

# NOT JUST A LABEL®

DISCOVERING AND SUPPORTING PIONEERS  
IN CONTEMPORARY FASHION

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## NOT JUST A LABEL LAUNCHES FASHION HUB IN DUBAI'S DESIGN DISTRICT

*Handpicked luxury fashions from the world's most exciting emerging designers will arrive in Dubai's d3 next month at NJAL's first boutique*

NOT JUST A LABEL (NJAL), the world's digital shop window for contemporary luxury fashion, is set to make its physical debut this spring at Dubai Design District (d3). An 800 square-metre immersive experience pavilion will home the specially curated selection of truly unique items, by 200 of NJAL's 18,000 emerging designers, from over 50 countries worldwide.

From 2<sup>nd</sup> to 4<sup>th</sup> April 2015, the Middle East's fashion-forward community will be invited to NJAL at d3 to view the stunning breadth of its international design talent.

In close collaboration with d3, NJAL will exhibit a specially designed programme of dynamic events, including exclusive film screenings, workshops by the British Council, seminars with one of the world's most renowned trend forecasters, Li Edelkoort, as well as art by Mr Brainwash and live performances from the likes of John Newman, Yara Bravo, Bradley Zero and Dub FX.

NJAL's mission to revitalise the fashion system will manifest in a unique installation, commissioned by NJAL, to spotlight local design talent. Bint Thani, a Dubai-based NJAL designer has collaborated with Inter | Act to produce the first ever 3D-printed dress to be made in Dubai. A profound grasp for tailoring, and contemporary technology, laced with an eclectic range of influences will challenge the boundaries of art and fashion and define this experimental project with a highly contemporary sensibility.

Alongside the three-day event programme, shoppers will be able to choose from the coveted collections of the world's brightest fashion talents, with expertly crafted items spanning womenswear, menswear, accessories and jewellery — all available exclusively within NJAL's fashion hub at d3.

Beyond NJAL's dedicated exhibition space, 'Meet d3' will feature a compelling mix of local, regional, and international designers, artists, musicians, concept retailers and unique dining experiences — to establish a creative current in the burgeoning metropolis that is Dubai. The event will be a pre-cursor to The Dubai Design District, a new neighbourhood being built entirely from scratch, in the shadows of Downtown Dubai. It will be a mix of commercial space, brand flagships, boutiques, galleries, workshops and studios.

Stefan Siegel, founder of NJAL said: *"NOT JUST A LABEL gives a voice to new and emerging designers by presenting their collections to the world. NJAL at d3 will invite the Middle East to discover authentic, international designers who are true to their roots in fashion artistry and have a story to tell with each collection and design."*

### 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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