Sustainability Reaches New Heights with CO x Pure London AW 18/19 Partnership

FEBRUARY 7, 2019

We’ve been working with Pure London for many years now, both in our earlier days at the Ethical Fashion Forum and now as Common Objective, and it’s been encouraging to see interest and awareness around sustainability grow amongst exhibitors and visitors, as well as the dedicated team at Pure themselves.

Like the fashion industry at-large, sustainability has been placed more and more firmly on the agenda every season.

For the AW 18/19 show which starts this Sunday 10 February, Pure London have stepped up another notch and we’re very proud to be partnering with them on a programme of activity that celebrates the opportunity of sustainability for all fashion businesses.

To attend any of the sessions below, or to come and meet the CO team any time during the 3 day event, simply
register here for free.

Pure Conscious buying trail & guided tours

To make it easier for visitors looking for conscious brands, we've teamed up with 26 of this season's exhibitors to offer a daily guided tour.

These brands all have a profile on Common Objective (and you can too if you haven't already signed up for free!) demonstrating their commitment to building a better fashion industry.

The tours will be hosted by a member of the CO team - so you can ask questions about the brands themselves, about sustainability in general, or latest trends and innovation! They are conveniently timed to start directly after a key sustainability session on the main stage, every day.

Find out more below - FYI this flyer will also be handed out in your goody bag upon arrival so that you have it to hand.
Seminar Programme

Innovation, sustainable brands, and sustainable fashion thought leaders feature heavily across the agenda at Pure this season. We’ve picked out a few highlights below, but you can check out the full programme here.

Sunday 10 February

11:45-12:15 - United Nations & Power of One 2019, Main Stage
Hear about how the UN is working towards a better fashion industry and be part of Pure London’s Power of One 2019 campaign.
Steve Kenzie, Executive Director - United Nations Global Compact

12:30-13:00 - The past, present and future of sustainable fashion, Main Stage
Learn how to cultivate your business to build a sustainable brand.
Anne Lise Kjaer, Founder - Kjaer Global
13:00-13:45 - Pure Conscious Guided Tour, Meet at the Main Stage
Join us on a curated tour of Pure. Meet conscious brands, ask questions, and see some of the latest in sustainable design.

Monday 11 February

12:30-13:00 - In conversation with: Mary Creagh MP and Lucy Siegle, Main Stage
This isn’t one to miss! The dynamic Chair of the Environmental Audit Committee (EAC), Mary Creagh, speaks to Lucy Siegle about the recent EAC report looking at the impact of the some of the UK’s biggest retailers on the environment and what should be done about it.

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15:20-15:50 - Consumer Power: Are we on the cusp of a green revolution?, Main stage
Glamour Editor, Deborah Joseph leads a panel discussion on the rise of the eco-conscious consumer.
Deborah Joseph, Editor in Chief - GLAMOUR UK
Georgina Wilson-Powell - Pebble Magazine
Qiulae Wong, Head of Product & Marketing - Common Objective

Tuesday 12 February
10:30-11:00 - Leadership in sustainable fashion, Main Stage
Join our very own Tamsin Lejeune as she presents some of the most exciting brands who are pushing the boundaries when it comes to design, creativity, and positive impact.
*Tamsin Lejeune, CEO - Common Objective*

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**Pure Conscious Brands on CO**

A quick preview of some of the Pure Conscious brands that you can find on CO and meet at the upcoming show (click to view their full profile):

- NOMAD
- KOMO
- LEFF
- TERRA