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**14-16 JULY
2024**
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Visiting the London Festival of Fashion

Visiting a show can be overwhelming, productive, and of course, fun! In this short guide, we will share how to prep before your visit, what you can expect at the show and what to do after the show.



Stay for a seminar

Pure London x JATC is the only B2B fashion trade show in the UK offering live content and we are proud to provide insightful seminars discussing key topics in the industry. So take a look at our seminar programme to see sessions you could attend alongside your visit.

Seminars hold significant importance at Pure London x JATC due to their capacity to enrich buyers, visitors and exhibitors with knowledge, insights, and trends shaping the industry.

These educational sessions provide a platform for industry experts, designers, and thought leaders to share their expertise, offering valuable perspectives on various aspects of the fashion world, including digital fashion, diversity, sustainability, and the future of fashion.

What to prep?

The first thing to do is to register for the show and get your show badge. Set your goals for your buying trip. Check out our exhibitor list on the website to see who will be showing their collections, as well as our social media where we regularly share exhibitor updates. You can also find directions and accommodation recommendations on our website should you need to help planning your day.

**Did you know you can message exhibitors pre show to set up meetings?
The more planning done before the show, the smoother your visit will be.**

If it's your first show, you will need to decide if you will be placing orders at the show, or if you plan on gathering as much information as you can and then making your decisions after. If you decide to place orders at the show, make sure you have a clear idea of what you will need, and what your budget is.

Bring lots of business cards, and be ready to chat with the exhibitors. If you're starting a new venture, opening a store for example, have that elevator pitch ready and don't be afraid to chat to exhibitors about it, get them as excited about it as you are.



What to expect at the show

Hopefully, the website has given you a chance to familiarise yourself with the show before your visit, so you will have an idea of what to expect onsite. Even so, check out the floorplan when you get to the show, it will have an exhibitor list as well where to get coffee, lunch and to find the bathrooms.

When talking with exhibitors, ask for information, catalogues, pricing, terms and conditions, and lead times. If you're placing orders at the show, clearly communicate when you would like delivery and make notes about how much money you're spending. Consider taking pictures of the order form if the exhibitors

can't get you a copy. This way, you will be able to remember what you bought more easily.

If you're keen on a brand and they don't have a catalogue to give you, do write down their details, and take a business card.



What to do after the show?

Take action and follow up, get in touch with the brands you want to buy from. They will likely follow up with you, but sometimes it may take some time as they might be going straight to a different show, or have a lot of follow-up to do.

So, if you are keen, don't feel like you have to wait for them to get in touch with you. It can simply be that they are very busy. Some brands do 3-4 shows back to back, and it's exhausting, so they will appreciate it if you reach out to them.





Who wrote this guide?

Hi, I'm Therese Oertenblad from Small Business Collaborative, I spent 14 years in the home and gift industry, both selling and buying products, and for the past four years, I've been working with purpose-led, product-based business owners who want to grow their wholesale and create a powerful, consistent income stream for their business. My students and clients can be found stocked in independent and large retailers such as John Lewis, Liberty, Selfridges and Anthropologie to name a few.



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