

FASHION NETWORK

Pure Origin announces trend catwalk and innovation area

By [Barbara Santamaria](#) - 16 January 2019

Pure Origin, the supply chain expo taking place alongside Pure London in February, will showcase the latest innovations in fashion manufacturing in a dedicated Trend catwalk show and a Technology and Innovation area.



Photo: Pure

The Pure Origin catwalk show will feature complete outfits and fabrics for AW21 and SS22, giving buyers a visual look at the industry's latest developments in terms of sustainability and manufacturing.

Thermore, a company specialising in thermal insulation technology and the development of advanced fibres that help the body maintain its natural warmth, will present an outerwear collection made from recycled plastic bottles in collaboration with Guess

Meanwhile, the trade show's Technology and Innovation area will feature brands such as Lectra, a fashion and apparel solutions firm which helps companies develop better collections by encouraging the use of best-practice methods and technologies.

"At Pure Origin, we will show how Lectra is enabling its customers to produce on demand for the first time ever with an end-to-end offer that automates the entire personalisation process from product development to final cutting stages," commented Stefania Del Charo, marketing manager of fashion and apparel at Lectra UK.

Software platforms from EFI Optitex will also be on display in the innovation area, showing how its 2D and 3D CAD/CAM solutions can help brands improve the way they develop and market their collections.

In total, over 200 exhibitors from 13 countries will join the event on 10-12 February at London Olympia, complementing the lineup of over 700 womenswear and menswear brands at Pure London.

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