

# NOT JUST A LABEL®

DISCOVERING AND SUPPORTING PIONEERS  
IN CONTEMPORARY FASHION

Press contacts:

For immediate release

Stefan Siegel  
press@notjustalabel.com  
+44 20 7739 4636

Emmeline Boyce / Carly Truss  
emmeline@canoeinc.com  
+44 20 3216 0022

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## WHO'S NEXT & NOT JUST A LABEL PRESENT THE FUTURE OF FASHION PROGRAM

WHO'S NEXT is proud to announce a historical collaboration with the world's leading online designer platform NOT JUST A LABEL (NJAL) to launch The Future of Fashion Program, a stepping stone for 20 emerging designers to grow internationally.

From NOT JUST A LABEL's international portfolio of over 14,000 talents worldwide, 10 accessory and 10 ready-to-wear emerging designers will be selected to take part in this unique opportunity to exhibit for up to 4 seasons at the internationally renowned WHO'S NEXT trade show in Paris. Additionally they would benefit from guidance and mentoring from top fashion industry professionals for two years.

The 20 selected contestants will showcase their Autumn/Winter 14/15 collections at the January 2014 WHO'S NEXT trade show. They will be presented in the accessory-led PREMIERE CLASSE area and in the womens ready-to-wear FAME area respectively. A thorough selection process will then take the most deserving designers throughout 3 seasons with 2 final winners presented in July 2015.

Each season, these designers will be judged on their creativity as well as their business capacity to market their collections by the program's mentors such as NOT JUST A LABEL founder Stefan Siegel, Olivier Arrighi CEO of FIDANCIA, an international financial services provider for the fashion industry, Salman Khokhar CEO of KOKA CONSULTING, the consulting specialised on developing fashion businesses, as well as WHO'S NEXT sales directors Sophie Guyot for the ready-to-wear, and Sylvie Pourrat for the accessories sectors. These experts will be joined by a senior official from a renowned Parisian buying office.

Designers who are keen to get involved will be able to apply immediately on NOTJUSTALABEL.com

Application are now open until December 12<sup>th</sup>, after which the 20 lucky designers will be announced and invited to join the January 2014 trade show.

### ABOUT WHO'S NEXT:

*Bringing together an array of professionals from the industry, WHO'S NEXT is the most internationally renowned fashion trade show in Europe, providing both buyers and visitors globally a clear, comprehensive and coherent view of what is on offer in the ready-to-wear and accessories markets each season. The prestigious trade show continues to provide an important platform for sales, developing client's loyalty and meeting new business prospects.*

For further information please visit:  
[www.whosnext-tradeshow.com](http://www.whosnext-tradeshow.com)  
[www.notjustalabel.com](http://www.notjustalabel.com)