

pure  
LONDON

16-18 July 2023 | Olympia London

ENTERPRISE GREECE  
INVEST & TRADE

FISHMOTION



Access Fashion

# FESTIVAL OF FASHION

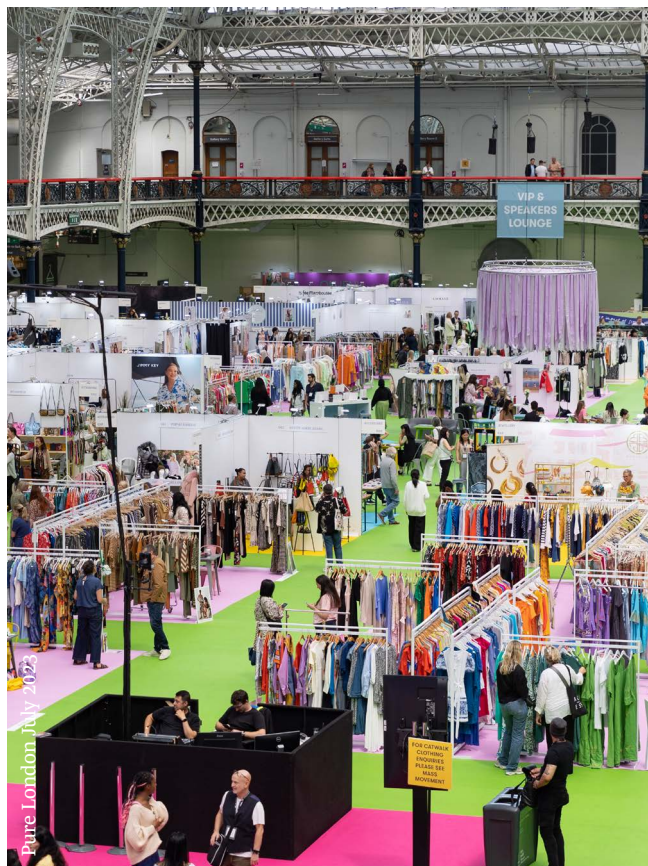
**A REVIEW OF GREEK EXHIBITORS  
AT PURE LONDON JULY 2023**

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

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

# INTRODUCTION



## GREECE AT PURE LONDON

‘This season Pure London showcased a myriad of Greek fashion, accessory and jewellery brands including ACCESS Fashion, Alexandra Tsoukala, Christina Brampti, Coocu Resorts, Georgia Charal Art Jewellery, Haris Cotton S.A., Katerina Vassou

Jewellery, Mara Made In Greece and Sandy Tzatzou.

Many of these beautiful Greek brands joined the Pure London line-up for the first time and offering visitors an insight into the glamour of Mediterranean style.’

“

Fishmotion collaborated closely with Enterprise Greece on this project, recognizing the growing interest of the Greek fashion industry in the UK fashion market. A total of 17 Greek fashion, accessories, jewelry, and footwear companies participated in the SS23 Pure London edition. I am confident that our presence will continue to expand in future events, as Pure London offers an exceptional platform for Greek companies to access the UK fashion market ecosystem and enhance their export opportunities.

*The support provided by Enterprise Greece has been and continues to be of paramount importance in achieving such a successful outcome.”*

**COSTAS KOUTSANTONAKIS,  
FISHMOTION / PURE  
LONDON - BUSINESS  
DEVELOPMENT MANAGER  
GREECE**

# COMPANIES

**PURE LONDON WAS DELIGHTED TO WELCOME  
THE FOLLOWING COMPANIES FROM GREECE**



## WOMAN

- 4 Tailors
- Access Fashion
- Coocu Resort
- Haris Cotton S.A.
- Sandy Tzatzou
- Sorbet Island
- We Coss

## ACCESSORIES

- Nudo Monk
- Pure Yellow

## SHOES

- Sibylla Delphica

## JEWELLERY

- Alexandra Tsoukala

- Anna Key
- Chrisitina Brampti
- Georgia Charal Art Jewellery
- Katerina Vassou Jewellery

## SUSTAINABLE

- Flowers & Leaves
- Line Planet

*We see a lot of brands in showrooms but always come to Pure London to pick up a wildcard. We came today looking for womenswear and found some beautiful accessories. We loved Alexandra Tsoukala!*

**BUYER JANE DAVIES**





## Greece on PURE LONDON SOCIAL CHANNELS



# 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

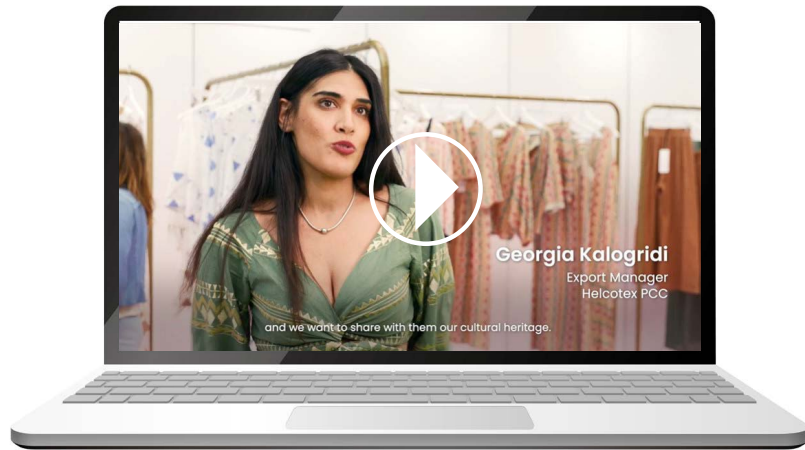
## FEATURED PRESS:



APPAREL  
OZON  
boutique.



Click to watch



“

We believe now is the right time to come

ALEXANDROS VLATAKIS

“

We want to share with them our cultural heritage

GEORGIA KALOKRIDI

“

We wanted to expand our brand internationally

SANDY TZATZOU

“

The UK market is a very strong market for fashion

ALEXANDROS VLATAKIS

Robert Sapwell



It was wonderful to see 17 Greek designers and brands back at Pure London Spring/Summer 2023. All of the brands brought such a colourful ‘newness’ to the show and their presence certainly resonated with the significant numbers of buyers attending the July event. Orders were taken, and many contacts were made. One exhibitor even had ASOS on their stand despite it being their first ever trade show outside of Greece. This goes to show how well received Greek designers are by our visitor audience when they exhibit at Pure London.

This fantastic Greek showcase could not have been achieved without the support and backing of Enterprise Greece, and this July we have taken a big step in working towards more Greek brands being present at Pure London throughout 2024 and beyond.’

**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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