

Pure London launches Accessories Concept to boost new talent

By [Erin Floyd](#) - December 19, 2017

One of the UK's leading fashion events, Pure London, has announced the launch of its new Accessories Concept at the AW18 show that takes place from February 11 to 13 next year. The new concept has been designed to be a platform for young talent in the footwear and accessories sector.



Pure London

Organiser Ascential said the new area “aims to help emerging accessory brands keen to enter the UK market.”

Labels signed up include contemporary Italian jewellery designer Laura Visentin, and Duet Luxury with an “original and futuristic product portfolio of handcrafted accessories blending exotic natural wood, leather, and acrylic.”

Also showing are Pop Cutie, a collection of Japanese pop culture-inspired accessories created by Danish designer Cecilie Lindemose, and Kantala, inspired

by Sri Lanka with handwoven bags, clutches and purses.

To support new talent and to connect labels with buyers, the Accessories Concept area will also highlight 'ones-to-watch'. Designers showing for the first time in this area include Binkevich Jewellery, Elizabeth Harwood, Cuscus the Cuckoos, Rosa Pietsch, Bird Sunglasses, and Un Homme et Une Femme.

Italian leather bag label Stabole will also be there, as will Nepalese-inspired knitwear from Urban Dhago, Kiwi + Pomelo bags and jewellery, and ethically made jewellery label Just Trade.

Gloria Sandrucci, Event Manager of Pure London Footwear and Accessories said: "For buyers it represents the opportunity to discover a host of new designers and a great mix of international and British brands, many of whom are exclusively showcasing at Pure London."

Also on the list for the Footwear and Accessory Hall next time are Crime London, Holster, Dansk Smykkekunst, Valentino Handbags, and Ebarrito.

Meanwhile, the Premium Accessories area, dedicated to higher-end brands with limited edition collections, sees the return of Mame Huku after a strong SS18 season. It focuses on evening bags that are handmade using vintage silks from Japan, plus mid-century upcycled handmade jewels and French silk velvets. Scream Pretty is also returning and haute parfumerie brand July of St Barth will be there.

New to Pure London this season is Parisian costume jewellery label Les Nereides and more quirky sister brand N2, as well as luxury hand-painted silk scarf and dress label Yana Movchan.

In the Footwear Hall, Irregular Choice is returning to the show and visitors will also see Crime London, Inuovo, and Marian that are all part of Fashion Edge. New brands also include Inuiiki and Weekend Barber, while following its successful debut last season, global brand Holster returns.

And taking part in the Premium curated footwear section will be Mashizan, alongside Arche and Audley, Lola Cruz, C Doux, and Saz Shoes.

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