

NOT JUST A LABEL®

DISCOVERING AND SUPPORTING PIONEERS
IN CONTEMPORARY FASHION

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MADE IN ITALY | DESIGNED IN BRITAIN – EXHIBITION

Joint project with Alcantara® and Not Just a Label reveals exceptional inventive designs

Alcantara S.p.A, the maker of the premium and innovative high-tech luxury material worldwide, and NOT JUST A LABEL (NJAL), the pioneering force cultivating design talent from around the world, present the *Made in Italy | Designed in Britain* exhibition at Protein Studios, London EC2, which runs from 13th – 20th July 2016. The exhibition is a fantastic display of Britain's creativity at its best, with one-of-a-kind artworks that include futuristic fashion and contemporary accessories, as well as design installations.

Curated by NJAL, the exhibition will feature creations from the UK-based studios of Sadie Clayton, Per Hansson, Martine Jarlgaard, Kay Kwok, Lazerian, Mai-Gidah, Cat Potter, Qi, Fannie Schiavoni and Jule Waibel.

Celebrated for their contributions to the design, fashion, and automotive industries, Alcantara® and NJAL's collaboration brings together cutting-edge Italian manufacturing and excellence with modern British design.

Ten of the UK's top emerging designers were invited by NJAL's CEO and Founder Stefan Siegel to collaborate with Alcantara® and create original, bespoke designs while pushing the boundaries using this high-tech luxury material. Each designer was chosen for their outstanding ability to work with different materials to create a show-stopping contemporary design.

The talented group started the project this spring, immersing themselves in the world of Alcantara®, and visiting the production plant in Italy's Umbria region and the Alcantara HQ in Milan. During the visit, they were challenged to take inspiration from the company's extensive portfolio. The material's distinctive qualities and infinite customisation possibilities proved to be a great stimulus, motivating the designers to construct some of their most ground-breaking pieces to date.

Andrea Boragno, CEO of Alcantara® said *"Britain has long been a prominent source of high creativity and so we were keen to team with Not Just a Label for this exercise. Alcantara® is known the world over, for being exceptionally versatile. Our excitement in working with these ten designers was to see how the material could be skillfully adapted and reinterpreted to give each design its own distinctive look and feel."*

"This collaboration celebrates the strong relationship Alcantara has enjoyed for many years with the design community giving us the opportunity to work first hand with talented designers at the forefront of new trends with their cutting-edge collections. The material inspired the designers to experiment with style, techniques and applications when creating their bespoke pieces for this exhibition."

Stefan Siegel, CEO of NJAL added *"As the world's leading network of contemporary designers, NJAL aims to educate young designers through projects and events around the globe. The collaboration with Alcantara® has been a valuable opportunity for the ten designers to work with this innovative material throughout the duration of the project."*

In addition to the creative display of the ten creations made by the London-based designers, the exhibition also includes a two-day programme of events, workshops and a private preview for industry experts and influencers.

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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 and e-commerce business for its designers and partners, and in parallel offers consulting services for leading brands and design institutions. NJAL today represents over 21,000 designers from 120 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.

ABOUT ALCANTARA®

Founded in 1972, Alcantara® represents a prime example of Italian-produced quality. As a registered trademark of Alcantara S.p.A. and result of a unique and proprietary technology, Alcantara® is a highly innovative material, offering an unrivalled combination of sensory, aesthetic and functional qualities. Thanks to its extraordinary versatility, Alcantara® is the choice of leading brands in a number of application fields: fashion and accessories; automotive; interior design and consumer-electronics. These features, together with a serious and certified commitment in terms of sustainability, make Alcantara® a true icon of contemporary lifestyle.

In 2009, Alcantara® reached the status of Carbon Neutrality, having defined, reduced and offset all the CO₂ emissions derived from its activity. To mark out the path of the company in such a field, every year Alcantara® draws up and publishes its own Sustainability Report, certified by Deloitte and available on the corporate website.