



pure™
L O N D O N

Event guide

£10

SS10 Showing 2-4 Aug 09

Olympia London

www.purewomenswear.co.uk

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Welcome...

...to Pure London August 2009!

What a show we had in February! It was our biggest yet in both size and visitor numbers and we are excited to present this next edition in August. London is certainly the home of fashion in the UK, so thank you for supporting Pure London since its launch in 1997 and helping in shaping it into the event it is today.

This August edition is our 26th. With the fashion and retail market constantly evolving, we treat every season as a new one to give you an event that will help your business thrive in changing trading times.

This August, we are delighted to be working with Drapers, WGSN, and the Ethical Fashion Forum to bring you free exclusive seminars and trends. These industry leading experts will offer you invaluable information on topics such as the state of the economy and ways to survive, why introducing ethical brands can help boost sales and buying direction based on consumer buying patterns and key trends.

Spread across five sections on two floors, downstairs you'll find elegant chic in Directional, Studio and Boutique and the cutting edge cool in Spirit. On the upper level, discover

hundreds of collections in Accessories and the Footwear section will bring another strong line up of mid-high end brands, as well as some of the very best Italian footwear designers who will form the Italian Footwear Pavillon

I can't tell you how special it feels to have so many visitors at the show. There is a lot to fit in this August, and I hope you're able to find at least two days to take full advantage of everything on offer at the show.

All the best and have a great season.

Kind regards



Samantha Bleasby
Event Manager

Acknowledgements

Drapers, Drapers Lounge (Boutique section)

Special thanks to Drapers Magazine for presenting their fashion forecasts on the Catwalk stage at 11am and 2.30pm each day, as well as business seminars at 1.15pm on the Drapers Lounge.



WGSN, WGSN Bar (Spirit section)

Special thanks to the WGSN team for presenting their Trend Lab on the Spirit Catwalk at 12.45pm each day and their macrotrend predictions for the young fashion sector on the WGSN Bar, and also for supplying trend forecasts for the styling of the Pure main catwalk.



Suzy Smith, Stand J223

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



Desigual, Stand Z526/Z429

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



In2grate Business Solutions, Fashion Café

Many thanks to In2grate for sponsoring the Fashion Café in the accessories section.



Ethical Fashion Forum, Stand C2

Many thanks for the Ethical Fashion Forum for their continued support of the ethical brands at Pure London, and for hosting ethical seminars daily at 4pm on the main catwalk.



Environmental Justice Foundation, Stand Z313

Thanks to the EJF and Max Rogers for hosting the Ethical Walks, Sunday and Monday following the Ethical Seminar on the main catwalk at 4pm.



Many thanks to our Main Catwalk sponsors

Aftershock, stand B37



Anoushka G, stand E68/F71



Lauren Vidal, Stand F38



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



Many thanks to our Spirit Catwalk sponsors

Desigual, Stand Z526/Z429



Boo-Teek, Stand Z321



Forever Unique, Stand Z443/Z538



Hippi Chic London, Stand Z638/Z642



Motel, Stand Z531



Punkyfish, Stand Z319/Z418



Yumi, Stand A27



Pure Experience London

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.

- **Directional** - Inspirational brands with a focus on design and creativity for the fashion forward woman.
- **Studio** - Contemporary bridge lines offering a wide mix of tailored and time-less collections.
- **Boutique** - Exciting casual wear and exquisite evening and occasion wear for the modern woman.
- **Spirit** - Exciting creative young fashion for men and women, from street inspired pieces 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, sunglasses, watches and hats.

Main Catwalk

Preview entire collections from Aftershock, Anoushka G, Lauren Vidal and Mails il est ou le Soleil?, as well as scenes dedicated to new brands at Pure London and ethical fashion.

Focusing on complete looks for Spring/Summer 10, 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,

Boo-Teek, Forever Unique, Hippie Chic London, Motel, Punkyfish and Yumi. The Pure runways will give a snapshot of the main trends and give inspiration for buying and merchandising.

Trend Presentations

Drapers return to host two trend presentations daily on the main catwalk. Their informal talks on the key shapes, colours, fabrics and styles for Spring/Summer 10 will be crucial for your buying and to find the best buys of the season.

New Features this season at Pure London

Ethical Walk

Hosted by EJM, Ethical Walks will take place on Sunday and Monday directly after the Ethical Seminar (4pm daily on the main catwalk). Max Rodgers, who models for EJM and is a big supporter of ethical fashion, will lead these informal walks around the show visiting key brands to hear their stories.

WGSN Trend Lab: Decoding Youth

This workshop will be invaluable in providing buying advice for the young fashion market as well as finding other ways to unlock the potentially huge profits in this area. 12.45pm daily on the Spirit Catwalk.

Menswear collections

An exciting line up of menswear labels join Pure Spirit, the young creative fashion section of Pure London. Brands include BC London, Brandon, Dark Muse, Desigual, Duke, Famous Forever, Radiobot, Monkee Genes and UMM.

Drapers Business Seminars

Drapers will host a series of seminars aimed at providing practical advice to independent boutique owners to help drive competitive advantage. 1.15pm daily on Drapers Lounge.

Pure Experience continued

Buyer's Schedule

Plan your trip with the below timetable of events

	Sun 2 Aug	Mon 3 Aug	Tues 4 Aug
Pure Opens	9.30am	9.30am	9.30am
Pure Catwalk (25 mins) - (Main Catwalk)	10.30am	10.30am	10.30am
Drapers Trend Presentation (30 mins) - (Main Catwalk)	11am	11am	11am
Pure Spirit Catwalk (25 mins) - (Spirit Catwalk)	12.15pm	12.15pm	12.15pm
WGSN Trend Lab (30mins) - (Spirit Catwalk)	12.45pm	12.45pm	12.45pm
Drapers Seminar (30 mins) - (Drapers Lounge)	1:15pm	1:15pm	1:15pm
Pure Catwalk (25 mins) - (Main Catwalk)	2pm	2pm	2pm
Drapers Trend Presentation (30 mins) - (Main Catwalk)	2.30pm	2.30pm	2.30pm
Spirit Catwalk (25 mins) - (Spirit Catwalk)	3.15pm	3.15pm	3.15pm
Ethical Seminar - (Main Catwalk)	4pm	4pm	3.30pm
Ethical Walk - starts at Main Catwalk	4.20pm	4.20pm	-
Pure Catwalk (25 mins) - (Main Catwalk)	4.30pm	4.30pm	-
Pure Closes	6pm	6pm	4.30pm

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

Eating out at Pure

DP Cappuccino – 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. Hot & cold sandwiches and snacks are also available.

Crush* – two locations 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.

NEW LOCATION! Fashion Café* – located on the upper gallery

Enjoy lunch at the Fashion Café with the option of a selection sandwiches and salads. 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 ground floor and upper gallery

Selection of hot drinks including specialty coffees and flavored teas, sandwiches, salads, 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 yoghurts. Lunch starts from 12:00pm offering a variety of Italian soups, pastas, salads, 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.

Footwear – upper gallery in the footwear section

Enjoy lunch at the Fashion Café with the option of a selection sandwiches and salads. 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.

Media Bar – located on the ground floor in the Studio section

Enjoy lunch at the Fashion Café with the option of a selection of sandwiches and salads. 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.

**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.