

INSPIRED BY Kindness



We are Hyve Fashion



You've discovered #InspiredByKindness, you've heard from our teams, but now it's time to get to know our family itself. Hyve Fashion is a collective, bringing each and every aspect of the fashion community together to share ideas, provide support and foster creativity.

Facilitating rich connections is what we do, whether that's in person or online. Wherever you are, whatever your business, you have the power to help and inspire your community. And that's what the #InspiredByKindness campaign is all about.

We're opening up our platforms to you, letting you spread positivity and get your business out there. We're also excited to be launching our exclusive webinar programme, which will bring you the latest in fashion and retail, along with some essential business tips. After all, the show must go on!

Emma Wilder

Content Editor

Pure London & Pure Origin

Co-hosted in Olympia London, Pure London and Pure Origin exist side-by-side uniting the fashion supply chain from fibre to finished collection creating the UK's Festival of Fashion.

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Moda

Moda brings fashion to the heart of the UK at the NEC Birmingham. As the National Footwear Show, Moda hosts the UK's largest line-up of footwear collections alongside womenswear and accessories.

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Jacket Required

Jacket Required is the UK's only premium menswear trade show. Born and raised in the heart of London, we value creativity and authenticity above all else, and are inspired by great craftsmanship in fashion and lifestyle.

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Scoop

Founded by industry expert, Karen Radley, premium womenswear show Scoop offers a bespoke, boutique buying experience in the heart of London.

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FREE FASHION WEBINARS

We'll be running exclusive webinars every week to help you steer your business in the right direction. Take a look at the schedule and register today.

12 May - PANTONE presents; Botanica: Cooperation and Hope for Spring/Summer 2021

13 May - Staying Social Series: Ask the expert: Instagram

19 May - TheIndustry.fashion presents; The COVID consumer: How is fashion being changed for good?

20 May - Staying Social Series: Social Media: Building a Content Strategy

27 May - Staying Social Series: Ask the expert: Facebook

3 June - Staying Social Series: Using User Generated Content to Boost your Brand

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