Pure London announces theme, unveils speakers

By Nigel Taylor - 18 May 2022

The latest edition of UK trade fashion show Pure London will be all about ‘Empowering Change’ as the event returns to the post-pandemic schedule across 17-19 July at Olympia London.

Organiser Hyve Group has chosen the “overarching theme” while revealing “two retail industry legends” as keynote speakers: department store leadership specialists Ed Burstell and Alan O’Neill.

Hyve said of this year's theme: “In a time when staying the same means you are moving backwards, expecting different results from the same tactics doesn’t make sense. Change for most is uncomfortable, change means risk, but change can also be challenging and in the current climate it is necessary. The editorially-led content programme delivered both onsite at Pure London and via its digital channels, will be full of insight, newness and trends - all designed to help retailers see change in its most positive form.”

Meanwhile, those keynote speeches will see Burstell discussing “fashion expansion, growth and bounce back”. Hyve said: “His adept leadership of Liberty during his near decade at the department store saw double-digit year-on-year growth”.

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O'Neill, managing director of Kara, has helped Selfridges, Fenwick, Primark, Ann Summers, and Harrods "thrive", and he will share his experiences of "supporting these iconic brands to grow their physical store sales".

He said: “This is an exciting time for the live fashion events industry - there is an upbeat mood around returning to the live events and I look forward to speaking to UK fashion retail at Pure London about changes in the retail sector and customer behaviour.”

Visitors to Pure will also discover a new floorplan edit with five destinations: Womenswear, Footwear, Accessories and Pure Jewel with Design Lab across these destination areas “showing the newest and most innovative collections”, and Pure Origin.

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