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Introduction

Welcome to this season's Pure

New for February, Pure now takes place in two separate venues. Take your pick from womenswear, accessories and footwear on offer in Pure London in Olympia; and young fashion for men and women at Pure Spirit in Earls Court. Plus, co-locating with Spirit, you'll find Stitch, the UK's dedicated menswear and accessories trade show. Travelling between Pure London and Pure Spirit couldn't be easier, simply jump on the free shuttle bus service running between Olympia and Earls Court.

We've created this nifty pocket guide to help you navigate your way around the two shows; we hope you find it useful.

Within this pocket guide, you'll find a floor plan of each of the sections within Pure London and Pure Spirit, along with a brand listing. Simply search for each brand in the listing, note their stand number, and map their location on the floorplan.

There is a separate brand listing for Stitch located at the back of the booklet, for more information about stand location please head to Stitch located in Earls Court.

We hope you enjoy the show!

Pure London Catwalk

For the first time this February, Pure London will display two catwalk stages entirely dedicated to womenswear fashion. See how top trends translate through to collections and pick up innovative styling tips. The Inspiration stage, located in the National Hall, will present visually stunning catwalks styled inline with WGSN trends; and in the Grand Hall, the Contemporary catwalk showcases a fabulous array of full collections from these inspirational Derhy brands:

YaYa

kif.if

Love by Ezoani

Derhy

Spirit of Phoenix

Fee G

Forever Unique Woman

Arianna

Mais Il est ou soleil?

Mac Duggal

Lauren Vidal

Rosa Rosam

Mac Duggal



Mais Il est ou soleil?



YaYa

Arianna





FOREVER UNIQUE
W O M A N



Derhy



Fee G



kif.if

Love by
Ezoani

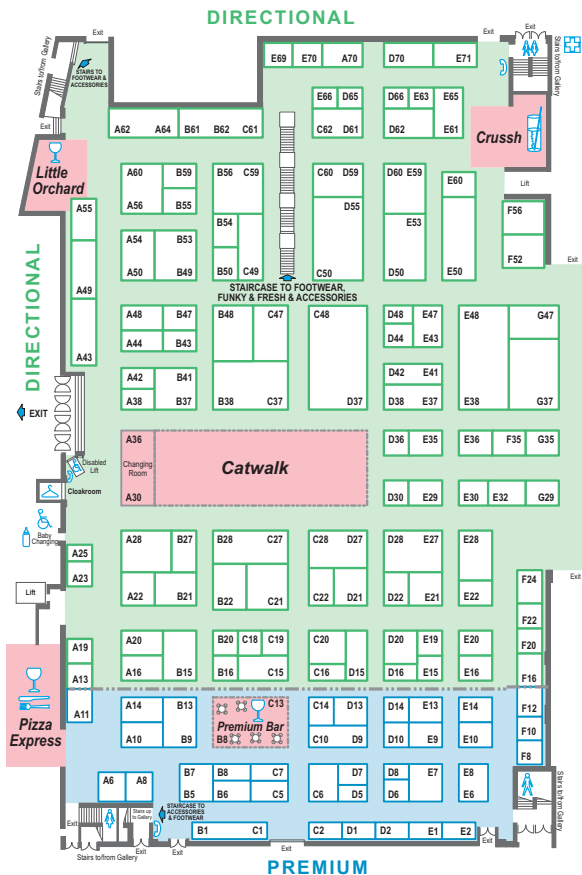
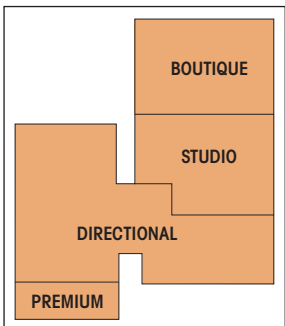


Rosa Rosam



Spirit of Phoenix

Womenswear Floorplan



BOUTIQUE

PREMIUM



From Trend-Led Fashion
To Directional Denim

Pepe
L O N



Womenswear A-Z Listing

Key: N=New, L=Launch, X=Exclusive, E=Ethical,
Blue: Pure Premium

120%	N	E13	Bibico	X E	M36
& Co		A8	Bitte Kai Rand		P38
1 Like No Other	N L X	P30	Blank	X	C6
2Love By Tony Cohen	N	E10	Blue Rouge		N73
2nd Day		C10/D9	Boheme		R65
A Right Charlie		S82	Bohemia		A62
Abit		A23	Braintree Eco Fiber Fashion	E	N37
Adini		N100/P99	Brandtex		Q38/Q48
After Six		R76	Brodie		A55
Aftershock		S20/T19	Brunella		S74
Aganzi		A43	By Ti-Mo		Q36
Aideen Bodkin		E30	Cabotine	X	Q81
Aigle		Q35	Cabotine Frisson		Q81
Aisha By Dany Tabet		N81	Camila-me		R74
Akhesa		P66	Camilla Kennedy		A8
Alfredo Vaez		S87	Cannisse		N58/P57
Almost Famous		Q20/R19	Capri Clothing		S73
Altalena Knitwear		D70	Carling		G44
Amari		G47	Carlopiik		R27
Amazing Woman		M74	Caro London		B47
Amore	N L	N75	Carol C Collections		M49
Andre Ungaratto		C20	Catherine Andre	L	D22
Andrew Majtenyi		E29	Catwalk Collection		B55
Ann Balon Occasions		S81/S85	Charli		N35
Ann Balon Tuscany		S81/S85	Charming		E50/E60
Ann Louise Roswald	N X	D7	Cher Fashion	N L	E21
Anna Mara		S74	CHICA Boutique		M30
Anne O'Dowd		R30	Christ	N L X E	P9
Anonymous By Ross + Bute		D13	Cinema	N L X	M85
Anoushka G		Q76	Clemency Rose	N L X E	A49
Antoinette Romero		M88	Cocomenthe		Q66
Arianna Clothing		R29	Coline	X	B61/B65
Arthurio Lino		R57/R63	Completo		R57/R63
Atelier Ltd		C5	Cristina Gavioli		Q56
Aurea Vita	X E	M59	Critical Mass		E43/E47
Ava Design		M98	Culture		E61/E65
Aventures Des Toiles		P55	Cut Loose		T35
Baby Ceylon	N X E	E9	D.Efect	X	D21
Baby Mo	N L E	N65	Daniella		Q81
Baby Mo Creed	N L X E	N65	Darling		B38/C37
Backstage		T66	Day Birger et Mikkelsen	N	C10/D9
Backstage		T37	Ddp Women		B48
Bamboo Silk Company Ltd	E	Q75	Des Petits Hauts		B15
Bari Jay	N	N94/P93	Designsix London		D42/E41
Beaumont Organic		F12	Devout		R74
Bebaroque	N X	C7	Diego Reiga	N	N36
Bella Bazaar		M100	Diktions Barcelona		N47
Bellaju		B43	Divina Providencia	N	F35
Beth Jordan		N61	DP Jeans		R66
Bianco Levrin		T88	Drapers		P10
Bibian Blue	N	M91	DS Diktions	N X	N47

Dunque		R38
Eden Rock		S37
Element23 Agency		A20
Elemente Clemente		N50/P49
Elisa Cavaletti		R48
Eliza & Ethan		M83
Elizabeth Lau	N	E14
Ella London		T30
Ellamoda		D60/E59
Emreco		N49
Emu Australia		R28
Environmental Justice Foundation		Q10
Escorpion	X	S29
Ese O Ese		M28
Espirit		N20/P19
EssenC Designs		F20
Eva Tralala		R49
Ewa I Walla		Q49
F.D.G.		R74
F.D.J.		R74
F.W.M.		G30/M29
FA Concept	N	T58
Fashion New York	N	N94/P93
Fee G		Q30
Fenn Wright Manson		G30/M29
Ferri Couture	N L	M71
Fever		C38/D47
Fille Des Sables		S27
Flamenco		D50/E53
Flax		T37
Fox's		T49
Fran & Jane	X	P36
Francoise Pendville		R100
Fred Sabatire		S47
FullCircle		C28/D27
Furansu		E19
FWM	N	G30/M29
Gabriella Knight		D65
Gabrielle Parker		A42
Gallery 4	N L X	D5
Gia London		F24
Giggle		E60
Gigi By La Femme	N	N83
Glamour 24/7		N69
Gloria Estelles		S76/T75
Goat		C16
Goose Island Designs		C62/D61
Gopal Clothing Co Pvt Ltd		B59
Gringo	E	
		C60/D59
Grizas		T38
Gustav		B27
Hanky Panky	N	D8
Hannah Jo		N29
Haris Cotton		D60/E59
Harris Wharf London	N	A22
Heather		R36
Heteroclite		Q74
Holland Cooper	N	C22
House of Harlow 1960	N	E7
Hvm Diffusion		T9
I.O. Womenswear		S73
Ian Mosh		R35
Ian Stuart London		R82/R86
Ilse Jacobsen		B22
Indigo Boo		T99
Indiwoman by individual		P56
Ingenuie		M30
Inside Out		S73
InTown	X	N28/P27
InWear		P20/Q27
Ipanema Kiosk	N	R9
Irresistible		S88
Isabel de Pedro	X	B28/C27
Ispirato		R80/S79
Issey Miyake Cauliflower		B5/B7
Issue		M84
J & B Clothing		M69
J.J. Garella		P50
Jack Brodie Ltd	X	A55
Jackpot	E	
		P20/Q27
James Lakeland		R20/S19
Jami	X	D48
Jasko India		A50/A54
Jensen Women		Q38/Q48
Jocavi		T27
Johann Brun		M66
John Charles		N76/P82
Joja Designs	N L	S86
Jonny Q		M65
Josie	N L	E22
Joss	N L X E	M69
Joules		Q28
Jucca		B9/B13
Kali Orea		G37
Kami Organic	N X E	A20
Kamouflage		T55
Karen Ritzi		P66
Kate Cooper		R37
Katherine Hooker	N X	F16
Keep Zero Gravity	X	T48

IO

Keep Zero Gravity				T42			
Ki				D44			
Kif.lf - Life Is A Beach	N			M82			
Kim Bernardin				M68			
Kind Hearts Clothing		E		A49			
Kische				N62/P61			
Kische	N			N62/P61			
Knock on the Door	N	X	E	A8			
Komodo		E		M43			
Kontrast				T73			
Koo-Ture				M76			
Kore Kamino				E66			
Kourbela Ioanna		L	X	T48			
Krines Berlin				S38			
Kuna	N			A70			
La Bottega di Brunella				R55			
La Femme	N			N83			
La Mack London		L	X	F22			
Ladybug				B59			
Lara Design		N	L	X	M90		
Lauren Vidal				S56			
Le Petit Baigneur	N			T34			
Les Maçons Danseurs	N		E	D6			
Les Racines Du Ciel	N	X	E	A20			
Leslie Monte Carlo		L	X	N56			
Lilith				Q50			
Lily Stone London				B16			
Linea Raffaelli				R88			
Lini				E36			
Lis				A22			
Lisa Campione				P64			
Little Buddha		X	S20/T19				
Lona Scott				M64			
Loré				N75			
Louise Della				E20			
Loulou ET TU				S80			
Lounge Lover		N		B21			
Love by Enzoani				M79			
Luna Llena				A56/A60			
LunaSky		N	L	T84			
Lunn				Q47			
M.&Kyoko		N		C19			
M.O.L		N	L	E13			
Mac Duggal				M88			
Madeleine Thompson		N		E7			
Mado et les Autres				T50			
Mais Il Est Ou Le Soleil?				R58/S63			
Maliparmi				B9/B13			
Mancs Del Uruguay		N	L	X	E	P9	
Mani-Stone			X	E	M62		
Manos				P9			
Manuelle guibal				T9			
Marble				N55			
Marcelino				R75			
Mardi Jeudi				C14			
Marianne Racila				M88			
Marie Mero				S30/T29			
Marie Reberat			X	P48			
Marilyn Moore			X	E	P35		
Martino		N		A38			
Mary Davis Knitwear				M63			
Masai Clothing				N38/P37			
Mascara				N90/N91			
Mashiah Arrive				T81			
Math Collective		N	X	C7			
Max Et Moi				M48			
Melabelle		N	L	X	E	D33	
Mes Soeurs Et Moi				S36			
Michaela Louisa				Q100			
Michal Negrin				G84			
Miss Baron			X	N28/P27			
Modarama				B37/B41			
Moloko				S35			
Mon Ami				N68/P65			
Mycra Pac Designer Wear		N		T77			
Mycra Pac Life		N		T77			
Mycra Pac Now		N		T77			
Mycra Pac One		N		T77			
Mycra Pac Tour		N		T77			
Myrine & Me				S58/S64			
Nancy Dee			E	G53			
Nancy Mac				N10			
Natural Cotton Colours				A48			
Naturalmente				R38			
Ness				C49			
Nicchi			X	Q81			
Nice Things				B49/B53			
Nigel Preston + Knight				E13			
Nina Bon Bina				P29			
Nomads Clothing			E	D62			
Northland				F52			
Not So Serious			X	B8			
Not Your Daughters Jeans				M50			
Nougat London				M35			
Nu Woman				Q58			
Nue By Shani			N	M56			
Nuovo Borgo			N	L	N63		
NYDJ				M50			
Ochre Cashmere				E35			
Olars Ulla				Q55			
Olivia Rubin				Q29			
One O One				N68/P65			
Onyxstar			Y	L	X	E	F56
Ophelia Is Lost			N	E16			
Organic Clothing				E	Q75		
Organic Leather			N	L	X	E	A20
Oshun				A15			
Out Of Xile			X	E	S65		
Oxmo				G36			
Palace London				B37/B41			
Panos Zinas				M85			
Part Two				P20/Q27			
Paule Vasseur				Q76			
Peony			E	D66			

People Tree		E	N30
Pepita Perez	N L		B56/C59
Peppercorn			G36
Peppercorn			G36
Peruzzi		E	Q37
Pink Label London		X	G29
Pomodoro			N70/P73
Prabha Arts			E61/E65
Privatsachen			R47
Pure Knits + Neon Buddha	N L	E	N64
Puriti	N	X	B20
Queene & Country		X	D15
R By Reene Weston			M1
Raiz Da Terra Green Co	N	E	A44
Reene.Co			M1
Renata			Q81
Rene Derhy			C50/D55
Roberto Naldi			G37
Rodika Zanian			Q57
Ronen Chen			R30
Rosalita McGee			S28
Rosarosam			P74
Roshanara			M67
RUBY LONDON			F10
Ruth Erotokritou			E15
Sahara			S66/T65
Saint Tropez			C47
Saltwater		X	D20
San + Soni	N L X		B8
Sara Coleman	N		D14
Saskia		E	A25
Sbelt Jeans	N		T27
Scoline	N L X		A19
Schweikardt Moden			R38
Seasalt			E38/E48
Selected Femme	N		D28/E27
Semon Cashmere			F13
Senas			T57/T63
Sewn Agency			D8
Share Female			Q38/Q48
Shepard's Natural Clothing			M58
Shimmer	N		N94/P93
Signature			Q38/Q48
Silverflint	N L	E	N27
Simclan			S48
Simone Rodrigues			A8
Sneaky Fox			M74
Soaked In Luxury			D38/E37
Sophie's Wild Woollens		X	N67
Spirit of Phoenix		E	Q75
Stefanel			C15
Stella Nova	N		E10
Stewart and Brown	N	X E	A20
Sticky Fingers			E28
Summum Woman			Q64
Sunpockets	N L		D8
Suzu D			F52

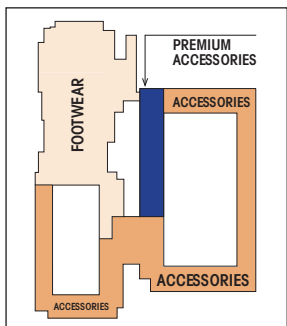
Sweet Lime		X E	D66
Sybell			R98
Tara Vao			R74
TBA	N X		C7
Thalassa	N L		B54
The Alpaca Collection			M70
The One			S10
The Rose			D16
Tina Taylor			N57
Tricot Chic	N		R73
TRWA			D8
UbU	N		N64
Uldahl	N		S50
Ultimate Mik's			S37
Umirosa		X	B50
Unique Woman			N84/R87
Urban Code			C21
Urban Code		X	C21
Urban Fitting Room	N		M32
Ursula Felix			E32
Uttam Boutique			M38
Valerie			D10
VERCIA			R98
Very Kerry	N L	E	E63
Vetono			T47
Vilagallo	N		R10
Werner Christ Gmbh			P9
WGSN			D36
Winter Kate	N		E7
Wizard Jeans			N69
Worn By	N		D8
Xenia Design		L	Q63
XQB Fashion			P58
Yaccomaricard			N48/P47
Yaya		X	M20/N19
Zeila			Q81
Zeleb	N		M89
Zinas	N L X		M85
Zinas & Cinema			M85
Zoe Boomer			F8
Zuza Bart			A16

Footwear A-Z Listing

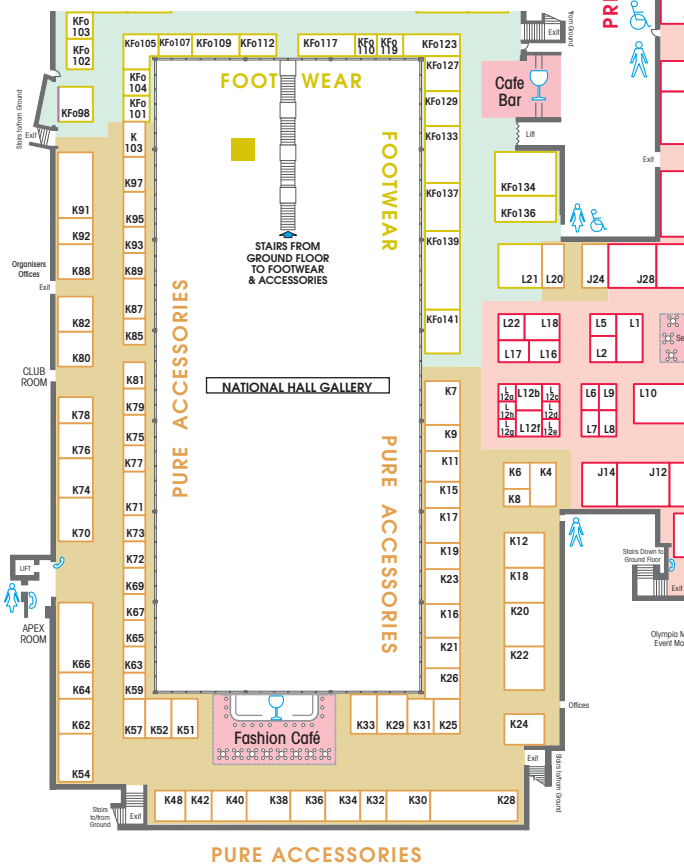
Key: N=New, L=Launch, X=Exclusive, E=Ethical

1to3	N	Fo258	Durango	Fo251
1to3 - ROBERTO BOTELLA		Fo258	Eject	Fo200
Accessorie Diffusion	N	Fo439	El Naturalista	E Fo233
Aces of London	N X	KFo123	Emmago	Fo432
Airmici	N	Fo362	Emu Australia	Fo112
Alma En Pena	N	Fo145	Enzo of Florence	N Fo346
Amaort		Fo220	Exe	N Fo348
Angel Alarcon		KFo133	Feud London	Fo305
Arche		Fo333	Fiona McGuinness	Fo125
Art		Fo224	Five	Iconic Footwear Lounge
Aspiga		Fo120	Fly London	Fo300
Atelier Do Sapato		Fo109	French Sole	Fo104
Audley		Fo332	Frye	Fo108
Australia Luxe Collective			Full Portion Pr	Fo158
Iconic Footwear Lounge			Get U	Fo342
Bearpaw Footwear	X E	Fo443	Giant By Georgia Boot	Fo251
Betula		Fo218	Glorious	Fo305
Beyond Skin	X E	Fo335	Grendha	KFo120
Birkenstock		KFo141	Hippie Go Lucky	N L E Fo441
Birki's		KFo141	Hispanitas	Fo131
Blink		Fo249	Hogl	N Fo231
Bourne		L21	Holster UK	KFo105
Brenda J		Fo243	Homers	N Fo339
Brenda Zaro		Fo242	Ipanema	KFo120
Bronx		Fo249	Irregular Choice	Fo100
Bruno Premi	N	Fo315	Itsome	KFo107
Butterfly Twists		KFo103	J Shoes	KFo117
c.doux		Fo446	Jose Saenz	Fo436
Calpierre	N	Fo311	Khrio	Fo318/Fo322
Calzados Marian		Fo308	Kidderminster Footwear	Fo118
Candice Cooper	N L X E	Fo336	Laidback London	E Fo210
Caprice		Fo324/Fo330	LFA Mini	Fo431
Cara		Fo216	Lindsay Phillips	KFo98
Cara Ballerina		Fo216	Lola Cruz	Fo381
Cara Wholesale		Fo216	London Rebel	Fo301
Cardy Socks	N	KFo101	Looky	Fo316
Carlton London		Fo243	Love From Australia	Fo431
Chica's for Noe	N L X	Fo323	M: Zero	Fo101/Fo107
Chie Mihara		Fo430	Magoblan	Fo223
Chinese Laundry		Fo209	Manas	Fo225
Cocorose London	N	KFo104	Manas Lea Foscati	Fo225
Coolway		Fo350	Marco Tozzi	Fo132
Cotton Walk	N	Fo259	Maria Mare	KFo134
Dav		Fo233	Marian	Fo308
Deniere Version		Fo242	Meher Kakalia	Fo435
Destroy	N	Fo117	Melissa	Fo101/Fo107
Diavolina		Fo125	Miezko	KFo122
Dkode		Fo219/Fo318	Minnietonka	Fo217

Miz Mooz	N L X		
		KFo123	
Moda in Pelle		Fo319	
MODA HANDBAG LTD		Fo159	
Ming		KFo134	
Muddz	N L	Fo364	
Neosens		Fo224	
New Rock		Fo357	
Newalk		Fo218	
NOE	N L X	Fo323	
Onesole		KFo106	
Paco Herrero		KFo127	
Palmroth	N	Fo344	
Papillio		KFo141	
Papucei		Fo434	
Pargiana	N L	Fo434	
Pataugas	N	E Fo329	
Patricia Blanchet		Fo223	
Pedro Anton		Fo308	
Pepe Castell	N	Fo341	
Pertti Palmroth	N	Fo344	
Pip Portley		KFo106A	
Platino		Fo351	
Posh Wellies	N	Fo143	
Pretty Ballerina		KFo110	
Prophecy		Fo200	
raapi	N	Fo359	
Rae Jones	N	Fo433	
Rascal Shoes		Fo241	
Raton		Fo117	
Ravel Shoes		Fo309	
Redfoot		KFo108	
Retail Technology Stock			
Control/EPOS System		Fo169	
Riva Shoes		KFo136	
Roberto Botella		Fo258	
Rubberduck		Fo305	
Rural		Fo436	
Sage - Trend	N L X	KFo102	
Sage - Ultimate Black	N L X	KFo102	
Salford Jover		Fo446	
Salt and Pepper		Fo151	
Salvador Sapena		Fo331	
Sanita		KFo119	
Sendra Boots		Fo340	
Simple		E Fo110	
Sixty Seven		KFo134	
Skono	N	Fo248	
Spot-On		Fo118	
Switch Flops		KFo98	
Thierry Rabotin		Fo334	
Tipsyfeet	N	Fo250	
Tiurai	N	Fo230	
Tsakiris-Mallas	N	Fo348	
Ukala	N L	Fo152	
Unisa		KFo139	
United Nude		KFo112	
Unleashed		Fo208	
Vanilla Moon		KFo129	
Weja		Fo337	
Weja	N	Fo337	
Vendula London		Fo119	
Verdon Trading		Fo235	
Victoria		KFo139	
Vidorreta		KFo133	
Vkingas	N	Fo121	
Walker & Whyte	N L X	KFo123	
Wandelei - You need more shoes!			
	N	E Fo441	
Wilfords Shoes		Fo124	
WLM New Zealand - Wear Like Me			
	N X	Fo148	
Wolverine	Iconic Footwear Lounge		
Wonders		KFo137	
Woolenstocks		Fo158	
Xti		Fo232/Fo240	
Zandra Rhodes Footwear			
	Iconic Footwear Lounge		
Zigi NY		Fo301	
Zippyboot		KFo108	



Accessories Floorplan



Accessories A-Z Listing

Key: N=New, L=Launch, X=Exclusive, E=Ethical,

Pink: Premium Accessories

100 Metres		J155	Caths	J135
A Gift From The Gods		J24	Cavania	K59
Abbacino	L	J12	Cecilia De Bucourt	J119
About Eyes		J136	Chaos	K77
About Face		J136	Charles Gray	J133
Acompany		J223	Charlotte Reid	J215
Adele Marie		J29	Charlotte Road Showroom	J62
Alandra		J143	Chartage	J144
Alice Hannah		K70	Cheet	J62
Alison Van Der Lande		J9	Ciccia Ltd	J160
Ally Capellino	X	J41	Ciclon	J110
Ameko		J82	Clair O Fonce	L22
Ana Konder		L10	Claudia	J89
Andean Comfort		J167	Claudia Bradby	K79
Anna Kaszer		K85	Claudia Canova	J90
Anna Lou of London		J23	Codello	J176
Anna Smith	N	K91	Codello Men	J176
Anouk		J73	Codello Signature	L10
Antoni & Alison	N	J48	Comfort Station	J53
Artwear Dimitriadis		K16	Coralia Leeds	K29
Ashiana		J1	Cosar Silver	N K71
Atelier Autruche		J121	Dara Ettinger	K29
Axel David		J128	David Jones	K40
Ayala Bar		L7	Designsix London	J60
Azuni		J15	Devon Leigh	K29
Bagsac		J128	Donatella Rossi	J215
Barbara Easton		J173	Donn's Diamond Jewellery	J68
Barberini Fashion	N L	L6	Drap Barcelona	L10
Beauchamp's	N E	K67	Dutchbag	J128
Belgazou	N	L12E	D-Zyne	J186
Bernstocks Speirs	N	J48	Echo Design	J21
Bettina	X	J52	Ecu Andino	J167
Bewitched	N	K52	Edge	K95
Bibi Bijoux		J118	Elegant Emporium	J170
Big Metal		J177	Emilio Pucci	K9
Black Tangerine		J187	Enhance Accessories	K54
Blank Accessories		J81	Etnika	J148
Blee Inara		K20	Faustine G	L16
Blondie Mania		J191	Fendi	K9
Bobelle London		K8	Fiorelli	J194
Boo!		J70	Fluff	K24
Borsalino	N	J28	Fox Jewellery	J129
Bottletop	X E	K64	Fraas	J134
Bronté		J121	French Connection Jewellery	K4
Bulaggi		J120	Gabriella	J95
Bulatti		J43	Gaby's Fashion	J95
Calvin Klein		J5	Gala Gloves	J64
Capiz		J144	GC Designs	N K73

Gemini		J122	Lotusfeet		E K32
Gina Stewart Cox		J20	Louifrey Watches		J171
Gipsy		K103	Loup Garou Bijoux	N	L17
Glen Prince		K11	Lovely Day		J135
Glen Urban		K11	Lowie		E L2
Gogoli		K20	Lua		J184
Golunski		J218	Luca della Lama		K18
Goodlookers		J161	Lucas Jack London		J19
Goose Island		K74	Lulu Australia		J179
Gorjus Handbags		K30	LYDC	N	K91
Guanabana	N L	K65	Madaraff		K42
Gucci		K9	Makki		J131
H.L.A. London		K28	Mala Leather		K62
Heidi Mottran London		L10	Malissa J Collection		J186
Helen Kaminski		J109	Maneek Jewellery		K81
Helene Berman		J133	Manouk Bijoux		J153
Hobo International		J40	Mantra Bags		J94
Hultquist Copenhagen		K7	Mantra Bijoux		J94
Icon Watches		J146	Mantra Textile		J94
Icon Watches - Anaii Pink		J146	Marlia Moran	L	K20
Ilex	X	K22	Marta Ponti		J164
Irregular Choice Handbags	KFo	109	Martine Wester		J67
Italca Of Italy		J88	Matt & Nat		J75
IXLI		K36	Melissa Mearthur Jewellery		L8
Jackie Brazil		J110	Metal Meringue	N	K75
Jago		J62	Mia Lia		K63
Jax Jewellery		K75	Milans	E	J93
Jimmy Crystal (New York)	N	J8	Mimi	N	J48
Johnny Loves Rosie	X	J190	Minotaure		L12D
Juno		J160	Mint		J104
Kahena	N	L12A	Miquella		J49
Kangol		K97	Mirabelle		K78
Kapre		J163	Mischa Barton		J78
Kassiopea		K48	Miss Budd		J155
Kate Sheridan		J195	Miss Shorthair	N X	K93
Kay West		K17	Modalu London		J30
Kazuri Beads		J214	Monika Esser		J62
Kinsey		K34	Moore & Moore	N	K87
Konplott		L1	Moschino		K9
Krystal		J130	Mr		J50
Kusan		K33	Mtm		K26
La Chili		K76	My Hat		J216
Lachaize	N	J204	Nadia Minkoff		J61
Lachaize Werle		J204	Nat & Nin	N	L12B
Leju	E	J87	Nepali		J62
Lemonade		K12	Nica		J219
Les Pingouins		L12G	No Tail Jewellery		J162
Lettuce		K28	Nour London		J101
Lido Collection		J43	Nouv-elle		J165
Lili & Poppy		J216	Olga Berg		J39
Lilifi		J66	Olive Mist		K9
Littlearth	E	K6	On A String		K19
Lola Rose		J13	Orit	N	L9
Lorna B		K89	Owen Barry		K66

Pachacuti	E	L5	Suzzane Bettley	J181
Pare Bv		J128	Symphony Accessories	K82
Parisian Sisters	N	L12	Taffa	K26
Partridge N Pear	N L	K82	Tamara Fogle	J79
Passigatti		J98	Tantrend	J94
Paul and Joe Sister		L10	Tatty Devine	N J48
Penelope and Parker		J2	Taurus Leather	J149
Peter Bettley		J181	Tergan	N X E K88
Peter Lang Australia	N L	L6	Texier	N K21
Pia Rossini		J156	The Bohm	K23
Piti Cuiti		L18	The Real Pearl Company	J103
Pourchet from Paris		L10	Toi Et Moi	N L20
Preshhus		J170	Tokyo Jane	K51
Proppa Toppa	N	K92	Tom Ford	K9
Puntotres Accessoris		J31	Topazglow	J127
Quintessential		J145	Torba	J137
Quinton Chadwick		J47	Tutti & Co	J157
Raffaello Bettini		J52	Ukwenza	K20
Red Or Dead		J197	Un Petitrien	N L12
Retrosun Vintage			Unpetitrien.com	L121
Designer Sunglasses		K31	Uomo by Passigatti	J98
Ri2k		J84	V.I.P Design	J192
Ritzy Crystal		K57	Vendula London	J138
Roberto Cavalli		K9	Vintage Christian Dior Sunglasses	K31
Roberto Firmani Bags N L X		J14	Vintage Gucci Sunglasses	K31
Rose Black Accessories		J105	Vivien Sheriff	E J77
Rosie Fox		J129	Watch-Out Uk	J186
Ruby & Ed		J65	WishList	N K71
Ruby Rockitt		K69	Wonderweave	K25
Rukhsana		K72	Wrapper	J141
Saako		J62	Wren	K24
Sam Ubhi		J69	Zandra Rhodes Handbags	J206
San Diego Hats		K15		
Santacana Madrid		J51		
Seeberger		J42		
Shabana Khan		K20		
Sight Station		J174		
Silver Service		J45		
Silver Willow		J188		
Smith & Canova		J36		
Smith & Canova		J90		
SOL-ID		J183		
Soshine	N	L12C		
St Erasmus	N	J48		
Star Mela		J125		
Stephen Collins		J25		
Strata		J141		
Studio		J141		
Sugarbaby		J146		
Susannagh Grogan	N L			
Scarves		J71		
Susanne Friis Bjorner		L10		
Suzie Blue		K38		
Suzy Smith London		J223		

Pure Spirit Catwalk

The Spirit catwalk takes on an exciting new look at Earls Court this season. Showcasing the best selection of trend-led fashion for men and women, visitors will be inspired by the hot trends revealed by these young fashion brands:

Glamorous

Angeleye

Rinascimento

Forever Unique

Freddy

Custo Barcelona

Kuyichi

Ironfist

Smiley



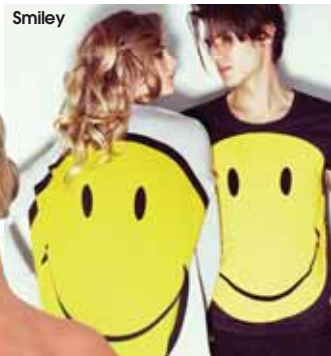
Angeleye

Kuyichi



Custo Barcelona

Smiley



Ironfist



Freddy

Forever Unique



Pure Spirit Floorplan





Pure Spirit A-Z Listing

Key: N=New, L=Launch, X=Exclusive, E=Ethical,

A Gift From The Gods	C51/C57	Domino	N L X	F3
A Postcard From Brighton	N L X E29	Drapers		MD
Amazone	X B83/B87	Dreams		J33
Amy Gee	N X E C52/C58	Environmental Justice Foundation (EJF)		C85
Amy's of Paris	H34	Eucalyptus		G29/F30
Anapurna	XB83/B87	Fashion Insight		B60M
And Mary	B22/C21	Fashion Temple		K42
Angeleye	C23/D23	Firenzaa		K31
ANJARA GARCIA	F13	Firetrap	N	D58/E57
Aura Boutique	L H42	Flick		J33
Bag it don't bin it	MB	Forever Unique		E38/G41
Bantum	C60	Freddy		B67/B75
Barfly	K36	Frock and Frill	N L X E	D20/D22
Bedroom Athletics	A51/A57	Funk Rock		F10
Beta Fashion	N L X B59	G Heaven		J31
Bijoux London	B61	Gangster Unit	X	B83/B87
Blee Inara	A60	Gate One		C75
BlingDeenie	N G13	Gate One		C75
Blood and Glitter	N X B68	Geile Sachen		C75
Blush	X G24/H23	Geographical Norway	X	B83/B87
Brat & Suzie	E24	Get Cutie		G4
Buff Urban	A62	Girl Gang	N X	F3
Buffera	A52	Glamorous		D32/E31
By Jam	F23	Goldie		G9
Celebrity Goddess	C51/C57	Goldust	N	F14
Chaos Brothers	B91	Gonsalves & Hall	N	H3
Christian Audigier	B52	Goodie Two Sleeves		B88
Chuti	G20	Gossipi		H32
Ci Ci	E19/E21	Helen Rochfort		A54
Claudio Lugli Italy	N C96	Indulgence	X	J26
Climskin	N L X B93	Iron Fist	N	D60/E62
Close-Up	N MC	Isa Frignani	N	G6
Club L	J43	Itz Arm Wallets		B65
Core Spirit	B11/B15	Jarlo		E12/F11
Cotton Club	H34	Jeepeers Peepers	N	B22/C21
Cottonridge	N L E B96	Jocasi	X	A68
Cushh	X E G21	Jolaby	X	E32/F31
Custo Barcelona	N G1/F2	Jones + Jones		C29/D29
Cutie	J23	Jovonna London		F12/G11
Dalco International Ltd	C96	Jumpo	N	J32B
Danity	N J44	Just-R	N L	B58
Darimeya	X E14	Kate Fearnley		E2/F1
Darkside	N A92	Kelly Oh	N	H7
Day 22	H24	Keyone	N	D89
Desigual	E9/D10	King Louie	N	A98
Disturbia	N B89	Kuccia	X E	B24/B30
Divot Diva	A62	Kuyichi		E51/D52

Layers Paris		J42	Rare	X	D40/E41
Limb		B18	Rebel Fashion		H44
Louise Buchan		A64	Reko	N	D17
Love		B20/C19	Renee London	N	F21
Love Struck		F10	Reverse	N X	G32/H31
Luxury By Darimeya	N L X	E14	Rinascimento	N	G42/H41
Maggie + Me	N L X	D11/D13	Roshi		H44
Marbella Paris	N	G34	Royale Couture		J28
Marquito & Blowman	N X E	E4	Ruby Brown		K80
Me & Thee	X	E23	Ruby Rocks		EA20/B21
Meem	N X E	F29	RWD		A74
Meteor Shower	N	J34	Sana London	N	F4
Milan Fashions		C52/C58	Santika Clothing		J31
Mina Uk		B6/D5	Sara Boo		H35
Miss Jolie		G22/H21	Shaye Blue	N L E	H22
Molly Bracken	N L X	E1/D2	Shikha London	X	J32
Monkee Genes		D51/D57	Siren		G30/H29
Never Fully Dressed		B16	Skunkfunk	N	E69
newbreed Girl		B88	Smiley		D59
Nico Didonna	N	A86	Smiley- Happy Deluxe		D59
Nishe		G2/H1	SmileyWorld Society		D59
Notion		MA	Soma London		G10/H9
Numph		G31/F32	Sportswear International		A72
Oscafi	N X E	E4	Steal This Dress		H34
Pantherella		B51	Stolen Thunder	N L X E	H13
Pantone		A58	Sugarhill Boutique		B10/D9
Pants to Poverty		C84	Sugarz	N L X	K44
Paprika	N L X	D40/E41	Sulfurr	N	C32/D33
Pda		B52	Tailgate Couture	N	E H22
Pepe Jeans		E70/E76	Tin Tin London		G22/H21
Pepper Tree		J41	Tofu	X	E10/F9
Peter Grimm	N	D89	Toki and Nabi	N	H17
Pilar Vidal	N L	D21	Tribeca Clothing	L	H34
Pixie	N X	E22	Trollied Dolly		B14
Polita	N	K30	Una Semplice Cosa	N	G14
Polka Dot Cat	N	E6	Urban Knit		A58
Pretty Vacant		C67	Urban Stitch	NL	K41
Punky Fish		D24/D30	Vacant		C67
Quontum	N X	G12/H11	Watsons Boutique	N	G23
Rampant Sporting	N L X	C86	WGSN		G44

Next Generation A-Z Listing

Key: N=New, L=Launch, X=Exclusive, E=Ethical

Beba's Closet	N	E15	Sian Jacobs	N	C77
Brown & Berry	N	D14	Silk & Sawdust	N	E13
Cashmere In Love	N	E11	The Village Green	N	C68
Connected Generation	N	B78	Trisori	N	C79
MaxJenny	N	D69	Upper 5th	N	C68
Righteous Fashion	N	D67			
Sagen	N	C70			

Stitch

April 77	S23	Kangol Headwear	S33
1... Like No Other	S59	KR3W Denim Co	S165
Alpha Industries	S44	Ksubi	S22
American College	S43	Kuro	S56
Ami James	S56	Lambretta	S4
Amongst Friends	S56	Le Breve	S50
Baracuta	S15	Le Coq Sportif	S7/S8
Beck & hersey	S55	Luke	S1
Bjorn Borg	S35	NCAA	
Blue Collar Worker	S25	NICKELSON	S18
Boxfresh	S48	Nicholas Deakins	S2
BUNKER & BKR	S40	ONETruaSaxon	S16
Common People	S57	OnTour	S 29
D555	S19	Original Penguin	S14
Deakins	S2	PALLADIUM	SS20
Deconstruction	S9	Parabellum	S56
Dickies Footwear	S31	Peter Werth	S62
Duck and Cover	S10	Pretty Green	S3
Duke London	S19	Robe di Kappa	S53
Dunlop Retro	S39	Rockford	S19
Egan	S46	Rough Diamonds	S46
Ellesse	S 45	Rough Justice	S11
Elvine	S56	Saint Jude	S28
Emma Ashford	S37	Scarlet Rouge	S56
Envy Evolution Couture		SELECTED HOMME	S98
Fenchurch Footwear	S 45	Sergio Tacchini	S45
Ferguson	S39	Split Star	S19
Fruit of the Loom	S47	Stone-Dri	S51+ S52
GABICCI VINTAGE	S27	Swear	S22
Gibson London	S58	The Original Retro Brand	S25
Goliath	S26	trikki	S36
GUIDE LONDON	S25	VICTORIA	S38
Herschel Supply Co. Brand	S23	Weekend Offender	S17
Ifuku	S5	WeSC	S57
Jack & Jones VINTAGE	S37	Windswept by Karen Henriksen	S63
Johnny Love	S56		

Supporters



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NOTION



SPORTSWEAR INTERNATIONAL

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