

NOT JUST A LABEL®

DISCOVERING AND SUPPORTING PIONEERS
IN CONTEMPORARY FASHION

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NOT JUST A LABEL PIONEERS DIGITAL INNOVATION FOR FASHION

Disruptive platform creates a unique digital and e-commerce offer for the global fashion community

NOT JUST A LABEL (NJAL), the world's largest global community for contemporary luxury fashion designers unveils a new cutting-edge website today at Notjustalabel.com. Built using responsive design techniques for a fully immersive experience, the site enhances the user experience for its global audience to access across smartphones, tablets and desktops.

NJAL represents an innovative new approach to the fashion industry, bringing together over 16,000 emerging designers from around the world to connect them directly with merchandisers, stylists, major consumer brands and, critically, a global consumer audience. Designed intuitively with these differing audiences in mind, the new website is optimised for quick and simple navigation, along with delivering compelling and engaging editorial content for the community.

The website's online boutique features enhanced content for an enriched e-commerce experience, offering consumers access to limited edition collections and bespoke pieces from some of the world's most talented emerging designers.

In addition, NJAL is revolutionising the global market for small independent designers in previously niche fashion markets, such as Tel Aviv and Kiev, using the digital platform to support up-and-coming designers. NJAL design talents benefit from significant brand presence in building their own global profiles, with exposure to the 700,000 visitors to the NJAL website each month, as well as selling garments via the online boutique. Some of the best-known names in fashion today, including Parisian fashion designer Damir Doma, the highly-acclaimed Mary Katrantzou, and Canadian designer Rad Hourani, were amongst those who first established their profiles on NJAL.

The NJAL portal offers merchandisers access to more than 16,000 brands from all over the world, without any geographic constraints. Buyers from fashion capitals such as London and Paris and merchandisers in Kuwait and Brazil alike can source unique items from the brightest and best fashion talents. Stylists can also benefit from easier navigation to request pieces from NJAL designers directly and gain unrivalled access to the most comprehensive directory of top fashion universities around the world, available only on NJAL.

Commenting on the launch of the new website, Stefan Siegel, founder of NJAL said: "NOT JUST A LABEL brings a unique offer to the fashion industry by opening up the global market for local emerging designers, and offering consumers the chance to experience so much more than their local high street and the established fashion brands.

"We believe that the new website reflects our goal at NJAL, to support the growth of emerging designers, offering our amazing community of designers a truly unique opportunity to reach a new global audience."

For further information please visit:
www.notjustalabel.com

ABOUT NOT JUST A LABEL:

NOT JUST A LABEL (NJAL) brings together contemporary, luxury fashion from over 16,000 emerging designers around the world, providing a unique digital and e-commerce platform to the global fashion community. Established in 2008, NJAL 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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