



NOT JUST A LABEL®

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FOR IMMEDIATE RELEASE

NJAL EVOLVES AND BRINGS ON MORE UNIQUE FEATURES NOT JUST A LABEL INTRODUCES NEW FEATURES IN ORDER TO CONTINUE TO BE THE SOURCE AND THE EPICENTRE FOR THE FASHION DESIGNERS OF TOMORROW

NOT JUST A LABEL (NJAL), only four months after its soft launch, has become the leading global platform for graduates and young designers to showcase their collections. To take advantage of its position as a link between the creative talent and industry, on September 1 2008, NJAL will be delighted to present a number of new features to its website.

The new tools will provide more efficiency and offer additional benefits such as job listings and RFQs. The features will enable international press, renowned retailers and designer houses to build a closer network with the industry's newest and prominent fashion designers of today.

"The new features will enhance more opportunities to our users as well as underline NOT JUST A LABEL's leading business directory of fashion designers and graduates," says NJAL founder, Stefan Siegel.

Some of the site's new features include:

JOB LISTINGS – One of the site's most important new features will allow recruiters to post vacancies to a highly selected group of designers, graduates and industry professionals, plus enable designers and graduate students to post notices for job requests.

RFQ (request for quote) – Buyers and press will be able to, for the first time, contact and buy from the largest global talent pool of new designers by using the RFQ button which will be added to each designer's look book. By adding this feature, NJAL's designer directory will become the most efficient tool for the industry to access new and upcoming designers and their collections.

ADVERTISING OPPORTUNITIES – NJAL is giving companies in the industry the opportunity to place specifically targeted advertising campaigns on NJAL's main page. NJAL will offer a rare opportunity to reach a global community of opinion makers and interact with a unique network of like-minded individuals with a profound sense of trendsetting.

FASHION SCHOOLS DIRECTORY – NJAL is giving schools the opportunity to introduce themselves and their courses to students and aspiring fashion designers. The directory provides a source of information on educational programs and courses as well as creates an introduction to a wide selection of international universities and schools including the most renowned institutes in London, Paris, Antwerp and Berlin. NJAL is pleased to announce that **London College of Fashion** will be the first school to present itself on the new feature.

Other features which will further assist NJAL users include 'Most viewed designer', 'Newest collection by', 'My main collection', 'Editor's corner' and many more exposure opportunities.

The various new features and tools create more interaction between NJAL's designers and the industry. It invites the industry to engage, source and network with NJAL's largest community of thriving and fresh new talent.

NJAL is an industry recognized platform that brings forward the avant-garde fashion designers of today who are ready to present their collections and nurtures the embryonic ideas for the upcoming talents of tomorrow. It provides designers and fashionistas with an innovative system and interface including look book, video and networking features, tailored to the needs of the fashion design industry.

NJAL was founded in autumn 2007 by four individuals with backgrounds in fashion, visual arts and informatics. NJAL soft-launched their platform in April 2008 focusing on young labels and students of the main fashion design schools in London, Antwerp, Berlin, Milan and Vienna. More recently, the company has become an established platform in the US and Asian market as well.

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If you would like to receive more information about NOT JUST A LABEL, or to schedule an interview with Stefan Siegel, please call +44 20 7193 5749 or e-mail to press@notjustalabel.com