



NOT JUST A LABEL®

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FOR IMMEDIATE RELEASE

THE NEW FACES OF LONDON FASHION WEEK NOT JUST A LABEL DESIGNERS HIT THE CATWALK DURING LFW UNDERLINING THE IMPORTANCE OF EMERGING TALENT TO THE DESIGN INDUSTRY

As the leading global platform for emerging graduates and design talent, NOT JUST A LABEL.com (NJAL) is proud to announce the debut collections of Mary Katrantzou, Jaiden rVa James and Romina Karamanea showing during London Fashion Week February 21st -25th.

Since inception under one year ago the NJAL directory has provided designers with a means of contact with the professional industry. Some have been discovered by press receiving crucial coverage on a global scale, whilst renowned fashion houses and retailers poached others - showcasing now for the first time during LFW further enhances the strength of these up-coming's in another leap toward spotlight.

Stefan Siegel, founder of NJAL, comments on these successes: "Young designers recognise the responsibility in creating sustainable fashion. By applying artisan craftsmanship they are known to create products that have classic values with longer lasting qualities and we hope that 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."

Other NJAL designers such as Scott Ramsay Kyle, Horace, Tim Soar (and many more) will be showing during London Fashion Week and at events such as On|Off and Vauxhall Fashion Scout.

The most anticipated show is the Central Saint Martins (CSM) MA Show. The world's leading art and design institution gives birth to the latest wave of exciting British fashion designers where past names including John Galiano, Alexander McQueen and Stella McCartney have helped to change the face of international fashion.

CSM constitutes over 170 graduates - the largest group of designers from one institute on NJAL.

Nurturing the first steps to international industry NOT JUST A LABEL works closely with its partners Central Saint Martins, London College of Fashion and the British Fashion Council in promoting a sustainable platform for young talents.

NOT JUST A LABEL (www.notjustalabel.com) is the leading global business directory for showcasing the fashion designers of today, nurturing the upcoming talents of tomorrow. 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.

In 2009 NJAL is keen to develop several off and online projects which will support our designers on a 360 degree basis, forming a global launch pad for the most talented designers. NJAL's aim is to represent those with true growth potential, and to play a pivotal role in the development and establishment of these brands.

Various online features such as the "Request For Quote" facilitate an interaction between press, buyers and over 1,000 designers from 42 countries around the world. Other tools include Job Listings, a Fashion School directory, and various opportunities for the industry to reach and interact with a global community of trend setters.

NJAL was launched in spring 2008 by four individuals with backgrounds in fashion, visual arts and informatics. Initially focusing on young labels and students of the main fashion design schools in London, Antwerp, Berlin and Milan, NJAL successfully extended its operations to the US, Asia and South America.

If you would like to receive more information about NOT JUST A LABEL, high resolution images of our designers, the full NJAL Press Kit or to schedule an interview please call +44 20 7193 5749 or e-mail to press@notjustalabel.com

