

NOT JUST A LABEL®

DISCOVERING AND SUPPORTING PIONEERS
IN CONTEMPORARY FASHION

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NOT JUST A LABEL APPOINTS EX-CONDÉ NAST CHIEF TECHNOLOGY OFFICER IN STRING OF SENIOR HIRES

NOT JUST A LABEL (NJAL), the world's largest community of emerging designers, announces three appointments to bolster its senior management team and strengthen the strategic direction of its e-commerce platform and consultancy capabilities.

Shazad Awan has been appointed Chief Technology Officer. Shazad recently held the position of Chief Technology Officer, Global Ecommerce, for Condé Nast. He has a wealth of experience in applying his technical and creative skills across technology platforms. Shazad will be responsible for overseeing the operation and development of NJAL's website function and its growing e-commerce platform, which enables consumers from 188 countries to purchase items from the 20,000 emerging designers on its marketplace.

NJAL has also appointed Anna Telcs as Head of Product, Agency. A designer and consultant, Anna brings her ten years' experience in working in the fashion industry in various roles including creative, production and buying. Anna joins from Baby & Company where she held the role of Creative Director.

Charlotte Chibani has been named Head of Product, Digital. Charlotte joins from La Perla where, as Digital Marketing & VIP Coordinator, she was part of the team which expanded the brand's digital presence across the globe. She has previously worked for leading brands, including: ATELIER-TO-GO and Amanda Wakeley.

Stefan Siegel, Founder of NOT JUST A LABEL, commented:

"I am extremely excited to welcome Shazad, Anna and Charlotte to the fast growing NJAL team and very much look forward to working with them. Since launching the business in 2008, NJAL has experienced rapid growth hosting over 40 events in 32 countries every year with major fashion colleges and government organisations to widen access for the 20,000 emerging designers present on the platform.

"With our expanded team and enhanced expertise, we will be able to accelerate the development of our digital function, marketing and product offering ensuring we can provide a smooth service for our customers and can be the best possible partner for our designers."

ENDS

NOTES TO EDITORS:

ABOUT NOT JUST A LABEL:

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 20,000 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.

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