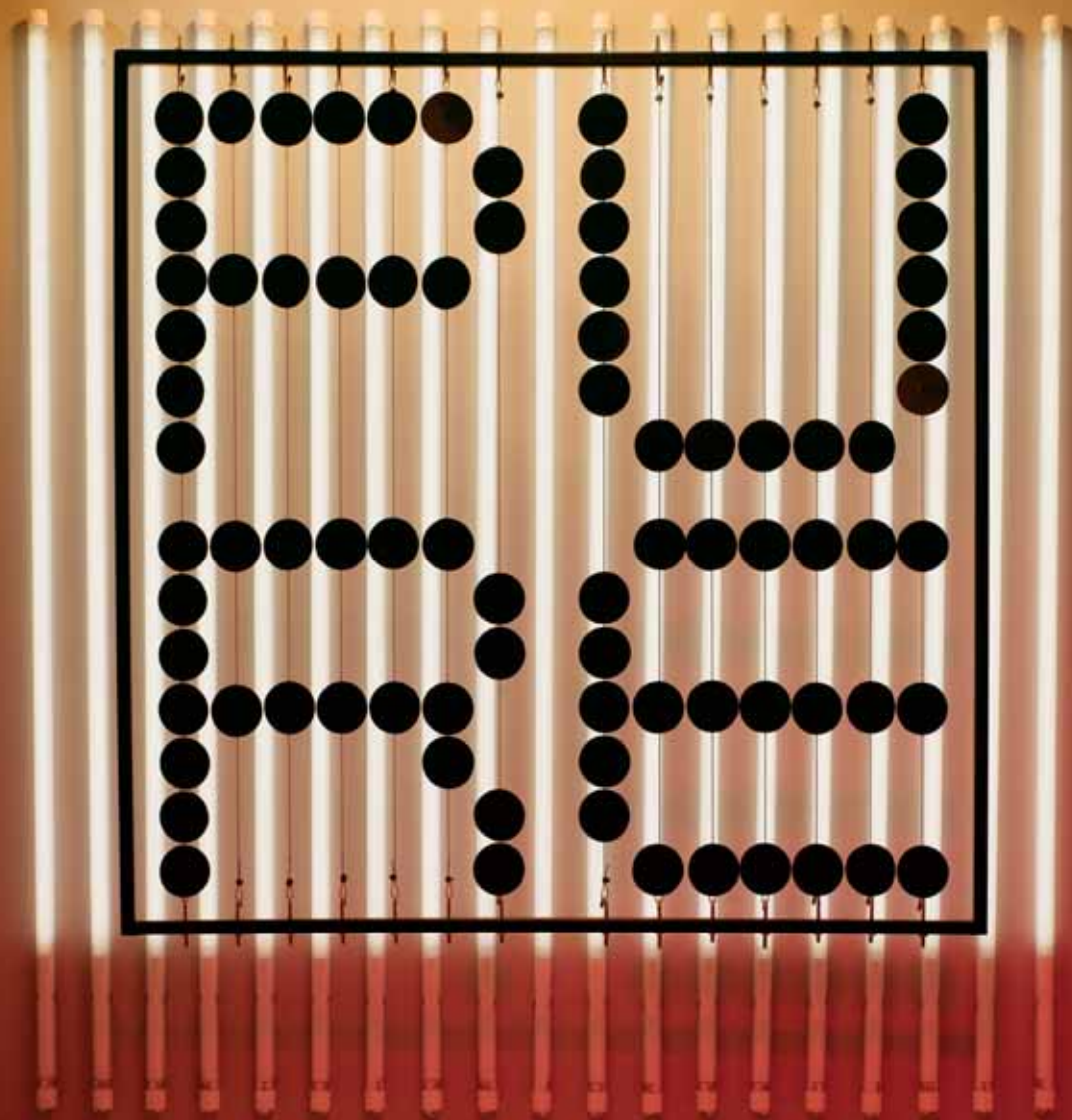


AW 09/10 Showing 8-10 Feb 09
Olympia London
www.purewomenswear.co.uk

pure[™]
L O N D O N

Event guide

£10



Contents

Welcome	4
Acknowledgements	6
Pure Experience	8-24
Exhibitor Profiles A - Z	25
Section Guide	207
VAT Receipt	213
Product Guide	215
Country Guide of Exhibitors	225

Environmental Statement Sustainable paper

All publications produced by SMS are printed on paper from sustainable forests, manufactured using Elemental Chlorine-Free (ECF) bleach and 100% recyclable chemical fibers. The paper is also 100% recyclable and is from natural and renewable resources.

SMS

Showtime Media Services Ltd

Event Guide
Advertising & Production

Showtime Media Services Ltd
Production Director: David Benson
Sales Office Manager: Lesley Maisey
Slaes: Sara Lelarge
Design: Andy Millsom
Accounts: Mark Benson

Hitchin headquarters:
Sales, Accounts and Design office,
Commerce House, 6 Grove Road,
Hitchin, Herts, SG5 1SE
T: +44 (0)1462 63 63 66
F: +44 (0)1462 642 464
E: enquiries@showtimemedia.com
W: www.showtimemedia.com

While every effort has been made to ensure accuracy in the compilation of this magazine, the organisers cannot accept liability for errors and omissions.

The Pure Team

Director	Sarah Lawrence
Event Manager	Samantha Bleasby
Head of Accessories and Footwear	Vicky Ogden
Account Manager	Kelly Pey
Account Manager	Sian Nuttall
Account Manager	Katy Davis
Sales Co-ordinator	Lucie Barber
Event Administrator	Emma Fearman
Marketing Manager	Athena Louca
Marketing Executive	Leah Baker
Group Operations Manager	Nikki Morris
Operations Executive	Charlotte Collyer
Operations Co-ordinator	Alexa Evans

Pure is organised by:

Creative agency	Exposure	+44 (0) 20 7907 7130
Web agency	ASP	+44 (0) 20 8680 8004
Press agency	Good Results	+ 44 (0) 20 7299 0590
Fashion show production	Production Team	+44 (0) 20 7289 7649

Welcome...

...to Pure February 2009!

Despite incredibly tough trading conditions globally, this February will see the biggest ever Pure London at Olympia. We are confident that buyers in the retail fashion industry will be inspired by what they see at the show and what they hear at our new, engaging range of seminars.

Our newest, most exciting launch area of the show is Ethical Pure, offering a blend of inspiring ready-to-wear, footwear and accessories. Clothing brands include Brittinger, Ideo, Izzy Lane, Komodo and accessory and footwear brand include Made, Terra Planna, Cocowai and Aura Que.

We would like to welcome the Italian Pavillion in the Footwear section, who will be showing a range of fantastic designers like Sax, Ballin Franco, Nouchka and Icone.

Within Directional, we continue to offer strong brands like Betty Jackson Two, b.young, Pennyblack, IKKS, Claire.dk and Stills.

Pure Spirit has excelled this season with fabulous young brands such as Superdry and Jack & Jones showing for the first time ever and returning brands like Desigual and Lipsy making this an increasingly exciting hall to visit. Spirit's menswear offer grows this season with brands like Vacant and BC London showing their menswear collections!

For the first time ever the Pure catwalk will take on a new set with full scenes dedicated to Almost Famous, Ian Stuart London, Lauren Vidal, Leila Hafzi, Vero Moda and Mails il est ou le Soleil? plus a scene showcasing ethical collections. Pure Spirit will see a new catwalk line up with Desigual, Disney Couture, Jack & Jones, Motel, Lipsy, Only, Superdry, Unique Boutique and Yumi.

This season more than ever buyers need inspiration and advice and Pure London covers everything. From catwalks, new ethical seminars and inspirational feedback from independent retailers through to the unique overall show editing.

We hope you enjoy what you find and we look forward to your comments to help us continue to improve this great show for you.

All the best and have a great season



Sarah Lawrence
Director of Pure

Acknowledgements

Drapers, Stand B1

Special thanks to Khabi Mirza, Fashion and Features Editor of Drapers Magazine, who is presenting their fashion forecasts on the Catwalk stage at 11am and 2.30pm each day.

Drapers

Leila Hafzi, Stand B11

Vero Moda, Stand A20

LEILA  HAFZI
VERO MODA®

Konplott, Stand J14

Many thanks to Konplott for providing the Pure London registration team with their accessories



Desigual, Stand Z233/Z326

Disney Couture, Stand Z539/Z543



Suzy Smith, Stand J223

Many thanks to the sponsorship from Suzy Smith in supplying the Pure London sales team with handbags at the show

Suzy Smith
london

Jack & Jones, Stand A11

JACK & JONES®

Unze, Stand Fo129

Many thanks to Unze for sponsoring the footwear and accessories staircase



Superdry, Stand Z31/Z226

Lipsy, Stand Z331



Desigual, Stand Z233/Z326

Many thanks to Desigual for helping to lighten everyone's load with their entrance bags and for also sponsoring the Spirit Catwalk



Motel, Stand Z538/Z540

Unique Boutique, Stand Z531/Z626

Yumi, Stand Z351/Z444

Only, Stand A9

WSGN, www.wgsn.com

Many thanks to WSGN for supplying trend forecasts for the styling of the Pure main catwalk.

Motel



ONLY.



Many thanks to our Main Catwalk sponsors

Ian Stuart London, Stand E66

Lauren Vidal, Stand F38

Mais il est ou le Soleil?, Stand E40/F45

Almost Famous, Stand C63/C69

IAN STUART
London

LAUREN VIDAL
Paris



And a big thanks to:

Ethical Pure Partner
Stand EP113



Ethical Pure Supporter
Stand EP111



Ethical Pure Sponsor
Stand EP3



Pure Experience

Brands at Pure London are edited, meaning that they are hand-picked for their quality and represent the middle to high end market. Pure London will re-energise some of the edited sections offering a fresh show layout. The new look layout will allow buyers to better pinpoint type of collections.

- **NEW! Ethical Pure** - Stylish and on-trend clothing, footwear and accessory collections - Fashion with a conscience.
- **Elan Directional** - Inspirational brands with a focus on design and creativity for the fashion forward woman.
- **Elan Studio** - Contemporary bridge lines offering a wide mix of tailored and time-less collections.
- **Elan Boutique** - Exciting casual wear and exquisite evening and occasion wear for the modern woman.
- **Spirit** - A mix of young unisex collections from street inspired pieces and premium denim through to feminine quirky designs.
- **Footwear** - A section dedicated to designer and contemporary footwear brands
- **Accessories** - The latest and most creative designs will be bought to you in jewellery, bags, wraps and hats.

Main Catwalk

The Pure catwalk will take on a new set. Almost Famous, Ian Stuart London, Lauren Vidal, Leila Hafzi, and Mails il est ou le Soleil? will all have scenes fully dedicated to their A/W 09 collections. There will also be a dedicated Ethical scene plus two Elan Directional scenes.

Focusing on complete looks for Autumn/Winter 09, each

outfit will be complimented by accessories and footwear brands from the gallery level.

Pure Spirit Catwalk

The Spirit catwalk will showcase new collections by Desigual, Disney Couture, Jack & Jones, Motel, Lipsy, Only, Superdry, Unique Boutique and Yumi.

The Pure London runways will give a snapshot of the main trends and give inspiration for buying and merchandising.

Trend Presentations

Drapers' fashion and features editor, Khabi Mirza, will return to host two trend presentations daily on the main catwalk. His informal talks on the key shapes, colours, fabrics and styles for Autumn/Winter 09 will be crucial for your buying and to find the hit pieces of the season.

New Features this season at Pure London

A touch of Italy

Over 16 Italian footwear labels will create a new Italian Pavilion. ANCI, the Italian Footwear Manufacturers Association, have chosen Pure London, their first UK trade exhibition, as a platform for their many exciting brands. These include Ballin Franco, Loriblu, Sax, Marino Fabiano, Manas and Nouchka who will all be showing their new Autumn/Winter 2009 collections.

Ethical Seminar Programme

Complementing our new Ethical Pure section, an educational and informative seminar programme will be conducted by the Ethical Fashion Forum twice daily on the seminar lounge.

Menswear collections

An exciting line up of menswear and unisex labels join Pure Spirit, the young creative fashion section of Pure London. Brands include Desigual, Disney Couture, Jack & Jones and

Pure Experience continued

Monkee Genes. See some of these collections come to life on the Spirit Catwalk.

Inspirational Indies

Launched last August and taking place on the Seminar Lounge, 'Inspirational Indies' will showcase some of the best independent boutiques in the UK giving buyers a chance to hear how they have reached the top of their game in such a competitive market.

The retailers featured are all finalists from the Drapers Awards 2008, where fashion's best can inspire and be recognised among their peers as dynamic and forward thinking businesses.

Drapers will hold a daily Q&A session to give buyers an insight into what makes these retailers leaders of the market, as well as high impact images showing the diversity in style, presentation, stock and merchandising which confirms the success of these independent boutiques within the UK market.

Buyer's Schedule

Plan your trip with the below timetable of events

Please note extended opening hours on Sunday 8 Feb and Monday 9 Feb until 7pm.

	Sun 8 Feb	Mon 9 Feb	Tues 10 Feb
Pure Opens	9.30am	9.30am	9.30am
Pure Catwalk - on the main catwalk stage	10.30am	10.30am	10.30am
Drapers Trend Presentation - on the main catwalk stage	11am	11am	11am
Ethical Seminar - on the Seminar Lounge	12pm	12pm	12pm
Pure Spirit Catwalk - in Pure Spirit	12.15pm	12.15pm	12.15pm
Inspirational Indies Q&A - in Elan Boutique	1.15pm	1.15pm	1.15pm
Pure Catwalk - on the main catwalk stage	2pm	2pm	2pm
Drapers Trend Presentation - on the main catwalk stage	2.30pm	2.30pm	2.30pm
Pure Spirit Catwalk - in Pure Spirit	3.15pm	3.15pm	3.15pm
Ethical Seminar	4.00pm	4.00pm	4.00pm
Pure Catwalk - on the main catwalk stage	5.30pm	5.30pm	-
Pure Closes	7pm	7pm	5pm

Strictly no other photography allowed anywhere in the event, unless by accredited press and authorised by the organisers.

Eating out at Pure

Costa Coffee – located on the ground floor

Serving the best coffee in the true Italian style, you can order from an extensive coffee range – Espresso, Americano, Cappuccino, Caffè Latte, Macchiato, and Mocha. As well as offering the finest coffee, Costa has a wide range of alternatives including hot chocolate, teas and infusions, iced coffees & fresco. Hot & cold sandwiches and snacks are also available.

Crush* – located on the ground floor

Pop along to this juice bar and Crush staff will whizz up the best made-to-order fruit smoothies, freshly pressing all juices right in front of you and serving up some of the tastiest sandwiches, 'super-food' salads, sushi and delicious soups.

Fashion Café* – located on the upper gallery

Enjoy lunch over sounds of piano melodies at the Fashion Café with the option of soup and a selection sandwiches. Or simply enjoy a glass of either Champagne, Mercier rose, red and white wine or a choice of other spirits. Also hot and cold refreshments are available.

Cafe Bar - located on the upper gallery

Selection of hot drinks including specialty coffees and flavored teas, sandwiches, salads, carvery, muffins, pastries, cookies and snacks.

Orchard Bar – located on the ground floor

Kick start the day with a full English breakfast and a coffee, or if you prefer to break for a hot lunch; Grilled Salmon, Thai Green Curry and jacket potatoes are just some of the options. For those that fancy something a little lighter grab a salad, Sushi or a sandwich and wash it down with a soft drink or something alcoholic.

Pizza Express* – located on the ground floor

With a tantalising combination of timeless classics and new dishes, the regularly refreshed menu offers something for everyone from thin crisp pizzas, delicious salads to fresh flavoursome vegetarian options.

Italian Footwear Cafe* – located on the upper gallery

Offering breakfast until 11:45am, menu includes fresh pastries, fruit salads and yogurts. Lunch starts from 12:00pm offering a variety of Italian influenced soups, pastas, meze plates, sandwiches, desserts, snacks and hot and cold drinks.

Taste Italia* – located on the ground floor

Taste Italia is another food and drink restaurant offering a full range of hot paninis, cold sandwiches, salads, snacks and vegetarian meal options. Hot drinks, soft drinks, wines and cold beers also available.

**Caters for Vegetarians*

Retail Therapy

Covent Garden/Neal Street

Visit Covent Garden to experience London's most diverse selection of shops, cafes and restaurants. Always buzzy with shoppers and tourists filling the streets there is an endless supply of shops to visit. From the world renowned Covent Garden market to the high street stores and quirky independents you definitely wont run out of shops to visit. NEAL STREET, is a great place to start with shops such as Mooks, Swear, Size, Paul Frank, Pepe Jeans and Pop Boutique to mention a few. For designer womenswear head to Nicole Fahri in the Piazza and for cutting edge fashion check out Koh Samui, Monmouth St. which stocks a host of top end designers including; Temperley, Maharishi, Clements Ribeiro and Julian Macdonald.

High Street Kensington

The closest shopping getaway from Pure, High Street Kensington, provides a relaxed shopping experience away from the bustling crowds of Oxford Street. You will find an array of shops that cover all tastes from the high street names such as H&M, Zara, Miss Sixty, French Connection and Diesel to the more individual stores such as All Saints and Urban Outfitters. One shop definitely worth a visit is the unique Coco Ribbon, this gorgeous boutique can be found in nearby Notting

Hill and is host to a veritable treasure-trove of luxurious indulgence, designers stocked include; Collette Dinnigan, Sass & Bide, Manoush, t-bags, Mimi Holiday and Damaris.

If you fancy some alfresco shopping then head towards Ladbroke Grove and the famous Portobello Market, here you can easily while away an afternoon searching the multiple stalls selling everything from vintage classics, retro lingerie, bespoke jewellery and handmade clothes.

Knightsbridge

This is home to London's most famous department stores.

Harrods Mon - Sat, 10am - 8pm

Sundays, 12 noon - 6pm

Tel: 0207 7301234

Wander through the delightful food hall, or browse through the many designer sections in this luxurious store.

Harvey Nicols Mon - Fri:

10:00am - 8:00pm

Saturday: 10:00am - 8:00pm

Sunday: 12:00pm - 6:00pm

Tel: 0207 235 5000

You could spend an entire day browsing through the three floors of designer labels, taking time out to "do lunch" on the top floor, renowned for its 360° views across London.

Central/West End/Soho

Oxford Street is London's most famous shopping destination. Home to literally hundreds of shops from all the high street names, such as Mango, Top Shop, Karen Millen, the recently opened H&M designer store COS, Abercrombie and Fitch and of course the renowned Selfridges. A short wander away from Oxford Street will lead you to Fenwick on New Bond Street or Liberty's and Carnaby St. Here you find international street brands like Carhartt, American Apparel, Diesel and Cinch and shops such as High Jinks provides a selection of urban fashion from the likes of Triple Five Soul and Pornstar. A further wander off the beaten track will lead you to Kingly Court, this hidden courtyard is home to a number of quirky independent boutiques such as Carousel, Marshmallow Mountain and Harriets Muse which offers a couture service of one off ready-to-wear corsets.

The tranquil surroundings of Kingly court offer a perfect lunchtime break away from the bustle of Oxford Street and offer a variety of cafes and deli's to choose from. One venue not to be missed is Café Boulangerie ces't Ichi where you can sample their delicious variety of home baked cakes and pastries, as well as their evening menu of Mediterranean delights.

Going out

West End

Kensington Bar

Address: 54 Russell Gardens, Kensington, London, W14 8EZ

Tel: +44 (0)872 148 2675

Located in the heart of the Royal Borough, The Kensington Bar is a vibrant, lively bar which offers something to suit everyone; whether you want a night of laughter, good music, great food, a game of pool, a quiet game of Backgammon, a corporate meeting place or just to relax after work in a warm and friendly atmosphere. Still keeping the traditional fish and chips, burgers etc...there are also some different foods like duck and tuna. The Kensington Bar vary the menu about twice a week and all ingredients used at The Kensington Bar are fresh in every day.

Yauatcha £££

Address: 15 Broadwick Street, W1F 0DL

Tel: +44 (0)20 7494 8888

Little parcels of golden treasure at Yauatcha make dim sum as a cheap meal a thing of the past, but these exquisite offerings, and the many other tantalising dishes Yauatcha has to offer, will make your taste buds dizzy. The teahouse upstairs adds to the experience of this strikingly glamorous new offering from the owner of last year's restaurant favourite, and Michelin-starred, Hakkasan.

The Westbury Restaurant £££

Address: The Westbury Hotel, Conduit Street, W1S 2YF

Tel: +44 (0)20 7629 7755

This old school restaurant draws in diners with its book-lined walls, wooden floor and large open fireplace. The menu offers a range of contemporary, cosmopolitan dishes, uniting influences from around the world with good old British classics. Save some room for dessert though, for with this delicious array of sweets, your taste buds will never forgive you if you miss out.

Coq d'Argent ££

Address: No1 Poultry, EC2R 8EJ

Tel: +44 (0)20 7395 5000

Dine in style at this alfresco Conran restaurant. Coq d'Argent boasts itself as being one of the most remarkable rooftops in London and has a French cuisine menu to match which changes every six weeks inline with the changing seasons and fresh produce. The menu includes dishes such as Terrine de foie gras, Coq au vin and fruits de Mer. For a more informal experience visit on a Sunday when this usually formal restaurant terrace offers a jazz brunch.

Asia de Cuba ££

Address: St Martin's Hotel, 45 St Martin's Lane, WC2N 4HX

Tel: +44 (0)20 7300 5588

One of the most fashionable restaurants to be seen in, Asia de Cuba is a where the 'beautiful' people go to eat. Located in the trendy St Martin's Lane Hotel surrounded by the contemporary designs of Philippe Stark you can enjoy their Asian and Latin fusion dishes served from their 'Wagyu Menu' where you are given three dishes to share. For dessert why not indulge in their coconut invasion, Cuban coffee brownies or mini Mexican doughnuts.

Momo at Selfridges ££

Address: 2nd floor, Selfridges, 400 Oxford Street, W1A 1AB

Tel: +44 (0)20 7318 3620

The perfect resting place for weary feet, Momo is a haven for Selfridges' shoppers who enjoy fine food. This is primarily an informal lunch venue, but it's also open for brunch, afternoon tea & all-day snacks. And, should the pressure of shopping get too much, it's possible to retreat with a cocktail and a hookah pipe to the tent-like smoking room.

Going out continued

Alphabet Bar £

Address: 61-63 Beak Street, Soho. W1R 3LF

Tel: +44 (0)20 7439 2190

The worn-wooden floors and downstairs seating at Alphabet are shabby-chic to a tee. This classic Soho bar has been a favourite for many years, which is not surprising considering that if you can't find your favourite amongst the 30 strong cocktail list, the friendly staff are on-hand to mix any drink of your choice. A well priced bar menu adds to this quality venue for the more discerning drinker.

West London

Cocoon ££

Address: 65 Regent Street, W1B 4EA

Tel: +44 (0)20 7494 7600

Award winning Cocoon, set in the heart of London offers the perfect location to sample their pan-Asian cuisine blending Chinese, Thai and Japanese spices as well as offering a host of fusion desserts including assam chocolate fondant with vanilla ice-cream, a dish not to be missed. Made up of 6 'cocoons' this ultra chic restaurant is another top favourite among the elite, celeb diners include; Scarlett Johansson, Nicole Kidman and Yasmin Le Bon.

Bluebird ££

Address: 350 Kings Road, SW3 5UU

Tel: +44 (0)20 7559 1000

Whether you're looking for breakfast, a quiet drink with friends, lunch, dinner or a spot of afternoon tea, Bluebird is the perfect venue. Currently celebrating its 10th Birthday the Conran owned Bluebird has undergone some what of a facelift revealing a new more sophisticated stylised restaurant. Located right in the heart of Chelsea the emphasis of Bluebird is on

classic British dining at its finest using ingredients sourced directly from British farms. Dishes include Chicken and mushroom pie made with Goosnargh maize fed chicken and cépe mushrooms. If it's a light bite you are after try the fruit scones with Devonshire clotted cream. Alternatively take a quick visit to The Bluebird Epicerie gourmet food shop where you can stock up on a range of fresh seasonal produce to enjoy in the comfort of your own home.

Harlem ££

Address: 78 Westbourne Grove,

London, W2 5RT

Tel: +44 (0)20 7985 0900

This upmarket Notting Hill offering serves traditional New York breakfast from 8.00am during the week as well as NY style deli sandwiches for lunch and steakhouse style cuts of beef for dinner – all surrounded by a funky, yet comfy, decor. Live soul, blues and hip-hop are played in the bar until 2.00am Mon-Sat.

East London

Rhodes Twenty Four £££

Address: 24th Floor, Tower 42, 25 Old Broad Street,

London. EC2N 1HQ

Tel: +44 (0)20 7877 7703

This 24th-floor restaurant is always packed to the rafters, and this is not just down to it's stunning views of the city. With Gary Rhodes at the helm as Head Chef, the menu offers a wide range of modern European food with a distinctly British twist. With an extensive wine list poured by approachable staff, this restaurant is a must for those who prefer their room with a view.

Going out continued

The Narrow ££

Address: 44 Narrow Street, E14 8DP

Tel: +44 (0)20 7592 7951

Gordon Ramsey's most recent purchase, a converted former brewery in Limehouse, may be a world away from the likes of The Savoy Grill or Claridges but it still offers top class food in a superb location. Situated on the banks of the Thames this Grade II listed building provides the perfect backdrop for this modern Ramsey take on the traditional English pub. The food has been carefully chosen to compliment its local surroundings and house specialities include pea and ham soup and potted Cromer crab on granary toast. So if you're looking for celebrity chef dining with a difference this is the latest hotspot in London to visit.

Bistrotheque ££

Address: 23-27 Wadeson Street, E2

Tel: +44 (0)20 8983 7900

This minimalist yet contemporary restaurant brings sophistication to East London combining French and British cuisine in dishes such as whole lobster with chips and veal t-bone with corned beef hash for main and apple and mango crumble with butterscotch sauce for dessert. Set in the unlikely surroundings of Bethnal Green this unusual restaurant has an air of fun to it. Combining entertainment with dining the restaurant features its own cabaret room with performances most nights of the week, definitely a great night out for those who prefer a rather different post dining experience.

North London

Fredericks ££

Address: Camden Passage, Islington, N1 8EG

Tel: +44 (0)20 7359 2888

In the heart of the famous Camden Passage antiques corner lies this modern yet family run restaurant. One of Islington's longest-serving eateries Frederick's provides consistent high quality food and friendly service. You can dine in the garden room underneath the stunning glass vaulted ceiling or in milder weather enjoy your food and drinks on the patio or in the restaurant's own garden. House specialities include: Roast fillet of sea bream, smoked garlic mash and oyster mushrooms and Dover sole with roasted beetroot. For dessert why not try Tarte tatin with vanilla ice cream or Mango crème brûlée with biscotti.

Gilgamesh ££

Address: Camden Stables Market, Chalk Farm Road, NW1 8AH

Tel: +44 (0)20 7482 5757

One of the most unique, dramatic and visually striking conceptual venues in London Gilgamesh exudes glamour and opulence with its velvet seating, carved walls and retractable roof panelled ceiling. The huge venue which can accommodate over 800 people is divided into four distinct seating areas including the Pan Asian Restaurant, a Tea House terrace, a Bar and lounge and a VIP 'Babylon' lounge bar. The menu offers a wide selection including Dim Sum, Sushi and set 'taster menus' offering an eight course selection of varied dishes. There is also an extensive drinks list covering wines, champagnes, spirits and a whole host of cocktails. With all this choice on offer there is no excuse not to visit this restaurant which provides an experience within itself.