



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.



Common Objective x Pure Conscious Buying trail & guided tours

Join the Common Objective (CO) team for a discovery of brands who are doing fashion better. Guided tours are timed daily to begin directly after key sustainability talks on the main stage.

Sunday 10 February, 13:00

Monday 11 February, 13:00

Tuesday 12 February, 11:00



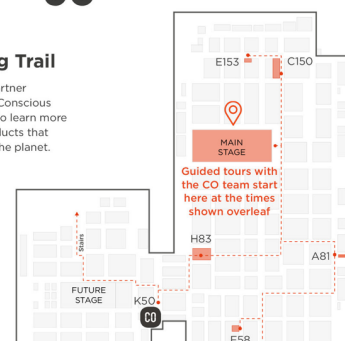
Pure Conscious Buying Trail

Common Objective (CO) is proud to partner with Pure London to support the Pure Conscious initiative. Find these businesses on CO to learn more about how they are creating great products that have a positive impact on people and the planet.

Search the brand names at commonobjective.co to learn more

Ground floor:

- A81 Nila Rubia
- C150 Nomads Clothing
- F58 Apparel
- H83 Thought
- E153 Foxology
- Near K50 Common Objective (CO)





Meeting point: Main stage
Look for a sign with the CO logo

For more information,
visit the **CO pop up**
next to stand K50 on
the ground floor.

Can't make the
scheduled tours?
Turn over for a map and
guide of all the brands
you can find on CO at
Pure London AW18/19.

Continue the discovery online

CO is an online platform that matches you with
everything you need to operate a successful,
sustainable fashion business.

Find all these brands plus hundreds more on CO,
along with expert sustainable business intelligence,
inspiring case studies, and practical tools.

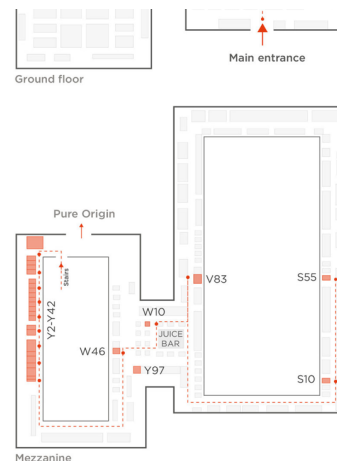
Sign up for free at commonobjective.co

mezzanine - Pure Conscious:
Y2 Conscious Fashion Campaign
Y8 Nomad Tribe
Y10 Bibico
Y12 Lefrik
Y14 Kirwoo
Y20 Pasithea
Y23 The Rags Tribe
Y24 Lanhtropy
Y26 The Conscious Company
Y30 Framiore
Y32 Good People
Y33 Iggy & Burt
Y38 Afterlife Project
Y40 Komodo
Y42 Bridie Mullin Irish Linen

Mezzanine - Athleisure/Footwear
W46 Jilla Active
W10 Terra Dea Swimwear
Y97 Wibes

Mezzanine - Accessories:
V83 KuSan Accessories
S10 Hurd & Co
S55 Komodo (Accessories)

Pure Origin:
PO-E11 Thermore Ltd



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 some of the UK's biggest retailers on the environment and what should be done about it.

13:00-13:45 - Pure Conscious Guided Tour, Meet at the Main Stage

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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

Giulae 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

11:00-11:45 - Pure Conscious Guided Tour, Meet at the Main Stage

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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



LEFR



TERRA