

NOT JUST A LABEL®

DISCOVERING AND SUPPORTING PIONEERS
IN CONTEMPORARY FASHION

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NOT JUST A LABEL CONTINUES ITS SUPPORT OF PIONEERING DESIGNERS EMERGING FROM UKRAINE

NJAL increases its activities in politically unstable markets by launching an exclusive workshop celebrating the resilience of fashion and young designers.

NOT JUST A LABEL (NJAL) is delighted to be returning to Kiev, Ukraine to launch 'NJAL for Ukraine', an exclusive workshop for Ukrainian fashion talent. The workshop is a further initiative by NJAL to continue its work empowering, uniting and promoting international design talent despite borders, geo-politics or restrictive creative conditions.

The design workshop is being held on Saturday 20th June 2015, at the Fedoriv Hub, and has been organised in collaboration with Ukrainian Fashion Week and DEC Education, the leading educational agency in Ukraine, which collaborates with over 500 educational providers all over the world. This landmark event for Kiev's fashion and design community will be an opportunity to unite the country's vast array of creative talent. Ukraine's creative force continues to struggle today with imposed sanctions on their income, as well as the logistical hurdles of creating a collection when faced with numerous shortages of electricity, materials and access to products and facilities that would otherwise be available in more stable environments.

Many Ukrainian designers rely on NJAL's e-commerce platform for their livelihood but with Western financial service providers blocking services in Ukraine due to imposed sanctions – everyday life for creatives becomes very difficult.

NJAL Founder Stefan Siegel and Head of Scouting, Robert Cavell-Clarke, will lead a workshop open to all designers and creatives – regardless of their political position to unite and celebrate Ukrainian fashion's resilience amidst its politically turbulent terrain.

NJAL firmly believes that designers deserve support, guidance and a platform to showcase their creativity despite the politics of the regions in which they dwell. This will be NJAL's fourth workshop in Ukraine since conflict broke out in April 2014.

This latest workshop will form a part of NJAL's global educational series, which has travelled the globe with a mission to empower its international fashion community, ignite creativity and cultivate a culture of exchange and engagement amongst creatives all around the world.

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.