



NOT JUST A LABEL®

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FOR IMMEDIATE RELEASE

AMANDA LEPORE CURATES AUGUST COLLECTION

AMANDA LEPORE, THE LACHAPELLE MUSE AND FASHION FRATERNISER, TAKES THE STAGE AS "THE SHOP'S" CURATOR FROM AUGUST 5TH. NOT JUST A LABEL'S REVOLUTIONARY SHOPPING EXPERIENCE IS NOW MOVING INTO ITS 3RD MONTH ON THE WEB. ITS AVANT-GARDE, ONE-OFF PIECES HAVE BEEN GRABBING ATTENTION FROM ALL OVER THE WORLD.

NOT JUST A LABEL | THE SHOP, now entering its third month, is firmly cementing its place as the web's most fashion forward store. This new initiative in online shopping has so far featured atypical avant-garde pieces from exceptional and boundary challenging designers such as **Ute Ploier**, **Husam El Odeh**, **Gemma Slack** and **Asia Wysoczynska**.

The superior standard of design and quality in pieces, as well as their unique nature, have been capturing attention from press and public all over the world.

NJAL introduces **Amanda Lepore** as the curator of the THE SHOP during the month of August. New York pop culture icon and musician, Lepore's wonderfully chic lifestyle will ensure her choices for the upcoming collection will be everything she embodies; eccentricity and glamour.

Amanda has been connected with many in the fashion world; hosting a multitude of fashion parties around the globe, featuring in the work of photographer **David LaChapelle** and hosting a **Dior Homme** catwalk show.

She has modelled for **Heatherette**, **M.A.C.** and **Swatch**, and performed with icon **Grace Jones** and is famed for her outrageous, glamorous and overt sense of style.

Amanda will bring all this to her role, curating this month's THE SHOP, at NOT JUST A LABEL. Her selection, available from **Wednesday 5 August**, will once again allow emerging designers to offer their one-off catwalk and exceptionally designed pieces to shoppers in need of something that challenges the homogeneity of the products around us.

ADAM & EVE | **ADIEU** | AFSHIN FEIZ | **BIBI GHOST** | BILYANA TRENCHESKA | **BLUSHLESS** | BRYCE D'ANICE AIME | **CARL STARLING**
DOT YOUR TEAS AND CROSS YOUR EYES | **CHRIS HOLZINGER** | CLAIRE MISCHEVANI | **DARK MATTER** | DARKEST STAR | **DIMPLE LIM**
DONNA SGRO | **E.G...** | EDITHA GAY | **ELOHIM BY SABRINA GOH** | EMILIE GEORGE | **EVA AGANOVICH** | FANNIE SCHIAVONI | **GABRIEL & SCHWAN**
GOMEZ-GRACIA | **HAMPUS BERNHOFF** | HELEN ROCHFORD | **HEMYCA** | JANE PAIN | **JESSICA HARRIS** | JUAN MABY EL CUCO
KEYMAN DESIGN | KOJI HORIGOME | **COCO EKEOCHA** | KONRAD PAROL | **LALL LONDON** | LAURA YIANNAKOU | **LISA GIBSON** | MAAN
MALDOROR | MARTIN LAMOTHE | **MATTEO BIGLIARDI** | MELLESAN | **MIAU MIAU** | NIIRO | **POTI POTI** | REALITY STUDIO | **RECKLESS ERICKA**
SAFFRON KNIGHT | **SCOTT RAMSAY KYLE** | SHABD | **THIS IS ESTAR EN EL HORNO** | VITA WOODS | **WAKS** | XUAN THU NGUYEN

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NOT JUST A LABEL (www.notjustalabel.com) is the London based online platform for emerging graduates and design talent, counting more than 1,700 fashion designers from over 44 countries. Through an unlimited global showroom, matching demand and supply with individuality, creativity, diversity and talent, NOT JUST A LABEL provides a free tool that can be used by designers to present themselves along with their collections.

THE SHOP is a fresh online concept providing access to unobtainable designer pieces from a wide selection of fashion brands. THE SHOP was launched in May 2009 and has, so far, featured Robin Schulié (head buyer of the iconic Maria Luisa Store in Paris) and editor of cult-favourite blog Diane Pernet as hosts and curators of its monthly.

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