



# NOT JUST A LABEL®

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

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## LARA STONE TO HOST THE SEPTEMBER ISSUE

LARA STONE, THE ICONIC DUTCH SUPERMODEL, WHO BELIEVES THAT "INDIVIDUALITY IS A NECESSITY", WILL BE TAKING CENTRE STAGE AS THE SHOP'S CURATOR FROM WEDNESDAY 2 SEPTEMBER

**NOT JUST A LABEL | THE SHOP** is now proud to introduce **Lara Stone** as the host of its curated online store during the month of September. Starting in the fashion industry at fifteen to now opening prestigious designer shows, Lara's sartorial saturated life will ensure that her choices represent what she is most celebrated for; fierceness of personality and strong individualism.

Recently named by W Magazine as "**the most wanted face of the moment**"; Lara Stone has graced dozens of catwalks from **Louis Vuitton** to **Prada** to **Marc Jacobs** while her ad campaigns are endless, ranging from **Calvin Klein** to **Max Mara**.

Her beauty has exploded on a multitude of magazine covers, including **Vogue**, **Elle**, **V Magazine** and **i-D**. Most famed for her voluptuous figure, large lips and gapped front teeth, her distinct appearance marks a refreshing anomaly and striking originality in the stiffling conformist model sphere.

The September Issue of **NOT JUST A LABEL.com**'s revolutionary shopping experience will be bigger than ever. NJAL's **THE SHOP** will continue asserting its avant-garde mark on the fashion world, but with a bigger collection and an even better curator.

For the first time designers will be able to offer their pieces directly from their studios around the world, giving them the possibility to sell directly to shoppers on five continents. **Hundreds of designer look-books** on NJAL will turn into **individual online shops** in the months to come, providing fashion aficionados with the possibility to access the latest trends.

Lara will bring all this to her role, curating this month's THE SHOP, at NOT JUST A LABEL. Her selection, available from **Wednesday 2 September**, will once again allow emerging designers to offer their one-off catwalk and exceptionally designed pieces to shoppers in search of a sense of dress that defies the predictability of mainstream fashion.

[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 graduates and design talent, counting more than 1,800 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 and NY pop and fashion icon Amanda Lepore as hosts and curators of its monthly selection.

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