

NOT JUST A LABEL®

DISCOVERING AND SUPPORTING PIONEERS
IN CONTEMPORARY FASHION

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NOT JUST A LABEL ANNOUNCES PARTNERSHIP HILL+KNOWLTON STRATEGIES

NOT JUST A LABEL (NJAL) is pleased to announce its partnership with leading international communications consultancy Hill+Knowlton Strategies (H+K).

With over 14,000 emerging designers from around the world, NJAL enables consumers to discover original and bespoke fashion pieces, for truly unique style. H+K has been briefed to further develop NJAL's profile and brand positioning, as well as supporting its various fashion collaboration announcements. The work will coincide with the launch of NJAL's new website and ambitious growth plans. The project will be managed by H+K's Retail+Leisure team.

H+K Director, Claire Holden who will lead the account said: "NOT JUST A LABEL is pioneering a new approach to fashion and truly nurturing emerging designers to build their businesses. The site curates a first class collection of unique, luxury apparel from around the world, giving people the opportunity shop the highest quality items from new, cutting edge designers. We're excited by the opportunity to work with such an innovative and inspiring name in the fashion industry."

Stefan Siegel, founder of NOT JUST A LABEL, commented: "H+K responded to our brief with real insight but more importantly, a shared passion for the business. I'm positive that the team's wealth of experience and H+K's international reach will help NJAL grow its profile across our core audiences."

ABOUT HILL+KNOWLTON STRATEGIES:

Hill+Knowlton Strategies, Inc. is a leading international communications consultancy, providing services to local, multinational and global clients. The firm is headquartered in New York, with 86 offices in 49 countries, as well as an extensive associate network. The agency is part of WPP, one of the world's largest communications services groups.

For further information please visit:
www.hillandknowlton.co.uk
www.notjustalabel.com