post-pandemic,

we have good customers here that visit us.

We are exhibiting our new models and letting people know that we are here. We believe in our collection, style, and quality.

Sustainability is important to our brand and our customers, 60% of our items are recyclable, even

the packaging.

This year's event is very diverse, we are seeing a lot of countries exhibiting. It is good to see unique styles, I love innovation.



KILINC YETKINER - DIRECTOR OF SALES AT EXPOTIM

We have 20 companies here at Pure London and our client relationship manager has reported a very good show,

with good buyers attending. We recognise the manufacturing cycle can be up to 18 months, and were not expecting orders at the show, but connections to be made and built upon. Connections are important. For me, it is great, I recognise the long-term investment of

attending Pure London. We are at the first step, post-pandemic, which is encouraging, with good potential for the coming months and years.

IZABELLA

PAUL TATE - IZABELLA

We have done the show for many years.

We come to these events because we need more business in this area [London], we have opened

six new accounts so far.

I am here to speak with customers. I can call new retailers whenever; however, I cannot sell my products over the phone, meeting them face-to-face is so important.

Pure London is great because it is a different audience, and we also see international clients. The location is what sets this

aside from other events, it is easy to get to.



EDA AKPINAR - QUO

Our objectives when coming here were to find an agent and find the right buyers. Our brand and style is very niche.

Boutique businesses are hard to find around Europe, but there are plenty in the UK market

which is important to us because those are the kind of buyers we are looking for and who understand our collection.



“Pure London has been an important opportunity for our Turkish businesses, brands and manufacturers to meet with UK buyers face-to-face after more than 2.5 years away. The global context where retailers are shifting their supply chains to closer countries to facilitate supply problems has created new opportunities for Turkey.

We had a total of 30 participating companies, a greater offer from Turkey has therefore made it possible to provide our visitors with a variety choice.

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L O N D O N

Organised by



These companies were able to connect for the first time with the fashion sector in the UK, meet potential partners on the market and the “key players” of the market, from boutiques to department stores and large retailers, to write orders, and to properly begin their development on the British market as well as for some to reconnect with their usual customers. As our Turkish customers tell us, there is nothing better than face-to-face to sell in this sector.

Pure London being the gateway to enter the market, our partnership with IHKIB that started more than 6 years ago, proves that the appetite of Turkish brands for our market will continue and we continue to work collectively in this direction also with our representatives on the market.”

Nihat Berktaş, European Development Manager, Pure London

Nihat.Berktaş@hyve.group

“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