

NOT JUST A LABEL®

DISCOVERING AND SUPPORTING PIONEERS
IN CONTEMPORARY FASHION

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London, 20 May 2014

ORIGIN PASSION AND BELIEFS

On 8-11th May, in Vicenza, Italy, NOT JUST A LABEL (NJAL) staged ORIGIN PASSION & BELIEFS (OPB) a new trade show concept, launched in partnership with Fiera di Vicenza, the organisers of international fine jewellery trade events.

The event brought together 100 pioneering independent designers from NJAL's community of 15,000 talents, and Italy's most distinguished manufacturers. Speaking at the event, NJAL founder Stefan Siegel said, "We are here to empower artisanship and individuality to combat fast fashion."

The Executive Chairman of Fiera di Vicenza, Matteo Marzotto, is the sixth generation of an Italian textile dynasty, who gained international renown with his turnaround of luxury brands Valentino and Vionnet.

"We wanted to cross the gap between the jewellery world and the fashion industry by matching together Italian artisans and the international fashion world trends," he said. "We aimed to create an international hub for the best artisans and craftsmen in Italy to enable them to best promote their products. We wanted to match this agenda with a new creativity trend, which we found in Not Just a Label."

OPB was significant in reinvigorating the Made in Italy label, by uniting the Veneto region's 700 year old craft heritage with pioneering ideas of young designers. The Italian Minister for Justice, Andrea Orlando, opened the event, which was hosted by television journalist Rahaf Al Tawil.

First and foremost, the event fostered partnerships between designers and manufacturers and suppliers. Exhibitors benefited from exposure to international press and buyers, with Elle, Vogue Germany and Italia, Financial Times, W Magazine, Business of Fashion and LuisaViaRoma and WWD in attendance.

OPB offered crucial support for young designers through the presence of institutions such as London College of Fashion and the Institute of Fashion Design, Basel, and Sisma Group. NJAL's workshops created a space for open discussion about issues such as pricing, sustainability, and shipping, where expert panelists from the Fabbrica Lenta by Bonotto, Bevilacqua Venezia, Arvind Mills India and many more answered designers' questions.

On Sunday, the trade event transformed into Europe's largest temporary store, opening its doors to the public and seeing many designers from the emerging markets among the 38 countries the designers represented, such as Serbia, Lebanon, Ukraine, making strong sales.

Speaking of the 100 designers, NJAL founder Stefan Siegel said, "These designers were selected not just for their commercial viability, but for their commitment to handcraftsmanship, sustainability, and their boldness to be 'black sheep' in the fashion industry."

Unlike other show concepts, NJAL ensured designers saw the entirety of costs related to travel, showcasing and hospitality covered, and aimed to overcome the competitive environment sometimes created between designers at trade events, to establish a profitable and supportive environment.

ORIGIN PASSION & BELIEFS marked a major step forward for the company and its community of designers, as the digital company's first 'offline' event. NJAL will continue in its core mission to support and nurture craftsmanship and independent design, and change the future landscape of fashion for the better.

For further information please visit:
www.notjustalabel.com