

# NOT JUST A LABEL®

DISCOVERING AND SUPPORTING PIONEERS  
IN CONTEMPORARY FASHION

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## NOT JUST A LABEL PARTNERS WITH THE WOOLMARK COMPANY AS NOMINATING BODY FOR THE INTERNATIONAL WOOLMARK PRIZE

NOT JUST A LABEL (NJAL), the world's largest community of emerging designers, is pleased to announce that it has become a nominating body for one of the world's most acclaimed design competitions: The International Woolmark Prize (IWP). For the first time, the 2016/17 edition of the Award is being extended to incorporate a new entry within Europe: Rest of Europe (ROE).

NJAL will be responsible for selecting designers from 36 emerging European territories from its global network of 20,000 designers. Applications open on 4 November 2015 and will enable designers from previously undiscovered countries including: Ukraine, Greece, Portugal, Iceland and Kazakhstan to be considered for the prize.

As an official partner of IWP, NJAL will join world leading representative councils, bodies and media authorities as a nominating body for the competition including: The British Fashion Council, Vogue, Council of Fashion Designers of America (CFDA), and the Centre for Fashion Enterprise.

Since 1953, the prize has highlighted the versatility and modernity of wool, whilst championing emerging talent. Fashion history was made in 1954, when Karl Lagerfeld and Yves Saint Laurent were named two of the winners of the Woolmark award, at the very infancy of their careers. It is a prize that thrives on the pursuit of renewal, just as NJAL is devoted to discovering and supporting young pioneers in fashion.

Stefan Siegel, Founder of NOT JUST A LABEL, commented:

*"NOT JUST A LABEL is proud to have been selected as the nominating partner for ROE and will be reviewing all applications over the coming four weeks. We are extremely excited to embark on this collaboration with IWP as we strive to expand the reach of this prestigious prize to designers in markets previously side-lined by the fashion industry at large.*

*"Geographical boundaries have never stopped NJAL as we continue to support designers, run workshops and events in areas of the world shunned for reasons out of our designers control, such as political or economic turmoil. Both NJAL and The Woolmark Company have supported rising fashion labels and this partnership is crucial in injecting a hit of creativity into the fashion industry; an opportunity to redefine the future of fashion."*

Stuart McCullough, Managing Director of The Woolmark Company, commented:

*"We are pleased to be working alongside NJAL to extend the International Woolmark Prize across Europe. With NJAL as an additional nominating body we will be able to access new talent from across the entire region, providing opportunity to emerging designers who will bring their own unique point of view to the competition."*

NJAL and a jury of high profile industry figures will judge submissions, and shortlist ten finalists for the ROE nomination. Two final nominees will then be chosen to compete in IWP's European regional competition in summer 2016, with a chance to receive AU\$50,000 cash sponsorship and to compete at the international final events in 2017. The global men's and womenswear winners will be awarded a further AU\$100,000, and their winning Merino wool collections will be commercialised through a network of leading retail stores including Saks Fifth Avenue, New York; Harvey Nichols, London; Joyce, China; David Jones, Sydney; Isetan Mitsukoshi, Tokyo; Boutique 1, UAE; 10 Corso Como, Italy and China; mytheresa.com and matchesfashion.com.

ENDS

## NOTES TO EDITORS:

### ABOUT NOT JUST A LABEL:

NOT JUST A LABEL (NJAL) brings together contemporary, luxury fashion from over 20,000 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 THE WOOLMARK COMPANY:

The Woolmark is the world's best-known textile fibre brand, established in 1964. Australian Wool Innovation (AWI), a not-for-profit company owned by more than 25,000 woolgrowers, owns the Woolmark brand. AWI's vision is to be a significant contributor to a vibrant, stable and profitable wool industry providing the world with the best natural fibre. The company works throughout the global supply chain – from woolgrowers through to retailers.

The company mission is to enhance the profitability, international competitiveness and sustainability of the Australian wool industry; and increase demand and market access for Australian wool. Merino wool provides stability, resilience, softness and luxury to the tailoring industry. The fibre has long been a favourite of designers, but younger consumers, born in an era of 'disposable' fashion know too little about the natural benefits. Wool is a 100 per cent natural and renewable fibre. Sheep live on grass, water, fresh air and sunshine. Wool is a fibre that is grown – not man-made. Every year sheep produce a new fleece, making wool a renewable fibre source.

### THE INTERNATIONAL WOOLMARK PRIZE: 'REST OF EUROPE'

- | Nominees must meet the following requirements:
- | Is a registered designer on the NJAL platform.
- | Is either a natural person or an enterprise (not incorporated) comprising not more than three designers which has nominated one designer as representative.
- | Is a permanent resident of a country within the region they have been nominated for.
- | Can show previous innovative use of fabric and textiles, particularly wool, within a number of seasons.
- | Has a directional and modern design that has already generated support in the industry from retailers and media.
- | Has already presented a minimum of four consecutive wholesale collections/seasons, but not presented more than 12 wholesale collections/seasons, i.e. has been in business for a maximum of six years at the time of the regional awards.
- | Has received encouraging support in the media.
- | Has demonstrated the ability to produce collections to a high level of consistent production.
- | Has a proven history of working with natural fibres.
- | Can show growth in sales over their time in business but not have more than 30 points of sale through boutiques, department store retailers or online retailers.
- | The nominated designer, or in case of an enterprise, the representative of the nominated designer, is able to attend the International Woolmark Prize in person. Non-attendance will result in disqualification.
- | For more information and to apply, visit [NOTJUSTALABEL.com](http://NOTJUSTALABEL.com)

### LIST OF NOMINATING COUNTRIES FOR R.O.E.:

Albania, Andorra, Armenia, Austria, Azerbaijan, Belarus, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Estonia, Finland, Georgia, Greece, Hungary, Iceland, Kazakhstan, Kosovo, Latvia, Liechtenstein, Lithuania, Luxembourg, Macedonia, Malta, Moldova, Monaco, Montenegro, Poland, Portugal, Romania, San Marino, Serbia, Slovakia, Slovenia, Switzerland, Ukraine, Vatican City