

# NOT JUST A LABEL®

DISCOVERING AND SUPPORTING PIONEERS  
IN CONTEMPORARY FASHION

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## NJAL LAUNCHES SECOND EDITION OF 'THE FUTURE OF FASHION PROGRAM' IN COLLABORATION WITH WHO'S NEXT AND PREMIERE CLASSE PARIS

NOT JUST A LABEL (NJAL), in collaboration with Who's Next and Premiere Classe, are proud to present The Future of Fashion Program (TFOFP) for the second year running, following the phenomenal success of the first edition.

Thirty emerging designers from NJAL have been selected by the organising partners to be part of the tradeshows and showcase their collections for up to three seasons

In the previous edition, all finalists, who received a free trade show booth at Who's Next and Premiere Classe — Europe's biggest fashion and accessory trade shows, acquired a minimum of ten new, international stockists and grew their brands expediently. The Program is aimed at long-term support for NJAL's emerging designers, providing a free of cost entry to the trade fair world, which usually remains inaccessible for small fashion enterprises.

The overwhelming success and feedback from previous participants has cemented The Future of Fashion Program as a critical initiative to diversify the competitive and saturated landscape of fashion and offer emerging designers the chance to thrive.

Following a record-breaking 800 applications from NJAL designers in 68 countries, spanning 5 continents—the carefully curated crop of thirty finalists hail everywhere from Ukraine to Thailand and ensure the Spring/Summer 2016 tradeshows in Paris will be truly global. Who's Next and Premiere Classe have also recognised the multiplicity of contemporary fashion to add a new sartorial category titled URBAN, dedicated to streetwear to its existing trade show structure.

The thirty selected contestants will showcase their Spring/Summer 2016 collections at the September 2015 Who's Next and Premiere Classe trade shows. They will be presented in Who's Next's URBAN and FAME areas dedicated to contemporary streetwear and ready-to-wear respectively, as well as in Premiere Classe, the accessory-led trade show. One-to-one mentoring with industry mavericks will be provided to ensure constant development throughout the program.

Following the Spring/Summer 2016 tradeshows, the TFOFP mentors will select 15 designers to proceed to the next stage and season (5 Ready-To-Wear, 5 Accessory and 5 Urban Wear) to present their Autumn/Winter 2016-17 collections in January 2016 and receive their second free booth, at the end of which 12 designers will be eliminated. Each season, the program's illustrious mentors who sit at the forefront of the fashion industry, will judge these designers on their creativity, as well as their business capacity to market their collections. By September 2016, the winning three designers will receive their third and final free booth to present their Spring/Summer 2017 collections.

Sandrine Meziane, International Marketing Project Manager at Who's Next & Première Classe adds, *"This is an opportunity to seek out the very best of emerging design talent. It also provides a platform for the designers to showcase their creativity to a vital industry audience, as well as develop and learn from some of the industry's key players to propel the business and creative potential of their brands."*

#### 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.

##### ABOUT PREMIERE CLASSE AND WHO'S NEXT

Who's Next is the leading European fashion trade show bringing together the most important offer of ready to wear brands all under one roof in Paris: the design capital. Premiere Classe showcases next season's accessory trends. Renowned for its high quality selection, the trade show presents high-end jewellery, footwear, leather goods and other multi-accessory designers; brands are specifically chosen for their creativity, originality and style. Together they represent the essential meeting place for establishing business opportunities between buyers and designers, as well as enhancing networks within all the industry fashion players: press, key opinion leaders and international institutions who come to discover an exclusive preview of up coming trends.