



NOT JUST A LABEL®

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FOR IMMEDIATE RELEASE

THE NJAL POP-UP STORE

AFTER FOUR SUCCESSFUL MONTHS OF THE ONLINE SHOP, NJAL IS BRINGING UNIQUE AVANT-GARDE DESIGN DIRECTLY TO THE PUBLIC WITH THE LAUNCH OF OUR FIRST-EVER POP-UP STORE ON OCTOBER 23-24

NJAL, the leading global business directory for showcasing avant-garde fashion designers, is unleashing its online array of unique designs in the form of a **Pop-Up Store**, bringing the collection and consumer even closer together. During an exclusive, two-day only event in **Notting Hill**, professionals and creators will have the chance to meet and mingle in a fresh and inspiring surrounding.

THE ONLINE SHOP has been providing access to rare fashion pieces from a wide selection of fashion brands for four months now. Each month is hosted by a fashion personality; **Robin Schulié**, **Diane Pernet** and **Amanda Lepore** all happily lent their names to **THE SHOP**. Most recently the latest sell out collection was chosen by **supermodel Lara Stone**, W Magazine's current "most wanted face of the moment", winning the attention and acclaim of global fashion media.

THE LOCATION has become a favourite amongst the London fashion set, being renowned for its glamour. **Beach Blanket Babylon** occupies a prominent position in an old Georgian Mansion in the heart of Notting Hill. Famous for its unique interior design blending Boho Chic, French Country Style and Rococo; it is known the world over as a by-word for lavish luxury.

LARA STONE's uniquely selected collection will be available in the store, alongside a wide range of our most inspiring young designers' work. The pop-up store will benefit NJAL's most promising designers with crucial exposure in new markets. Furthermore, the event will help raise awareness of young and upcoming fashion, but also promote the idea of **sustainable fashion**.

THE POP-UP STORE will take place on **Friday 23rd October 12 lunch – 11pm** and **Saturday 24th October 10am – 3pm**. As a further exclusive offer guests can receive **25% off** lunch or dinner on Friday 23rd, and brunch on Saturday 24th by bringing their invite along. Come down to experience the frontlines of fashion and to shop otherwise off limit design in an inspiring environment. **RSVP essential: bbb@notjustalabel.com**

THE NJAL POP-UP STORE | BEACH BLANKET BABYLON | 45 LEDBURY RD | LONDON, W11 2AA
RESTAURANT RESERVATIONS: 020 7229 2907

WWW.NOTJUSTALABEL.COM

NOT JUST A LABEL (www.notjustalabel.com) is the London based online platform for emerging avant-garde design talent, counting more than 2,000 fashion designers from over 44 countries. Through an unlimited global showroom, matching demand and supply with individuality, creativity, diversity and talent, NOT JUST A LABEL provides a free tool that can be used by designers to present themselves along with their collections.

THE SHOP is a fresh online concept providing access to unobtainable designer pieces from a wide selection of fashion brands. THE SHOP was launched in May 2009 and has, so far, featured Robin Schulié (head buyer of the iconic Maria Luisa Store in Paris), cult-favourite blogger Diane Pernet, NYC pop and fashion icon Amanda Lepore and supermodel Lara Stone as hosts and curators of its monthly selection.

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All Press Enquiries:
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