

NOT JUST A LABEL®

DISCOVERING AND SUPPORTING PIONEERS
IN CONTEMPORARY FASHION

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NOT JUST A LABEL PRESENTS: AUTHENTIC RADICALISM | CITIES AND A BOLD VISION FOR RETAIL

Thursday, September 7, from Los Angeles City Hall

How we consume, communicate, live, work and think is being transformed by technology. Not Just A Label (NJAL) Founder Stefan Siegel and Los Angeles Mayor Eric Garcetti are convening the brightest thinkers across retail, technology, real estate, fashion, and government to map out how we can rise to the challenges ahead.

As part of NJAL's international event series, 'Authentic Radicalism | Cities and a Bold Vision for Retail' will be hosted at Los Angeles City Hall on Thursday, September 7, 2017. NJAL's in-house futurist Sophie Hackford will host a session bringing together experts who will shape the experience of the future consumer.

NJAL and the Mayor's Office for Economic Development have curated a diverse set of experts who will dive into the experiential and hyper-connected nature of future retail, to the production and logistics of products in the internet age like drones, blockchain, and novel manufacturing techniques, to the next generation of the internet including augmented reality, voice interfaces, and predictive artificial intelligence.

"Los Angeles is an international force in creativity, manufacturing and trade — an ideal capital for the fashion industry," said L.A. Mayor Eric Garcetti. "Our entrepreneurs have a unique advantage in turning dreams into reality, because they can design, develop, produce, sell, and export their products in a single region."

Confirmed panelists:

Zach Brooks, General Manager of **Smorgasburg LA**; Brent Davis, Brand Measurement Lead, **Snapchat**; Chris deFaria, President of **DreamWorks Animation**; Jen Guarino, Vice President of Manufacturing for **Shinola**; Dan Katz, Transportation Policy Counsel for **Hyperloop**; Adrienne Lindgren, Business Development Manager for the **Los Angeles Mayor's Office**; Jay Luchs, Vice President at **Newmark Knight Frank**; Phil Pavel, former Managing Director of **Chateau Marmont** and Managing Director of **NoMad Los Angeles**; Ari Popper, Founder of **SciFutures**; Doris Raymond, President of **The Way We Wore**.

Los Angeles has long been the nucleus for the creative industries, and is a perfect setting for a renaissance in retailing. NJAL's expansion to Los Angeles aims at establishing an internationally relevant model for urban design and manufacturing, and ultimately redefining LA's place on the fashion axis. LA is quickly gaining traction as the next nucleus of American fashion. With an unmatched manufacturing legacy, a thriving cultural scene, and an international pool of creative impresarios, it sets the stage to redefine the global fashion industry.

NJAL's latest Authentic Radicalism event will tackle the uncomfortable reality of dwindling retail revenues, loss-making ecommerce, and empty storefronts. We will define new concepts of retailing and new business models for retailers, brands, and cities, to take advantage of the consumer's evolving desires and expectations.

NJAL IN LA

Creating a US base in Los Angeles, NJAL looks to bring many of its successful on- and offline activations to California. NJAL intends to partner with influential local brands as well as institutional bodies in order to offer routes to market through retail pop-ups and concept spaces, valuable discussions via lectures and workshops, and promote Los Angeles as a hub for sustainable manufacturing to its global community of over 25,000 designers.

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ABOUT NJAL

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 platform and a retail business for its designers and partners, and in parallel offers consulting services for leading brands and design institutions. NJAL today represents over 25,000 designers from 150 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.

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