



pure
LONDON

pure
ORIGIN

JACKET
REQUIRED
LONDON

MODA

SCOOP
INTERNATIONAL FASHION SHOWS

It's official! As of 15th June, many of our favourite fashion retailers, from big names to smaller indies, are open once again. As the high street adjusts to the new normal, we at Hyve Group have some exciting plans too.

Last week, we announced that our SS21 shows will no longer take place. Instead, the next editions of **Pure London, Pure Origin, Scoop and Jacket Required** will be back in the capital from **14th – 16th February 2021**.

To tide you over until then, we are working on a digital forum, that will host an exclusive array of content and insights, which we're calling Fashion Together. This will be live and open to brands and buyers on **1st and 2nd September 2020**.

You can find out all the latest updates on our London shows [here](#). In other news, we've delved into the secrets to success in fashion collaborations, caught up with Renate Beaumont from Scoop indie Vanilla and compiled a useful guide to helping you make your shop a safe space for your customers.

Don't forget to tune in to our exclusive webinars, follow our shows on social media and keep an eye on your inbox for the latest updates!



Emma Wilder
Content Editor

Exploring inclusivity with Marcella Gift

We loved catching up with the founder of Emme Cadeau, at Pure London last season. We caught up with her to find out how she is navigating the current conversations.

[Read More >>](#)



4 ways to make your shoppers feel safe in store

We've already shared the Government's guidelines on making your shop a Covid Secure environment, but how can you ensure your customers feel safe?

[Read More >>](#)



How to have a successful fashion collab

During the lockdown, we've scoured the back catalogues of some of our favourite fashion collaborations to bring you the secrets to success.

[Read More >>](#)



A look inside Vanilla in Oxford

Meet Renate Beaumont, founder of Oxford-based boutique, Vanilla. Scoop founder Karen Radley sat down with Renate to find out more about her business

[Read More >>](#)



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.

1 July - Creating Captivating Content

[Register Now >](#)

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