



NOT JUST A LABEL[®]

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NOT JUST A LABEL[®] WEBSITE LAUNCHED

AIMING TO BLAZE A TRAIL AND FORGE NEW GROUND WITH THEIR FASHION DESIGN PLATFORM

“Fashion finds its freedom in the art of individuals; NOT JUST A LABEL[®] is a place for those who find their way off the beaten track, allowing them to express themselves in a community where everything goes... break the mould, redefine the expected, re-colour the palette, inspire and be inspired.”

With every passing era influences responsible for a revolutionary change are dubbed pioneers. Visionaries meet collaborators, so think of NOT JUST A LABEL[®] as a site dedicated to the creative carnival of fashion. The progeny of this brainchild has spawned and flourished from a kitchen table in the heart of Shoreditch, East London.

The individuals behind this idea are not corporate city money spinners, but are the artists, the creatives, the ones that live, breathe and respire fashion and are inspired and stirred every day from the people in their very own neighbourhood and beyond.

NOT JUST A LABEL.com[®] is an industry recognized platform to showcase the fashion designers of today who are ready to present their collections and to nurture the embryonic ideas for the upcoming talents of tomorrow. The platform has been developed by solely using open source software elements. NOT JUST A LABEL[®] 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.

Competitive hurdles faced and barriers of expense impede many; NOT JUST A LABEL[®] provides an outlet for budding talent to blossom and will help as a significant tool. NOT JUST A LABEL[®] is a business directory for fashion design providing indispensable networking, oiling the cogs in the wheels of the fashion business. A global showroom where trend scouts, tastemakers, fashionistas and stylists can source talent globally, a whole world opened up and released at the touch of a button. NOT JUST A LABEL[®] aims to be the source and the epicentre for the creative part of the industry.

NOT JUST A LABEL[®] intends to inject fresh life and breathe new fire over the fashion community and push hard at those boundaries. Fashion is much more than simply cloth, it can convey many emotions, attitudes and reactions. Art, music and lifestyle are often muses for the melting pot of ideas.

“We do not believe in fashion dictation, we create a blueprint for innovation. There are no rules or limitations. We provide the canvas, you colour it in” says NOT JUST A LABEL[®] founder Stefan Siegel.

NOT JUST A LABEL[®] was founded in autumn 2007 by four individuals with backgrounds in fashion, visual arts and informatics. NOT JUST A LABEL[®] fully launched their platform in April 2008 focusing on students of the main fashion design schools in London, Antwerp, Berlin, Milan and Vienna. For the second quarter, NOT JUST A LABEL[®] aims to attract also designers from the US and Asia.

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If you would like 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 info@notjustalabel.com