

NOT JUST A LABEL®

DISCOVERING AND SUPPORTING PIONEERS
IN CONTEMPORARY FASHION

Press contacts:

For immediate release

Anna-Lisa Ritz / Stefan Siegel
press@notjustalabel.com
+44 20 7739 4636

Laura McCuaig
pressoffice@viviennewestwood.co.uk
+44 20 7287 3188

London, 1 November 2013

VIVIENNE WESTWOOD AND NOT JUST A LABEL – AN OPEN SOURCE PARTNERSHIP

Dame Vivienne Westwood, Britain's most culturally significant fashion designer, and NOT JUST A LABEL (NJAL), the world's leading designer platform for showcasing and nurturing today's pioneers in contemporary fashion, are to become digital partners.

With the launch of the exciting new Vivienne Westwood e-commerce website, as well as the re-launch of the NJAL digital platform later this autumn, NJAL has established itself as the digital arm of Westwood's global empire. The collaboration between these two like-minded companies – Vivienne Westwood ultimately as the godmother of independent designers and NJAL as the world's largest umbrella organisation for emerging and independent designers – represents an integration that will help generate a unique partnership with a sharing of expertise.

By encouraging synergies across both companies' business ecosystems and by engaging with multiple stakeholders in an open, transparent way NJAL will be able to grow and expand its operations thanks to the financial investment by Vivienne Westwood. In return, the iconic British designer will be able to expand its digital operations.

By openly sharing each other's expertise, both businesses are opening up to radical transformation using the catalysts of education, innovation, inspiration and collaboration.

NJAL is creating the new Vivienne Westwood responsive-design website using open source Drupal technology. Open source is the way forward for digital development as it is very often developed in a public and collaborative manner. The technology is more affordable, efficient, secure and not reliant on global software giants. Both Vivienne Westwood and NJAL are keen to underline the importance of ethical and transparent practises – especially in the digital environment.

Christopher Di Pietro, Marketing Director of Vivienne Westwood says, "This partnership is about using our own in-house digital design team to work closely with NJAL's developers, together building a web experience that we are very excited about. We are already considering possibilities for our next stages of development without constraints or limitations apart from those of our own creativity."

With Vivienne Westwood acting as mentoring company and NJAL as digital partner this way of working sets an example for future business models: instead of a closed source strategy, companies are able to open up to become stronger and more independent. It represents a collaboration based on the understanding of value and values, and the impact on social, economic and environmental dimensions of the world. This allows both businesses to share resources and develop collaboratively.

Stefan Siegel, Founder and CEO of NOT JUST A LABEL says, *"We find ourselves in the decade of transformation, and these times call for transformational change. It is all about winding down the unsustainable business models of the 20th Century and evolving new 21st Century business models that harness the power of open-source and ethical collaboration. Businesses of the future will be social, economic and environmental, and I am glad to say that we couldn't have found a more suitable partner than Dame Vivienne Westwood to transform our vision into reality."*

For further information please visit:

www.viviennewestwood.co.uk

www.notjustalabel.com

NOT JUST A LABEL LTD
94 LEONARD STREET
LONDON | EC2A 4RH

PHONE: +44 20 7739 4636
INFO [AT] NOTJUSTALABEL.COM
WWW.NOTJUSTALABEL.COM

REGISTERED IN THE UK NO: 6410002 | VAT REGISTRATION NO: 922519334 | TRADEMARK NO: 2480667
REGISTERED OFFICE: RUSSELL HOUSE | 140 HIGH STREET | EDGWARE | HA8 7LW | UNITED KINGDOM