

NOT JUST A LABEL®

DISCOVERING AND SUPPORTING PIONEERS
IN CONTEMPORARY FASHION

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NJAL AND CFDA LAUNCH MANUFACTURING INITIATIVE IN LOS ANGELES

NOT JUST A LABEL (NJAL), in collaboration with the CFDA and the Fashion Manufacturing Initiative (FMI), alongside hosts Laurie Lynn and Richard Stark of Chrome Hearts, are set to launch a focused discussion on the landscape of L.A. manufacturing, and what next steps can be taken to support this essential industry. Steven Kolb, President and CEO of the CFDA and NJAL Founder and CEO, Stefan Siegel will host a mind-mapping session dedicated to designers, to outline the future of L.A. as the next nucleus of American fashion and manufacturing.

Fashion remains the most under-appreciated industry in L.A. despite the fact it is a field with global reach and potential. With a thriving art scene, a powerhouse of retail momentum and a GDP of more than \$825 billion, L.A. is a growing force in the global fashion network. Industry impresarios from Tom Ford, and Burberry, to Louis Vuitton have all decamped runway showcases to the L.A. region this year, and fashion's fixation with the city of angels is only set to continue to burgeon. In a logistical sense, the city is America's largest manufacturing centre, employing more than half a million manufacturing workers, according to the Bureau of Labour Statistics.

L.A. leads the race for becoming the next leading fashion capital as indicated by its economic strengths, with a total of \$48B in apparel imports and \$6.4B flowing towards local workers (Source: "CIT Fashion Industry Profile and 2014 Outlook"). As such, there are sustainable reasons for the industry to provide a platform where fashion designers can become the essential link between the manufacturing district of Downtown L.A. and the entertainment industry. NJAL has partnered with the CFDA in order to strategise this potential for further growth.

NJAL has extensive experience in serving emerging creative capitals across the globe; from Berlin to Dubai, as well as heritage manufacturing hubs such as Vicenza in Italy, where NJAL's flagship annual trade fair Origin, Passion & Beliefs (OPB) takes place to bring together 100 global designers with the Italian region's most distinguished manufactures, to foster creative communication and connection, and revive the Veneto's declining manufacturing legacy. NJAL will harness this experience, to drive L.A.'s fashion field forward.

In partnership with the CFDA, America's pre-eminent body of all things fashion, this landmark discussion will reflect NJAL's aim to never impose a directive dictum, but simply initiate a dialogue between CFDA members, NJAL designers and the city's wider fashion community to engage and consider the manufacturing star power of the city of L.A. and its profitable prospects for the future of American fashion.

NOTES TO EDITORS:

ABOUT NOT JUST A LABEL:

NOT JUST A LABEL (NJAL) brings together contemporary, luxury fashion from over 18,000 emerging designers around the world, providing a unique digital and e-commerce platform to the global fashion community. 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.