

pure LONDON x JATC  
JUST AROUND THE CORNER

9-11 FEBRUARY 2025 | OLYMPIA EVENTS

Discover the Magic at  
London's Most Curated  
Fashion Event


● A Hyve Event





# Welcome

Get ready for a fashion dream come true! Established in 1997, Pure London x JATC has been at the forefront of fashion since its inception. As we plan our February 2025 edition, we continue to adapt and evolve year on year, edit by edit.



This year, we're proud to unveil a more intimate and considered experience than ever before. Together with the co-located Source Fashion event, we're proud to bring you **Create | Curate. Designed to inspire by providing better buying and more dynamic and engaging experiences**, this platform recognises and celebrates the connection between buyers and exhibitors. As we relocate to the National Hall within Olympia, we'll be delivering a curated shopping experience that highlights our position as the ultimate fashion buying destination.

This new approach enables us to support the industry on a grand scale, offering an experience that truly aligns with your needs whether you're designing a new line or curating a collection.

Join us in cultivating a vibrant new ecosystem that energises the fashion industry and let's make fashion magic together!

**GLORIA SANDRUCCI, EVENT DIRECTOR**





INTRODUCING...

# A Modern Love Story

Inspired by Trendhub's 25/26 forecast of romanticism and fairytales, this February, Pure London x JATC invites you to join an exciting affair.

Fuelled by a passionate drive for trend-led experiences, **we're casting out the ordinary to unveil a reinvigorated fashion event that will leave you starry-eyed.** As the desire for innovation and dazzling collections collide, you'll uncover inspiration in every edit and discover a touch of magic around every corner.

Join Pure London x JATC on this captivating journey.

# New For 2025!



## The Edit

An exclusive space curated by our Pure Creative Editor, showcasing hand-selected key pieces that embody fresh thinking and trend-led inspiration.



## Styling Studio

Participate in interviews and filming workshops with top industry stylists. Learn from the best and enhance your styling skills through interactive sessions designed to inspire and educate.



## Sustainability Studio

Invaluable sessions focussing on all things sustainability. Gain actionable insights and discover the latest sustainable practices reshaping the industry.



## Roundtable Series

Delve deep into critical industry topics with our Roundtable Series. Engage in meaningful discussions on sustainability, navigating exporting, and S-commerce (and much more!) with industry leaders and experts.



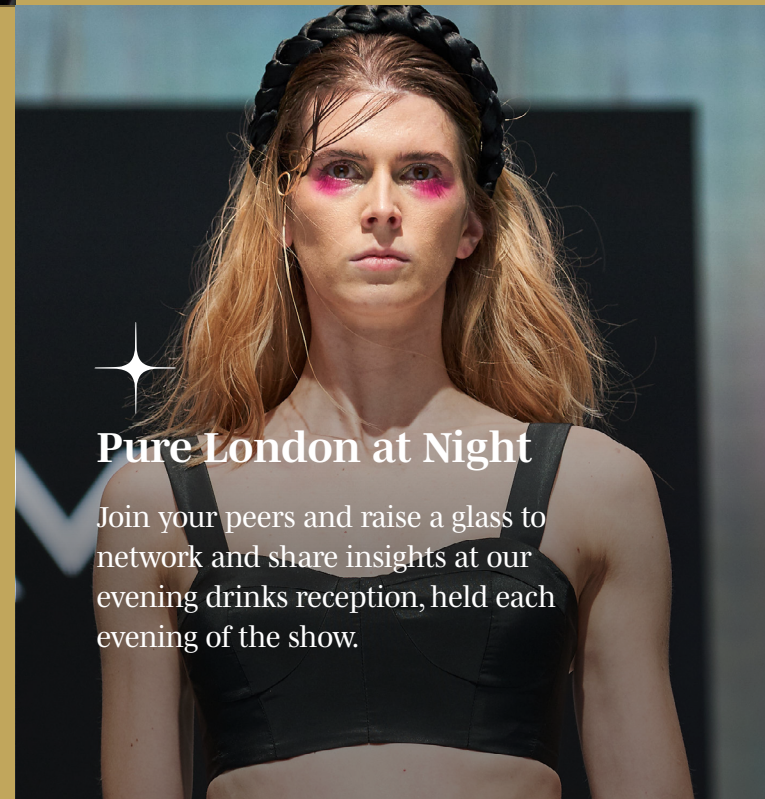
## Awards

Celebrate excellence in fashion with our prestigious exhibitor awards ceremony, recognising the most innovative and trendsetting brands at the show.



## Pure London at Night

Join your peers and raise a glass to network and share insights at our evening drinks reception, held each evening of the show.





## 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.

# Show Your Collections



## Sustainable

Sustainable showcases **conscious brands 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.



## Accessories & Jewellery

The all-encompassing Accessories & Jewellery destination is our **fasting growing destination** and showcases exciting accessory ranges including handbags, wallets, sunglasses and more, plus fashion jewellery and statement pieces to semi-precious stones and gold-plated jewellery, complimenting any outfit.

# Our Buyers

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

Our dedicated **Hosted/VIP Buyer programme** saw a **56% increase** in the number of hosted retailers registered YOY and a **57% total increase** in hosted buyers YOY.

## Independent

JY JANE YOUNG

whitecoco

ABOUT YOU BOUTIQUE

ambajewels

FOX + FEATHER

BOUDICCA ITALY

CHI

CORDELIA JAMES

cristal BOUTIQUE

ef

GLAM & GRACE BOUTIQUE

lark

slate CLOTHING

dragonfly BOUTIQUE  
HEBDEN BRIDGE

GILLIE G'S

Lilac & Rose BRIDAL

MAISON et VIE

LUVVIT

OSO BOUTIQUE

ANNE FURBANK

## Harrods

## Department, Multi store & Online

KINGS ROAD  
LIFE • STYLE • STORE

DOMINO  
STYLE

URBAN OUTFITTERS

M&S  
EST. 1884

NEXT

THE OUTNET

ER  
AND  
ELIZABETH ROSE

gbr.  
GEMINI BOUTIQUE

T.K. MAXX

SOLE TRADER

JOHN LEWIS & PARTNERS

JACAMO

Galeries Lafayette

ASOS

FRASERS  
EST 1849

HOOPERS  
DEPARTMENT STORES

THE HOUSE OF BRUAR

SELFRIDGES & CO

YOOX NET-A-PORTER GROUP

QVC

JARROLD

FLANNELS

MORLEYS  
- ESTABLISHED 1880 -

# Visitor Quality & International Statistics

\*Pure London x JATC July 2025

**Top 10**  
attended countries

**+80%**

of visitors had sole or joint purchasing responsibility

**+118%**

increase in key buyers YOY

**80%**

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

**69**

countries represented in July 2025

United Kingdom

Türkiye

China

Ireland

India

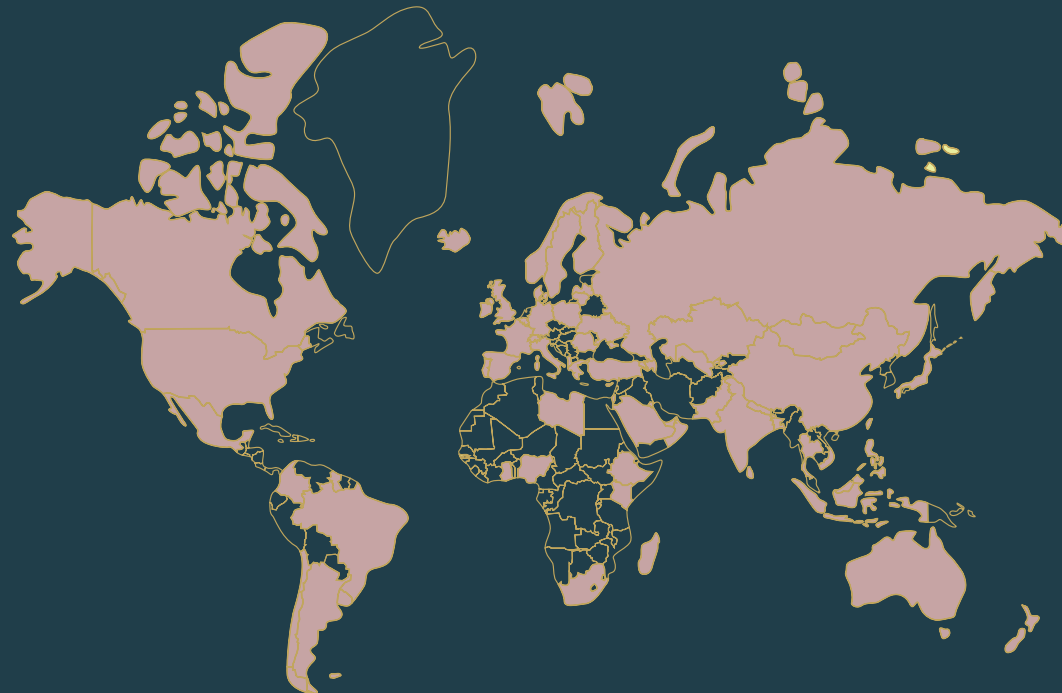
Italy

Spain

United States

Germany

Netherlands



# What Our Visitors Say

“

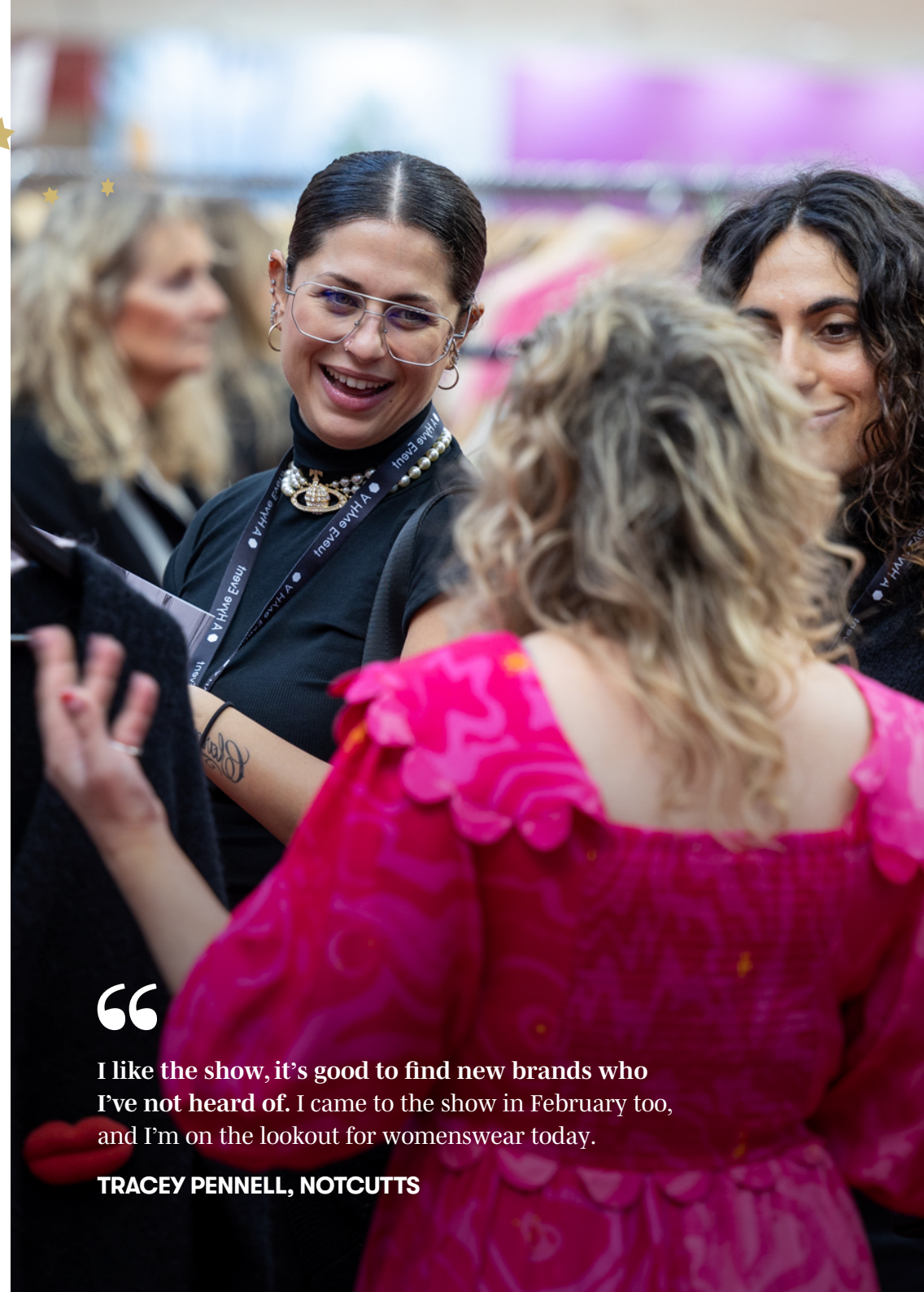
There is a great mix of mid to luxury brands, and very engaging brands. **I love the diverse mix of categories and some of the smaller independent brands.** We have connected with new brands and highlighted some that we are going to follow and watch for in the future.

**BIMBOLA AKINLOYE, BUYER AT JOHN LEWIS**

“

We really like the presence of younger brands within the POP section. We loved Project x Paris which we felt were very relevant for our Gen Z customer. Overall, we thought the show was much more modern this season, and a very relevant for us. **There is also more diversity across the show with plus size and occasionwear, which is great to see. We always love coming!**

**CALLA RAE, FASHION BRANDS BUYER AT ASOS**



“

**I like the show, it's good to find new brands who I've not heard of.** I came to the show in February too, and I'm on the lookout for womenswear today.

**TRACEY PENNELL, NOTCUTTS**



# Reasons To Exhibit



## 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.



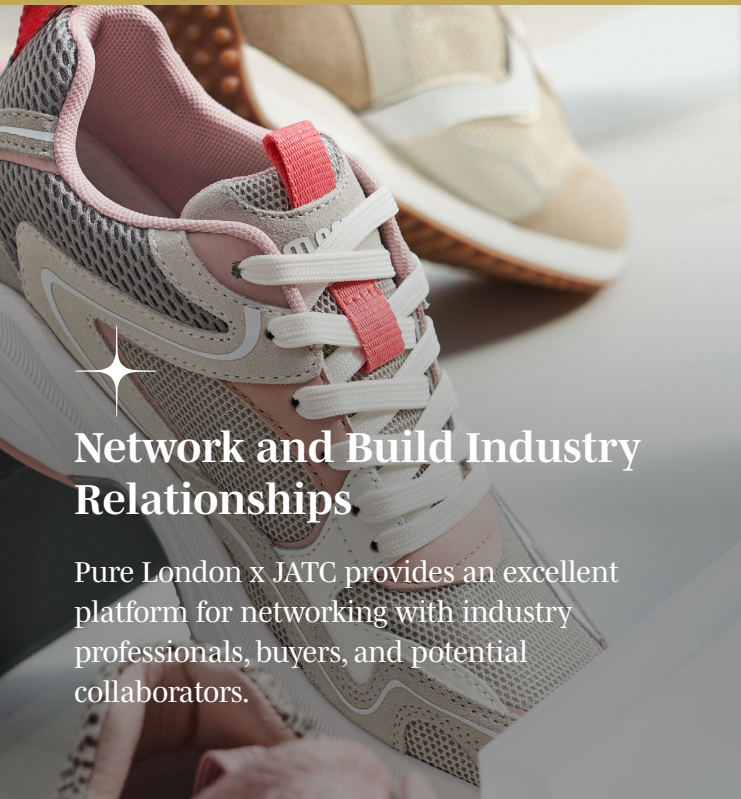
## Increase Brand Visibility

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.



## Find an Agent

We partner with FashionNet Anton Dell who are the world leaders in helping brands find agents and distributors globally.



## Network and Build Industry Relationships

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



## Media Exposure

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



## 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

“

This is our first time at Pure London x JATC. We've had a great response to our resort, lifestyle, swim, accessories and luxury comfort toweling collections. **The contacts we have made are invaluable and we've taken some lovely orders** and met some fantastic like-minded businesses and inspiring businesswomen.

**BRIDIE & BERT**

“

This show has been really good for us – we've managed to reach the numbers we wanted. We've seen the buyers we expected to see and we are expecting to see more tomorrow. **We write a lot of orders at the show, mainly from buyers from the UK and Ireland**, so I'm sure we will be back again next season.

**INÉS MARTINEZ, JUNIOR SALES MANAGER, VILAGALLO**



“

Our usual clients have come back to see us and they've placed some big orders. We've also seen a few new clients, which is great. We've not only seen UK customers, but buyers from Spain, France and even clients from Dubai.

**IEVA JASIUNAITE, SALES MANAGER, LUEL**

# Meet the Advisory Board

The Pure London x JATC advisory board is a dedicated assembly of industry professionals, independent fashion retailers and retail experts committed to advancing and innovating the Pure London x JATC experience.

The advisory board's mission is to drive continuous improvement and foster collaboration within the fashion industry, ensuring the ongoing evolution of Pure London x JATC.

Meet the visionaries and leaders shaping the future of Pure London x JATC.



**Claire Wright**  
Owner, Gemini Woman



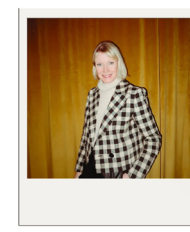
**Deryane Tadd**  
Founder, The Dressing Room



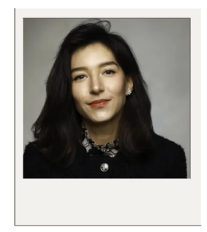
**Fernanda Almaraz**  
Head of Brand Partnerships,  
Cult Mia



**James Ball**  
Head of Retail & Brand  
Partnerships, Brityard



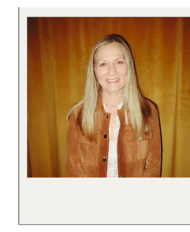
**Jill Wanless**  
Editor & Stylist, Former  
Editor of Hello! Fashion



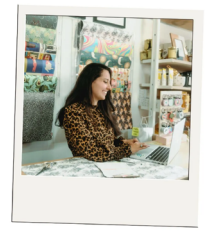
**Lara Chant**  
Founder, Brityard



**Nick Reed**  
Founder, Neem London



**Pamela Shiffer**  
Owner, Pamela Shiffer  
Primrose Hill



**Priya Aurora-Crowe**  
Owner, Lark London



**Sophie Bland**  
Co-Founder, Bod & Ted

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Join us in making magic at Pure London x JATC 2025  
[exhibitor@purelondon.com](mailto:exhibitor@purelondon.com)

With special thanks to

