

# NOT JUST A LABEL®

DISCOVERING AND SUPPORTING PIONEERS  
IN CONTEMPORARY FASHION

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## FIERA DI VICENZA AND NOT JUST A LABEL PRESENT ORIGIN – A NEW FAIR CONCEPT

Fiera di Vicenza (FdV), the international organisation behind one of the most prominent fine jewellery show event, VICENZAORO, and NOT JUST A LABEL (NJAL), the world's leading designer platform for showcasing and nurturing today's pioneers in contemporary fashion, are joining forces to announce a brand new festival concept due to be launched in 2014.

The innovative event, entitled "ORIGIN, PASSION & BELIEFS" ("ORIGIN"), will see the most ground-breaking design talents from the jewellery and accessory sectors meeting Italy's most distinguished manufacturers and suppliers.

With over 13,000 emerging design talents at hand, NJAL's team has been invited to cross the bridge and develop a concept to enhance the 'Made in Italy' label. By bringing together traditional and regional manufacturing houses with young and exciting design talents from five continents, innovative and pioneering opportunities for both worlds will arise. The collaboration will not only provide buyers with an opportunity to access these designs, but the actual coming together of visionary design with traditional production houses, will plant seeds for the future in the sector, as well as in the entire region – setting an example for future business models and synergistic collaborations.

ORIGIN is greatly supported by Italy's leading luxury fashion and jewellery industry corporations, as well as the country's most renowned fashion design college, the IUAV of Venice. The fair concept comprises two separate events, where the main festival will be preceded by an exclusive teaser event, which will be used to launch the innovative concept. From the 4th - 7th July 2013, a selected audience will be given a glimpse of what's to happen in 2014.

The main event in 2014 will be held at Fiera di Vicenza, situated in the North-eastern region of Italy. The Vicenza gold handicraft district is one of the many expressions of creativity originating from this small Italian town. The art of goldsmiths and fine jewellers is in the DNA of the entrepreneurs in the area, boasting over 700 years of tradition. An ideal setting to host 100 of NJAL's most innovative design talents, who will be given the chance to share their creativity. Unlike other show concepts, NJAL ensured designers will see the entirety of costs related to travel, showcasing and hospitality covered – in virtue of NJAL's core ideas: supporting talents without borders, financial burden nor politics.

Design councils, support platforms, schools and fashion incubators will all be invited to participate, collaborate and interact – exhibiting their best talents, businesses and respective regional opportunities. ORIGIN aims to not only plant seeds of inspiration for the future, but to introduce a new wave of artistic innovation to the Veneto region, its craftsman and provide another unique platform for fashion's best up-and-coming design talent.

The official program and details of the event will be announced this coming July, as part of the teaser event in collaboration with H-Farm Venice. Based just outside of Venice, H-Farm is a venture incubator headed by the likes of Italian entrepreneurs and new retail and technology experts, Riccardo Donadon and Maurizio Rossi (h-farmventures.com).

The four-day schedule has been meticulously devised to give the stakeholders an opportunity to share their unique ideas and visions. A series of bespoke workshops will see NJAL's sixteen emerging designers join forces with H-Farm's young technology developers and entrepreneurs to identify and discuss the technological and economical difficulties emerging designers face, with the goal to formulate new software and business strategies to overcome these problems.

Alongside the workshops, attendees will also engage with the Venice Art Biennale 2013 as well as the IUAV Graduate Show in Treviso – both of whom are collaborating partners for the main ORIGIN event in 2014.

For further information please visit: [www.vicenzafiera.com](http://www.vicenzafiera.com) [www.notjustalabel.com](http://www.notjustalabel.com)

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