



# NOT JUST A LABEL®

TEL: +44 20 7193 5749  
EMAIL: PRESS@NOTJUSTALABEL.COM

FOR IMMEDIATE RELEASE

## A CELEBRITY CHRISTMAS AT NJAL

LADY GAGA, PARIS HILTON, WHITNEY HOUSTON, TAYLOR SWIFT, BEYONCÉ, ALICE DELLAL, LARA STONE AND PIXIE GELDOLF ARE AMONG THE STRONGEST SUPPORTERS FOR NOT JUST A LABEL.COM'S POOL OF DESIGNERS

**NJAL's Celebrity Christmas collection** will be launched **Wednesday 2nd December**, offering a weekly series of favourite pieces that have been previously worn or purchased by these celebrities. Each week a celebrity will introduce their favourite piece made by one of NJAL's talents, providing access to unobtainable designer pieces ranging from accessory pieces to red-carpet dresses.

Orschel-Read's Wing trousers worn by **Lady Gaga** or Gretchen's clutch bag chosen by **Paris Hilton**; Elnaz Niknani's diamond embroidered leggings for **Alice Dellal**, the enchanting silk dress by Sia Dimitriadi in **Taylor Swift's** wardrobe or Westminster graduate Kay Desmond's dress for **Pixie Geldof**; these are all examples of the talented NJAL designers appreciated by some of the world's most style conscious stars. Expect a fashionable Christmas and a range of extraordinary gifts for your loved ones.

With NJAL's Christmas Celebrity special we also officially launch the last development stage of the newly launched **THE SHOP**. Over the past months NJAL and its curators such as cult blogger **Diane Pernet**, supermodel **Lara Stone**, NY pop culture icon **Amanda Lepore** and Maria Luisa's head buyer **Robin Schulié** gave birth to a new kind of online shopping experience offering a small selection of unique and rare designer garments.

As of this month NJAL is giving all its **2,500 designers** from over 40 countries the opportunity to directly sell their pieces from their studios, transforming each look book into **individual online stores**. No retail politics, picky buyers or expensive distributors, but direct contact between shoppers and creators. With NJAL's thorough quality control and distinguished customer care, online shopping will be even more exciting!

The recent attention by celebrities means fashion is at a turning point. **Individualism is key** in today's society. Not only in public life, but also in private these trend setters have chosen to wear items made by young and creative pioneers; items which are different, unique and most importantly produced in a sustainable way.

We hope that also consumers and buyers will soon recognise this as a new opportunity. **Authentic luxury** will continue to grow and prosper, resulting in one of the greatest creative opportunities in decades.

Merry Christmas from the NJAL Team!

[WWW.NOTJUSTALABEL.COM](http://WWW.NOTJUSTALABEL.COM)

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NOT JUST A LABEL ([www.notjustalabel.com](http://www.notjustalabel.com)) is the London based online platform for emerging avant-garde design talent, counting more than 2,500 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), cult-favourite blogger Diane Pernet, NYC pop and fashion icon Amanda Lepore and supermodel Lara Stone as hosts and curators of its monthly selection.

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All Press Enquiries:  
[press@notjustalabel.com](mailto:press@notjustalabel.com)