



INFORME
DE FERIA

2024



Pure London x JATC

Londres

11-13 de febrero de 2024

Oficina Económica y Comercial
de la Embajada de España en Londres

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INFORME
DE FERIA

6 de marzo de 2024
Londres

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1. Perfil de la Feria

1.1. Ficha técnica



PURE LONDON X JATC <https://www.purelondon.com/>

Fechas de celebración del evento: 11-13 de febrero de 2024

Fechas de la próxima edición: 14-16 de julio de 2024

Periodicidad: BIANUAL

Lugar de celebración: Olympia London, Hammersmith Road, Kensington, W14 8UX.

Horario de la feria: Domingo: 9:30 – 18:00 / Lunes: 9:30 – 18:00 / Martes: 9:30 – 16:00

Precios de entrada: La entrada es gratuita con registro previo.

Precio del espacio: Packs de espacio + decoración + marketing fee desde 4.950 £

Sectores representados: Moda mujer primordialmente (sección Pure). En menor medida, dentro de JATC, calzado y accesorios (bolsos y bisutería), moda de hombre y accesorios de lifestyle.

Organizadores: Grupo Hyve Group <https://hyve.group/Home>

Contactos: gloria.sandrucci@purelondon.com

Redes sociales: Instagram: [@purelondonshow](https://www.instagram.com/purelondonshow)

Twitter: <https://twitter.com/PureLondonxJATC>

Facebook: <https://www.facebook.com/purelondon/>

LinkedIn: <https://www.linkedin.com/company/pure-london/>

Tipo de visitantes: Compradores de boutiques multimarca principalmente. También grandes almacenes y operadores *online*.

2. Descripción y evolución de la Feria

Pure London ha sido desde su fundación la principal feria británica de moda de prêt-à-porter, calzado y accesorios de moda mujer en el segmento medio y medio-alto del mercado.

La feria se celebra en el recinto de Olympia, actualmente en proceso de remodelación.

En esta edición la feria se ha unido a JATC (Just Around The Corner), feria organizada anteriormente por Juls Dawson y que se celebraba en recintos del este de Londres con marcas de moda casual e independientes de moda mujer, hombre y accesorios. JATC, que surgió como feria de moda de hombre en un pequeño recinto del este de Londres, incorporó moda de mujer en 2021 y desde entonces había presentado una cierta competencia a Pure London al dirigirse al mismo segmento de mercado, si bien con más diseñadores independientes y con una oferta más casual.

Actualmente ambas están organizadas por Hyve Group, que también organiza la feria Scoop (celebrada en el mismo recinto de Olympia pero una zona separada con una entrada independiente).

Pure London x JATC ha contado con 280 expositores frente a los 250 que expusieron en la última edición de Pure London y los 120 que expusieron separadamente en JATC. La feria incluyó una participación agrupada de empresas griegas con 16 marcas apoyadas por Greece Enterprise.

Esta edición de Pure London x JATC contó con una participación agrupada de España apoyada por ICEX España Exportación e Inversiones y coordinada por las asociaciones FICE y FEDECON.





2.1. Secciones

Pure London se centró en confección femenina ocupando la planta baja del recinto, mientras que JACT se ubicó en la galería de la primera planta, con su oferta de calzado y complementos.

2.2. Actividades paralelas de la feria

La feria llevó a cabo un completo programa de actividades, que incluyó seminarios y pasarelas diarias:

11 Feb 2024	12 Feb 2024	13 Feb 2024
<p>10:15 - 10:30</p> <p>Opening Address Olympia Catwalk</p> <p>Join Event Directors Gloria Sandrucci and Juls Dawson as they welcome you to the show and discuss the exciting fusion of Pure London and Just Around The Corner, giving exclusive insights into the vision behind the union and what it means for the show.</p>	<p>10:30 - 11:00</p> <p>Trend Update: Why So (Un)serious ??: An Analysis of a Funnier and Imperfect Fashion Olympia Catwalk</p> <p>A clear reaction to the continuous dark times we live in, it seems undeniable that the new generation of fashion designer has become obsessed with making fashion less perfect and more fun !</p> <p> Malaika Ewande, Fashion Designer and Creative Director - Vesuvius</p>	<p>11:00 - 11:30</p> <p>Pure London Catwalk Olympia Catwalk</p> <p>Be Inspired and start your buying at the Pure London catwalk.</p> <p>See the latest womenswear, footwear and accessories brought to life as the models show you how to build looks and ranges from the show floor itself.</p>
<p>10:30 - 11:00</p> <p>AW24 Trend Update: A Tale of Balance and Creativity Olympia Catwalk</p> <p>A perfect combination of individual expression and new craftsmanship gives way to trends that inspire a sense of community and brings art back into fashion.</p> <p> Malaika Ewande, Fashion Designer and Creative Director - Vesuvius</p>	<p>11:00 - 11:30</p> <p>Pure London Catwalk Olympia Catwalk</p> <p>Be Inspired and start your buying at the Pure London catwalk.</p> <p>See the latest womenswear, footwear and accessories brought to life as the models show you how to build looks and ranges from the show floor itself.</p>	<p>11:30 - 12:30</p> <p>Unveiling Circular Wardrobe Trends Olympia Catwalk</p> <p>In this trend session, Rebecca Hill, Fashion Editor at Drapers explores the evolving landscape of circular wardrobe trends. Delve into the fascinating world of time capsule & archive dressing, where Rebecca unpacks how sustainable retailing will continue to influence contemporary style in seasons to come.</p> <p> Rebecca Hill, Fashion Editor - Drapers</p>
<p>11:00 - 11:30</p> <p>Pure London Catwalk Olympia Catwalk</p> <p>Be Inspired and start your buying at the Pure London catwalk.</p> <p>See the latest womenswear, footwear and accessories brought to life as the models show you how to build looks and ranges from the show floor itself.</p>	<p>11:35 - 12:15</p> <p>High-Performance Mastery: Cultivating Clarity and Confidence in Fashion Business Growth Olympia Catwalk</p> <p>Join Anna Wood, esteemed Business Mentor, in an empowering session focused on guiding high performers to leverage their capabilities as a superpower for business growth.</p> <p> Anna Wood, Business Mentor & Former Retailer</p>	<p>13:00 - 13:30</p> <p>Pure London Catwalk Olympia Catwalk</p> <p>Be Inspired and start your buying at the Pure London catwalk.</p> <p>See the latest womenswear, footwear and accessories brought to life as the models show you how to build looks and ranges from the show floor itself.</p>
<p>11:30 - 12:15</p> <p>Innovating the Fashion Landscape: A Fireside Chat with Juls Dawson Olympia Catwalk</p> <p>In this session journalist Eric Musgrave and JATC Founder & Creative Director Juls Dawson bring a captivating fireside chat to the stage, exploring the reintroduction of menswear at Pure London x JATC. This session delves into the exciting return of the category and unveils what the refreshed collection has to offer.</p> <p> Eric Musgrave, Fashion Journalist & former Editorial Director - Drapers Juls Dawson, Event Director - JATC</p>	<p>12:15 - 13:00</p> <p>Fashioning a Sustainable Future: Panel Discussion Olympia Catwalk</p> <p>Join us for a panel discussion which explores the multifaceted landscape of sustainability in the fashion industry.</p> <p> Rachel Kan, Founder - Circular Earth Jordan Wake, Freelance writer and creative consultant Katherine O'Driscoll - SP & RO Limited Simon Platts, CEO and Founder - SP & RO Limited Vishal Tolambia, Founder - Humanity Centred Designs</p>	<p>13:30 - 14:15</p> <p>Beyond Graduation: Navigating Realities and Embracing Opportunities in Fashion with Graduate Fashion Foundation Olympia Catwalk</p> <p>Embark on a journey into the post-graduation landscape of the fashion world with Graduate Fashion Foundation.</p> <p> Megan Doyle, Associate Director - Graduate Fashion Foundation Isabella Silvers, Freelance Journalist Joy Julius, Fashion Designer Mathushaa Sagthidas, Fashion Photographer Sophie Soaz, Commercial Features Editor - Business of Fashion</p>



11 Feb 2024

10:00 - 10:45

Elevating Retail Experiences: Building a Social Hub in Your Store

Join Jenna Walker, Founder of Poveretta, for a live-side chat on transforming a retail space into a vibrant social hub.

Jenna Walker, Founder & Owner - Poveretta

10:45 - 11:30

Pure London Catwalk

Be inspired and start your buying at the Pure London catwalk.

See the latest womenswear, footwear and accessories brought to life as the models show you how to build looks and ranges from the show floor itself.

11:30 - 12:15

Indie Insights: Navigating the Independent Retail Landscape

Join Gabriele Dirvenankas, Deputy Editor at Drapers, as she moderates a dynamic panel discussion, delving into the challenges and triumphs of the independent retail market.

Gabriele Dirvenankas, Acting Editor - Drapers

Hilly Asprey, Proprietor - Male Clothing

Natasha Simmons, Buyer - Young Island

12:15 - 12:45

Workshop @ The Sustainability Hub: Sustainability Messaging and Visibility

Join Olivia Pinnock, Sustainability Ambassador at Pure London x JATC for a workshop on Sustainability Messaging and Visibility.

Olivia Pinnock, Journalist, Lecturer and Sustainability Adviser - PURE

12:45 - 13:30

Elegance in Simplicity: Mastering Quiet Luxury and Tonal Pared-Back Chic with Jill Wanless

Embark on a style journey with Jill Wanless, Former Editor of Hello! Fashion Magazine & Stylist, in an exclusive session focusing on the art of styling quiet luxury and tonal pared-back chic.

Jill Wanless, Former Editor, Hello! Fashion Magazine & Stylist

13:30 - 14:15

Pure London Catwalk

Be inspired and start your buying at the Pure London catwalk.

See the latest womenswear, footwear and accessories brought to life as the models show you how to build looks and ranges from the show floor itself.

14:30 - 15:00

Tech-Driven Connections: Unleashing the Power of Influencers for Brand Growth

Join Jo Hobbins, Founder & Director at The FAME Agency, for an enlightening session on leveraging technology to authentically connect with influencers and propel brand growth.

Jo Hobbins, Founder & Director - The FAME Agency

12 Feb 2024

10:45 - 12:30

Pure London Catwalk

Be inspired and start your buying at the Pure London catwalk.

See the latest womenswear, footwear and accessories brought to life as the models show you how to build looks and ranges from the show floor itself.

14:00 - 14:45

Trend Update: AW24/25 Womenswear Trend Directions & Season Must Haves

Join this trend session as Creative Consultant Georgia Chardambous from BEM...

Georgia Chardambous, Creative Consultant - BEM

14:45 - 15:30

Sustainability Workshop @ The Sustainability Hub: Confidently Enforcing Sustainable Practices

Join Olivia Pinnock, Sustainability Ambassador at Pure London x JATC for a workshop on Confidently Enforcing Sustainable Practices.

Olivia Pinnock, Journalist, Lecturer and Sustainability Adviser - PURE

14:45 - 15:30

Using Social Media for Business with Limited Resource

In this session Social B Partner & Trainer Amy Watson illuminates a path to success on leveraging social media for fashion retail with limited resources.

Amy Watson, Partner & Trainer - Social B

15:00 - 15:30

Pure London Catwalk

Be inspired and start your buying at the Pure London catwalk.

See the latest womenswear, footwear and accessories brought to life as the models show you how to build looks and ranges from the show floor itself.

15:30 - 16:00

Optimizing Fashion Futures: The Importance of AI and Finance Management for Success in Retail

Embark on a visionary journey with Aston Jeff, Founder of FINAID, as he unveils groundbreaking insights into the future of branding and marketing in the retail landscape.

Aston Jeff, Founder - FINAID

Mark Wilson, Co-Founder - FashionistaStandard

James Sutherland, Managing Director - MESSY Goods & Planners

Peter Fox, Head of Partnerships - W&A

13 Feb 2024

14:15 - 15:00

Insights and Strategies for Aspiring Creatives with Jill Wanless, Former Editor of Hello! Fashion Magazine & Stylist

Join us for an exclusive mentoring session with Jill Wanless, Former Editor at Hello! Fashion Magazine & Stylist, as she unravels the diverse career options within the fashion industry.

Jill Wanless, Former Editor, Hello! Fashion Magazine & Stylist

14:15 - 15:00

Sustainability Workshop @ The Sustainability Hub: Preparing For a Sustainable Future

Join Olivia Pinnock, Sustainability Ambassador at Pure London x JATC for a workshop on Preparing For a Sustainable Future.

Olivia Pinnock, Journalist, Lecturer and Sustainability Adviser - PURE



2.3. Participación española

La presencia española en Pure London x JATC ascendió a 12 empresas, de las cuales 7 tomaron parte en la Participación Agrupada organizada por ICEX España Exportación e Inversiones junto con las asociaciones FICE y FEDECON. La mayor parte de las empresas expositoras trabajan en el mercado con un agente comercial que estaba presente en el *stand*.

ALPE	Calzado	JATC
COMPañÍA FANTÁSTICA	Confección	Pure
LEFRIK	Complementos	JATC
LUNA LLENA	Confección	Pure
NATURAL WORLD	Calzado	JATC
NEKANE	Confección	Pure
RUBISNAKS	Confección	Pure
SKATIE	Confección	Pure
SONATA	Complementos	JATC
STUDIO LIA ETOILE	Complementos	JATC
VILAGALLO	Confección	Pure
WEAREITBE	Confección	Pure



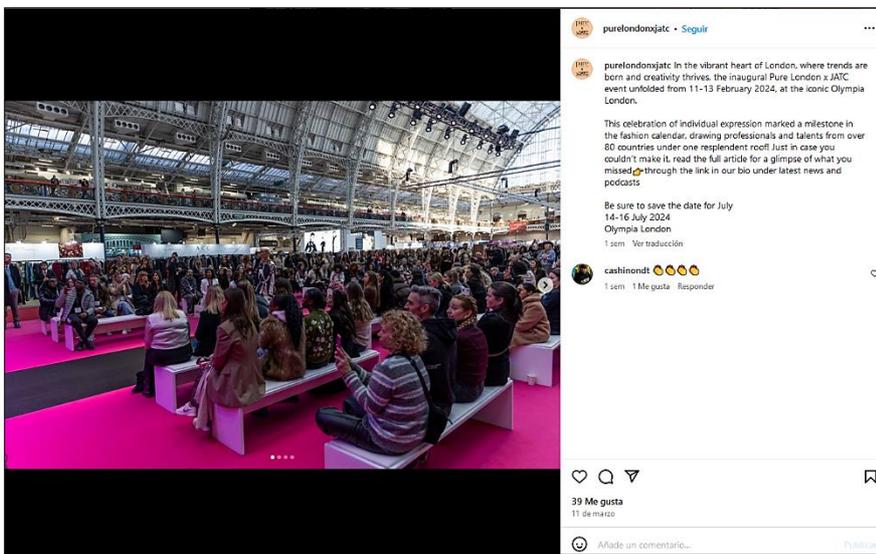
Imágenes de la participación española.



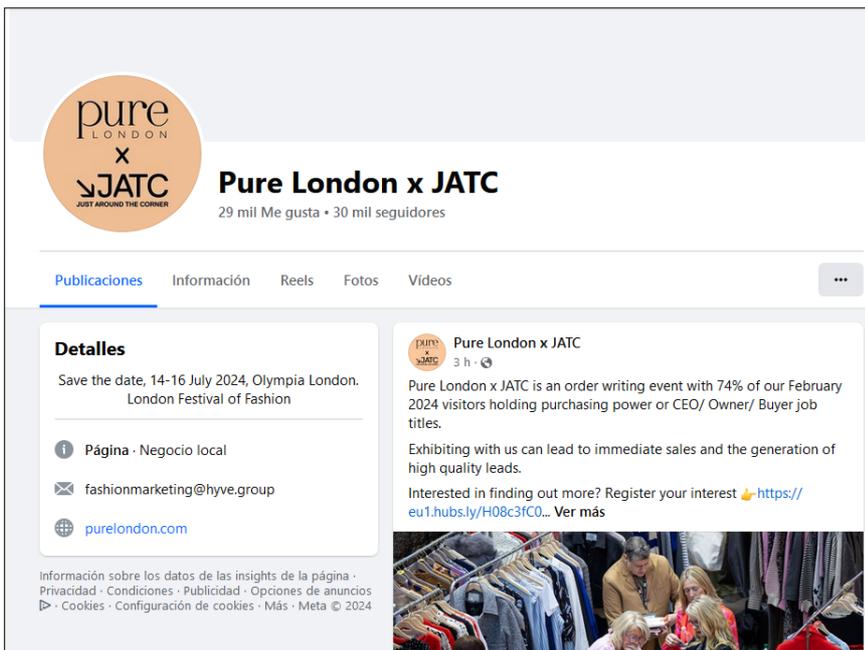
3. Actividades de promoción

La feria promociona el evento tanto en prensa, principalmente en la revista Drapers y en el portal <https://www.theindustry.fashion/>, como en Instagram, Facebook, LinkedIn y Youtube

Instagram



Facebook





LinkedIn

Save the date
14 - 16 JULY 2024 | OLYMPIA LONDON

pure LONDON X JATC
JUST AROUND THE CORNER

London Festival of Fashion



Pure London x JATC
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10 Questions With Gloria Sandrucci | Pure...



10 Questions With Gloria Sandrucci | Pure London
3758 visualizaciones · hace 1 año

Pure London is well and truly back. Gloria Sandrucci, Event Director of Pure London invites us to step into her world as she takes us on a whistle-stop tour of what's new and noteworthy at Pure London. Over to you, Gloria...



Web de la feria

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pure LONDON X **JATC**
JUST AROUND THE CORNER

14-16 JULY 2024 OLYMPIA LONDON

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18 Dec 2023

PURE LONDON JOINS FORCES WITH ICEX, THE ASSOCIATION FEDCON AND FICE TO SHOWCASE SPANISH FASHION



The inaugural combined **Pure London x JATC** show, the London festival of fashion, at Olympia London from the 11-13th February 2024, has joined forces with ICEX Spain Export and Investment, FEDECON, the Spanish Federation of Clothing Companies and FICE to present a myriad of Spanish fashion brands to the UK market.

Melissa Ramage, International Development Manager at Pure London x JATC said, "I am delighted to be working with these key Spanish associations for another season. FEDECON and FICE are fundamental in helping Spanish designers launch or continue to succeed in the UK Fashion Market and with their support alongside ICEX, we can amplify the impact of Spanish Fashion throughout Pure London x JATC. Associations play a pivotal role in shaping industry standards, advocating for sustainability, and championing diversity and inclusion. By aligning our vision with theirs, we ensure that Pure London x JATC becomes a link where innovation and responsibility converge. The UK Fashion market is actively seeking new international designers and exciting collections every season, and with the funding provided we're able to ensure our visitors find what they're looking for!"

In **Woman**, the show's largest destination, visitors will discover **SKATIE**, inspired by the iconic California-cool vibe creating sustainable fashion that epitomizes the active and laid-back lifestyle. Using exclusively surplus & upcycled fabrics, **SKATIE** aim to disrupt the wasteful practices of the fashion industry. **Rubisnacks** will also present a sustainable offer with their active fashion collection that specializes in sporty bra tops that promote movement, comfort, style and joy.

Founded in Barcelona, **NKN Nekane** has a Bohemian soul, the collection is meticulously hand crafted and features beautiful fabrics combined with intricate trimmings and finishings. **Luna Llana's** artisan identity gives the trend lead collection an originality which is explored with the use of natural materials, embroidery, and colour. Returning favourite, **Vilagallo** will bring a limited-edition collection of wearable pieces featuring their signature vibrant colours, patterns and stunning silks.

WEARITBE takes inspiration from vintage garments, mixing colour and fabrics in an original and fun way. **Compañía Fantástica** is a casual brand featuring garments full of prints. Arty and avant-garde, the brand is original, versatile and fresh.



4. Tendencias y novedades presentadas

Los expertos presentes en la feria destacaron las siguientes tendencias presentes tanto en los stands como en las pasarelas: colores ácidos, siluetas extremas y *oversize*, tejidos lujosos usados de manera minimalista y sastrería moderna desestructurada.



Imágenes de @purelondonxjtc.

5. Valoración

Pure London ha sido tradicionalmente la feria más apropiada para las marcas españolas de moda de *ready-to-wear* del segmento medio/alto.

Aunque es un evento consolidado dentro del sector, con una trayectoria que comprende más de 45 ediciones, su evolución en los últimos años ha sido incierta, con mezclas de estilos y segmentos muy dispares. La reciente fusión con JATC y el nacimiento de Pure London x JATC pretende reforzar el evento unificando la oferta en una única plataforma.

Los organizadores afirman que la feria recibe unos 17.000 visitantes profesionales, en su mayor parte compradores de tiendas independientes del Reino Unido.

En cualquier caso, para evaluar la idoneidad de Pure London x JATC como plataforma para entrar en el mercado británico, conviene tener en cuenta que para aquellas marcas que aún estén en fase de introducción, la feria podrá funcionar como una primera toma de contacto con el mercado, pero difícilmente se llegará a hacer clientes de manera significativa. En cambio, para las empresas que ya tienen contactos o tienen un agente comercial la feria sí funcionará como plataforma para ampliar clientes y firmar pedidos.

A este respecto no se puede olvidar que el Reino Unido es un mercado maduro donde es complicado encontrar un buen agente que introduzca las empresas en el mercado, y que la participación en ferias como Pure London x JATC difícilmente puede utilizarse para este fin porque el evento se realiza en plena temporada de ventas para los agentes. Estos suelen esperar a los meses de abril y mayo, o noviembre, para evaluar su cartera de marcas.

6. Anexos

Transporte a y de la feria:

Lugar de celebración: Olympia London, Hammersmith Road, Kensington, W14 8UX.

Acceso al recinto: Tren directo

London Overground desde Clapham Junction, Balham, East Croydon, Shepherd's Bush, Watford Junction, Milton Keynes Central, Willesden Junction, West Hampstead y Stratford.

Metro

District Line (estación de West Kensington, 8 minutos a pie)

Central Line (conexión con London Overground en Shepherd's Bush)

Piccadilly Line (estación de Baron's Court, 10 minutos a pie)

Circle Line (estación de High Street Kensington, 12 minutos a pie)

Autobús

Las líneas 9, 23, 27, 28, 49 y 391 tienen conexión directa

Enlace a catálogo de la feria <https://www.purelondon.com/exhibitors>

Repercusión en prensa y redes sociales

Revista *online* y papel [Drapers](#)

Pure London x JATC, Scoop AW24: 'There's something for everyone'

The first iteration of hybrid trade show Pure London x JATC is taking place alongside premium womenswear exhibition Scoop on 11-13 February. Drapers reports from the aisles.



Web [FAB UK](#)



Web [TheIndustry.fashion](#)





Revista [The Boutique](#)

The screenshot shows a web page from Boutique Magazine. At the top left is a hamburger menu icon. The main header features the word "boutique." in a serif font, with the tagline "BUSINESS SENSE FOR FASHION RETAILERS" underneath. Below the header is a breadcrumb trail: "Boutique Magazine > Blog > Fashion Fix > Organisers “blown away” by reaction to first ever combined Pure London x JATC". The article title is "FASHION FIX" followed by "Organisers “blown away” by reaction to first ever combined Pure London x JATC".



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Ventana Global

913 497 100 (L-J 9 a 17 h; V 9 a 15 h)
informacion@icex.es

Para buscar más información sobre mercados exteriores [siga el enlace](#)

www.icex.es



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