PURE LONDON X JATC WELCOMES AUSTRALIAN BRANDS

The first combined **Pure London x JATC** show, the London festival of fashion, at Olympia London from the 11-13th February 2024, will host an array of new and established Australian brands set to have big impact on the UK market.

Gloria Sandrucci, Pure London Event Director says, “Pure London x JATC is an international showcase, which appeals to brands as far across the world as Australia. We offer exposure to not only the UK market but on a global scale, reaching a wider audience than many other shows. Pure London x JATC can be a gateway to the European market and offer the opportunity for brands to build relationships with key players in the fashion industry. Many distributers and agents also attend the show and can support Australian and other international brands, helping them navigate new markets. We are delighted with the exciting Australian brands already signed up and set to WOW visitors this February and watch this space as more brands join them in the weeks to come!”

In the Sustainable Destination, **Sabine Studios** strive to change the narrative with a limited quantity and ethically made collection. Sabine embodies the juxtapositions of true style; masculine yet feminine, chic yet laid back, luxurious yet wearable. A brand with a sophisticated ease, whilst still being fashion forward. **SOEK** creates ethically sourced, fun, practical, high quality and great value sunglasses. Design perfectly balances practicality and comfort with fun and a uniqueness that comes from vibrant colours and chic style.

One of Australia's most loved womenswear brands, **The Brave + True** has signed up to Pure London x JATC, demonstrating its confidence in the UK market. Combining feminine pieces, striking modern silhouettes, streamlined fabrics and a contemporary colour palette, the brand delivers versatile and classic styles perfect for everyday and every occasion. The **Talisman** brand combines exclusive prints with hand stitching and embroidery detailing on exquisite fabrics to produce a feminine and lighthearted collection. **The Kindred Co** is a lifestyle brand known for its sophisticated design and high quality. Apparel and accessories embrace casual, ready-to-wear simplicity with an edge that is suitable for

all occasions. **Esperence & Co** is a cashmere specialist creating an adaptable collection famed for their toppers, a chameleon of the fashion world – this beautiful garment can be worn six different ways.

Pure London x JATC, The London Festival of Fashion, will take place on the 11th – 13th February 2024 at Olympia London, presenting a curated selection of over 300 brands and providing an exciting global platform that attracts visitors from over 85 countries. Scoop International will also take place on the 11th-13th February 2024 at Olympia West.

For further information on Pure London x JATC please visit www.purelondon.com.