

# NOT JUST A LABEL®

DISCOVERING AND SUPPORTING PIONEERS  
IN CONTEMPORARY FASHION

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## NOT JUST A LABEL COLLABORATION WITH ZALANDO

*Groundbreaking exhibition to take over iconic department store in Berlin.*

This summer will see the launch of the NOT JUST A LABEL debut multi-sensory exhibition hub in Berlin. The exhibition, which will take place during Berlin Fashion Week Spring/Summer 2016 from July 6<sup>th</sup> – 10<sup>th</sup>, is being staged in the iconic department store, Warenhaus am Weinberg. The hub will span fashion, art, design and new media and has been facilitated by innovative online retailer Zalando.

With cult fashion bible i-D Magazine as media partner—the world's foremost platform dedicated to emerging design talent will bring fashion and creativity offline for an interdisciplinary and interactive showcase at a central location in Berlin.

NOT JUST A LABEL (NJAL) will bring fashion and creativity offline for an interdisciplinary and interactive showcase in Europe's creative capital to celebrate and support European creativity across all artistic fields. NJAL will curate a selection of designers, artists and creative practitioners to produce customised installations as well as a selection of educational workshops, symposiums, exclusive previews and fashion film screenings around Berlin.

NJAL will offer the fashion and artistic communities from Berlin and beyond the opportunity to experience fashion and art up close, through innovative installations including digital elements that represent the foundations of the fashion platform.

Stefan Siegel, NJAL Founder said *"Berlin is the creative capital of the world, so it's an incredible opportunity to connect with NJAL's fashion storytellers in Germany and beyond to illustrate fashion's capacity for multi-sensory conversation. We are extremely excited to be working with Zalando, Europe's leading Online Fashion destination, on this project, and showcasing numerous artistic fields and establishing Berlin as a rising star on the global fashion circuit"*.

## 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.

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