

NOT JUST A LABEL®

DISCOVERING AND SUPPORTING PIONEERS
IN CONTEMPORARY FASHION

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NOT JUST A LABEL PRESENTS: AUTHENTIC RADICALISM | LOS ANGELES REDEFINING LA'S PLACE ON THE FASHION AXIS

Tuesday, 13th December from NeueHouse Hollywood | Live on Notjustalabel.com from 7pm (GMT), 11am (PST), 2pm (EST)

With a residency in Los Angeles, NOT JUST A LABEL (NJAL) – the world's leading designer platform for showcasing and nurturing today's pioneers in contemporary fashion – announces its first LA event, Authentic Radicalism: Redefining LA's Place on the Fashion Axis, a conversation between LA's vanguards, radical thinkers and system-shakers.

As part of NJAL's international event series, Authentic Radicalism | Los Angeles will be hosted at NeueHouse Hollywood on Tuesday, 13 December 2016 and streamed live to an expected global audience of over 20,000 people. Long-time fashion critic [Booth Moore](#) will host a panel alongside inspirational speakers to discuss new modes of working, innovative systems, and the creative approaches being adopted throughout the fashion industry, shaping its future.

NJAL's expansion to Los Angeles aims at establishing an internationally relevant model for urban design and manufacturing, and ultimately redefining LA's place on the fashion axis. LA is quickly gaining traction as the next nucleus of American fashion. With an unmatched manufacturing legacy, a thriving cultural scene, and an international pool of creative impresarios, it sets the stage to redefine the global fashion industry.

Confirmed panelist: [Iris Alonzo](#), former Creative Director at American Apparel and Founder of Everybody; renowned Fashion Author [Rose Apodaca](#); A.L.C. Founder and Designer, [Andrea Lieberman](#); sustainable NJAL Fashion Designer, [Jesse Kamm](#) and [Adrienne Lindgren](#), Business Development Manager for the City of Los Angeles.

NJAL's Authentic Radicalism event will address a growing need to candidly discuss the current state of affairs of fashion in LA, expose the city's future as a key part of the industry and further forge a community of design talent. The panel discussion will be inclusive and interactive, allowing a wider audience to view the discussions through a state of the art 360 degree live-stream on the NJAL website. NJAL will also invite viewers to ask the panel questions live via Twitter using #NJALive.

LA CITY SUPPORT

Authentic Radicalism | Los Angeles is supported by 'MAKE IT IN LA', Mayor Garcetti's new region-wide initiative and coalition of organizations whose mission is to support the local manufacturing ecosystem and inspire entrepreneurs to turn their passions into real products. Greater Los Angeles is home to a vast network of creative technologists and designers, as well as more than 12,000 manufacturers and suppliers in industries ranging from space and special effects to food and fashion.

NJAL IN LA

Creating a US base at NeueHouse Hollywood, NJAL looks to bring many of its successful on- and offline activations to California. NJAL intends to partner with influential local brands as well as institutional bodies in order to offer routes to market through retail pop-ups and concept spaces, valuable discussions via lectures and workshops, and promote Los Angeles as a hub for sustainable manufacturing to its global community of over 24,000 designers.

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ABOUT NJAL

NOT JUST A LABEL (NJAL) is the world's window on the largest global network of contemporary designers and a leading curator of pioneering fashion and design talent. NJAL operates as both a digital platform and a retail business for its designers and partners, and in parallel offers consulting services for leading brands and design institutions. NJAL today represents over 24,000 designers from 150 countries and is an infinitely expanding destination devoted to facilitating growth in the fashion industry.

Established in 2008, NOTJUSTALABEL.com offers fashion-forward trendsetters access to limited edition collections and bespoke pieces from the world's most talented emerging designers. For designers, NJAL is a global community of the best and brightest in the industry. By opening up the global market for local designers, NJAL fosters future fashion talent by helping them to gain exposure and finance their progression independently. NJAL has a red carpet following of celebrities and tastemakers who seek out the newest trends and designs that can't be found anywhere else.

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