

Women series

At Pure we are united in a common goal;
one to empower women and to provide
opportunity.

Our commitment is to create unique
fashions to cherish in an uncompromising
fit, and quality.

Women of Pure

Did you know that Pure's unique fashions are created by a community of women in Thailand? They knit each piece by hand, making it truly a one-of-a-kind. Providing opportunity to these women in order to offer beautiful, skillfully-crafted knitwear to our customers has been at the heart of our business for almost 20 years. It is with this in mind we thought you might want to meet the ladies behind your favourite collections.

Introducing May

Our Head Patternmaker



My role in the company has been a challenging one, I am in the charge of the patternmaking team and must ensure our fit meets company standards.

Before joining Pure I worked in Bangkok in a similar capacity. I have been with the company 10 years now.

Introducing May

Our Head Patternmaker



What I enjoy most is starting a brand new season , fresh colours and new interesting silhouettes.

I LOVE jackets!

I take great pride in seeing our product showcased on our Pure and Neon Buddha websites.

Introducing May

Our Head Patternmaker



If I had to pick what I am best at....
I would have to say I am thorough and
detailed oriented always ensuring all is
clear for the production team.

At Pure I keep learning and enjoy
working on a team. We help each other
out, my co-workers are like family.