

pure LONDON X JATC
JUST AROUND THE CORNER

14 -16 JULY 2024 | OLYMPIA LONDON

Be part of
London's Festival of Fashion

● A Hyve Event





Welcome

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Welcome to Pure London x JATC. We have been blown away by visitors' reactions to the first combined Pure London x JATC. We are driven by the vision and desire to make buying easier and better for buyers.

By uniting with JATC, and with Pure London's 25-year history, the combined teams can pool their expertise, resources, and network to create the leading fashion trade show experience, meeting the needs of buyers and offering the very best collection of brands under one iconic roof at Olympia London.

We have created something fresh and I, and the whole team at Pure London x JATC, look forward to continuing the journey in July and onwards.

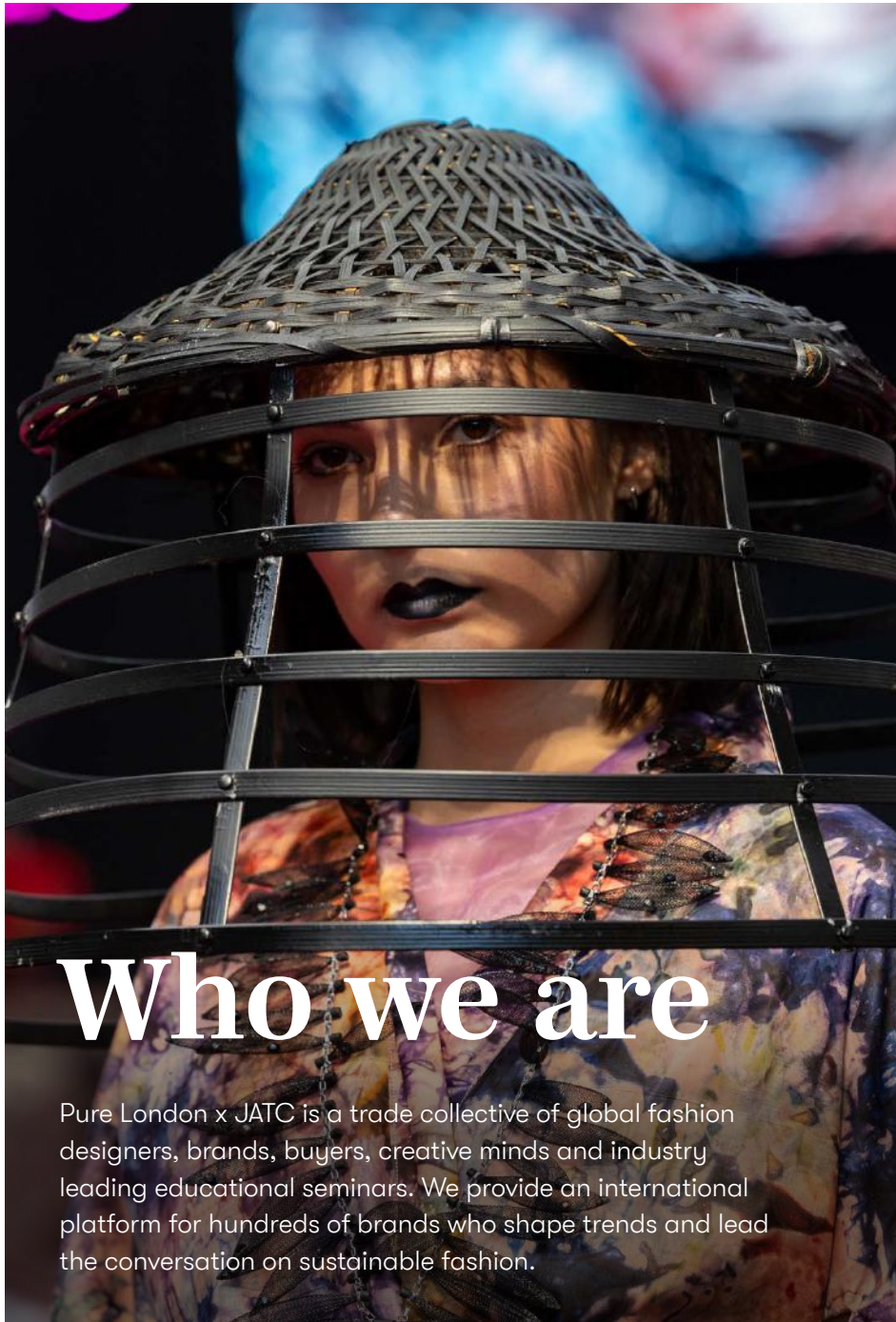
- Gloria Sandrucci, Event Director

“

Pure London x JATC came together to give buyers and the fashion industry a more cohesive and convenient buying experience, and it has been so pleasing to see their support with brilliant attendance across the three days in February. The buying energy has been really positive and we're already looking forward to coming back in July!

- Juls Dawson, Founder & Creative Director, JATC





Who we are

Pure London x JATC is a trade collective of global fashion designers, brands, buyers, creative minds and industry leading educational seminars. We provide an international platform for hundreds of brands who shape trends and lead the conversation on sustainable fashion.

Our mission

...is to become the UK's most inspiring and diverse celebration of fashion, providing the most trusted trends insights, speaking up for sustainability, and offering transformative business opportunities



Meet our buyers

Pure London x JATC have a shared vision to offer the best buying experience to all of our new and returning buyers.

Check out who's previously attended our shows...

Independent

ambas
jewels

BEST KEPT SECRET
by Anna Martin

BOUDICCA
ITALY

CHI
LONDON

CORDELIA
JAMES

cristal
BOUTIQUE

dragonfly BOUTIQUE
HEBDEN BRIDGE

ef

FRAN + JANE

GILLIE G'S

GLAM & GRACE
BOUTIQUE

Lilac Rose
BRIDAL

whitecoco

Department & Online

ASOS

LUVVIT

MAISON et VIE

DOMINO
STYLE

BARKERS
NORTHALLERTON

BROWN THOMAS

THE HOUSE OF
BRUAR

OSO
BOUTIQUE

slate
CLOTHING

Multi store

ANTHROPOLOGIE

ASDA

D
DEICHMANN

END.

El Corte Inglés

FLANNELS

Galeries
Lafayette

FOOTASYLIUM

JD

M&S
EST. 1884

MONSOON

FRASERS
EST. 1849

HARVEY
NICHOLS

HOOPERS

JACAMO

JARROLD

NEXT

Sainsbury's

schuh

SOLETRADER

JOHN LEWIS
& PARTNERS

LIBERTY.

MORLEYS
- ESTABLISHED 1880 -

SPACE NK

size?

T.K. maxx

URBAN
OUTFITTERS

QVC®

SELFRIDGES & CO

SilkFred

...and many more

What do our visitors say?

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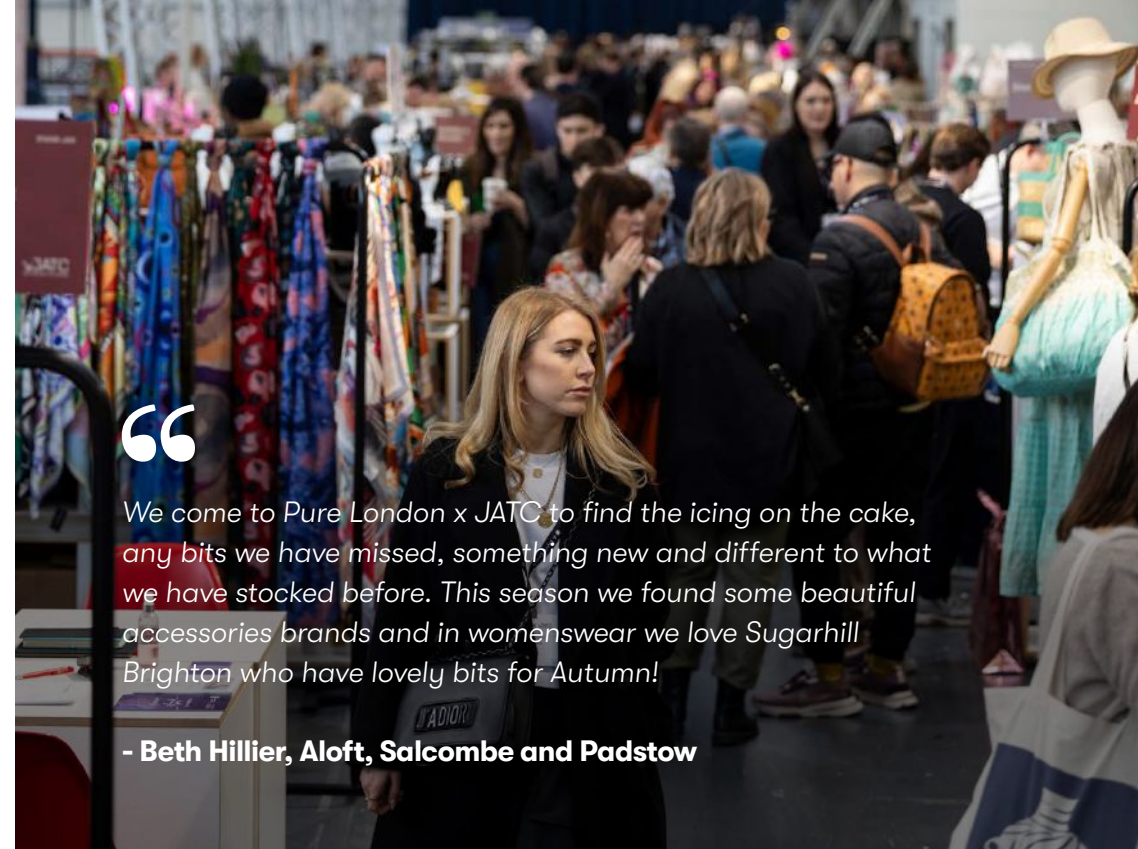
It has been really relaxed which is lovely. Still buzzy but a great environment. I love all the new brands from JATC, I haven't been able to go to that show before, being in South Devon I can't come to London multiple times or visit lots of different places when I am here, so I love everything being together and combined in the one show

- Andrea Carless, Maison Et Vie

“

It's been a good show, and you know it has been a good show when you run out of time! There is a great buzz and vibe to this season. I have found some new brands and seen some brands that haven't exhibited for a long time back at the show, which has been really positive.

- Sarah Palmer, N Shelley Billericay



“

We come to Pure London x JATC to find the icing on the cake, any bits we have missed, something new and different to what we have stocked before. This season we found some beautiful accessories brands and in womenswear we love Sugarhill Brighton who have lovely bits for Autumn!

- Beth Hillier, Aloft, Salcombe and Padstow



“

It has been really good to connect with people and, as an online brand, to show our faces. The show has enabled us to be more open-minded and it's been great to see all the new emerging talent. It was also good to see lots of European brands here. The catwalk show was amazing, so much thought had gone into it from the high-quality outfits to the music following the Cabinet of Curiosity theme. It was fun and we will definitely be back!

- Samantha Duncan and Summer Prescott, Debenhams

Visitor Quality and International statistics

* Pure London x JATC Feb 2024

+20%

increase in visitors with purchasing responsibility

+18%

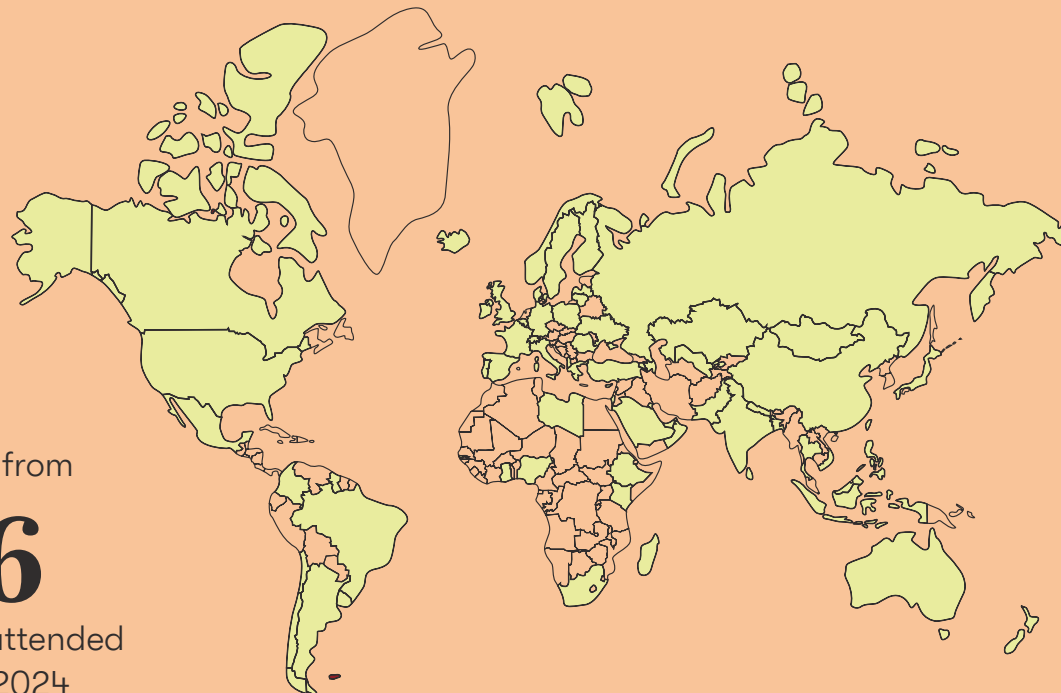
increase in visitors with CEO/Owner/Buyer job titles

+15%

increase in visitors attending to buy products

74%

of visitors held purchasing power or CEO/Owner/Buyer job titles



Visitors from

66

countries attended in Feb 2024

Visitors from the top 10 countries were up +22% vs Feb 23

Top 10

attended countries

United Kingdom

Ireland

France

Türkiye

Italy

Spain

Germany

United States

Greece

Netherlands

Visitors from the UK were up +25% vs Feb 23



1.

Generate Leads and Sales

Pure London x JATC is an order writing event. Exhibiting at a trade show can lead to immediate sales and the generation of high-quality leads.

Why exhibit with us?

3.

Increase Brand Visibility

Pure London x JATC offers a chance to boost your brand's visibility and awareness. By presenting your products in person, you create a lasting impression.



5.

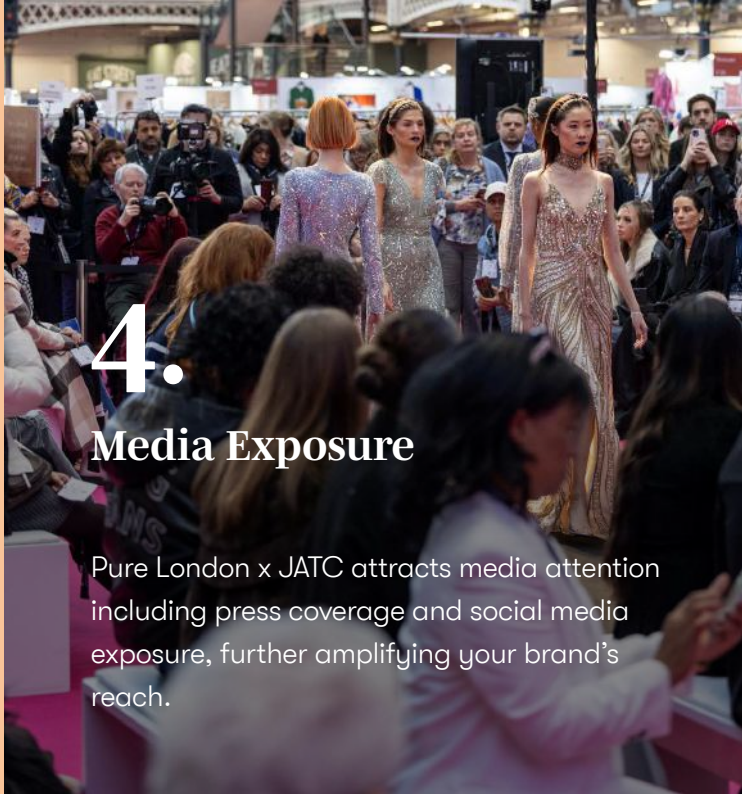
Find an Agent

We partner with FashionNet Anton Dell who are the world leaders in helping brands find agents and distributors globally. Explore your next steps of finding a fashion agent.

2.

Network and Build Industry Relationships

Pure London x JATC provides an excellent platform for networking with industry professionals, buyers, and potential collaborators.



4.

Media Exposure

Pure London x JATC attracts media attention including press coverage and social media exposure, further amplifying your brand's reach.

6.

Gain trend advice

Pure London x JATC offer a free trend presentation to all exhibitors forecasting insightful expert knowledge into upcoming trends.

What our exhibitors say

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Last season I showed at Just Around The Corner and I am very happy to be at the first combined show. I think it works really well to have one show and one date. The event was great for me, I don't have a showroom or a shop, so this becomes my showroom for three days and I invite buyers to see my collection in person. I have done lots of business here and I have written orders for many new customers. I'm very happy!

- Cara Melzack, CEO and Founder Cara and the Sky

“

The show has been really good for us! We have been pleasantly surprised every day by how busy it has been. We have taken orders from mostly new accounts but also seen our existing stockists. I have shown at both Pure London and JATC separately before and everyone wanted the shows to combine. Our customers have all come, and they have stayed much longer coming back 2 or even all 3 days!

- Helen Barker, Co Founder & Director The Fika Edit



+27%

increase in exhibitors

(YoY- Feb 23 v Feb 24)

“

This is our third time at Pure London and we're really seeing the benefit of showing consistently. We're still a new growing brand but we're starting to see a buzz and people recognising us from the previous two shows. We've loved seeing our repeat customers and it's been busy with new customers too.

- Shelley Herring, Head of Buying & Brand, Another Sunday



“

Today has been like a fairytale, completely unexpected. We've had every multiple here, and almost everyone who stopped has ordered straight away. The way the show is set up, the retailers can see the product perfectly, we're delighted. We've had the most incredible multiple buy for all of their stores, we can't wait to see what the rest of the show brings!

- Nikki Collins, Founder Conscious Yoga Collective

Find your destination



Sustainable

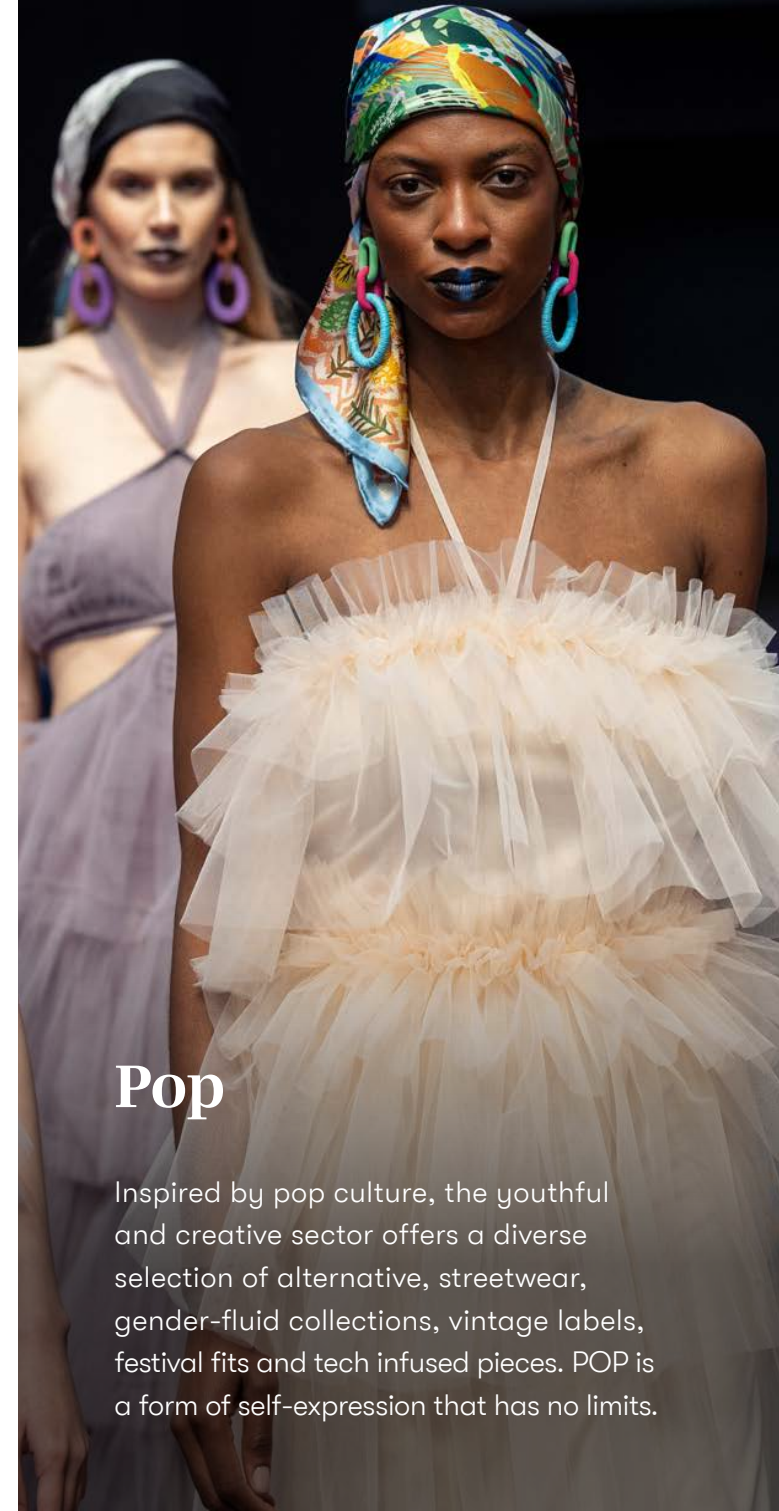
Sustainable showcases conscious exhibitors leading the way in addressing their environmental and social impact. We use the United Nations Sustainable Development Goals to assess the impact of all exhibitors, who must demonstrate that they are tackling specific key issues to exhibit within the destination.

Woman

Woman is Pure London x JATC's largest show destination, featuring collections from both established and up and coming names in the fashion industry. A beautifully varied selection of styles from athleisure, everyday basics, luxury, high street, occasion wear, lingerie and resort wear.

Pop

Inspired by pop culture, the youthful and creative sector offers a diverse selection of alternative, streetwear, gender-fluid collections, vintage labels, festival fits and tech infused pieces. POP is a form of self-expression that has no limits.





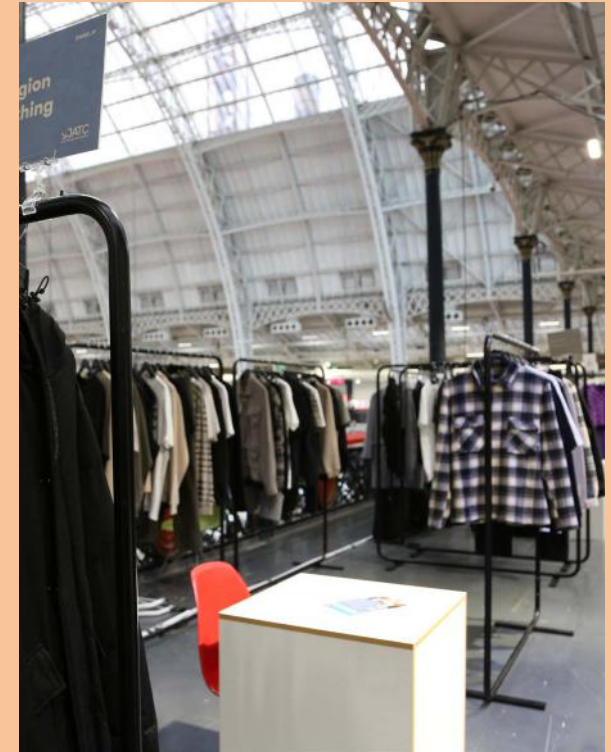
Jewellery

The all-encompassing Jewellery sector is our fastest growing destination and will showcase fashion jewellery and statement pieces to semi-precious stones and gold-plated jewellery, complimenting any outfit.



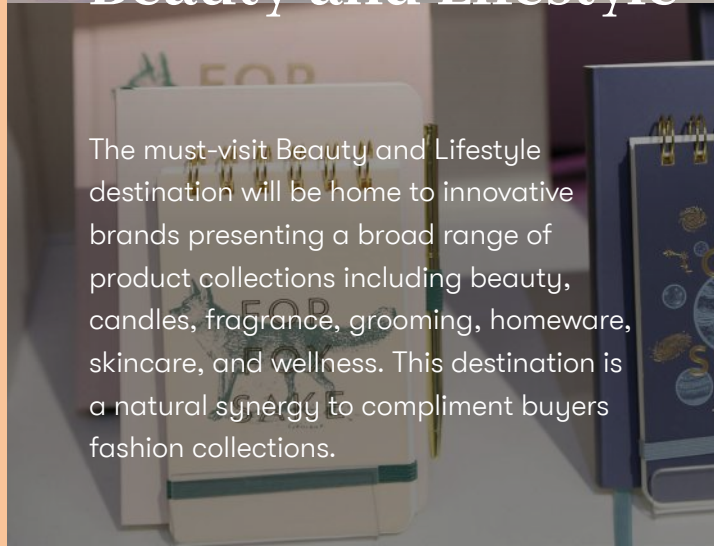
Shoes and Accessories

Shoes and Accessories will feature men's and women's must-have shoes for every occasion from heels, flats, boots, trainers, loafers, brogues, slippers, sandals, pumps, mules, flip-flops and many more. Exciting accessory ranges will span from handbags, backpacks, wallets and purses to scarves, gloves, belts, ties, sunglasses and more.



Menswear

Menswear is back and it's an area not to be missed on any buyer's visit to the show. An extensive selection of subcategories from formal, smart, sport, denim and skate to surf, swim, lifestyle, and heritage are forming the exciting new Menswear area.



Together

The Together zone is all about brands who bring both men and womenswear together. A perfect location for buyers to discover brands that showcase in both men and womenswear collections

Beauty and Lifestyle

The must-visit Beauty and Lifestyle destination will be home to innovative brands presenting a broad range of product collections including beauty, candles, fragrance, grooming, homeware, skincare, and wellness. This destination is a natural synergy to compliment buyers fashion collections.



Netherlands Enterprise Agency



International Funding

The Pure London x JATC team have been travelling around the world to ensure funding opportunities are available to exhibit at London's Festival of Fashion. A special thanks to our previous association partnerships from Greece, Turkey, France, Belgium, Spain, The Netherlands, and Romania.

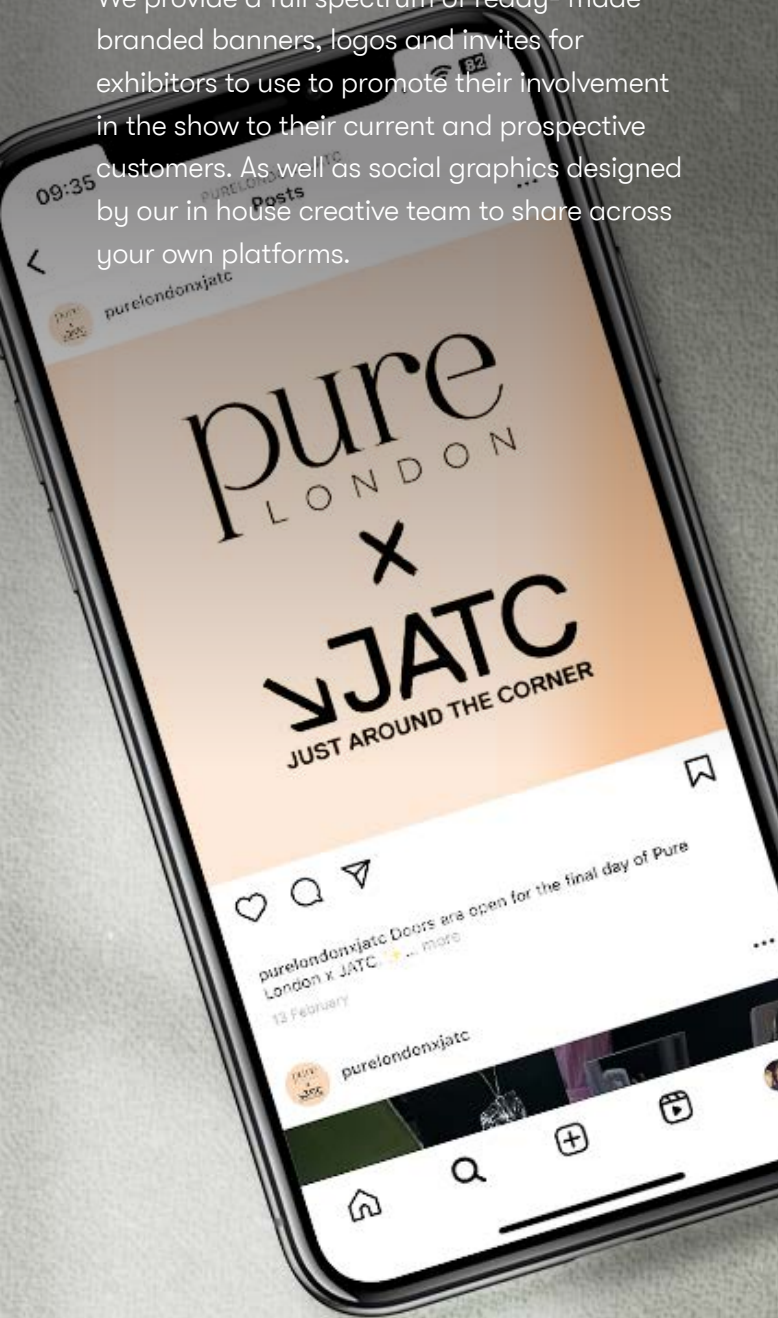
Reach out to the team
exhibitor@purelondon.com
 for more information

Promoting
your brand
all year round



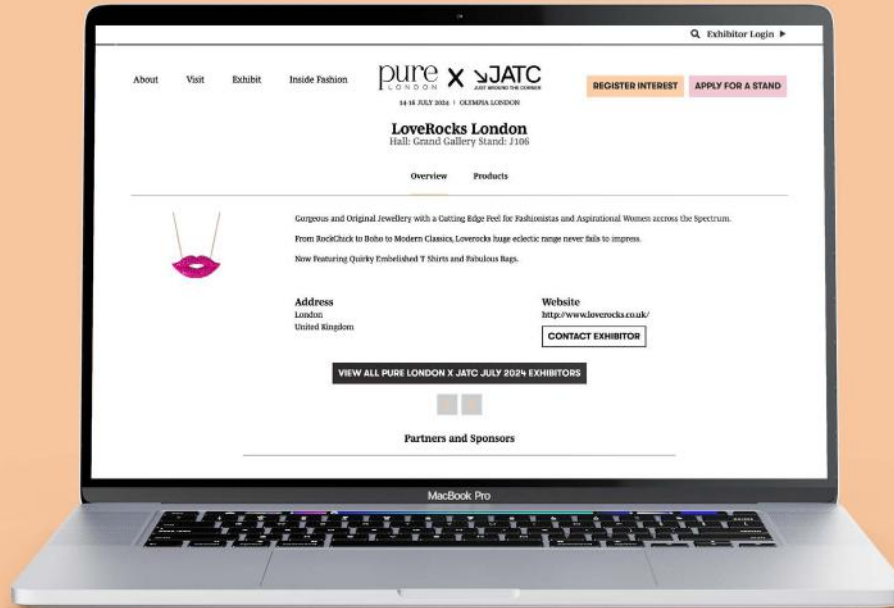
Marketing Materials

We provide a full spectrum of ready-made branded banners, logos and invites for exhibitors to use to promote their involvement in the show to their current and prospective customers. As well as social graphics designed by our in-house creative team to share across your own platforms.



Online Profile

The online profile allows you to promote your key products to buyers before, during and after the event. Many retailers use the exhibitor profiles to help them decide who they'd like to meet with and then later as a visual reminder to aid buying decisions.



PR Support

Our dedicated PR agency has a network of strong and enduring relationships with leading fashion publications. With their help, your brand will gain year-round news and editorial exposure to a captive readership of senior decision makers.

boutique.

FOR ALL THE FASHION BUSINESS
Drapers

FASHION
NETWORK

FASHIONUNITED

ModernRetail

FAB UK
MAGAZINE

fi

THE
INDUSTRY
.BEAUTY

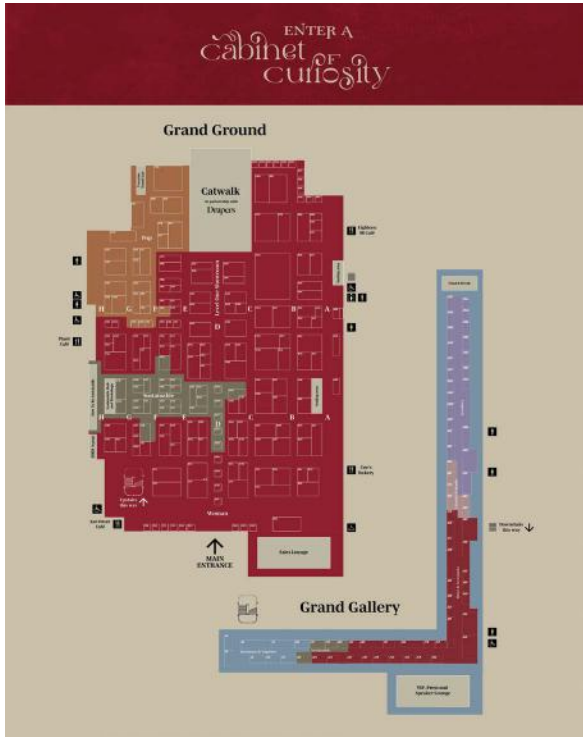
Retail Jeweller

Progressive
gifts&home

Gifts Today TV

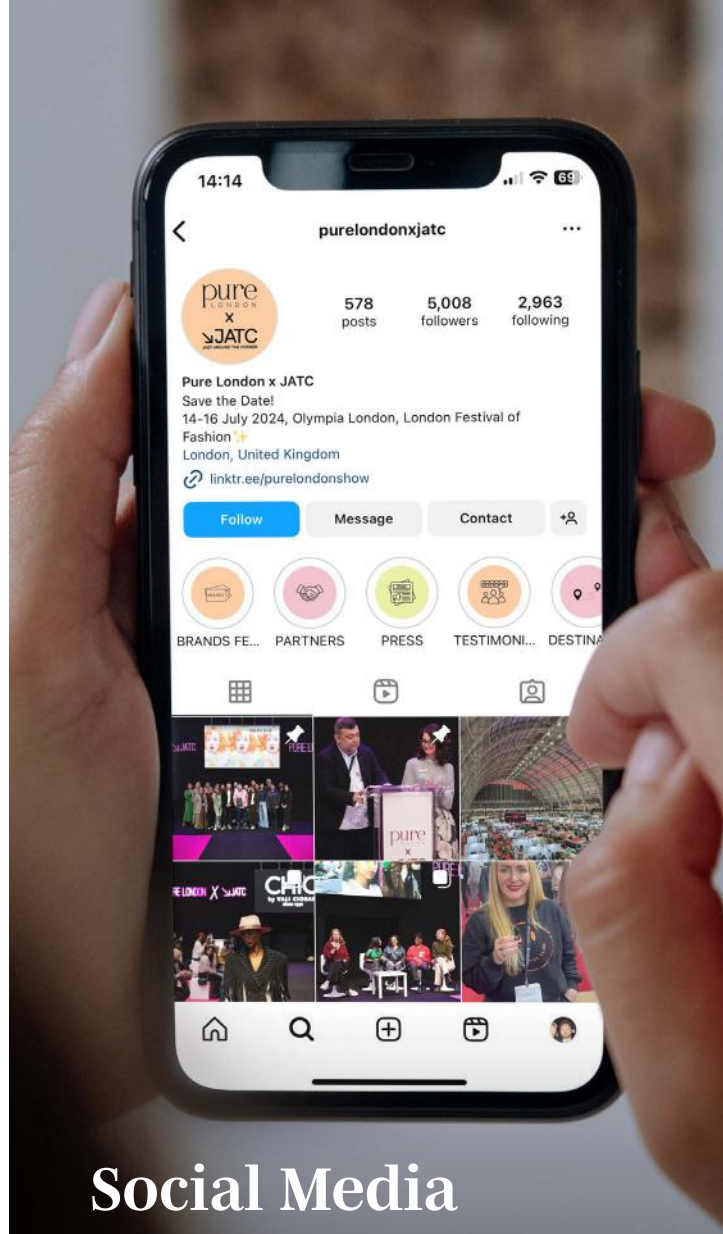
BEAUTY

PURE BEAUTY



Show Map

Every visitor has access to a digital show map. It helps to navigate their way around Olympia London with ease and locate the stands and destinations they'd like to visit.



Social Media

Our dedicated social media team is on-hand all year to promote our exhibitors across our social channels. With their strategic expertise, your brand will expand its reach across new and existing online audiences.



TV & Social Content Studio

Talk to us about access to our exclusive in-house TV & Social Content Studio before the event. Opportunities and packages available to shoot style edits, collection previews, content production, brand videos and interviews.



Last 12 months
website page views

770,302

Accurate from Feb 23 to Feb 24 +16% from July 23

Month of February
website page views

158,741

Accurate of February 2024 +15% from July 23

purexjatc.com

Accounts reached
during the February
2024 show



140,000



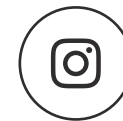
93,000



1,280



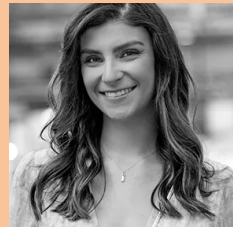
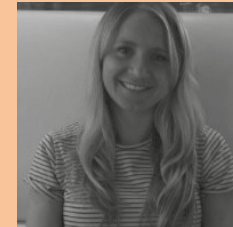
The channels for our
community of fashion
buyers, brands and retailers



Click each channel for more

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Get in touch - exhibitor@purelondon.com

With special thanks to'

