



Next Generation

The Next Generation has arrived.

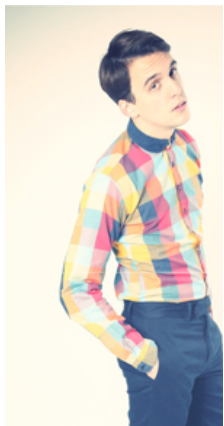
This 13 - 15 February saw the launch of Next Generation, the brand new platform for the hottest emerging designers to present cutting-edge, original collections and experience the scale and reach Pure Spirit has to offer. After an overwhelming response, keen press interest, and rounds of rigorous judging by a panel of five experts, the competition was intense. Two winners received a stand completely free of charge, while a further nine were awarded highly subsidised rates.

An unprecedented number of visitors got to see their creations on the catwalk, and were then able to get a feel for the collections in the dedicated Next Generation section of the show.

Buyers were hugely impressed with this addition to the show, with buyers from iconic French department store *Galeries Lafayette* describing it as "an extremely interesting platform. We were taken aback by the passion from these upcoming designers."

Interested in Next Generation for August 2011? [Click here](#) to register your interest

Winners



Village Green

The Village Green

The Village Green founders gave 20 years of loyal service as vintage rag merchants before creating the label at the beginning of this year. The brand has recently opened its first ever store in London's Covent Garden and has proved to be a big hit. Village Green's manifesto: to bring quintessentially English gems back from the grave, with honesty and respect their forefathers.



Connected Generation

Connected Generation was started in 2008 after designer, Rachel Cosford, won the University of East London's 'E factor' competition. Originating in 2008, this brand designs sexy jersey street wear with cutting edge prints. One of Connected Generation's key visions is to become the first fashion brand to full engage with its consumers.

Runners up



Beba's Closet

Short and long cocktail dresses for special occasions, with refreshing and spontaneous colours. The "haute couture" spirit of the dresses is evoked by the mixture of old and new, with silk gauzes co-existing with satins and crepes, and vintage elements such as lace edging and brocades. Expect to find attitude, tradition and innovation all rolled in together.

Judging Panel



Jessica Brown, editor, Drapers:

Jessica is editor of Drapers magazine and Drapersonline.com and has more than 10 years' experience writing about the fashion industry. Jessica is also a regular commentator on the fashion and retail industries on television and on the radio.



Eric Musgrave, CEO, UKFT:

Following a 30-year career as a fashion trade journalist, latterly as editorial director of Drapers, Eric Musgrave is now CEO of UK Fashion & Textile Association (UKFT). This independent body champions the British fashion and textile sector through commercial development of its member companies, the advancement of skills, and political lobbying.



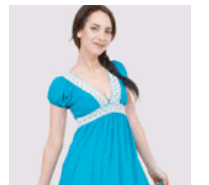
Barry Laden, CEO of Laden Showrooms, MBE:

Barry opened his first retail store in 1987 and created The Laden Showroom in 1999 featuring up-and-coming independent designers. Barry owns brand Renée London, is a Member of The Drapers Company, a Freeman of the City of London and was honoured recently with an MBE for services to the fashion industry.



Melanie Plank, associate editor, WGSN: Melanie has worked as a womenswear trend researcher and designer at WGSN since 2006 and has previously worked as a fashion editor

Join us:





Brown & Berry

Brown & Berry now supply over 40 UK independent stockists, and have recently opened their first flagship store in Harrogate, North Yorkshire. The brand produces leather handbags, inspired and representative of classic British lifestyle with European undertones. The colours reflect the British nature, chestnuts, mushrooms, moss greens with the designs reflecting the softness of the country and asymmetrical lines of the city.

for international textiles magazine, trend consultant Bodywear magazine, as well as serving as a member of the International Colour Authority board.



Cashmere in Love

Specialising in cashmere and cashmere blended knitwear; the brand is created by an Istanbul native and Parsons graduate designer. Cashmere in Love uses unique, rich and exotic ingredients in its foundation, and strives to reflect this in its product line.

Maxjenny



Created in Denmark, Max Jenny's 'Streetsculptures' line is outdoor womenswear with a fashionable twist: exciting prints on jackets made from recycled plastic bottles. All pieces are totally wearable yet beautiful and sustainable. The ready-to-wear line of dresses embraces organic materials like wool, silk and jersey, with avant-garde cuts and sweeping lines. Max Jenny see accessories entering the mix, with umbrellas, wellies, knitwear and bags made from sustainable materials.

Righteous Fashion



Righteous Fashion is a high quality clothing line for women who are unwilling to compromise either fashion or fairness. With this contemporary touch Righteous Fashion offers women a unique opportunity of taking action while dressing up. The clean-cut designs are made from exclusive sustainable materials such as organic cotton and soy bean, and delicate cashmere wool.

Sägen

Unique jewellery made from recycled cracked porcelain and recycled silver, showing that sustainability and exclusive pieces are a perfect match. They plan to pay homage in future lines to the great Swedish silversmiths of the 60's with simple graphic

silver linings of the 60's, with simple graphic styles on recycled wood and porcelain.



Sian Jacobs

Cashmere knitwear and accessories that are fashion foremost yet not a slave to trends. Their focus is on shape and details, such as pockets and elbow patches, with a colour palette of soft, cloudy shades of grey and flashes of jewel colours. A varied line with a unique handwriting; from bodycon dresses to drapery and sequined scarves.



Silk & Sawdust

Vintage inspired womenswear label that re-invents some of the great silhouettes of the 20th century in beautifully cut, individual pieces. While the designs are not overtly sexy, they're distinctly flattering and feminine, with a dose of glamour and sophistication. The brand has a slightly exclusive feel, without the designer price tag.



Trisori

Trisori's costume jewellery is based on the winning proposition of alternative materials, such as resin and silk, combined with traditional jewellery components such as metal and semi-precious stones. Their designs are for strong, independent, fashionable women in charge of their own lives and who are happy to buy jewellery for themselves.

Opening times

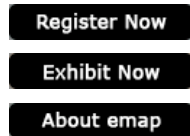
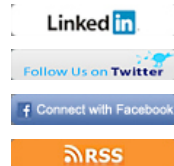
Sunday 7th August: 09.30 - 6.00pm

Monday 8th August: 09.30 - 6.00pm

Tuesday 9th August: 09.30 - 4.00pm

*Add the dates to your diary

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