Pure London Spotlights New Spanish Brands

Pure London, the UK's leading trade fashion buying event which takes over Olympia London from the 12th – 14th February 2023, has joined forces with The Spanish Federation of Clothing Companies (FEDECON) to showcase fifteen Spanish fashion brands including **YERSE, Vilagallo, Camper, Lola Casademunt, SonataChic, Alpe, Anartxy, Costurero Real, Julie D'orleac, Loreto Martinez, Luna Llena, Macarena, Natural World, Thanny** and **Virago Barcelona**.

Melissa Ramage, European Development Manager at Pure London says, "We have been working very closely with FEDECON and are delighted to confirm such an incredible Spanish presence at Pure London in February."

Ms Segado from FEDECON adds, "The British fashion industry continues to attract Spanish fashion brands, with more adventurous consumers interested in trends and the high quality expected from Spain. We are delighted to be showcasing brands such as Camper, Vilagallo, and Yerse at Pure London and to continue developing their growing presence in the UK, as well as presenting some exciting new designers."

Among these exciting Spanish brands are a number of designers which are not only new to Pure London but showing in the UK for the first time. **Lola Casademunt** is a pioneering Spanish fashion brand founded in Barcelona with two lines featuring womenswear and accessories, LOLA CASADEMUNT and the premium LOLA CASADEMUNT BY MAITE, reinventing current trends under the inimitable and identifying DNA of today's cosmopolitan woman: unstoppable, authentic and vital! **Loreto Martinez** designs are loaded with personality and flair. Colours are inspired by Spanish summers in Andalusia with architectural cuts and detailing the unique collection is elegant, fresh, and unique.

Virago Barcelona is an independent fashion label with a unique take on femininity, redefining its conventional vision and connecting allure with sexiness, elegance with strength and simplicity with soul. Drawing on the glamour of traditional Spanish dressing the collection celebrates the strength and power of fashion. Joining these exciting brands to show in the UK for the first time are boho fashion label **Luna Llena** and contemporary womenswear brand **Julie D'orleac.**

Contemporary footwear brand **Camper** is a new addition to Pure London's exciting roster of designers. Originating on the island of Mallorca and with a rich shoe making heritage, Camper shoes are highly innovative, creative, and stylish. The brand is recognised for its use of technical fabrics, high quality, and modern designs. Also showing at Pure London for the first time are jewellery collection **Antarxy** and fantasy costume specialists **Costurero Real**.

Returning to Pure London this February is much-loved **YERSE**. Motivated by tradition, inspired by the future the brand transmits a sense of fashion and quality above all else. YERSE designs sustainable clothing, guided by feminine intuition. **Vilagallo** is focused on creating wearable collections identified

by vibrant colours, patterned silks and originality. Each collection is designed in Madrid in Spain and Piacenza in Italy and has a limited number of unique and unrepeatable fashion pieces. **Thanny** is the brand for women who make style a means of expression and identity. The silhouettes, colours and prints of the collections reflect an idea of freedom and energy, ready to adapt to every new need. Further returning favourites include accessories specialist **SonataChic**, and footwear brands **Alpe, Macarena** and **Natural World**.

Twice a year the brightest minds in the fashion industry come together at Pure London to discover the season's must-have collections, latest trends, and exclusive business insights. Priding itself on offering unmatched free content, from trend focused catwalks to incredible expert talks, not only is Pure London THE fashion buying destination, but a place to network and learn about key industry issues and topics. Pure London has the largest womenswear offering in the UK and the largest offering of international brands, as well as exciting onsite trend partner and new sustainability initiatives. Pure London is truly building for the future of fashion.

For further information and to register for Pure London please visit www.purelondon.com.