

NOT JUST A LABEL®

DISCOVERING AND SUPPORTING PIONEERS
IN CONTEMPORARY FASHION

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NOT JUST A LABEL OPENS FIRST NYC STORE AT THE ICONIC WALDORF ASTORIA NEW YORK

Supporting Mayor De Blasio's 'Made in NY' Initiative, NJAL will solely sell designs manufactured by emerging designers in New York City

NOT JUST A LABEL (NJAL), the largest global network of contemporary designers and a leading curator of fashion talent, is launching its first retail space in New York City, a temporary store at the Waldorf Astoria New York, slated to open December 4, 2015 through December 13, 2015. Part of the New York City Economic Development Corporation's (NYCEDC) 'Made in NY' initiative, the NOT JUST A LABEL | Made in NY store will showcase a selection of NYC's most notable emerging designers, supporting the growth of the local fashion, manufacturing and creative industries. Placed inside the Waldorf Astoria New York, a legendary destination in NYC with historic fashion ties, the store's mission to highlight the city's fashion industry adds to the cultural richness of the New York hospitality staple.

All products available at the NOT JUST A LABEL | Made in NY store are produced inside New York City's five boroughs. With this project, backed by the New York City Mayor's Office, NOT JUST A LABEL will utilize a strong global network of designers to support those with a stake in NYC, reinforcing a community that celebrates, supports and sustains entrepreneurship and innovation in fashion. After more than 250 designer nominations and 1,000 product submissions, NJAL selected 100 local brands and designers to showcase. Reflecting the diversity of styles from Greater New York, notable designers include Chromat, Bliss Lau and Study NY. During the ten-day opening, NOT JUST A LABEL | Made in NY will offer over 400 products for purchase, from men's, women's, jewelry and accessories brands.

"For decades, New York City has functioned at the center of the fashion universe as an iconic source of talent, creativity, and international influence, however it is often easy for emerging designers to be forgotten," says NOT JUST A LABEL Founder and CEO, Stefan Siegel. "NOT JUST A LABEL | Made in NY gives even the youngest New York designers an opportunity to realize the dream of showcasing their collections to this incredibly influential city."

The NOT JUST A LABEL | Made in NY store functions as more than a retail shop, igniting conversations around the shift from fast fashion to sustainability, and giving transparency to the creative and manufacturing industries in New York City. A destination to experience fashion and its impact, the project will include workshops led by industry leaders, educators, influencers and celebrity designers such as Parsons Dean Burak Cakmak, People's Revolution founder Kelly Cutrone, fashion consultant Julie Gilhart, Thom Brown, Kenneth Cole and Rag & Bone, as well as notable members of Pratt and FIT. The public workshops will be hosted at the NOT JUST A LABEL | Made in NY space at 6:00pm each evening from December 7th to December 10th, with topics including the future vision of the 'Made in NY' initiative, production innovation, fashion education and New York's industry development today. A full list of workshops has been included below. Building on these conversations, NOT JUST A LABEL will also offer "Fashion and Fantasy," a curated selection of film shorts from the diverse array of New York City design talent, presenting an in-depth look into the historical influences and intricacies of New York City's creative culture.

Well-positioned in the heart of Manhattan at the Waldorf Astoria New York, the store entrance will be located on the corner of Park Ave. and 50th St. Chosen due to the hotel's prominence as an iconic NYC landmark, the Waldorf Astoria New York embraces a deep-seated historic association to the fashion industry as host for the original Coty American Fashion Critics' Awards, frequent fashion galas by CFDA founder Eleanor Lambert, and some the city's first fashion shows, including those by French houses Dior, Givenchy and Balmain.

"As a host to the world and destination for locals and visitors alike, some of society's most creative and influential minds began their careers within the inspirational environment of the Waldorf Astoria New York," says Michael Hoffman, Managing Director of the hotel. "We're proud to continue this legacy with NOT JUST A LABEL I Made in NY, offering the city's most notable young designers with a platform to showcase their talents to a truly global audience."

The 'Made in NY' program, created for New York City's fashion industry, was launched by the NYCEDC and Mayor's office in early 2015 to acknowledge the economic importance and influence of this growing sector, shifting the focus to support early thriving companies and designers. The initiative serves as a new movement in fashion, bridging the gap between the industry and those who come to New York City in order to start their careers. As part of the Retail Activation Program, the NYCEDC developed an incubator and co-working space network, which has benefited more than 1,000 start-up businesses and 1,500 employees within the city. In conjunction, the NYCEDC and Council of Fashion Designers of America (CFDA) have granted over \$1.1 million to 13 production facilities throughout the city, helping retain and create new manufacturing jobs locally.

"Similar to our past efforts in destination cities around the world, the NOT JUST A LABEL I Made in NY project emphasizes New York City's position as an industry leader where talent, creatives and innovative manufacturing challenge the value-chain in which we conceptualize fashion," says Siegel. "The NYCEDC's 'Made in NY' program reflects the ethos of NJAL's core mission in nurturing young talent and independent designers."

With extensive experience in the integration of local designers and manufacturers around the world, NJAL joins the New York City's 'Made in NY' program after previous success with retail and educational activations such as a multi-disciplinary showcase during Berlin Fashion Week, the world's largest retail concept in the Dubai Design District and a concept trade fair in Venice, where the Italian government tasked the NJAL team with reviving local luxury Italian manufacturing. Representing designers from over 110 countries, NJAL creates multi-dimensional platforms through collaborative partnerships, educational workshops and global events with fashion publications and institutions to feature emerging designers, supporting the future of the industry at its roots. NJAL clients have included Swarovski, Zara (Inditex), Project Runway USA, Ferrari, the Copenhagen Fashion Summit and the British Council, among many others.

Open from December 4-13th, from 11am-9pm, the NOT JUST A LABEL I Made in NY store is located at the Waldorf Astoria New York, 301 Park Avenue, on the corner of Park Ave. and 50th St. For more information on NJAL, please visit NOTJUSTALABEL.com

ENDS

THE NJAL WORKSHOPS

"Proud To Be Made In N.Y." – 6pm Monday, December 7th – The kick-off workshop includes a panel discussion led by NJAL founder Stefan Siegel with the industry's best movers and thinkers to strategize Made in NY's future and maintain its driving force in global fashion. Panelists include: Kelly Cutrone (People's Revolution founder), Lynn Yaeger (Vogue Columnist), Burak Cakmak (Dean of the School of Fashion, Parsons), Julie Gilhart (fashion consultant), Valerie Steele (Director and Chief Curator, FIT Museum), Eric Johnson (New York City Economic Development Council) and Stuart Foster (Vice President Marketing of Hilton Luxury Brand)

Manufacturing Innovation in NY – 6pm Tuesday, December 8th – Tara St James, founder and creative director of Study NY, leads an informative discussion with local producers on why New York City's vibrant manufacturing sector is essential to an environmentally sustainable city, and how transparency, collaboration and disruptive innovation are the keys to growth. Panelists include: Roy Campos (Justin Paul), Dion Smith (AJC Jewelry), Greg Falkner and Joel Vice (Carrera)

The Future of NYC Fashion Education – 6pm Wednesday, December 9th – The CFDA's Sara Kozlowski, director of education & professional development will be joined by a panel of esteemed educators from New York City's most iconic fashion institutions, to investigate why a cohesive commitment towards nurturing tomorrow's thought leaders, through an integrative approach to design, will catalyze creativity in fashion. Panelists include: Timo Rissanen, Laura Sansone and Shelley Fox of Parsons and Sass Brown of FIT.

The Fashion Force of New York City – 6pm Thursday, December 10th – NJAL designer Bliss Lau leads an illustrious panel of New York City's fashion iconoclasts to discuss the reality of practicing fashion today, and how the local industry can welcome and benefit from diverse design backgrounds from all five boroughs of New York City. Panelists include: Becca McCharen (Chromat), Thom Brown (Kenneth Cole and Rag & Bone), Marcia Patmos (M.Patmos), Jason Ross (Artemas Quibble), Gabi Asfour (threeASFOUR), Jes Wade (NJAL designer)

NOTES TO EDITORS:

ABOUT NOT JUST A LABEL

NOT JUST A LABEL (NJAL) is the world's window on the largest global network of contemporary designers and a leading curator of pioneering fashion and design talent. NJAL operates as both a digital and e-commerce business for its designers and partners, and in parallel offers consulting services for leading brands and design institutions. NJAL today represents over 20,000 designers from 120 countries and is an infinitely expanding destination devoted to facilitating growth in the fashion industry. 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 NYCEDC

New York City Economic Development Corporation is the City's primary vehicle for promoting economic growth in each of the five boroughs. NYCEDC's mission is to stimulate growth through expansion and redevelopment programs that encourage investment, generate prosperity and strengthen the City's competitive position. NYCEDC serves as an advocate to the business community by building relationships with companies that allow them to take advantage of New York City's many opportunities.

ABOUT 'MADE IN NY'

Launched in 2005, the Made in NY initiative was originally created by the Mayor's Office of Media and Entertainment (MOME) to highlight the importance of New York City's media & entertainment industry to the local economy through public service campaigns, marketing efforts and educational and workforce development programs. Designed by Radical Media, the Made in NY logo is a trademark owned by the City of New York and is a Mark of Distinction awarded to films and television produced in New York City. In 2013, the City expanded the Made in NY initiative to the technology sector to underscore the City's commitment to strengthening the New York City as a global hub for innovation. Digital companies who qualify for the Mark of Distinction are also added to the "We Are Made in NY" map and list of start-ups, which is currently hosted by Digital.nyc. In 2015, Mayor De Blasio officially expanded the Made in NY initiative to the fashion industry, and pledged to invest \$15 million into a new suite of programs to support and strengthen fashion's design, manufacturing, and educational sectors. To learn more, explore the Made in NY website.

ABOUT WALDORF ASTORIA HOTELS & RESORTS:

Waldorf Astoria Hotels & Resorts is a portfolio of 25 landmark destinations, each being a true reflection of their surroundings in the world's most sought after locations. Unified by their inspirational environments and unparalleled guest service, Waldorf Astoria creates unique authentic moments through the delivery of True Waldorf Service. Personal concierges deliver unparalleled, bespoke service from the moment a guest books through check out. Waldorf Astoria is a part of Hilton Worldwide, a leading global hospitality company. Experience Waldorf Astoria by booking at www.waldorfastoria.com or www.waldorfastoria.com/offers. Learn more about the brand by visiting http://news.waldorfastoria.com.